



**[amberalert.eu](http://amberalert.eu)**

The European Child Rescue Alert Initiative

# Neelie Kroes



“ I call on everyone - citizens, NGO's, corporations and member state governments - to join the AMBER Alert Europe initiative and ensure that when a child goes missing in Europe, we can alert everyone in the area immediately - even across borders and across language borders. ”

*Neelie Kroes*

*European Commission Vice-President, responsible for the Digital Agenda*

# Who are we?

The European Expert Initiative on Child Rescue Alerting

Non profit foundation

Ultimate goal: to save lives when a child goes missing, is abducted or is a victim of trafficking anywhere in Europe (endangered missing)

Consisting of law enforcement missing experts and IT specialists, who have been innovating child alert – or AMBER Alert - systems for years

# Law enforcement specialists

Some of our team members:



**Frank Jansen**

Independent Security and Investigations Professional (The Netherlands)

*Former head Regional Crime Squad  
Police commissioner in Rotterdam*



**Charlie Hedges**

Child Exploitation and Online Protection Centre (United Kingdom)

*Working at the UK Police force for over 30 years*



**Carlo Schippers**

Behavioral expert at the Netherlands Police Agency (The Netherlands)

*Graduated in Criminal Investigative Analysis from FBI Academy in 199*

# Innovation Specialists





**2.500.000**



# What can we do for you?

Best practices and advice from and by law enforcement missing / behavior colleagues

Global IT & innovation specialists help you with online media & engaging the public

Keep providing you with ever new tools and technology to enable public missing alerts

Improve cross-border cooperation & alerting with your neighbors

Based on best practices developed by the European Commission in 2008

# What can we do for you?

Help strengthen existing AMBER Alert (Child Alert) initiatives

Enable countries without an AMBER Alert to create one

Help establish interconnection between the existing AMBER Alert initiatives

Be a knowledge center on child alerting and topics such as citizen sourcing/public alerting

Help put in place child alerting standards and procedures

Completely free-of-charge (membership, hours & technology) for law enforcement



# AMBER Alert EU website



**Geo-targeting:**  
people instantly see the missing people in their country

**Advanced sharing:** Facebook, Twitter, E-mail, RSS, etc.

# When is an AMBER Alert issued?

The decision to issue an AMBER Alert lies with the police (sometimes public prosecutor) of an EU member state. Most member states use the following criteria\*:

The victim is a minor (i.e. under 18 years of age)

