



# INSAFE-INHOPE

working together for a better internet  
for children and young people

**ANNUAL REPORT 2013**



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## European Commission foreword

A computer, a tablet, a smartphone and a high-speed connection. And children will naturally learn, play, explore and interact online. It does not mean the internet is risk-free; no environment is. And that leaves us, policy-makers and stakeholders at large, with a wonderful challenge: rethink child protection and empowerment in an age where children grow up as digital natives.

Stimulating the production of creative and educational online content for children, promoting positive online experiences for younger children, scaling up awareness and empowerment including teaching of digital literacy and online safety in EU schools, creating a safe environment for children through age-appropriate privacy settings and a wider use of parental control as well as combatting child sexual abuse material are all pillars of the European Commission Strategy for a better Internet for Children. Insafe, INHOPE and the Safer Internet Centres across Europe help us deliver on that strategy.

The document you are reading is the second annual report of the joint network. It provides us with highlights, success stories and aspirations for the future, as the joint Insafe-INHOPE network and the Safer Internet Centres continue to uphold the Commission's mission to create a safer – and a better – internet for kids.



**Pat Manson**

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## Insafe-INHOPE foreword

### The Year in Review

2013 has been an excellent year for the Insafe and the INHOPE networks. Network expansion was high on the agenda, as we welcomed a new Safer Internet Centre (SIC) in Serbia.

INHOPE strengthened its coverage with new Association member hotlines in Brazil, Croatia and Serbia while its charitable arm, the INHOPE Foundation launched start-up activities for the development of three new hotlines in emerging countries, which are Colombia, Kazakhstan and Thailand.

Interaction with industry, national or local governments, regulatory bodies and research institutes greatly increased, and Insafe and INHOPE are now working with more than 2,000 contacts. Insafe reached more than 15 million people across (and beyond) Europe, with over 3,000 children and teenagers regularly involved in youth participation activities across the network. And this does not include the secondary impact of the many thousands of events, training activities and school visits that were conducted. The Insafe Helplines scaled up their work considerably, recording more than 60,000 counselling sessions over the year, the majority of which related to cyberbullying, online relationships and online privacy. In parallel with this, EC-funded INHOPE Hotlines processed well over 200,000 reports of potentially illegal content.

Safer Internet Day (SID), the annual February event coordinated by Insafe, celebrated its 10th anniversary and was yet again a resounding success. Over 100 countries worldwide actively participated, relaying the 'Connect with Respect' motto while promoting online rights and responsibilities. SID 2013 proved a highly engaging edition, certainly in terms of awareness-raising, as the message reached tens of millions of people through social media and offline campaigning.

Throughout the year, INHOPE reported substantial improvement in the time taken to remove child sexual abuse material from the internet. Protecting minors against online and offline threats is an area of shared responsibility and this is precisely why INHOPE signed a strategic Memorandum of Understanding (MoU) with Europol.

In October, the Safer Internet Forum (SIF) gathered in Brussels, with over 300 participants from 65 countries to discuss the latest trends, risks and innovative solutions in the field of child online safety. Organised and funded by the European Commission under the Safer Internet Programme and entitled "A Better Internet with You(th)", young people worked with parents, educators, industry, politicians and the Commission in interactive plenary and parallel workshop debates to look at how creativity, entrepreneurship and cooperation can open online opportunities and build a better internet for all.

Consolidating their position as world-leading and trusted promoters of digital safety and empowerment, the Insafe and INHOPE networks effectively engaged in multi-stakeholder dialogue. For instance, they ensured their voices, concerns and suggestions were heard at the Internet Governance Forum in Bali (Indonesia) where Insafe held a successful workshop.

On an operational level, closer cooperation between the two networks was improved through regional meetings of neighbouring SICs to foster mutual learning, facilitate knowledge sharing, and to identify and scale up best practice.

## Insafe and INHOPE: Working together for a better internet

Under the framework of the European Commission's Safer Internet Programme, Insafe and INHOPE work together to deliver a safer and better internet. The two networks promote safe, responsible use of the internet and mobile devices to children, young people and families as well as working to identify and remove illegal content online, across Europe and beyond.

Through a network of Safer Internet Centres (SICs), typically comprising an awareness centre, helpline, hotline and youth panel, children and young people, and their parents, carers and teachers, can access information, advice, support and resources, or indeed report any illegal content they encounter online.

### What is Insafe?

[www.saferinternet.org](http://www.saferinternet.org)



Founded in 2004, the Insafe network aims to empower children and young people to use the internet, as well as other online and mobile technologies, positively, safely and effectively.

The network, comprised of 31 national awareness centres (27 of the EU member states, plus Iceland, Norway, Russia and Serbia), develop materials, organise campaigns and deliver information sessions for children, young people, parents, carers, teachers and social workers to enable children and young people to make positive use of online technologies, and develop their own strategies for staying safe online.

Members of the Insafe network also provide helplines - accessible via a variety of means - where parents and children can obtain advice and assistance on online safety issues that may be causing them concern.

Insafe members work closely together to share best practice, information and resources. The network interacts with industry, schools and families with the aim of empowering people to bridge the digital divide between home and school, and between generations.

Likewise, Insafe members monitor and address emerging trends, while seeking to reinforce the image of the web as a place to learn and create.

Insafe also coordinates the annual Safer Internet Day campaign; see pages 46-48 for further information.

# What is INHOPE?

[www.inhope.org](http://www.inhope.org)



INHOPE is an active and collaborative network of 49 hotlines in 43 countries worldwide, dealing with illegal content online and committed to stamping out child sexual abuse from the internet. INHOPE comprises the INHOPE Association and the INHOPE Foundation, a charity constituted in 2010 to help develop new hotlines worldwide, particularly in emerging countries where there is a lack of funding or even legislation. The Foundation currently assists the development of three hotlines in three countries: Colombia, Kazakhstan and Thailand.

Founded in 1999, the International Association of Internet Hotlines coordinates a network of 46 Internet Hotlines in 40 countries across the globe, supporting them in responding to reports of illegal content to make the internet safer. This was achieved with funding and support from the European Commission under the Safer Internet Programme. Online child sexual exploitation is likely to rise in the coming years, with ever-increasing internet adoption rates globally. To prevent and protect, maximum cooperation and a multi-stakeholder approach are needed. Digital citizens need to know where to report illegal content and criminal conduct. This is precisely why the INHOPE network continues to expand. In 2013, the Association welcomed three new member hotlines from Brazil, Croatia and Serbia.

Hotlines aim to make the internet a safer place by offering members of the public a way of anonymously reporting online content, in particular child sexual abuse material (CSAM), that they suspect to be illegal.

The role of a Hotline is to ensure that the content of the report is promptly assessed in accordance with the national law and, if considered potentially illegal, the content is traced to a hosting country. If the material is considered to be illegal in the hosting country, the Hotline consults with its law enforcement partners and then passes the information to the Internet Service Provider (ISP) hosting the content to ensure that access to the content is disabled or swiftly removed, otherwise known as 'taken down'.

Internet users can report suspected illegal content online through their national Hotline's website. In countries without a Hotline, users are advised to make their complaints to their appropriate national law enforcement agency. INHOPE have also developed a free mobile reporting app 'INHOPE Mobile', allowing internet users to report content of concern direct from their mobile devices.

INHOPE is proud to be the enabler of a bursary programme whereby hotline analysts can visit other hotlines to learn from their operations. During the year, analysts from Austria, Belgium, Malta, Poland and the United Kingdom benefited from this initiative.

INHOPE frequently receives invitations to speak at many events around the world. During 2013, INHOPE representatives participated in debates in Belgium, France, India, Indonesia, Malta, the Netherlands, Switzerland, Taiwan and the United States.

# Joint coordination of safer internet activities



Although working together for many years, the cooperation between Insafe and INHOPE was formalised in October 2010 by their entry into a joint contractual agreement under the European Commission's Safer Internet Programme. This 20-month project saw the two networks working increasingly together to support national Safer Internet Centres.

Following the successful completion of the first project, June 2012 saw the launch of the new phase of the joint Insafe-INHOPE project, running for 31 months, until the end of 2014. The second phase of the collaboration between the two networks is focusing on a strengthening of the holistic approach to a safer and better internet through the Safer Internet Centre structures. This is the second combined annual report for the two networks.



In terms of outreach, Insafe and INHOPE each run their own portal at [www.saferinternet.org](http://www.saferinternet.org) and [www.inhope.org](http://www.inhope.org) respectively. There you can learn more about the various components and the activities of the 31 national Safer Internet Centres within the two networks, and find regular updates on emerging issues, new resources and upcoming events. National contact points are provided too.

Insafe and INHOPE also provide a range of networking and training opportunities for members of their networks to share good practice and learn from each other to further increase their skills and expertise in responding to safer internet issues.

## Training meetings

2013 saw the organisation of two training meetings by the Insafe network: the first in Tallinn, Estonia in March 2013 and the second in St Georges Bay, Malta in September 2013. The focus of the first meeting was to share and discuss good practice across the network as well as to develop new strategies for the future in the light of changing funding mechanisms and an increasing shift in focus from a 'safer internet' to a 'better internet'. The meeting in Malta considered how Safer Internet Centres can work to secure partnerships in the future with other key stakeholders, including industry. There was also a focus on how social media could be used to promote the work of the network.

## Regional/Group meetings

Organised in regional groups, Safer Internet Centres (SICs) clearly face a wide range of common issues and challenges. Through joint Insafe-INHOPE regional meetings, SICs were able to share their national experiences on various possible obstacles, from governance right through to how they deliver their services. This allowed participants to extract practical information, knowledge and experience from each other and apply this in their own environment. In 2013, three regional meetings took place, twice in Brussels and one time in the heart of Dublin's redeveloped docklands, a major hub for the internet industry. The Dublin meeting followed a one-day training session with Facebook, specifically designed for helplines and hotlines.

## Sharing good practice throughout the joint networks... and beyond

2013 has been a very busy year for the joint Insafe-INHOPE networks with organisation of - and attendance at - a number of key events, in addition to the coordination of high-profile awareness-raising campaigns, and hosting a number of training meetings. Representatives of each network attend all events organised by the other network. Here are some of the highlights.

