

# ANNUAL REPORT 2021

Every year, 300.000 children go missing in Europe. We strive to change this by protecting and empowering children.

# #ZEROMISSINGKIDS





## **AMBER ALERT EUROPE**

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Beek, June 27, 2022

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# Welcome letter

Dear friends and supporters,

The COVID-19 pandemic has been, and continues to be, an unprecedented moment in time. It has had a significant global impact on many aspects of our lives, affecting everyone, everywhere and profoundly testing our resilience.

Therefore, I want to open this annual report by acknowledging the challenging context for our members and partners and thanking them for their continuous commitment and support.

With 300.000 children going missing in Europe every year, tackling this issue remains at the heart of our organisation. In 2021, we continued to build on our Common European Approach on Missing Children and Missing Persons (CEA), a European-wide approach supported by 4 pillars, aimed at preventing children from going missing and ensuring that appropriate action is taken if a child does go missing.

As a result, valuable partnerships and bonds were forged, prevention- and awareness campaigns launched, best-practices shared, training programs for professionals in the area of missing persons created and conducted, and people from all walks of life mobilized to get us closer to #ZeroMissingKids.

The year ended with a historic breakthrough. For the first time ever, the issue of missing persons was firmly put on the EU agenda after all 27 EU Member States agreed to the Council Conclusions on Stepping Up Cross-Border Police Cooperation in the Area of Missing Persons.

This accomplishment is the result of a combined effort of the Slovenian Presidency of the Council of the European Union, the Slovenian Police, the Police Expert Network on Missing Persons and AMBER Alert Europe, and serves as the foundation for improved cooperation in the area of missing persons and missing children in Europe. An essential and solid foundation that we can build on for many years to come.

As we look towards 2022, we will continue to target our activities and efforts where they will have the greatest impact on children; protecting them from any risk of violence and abuse that may lead to or stem from going missing across and beyond national borders. I am looking forward to joining forces with all of you to achieve the latter.



**FRANK HOEN**

Founder and Chairman  
AMBER Alert Europe



01

# Our approach

Together towards a Common European Approach  
on Missing Persons and Missing Children

# Common European Approach on Missing Children – Missing Persons

Every year, 600.000 people go missing in Europe. Half of whom are children. Even though these numbers are staggering, missing is still ‘missing’ on the EU agenda. We want to change this.

Together with the Police Expert Network on Missing Persons, we have devised the Common European Approach on Missing Children and Missing Persons (CEA), a European-wide approach supported by 4 pillars, that will help prevent children from going missing and ensure that appropriate action is taken if a child does go missing.

## JOIN OUR MISSION TO BRING MISSING CHILDREN HOME SAFELY

Together we can save children’s lives. Support the Common European Approach by bringing it to the attention of your local government and parliamentary representatives.

[View PDF](#) >



## PILLAR 1

### MISSING PERSONS RISK TRIAGE: IMMEDIATE RISK IDENTIFICATION OF MISSING CHILDREN SAVES LIVES

When a missing child is reported to the police, law enforcement agencies should make a timely assessment to qualify or disqualify risk for the life or well-being of the missing child. This risk assessment is crucial to determine which steps need to be taken to successfully recover the child. Under-reaction can result in serious harm or death to the child. Over-reaction and doing too much is wasteful of resources and potentially an unwarranted intrusion on a child’s privacy.

## PILLAR 2

### ENHANCED CROSS-BORDER LAW ENFORCEMENT COOPERATION ON MISSING CHILDREN

With the abolishment of national borders, the Schengen Area, a zone with unrestricted movement of people was created. This also entails that missing children can easily be moved across a border into a neighbouring country. To prevent the investigations from stagnating at the border, resulting in vital time being lost, law enforcement agencies need to be able to quickly communicate and cooperate with their counterparts in other countries. In 2016, this belief resulted in an informal network of law enforcement experts in the field of missing persons. In 2019, this Police Expert Network on Missing Persons (PEN-MP) was officially recognised by the Council of the European Union.

### PILLAR 3

#### CONNECTING THE PUBLIC WITH LAW ENFORCEMENT IN THE SEARCH FOR A MISSING CHILD

In missing children cases, law enforcement frequently reaches out to the public for assistance. In 2008, the European Commission recognised the urgency of the missing children issue and set an objective for all EU Member States to establish an interoperable child alert system that would enable law enforcement agencies to alert their respective public and even coordinate the search across borders. Interoperability, however, has yet to be realised. In fact, currently, only 20 EU Member States have a child alert system for missing children in place. With 37.5% of Europeans living near national borders, protocols must be examined to ensure citizen sourcing in cases of missing children beyond the borders of the originating country

### PILLAR 4

#### PREVENTING CHILDREN FROM GOING MISSING AS A JOINT EFFORT OF ALL STAKEHOLDERS

Preventing children from going missing consists of two key elements: Firstly, training and awareness-building of key stakeholders to reduce the number of children going missing. Secondly, determining the reason a child has gone missing to prevent children from going missing again. Law enforcement agencies are aware that when a child goes missing, it can be a strong indicator of underlying problems such as abuse, sexual exploitation, gender issues, and trafficking. If a child returns and these issues remain unrecognised and untreated, often children go missing again. In order to prevent this re-victimisation, it is imperative that the risk to the missing child is identified as well as the origins of this risk. Not only does this lead to a reduction in the number of incidents, or reoccurring incidents, of children going missing; it also helps law enforcement agencies identify and address any associated criminal activity.



02

# Our impact

What we achieved in 2021

# PILLAR 1

## Missing persons risk triage: immediate risk identification of missing children saves lives

### ACTIVITIES

#### UNDERSTANDING AND MANAGING RISK IN THE CONTEXT OF MISSING PERSONS

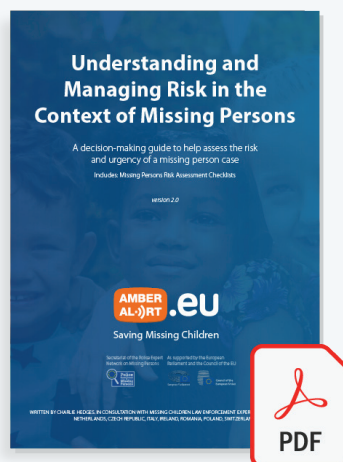
In 2021, AMBER Alert Europe continued to advocate the use of risk identification in missing children cases. This was reflected in all aspects of our work as missing persons risk triage served as the basis for many of

our training and awareness-raising activities, as well as for our efforts to advocate for policy change at EU level.

#### GUIDE ON RISK ASSESSMENT

In consultation with missing children law enforcement experts from all over Europe and Canada, AMBER Alert Europe has developed a decision-making guide on risk management. A quick risk assessment is crucial to identify the correct response.

[View PDF](#) >



**“An early assessment of a missing child can be compared to the triage used in assessing casualties and the speed of response needed to save lives”**

Charlie Hedges, renowned specialist in the field of missing children.

## PILLAR 2

# Enhanced cross-border law enforcement cooperation on missing children

## ACTIVITIES

### EU 27 PUT MISSING PERSONS ON THE EU AGENDA

For the first time ever, the issue of missing persons has been firmly put on the EU agenda after all 27 EU Member States agreed to Council Conclusions on stepping up cross-border police cooperation in the area of missing persons. This historic accomplishment is the result of a combined effort of the Slovenian Presidency of the Council of the European Union, the Slovenian Police, the Police Expert Network on Missing Persons (PEN-MP), and AMBER Alert Europe, and serves as the foundation for improved cooperation in the area of missing persons and missing children in Europe.

With the adoption of the Council Conclusions, the EU-27 not only support the Police Expert Network on Missing Persons (PEN-MP), the official European missing persons police network, but also recognises its efforts to improve cooperation on missing persons between law enforcement and private stakeholders or NGOs across Europe.

The PEN-MP will continue to work in close cooperation with the Justice and Home Affairs agencies.