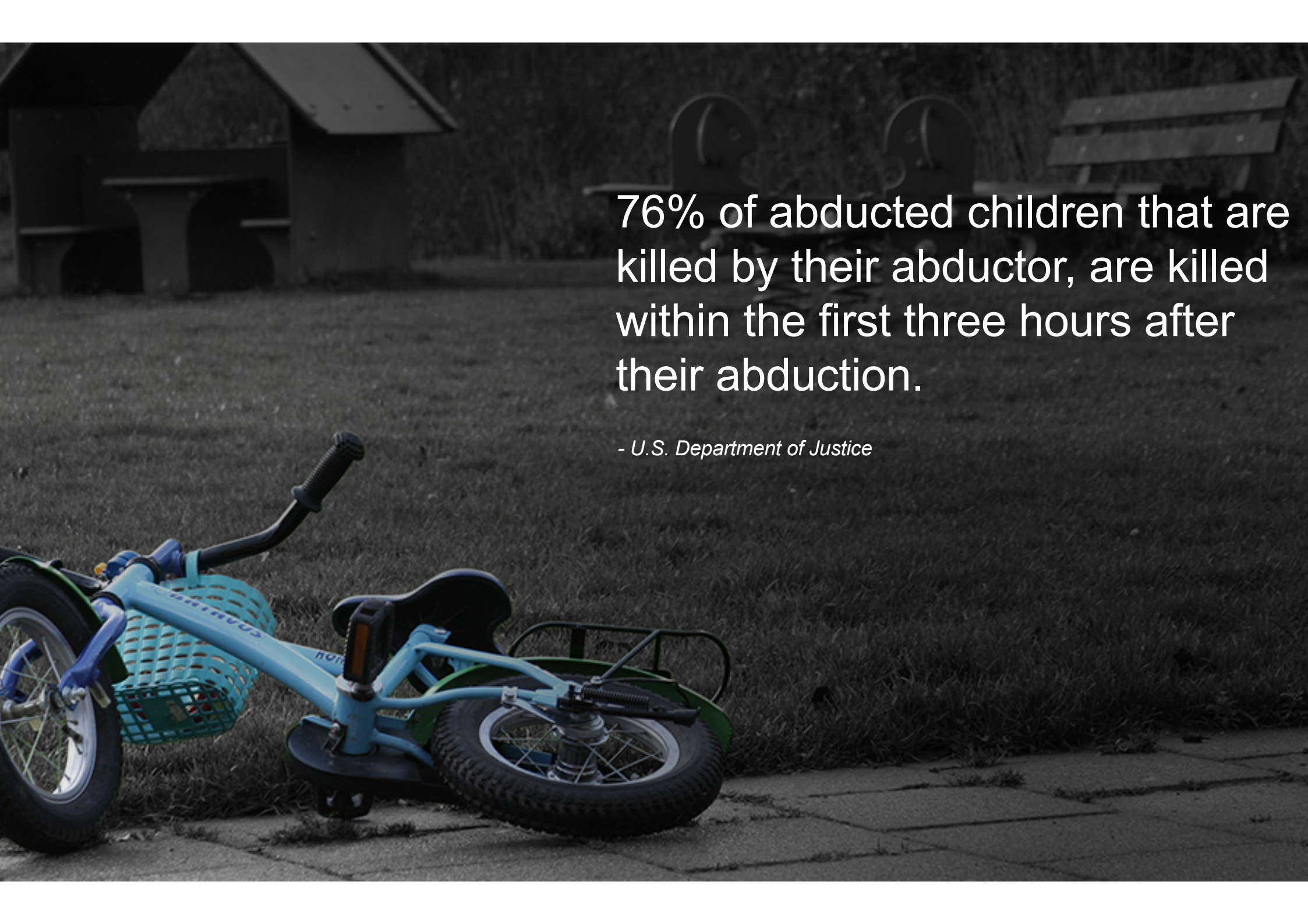
It is a proven abduction or there are clear elements indicating that it could be a case of abduction, and/or the health or the life of the victim is at high risk

Information is available which, once disseminated, will allow the victim to be located. Publication of this information is not expected to add to the risk facing the victim

There are good reasons to believe that the perpetrator has crossed the border with the child, or the abduction occurred in a region very close to a border that can be an escape route for the perpetrator

The use system to ask attention for other endangered missing children. Not runaways when there is indication their lives are in danger.

\* Common criteria for launching a child alert, part of the Best Practises developed by the European Commission. Point 4 refers strictly to the launch of a cross-border alert ([https://ec.europa.eu/justice/funding/rights/call\\_10014/ramc\\_ag\\_annex\\_5\\_2008\\_en.pdf](https://ec.europa.eu/justice/funding/rights/call_10014/ramc_ag_annex_5_2008_en.pdf))



76% of abducted children that are killed by their abductor, are killed within the first three hours after their abduction.