## Safer Internet Day promotes online rights and responsibilities

Once again, February saw the annual celebration of Safer Internet Day. 2013 marked the 10th edition of the event and focused on online rights and responsibilities, encouraging all users - and particularly children and young people - to 'connect with respect'. The day was celebrated in more than 100 countries worldwide, allowing online safety messages to reach tens of millions of people through multiple public events and activities

For further information, see pages 46-48 or visit [www.saferinternetday.org](http://www.saferinternetday.org).



## Key events in 2013

### Back to School countdown

September saw the launch of the annual Back2School campaign on the In-safe website. Now in its fifth year, the campaign traditionally marks the start of Safer Internet Day preparations, while also providing a 'gift box' of tools and resources to help teachers deliver online safety messages in schools throughout the school year.



Following its success in 2012, a countdown week once again took place leading up to the launch of the full Back2School Kit on 9 September 2013. Gifts included lesson plans, an online learning course on using games in schools, and tips and resource from Google and YouTube. A survey was also launched inviting young respondents (and their teachers and parents) to "Have your say on the future of the internet!". The results of the survey were subsequently used to inform a workshop session at the Internet Governance Forum (IGF) in Bali in October 2013 (see below).

For further information see [www.saferinternet.org/back2school](http://www.saferinternet.org/back2school).

### Safer Internet Forum focuses on a Better Internet for You(th)



The annual Safer Internet Forum is funded by the European Commission's Safer Internet Programme as part of its commitment to better quality content, services and protection to encourage a more positive online experience. Insafe and INHOPE assist with the organisation of the event.

The overall aim of the tenth annual Safer Internet Forum, organised on 17-18 October 2013 in Brussels, Belgium, was to explore how all stakeholders, and especially young people, can contribute to creating a 'Better Internet for You(th)'.

330 participants from 65 countries attended the two-day event including the European Commission, parents, policymakers, entrepreneurs, researchers, industry and representatives of the 31 national Safer Internet Centres that form part of the joint Insafe-INHOPE network. However, a particular emphasis was placed on giving a voice to the 30 young people in attendance that came directly from a previous two-day meeting of the Pan-European Youth Panel and Teachers/Parents Panel.

For further information, including a full report on the proceedings of the forum, see [www.saferinternet.org/sif](http://www.saferinternet.org/sif).

## Insafe reaches out beyond Europe at IGF

During the Internet Governance Forum (IGF) in Bali, Insafe attracted a great deal of attention with a workshop titled "Connecting the Dots: A Better Internet with You(th)", co-organised with the European Commission and Google, with additional support from Facebook. The workshop featured a panel discussion with youth representatives from Spain, Hong Kong, the Netherlands and the United Kingdom, who shared their points of view on young entrepreneurship, internet principles and education. In addition, Insafe ran a successful Polaroid campaign at its IGF exhibition booth, involving many new countries in Safer Internet Day 2014.

In the second part of the Insafe workshop, over 70 participants from across the world collaborated in small groups, providing possible strategies to ensure a safer and better internet for the future. Voting at the end highlighted the need for "e-confident carers", with 23 per cent of attendees calling for improved digital literacy of parents and teachers.

Further information on the Internet Governance Forum is available at [www.intgovforum.org](http://www.intgovforum.org).



# The European Network of Safer Internet Centre

## What is a Safer Internet Centre?

As already mentioned, a Safer Internet Centre (SIC) is typically composed of the following four components:

### **Awareness centres**

National awareness centres focus on raising awareness and understanding of safer internet issues and emerging trends. They run campaigns to help children, young people, parents, carers and teachers become more aware of the potential risks they may encounter online, and aim to empower them with the skills, knowledge and strategies to build resilience and stay safe.

### **Helplines**

Helplines provide information, advice and assistance to children, youth and parents on how to deal with harmful content, harmful contact (such as grooming) and harmful conduct (such as cyberbullying or sexting). Helplines can increasingly be accessed via a variety of means – telephone, email, web forms, Skype, and online chat services.

### **Hotlines**

Hotlines exist to allow members of the public to report illegal content anonymously. Reports are then passed on to the appropriate body for action (internet service provider, police or corresponding hotline).

### **Youth Panels**

Youth panels allow young people to express their views and exchange knowledge and experiences concerning their use of online technologies, as well as tips on how to stay safe and build a better internet.

The following pages provide further information about the key successes of the Safer Internet Centres within the joint Insafe-INHOPE network during 2013.



# Austria

[www.saferinternet.at](http://www.saferinternet.at)

The Austrian Safer Internet Centre (SIC) consists of an awareness centre, helpline and hotline. The awareness-raising activities and helpline service are coordinated by Saferinternet.at, in cooperation with the helpline 147 Rat auf Draht. Stopleveline is the Austrian internet hotline.

## Key Successes

Pre-schoolers and their carers were the main target group of Saferinternet.at in 2013. As a basis for its activities, the Austrian awareness centre launched a survey on internet use among 3 to 6 year olds. It was found that 52 per cent of all toddlers have already used the internet with the most popular applications in this age group being games, videos and pictures. In response to the survey findings, Saferinternet.at produced a handbook for kindergarten teachers and adapted its guide for parents of young children. A very successful media campaign raised awareness of the challenges faced by young children on the internet in Austria and beyond.

During 2013, Saferinternet.at expanded its events programme for schools and other organisations. The "Safer internet vaccination shot" event, where children, adolescents, teachers and parents received one-day training, proved popular. About 850 events were held, reaching more than 16,000 children and young people and 5,000 teachers, parents and other stakeholders. The Austrian helpline "147 Rat auf Draht" celebrated its 25th anniversary with a round table on the topics of cyber-grooming and sexting; growing issues for Austrian youth.

Since the usage of Facebook is diminishing among Austrian youth in favour of other networks like WhatsApp, Saferinternet.at produced guidelines for several online networks. The most popular Saferinternet.at awareness materials such as flyers about Facebook, smartphones and internet fraud were also updated and disseminated throughout Austria.

In 2013, Stopleveline received about 5,000 reports, which is an enormous increase compared to previous years. Of the reports, about 75 per cent concerned child pornography, 20 per cent national socialist offences and another 5 per cent content outside the scope of Stopleveline's activities.

About 25 per cent of all these reports were deemed to refer to illegal content. Three of the reports referred to content hosted in Austria: in all cases the hosting ISP was immediately notified and the content was taken down within a few working hours.





# Belgium

[www.childfocus.be](http://www.childfocus.be)

The Belgian Safer Internet Centre (SIC) includes a hotline, helpline and awareness centre. These three components are run by one organisation: Child Focus. The organisation's main challenge is to identify the necessary synergies between these three activities and to strengthen each component of the Safer Internet Centre in this project.

## Key Successes

During 2013, Child Focus has increasingly focused on the creation of an operational youth panel both offline and online. The panel provides evaluation and feedback on the tools we are developing.

As part of this effort, Child Focus set up an online youth consultation system using the popular tool of Facebook to encourage the young people to participate on an active and regular basis. To this end, two Facebook profiles were created for the Dutch speaking and French speaking youth panels. The Flemish Facebook youth panel already has 50 members. Actively interested young people were approached at national or regional events, including training sessions and meetings, with a primary focus on 12 to 16 year olds. The panels were used to evaluate an online game module we are developing called the 'Serious Game' and also to select a young jury member for our "Best Online Content Competition".

Parallel to youth consultations, significant improvements were made regarding the awareness-raising strategy. Specifically, an eSafety educational resource was developed and aimed at younger people in special education, such as students with learning disabilities or with a slight mental disability.

Concerning the helpline, a new communications campaign was launched, featuring four eSafety video broadcasts. During the videos, a humorous character called Charlie explains the meaning of 'sexting' and of grooming. During the month of December, they were distributed on a weekly basis.





# Bulgaria

[www.safenet.bg](http://www.safenet.bg)

The Bulgarian Safer Internet Centre (SIC) consists of three organisations. The Applied Research and Communications Fund (ARC Fund) is a leading Bulgarian NGO and is responsible for the hotline and awareness centre. The Association of Parents is responsible for the helpline operations, while DeConi Advertising Agency is responsible for the overall communication strategy of the project.

## Key Successes

In 2013, the hotline and helpline of the Bulgarian Safer Internet Centre processed more than 530 reports and requests concerning problems encountered by children online. As a result of cooperation between INHOPE members, the hotline was able to transmit 21 reports of child sexual abuse images to other hotlines. A steady increase in cyberbullying-related incidents was registered. 14 cases were seen by the Hotline and 57 cases of contact were made with the helpline. All cases were successfully resolved: in the most serious incidents social workers or school psychologists began working with the children involved, and in the remaining cases the online content was removed by the hosting organisation or the content owner.

Cooperation at the national level has expanded due to the increasing visibility and trust placed in the SIC. The organisation coordinating the SIC, the Applied Research and Communications Fund, was elected to the Board of the National Network for Children, which has a membership base of 122 NGOs nationwide. It has also been elected as a member of the National Council for Child Protection. SIC experts were invited to be trainers in a series of training sessions given to juvenile crime police officers from the entire country and to social workers from all 300 Local Commissions for the combating of anti-social acts committed by minors.

Two major events marked the campaign for online child safety. Safer Internet Day (SID) 2013 was celebrated by organising a TeeNet Parliament in the National Parliament. More than 100 young people from around the country discussed and voted on a Charter of online rights and responsibilities for the youth of Bulgaria. The event was streamed live online and was followed by hundreds of pupils from other cities who submitted their questions and opinions online. In more than 200 schools around the country, SID was celebrated using the SID kit provided by the SIC and Insafe.

For the fourth year in a row in May, the annual 'Famillathlon' open-air event was held in Sofia. More than 45 child-focussed organisations and sports federations organised various games, demonstrations and competitions. The SIC stands, with games for children and a mobile computer room, were attended by more than 2,000 children and parents. Five school 'Famillathlons' were organised as follow-up events in the period May-July.

During the year two youth panels, in Sofia and Varna, and a child panel in Sofia held regular meetings with the SIC team coordinators.





