Getting ready for tomorrow:
116 000 v2.0

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Secretary General
Missing Children Europe
The way forward
The way forward: quality

Quality

- All categories of missing
- 24/7
- Responding to children
- Follow up case
- Cooperation with authorities
The way forward: communication

- 1% would call the 116 000
- #1 challenge for hotlines
- Target audience:
  - Runaways?
  - Parental abductions?
  - Unaccompanied minors?
MCE initiatives

Quality

• Client relationship management & data collection (CRM & DC)
• Notfound
• Twitter campaign

Communication

• Google child alert
• Evaluation & accreditation
1. CRM & DC

Follow up to Practical Guide 2011:

Client relationship management & data collection software for 116 000 hotlines:
- Further harmonise the 116 000 service
- Improve data collection on missing children.
2. NotFound

Pilot project launched in BE 25.05.12
“Page not found, neither is this child”
2. NotFound (cont’d)

- 3000 websites registered
- 73,000 missing children posters each day
- 13 million missing children posters published
- 36 million people reached on Twitter

1. Targetted search
2. Accurate
3. Controlled
3. Twitter campaign

2010: Missing People’s “Big Tweet”
Missing cases every 30 minutes during 24h, with support of celebrities retweeting

2013: EU wide Twitter Campaign
National organisations tweeting on IMCD MCE retweets from 27 May – 04 June
### 3. Twitter campaign (cont’d)

**Campaign results:**

<table>
<thead>
<tr>
<th>Missing People</th>
<th>Child Focus</th>
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<tbody>
<tr>
<td>• 48 tweets – 24 hours</td>
<td>• 20 tweets – 10 hours</td>
</tr>
<tr>
<td>• Over 58,000 retweets</td>
<td>• Over 1,500 retweets</td>
</tr>
<tr>
<td>• Over 40 million people reached</td>
<td>• Over 500,000 people reached</td>
</tr>
<tr>
<td>• Victoria Beckham, Stephen Fry, Simon Cowell</td>
<td>• Elio Di Rupo, Vincent Kompany</td>
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</tbody>
</table>

• Total exposure of tweets/mentions: 223,649
• Roberta Angelilli, Cecilia Malmström
2014 & beyond

Additional avenue for geolocalised Child Alert dissemination

Accreditation and evaluation of hotlines
Conclusions

Best Interest

- Raising awareness
- Freedom of thought
- Low threshold support
- Right to privacy
- Finding missing children
- Protection
Thank you

www.hotline116000.eu
www.notfound.org
www.facebook.com/pages/Missing-Childrens-Day/431456600281803
@MissingChildEU

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