

# The 112 Foundation

*One life, one number*

## *What is the 112 Foundation?*

The 112 Foundation exists to promote the knowledge and appropriate use of the European emergency number 112. The Foundation was proposed and established by EENA - the European Emergency Number Association - in cooperation with its Advisory Board.

## *Why do we need the 112 Foundation?*

The *112 Foundation* will help fund additional public promotion and education of the **already EU-wide available 112 number** to reach emergency services in times of need. There are at least 60 emergency numbers across the European Union. But only the 112 offers direct access to emergency services everywhere in the European Union and for all emergencies (police, fire service and ambulance).

The last EU-wide survey showed that even 17 years after its creation, **only 22% of Europeans were able to spontaneously identify the 112** as the number to call for emergency services anywhere in the EU, while 95% of EU citizens agree about the usefulness of having an emergency number available anywhere in the EU.

About **150 million Europeans** cross the internal borders of the EU every year (going from one EU country to another), while about 65% of Europeans feel less safe when they are in another EU country.



**Krystian Drozdek**, 3 years-old, saved his mum because he was taught about the 112 and **Jacek Saryusz-Wolski**, Member of the European Parliament

## *How to achieve these objectives?*

As incredible as it may seem, the 112 does not yet have its **own common logo and graphic line** in the EU. The first milestone will therefore be to develop one common graphic line and logo. This will serve as the basic material for a high-quality educational program about the 112 that will be translated in all EU official languages and made accessible to all, including people with disabilities.

The 112 Foundation will help fund the **creation of a set of promotional/educational materials** such as posters, stickers, children books, videos and audio recordings, video games, songs. These materials will inform on the appropriate use of the 112 – **When to call and What to Say** – along with messages on the damages of hoax calls. Materials will be downloadable online for free and open to customization by any

“multiplier” organisation and individual willing to inform citizens on the 112, in particular children and mobile Europeans - students, workers and tourists.

Promotional/educational materials will be of particular use to teachers who will receive books and class scenarios to educate their pupils, to student organisations which will receive handouts and brochures about the 112, to politicians who will be able to use the 112 logo in their campaigns, and to tourist agents who will be provided with brochures and information to hand out along with guide books and their offers.

The 112 Foundation will remain at the disposal of any particular request for already printed materials or technical support for organisations willing to conduct a tailored made educational campaign (lay-out, copyright, translation, coordination).



**Diana Wallis**, Vice-president of the European Parliament who requested more efforts in publicising the 112 as she admitted that she “was not aware of the 112 some time before meeting EENA Team in 2006”. Since that day Diana Wallis became one of the strongest advocates for an efficient 112  
**Dr. Demetrios Pyrrros**, elected President of WADEM and chairman of EENA Advisory Board  
**Commissioner Viviane Reding** at the 112 Awards Ceremony in June 2008

### *When does the 112 Foundation start?*

The 112 Foundation will be launched by politicians and key personalities during the press conference on **February 11<sup>th</sup>**, 2009 at the occasion of the European 112 Day at the European Parliament and the 112 Awards Ceremony, which recognize and distinguish individuals and organizations which have presented the best initiatives for the promotion and development of the 112.

The two phases of the promotional/educational activities will be announced on that day. The **first phase** detailed in the **2009 Action Plan** will consist in developing the common graphic line and basic promotional material in all EU languages - posters, postcards, colouring books, brochures, flyers. The **second phase** of the project expects further development of the communication tools in the next years.

### *Why should you support the 112 Foundation?*

The 112 Foundation aims at saving the lives of millions of Europeans, who may face an emergency and who are unaware of the emergency number to dial. By informing and educating Europeans on the 112, not only lives will be saved but properties, public expenses (emergency services) and private funds (insurance).

By engaging with the 112 Foundation’s actions, supporting individuals and organisations will be highlighted as main actors of safety and social responsibility in the EU. The 112 Foundation counts on this involvement to contribute to building a safer Europe for its citizens.