# Cyprus

[www.cyberethics.info](http://www.cyberethics.info)

CyberEthics is an integrated Safer Internet Centre (SIC) coordinated by the Cyprus Neuroscience and Technology Institute (CNTI). The partners of the project are the Cyprus Pedagogical Institute of the Ministry of Education, the Cyta telecommunications company, the Pancyprian Coordinating Committee for the Protection and Welfare of Children (PCCPWC) and the Youth Board of Cyprus.

## Key Successes

During 2013 Safer Internet Day (SID) celebrations, the CyberEthics team organised a national conference in Nicosia under the auspices of the Ministry of Education and Culture. The event was promoted by local media and parts of it are to be broadcasted on the "Safe" TV show.

A SID Fair was also held at the Mall of Cyprus in Nicosia. CyberEthics volunteers performed a mini theatrical show for the public that focused on cyberbullying while students from the Latsia Gymnasium performed songs that they had composed on internet safety. There was a live link from the CYBC radio and the show "Children in the air" covered the whole event. Representatives of the consortium, Microsoft and the Cyber Crime Unit of the Police gave out online safety information and responded to the questions from the public. The public also participated in an online safety competition and four winning participants received awards at the end of the event.

The Cyprus Safer Internet Centre also organised a training session and seminar for social workers and other experts on identifying and handling child sexual abuse material. The training and seminar included information about the centre's services and the current legislation for combating child sexual abuse and cyber crime.

The CyberEthics team started a new campaign to raise awareness of online safety among very young children via puppet shows. The puppet shows focused on the ethical and positive use of internet.

Finally, the CyberEthics team, in collaboration with Microsoft and young volunteers, launched the Young Coaches campaign in selected schools across Cyprus. The aim of the

campaign is to educate young people about online safety who will in turn be responsible for educating their peers, parents and teachers.





# Czech Republic

[www.saferinternet.cz](http://www.saferinternet.cz)

The Czech Safer Internet Centre (SIC) is coordinated by the non-profit organisation, Narodni Centrum Bezpecnejsiho Internetu (NCBI). The SIC is made up of an awareness centre managed by NCBI, a helpline operated by the Sdruzeni linka bezpeci association (SLB) and a hotline run by the CZI Company.

## Key Successes

A press conference opened Safer Internet Day 2013 and launched a nationwide campaign including a competition for organisers of awareness raising events, contests, workshops, and safer internet exhibitions in schools, public libraries and playschools. Other supporters contributed to promotion of the events; providing advice, marketing support and sometimes also gifts and handouts.

The motto of Safer Internet Day 2013 "Connect with Respect – online rights and responsibilities" was a main theme of the nationwide awareness-raising activities. For instance, "Child safety on the internet – a handbook for responsible parents" was published with the support of the National Safer Internet Centre (NCBI) to help parents understand the internet. The book is targeted at parents but is also widely used by teachers and social workers.

2013 was marked by extensive cooperation with Czech public service TV. NCBI appeared regularly on the "Alone at home" (Sama doma) talk show for women and mothers. Members of the youth panel participated in a popular mini-series for children called Planet YO and there were also appearances on "UPC Informs", a regular TV broadcast by UPC/Liberty Global.

A conference entitled "2013: What's new in preventing on-line crime" was organised in May in the Senate of the Czech Parliament. The event brought together information and communication technology experts, public sector professionals, industry representatives, academics and NGOs working with children.

Under the banner, "CYBERPSYCHO - prevention, resolution and the legal context of electronic violence", an international conference in Prague conveyed the latest research findings on emerging threats to young internet users. The conference

was part of the "Prague safe online" campaign, which involved more than 5,000 pupils, teachers, parents, police officers and social workers. It was followed by a series of workshops and training courses organised in Jihlava and the Vysočina region, and involving more than 1,000 people.





# Denmark

[www.medieraadet.dk](http://www.medieraadet.dk)

The Danish Safer Internet Centre (SIC) is a partnership between three independent organisations each with their own core task. The Media Council for Children and Young People is responsible for awareness raising; Save the Children Denmark runs the national Red Barnet hotline; and the national Cyberhus helpline is organised by the Centre for Digital Youth Care.

## Key Successes

In 2013, the Think Tank 'Digital Youth' worked with other key Danish organisations to spark a knowledge-based debate among the public and media about young people's private and public lives on social media. This included two new surveys, a website and events. The "Digital dialogue in the school" initiative offered inspirational online material to encourage 2,100 schools all over Denmark to put their web culture and digital well-being on the agenda. In addition, a successful collaboration with Denmark's four main telecommunication companies resulted in an online parental guide on smart phones for 9-12 year olds.

Save the Children Denmark handled more than 3,000 reports on child abuse material in 2013 and forwarded information to other hotlines about illegal content more than 700 times. Alongside its core activities, the hotline raised awareness about online child abuse material with three new projects: production of a booklet on child sexual abuse material; the translation into English of our moderator training manual for the use by other hotlines; and the launch of a report analysing data from 2013, entitled "Images in the grey zone". An English translation of this report will be published in 2014.

The centre's counselling activities have been particularly successful in recent years. 2013 saw a 60 per cent increase in the use of helpline services and an even more significant growth in peer-to-peer activities among young people. There were 3,112 peer-to-peer interactions in 2012 and that number increased by another 70 per cent in 2013.



**MEDIERÅDET  
FOR BØRN & UNGE**



**Red Barnet**  
Save the Children Denmark



**Center for Digital Pædagogik**  
Socialt arbejde i nye medier



# Estonia

[www.targaltinternetis.ee](http://www.targaltinternetis.ee)

Estonia's Safer Internet Centre (SIC) is a partnership of four organisations. The Information Technology Foundation for Education is responsible for awareness raising, the Union for Child Welfare coordinates the centre and runs the hotline, the Estonian Advice Centre manages the helpline and Estonia's Police and Border Guard Board contributes its expertise across all activities.

## Key Successes

In 2013, 9,653 participants attended 227 awareness-raising events across Estonia, including workshops for basic schools students, pre-school children and lectures for parents and teachers.

To celebrate Safer Internet Day, the Estonian Safer Internet Centre organised a variety of events over a two-week period. On 7 February, a conference was held in Tartu, accompanied by an outdoor poster campaign "Respekt!" targeted at 9-12 year olds and a series of school visits. According to feedback, the campaign was noticed by 283,000 people in Tallinn and Tartu.

For the first two weeks of February a special online safety supplement, "Targalt Internetis", was published in Estonia's most popular online portal Delfi.ee in Estonian and Russian. The supplement included 11 articles written by experts from different fields and attracted 46,885 viewers for the Estonian version and 25,672 viewers for the Russian version.

The members of the youth panel produced a video entitled "My rights and responsibilities online", which has become a successful tool for initiating discussion with children and young people.

The Estonian Safer Internet Centre also contributed to the organisation of the Insafe training meeting, which was held for the first time in Tallinn in March. The opening speech of the training meeting was given by the Minister of Social Affairs, Mr Taavi Rõivas.

The hotline started to cooperate more closely with child welfare workers by providing informative materials about the role of digital devices and the internet in child sexual abuse. Meanwhile, the children's helpline launched a promotional campaign entitled "I am all ears".





# Finland

[www.saferinternet.fi](http://www.saferinternet.fi)

The Finnish Safer Internet Centre (SIC) consists of three project partners. The Finnish Centre for Media Education and Audiovisual Media (MEKU) coordinates the Safer Internet Centre project and its awareness work, the Mannerheim League for Child Welfare (MLL) runs the helpline and also does awareness work, and Save the Children runs the hotline.

## Key Successes

This year's re-branding of Information Security Day (Tietoturvapäivä) to Media Literacy Week (Mediataitoviikko) was a great success. In our national materials and campaigns the main focus was still on online safety but the new name gave schools more flexibility to incorporate their own viewpoints and activities. The use of a full week also gave schools time to do more advanced projects with pupils. Media Literacy Week is a joint initiative involving government agencies, telecommunication companies, data security companies, media companies and NGOs. This year, 35 organisations engaged in planning and implementing the campaigns, activities and materials and Media Literacy Week was also highly visible in the media.

Young people like to learn things from their peers so we developed a new training model, where students and teachers learn together. The training gives students the skills to deliver peer-to-peer lessons and teachers get awareness and educational tools. During the training, students and teachers from the same school come up with an action plan for their school, which could cover a whole-school event or peer education lessons for younger students.

The most popular topics mentioned in helpline contacts about online media were pornography and games, as in 2012. The children and youth helpline's chat service was a very popular contact channel, especially among boys. The helpline increased the availability of its chat counselling service to four times a week and also extended the hours of the parent phone service.

Of the 2,165 reports received by the hotline, 21 per cent were assessed as referring to websites containing illegal child sexual abuse material. Information in these cases was passed to the national hotline from where it originated so it could be dealt with by the relevant national law enforcement agency. The Finnish hotline regularly participates in the "Sexhibition" fair in order to reach potential reporters among adult consumers of pornography as well as the legal national adult entertainment providers. The hotline banner is visible on the event website and on many of the adult entertainment provider's sites.





# France

[www.saferInternet.fr](http://www.saferInternet.fr)

The French Safer Internet Centre (SIC) is made up of three organisations. Tralalere, an educational company, coordinates the centre and runs the 'Internet Sans Crainte' awareness-raising programme. The NGO e-Enfance operates the 'Net Ecoute' helpline and the 'Pointdecontact' hotline is managed by the French Internet Service Providers Association (AFA)

## Key Successes

This year, the "Internet Sans Crainte" awareness centre shifted its focus towards the promotion of a "better internet" and not just a "safer internet"; addressing risk issues but with a positive approach to the internet. 875 events were organised across the country to celebrate Safer Internet Day, reaching 113,000 children and securing 297 references in the media. An interactive game for 7 to 12 years olds, "Vinz et Lou", was produced to help young children better understand their rights and responsibilities and the youth panel helped develop other new materials. These included 11 lively and funny videos with peer-to-peer advice on how to foster dialogue between children and parents and a series of radio shows featuring interviews with eSafety experts and stories about students' experiences online

A new version of the 'Point de Contact' website was launched for Safer Internet Day on 5 February with a new logo and a simplified structure to facilitate the reporting of illegal content by internet users. The new visual identity of the 'Point de Contact' hotline was publicised by leaflets, posters and a press kit. At a press conference in March, the AFA announced the hotline's latest reporting figures.