*- U.S. Department of Justice*



**First class equipment**

**Child abduction vs. Emergency Room:  
Both a race against the clock**

**Missing Person behavioral expert**

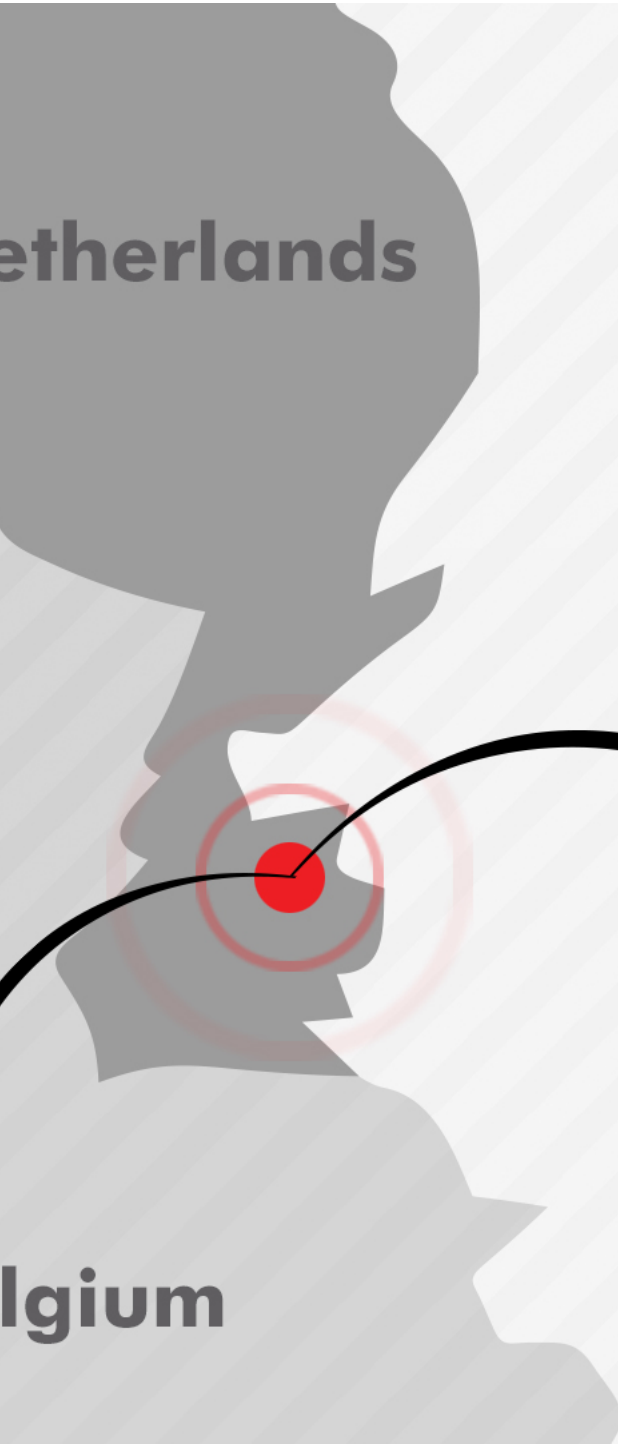
**Abducted Child**

Netherlands

**It takes only minutes for an abducted child to cross the border!**

Germany

Belgium



# Crossborder AMBER Alert: CASE 'Julian and Ruben'



- 8 May 2013: **first cross border Child Rescue Alert**, missing children Julian (7) and Ruben (9)
- Possibility that the brothers were taken to Germany or Belgium: **European AMBER Alert requested**
- Alert circulated by **AMBER Alert Europe (EU), AMBER Alert (NL), ChildFocus (BE)** and **Initiative Vermisste Kinder (DE)**
- **1.95 million people** in the Netherlands, Belgium and Germany instantly alerted on SMS, social media, apps, etc.
- **Extensive media attention** in the Netherlands, Belgium & Germany reaching an estimated **10 million people**
- **Adhoc cooperation.** Meetings took place to structure this crossborder cooperation further

# Crossborder AMBER Alert CASE 'Jayden'



Jayden Vos (4 years)  
15 June 20

Found thanks to AMBER A



Netherlands

Germany

# Privacy

Issuing an AMBER Alert is a serious matter

The media attention and privacy consequences for the child and its family in question are to be assessed by the police and in some countries the public prosecutor, taking into consideration article 8 of the European Convention on Human Rights (ECHR) and national legislation

An AMBER Alert is issued by the police, and typically requires the permission of the parents or guardian of the child in question

Photo and information on the child is removed when the AMBER Alert is cancelled



# AMBER Alert in the USA

US AMBER Alert Plan named after Amber Hagerman (9-year old girl abducted and killed in 1996)

National AMBER Alert US Plan in all US states since 2005

Has helped save 656 children to date



# EMBER Alert systems in Europe

## **Active Child Alerts:**

- Belgium
- Czech Republic
- France
- Germany
- Greece
- Ireland
- Netherlands
- Romania
- Switzerland
- UK

