

zodpovedne.sk

Annual & Final Public Report
Awareness Centre Slovakia

2009-10

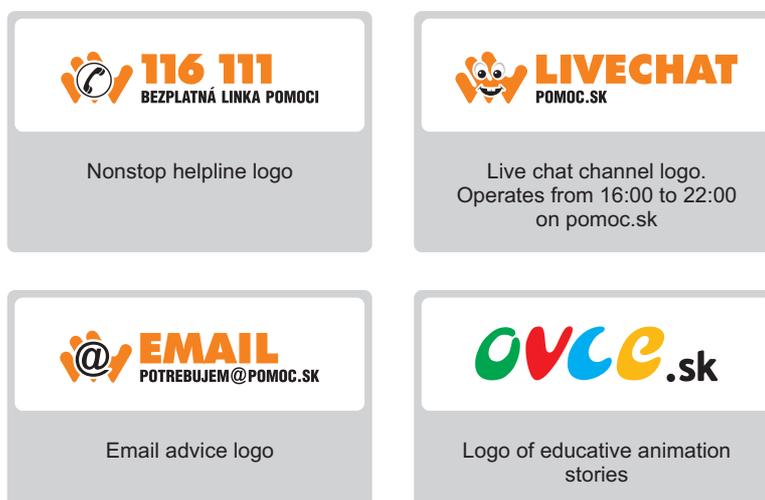
This project is funded under the Safer Internet plus programme a multiannual Community Programme on promoting safer use of the Internet and new online Technologies



The philosophy of the project is reflected in our graphic message, which resembles child's hand, as well as the World Wide Web symbol and colours intend to evoke the traffic lights analogy.

 stopline.sk	RED Report on illegal content and conduct on internet
 pomoc.sk	ORANGE Counselling and help
 zodpovedne.sk	GREEN Prevention, awareness raising campaign

Using these colors we wanted to raise awareness regarding safer use of internet, mobiles and new technologies. When the color is green, you can go on, because you have sufficient information. When the color is orange, you know you should slow down and you should look for help. When the color is red you should stop, because you might be in touch with illegal content or doing something what could be against the law. Other graphic messages of the project are the follows:



The purpose of the project Zodpovedne.sk is to raise awareness of the wide public to behave responsibly when using internet, cell phones and the new communication technologies. Duration of the first phase of the project was from August 2007 till April 2009 and second phase of the project has been launched in May 2009 and it will end in December 2010. The third phase to start in January 2011 and will focus on the new awareness raising tools. The project is co-financed by the European Union, the Safer Internet *Plus* program.

THE MAIN OBJECTIVES ARE

- Establish and run national Safer Internet Awareness Centre in Slovakia - Zodpovedne.sk
- Raising awareness concerning safer use of the Internet, mobiles and new technologies in general. Crime prevention
- Establish and run helpline - Pomoc.sk accessed by 3 channels : nonstop helpline 116 111, email potrebujem@pomoc.sk and LifeChat
- European networking and active cooperation with other national centres
- Establish and run hotline - Stopline.sk in order to manage reports of the illegal content and conduct (official launch of the hotline was on 9. February 2010)

PROJECT CONSORTIUM CONSISTS OF

- Civic Association eSlovensko
- Ministry of Interior of the Slovak Republic
- The Slovak Committee for Unicef

TARGET GROUPS

- Children (3 years old, kinder garden, first grade pupils of elementary schools)
- Youths (Second grade pupils of the elementary schools, secondary and high schools students)
- Parents (Parents, grand parents, foster parents)
- Teachers (Teachers, educators, police referents, coaches...)
- Adults and seniors (Adults and seniors)
- Companies (Private, public and NGO's sector)

IMPORTANT INFORMATION ON THE WEBSITE www.zodpovedne.sk:

- Materials (Documents, tools of the project)
- Video clips (4 educative animation stories OVCE.sk and 9 TV stories Cookie.sk)
- Interactive stories (4 stories for children and youth, 1 story for parents)
- Test yourself (21 quizzes)
- Competitions
- Events calendar (Presentations and events calendar)
- Dictionary (Vocabulary of internet words)
- Partners (Partners of the project)
- Advisory Board (Information on the AB)
- Project Information (Articles)
- Contacts (Contact on project team)
- Awards (Project awards)
- Logotypes (Logos, banners)
- 2 percent (Information on how to support the project)

ADVISORY BOARD

(over 100 institutions, organizations)

The project is supported by a wide range of organizations - governmental, NGOs, municipalities, media, and internet service providers. The purpose of the Advisory Board is to advise the project team how to raise awareness of the target groups in the field of responsible use of the Internet, mobile phones and new technologies, to help the project team to disseminate goals and results of the project via their channels and by thus raise the effectiveness of the awareness campaign. Advisory Board consists from two main groups:

1. Municipalities

2. Organizations from public, private and third sector

Advisory Board (currently has approximately 100 institutional members and the full list of members is on http://zodpovedne.sk/kapitola4.php?kat=poradny_vybor), meetings are held 4 times a year. The role of the Advisory Board is to act as a communication channel among relevant stakeholders and the Slovak Awareness Centre. Moreover, advisory board is used as a network of stakeholders who will generate, share and extend knowledge acquired on meetings. Furthermore advisory board members provide us with the feedback and facilitate cooperation on different activities of the node. Advisory Board members provided trainers for Zodpovedne project, helped to spread information about Zodpovedne.sk activities and about the Helpline and have been inviting project personnel to disseminate information and tools related to the project using their existing channels of communication. Finally, one of the key roles of Advisory Board to create a structured method of concentration.



CHANNELS OF DELIVERING ASSISTANCE



integrated helpline centre, trained together 56 operators, was launched on 12th February 2008 and offers 3 channels for clients:

- Nonstop free telephone number 116 111
- Online helpline - chat daily at www.pomoc.sk 4.00 p.m. - 10.00 p.m.
- Email advice at potrebujem@pomoc.sk

The same helplines can be found in most EU countries. The aim is to create coordinated counselling centres for safer internet, mobile phones and new technologies.



Launched on 8 February 2010, a public hotline with the aim to fight mostly the abuse of children on the Internet, racism and xenophobia. General public can use the service using the email stopline@stopline.sk or the electronic form.

TV spots

- 'Cyberbullying'
(<http://www.youtube.com/watch?v=8jMcTd1Q8ME>,
February 2009)

The cyber bullying spot has been broadcasted at the Slovak public TV.s.





4 educative animation stories
OVCE.sk

In 2009 eSlovensko launched a new awareness raising tool – animated stories OVCE.sk (from Slovak 'sheep'), which reflects inappropriate behaviour of youths in the virtual world and shall be utilized as an effective resource for practical media education. As the title of the series may suggest, the stories are set in a sheep pen and the main characters are the little sheep, the wise shepherd, his helper, big bad wolf and the hunter. They combine patterns of Slovak cultural heritage with sensitive up-to-day topics like grooming, racism and xenophobia, misuse of personal information or photographs, which are dealt with in an amusing, yet educational way. The main goal of the creators was to reach even the youngest users of the Internet.

The following 4 episodes (3 minutes each) are now available:

- **Coatless** (indecent photographs online, their misuse, privacy)
- **Secret Friend** (meeting people we only know from our online communication offline, grooming)
- **White Sheep** (racism, xenophobia online, critical thinking)
- **Don't Dance with the Wolf** (misuse of indecent photos and videos)