687 cases of illegal content were removed worldwide in 2012 as a result of Pointdecontact.net actions, 20 per cent more than in 2011. In France, 83 per cent of illegal content reported by the hotline to French hosting providers was taken down.

One year after the launch of its new Facebook app, in 2013 the Net Ecoute helpline developed the app for use by the toll-free Italian number for child protection Telefono Azzurro, in partnership with the Italian Ministries of the Interior and Education. The Italian version of the app received extensive media coverage in the country.





# Germany

[www.saferinternet.de](http://www.saferinternet.de)

The Safer Internet Centre (SIC) in Germany has existed in its present form since 2008, uniting projects that were previously funded separately within the framework of the Safer Internet Programme. It encompasses the awareness centre [klicksafe](http://klicksafe.de), the internet hotlines [internet-beschwerdestelle.de](http://internet-beschwerdestelle.de) and [jugendschutz.net](http://jugendschutz.net), and two helplines run by the Nummer gegen Kummer Association.

## Key Successes

Safer Internet Day was celebrated with more than 200 events and activities nationwide, including the traditional [klicksafe](http://klicksafe.de) press conference in Berlin. This year, [klicksafe](http://klicksafe.de)'s focus was on "right-wing extremism", with the participation of several experts in the field, including representatives of the hotline [jugendschutz.net](http://jugendschutz.net).

[Klicksafe](http://klicksafe.de) also published two new teaching modules for use in schools and youth institutions. Several other materials including brochures and flyers were published, updated or re-published in other languages like Russian, Arabic or Turkish.

In summer, [klicksafe](http://klicksafe.de) launched a new website area offering a safe entrance into the online world for children, with entertaining, exciting and interesting content including surfing tips. In addition to the youth panel, in 2013, [klicksafe](http://klicksafe.de) also started a children's panel with a group of primary school children. Aged 9 to 12 years old, members of the panel meet every two weeks.

Another noteworthy event was the visit of an Indian-Arabic delegation to the German Safer Internet Centre in April for an intensive exchange of experience and information with the German SIC's different partners.

This year, the general helpline completed the advanced training of its almost 4,000 counsellors in safer-internet-related topics and the number of calls on these issues have increased. The service is publicised with a mailshot reaching up to 19 million households each Saturday.

In 2013, the three German hotlines further improved their collaboration with a regular exchange of expertise and regular meetings. At their annual meeting in August, the partners agreed on a so-called "Notfallplan" (emergency plan). In cases where one hotline receives an unusually high number of reports or suffers a staff shortage, the other hotlines will now assist and take over the handling of some of their reports.





# Greece

[www.saferinternet.gr](http://www.saferinternet.gr)

The Greek Safer Internet Centre (SIC) was formed in 2009 from the merger of the awareness centre Saferinternet.gr, the hotline Safeline.gr and the establishment of a new helpline called YpoSTIRIZO 800 11 800 15. Since 2009, the three pillars of the SIC have been working closely to fulfil the European Commission's Safer Internet Programme goals.

## Key Successes

The beginning of 2013 was marked by the 10th anniversary of Safer Internet Day (SID); 218 events were held all over Greece, along with a high profile conference supported by the European Parliament's office in Greece and a very innovative awareness action on Facebook for adolescents. The celebrations attracted the active participation of the government, universities, research institutes, child protection agencies and the internet industry.

Our youth panel members were key actors at the main SID conference, opening and closing the event. Furthermore, during 2013, the panel was engaged in several peer-to-peer activities in their schools and outside, taking the role of experts.

A major event of 2013 was the thematic round-table entitled "Online rights and responsibilities" co-organised with the European Parliament's office in Greece and including two Greek MEPs as speakers.

The highlight of this year's awareness raising material was the co-production with the company Art Productions of a short film entitled "To Pantopoleion", which displayed in a metaphoric and entertaining way what can happen on the internet. The film was awarded the Odysseus Award 2013 for best short film at the London Greek Film Festival.

The awareness-raising campaign also adopted a very novel approach towards kindergarten and primary school children with the production of a kids' theatrical work on online safety entitled "The Internet Farm". The theatrical team gave free performances all around Greece, with the close collaboration of major industry stakeholders.

During 2013, the Greek helpline responded to over 1,700

inquiries by parents, educators and minors. It also introduced online counselling via Skype in order to enhance communication with adolescents.

2013 also marked the 10th anniversary of SafeLine, which handled around 4,100 reports of illegal content or conduct. The 'Notice and Takedown' meeting held in Athens laid the basic foundation for future actions in the field and was attended by internet service providers, legislation experts, police officers, Microsoft and Google representatives and other key stakeholders.





# Hungary

[www.saferinternet.hu](http://www.saferinternet.hu)

The Hungarian Safer Internet Centre (SIC) was established in April 2009 and consists of three organisations. The International Children's Safety Service (ICSS) coordinates the project and serves as its national awareness centre, the Kék Vonal Child Crisis Foundation manages Hungary's national helpline and the National Information and Communications Service Ltd. now runs the Biztonsagosinternet hotline.

## Key Successes

On Safer Internet Day (SID) 2013, the Hungarian awareness centre, in cooperation with HP organised a stakeholder event and a thanksgiving ceremony for the volunteer internet safety teachers. Local events, presentations, interactive internet safety lessons and competitions were held across the country, organised by local teachers. The Safer Internet Day activities achieved excellent media coverage and the SID film was broadcasted more than 4,000 times on national TV stations, courtesy of UPC.

In May, the Safer Internet Centre also organised a two-day event celebrating Children's Day in City Park and the safer internet tent attracted more than 100,000 visitors over the weekend.

The 3rd Hungarian Children and Youth Parliament was held in October. The Hungarian National Assembly and the ICSS invited 200 children to the Parliament to celebrate World Children's Day. Participants had the opportunity to question the competent minister or Secretary of State on a variety of subjects including the internet.

Throughout 2013, more than 300 lectures were held all over Hungary, ranging from class workshops, to teacher training sessions. ICSS has been actively involved in educating parents and teachers about the opportunities and potential risks of internet use with the help of volunteer teachers.

In terms of eSafety resources, an interactive game was developed called Tr@sh. The game abandons the standard prevention approach in favour of a more challenging problem-solving scenario. The player finds him/herself in the role of a teenage victim of school bullying, phishing, and sexual harassment. The project uses game mechanics to motivate users to learn more about each topic discussed.





# Iceland

[www.saft.is](http://www.saft.is)

Heimili and skoli, the National Parent Association in Iceland, is the overall coordinator of Iceland's Safer Internet Centre (SIC), SAFT, and also manages the centre's awareness-raising activities. The Red Cross is the coordinator of the national helpline and Barnaheill - Save the Children Iceland - and the National Police coordinate the hotline.

## Key Successes

During 2013, SAFT instigated and participated in a variety of activities and events where awareness of internet and new media safety were at the forefront. This included conferences and symposia for children and parents held across Iceland, roundtables with stakeholders, peer-to-peer talks with educators and smaller presentations to target audiences.

Activities on Safer Internet Day focused on the theme "Connect with respect" through a multidisciplinary conference. Six workshops covered two main strands; educational and social welfare on the one hand and technical and legal aspects on the other. The conference was broadcasted online.

In January 2013, SAFT released the film 'Wait for Yes!' targeted at adolescents, parents and teachers. The resource won first prize at the Insafe resource competition in Tallinn in the category of videos, animations, and documentaries. The resource consists of a teacher's handbook, website and DVD. It is intended for use in the classroom but can also be used by parents at home. The resource addresses gender differences, pornography, and sex and sexuality from different perspectives with a special focus on how the internet and media is shaping views on sex and gender differences.

In September, SAFT released an interactive educational module aimed at adolescents, parents and teachers. The resource won first prize at the Insafe resource competition in Malta in the category of apps and tools. The module is an online interactive assessment/questionnaire that focuses on gender roles and sex and sexuality in the media. The module can be used as a standalone tool or as supporting material for the education DVD 'Wait for Yes!'.

In 2013, the Icelandic SIC conducted a national parental and student survey on use of the internet, smartphones and tablets. The centre also started working directly with the No Hate Speech Movement as well as publishing guidelines for parents and a number of smaller educational modules for students.





# Ireland

[www.internetsafety.ie](http://www.internetsafety.ie)

The Irish Safer Internet Centre (SIC) is coordinated by the Office for Internet Safety (OIS), an executive office of the Department of Justice and Equality. The Professional Development Service for Teachers (PDST) manages awareness-raising activities; the Internet Service Providers Association of Ireland (ISPAI) coordinates a hotline; a parent helpline is run by the National Parents Council Primary (NPC) and a helpline for children, Childline.ie, is run by the Irish Society for the Prevention of Cruelty to Children (ISPCC).

## Key Successes

As a contribution to the national Anti-Bullying Action Plan for Schools, the awareness centre ran a social marketing campaign targeting secondary school pupils in Ireland with key messages encouraging positive intervention in online bullying situations. The key messages were that those who witness online bullying can have a positive impact by showing solidarity with the victim and by sharing useful advice on how to cope with these situations.

The awareness centre also worked with the Gardaí (National Police) to develop and deliver talks in schools promoting positive intervention in cases of online bullying and appropriate coping strategies for victims. Entitled 'Connect with Respect', this new module of the Garda Schools Programme aims to encourage people to intervene positively and effectively in such situations.

During 2013, ISPCC Childline online was upgraded and is now compatible with iPad, iPhone and Android devices. The opening hours of Childline's One-to-One live chat and teen text services were also extended to 12 hours a day.

From January to November 2013, the NPC delivered 69 training sessions on internet safety for parents with 1,123 people attending.

In June, hotline.ie had a major success in cooperation with INHOPE colleagues at Taiwan's Web547 hotline. Hotline.ie received an anonymous report about a forum posting involving 520 child sexual abuse material (CSAM) videos. Hotline.ie traced the videos to Taiwan and forwarded the details to the Web547 hotline. Their analysts uncovered a further 408 loca-

tions on this service containing more CSAM. In all, 908 video and picture archives were reported to law enforcement agencies and the relevant internet service provider, resulting in the rapid removal of the illegal material from the internet.





