

EUROPEAN COMMISSION

**NEELIE KROES
VICE-PRESIDENT**

**SIIM KALLAS
VICE-PRESIDENT**

ARES (2012) 97052
Brussels, 27.01.2012

Dear Sir/Madam

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 services¹.

However, 112 only helps if people know about it. A recent Eurobarometer survey shows that only over a quarter (26%) of EU citizens could spontaneously identify 112 as the number to call police, fire brigade or medical services anywhere in the EU. The 112 emergency number is available in every Member State, and it allows travellers to speak to an operator in a choice of European languages. Your company can therefore play a key role in raising awareness about 112 by reaching out to those who are travelling to a foreign destination. It can save lives!

We are calling on you, to join a new initiative to inform European travellers about the single European Emergency Number 112. We are building on last year's successful campaign of former MEP Diana Wallis which started with a request to travel companies to make an announcement to their passengers on 11 February (the so-called "11.2-Day"). Companies such as Easy Jet, British Airways, P&O Ferries and BMI joined the campaign.

We found that one of the most visible and cost-effective means of distributing this information was, for example, by including it on the e-ticket. Awareness raising can also be done via, for instance, the on-board magazine, the company website, by informing your staff or any other means your company deems appropriate.

This year we would be particularly eager to see your company "coming on-board". With the Olympics and the EURO 2012 - UEFA European Football Championship approaching, we are convinced that millions of travellers will appreciate your company's efforts to inform them. This is a great opportunity to show social responsibility.

¹ More information on 112 can be found at www.112.eu

Therefore, we would be grateful for your commitment² to inform passengers about the 112 Emergency number in a way which you deem appropriate to make their journey more secure. If you accept to join us in this initiative, by 9th February we will be glad to announce this on the eve of the upcoming 112 Day.

We look forward to you joining us in support of this initiative.

Yours sincerely,



NEELIE KROES



SIIM KALLAS

² Please notify your commitment to Directorate General Information Society and Media:
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