

## Digital Single Market

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# Vice-President Kroes urges member states and citizens to endorse 116 000 hotline for missing children

116 000 is an easy-to-remember and free-of-charge phone number to report missing children. In a recent survey, 91% of Europeans find this service useful. But that overwhelming support is not translating into awareness. Even in member states where the number is operational, only one in five people feel they have enough information about it. That is why, in a dedicated Conference today, Vice-President Kroes urged Member States to make the hotline fully operational and to take any action to boost awareness.

The European Commission is active in supporting the hotline. In April 2012, the Commission launched a new 116 website to boost awareness of 116 000 and 116 services. In 2011, the Commission also forged a strong coalition with telecommunications operators (via GSM Association) to increase and streamline publicity for 116 000 services in 14 Member States (over 250 million citizens). 2012 actions will include web publicity, text messages and informing subscribers through their bills. Many Europe-wide operators, such as Deutsche Telekom, Orange, Telenor and Vodafone, agreed to raise awareness through their local affiliates in more than one Member State, while Mobistar, TDC Denmark, Telekom Austria, Telefonica, Telecom Italia, Telia Sonera and Wind Hellas will promote 116 000 in their domestic markets through a diverse range of actions.

[Missing Children Conference](#) [1]

[116 Website](#) [2]

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[3]  
<http://europa.eu/rapid/pressReleasesAction.do?reference=SPEECH/12/396&format=HTML&aged=0&language=EN&guiLanguage=en>

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