# Italy

[www.generazioniconnesse.it](http://www.generazioniconnesse.it)

Since November 2012, the Italian Safer Internet Centre has been restructured. The consortium is now coordinated by the Ministry of Education, Universities and Research in partnership with Save the Children Italy – a member since 2004 – and Telefono Azzurro. The Italian Postal and Communication Police Service, the Child and Adolescents Watchdog Authority, the E.D.I. Cooperative and the citizens' defense movement MDC are also partners.

## Key Successes

Safer Internet Day (SID) 2013 marked the public presentation of the new SIC, which integrates awareness-raising and educational activities in schools across the country, two hotlines and a helpline service. A national multi-stakeholder conference focused on cyberbullying and brought together the Minister of Education Francesco Profumo, representatives of public institutions, industry and civil society. 30 teachers and parents also took part, along with 130 children and adolescents who participated in an interactive game on cyberbullying. The event was covered by the most relevant media, including the national TV channel.

At the SID event, a new awareness-raising video on cyberbullying, "Condividi chi?", was also presented and widely disseminated on the web and social networks.

Building on the achievements of the former SIC, the youth panel has been expanded and currently includes 400 young people. Training activities in schools were also strengthened by the adoption of new educational approaches based on a peer-to-peer methodology.

Training was conducted in 12 schools in 8 regions, reaching an estimated 13,000 students. In schools where peer-to-peer activities were conducted, the teachers were involved in training sessions and in planning and implementing experimental projects, with the assistance of dedicated educators and tutors.

During 2013, almost 4,200 reports concerning suspected illegal content were received by the two hotlines and the helpline dealt with more than 130 cases concerning other online issues.

Thanks to the website [www.generazioniconnesse.it](http://www.generazioniconnesse.it) ("Connected Generations"), a wide range of booklets, studies, reports, videos and useful links are now available in dedicated sections for

children and adults. These resources help children and adults deal with important internet safety topics such as grooming, sexting, cyberbullying, privacy and child pornography.





# Latvia

www.drossinternets.lv

Net-Safe, Latvia's Safer Internet Centre (SIC), consists of three partners: the Latvian Internet Association, which is responsible for awareness-raising activities, coordination of the youth panel and management of the hotline; the State Inspectorate for Protection of Children's Rights, which runs the helpline; and the Local Government Training Centre, which provides training for trainers.

## Key Successes

In 2013, Latvia's SIC raised its profile in the national media due to national and international cases of bullying on the social networking site ask.fm, which is hosted in Latvia. The SIC now has a good working relationship with ask.fm and this has spread to all countries of the Insafe network and INHOPE Association.

In August, the centre launched a new learning platform. [Macies.drossinternets.lv](http://Macies.drossinternets.lv) is an interactive video blog that teachers can use in the classroom as a tool to promote discussion of internet safety issues with their students.

There are six topics with each presented as a blog entry consisting of a 10-minute video and additional materials such as information sheets, real life stories, classroom discussion topics, lesson plans, handout materials, tasks, tests and quizzes. These additional materials can be used by the teacher and tailored as necessary for the students in the class.

The video blog is presented by Krišs, a popular Latvian blogger who is 15 years old and very keen on technology. The blog is currently only available in Latvian.

As a consortium partner, the Local Government Training Centre has also developed a 12-hour educational programme for pedagogues working with children in schools. The programme has been approved by the Ministry of Education and Science and each participant receives an official certificate. To date, 59 training seminars have been organised in all Latvian regions, reaching 1,120 teachers and educators.

As part of our awareness raising and educational activities, 166 seminars, discussion sessions and interactive workshops have taken place reaching 5,384 children, 98 teachers and 132 parents.

The helpline has received 91,241 calls and provided 10,802 consultations covering 617 different online issues.

The hotline has received 461 reports: 197 concerned child sexual abuse materials online of which 165 were forwarded to the national law enforcement agency for further investigation and takedown.





# Lithuania

[www.draugiskasinternetas.lt](http://www.draugiskasinternetas.lt)

Lithuania's Safer Internet Centre (SIC) operates with four official partners. The Centre of Information Technologies in Education (CITE) is the national coordinator and runs the awareness centre. The NGO Langasi, ateiti, (LIA) implements awareness-raising training activities, the NGO Vaiku linija manages the helpline and the Communications Regulatory Authority of the Republic of Lithuania (RRT) is responsible for the hotline.

## Key Successes

For the 2013 Safer Internet Day, Lithuania's safer internet project team worked with pupils to develop Lithuanian Kids Netiquette, which consists of tips on appropriate online behaviour. 600 Lithuanian pupils ratified the Netiquette at the National Conference and Youth Forum held on Safer Internet Day. The Netiquette is downloadable from the Lithuanian Repository of Educational Resources and the safer internet project website [www.draugiskasinternetas.lt](http://www.draugiskasinternetas.lt). This year, representatives from four different cities participated in Safer Internet Day via video link.

"Safer internet for our children" seminars for social workers in orphanages were organised across the country and were attended by 227 participants. Social workers were encouraged to introduce the topic of online opportunities and threats to their foster children with the help of various interactive tools including videos, knowledge tests, games, lectures and discussions.

From April to June, Lithuanian pupils and teachers participated in a video reportage competition entitled "Safe Online". Participants were asked to arrange discussions at their schools and create video reports on the topic "Social Networks". Competition winners had a chance to take part in the Safer Internet Summer Camp in Romania and the Safer Internet Forum in Brussels.

In 2013, the helpline "Vaiku linija" (Child Line) publicised its internet safety counselling service by publishing posters and booklets about internet safety and creating a banner. The material was disseminated in all schools by municipal educational departments.

650 reports about illegal or harmful online content were received and investigated by the hotline in 2013. 54 reports were forwarded to the Police Department for further investi-

gation and removal of illegal content; 15 reports were sent to the Office of the Inspector of Journalist Ethics; 90 reports about potentially illegal child sexual abuse material were submitted to other hotlines of INHOPE; and 48 reports were forwarded directly to internet service providers in various countries so that the material could be removed.





# Luxembourg

[www.bee-secure.lu](http://www.bee-secure.lu)

As the Safer Internet Centre (SIC) of Luxembourg, BEE SECURE coordinates the awareness centre, helpline and hotline. The BEE SECURE brand name is a joint initiative of the Ministry of the Economy and Foreign Trade, the Ministry of Education and Vocational Training and the Ministry of Family and Integration. The helpline and hotline are operated by KannerJugendTelefon, Luxembourg's general child helpline.

## Key Successes

At the beginning of the year, BEE SECURE, together with the Centre for Equal Treatment and the National Resistance Museum, launched a comic competition as part of its anti-cyber-bullying campaign "NOT FUNNY – BEE FAIR". More than 500 students got creative and sent in their artistic interpretations of discrimination on the internet. The best drawings were chosen for a touring exhibition, which became a huge success throughout the country. The campaign, which was represented at countless events and training sessions, reached about 30,000 people and gained much interest in the media.

In September, the campaign was replaced by a new one called "Bee balanced", which promotes a healthy usage of screen devices balanced with offline alternatives. During the annual Autumn Fair, visitors to the BEE SECURE booth were able to ride a tandem bike, make music on a 'banana keyboard' (using the toolkit "Makey Makey") or take part in an art workshop. All of this was made possible due to the commitment of the campaign's partners: the Ministry of Culture, the national sports department and "Ausgespillt", Luxembourg's contact point for computer and video game addicts.

Since children start using information and communication technology at an increasingly young age, BEE SECURE has created the project "bee.lu". It features Bibi, a young bee, and his friends who go through a series of adventures with their computers and other digital devices. The project includes a special pedagogically developed website for 3-6 year old children with games, audio stories and fun handicraft ideas.

In 2013, BEE SECURE also organised more than 700 school training sessions, 27 youth training sessions, 34 parents' evenings and 12 teacher training sessions. The training was available in a broad range of languages including Luxembourgish, German, French, English and Spanish.

**Bee balanced**

**ONLINE & OFFLINE**  
trouve ton équilibre / finde deine Balance  
[www.bee-secure.lu](http://www.bee-secure.lu)

HELPLINE  
26 64 05 44

**BEE SECURE**



# Malta

[www.besmartonline.org.mt](http://www.besmartonline.org.mt)

The Maltese Safer Internet Centre (SIC) is comprised of three organisations: the Malta Communications Authority (MCA) as the lead partner, the Foundation for Social Welfare Services (FSWS) Aġenzija Appoġġ and the Office of the Commissioner for Children (CFC). The MCA coordinates the centre's awareness-raising activities, the FSWS operates the helpline and hotline services, and the CFC moderates the youth panel.

## Key Successes

In early 2013, the MCA completely redesigned the project website, [www.besmartonline.org.mt](http://www.besmartonline.org.mt). In order to extend the reach of the website, an arrangement was made with the MCA, which operates approximately 190 free Wi-Fi hotspots around the island, to divert the splash page to the project website.

Safer Internet Day (SID) was marked with the launch of a new initiative called "Digital Angels - Using the internet together with my grandparents". This initiative was aimed at encouraging children in the sixth year of primary school to pair up with a grandparent or a trusted adult aged 55 or more and spend some time together on an online activity of interest to both. This initiative encouraged the uptake of information and communication technology by the elderly as well as promoting communication between children and older generations. A poster, designed to be completed by the children, was disseminated amongst all students in Malta and Gozo. All submitted posters were exhibited in public places and the best were awarded prizes.

The Safer Internet Centre also organised a two-day event for children in residential care and their parents. The event was packed with fun activities designed to highlight a number of risks associated with internet use and the Cybercrime Unit gave a number of talks on internet safety.

The hotline and helpline team held awareness sessions with social workers within the FSWS to explain their role and their referral and reporting procedures.

In close collaboration with the public, the church and independent schools, the SIC launched an interactive lesson for all 12 to 13-year-old students. The lesson focused on the topic of digital footprints and featured a short video, which was produced in Malta. A poster reminding the students of the main scenes in the video was left in each class and the hotline/helpline team supported the initiative with other awareness sessions addressing specific issues encountered within the school.