PEN-MP activities, including projects fostering closer cooperation amongst law enforcement authorities investigating cases of missing persons, law enforcement training, and cold case projects will be supported by EU funds. Furthermore, the PEN-MP will be at the forefront of the creation of a European internet platform dedicated to the dissemination of missing persons' reports.

Damjan Miklič, President of the PEN-MP: "As a central initiative of the Slovenian Presidency in the Working Group on Law Enforcement (LEWP), the adoption of a decision of the EU Council on strengthening cross-border police cooperation in the field of missing persons was proposed. The text of the decision was confirmed at a meeting of ambassadors (Coreper) on 24 November and approved on 9 December by the EU Council of Ministers of the Interior after successful coordination at the LEWP. We estimate that under this Slovenian presidency we have successfully upgraded the operational work and put the field of work of missing persons on the map of the European security architecture for a higher level of human security in Europe."

Source: pdf (europa.eu)



**"We have successfully upgraded the operational work and put the field of work of missing persons on the map of the European security architecture for a higher level of human security in Europe."**

Damjan Miklič, Senior Criminal Police Inspector  
Specialist at the Slovenian Police Directorate and  
PEN-MP President



## POLICE EXPERT NETWORK ON MISSING PERSONS' FORUM 2021

On September 1-2, police experts from 20 countries gathered in Ljubljana, Slovenia, for the Police Expert Network on Missing Persons' Forum 2021. The aim of the annual event, which was hosted by the Ministry of the Interior and National Police of Slovenia and AMBER Alert Europe, was to share new knowledge, exchange experience, and practices, and form a common approach to dealing with missing persons, which will increase the chances of bringing them home safely and as quickly as possible.

In addition to police experts from over twenty European countries, the conference was also attended by representatives of Interpol, Europol, Frontex, and Cepol, the Bavarian Police, the Police Academy of Zagreb, and the Police Academy of Lower Saxony. Also present were representatives of the Supreme State Prosecutor's Office and local organisations such as the Tom Telefon helpline, the Alpine Association of Slovenia, Unicef, Ključ, as well as representatives of Österreich findet euch and Locate International.

Source: <https://www.gov.si/en/news/2021-09-01-experts-discuss-a-common-approach-for-rapid-and-safe-recovery-of-missing-persons/>

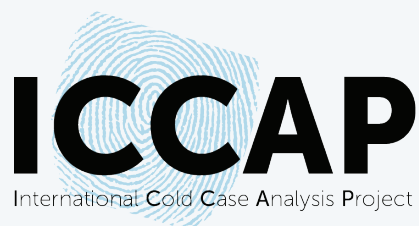


## INTERNATIONAL COLD CASE ANALYSIS PROJECT (ICCAP) EXPANDS AND LEADS TO NEW FINDINGS

After the successful launch of the world's first International Cold Case Analysis Project (ICCAP), a cooperation on cold cases between police colleges and universities under the umbrella of the Police Expert Network on Missing Persons (PEN-MP), AMBER Alert Europe, and Locate International, a second and third ICCAP was held in 2021. Besides enabling young police officers and students to establish a close link between theory and practice in cold cases, the participants ultimately aim to help families across Europe to find closure after the disappearance of a loved one.

### Second ICCAP: the “Gentleman John Doe” case

In 1994, the remains of an unknown man were found in the North Sea. The case, which was handled during the second ICCAP, led to new findings which prompted the responsible investigators and prosecutors to exhume the unidentified male and launch a national and international public search to identify the man.



### Third ICCAP: further investigation triggered

During the third ICCAP, four homicides of children from Lower Saxony who were killed immediately after birth (neonaticides) between 1988 and 2014 were analysed. A missing person case of a 7-year-old child from another European state who went missing in 1994 was also studied. At the end of the ICCAP, the





findings were presented to the investigators responsible for these cases – as well as 30 cold case specialists from 14 countries. As a result, further investigation was triggered in one of the cases.

### Expansion

At the end of the year, the ICCAP expanded to a total of 13 participating police academies and universities\* and over 60 students. So far, more than 170 students from Europe and Australia have taken part in the ICCAP.

### Further steps in 2022

The next ICCAP is planned from June to September 2022. The Saxony-Anhalt Police Academy from Germany and the French Gendarmerie are set to join the current participants of the ICCAP, expanding the project even further.

\* Australian Murdoch University, the Police College Zagreb, the Police Academy of Lower Saxony, the University of South Wales, Plymouth Marjon University, Canterbury Christ Church University, Glasgow Caledonian University, Staffordshire University, Bath University, Winchester University, Leed-Beckett University, Central Lancashire University and Goldsmiths' University of London.

## AUSTRALIAN NEW SOUTH WALES POLICE FORCE JOINS AMBER ALERT EUROPE AND PEN-MP

On December 20th, the New South Wales (NSW) Police Force, officially joined AMBER Alert Europe and the Police Expert Network on Missing Persons (PEN-MP). With its accession, the NSW Police Force hopes to develop stronger professional relationships with Missing Persons Units across Europe.

“The New South Wales Police Force is the largest law enforcement agency in Australia, with more than seventeen thousand sworn officers serving a population of more than eight million people.

Each year we receive reports of around ten thousand missing people”, says Glen Browne, Manager of the Missing Persons Registry of the New South Wales Police Force.

“We recently developed a new Missing Persons Registry to guide our organisation’s response to missing persons, unidentified bodies and human remains investigations. The new unit has a strong focus on developing improved systems and engaging with new technologies to achieve better outcomes for those reported missing.”

“Working with AMBER Alert Europe and the Police Expert Network on Missing Persons is a logical step as we strive to create a world-class specialist unit. Tens of thousands of Australians travel to European countries each year and we host significant numbers of visitors from those countries. As a result, we would like to develop stronger professional relationships with Missing Persons Units right across Europe.”



## INTRODUCTORY WEBINAR ON MISSING PERSONS FOR LAW ENFORCEMENT OFFICERS IN COOPERATION WITH CEPOL

On December 13th, AMBER Alert Europe, the Police Expert Network on Missing Persons (PEN-MP), and the Slovenian Police Directorate organised the 'Improving the investigation of missing persons cases' webinar in cooperation with the European Union Agency for Law Enforcement Training CEPOL. During this introductory course, law enforcement officers from all over Europe were given valuable insight into the complex area of missing persons.

Throughout this 90-minute session, AMBER Alert Europe's missing person expert introduced the participants to the various aspects of missing person investigation, including the search and rescue process, the use of social media, and cold case investigation of missing persons.

AMBER Alert Europe's missing person expert: "Training police officers from all ranks involved in how to properly conduct a missing person investigation may first of all save the life of the missing person. Secondly, those left behind, family and friends of the missing person, may sooner learn what happened, ending sometimes years of uncertainty about what happened. And last, but not least, it may also save substantial amounts of policing budgets for searching for the missing person with police officers, equipment and spending countless hours of investigation."

The introductory webinar is set to be the first part of a series of webinars related to missing persons.

## Improving the investigation of missing persons cases



## PILLAR 3

# Connecting the public with law enforcement in the search for a missing child

## ACTIVITIES

### POLIZIA DI STATO AND AMBER ALERT EUROPE SIGN COOPERATION AGREEMENT TO INTENSIFY SEARCH ACTIVITIES FOR MISSING CHILDREN

On October 19th, The Servizio Centrale Anticrimine of Direzione Centrale Anticrimine della Polizia di Stato and AMBER Alert Europe announced a cooperation agreement to foster information sharing on missing children and child alerting including best practices on technological innovation and standards, cross-border cooperation, community building and citizen sourcing.

The agreement, in form of a Memorandum of Understanding (MoU), strengthens the existing relationship between Polizia di Stato and AMBER Alert Europe, and formalizes their mutual interaction in the field of missing children and child alerting. The MoU was signed by the Director of Servizio Centrale Anticrimine, Mr Giuseppe Linares, and Chairman and Founder of AMBER Alert Europe, Mr Frank Hoen.

Missing children are extremely vulnerable subjects as they are exposed to significant risks, regardless

of the circumstances of their disappearance. For this reason, the Polizia di Stato has always been engaged in activities in order to strengthen the protection of children, including through instruments which use new technologies to reach out to the public.