## **Child alerts installed but not active:**

- Cyprus
- Italy
- Portugal

## **Building a Child Alert:**

- Poland

# AMBER Alert in the Netherlands

Crowdsourcing initiative: developed pro bono and offered free of charge to the Dutch government by participating citizens and organizations

Named after the U.S. AMBER Alert Plan and launched on 11 November 2008 by Dutch Minister of Justice Hirsch Ballin



# AMBER Alert NL - overview

entire nation alerted within 10 minutes with crucial information and the photo of a missing child:

Used **653** times in urgent / endangered missing children cases\* Success rate: 88,7%\*\*

**7** AMBER Alerts

Success rate: 75%\*\*

Close to **2 million** registrations

Indirect reach: over **7.75 million** people

**5%** of the Dutch population knows AMBER Alert\*\*\*



\* Since 2011 on [amberalertnederland.nl](http://amberalertnederland.nl) & social media

\*\* Number of times that the child was found in good health

\*\*\* Source: Alerting systems needs, WODC, April 2013

# AMBER Alert NL success rate: 75%



Lorenzo (4 years)  
14 February 2009  
**Found thanks to AMBER Alert**



Kaylee Geertsma (7 years)  
22 September 2010  
**Found with the help of AMBER Alert**



Katja Leendertz (7 years)  
27 May 2009  
**Found with the help of AMBER Alert**



David Bale (9 years)  
27 January 2011  
**Found thanks to AMBER Alert**



Milly Boele (12 years) †  
11 March 2010



Melanie van der Heerik (17 years)  
1 July 2011

Children that were saved thanks to the AMBER Alert. Children who it later turned out were sadly already dead when the AMBER Alert was issued were left out of this equation

# AMBER Alert success rate: 75%



Vera de Vries (14 years)  
29 July 2011



Michiel Monne (2 years)  
29 October 2011  
**Found thanks to AMBER Alert**



Jennefer van Oostende (10 years) †  
9 October 2011



Roshayra (4 years)  
10 December 2011  
**Found thanks to AMBER Alert**



Serena (6 months)  
16 October 2011  
**Found thanks to AMBER Alert**



Michael van Dijk (10 years) †  
1 February 2012

Children that were saved thanks to the AMBER Alert. Children who it later turned out were sadly already dead when the AMBER Alert was issued were left out of this equation

# AMBER Alert success rate: 75%



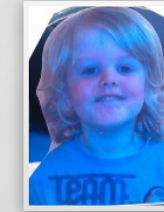
Sueda Bayar (16 years)  
10 September 2012  
**Found thanks to AMBER Alert**



Ruben (9 years) en Julian (7 years)  
van der Schuit †  
8 May 2013



Corline Snoek (7 years)  
10 October 2012  
**Found while Alert was sent out**



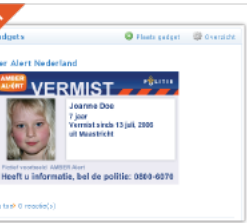
Jayden Vos (4 years)  
15 June 2013  
**Found thanks to AMBER Alert**



Anass Aouragh (13 years) †  
7 February 2013



**AMBER Alert PC Pop-ups & Newsaver**



**AMBER Alert Gadget**  
AMBER Alert automatically displayed on Dutch network Hyves



**Digital Highway Signs**  
Highway signs from Dutch Ministry of Infrastructure and other organizations (tekstkar.nl) automatically display AMBER Alerts



**AMBER Alert Digital Signage & Narrowcasting**



**AMBER Alert Website Alerts**  
Thousands of websites, such as De Telegraaf (largest Dutch newspaper), national broadcasting association and other major websites



**Public broadcasting**  
AMBER Alert is automatically displayed on all Dutch public broadcasting stations



**SMS**  
With images



**Tablet App**



Twitter



Facebook



## The World's First Multi-Channel Alert System for an Entire Country

**1.95 million registrations**  
"Reach millions in minutes"

- Thousands of organizations
- The entire country alerted within 10 minutes
- Winner of several international awards for innovation



