

Brussels,  
Ares(2013)

Dear Madam/Sir,

As European citizens travel increasingly to other countries of the European Union for business or leisure, a single emergency number throughout the EU is of great value. Citizens just need to remember one emergency number anywhere in the EU: 112 – and will immediately reach the local police, ambulance or firemen services.<sup>1</sup>

However, 112 only helps if people know about it. A recent Eurobarometer survey shows that only over a quarter (27%) of EU citizens could spontaneously identify 112 as the number to call police, fire brigade or medical services anywhere in the EU. I strongly believe that companies in your organisation can play a key role in raising awareness about 112 by reaching out to those who are travelling to a foreign destination. You can save lives!

I therefore call on your organisation and the tour operators to join on the initiative to inform European travellers about the single European Emergency Number 112. It builds on last year's successful campaign with transport companies. The various awareness raising initiatives are published on our website<sup>2</sup>. Effective ways to raise awareness are via the companies' website or to include information in the clients' brochure/voucher. Any other means the companies deem appropriate are of course also welcome.

I would appreciate it if you could forward this information to the member companies of your organisation. I would be grateful for their commitment to inform passengers on the 112 emergency number in a way which they deem suitable to make passengers' journeys more secure. If you accept to join us in this initiative, we will be glad to announce that on our website [www.112.eu](http://www.112.eu).

We look forward to you joining us in support of this initiative.<sup>3</sup>

Yours sincerely,

Neelie Kroes

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<sup>1</sup> More information, and promotion material on 112 can be found at [www.112.eu](http://www.112.eu)

<sup>2</sup> <http://ec.europa.eu/digital-agenda/en/companies-participating-112-promotional-campaign>

<sup>3</sup> Please notify your commitment to the following e-mail address: [gyula.bara@ec.europa.eu](mailto:gyula.bara@ec.europa.eu)