# Netherlands

[www.digibewust.nl](http://www.digibewust.nl)

The Dutch Safer Internet Centre (SIC) consists of two consortium partners: the Meldpunt Foundation and ECP, a national information society platform bringing together government, industry and civil society organisations. ECP coordinates the SIC's awareness-raising activities and its youth panel. Meldpunt operates the centre's helpline and hotline.

## Key Successes

A highlight of 2013 was the positive content competition Gouden Apenstaart held in April in cooperation with MijnKindOnline and Mediawijsheid. Over 200 entries of apps and websites from professionals and children were sent in and the media reach was enormous with over 5 million views.

In September, the Safer Internet Centre began touring an interactive theatre play about social media and online bullying, called "Like". The idea was to present an exciting and confrontational show with actors portraying behaviour that is unpleasant but also understandable or at least recognisable. The theatre show is followed by an interactive session where the youngsters are invited to re-enact scenes together with the actors leading to a more open dialogue and discussion about social media and bullying.

Other awareness raising activities included a viral campaign on online safety, 'Think as a hacker', which has received over 250,000 views. In November, the Media Masters competition, an interactive game for schools, also proved to be a great success. 2,700 primary schools participated, equivalent to about one third of all such schools in the Netherlands.

The annual report of the hotline received enormous media coverage due to a serious increase in reports of child abuse material. Despite the huge workload of the hotline, the time for takedown has decreased due to good cooperation with the police and hosting providers.

The helpline website Helpwanted has also been updated and went live at the end of 2013. The aim was to make the website available for younger children and their carers because of the increase in children aged younger than 12 reaching out for help and advice.





# Norway

[www.medietilsynet.no](http://www.medietilsynet.no)

Norway's Safer Internet Centre (SIC) is coordinated by the Norwegian Media Authority, which also runs the national awareness centre. The Norwegian Red Cross manages the national helpline for youth, 'Cross your heart' (Kors på halsen), while the Norwegian Centre for Information Security (NorSIS) runs the 'Delete me' (slettme.no) helpline that deals with all age groups. The Norwegian Criminal Investigation Service (Kripas) (NCIS) provides a hotline.

## Key Successes

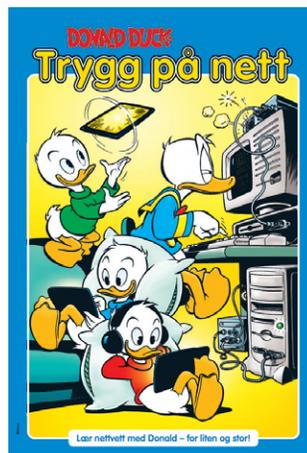
On Safer Internet Day 2013, the Norwegian SIC arranged a debate to highlight the issue of online safety in schools. Through live streaming and cooperation with NRK School, the event reached almost 1,000 participants. On the day, the Safe Use Award was awarded to Kaja Hegg from Save the Children Norway for her long-term commitment and work on preventing the online abuse of children.

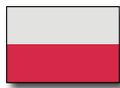
In April, 320,000 special Donald Duck online safety magazines were sent out to all kindergartens in Norway to be used by teachers and parents to talk about online safety.

The 'Use your head' campaign, run by the helpline and the awareness centre visited 100 schools during the year. In August, a new app and website were created to encourage young people to seek advice on how to deal with the issue of cyberbullying and use the helpline. By November, the app had been downloaded by almost 3,000 people and it was nominated for the "best children's app" award during App-Works 2013.

To coincide with the start of the school year in August, brochures on problematic gaming were sent out to child care services, school health care personnel and other relevant stakeholders. The demand for these brochures has been great since they provide easy-to-use advice on how to talk to children who experience problematic gaming.

This year, the youth panel, coordinated by the SIC helpline, has focused on increasing the visibility of the helpline amongst youngsters – resulting in a new visual profile and new posters. Members of the youth panel have also participated in training the helpline volunteers and took an active role in the SID 2013 debate.





# Poland

[www.saferinternet.pl](http://www.saferinternet.pl)

The Polish Safer Internet Centre (SIC) was established in 2005. The centre is run by the non-profit childcare foundation, Fundacja Dzieci Niczyje (FDN) and the research and academic computer network, Naukowa i Akademicka Sieć Komputerowa (NASK). The centre consists of an awareness centre, helpline run by FDN ([helpline.org.pl](http://helpline.org.pl)) and hotline, run by NASK ([dyzurnet.pl](http://dyzurnet.pl)).

## Key Successes

The Polish Safer Internet Centre celebrated Safer Internet Day 2013 with an event in Warsaw on 5 February. The conference featured an interactive discussion panel of experts as well as presentations of educational initiatives on internet safety. Over 200 professionals took part and the winners of the contest for the best youth video clip and for the best teacher class scenario on the topic of online rights were announced.

The second highlight of the year was the 7th International Conference "Keeping Children and Young People Safe Online" held in Warsaw on 18-19 September. As in previous years, the conference aimed to raise awareness and share best practices. The event featured 61 speakers and was attended by more than 500 representatives of the educational sector, NGOs, law enforcement agencies, government and industry.

Alongside these conferences, a major awareness-raising campaign entitled "Think before you post" was launched in July by FDN in cooperation with the Publicis advertising agency. The main goal of the campaign was to make parents aware of the possible consequences of the careless posting of photos of their children on the internet.

A series of campaign events aimed at educating children were also organised. "Safer Internet Alley" was a project led by NASK together with the Zygzaki performance group that specialises in working with children. Activities for the youngest internet users and their parents were organised in shopping malls in Poland's three biggest cities; Kraków, Rzeszów and Łódź. The aim of these events was to educate children on how to protect their privacy on the internet and how to deal with online threats.

All awareness-raising actions were conducted in cooperation with the Polish hotline and helpline. The [Dyzurnet.pl](http://Dyzurnet.pl) hotline, run by NASK, received 20 per cent more reports than in 2012.





# Portugal

[www.internetsegura.pt](http://www.internetsegura.pt)

The Portuguese Safer Internet Centre (SIC) is coordinated by the Foundation for Science and Technology (FTC), under the aegis of the Ministry of Education and Science. The FTC also manages the centre's awareness-raising activities in collaboration with the Directorate General for Education of the Ministry of Education and Science (DGE) and Microsoft Portugal. Other partners in the project include the Foundation for National Scientific Computing (FCCN), which operates a helpline, and the Institute for Sports and Youth (IPDJ), which runs a hotline

## Key Successes

The Portuguese SIC organised Safer Internet Day activities throughout the month of February, bringing together industry, municipalities, schools, public libraries, digital inclusion centres and NGO's, amongst others. Microsoft's volunteers scheme gave 12,000 students and 175 teachers in 75 schools the opportunity to learn online safety for a day. Seguranet organised a week of activities ranging from awareness-raising sessions to the production of videos, posters and theatre plays. These activities were held in 736 schools and involved more than 72,000 youngsters and 6,500 parents and teachers. FCT's ICT & Society initiative launched a digital training pack for 15,000 people including 10,500 children and teenagers and the helpline's Safe Youth Competition reached 22,000 youngsters and received 150 entries.

In May, the Challenges Initiative, which encourages students to work with their teachers or parents on online safety situations came to an end. Students in 58 schools received prizes, with a total of 190 schools, 22,300 students, 1,200 teachers and 500 parents having taken part.

On the 1 June, the SIC worked with the mobile network operator TMN in an SMS campaign on the subject of protecting children online, targeted at 300,000 people between 35 and 55 years old.

At the end of November, the SIC partnered with Disney Channel Portugal for a campaign based on the popular children's series Violetta. The campaign included a safety awareness video and communication activities in specialised media for children.

A national campaign to promote the hotline and the Safer Internet Centre was also launched, including the distribution

of 2,800 posters in all of Portugal's school libraries and municipal public libraries. Ten collectable postcards with safety tips for youth and families were distributed in leisure areas such as pubs, cinemas, restaurants and museums. This activity was supported by the SIC's participation in a one-hour discussion on the family-orientated "Portugal no Coração" talk show.





# Romania

[www.sigur.info](http://www.sigur.info)

Romania's Safer Internet Centre (SIC) has been created by two non-governmental organisations. The project is coordinated by Save the Children Romania while the Romanian Centre for Missing and Sexually Exploited Children – FOCUS – operates the centre's hotline. A third corporate partner, Positive Media, has developed the [genium.ro](http://genium.ro) and [sigur.info](http://sigur.info) portals. In all, the Romanian SIC is made up of an awareness centre, helpline and hotline.

## Key Successes

The Romanian Safer Internet Centre has focused particularly on empowering disadvantaged groups, such as children with hearing deficiencies. In this regard, the Esign project, which started in 2012, was concluded in 2013 with more than 1,500 pupils enrolled in special schools benefitting from resources tailored for them, such as video tutorials on internet threats. Activities were organised in 12 Romanian cities.

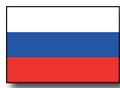
The 2013 Safer Internet Day contest received 900 entries from more than 2,000 pupils and their teachers. The traditional Safer Internet Summer School brought together 44 youngsters from 10 countries who debated safer internet topics related to the theme: "The net goes mobile. Where do we go?"

Over the course of the year, 12,000 pupils have been reached through school activities and more than 250 volunteers have been involved in peer-to-peer education events.

The helpline responded to more than 260 cases, most of which were related to cyberbullying and privacy issues. The helpline also benefited from a new media campaign in which a well-known Romanian public figure and singer, Andrei Leonte, acted as spokesperson.

In 2013, the FOCUS internet hotline – Safernet.ro – received over 1,200 reports out of which over 250 cases were assessed as involving child sexual abuse material (CSAM) and over 100 of these cases were hosted in Romania. During 2013, the hotline benefited from a new social media campaign on Facebook, which increased the website traffic to over 11,000 unique visitors and over 25,000 page views. 6,000 brochures and 4,000 posters were produced as well as one video spot to be sent to TV stations in 2014 and three tutorials for online use.