The partnership will help both parties to achieve, at working and strategic level, common goals that will increase information exchange and assistance in cases of missing children, laying foundations for long-term cooperation between Servizio Centrale Anticrimine and AMBER Alert Europe Foundation.





## MISSING PERSON APPEALS ON ATMS LEAD TO SEVERAL SUCCESSFUL RECOVERIES IN SPAIN

The publication of missing person appeals on ATM screens led to the recovery of eight missing people in Spain. This success is the result of a collaboration between AMBER Alert Europe members Euronet Worldwide and the Spanish National Centre for Missing Persons (CNDES) and Spanish NGO SOSDesaparecidos.

The publication of missing person appeals on the ATMs of Euronet Worldwide, a global financial technology solutions and payments provider, led to 458 phone calls from people who identified the disappeared after having seen their photos on the ATM screens. As a direct result of these phone calls, the Spanish Police were able to locate eight people.

“This partnership showcases perfectly how the help of vigilant citizens can be a lifesaving factor in the search for missing persons. At the Spanish National Centre for Missing Persons (CNDES), we give great value to both prevention and citizen collaboration, since through the latter, we are able to locate a greater number of missing persons”, says Mr. Javier López Gutiérrez, Director of CNDES.

## Reach of millions of people across Europe

Euronet started the initiative with AMBER Alert Europe in 2019 in the Netherlands. This pilot project led to a pan-European agreement just a few months after it launched. From that successful start, Euronet now has agreements with national organisations in four European countries for the display of missing person appeals on its ATM screens, and more countries are expected to be added. As ATMs are typically located in heavily trafficked areas, the appeals are potentially viewed by millions of users and passers-by each across Europe.



## STATISTICS 2021: NATIONAL AMBER ALERTS AND CHILD ALERTS

AMBER Alert Europe only maps AMBER Alerts and Child Alerts issued by law enforcement authorities across Europe. The aim of this data collection is to gain better knowledge of the number of AMBER Alerts and Child Alerts shared by law enforcement or police-mandated organisations and the use of AMBER Alert systems in Europe.

The data in this report are collected by daily monitoring of law enforcement and police-mandated organisations' websites from European Union Member States. This data does not represent the total number of children who annually go missing in Europe.

### Yearly statistics

In 2021, 21 national AMBER Alerts or Child Alerts were issued by competent law enforcement in Europe. In 90 percent of the cases, the children were safely recovered.

### Highlighted cases

#### Ireland: CRI Alert for two girls

In April, An Garda Síochána initiated a Child Rescue Ireland (CRI) Alert for a 14-year-old girl who was presumed to be in the company of an 18-year-old male. The appeal to the public for assistance in tracing the whereabouts was made after An Garda Síochána had

serious concerns that there was an immediate and serious risk to the health or welfare of the girl. The girl was found in good health soon after.

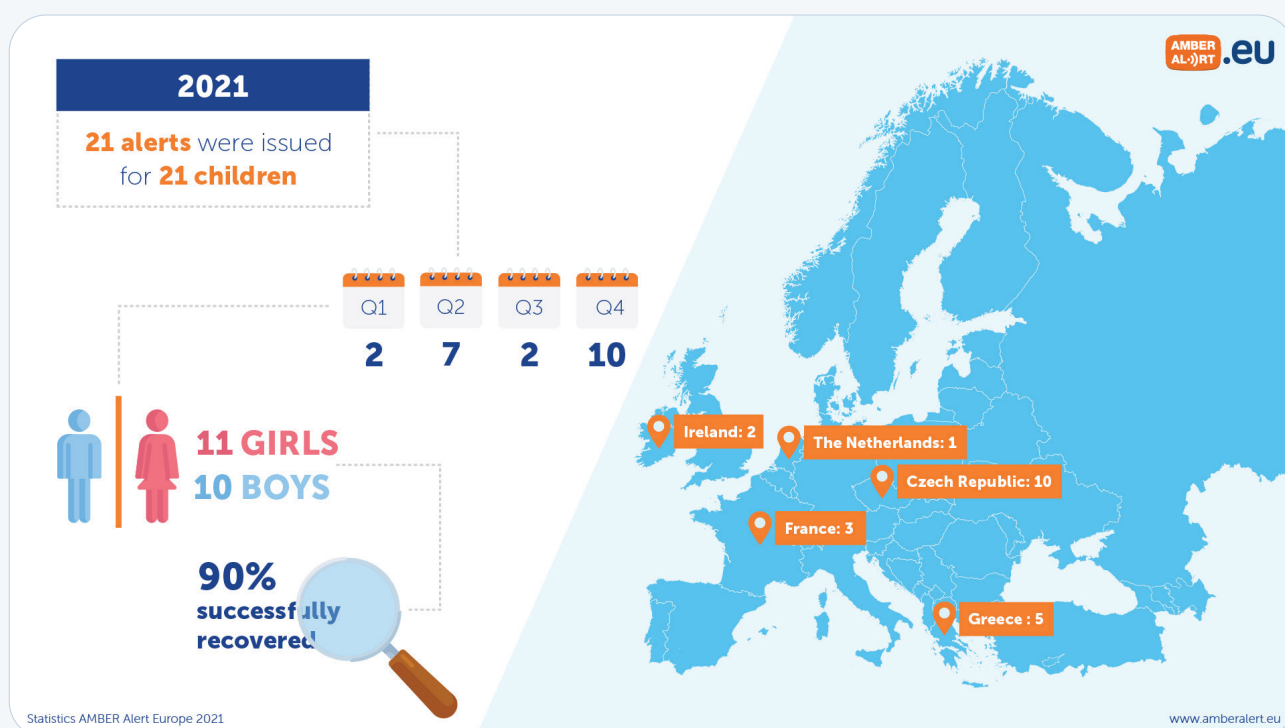
In October, another CRI was issued for a 2-year-old girl. The alert was cancelled several hours later when the girl was found. Gardai said two adults, a man and a woman aged in their 30s, were arrested.

#### The Netherlands: AMBER Alert for 17-year-old girl

In October, a 17-year-old girl went missing from Arnhem, the Netherlands. After an intensive search including a helicopter, dogs, a drone, and volunteers did not reveal the whereabouts of the girl, the National Police decided to involve the public in the search and issued an AMBER Alert. Approximately, one hour after the AMBER Alert was issued, the girl was found.

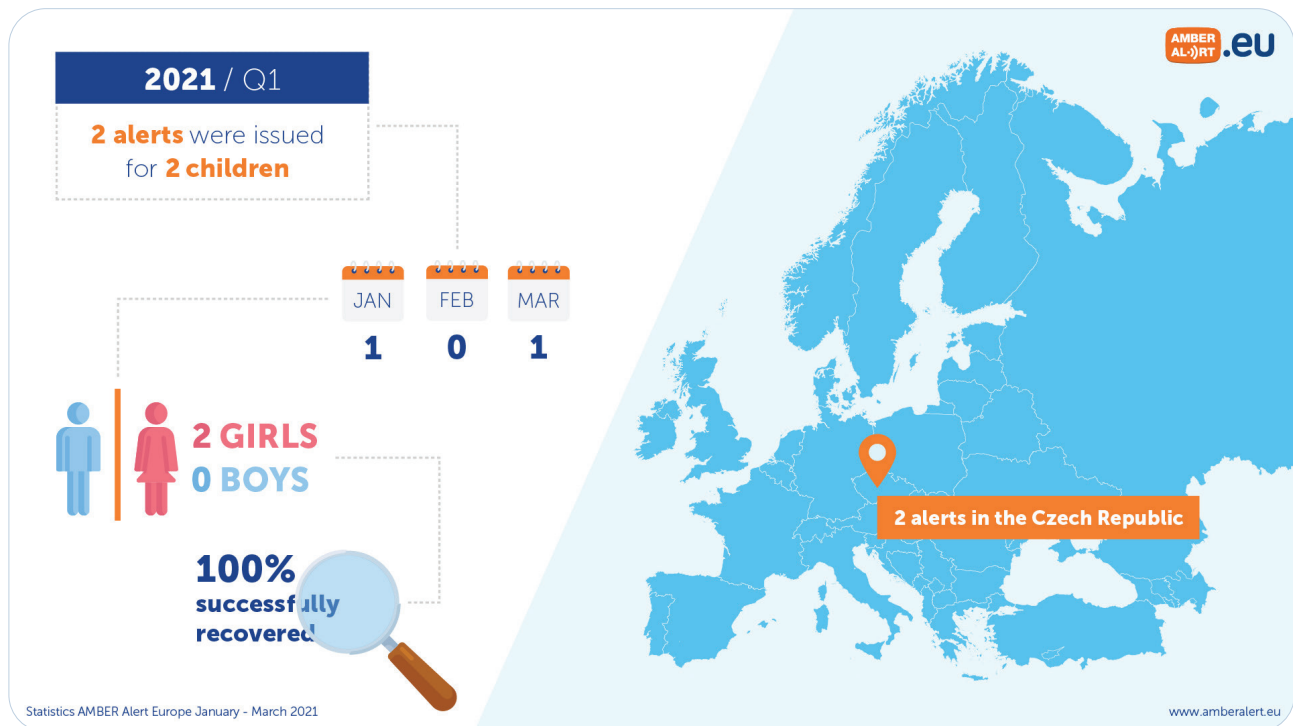
#### France: Alerte Enlèvement for 8-year-old boy