RSS Feeds



Push Email  
Blackberry / PC



**AMBER Alert Digital Posters**  
Automatically generated, printable posters in case of an AMBER Alert



**AMBER Alert in Buses**  
Connexion



**Dutch AMBER Alert iPhone App**  
AMBER Alert automatically displayed on your iPhone, forward information & picture of child



**Schiphol Airport**  
Narrowcasting / PC / Mobile phones (a.o. Dutch Military Police)



**Supermarkets / Cinemas**  
Checkouts / TV screens



**Train personnel**  
Mobile terminals of train personnel



**Police**  
C2000 network / mobile phones / PCs



# AMBER Alert website

The screenshot displays the AMBER Alert website interface. At the top, there is a navigation bar with 'Home', 'Help mee!', 'Nieuws', and 'Veel gestelde vragen'. The main header features the 'AMBER ALERT' logo and the text 'Actuele vermissingen'. A central map shows various locations with markers for missing children. A callout box over the map says 'Share missing cases, info & tips' and 'Register now for AMBER Alert'. To the right, a list of missing children is shown, including 'Joanna Doe' (7 jaar, Vermist sinds 18-12-2012, Vermist uit Dordrecht), 'Constance Adiahta' (8 jaar, Vermist sinds 10-12-2012, Vermist uit Zeeheld), 'Mavis Vlas' (15 jaar, Vermist sinds 22-11-2012, Vermist uit Almere), and 'Donna Luctus' (12 jaar, Vermist sinds 15-11-2012, Vermist uit Amsterdam). A search bar at the top right says 'Find missing children in your area' with a 'Zoek' button. Below the map, there is a section 'Hoe kan ik helpen?' with a 'Meld je nu aan!' button and 'SMS AMBER AAN NAAR 5100'. The footer includes the 'POLITIE' logo and copyright information: '© 2008-2013 ambaralertnederland.nl - AMBER Alert (en het AMBER Alert logo) is een gereguleerd merk. Privé worden uitsluitend gebruikt voor het verspreiden van oproepingsberichten - KPI - Security research program - Alert 2.0 (regeling innovatie voor Maatschappelijke Veiligheid)'. The footer also mentions 'NETPRESENTIER' and 'AMBER Alert Nederland is een initiatief van:'.

**Geo-targeting:**  
people instantly see missing people in their area

**Advanced sharing:**  
Facebook, Twitter, RSS, etc.

# Highway signs and billboards

AMBER  
AL-ART

# VERMIST



sinds  
13 juli 2012  
uit Uden

POLITIE  
0800 - 6070

[infoled.nl](http://infoled.nl)

# Highway signs and billboards

Amber Alert  
Zwarte fiat 46-LK-GD  
Bel 112



# Large TV and LED screens



**Joanne Doe**  
7 jaar  
Vermist sinds 13 juli 2012  
Uit Uden. Werd voor het laatst  
gezien in een rode jas.

Heeft u informatie? Neem dan contact op met de politie. Bel 0900 - 6070

Presented by: Meisjesreizen

SONY



# Hartelijk Welkom



# Large TV and LED screens



# Connexxion's public transport buses

**STOP**  
**VDL Berkhof**  
*Ambassadeur*

11:33

**AMBER ALERT** **VERMIST** **POLITIE**



**Joanne Doe**  
8 jaar  
Vermist sinds 11-11-2008  
Vermist uit Maastricht

HEEFT U INFORMATIE,  
neem dan contact op met de politie 0800 6070

**Connexxion wenst u een prettige reis**

Meld dit bij de chauffeur s.v.p. [connexxion](http://www.connexxion.nl)



# MS text message with picture



# one App







# AMBER Alert Nederland

81,771 likes · 5,393 talking about this

Non-Profit Organization  
De officiële AMBER Alert Nederland Facebook pagina. AMBER Alert Nederland is het  
van de Nederlandse Politie. Deze pagina toont AMBER Alerts, lopende vermissingen  
[www.amber.nl](http://www.amber.nl)

AMBER  
ALERT RT

AMBER Alert NL

@AMBER\_Alert\_NL

officiële AMBER Alert Nederland Twitter account. Alleen bericht  
actuele AMBER Alerts.

