

# European Emergency Number **112** Awareness Campaign



## Aim of the campaign

The campaign aims at raising awareness amongst European citizens and visitors of the European emergency number 112, which is available everywhere in the European Union, free of charge, 24/7 for the police, the emergency medical services or the fire brigade.

The majority of European citizens are not aware that they can dial 112 in case of an emergency anywhere in the EU. Tourism organizations can play an important role in raising awareness due to their close connection with travellers, who constitute the key target group of this campaign.

## Execution of the campaign

### A. CORE ACTION

We invite you to encourage your members to place [112 posters](#) at their information desks (Tourists information centre, travel agencies...) in order to inform the visitors that in case of emergency, or if there are witness of an accident, they can simply dial 112, from their cell phone, anywhere they travel in Europe.

Additionally, they can distribute [leaflets and stickers](#).

### B. COMPLEMENTARY ACTIONS

Other means of raising awareness include the use of promotional material, such as the [112 logo](#), in/on:

- Your website;
- Your brochures;
- Your newsletter;
- Other means you find appropriate.

## Promotional material

For your convenience, the promotional material, including the above mentioned, is available by following this [link](#). In the case you require specific materials; we will do our best to adjust to your needs. For any inquiries, you can contact Petros Kremonas at [pk@eena.org](mailto:pk@eena.org).



## Disclaimer

You can use this material free of charge for the purposes of this campaign. Some files can be found in editable formats in order for you to be able to adjust them, if necessary, to your needs. Please note that you are allowed to edit the material upon notifying the European Emergency Number Association (EENA), by sending an email to Petros Kremonas at [pk@eena.org](mailto:pk@eena.org).

***Thank you for joining this initiative! We are certain that your contribution will make a significant difference in the lives of travellers all around Europe.***