In July, an Alerte Enlèvement was issued for an 8-year-old boy from Lannion, France. The boy was abducted by his father who did not have the authority to take the child. The boy was found in good health the next day. His father was taken into custody.



## Quarterly statistics

### Quarter 1: January-March

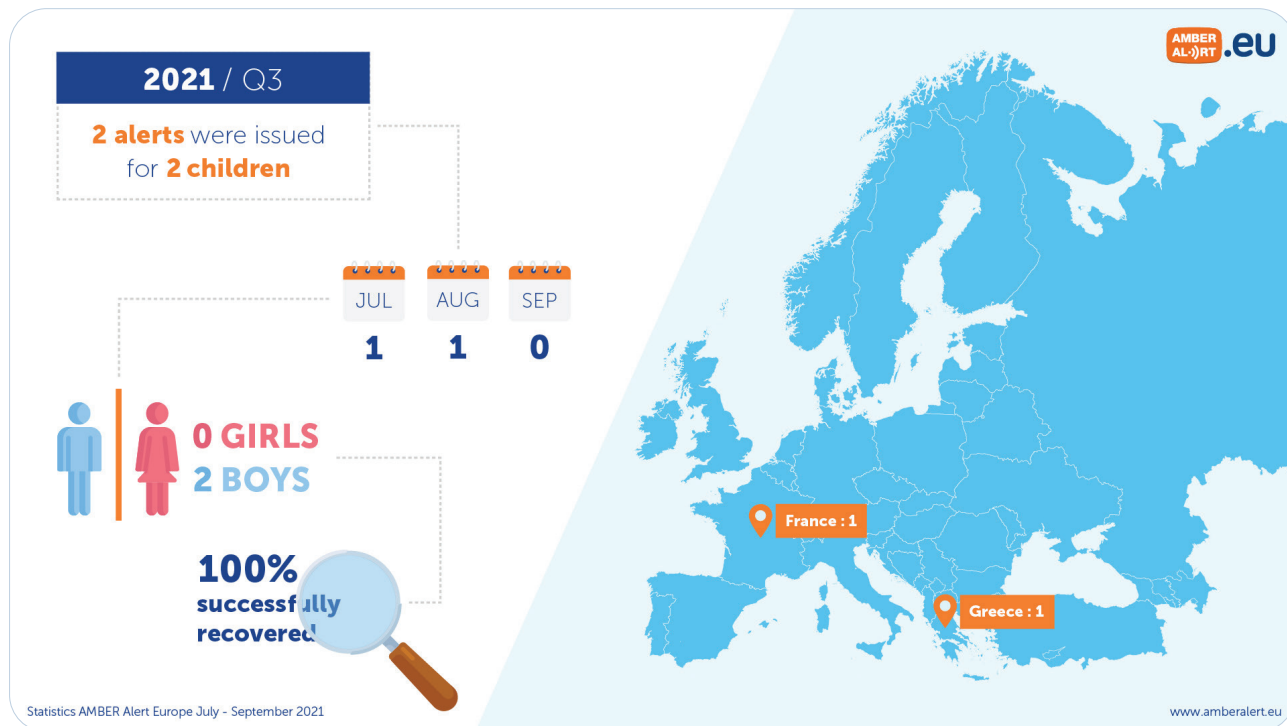


### Quarter 2: April - June





### Quarter 3: July - September



### Quarter 4: October - December



## PILLAR 4

# Preventing children from going missing as a joint effort of all stakeholders

## ACTIVITIES

### PREVENTION CAMPAIGN

#### #CheckBeforeYouChat

To mark International Missing Children's Day, AMBER Alert Europe, non-governmental organisations in the field of child protection and law enforcement officers from around the globe involved influencers in the fight against online grooming with a cryptic TikTok dance challenge.

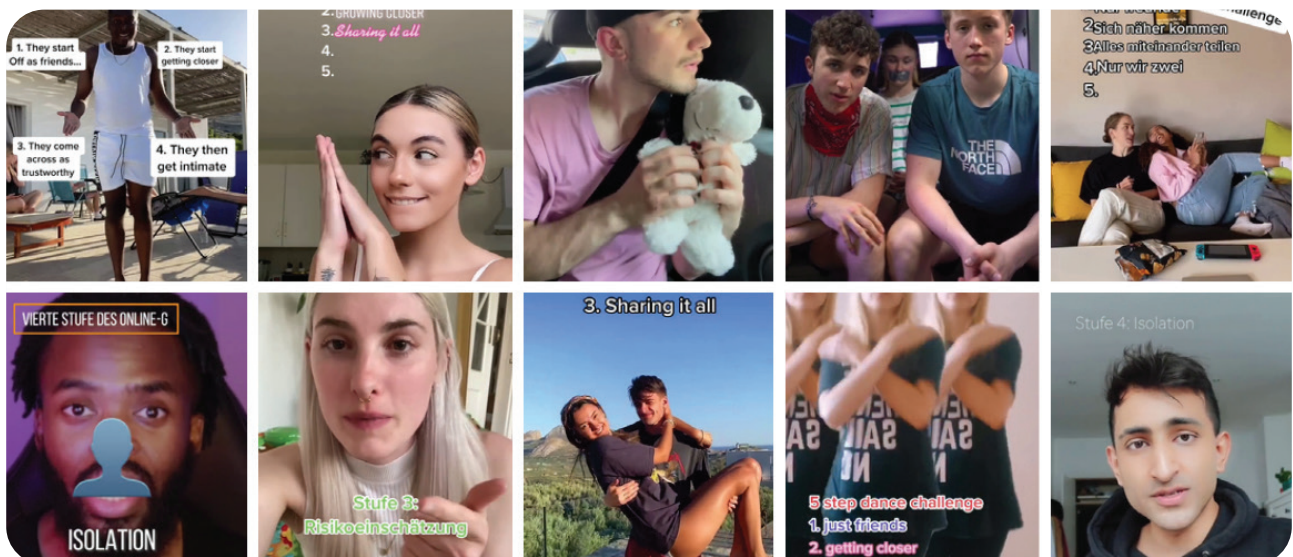
A seemingly ordinary TikTok dance challenge was launched by various well-known influencers around the globe. On May 25th, it was revealed that this viral dance challenge, created in cooperation with INNOCEAN Berlin, was in fact staged to educate teenagers on the signs of online grooming. The challenge kicked off a global prevention campaign, #CheckBeforeYouChat, to fight the alarming increase in online grooming cases during the COVID-19 pandemic.