# Russia

[www.nedopusti.ru](http://www.nedopusti.ru)

The Russian Safer Internet Centre (SIC) was founded in 2008 by two non-governmental organisations – ROCIT and Soprotivlenye, acting under the patronage of the Civic Chamber of the Russian Federation and Russia's Child Ombudsman. The Russian SIC does awareness-raising work and runs a helpline and a hotline. Since 2012, the centre has begun integrating into the new Russian National Centre for Missing and Exploited Children.

## Key Successes

Russia's traditional Safer Internet Day event, Safe Runet Week, was held in February across more than 40 regions of the country. Activities included an Expert Forum and a Youth Forum, video conferences with regions and demonstrations of youth awareness tools. One of the key events was a press conference launching Safe Runet Week with the participation of government officials and representatives of the internet industry. The 2013 edition of Safe Runet Week was notable for the extensive participation of foreign experts.

To promote a better internet for kids, the Russian Safer Internet Centre issued a set of awareness materials highlighting useful internet tools and gadgets in the situations where children are in danger. For example, the brochure "If You Get Lost, the Web Will Help You!" tells young children how to use specific online applications to find the way home or let their parents know where they are; it also provides tips for safe behavior.

The Safer Internet Centre also took part in the All-Russian Awareness Campaign against Child Violence held by the Child Ombudsman of Russia. The centre held training sessions in the Russian Children's Library and in four Russian federal districts. At the end of the school year, on International Missing Children's Day and International Child Protection Day, public events were held in several cities with distribution of awareness materials to families and children.

For the European Best Content Award competition, Russian national organisers received 780 entries for the national competition, with 280 qualifying for participation. In October, the national evaluation finished and national winners were named for participation in the Europe-wide part of the contest.





# Serbia

[www.fondb92.org](http://www.fondb92.org)

Development of Serbia's new Safer Internet Centre "Click Safely" is being managed by the non-governmental organisation Fund B92 in partnership with the Ministry of Trade and Telecommunications and the Ministry of Interior. The project envisages setting up of an awareness-raising centre and a hotline facility, supported by a public awareness and media campaign. The project has its origins in the "Click Safely" campaign that was initiated in 2009 by the then Ministry of Telecommunications.

## Key Successes

The new hotline, Net Patrola, was launched in August 2013 to deal with the online dissemination of child sexual abuse material and other illegal and harmful material such as hate speech. During the first month of its operations, the hotline received more than 250 reports, 85 per cent of which were anonymous. More than 40 per cent of reports concerned complaints from Facebook users about such things as identity theft and unauthorised use of material from user's profiles. One site was reported and then removed by the Serbian Cybercrime Department Ministry of Interior. As a rule, operators provide guidelines and useful links to all hotline users in cases where their submissions are not covered by the scope of Net Patrola's work.

The centre's awareness-raising activities have focused on providing information on the benefits and risks of using information and communication technology (ICT) and on strengthening the skills of 11 to 17-year-old school children, their parents, carers, teachers and school psychologists. Interactive workshops, discussions, theatre performances and quizzes were organised in primary and secondary schools, libraries, and other locations throughout Serbia. From September to December, awareness-raising activities were provided for schoolchildren, parents and teachers at more than 60 Serbian schools.

Meetings of the Advisory Board and youth panel were organised in December 2013 and a national conference on child internet safety and safer ICT use took place on 18 November.





# Slovakia

[www.zodpovedne.sk](http://www.zodpovedne.sk)

Slovakia's Safer Internet Centre (SIC) is coordinated by the non-governmental organisation eSlovensko in partnership with the Ministry of Education and the Slovak Committee for UNICEF (SC UNICEF). The centre carries out awareness-raising activities via the website [Zodpovedne.sk](http://Zodpovedne.sk); offers counselling services on its [Pomoc.sk](http://Pomoc.sk) helpline and deals with child sexual abuse material through its hotline [Stopline.sk](http://Stopline.sk).

## Key Successes

Safer Internet Day 2013 (SID 2013) took place on Tuesday 5th February 2013 at the Elementary School for the Blind and Visually Impaired in Bratislava, reflecting the SIC's commitment to the inclusion of handicapped children and youth within internet and modern technology use. During the event, three new episodes of the [OVCE.sk/Sheeplive.eu](http://OVCE.sk/Sheeplive.eu) cartoons were premiered and all 24 episodes of the cartoons with audio-commentary for visually-impaired and blind children were presented. Altogether, more than 20,419 participants from 127 Slovak schools were involved. Local Safer Internet Day activities were also organised involving 9,240 participants in Slovakia's regions.

In June 2013, the new edition of the book 'Children in the Web' was launched along with an English version for European and global distribution. 'Children in the Web' is the only school-book in Slovakia covering the topic of virtual space. Its more than 100 pages provide professional advice to teachers, parents and carers aimed at protecting children and teenagers from the risks encountered in virtual space.

The centre's websites - [Zodpovedne.sk](http://Zodpovedne.sk), [Stopline.sk](http://Stopline.sk), [Pomoc.sk](http://Pomoc.sk) and [Ovce.sk](http://Ovce.sk) - received more than 1.6 million views in 2013 and more than 130 offline and 80 online tools were shared nationally. Over 150 quality tools were also made available for European and international use. The Sheeplive cartoons were broadcasted on national TV stations more than 1,200 times and received more than 994,000 views on YouTube.

In October, the [OVCE.sk/Sheeplive.eu](http://OVCE.sk/Sheeplive.eu) project received the World Summit Award in the Category e-Inclusion and Empowerment at the WSA Global Congress organised in Colombo, Sri Lanka. The project competed against 461 outstanding e-content products from 160 countries.





# Slovenia

[www.safe.si](http://www.safe.si)

The Slovenian Safer Internet Centre (SIC) is coordinated by the Faculty of Social Science at the University of Ljubljana in partnership with the Youth Information and Counselling Centre of Slovenia (Zavod MISSS), the Slovenian Association of Friends of Youth (ZPMS) and the Academic and Research Network of Slovenia (ARNES). The centre unites three projects, all contributing in their own way to a safer internet environment for children in Slovenia.

## Key Successes

Slovenia's SIC worked with several partners to create a diverse programme of activities for the Safer Internet Month of February 2013. In cooperation with the national telecommunication operators, a campaign to encourage safe and responsible use of mobile devices was launched. The campaign featured advertisements in monthly phone bills and reached around 1 million people or more than 50 per cent of the active population.

We also secured from TS media free air time on digital screens on public city buses in the capital for a 20-second ad entitled, "Don't type away your dignity...don't type away your life!". According to the campaign report, the advertisement has been viewed 69,904 times on 444 digital screens in 124 different buses reaching 182,523 passengers.

A large number of online safety training sessions have also been held in schools. From January to September 2013 youth trainers visited 74 primary and secondary schools conducting 183 workshops attended by 3,750 pupils. In the same period our experts carried out 49 training sessions attended by around 1,650 parents at 46 schools.

On Safer Internet Day, the Slovenian helpline Tom telefon launched an online chat service for children and parents, which is available on the helpline's website: [www.e-tom.si/chatroom](http://www.e-tom.si/chatroom)

From January to September, the hotline Spletno oko received 2,850 reports of illegal content online. 114 reports were sent to the police and 73 that involved sexual abuse images were submitted to the INHOPE database. The hotline Spletno oko, in cooperation with General Police Directorate and Slovenian chamber of Commerce, also organised a national conference about child abuse online, on 25 September. In three years this

has become a central annual event for all experts in the field of child abuse. It brought together almost 200 participants from police, the public prosecution office, NGO's, social work departments, schools and industry.





# Spain

[www.centrointernetsegura.es](http://www.centrointernetsegura.es)

Spain's Safer Internet Centre (SIC) is coordinated by Protégeles, in partnership with the Information Security Centre of Catalonia, CESICAT. The main goal of this partnership is to ensure a wider coverage for the national SIC and a strong presence in Spain's two most important cities; Madrid and Barcelona.

## Key Successes

The Safer Internet Centre of Spain, composed of Protégeles and CESICAT, has expanded its initiatives throughout 2013. The Protégeles team has given 440 lectures, awareness-raising conferences and workshops on safe and responsible use of the internet. In these events, we reached more than 21,000 students, parents and teachers. The Spanish SIC has also increased its training of the Spanish Police and Guardia Civil. They have signed cooperation agreements and are conducting several studies on the new realities of children online.

The hotline, which is a member of INHOPE, has received more than 35,000 complaints of illegal or harmful content to children on the internet. The helpline's team of psychologists, lawyers and security experts have handled more than 600 new cases of cyberbullying, grooming and other harmful situations for children and has followed up 770 cases from last year.

2013 has also been a year of awards. Protégeles received a UNICEF Award for the best initiative to transform the lives of children and adolescents from Her Majesty Queen Sofía. The award was given in recognition of Protégeles' work on the safe and responsible use of the internet. Other awards we received this year included the "Digital Hero Award" for our work in schools and the President of Protégeles Guillermo Cánovas was awarded the "Cruz de la Orden del Mérito" of the Spanish Guardia Civil.

At present, Spain's Safer Internet Centre is focusing special attention on the world of mobile apps and the use that children are making of their smartphones and tablets every day. Among our main concerns are privacy policies and terms of use, hidden downloading conditions, geolocation and the sharing of pictures through instant messaging systems. Finally, the SIC has opened a new line of work and research focused on determining the impact of information and communication technology on the growth of children.





# Sweden

[www.statensmedierad.se](http://www.statensmedierad.se)

The Swedish Safer Internet Centre is coordinated by the Swedish Media Council, which also manages the awareness centre and has set up the youth panel. BRIS (Children's Rights in Society) runs the helpline, which offers support services via phone, email and chat. The centre has no hotline.

## Key Successes

During the spring of 2013 we started the production of a on-line platform for media and information literacy, for dissemination of knowledge and material to relevant target groups. This was done in cooperation with key stakeholders such as the Educational Broadcasting Company, the Swedish Consumer Agency and the Swedish Library Association.