Beek-LB (Nederland) · [amberalertnederland.nl](https://twitter.com/amberalertnederland)

224,295

FOLLOWERS



# Law enforcement & governments quotes worldwide

The Dutch AMBER Alert system is a powerful tool that gives law enforcement in the Netherlands the ability to keep children safer from harm. The success of the system in the Netherlands serves as an example to other countries, and has prompted others within the European Union to consider implementing their own programs and systems akin to the Dutch AMBER Alert.”

*De Humer, Senior Program Manager at International Centre for Missing & Exploited Children, the organization responsible for the US AMBER Alert*

I'm familiar with AMBER Alert Netherlands; a fantastic system with lots of possibilities. The strength of the system lies in the speed of alerting all the different media and civilians using the new communication media.”

*Les Hedges, national coordinator, Missing Persons Bureau, UK National Policing Improvement Agency*

# Law enforcement & governments quotes worldwide

The Dutch AMBER Alert system, is one of the world's most advanced crime / child alerts. We would love to have such a system in Poland. We'd very much also welcome an active role in Child Alert systems, since abductions are often international."

*Karnas, EU and international cooperation specialist, Polish police*

The abduction of a child is still a rare occurrence, but when it happens everyone is focused on finding the child as quickly as possible. AMBER Alert is a great use of technology in our industry which provides a real social service and we are delighted to offer them this award.

*Neil Lumley, chair of the IBC Innovations Award judging panel, during the presentation of the Special Award, IBC Innovation Awards 2009. IBC is the leading event for broadcasting and electronic media.*

# Time and emergency alerts

'RijnmondVeilig' (launched on 3 September 2011) used by the joint emergency service and police Rotterdam-Rijnmond in cooperation with the AMBER Alert organization to warn a community or an entire region fast & effectively in case of major disasters and crises (Moerdijk)



Op rijnmondveilig.nl kun je terecht voor alle informatie van de brandweer, ambulancedienst, 112-meldkamer (onderdeel van de Veiligheidsregio Rotterdam-Rijnmond), politie, Openbaar Ministerie, gemeenten en andere partners die bijdragen aan jouw veiligheid. Rijnmondveilig.nl informeert en alarmeert bij incidenten, rampen en crises 24 uur per dag, 7 dagen per week.

**ACTUELE INCIDENTEN** Archief Geef een locatie op

**Brand bedrijventerrein Bergschenhoek**  
17 augustus 2013, 23:12  
Brand op een bedrijventerrein bij de Leeuwenhoekweg in Bergschenhoek. Brand is meester. Brandweer bezig met

Reageer

Levensbedreigende situatie? Bel 112. Geen spoed maar wel politie? Bel 0900 8844

Meld je nu aan bij RijnmondVeilig!



Wil je op de hoogte blijven van incidenten of opsporingen in jouw regio? Meld je dan aan voor berichten van rijnmondveilig.nl.

Alle berichten **Nieuws** Twitter AMBER Alert Burgernet CIN Dossiers Opsporing

**Man succesvol gered op grote hoogte**  
Op zondag 28 juli 2013 is een man door het hoogtereddingsteam succesvol gered van de kerktoeren in Brielle.  
Nieuws 29 juli 2013, 11:51 [Share](#) [Tweet](#)

Morgen rond 14.00 uur liggen de drie grootste schepen ter wereld in de #haven van #Rotterdam <http://t.co/Bw11b44pKO> <http://t.co/4xomRbl8mZ>  
Rotterdam via [Twitter](#) 15 augustus 2013, 20:32

**Brand/broeie/explosie met assistentie brandweer (CIN B1)**  
"Ter info. Gaarne contact MKB Indorama Hn6330 Markweg 201 Europoort Rotterdam Kleine Industriebrand"  
CIN meldingen 17 augustus 2013, 19:08

# Exchange ideas?



**Frank Hoen**

Founder of AMBER Alert Europe  
& AMBER Alert Netherlands



**Carlo Schippers**

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Netherlands Police Agency

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