Earlier that month, the song "Love Birds", secretly containing the five stages of online grooming in its lyrics, was officially released on TikTok along with a choreographed dance which interpreted the song

into a 5-step dance challenge. With the help of well-known dancers on the TikTok circuit, the 5-step dance challenge was replicated by unsuspecting Tik-Tokers worldwide.

Right before International Missing Children's Day, which served as a symbolic kick-off date, the second part of the campaign was set in motion. This time, dancers and campaign partners posted videos of themselves standing still and revealing the true meaning behind the TikTok challenge.

Frank Hoen, Founder and Chairman of AMBER Alert Europe: "Even though the signs were right in front of them, they still didn't notice what was going on", says Frank Hoen, Chairman and Founder of AMBER Alert Europe. "This is exactly what happens with online grooming. Often the signs remain unnoticed until it's too late. We want to make sure children are aware of the fact that online not everything is what it seems and they should be wary of who they communicate with on social media, apps or games. Always #CheckBeforeYouChat."





### Worldwide campaign

The #CheckBeforeYouChat-campaign was shared by law enforcement agencies and organisations in the field of child protection in 22 countries. The campaign was featured in news broadcasts, posts, articles, school programs, etc.

Argentina, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Finland, Germany, Greece, Israel, Italy, Lithuania, Poland, Portugal, Slovakia, Slovenia, Spain, Switzerland, Taiwan, United Kingdom, United States, the Czech Republic and the Netherlands.

### Trending hashtags

The hashtag #CheckBeforeYouChat has been viewed 5.4 million times on TikTok, the hashtag #5StepChallenge has been viewed 3.6 million times.

### On the big screen

The #CheckBeforeYouChat-campaign was also shared on thousands of digital screens: billboards, large outdoor screens and ATMs. These screens have a combined daily reach of 618.000 people.



AMBER Alert Europe Founder and Chairman, Frank Hoen, presented our worldwide [#CheckBeforeYouChat](#) campaign against online grooming at Europol's [#EDEN](#) event on data protection in law enforcement in Rome.

## AWARENESS-RAISING CAMPAIGN

### Friend or Monster?

On the European Day on the Protection of Children against Sexual Exploitation and Sexual Abuse, AMBER Alert Europe launched a new awareness-raising campaign 'Friend or Monster?' The campaign underlines the fact that, unlike common belief, the majority of sexually abused children are harmed by someone they know, love, or trust.

Each year, the Council of Europe highlights a specific topic on the occasion of this European Day. The 2021 edition focuses on "Making the circle of trust truly safe for children". In Europe, 8 out of 10 children, who are sexually abused, are harmed by someone in their inner circle, such as a parent, relative, or family friend.

When the harm is done by a person they know, love, or trust, children find it particularly difficult to disclose and overcome the abuse. Additionally, during the COVID-19 lockdowns, children closed in with their abusers had even fewer chances to seek help.

## AMBER ALERT EUROPE JOINS EUROPEAN PARLIAMENT INTERGROUP ON CHILDREN'S RIGHTS TO HIGHLIGHT CHILDREN'S RIGHTS IN THE EU

AMBER Alert Europe has officially joined the European Parliament Intergroup on Children's Rights, a group of 100+ Members of the European Parliament and 26 child-focused organisations working together to keep children's rights on top of the EU agenda.

"I am thrilled to announce that AMBER Alert Europe is officially part of the Intergroup on Children's Rights of the European Parliament", says Frank Hoen, Founder and Chairman of AMBER Alert Europe. "I stand together with the Intergroup and its members on an effective EU strategy on the rights of the child. No child must be left behind. With AMBER Alert Europe, the Intergroup will speak with a louder voice to protect the rights of the most vulnerable, in particular missing children. I look forward to achieving these goals."



## **AMBER ALERT EUROPE PARTNERS UP WITH THE CENTRE FOR MISSING AND EXPLOITED CHILDREN CROATIA TO BETTER PROTECT MISSING CHILDREN IN EUROPE**

On February 22nd, AMBER Alert Europe officially welcomed its newest member the Centre for Missing and Exploited Children Croatia (CNZD).

“Center for Missing and Exploited Children (CNZD) has been working for fifteen years on the prevention of the phenomenon of missing children in the Republic of Croatia and as an organisation it is recognized nationally and internationally. Only by inter-departmental connection of the governmental and non-governmental sector as well as all stakeholders dealing with this issue can we make a step forward in the protection of children”, says Mr. Tomislav Ramljak, Head of CNZD.

“The collaboration with AMBER Alert Europe confirms the CNZD’s expertise and commitment to the common goal that other members of this prominent organisation have, which is to find every child who is missing. Thanks to all the associates and employees of AMBER Alert Europe for the warm welcome and willingness to cooperate, we cordially greet the other members of this organisation and invite them to join forces in the fight against this global phenomenon.”

## **AMBER ALERT EUROPE AND ACTIVEFENCE PARTNER TO TACKLE ONLINE CRIME AGAINST CHILDREN**

AMBER Alert Europe and ActiveFence, an online integrity company that identifies and tracks malicious activities online at scale, have joined forces to make the internet a safer place for children.

By scanning millions of malicious sources of online chatter across dozens of platforms and languages, ActiveFence proactively identifies, tracks, and stops a variety of online threats. This allows them to protect children worldwide against sexual abuse, human trafficking, and other harms on the internet.

“Taking a proactive approach is crucial in the fight against child predators online. Because we identify bad actor operations first and at the source, we have a lot to contribute to the conversation about protecting internet users”, shared Nitzan Tamari, ActiveFence CMO. “We are eager to partner with AMBER Alert Europe towards our shared mission of enabling a safer online world.”

“With children spending such a large amount of time online, they are also exposed to the risks that come with online access”, says Frank Hoen, Founder and Chairman of AMBER Alert Europe. “Therefore, it is great that ActiveFence uses its unique technology to contribute to making the internet a safer place for children.”

03

# Our organisation

AMBER Alert Europe Foundation



# About us

AMBER Alert Europe is a foundation that assists in saving missing children at risk by connecting law enforcement with other police experts and with the public across Europe. AMBER Alert Europe advocates that one missing child is one too many and aims for zero missing children in Europe.

AMBER Alert Europe brings together 44 official organisations, public authorities and business entities from 28 countries. The foundation actively contributes to the EU and national policy debate on saving missing children. AMBER Alert Europe also hosts the Secretariat of the Police Expert Network on Missing Persons (PEN-MP), so far consisting of over 80 experts from 33 countries, and harbours the Task Force on AMBER Alerts.

AMBER Alert Europe is a neutral platform. It operates either evidence based (scientifically proven) or expert based. All activities are executed with respect for the privacy of missing persons and data protection laws.

## Board of Directors



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**FRANK HOEN**  
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Founder and Chairman  
– AMBER Alert Europe  
Foundation