On this year's Safer Internet Day (SID) we launched a new school resource, Jag <3 internet (I love the internet), with lesson plans based on school curriculums. The resource enabled teachers to create their own half-day workshop on the SID theme of online rights and responsibilities for pupils aged 9–12. The material was produced in collaboration with eight other governmental agencies ensuring high quality safety messages as well as a broad and far-reaching dissemination process through trusted channels. By providing material tailored for classroom use with practical advice on how to design workshops for pupils in a flexible manner, we managed to reach a large number of teachers. For example, followers on Twitter increased by almost 300 in a short period of time and the material was downloaded 4,691 times.

During the autumn of 2013 we arranged a successful tour of one-day regional seminars around the country for librarians and school staff. The seminars covered media and information literacy including safer internet issues. They provided facts on children's media use, recent research on digital literacy, practical tools and best practices, a forum for discussions on the development of libraries and a panel debate on their future role in these areas.





# United Kingdom

[www.saferinternet.org.uk](http://www.saferinternet.org.uk)

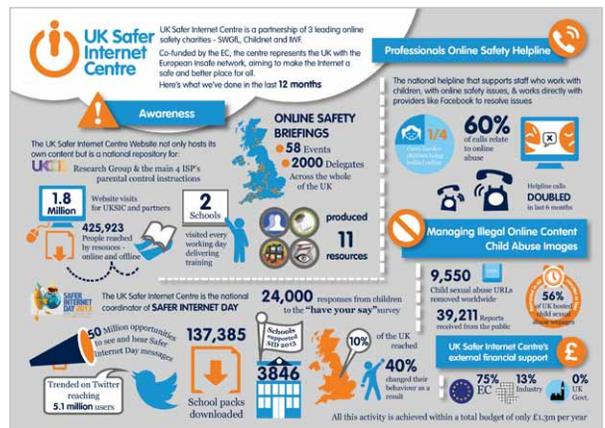
The UK Safer Internet Centre (UK SIC) is a partnership of three organisations with great experience and expertise in making the internet a safer place: the Internet Watch Foundation (IWF), Childnet International and South West Grid for Learning (SWGfL). The centre carries out awareness-raising campaigns, works closely with youth panels, and operates a hotline and a unique helpline for professionals working with children and young people.

## Key Successes

The centre coordinated activities across the country for Safer Internet Day 2013 on 5 February. To go with the Connect with Respect slogan, the UK Safer Internet Centre surveyed over 24,000 children and young people about their online rights and responsibilities and hosted an event in London for policy makers to listen to some of these young people talking about their hopes and experiences. We also produced a 12-hour internet radio programme featuring over 80 participants. We recorded over 50 million opportunities to hear or see Safer Internet Day (SID) messages and media coverage included more than 100 print, online and broadcast reports. BBC research showed that 1 in 10 people were aware of SID and 40 per cent of those said they would change their online behaviour as a result of the campaign.

Our flagship series of free two-hour long online safety briefings has been on a road trip around England, Wales, Scotland and Northern Ireland. We held 61 events in the first 12 months of the project attended by over 2,000 professionals representing over two million children and young people. The programme will continue in 2014.

The Internet Watch Foundation (IWF) has had an unprecedented 12 months of activity and recognition. Following a couple of highly publicised child abduction cases, the profile of IWF was significantly raised and the UK Government and industry vouched their support. This culminated in new industry funding for IWF to expand its team of analysts and a radical change in IWF's remit from dealing with reports of child sexual abuse online to actively seeking and taking them down. In October IWF entered a partnership with UK's biggest children's helpline ChildLine to help young people remove explicit images online.



## Safer Internet Day

[www.saferinternetday.org](http://www.saferinternetday.org)

Over the years, Safer Internet Day (SID) has become a landmark event in the online safety calendar. Starting as an initiative of the EU SafeBorders project in 2004 and taken up by the Insafe network of European Safer Internet Centres as one of its earliest actions in 2005, Safer Internet Day has grown beyond its traditional geographic zone and is now celebrated in more than a 100 countries worldwide, and across six continents. It continues to be a key focus of much of the work of the joint Insafe-INHOPE network.



Safer Internet Day 2013 was the tenth edition of the event, and took place on Tuesday 5 February 2013. The theme for the day was “Online rights and responsibilities”, encouraging all users of technology – and particularly children and young people – to “Connect with respect”. Working in partnership, Insafe and INHOPE sought to also raise awareness among all stakeholder groups – such as children and young people, parents, carers and educators, and industry and the third sector – of their respective rights and responsibilities in relation to the online world, working together to make the internet a safer – and better – place.

### Safer Internet Day 2013 was a great success:

- Thousands of events were celebrated in more than 100 countries across the world including new Safer Internet Day Committees and industry/institution supporters.
- The Safer Internet Day actions across European Safer Internet Centres (SICs) reached a minimum of 10 million participants.
- Safer Internet Day was celebrated in a minimum 16,150 schools across all Insafe countries.

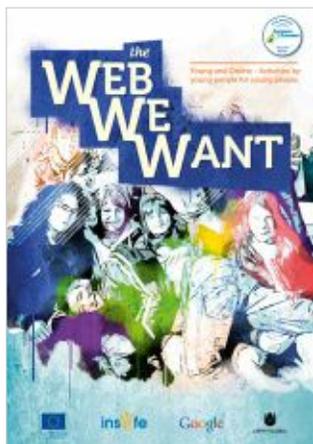
- The generic version of the customary Safer Internet Day video spot, produced each year to illustrate the campaign slogan, was viewed more than 42,500 times to date on the Insafe YouTube channel.
- There were over 15,900 tweets of the #SID2013 tag on 5 February 2013, with the hashtag 'trending' several times worldwide during the day.

Alongside country-based supporters, industry representatives are key multipliers in promoting Safer Internet Day activities and initiatives. This year, three key resources were developed with the support of industry partners and released around SID.

## 'The Digital Universe of Your Children'

European Schoolnet (host organisation of Insafe), in partnership with Liberty Global, launched an animation aimed at educating parents on children's safety online. The three-minute animation tackles the parental concern of 'Who are your kids talking to online?', providing practical tips for parents to help their children stay safe. At the end of the animation, eight informative tip sheets give practical advice on how to deal with a variety of issues that youngsters might encounter online.

Facts shared throughout the animation draw on findings from the EU Kids Online Study. The animation is supported by the European Commission and the Confederation of Family Organisations in the European Union (COFACE).



## 'Web We Want'

The Web We Want is an educational handbook for use by 13-16 year olds, sponsored by Insafe, Google and Liberty Global, developed with and by young people. The content is largely drawn from resources, information and good practice produced by the Insafe network. The exercises aim to trigger reflection on a range of issues that young people will encounter in the online world.

## Safer Internet Day 2013 supplement to the Parliament Magazine

Working with Dods, and in collaboration with Telefonica, Liberty Global, Microsoft, Austria Telekom and Facebook, the joint Insafe/INHOPE network produced a special 12-page supplement to the European Parliament Magazine focusing on Safer Internet Day messages. Titled with the theme of SID 2013, 'Connect with respect', 4,000 copies of the supplement were distributed to Members of the European Parliament and 52,000 online versions were made available to trade associations and other organisations involved in EU decision-making.

The 11th Safer Internet Day was celebrated worldwide on Tuesday 11 February 2014. The theme for the day was: "Let's create a better internet together" when, once again, all stakeholders – children and young people, parents and carers, teachers and educators, and industry and politicians – linked with the joint Insafe-INHOPE network to mark the day.

At the time of publication of this report, we are still analysing the full results of the campaign, but it is fair to say that the campaign was once again a great success:

- Thousands of events were celebrated in over 106 countries across the world, including new Safer Internet Day Committees and industry/institution supporters.
- Main Safer Internet Day actions reached more than 7,000 schools and 213,000 individuals across Insafe network countries.
- If one includes all SID 2014 actions, over 12,000 schools and 54 million individuals have been reported to have been somehow involved in Safer Internet Day across Insafe network countries.
- The generic customary SID video spot has been viewed more than 21,500 times on YouTube at the time of writing; individual country versions count for many more views.
- There over 34,400 tweets with the #ID2014 hashtag on 11 February 2014, with the hashtag trending worldwide several times during the day.
- Approximately 52.2 million people were reached worldwide with the #SID2014 tag.

Now that SID 2014 has passed, the joint Insafe-INHOPE network is already starting to prepare for Safer Internet Day 2015 - the date is set as Tuesday 10 February 2015, and more information will be progressively released throughout 2014.



## Looking back, looking forward

### What next for the joint network?

With the support of the European Commission, Insafe and INHOPE worked together once again in 2013 to deliver a safer and better Internet for children, young people and families. 31 national Safer Internet Centres – covering 27 of the EU Member States plus Iceland, Norway, Russia and Serbia – ran campaigns throughout the year to raise awareness with helplines offering individual advice and hotlines responding to reports of illegal content.

To carry out this work, the joint Insafe-INHOPE network has built up strong and trusted partnerships with children and young people, parents, teachers, the online industry and law enforcement agencies. In an inclusive and participatory approach, the network runs youth panels across Europe to ensure the active involvement of young people in the design and implementation of all its activities.

In 2014, Insafe and INHOPE are working together on a new challenge in order to meet the growing needs of the network by setting up a pilot infrastructure to roll out digital tools and services to support national Safer Internet Centres in their tasks as they strive to make a better internet for children.

Just as citizens and businesses will soon be able to access electronic communications services across the European Union without cross-border restrictions, so the joint Insafe-INHOPE network is creating and piloting a multilingual platform for sharing knowledge, experience and resources to ensure the empowerment and protection of Europe's youth in this new borderless market. The 'Better Internet for Kids Network' (BIK-NET) pilot platform will offer common tools for capacity building and best practice exchanges, guidelines and resources which can be shared, adapted and translated for use across Europe. It will also comprise a safe and dedicated space for youth participation as well as an Interpol-hosted database which will allow for video and image fingerprinting and will speed up victim identification processes and the take-down of illegal content.

As we enter the era of "natural computing", online technology will become more seamless, intuitive and even wearable, and its role will be increasingly important in the lives of most European citizens from an early age. But regardless of what the future holds, Safer Internet Centres will continue to play an invaluable part in society, both through the services they offer but also in supporting young people in making their voice heard as together we shape a "better internet" for tomorrow.

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