



To the attention of:

European Travel Commission
members

Rue du Marche aux Herbes 61
1000 Brussels
BELGIQUE

Subject: Raising awareness of the European emergency number 112

Dear European Travel Commission Members,

I am contacting you regarding an issue I believe we both have a profound interest in: the safety and well-being of European citizens and visitors from outside Europe.

The number of people travelling within the European Union has been significantly increasing over the last years. Consequently, the promotion of the European emergency number 112 for the safety of citizens and visitors of the European Union requires all our attention. In case of an emergency, one only needs to dial 112, free of charge, anywhere in the EU to immediately reach the emergency services – police, medical services or fire brigade.

Alarmingly, only 27%¹ of the EU citizens are familiarised with 112 and would immediately call it in case of emergency anywhere in the EU.

I am addressing you this letter because I believe that your organization could have a powerful impact in raising the awareness of 112 and truly saving lives in a very simple way.

I would like to kindly suggest a few initiatives that could make the difference for the safety of European citizens and visitors travelling in Europe. A first and impacting initiative would be to encourage your members to place 112 posters and brochures at their information desks, and to display the information on their website. For your convenience, materials are available on the following [link](#).

By becoming our partner in this campaign, your implication would be promoted in the framework of the awareness campaign's communications. Your contribution is going to be recognised through a variety of communicational channels, such as press releases, articles, and online and social media campaign organised by relevant stakeholders, such as the European Emergency Number Association (EENA).

I am looking forward to having you joining this initiative.

Yours sincerely,

¹ <http://ec.europa.eu/digital-agenda/en/news/2013-eurobarometer-survey-european-emergency-number-112>