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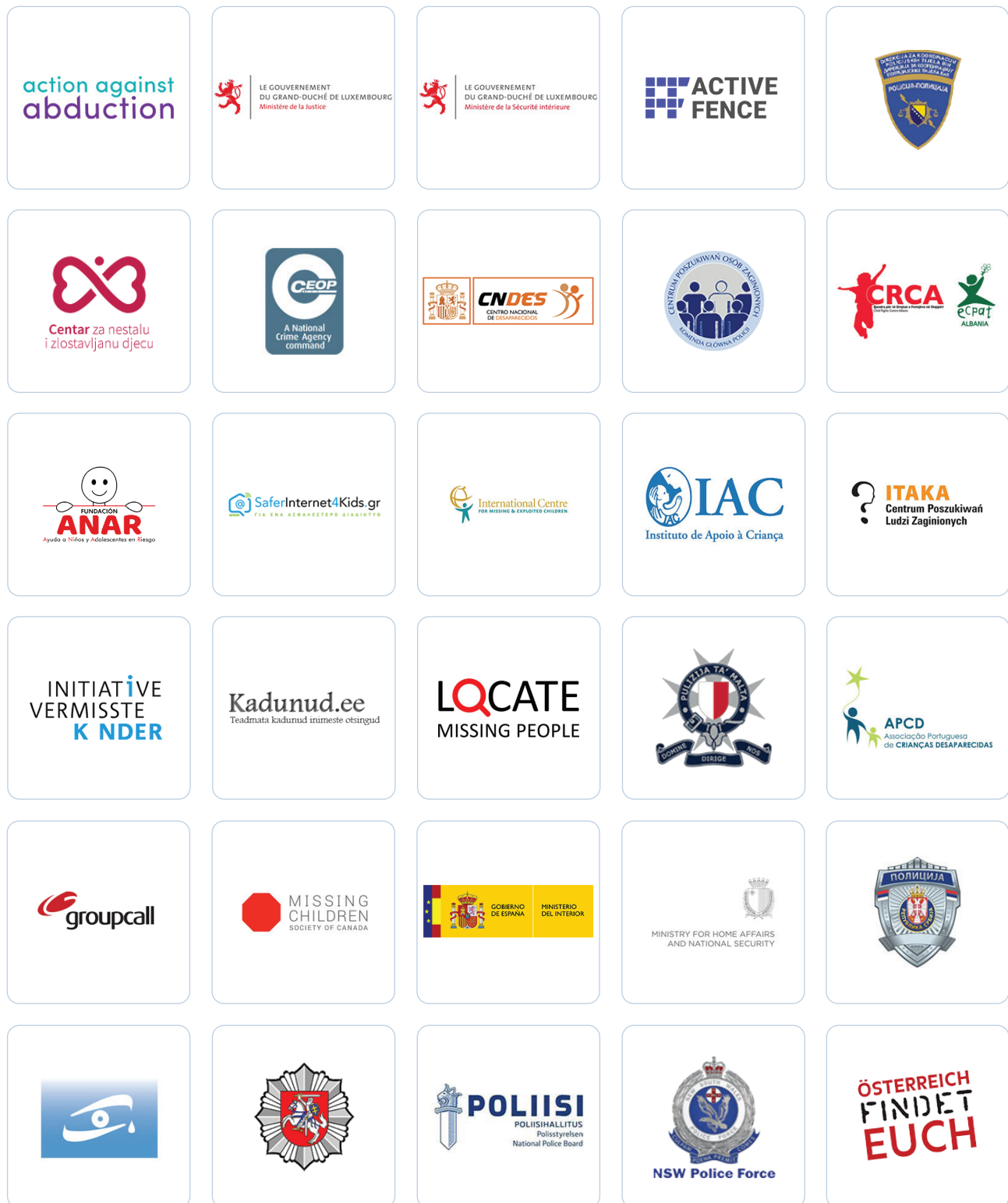


**MAURICE LENFERINK**  
The Netherlands

Safety Region Rotterdam-Rijnmond

# Organisations that support us

## Participating organisations



## Participating organisations



## Partners



## Sponsors

In 2021, AMBER Alert Europe had the support of multiple organisations that contributed to the cause by providing us with valuable in-kind services.

### **TRUE**

Hosting partner TRUE keeps the AMBER Alert Europe platform, including our website, up and running 24 hours a day, seven days a week. The services are provided entirely free of charge and can be quantified at an amount of approximately €160,000 annually.

### **Axon Advocaten**

Axon is a law firm based in Amsterdam that specializes in internationally oriented services. They apply an hourly rate of €325 (excl. VAT). The service, as requested by AMBER Alert Europe, is provided free of charge. An exact amount to be quantified cannot be provided in advance. No min-max has been agreed upon between parties.

### **MN adviseurs**

Accon AVM provides AMBER Alert Europe with financial advice, as well as financial statements. This service, costing around €10,000 annually, is provided free of charge.

### **Notariaat Pas**

A contract has been concluded with notary office Notariaat Pas whereby the necessary notarial-legal advice and support will be given free of charge. This is difficult to quantify in advance.

### **INNOCEAN Worldwide**

INNOCEAN Worldwide is a global marketing and communications service provider that offers creative marketing solutions. From January 2021 until May 2021 and from November 2021 until December 2021, INNOCEAN Berlin has helped us set up several prevention and awareness-raising campaigns. For this, the services of different employees from five fields (project management, design, strategy, PR, creative) were made available to us free of charge.

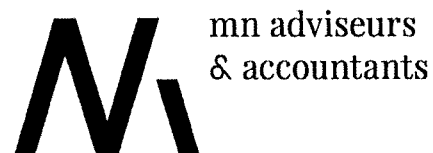


04

# Annex

Financial Report 2021

**YOUR FUTURE  
IS OUR MISSION**



**Stichting AMBER Alert Europe  
To the board of directors  
Peter Treckpoelstraat 4  
6191 VK BEEK**

**Annual report 2021**

**MN adviseurs &  
accountants**

Holleweg 23  
6131 AA Sittard

+31 (0)85 - 040 11 20  
[info@mnadviseurs.nl](mailto:info@mnadviseurs.nl)

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

Op onze dienstverlening en/of andere rechtshandelingen zijn steeds de algemene voorwaarden van MN adviseurs & accountants van toepassing, waarin een beperking van aansprakelijkheid is opgenomen. Deze algemene voorwaarden zijn gedeponeerd bij de Kamer van Koophandel onder nummer 73697575 en zullen op eerste verzoek kosteloos aan u worden toegezonden. Tevens kunt u de algemene voorwaarden via onze website [www.mnadviseurs.nl](http://www.mnadviseurs.nl)



**Stichting AMBER Alert Europe  
To the board of directors  
Peter Treckpoelstraat 4  
6191 VK BEEK**

**Annual report 2021**

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## **1. REPORT OF THE AUDITORS**

Stichting AMBER Alert Europe  
To the board of directors  
Peter Treckpoelstraat 4  
6191 VK BEEK

Reference: 11489  
Subject: Annual report 2021

Sittard, June 27, 2022

Dear board of directors,

Herewith we submit you a report of our activities on the annual account 2021 of your company.

The balance sheet as of December 31, 2021, the statement of income and expenses 2021 and the notes, together forming part of the financial statements 2021 are components of this report.

### **1.1 Accountant's compilation report**

The financial statements of Stichting AMBER Alert Europe, Beek have been compiled by us using the information provided by you. The financial statements comprise the balance sheet as at December 31, 2021 and the statement of income and expenses for the year 2021 with the accompanying explanatory notes. These notes include a summary of the accounting policies which have been applied.

This compilation engagement has been performed by us in accordance with Dutch law, including the Dutch Standard 4410, "Compilation engagements", which is applicable to accountants.

The standard requires us to assist you in the preparation and presentation of the financial statements in accordance with Part 9 of Book 2 of the Dutch Civil Code. To this end we have applied our professional expertise in accounting and financial reporting.

In a compilation engagement, you are responsible for ensuring that you provide us with all relevant information and that this information is correct. Therefore, we have conducted our work, in accordance with the applicable regulations, on the assumption that you have fulfilled your responsibility.

**MN adviseurs &  
accountants**

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To conclude our work, we have read the financial statements as a whole to consider whether the financial statements as presented correspond with our understanding of Stichting AMBER Alert Europe.

We have not performed any audit or review procedures which would enable us to express an opinion or a conclusion as to the fair presentation of the financial statements.

During this engagement we have complied with the relevant ethical requirements prescribed by the "Verordening Gedrags- en Beroepsregels Accountants" (VGBA). You and other users of these financial statements may therefore assume that we have conducted the engagement in a professional, competent and objective manner and with due care and integrity and that we will treat all information provided to us as confidential.

For further information on the nature and scope of a compilation engagement and the VGBA we refer you to [www.nba.nl/uitleg-samenstellingsverklaring](http://www.nba.nl/uitleg-samenstellingsverklaring).

We have compiled these financial statements for the management of Stichting AMBER Alert Europe to enable Stichting AMBER Alert Europe to comply with the obligation to prepare the financial statements. Our compilation report is intended solely for the management of Stichting AMBER Alert Europe and should not be distributed to or used by other parties.



## **Stichting AMBER Alert Europe**

### **1.2 General**

#### **Incorporation**

The Stichting AMBER Alert Europe was incorporated by way of deed dated January 23, 2013. The company has been registered at the Chamber of Commerce under file number 57040559.

#### **Company**

Stichting AMBER Alert Europe is dedicated to the protection of endangered missing children, and provides for training and cross-border coordination to law enforcement. AMBER Alert Europe connects citizens with law enforcement when the police believe the public can help find the child. AMBER Alert Europe provides support in an advisory and knowledge-sharing role to its members and partners, who, together with the network of connected citizens, are on the lookout when a child goes missing across Europe.

#### **Board of directors**

The management is conducted by:

- F.C.C. Hoen
- P. Binkova



## Stichting AMBER Alert Europe

### 1.3 Results

Below we provide an analysis of the enterprise's results, based on the statement of income and expenses.

	2021		2020	
	€	%	€	%
Income	528.474	100,0%	215.130	100,0%
<b>Sum of the benefits</b>	<b>528.474</b>	<b>100,0%</b>	<b>215.130</b>	<b>100,0%</b>
To be a life-saving factor in abductions or disappearances of children or other vulnerable people throughout Europe	325.425	61,6%	187.272	87,1%
Office costs	7.805	1,5%	5.405	2,5%
General costs	119.673	22,7%	10.960	5,1%
Other operating costs	452.903	85,8%	203.637	94,7%
<b>Balance before financial income and expense</b>	<b>75.571</b>	<b>14,2%</b>	<b>11.493</b>	<b>5,3%</b>
Interest and similar expenditure	-809	-0,2%	-16	0,0%
<b>Total financial income and expenditure</b>	<b>-809</b>	<b>-0,2%</b>	<b>-16</b>	<b>0,0%</b>
<b>Other reserves</b>	<b>74.762</b>	<b>14,0%</b>	<b>11.477</b>	<b>5,3%</b>





## Stichting AMBER Alert Europe

### 1.4 Comparative overview

Below we provide an analysis of the enterprise's results, based on the statement of income and expenses.

	2021	2020	Budget 2021	Difference 2021
	€	€	€	€
Income	528.474	215.130	312.000	-216.474
<b>Sum of the benefits</b>	<b>528.474</b>	<b>215.130</b>	<b>312.000</b>	<b>-216.474</b>
To be a life-saving factor in abductions or disappearances of children or other vulnerable people throughout Europe	325.425	187.272	291.100	-34.325
Office expenses	7.805	5.405	7.000	-805
General expenses	119.673	10.960	11.400	-108.273
<b>Total operating costs</b>	<b>452.903</b>	<b>203.637</b>	<b>309.500</b>	<b>-143.403</b>
<b>Balance before financial income and expense</b>	<b>75.571</b>	<b>11.493</b>	<b>2.500</b>	<b>-73.071</b>
Interest and similar expenditure	-809	-16	-1.000	-191
<b>Total financial income and expenditure</b>	<b>-809</b>	<b>-16</b>	<b>-1.000</b>	<b>-191</b>
<b>Other reserves</b>	<b>74.762</b>	<b>11.477</b>	<b>1.500</b>	<b>-73.262</b>



## Stichting AMBER Alert Europe

### 1.5 Financial position

Below we provide an analysis of the enterprise's financial position, based on the balance sheet.

	December 31, 2021		December 31, 2020	
	€	€	€	€
<b>In short term available:</b>				
Receivables	3.189		11.577	
Cash at bank and in hand	<u>2.138.648</u>		<u>25.928</u>	
Total current assets		2.141.837		37.505
Less: current liabilities		<u>2.046.366</u>		<u>16.096</u>
Working capital		95.471		21.409
<b>Fixed on long term:</b>				
Tangible fixed assets	<u>700</u>		<u>-</u>	
		700		-
<b>Funded with on long term available assets</b>		<u>96.171</u>		<u>21.409</u>
<b>Funding occurred as follows:</b>				
Reserves and funds		<u>96.171</u>		<u>21.409</u>
		<u>96.171</u>		<u>21.409</u>

According to this analysis the working capital as of December 31, 2021 compared to December 31, 2020 increased by € 74062.

We trust to have been of service. We are available to provide further explanation.

Yours sincerely,  
MN adviseurs & accountants

M.A.A.M. Mulders  
accountant-administratieconsulent



## **2. DIRECTORS' REPORT**



## **Stichting AMBER Alert Europe**

### **2.1 Directors' report**

#### **General**

The report is available for inspection at the partnership's premises.



### **3. FINANCIAL STATEMENTS**



## Stichting AMBER Alert Europe

### 3.1 Balance sheet as of December 31, 2021

(After result appropriation)

	December 31, 2021		December 31, 2020	
	€	€	€	€
<b>ASSETS</b>				
<b>Fixed assets</b>				
<i>Tangible fixed assets</i>	[1]			
Equipment	<u>700</u>	700	<u>-</u>	-
<b>Current assets</b>				
<i>Receivables</i>	[2]			
Other prepayments and accrued income	<u>3.189</u>	3.189	<u>11.577</u>	11.577
<i>Cash at bank and in hand</i>	[3]	2.138.648		25.928
<b>Total assets</b>		<u><u>2.142.537</u></u>		<u><u>37.505</u></u>

Compilation report issue dated June 27, 2022





## Stichting AMBER Alert Europe

### 3.1 Balance sheet as of December 31, 2021

(After result appropriation)

		December 31, 2021		December 31, 2020	
		€	€	€	€
<b>LIABILITIES</b>					
<b>Reserves and funds</b>	[4]				
Other reserves		<u>96.171</u>		<u>21.409</u>	
			96.171		21.409
<b>Current liabilities</b>	[5]				
Accounts payable		15.380		453	
Taxes and premiums social insurance		359.074		8.375	
Accrued liabilities		<u>1.671.912</u>		<u>7.268</u>	
			2.046.366		16.096
<b>Total liabilities</b>			<u>2.142.537</u>		<u>37.505</u>

Compilation report issue dated June 27, 2022



## Stichting AMBER Alert Europe

### 3.5 Statement of income and expenses

		<u>2021</u>	<u>Budget 2021</u>	<u>2020</u>
		€	€	€
Income	[6]	528.474	312.000	215.130
<b>Sum of the benefits</b>		<u>528.474</u>	<u>312.000</u>	<u>215.130</u>
To be a life-saving factor in abductions or disappearance of children or other vulnerable people throughout Europe	[7]	325.425	291.100	187.272
Office costs	[8]	7.805	7.000	5.405
General costs	[9]	119.673	11.400	10.960
<b>Total operating costs</b>		<u>452.903</u>	<u>309.500</u>	<u>203.637</u>
Balance before financial income and expense		<u>75.571</u>	<u>2.500</u>	<u>11.493</u>
Interest and similar expenditure	[10]	-809	-1.000	-16
Total financial income and expenditure		<u>-809</u>	<u>-1.000</u>	<u>-16</u>
Other reserves		<u><u>74.762</u></u>	<u><u>1.500</u></u>	<u><u>11.477</u></u>

Compilation report issue dated June 27, 2022



## **Stichting AMBER Alert Europe**

### **3.3 Notes to the financial statements**

#### **General notes**

##### **Activities**

The activities of Stichting AMBER Alert Europe, having its registered office at Beek primarily consist of:

- The protection of endangered missing children, and provides for training and cross-border coordination to law enforcement. Stichting AMBER Alert Europe connects citizens with law enforcement when the police believe the public can help find the child. Stichting AMBER Alert Europe provides support in an advisory and knowledge-sharing role to its members and partners, who, together with the network of connected citizens, are on the lookout when a child goes missing across Europe.

The actual activities are carried out at Peter Treckpoelstraat 4, Beek.

##### **Registered office, legal form and registration number at the chamber of commerce**

Stichting AMBER Alert Europe, at Beek has been registered at the Chamber of Commerce under file number 57040559.

##### **Assumption of continuity**

During the financial year 2021, the global society was affected by the corona virus. The effect of corona on our company, in a financial sense, has been limited. We have not made use of government support measures. We do not expect to have to make use of these support measures with the knowledge of today, at the time of preparing the annual accounts. The board therefore has the confidence, taking into account the foregoing, in the sustainable continuation of the business activities. The general accounting policies used in these financial statements are therefore based on the assumption of the continuity of the company.

#### **General accounting policies**

##### **General**

The financial statements are prepared according to directive Rjk.C2 "Kleine fondsenwervendeorganisaties". The Annual Report has been prepared in accordance with directive RJ650 "Fondswervende organisaties van de Raad voor de Jaarverslaggeving".

The annual accounts have been prepared based on the historical cost. Valuation of assets and liabilities and determination of the result takes place under the historical cost convention.

Given that the budget of this foundation is not used as an important steering tool for controlling the activities, the differences between the budget and the balance aren't analyzed.

##### **Comparison with previous year**

The valuation principles and method of determining the result are the same as those used in the previous year, with the exception of the changes in accounting policies as set out in the relevant sections.

##### **Exceptional items**

Exceptional items are items of income and expense from the normal, non-incidental activities or transactions, but which need to be disclosed separately on the basis of the nature, size or incidental character of the item.



### **3.3 Notes to the financial statements**

#### **ACCOUNTING POLICIES APPLIED TO THE VALUATION OF ASSETS AND LIABILITIES**

##### **Tangible fixed assets**

Other tangible fixed assets are valued at historical cost or production cost including directly attributable costs, less straight-line depreciation based on the expected future life and impairments.

##### **Accounts receivable**

Receivables are initially valued at the fair value of the consideration to be received, including transaction costs if material. Receivables are subsequently valued at the amortised cost price. Provisions for bad debts are deducted from the carrying amount of the receivable.

##### **Cash at bank and in hand**

Cash at bank and in hand represent cash in hand, bank balances and deposits with terms of less than twelve months. Overdrafts at banks are recognised as part of debts to lending institutions under current liabilities. Cash at bank and in hand is carried at nominal value.

##### **Reserves and funds**

When the company purchases treasury shares, the consideration paid is deducted from other reserves or any other reserve if the articles of association allow so) until the shares are cancelled or reissued. Where such shares are subsequently reissued, any consideration received is included in other reserves or any other reserve. The consideration received will be added to the reserve from which earlier the purchase price has been deducted.

Incremental costs directly attributable to the purchase, sale and/or issue of new shares are shown in reserves and funds as a deduction, net of tax, from the proceeds.

##### **Current liabilities**

On initial recognition current liabilities are recognised at fair value. After initial recognition current liabilities are recognised at the amortised cost price, being the amount received, taking into account premiums or discounts, less transaction costs. This usually is the nominal value.



### **3.3 Notes to the financial statements**

#### **PRINCIPLES FOR THE DETERMINATION OF THE RESULT**

##### **General**

The result is the difference between the realisable value of the goods/services provided and the costs and other charges during the year. The results on transactions are recognised in the year in which they are realised.

##### **Costs**

Costs are determined on a historical basis and are attributed to the reporting year to which they relate.

##### **Exceptional items**

Exceptional items are items of income and expense from the normal, non-incidental activities or transactions, but which need to be disclosed separately on the basis of the nature, size or incidental character of the item for reasons of analysis and comparability of the results.

##### **Financial income and expense**

###### *Interest income and interest expenses*

Interest income and expenses are recognised on a pro rata basis, taking account of the effective interest rate of the assets and liabilities to which they relate. In accounting for interest expenses, the recognised transaction expenses for loans received are taken into consideration.

###### *Currency translation differences*

Currency translation differences arising upon the settlement or conversion of monetary items are recognised in the income statement in the period that they are realised, unless hedge accounting is applied.



## Stichting AMBER Alert Europe

### 3.4 Notes to the balance sheet

#### ASSETS

##### FIXED ASSETS

##### Tangible fixed assets [1]

A summary of the movements of tangible fixed assets is given below:

	Equipment €	Total 2021 €
Investments	726	726
Depreciations	-26	-26
Movements 2021	<u>700</u>	<u>700</u>
Acquisition value	726	726
Accumulated depreciations	-26	-26
Book value as of December 31, 2021	<u>700</u>	<u>700</u>

Depreciation percentages:

Equipment 20 %

##### CURRENT ASSETS

##### Receivables [2]

	December 31, 2021 €	December 31, 2020 €
<b>Other prepayments and accrued income</b>		
Other receivables	3.189	577
Revenue to be invoiced	-	11.000
	<u>3.189</u>	<u>11.577</u>

##### Cash at bank and in hand [3]

Rabobank NL31RABO0177498633	96.060	5.840
Rabobank NL58RABO3464305996	2.040.000	20.000
Visa Card	2.500	-
Cash	88	88
	<u>2.138.648</u>	<u>25.928</u>

The balance of cash is freely available.





## Stichting AMBER Alert Europe

### 3.4 Notes to the balance sheet

#### LIABILITIES

##### Reserves and funds [4]

	2021	2020
	€	€
<b>Other reserves</b>		
Value as of Januari 1, 2021	21.409	9.932
From proposal result appropriation	74.762	11.477
Value as of December 31, 2021	96.171	21.409

##### Proposed appropriation of result for the financial year 2021

The purpose of the foundation is to be a live-saving factor in abductions or disappearances of children or other vulnerable people throughout Europe.

In accordance with the statutes of the foundation there is no profit motive.

The result from the current financial year is allocated to the other reserves.

The statutes of the foundation don't determine a minimum or maximum balance of the other reserves.

The foundation hasn't formed a specific allocation reserve.

##### CURRENT LIABILITIES [5]

	December 31, 2021	December 31, 2020
	€	€
<b>Accounts payable</b>		
Creditors	15.380	453
<b>Taxes and premiums social insurance</b>		
Value added tax	351.155	4.502
Wage tax	7.919	3.873
	359.074	8.375
<b>Accrued liabilities</b>		
Vacation pay still to be paid	18.416	7.066
Bank charges / insurance costs	635	202
Lunch expenses to be paid	795	-
Compensation Amber Alert	1.652.066	-
	1.671.912	7.268



## Stichting AMBER Alert Europe

### 3.5 Notes to the statement of income and expenses

	<u>2021</u>	<u>Budget 2021</u>	<u>2020</u>
	€	€	€
<b>Income [6]</b>			
Donations and gifts from organisations		25.000	22.828
Donations and gifts from individuals	1.072	1.000	942
Income as a counter performance for goods delivered and / or services	527.402	285.000	191.360
Other benefits		1.000	
	<u>528.474</u>	<u>312.000</u>	<u>215.130</u>

The donations and gifts from organisations are donated by Netpresenter B.V.  
(2020: Netpresenter B.V.)

Besides mentioned income, AMBER Alert Europe receives most of its sponsorships in kind. Several companies and individuals offer their services free of charge in the context of their Corporate Social Responsibility (CSR). These sponsorships in kind are specified and valued in the management report of the foundation.

#### **To be a life-saving factor in abductions or disappearances of children or other vulnerable people throughout Europe [7]**

Expenses spend on the purpose	<u>325.425</u>	<u>291.100</u>	<u>187.272</u>
-------------------------------	----------------	----------------	----------------

#### **Honorarium of directors and supervisory directors**

The honorarium of the directors totals at € 0.

#### **Staff**

At partnership during 2021, an average 5 employees were employed (2020: 4).

#### **Office costs [8]**

Other office costs	<u>7.805</u>	<u>7.000</u>	<u>5.405</u>
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#### **General costs [9]**

General costs	<u>119.673</u>	<u>11.400</u>	<u>10.960</u>
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**Stichting AMBER Alert Europe**

### **3.5 Notes to the statement of income and expenses**

#### **Financial income and expenditure**

##### **Interest and similar expenditure [10]**

Banking fees and provision

<u>2021</u>	<u>Budget 2021</u>	<u>2020</u>
€	€	€
<u>809</u>	<u>1.000</u>	<u>16</u>

Beek, June 27, 2022

Stichting AMBER Alert Europe

F.C.C. Hoen

P. Binkova

# **ANNUAL REPORT 2021**