The stories were first introduced to the public on 8 October 2009 in a primary school in Bratislava, the event was attended by over 200 pupils aged 11–13 and was largely covered by media. From this point OVCE.sk went on air on the national TV in prime time for children, in the later stage they were taken also by regional media. The project website (www.ovce.sk), apart from the stories, offers visitors a handful of accompanying OVCE.sk features, such as games, cartoons, glossary of internet terms, emoticons and many downloadable items. OVCE.sk theme advice sheets on mobiles, addictions, personal information and cyber bullying have been printed on the covers of workbooks (up to 450,000 copies) for primary schools. In 2010, eSlovensko, in cooperation with law enforcement agencies, foresees to make DVDs with OVCE.sk stories, part of 'Prevention Kit' for policemen who visit pupils in their schools and give lectures on crime prevention.

eSlovensko has produced OVCE.sk not only in Slovak, but also in Hungarian and Roma languages, which are the languages of the largest national minorities in Slovakia. Further we have produced a version in sign language and a version for the international audience with English subtitles.

Links to OVCE.sk animated stories (English subtitled release)

- | | |
|-----------------------------|---|
| ■ Coatless | http://ovce.sk/rozpravky_youtube.phtml?lang=en&pg=bez_kozusteka |
| ■ White Sheep | http://ovce.sk/rozpravky_youtube.phtml?lang=en&pg=biele_ovce |
| ■ Secret Friend | http://ovce.sk/rozpravky_youtube.phtml?lang=en&pg=zatajovany_kamarat |
| ■ Don't Dance With the Wolf | http://ovce.sk/rozpravky_youtube.phtml?lang=en&pg=netancuj_s_vlkom |

KEY CHARACTERS FROM OVCE.SK



PHOTOGRAPHIC MATERIAL FROM CREATING OF OVCE.SK:



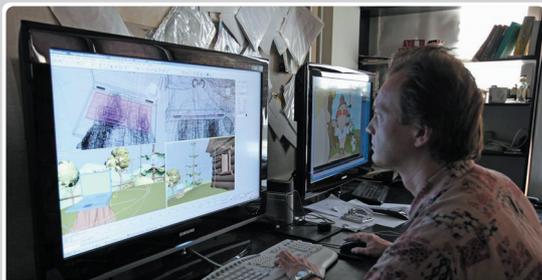
PHOTOGRAPHIC MATERIAL FROM CREATING OF OVCE.SK:



Miroslav Drobny: screen-play



Jaroslav Baran: film director, animation director



Marek Forray: 3D graphic designer



Dana Baranová: 2D scan and color



Stanislav Grich: music



Csongor Kassai: actor in Hungarian language

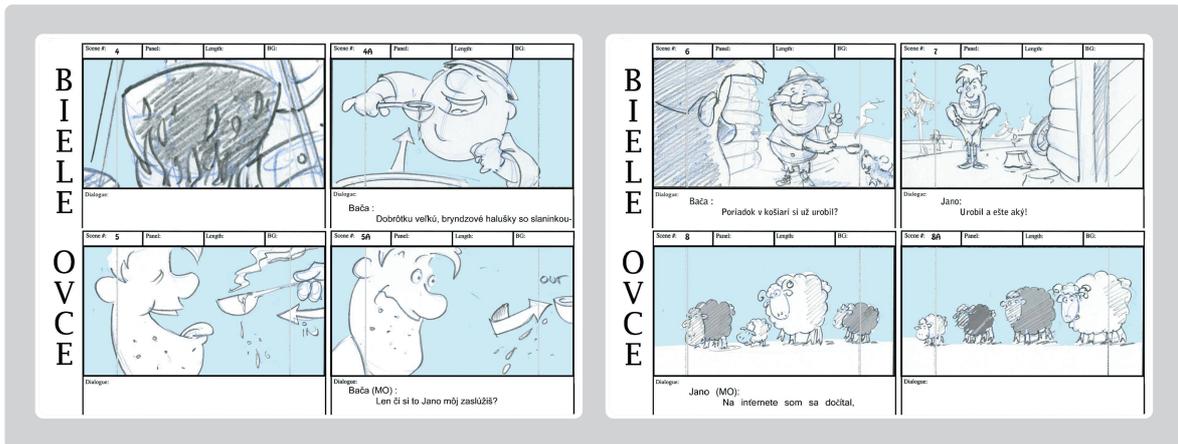


Patrik Vrbovský: actor in Romanian language

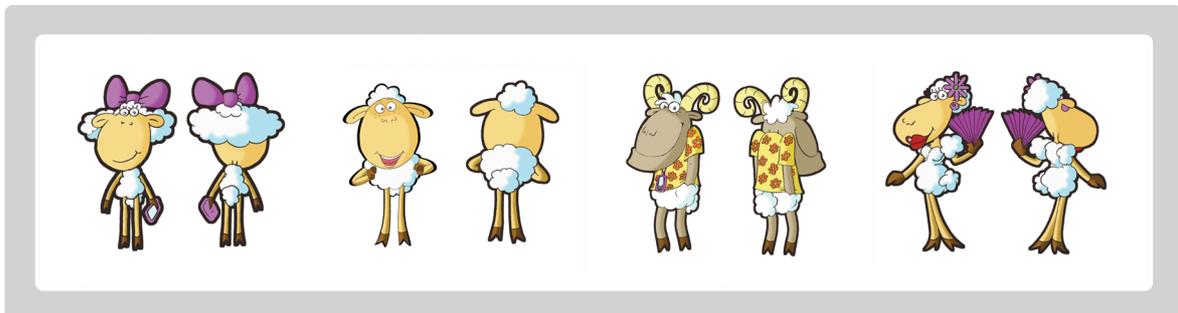


Ras'to Pivoň: assistance for Romanian language

MOVIE SHOWTIME FROM CREATING, STORYBORDS:



APPENDING LABEL FOR KEY:



OVCE.sk serie had become a national champion of the EU competition 2009 Crime Prevention Award and advanced to to the EU round organised by the EU Crime Prevention Network (EUCPN). The serie has won the price of the inernational jury at Ekotopfilm 36th International Film Festival on sustainable development and and the extraordinary prize at the 8th International ITAPA Congress.

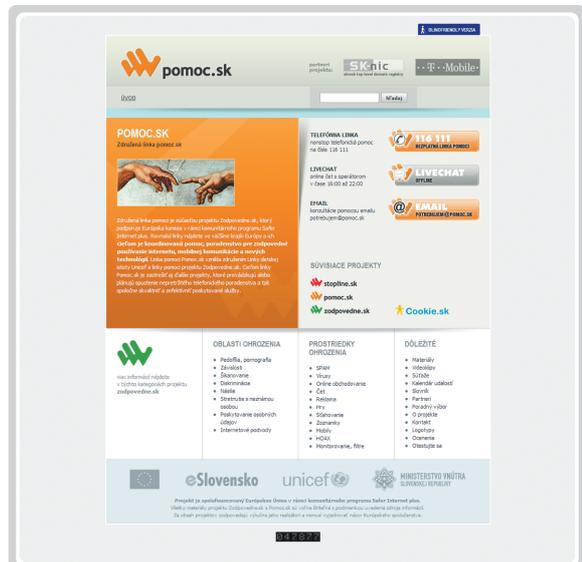
LAUNCH OF OVCE.SK:



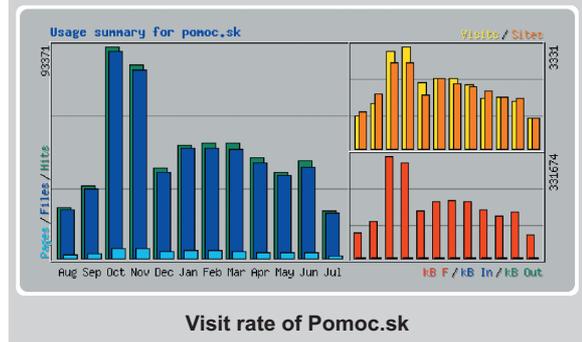
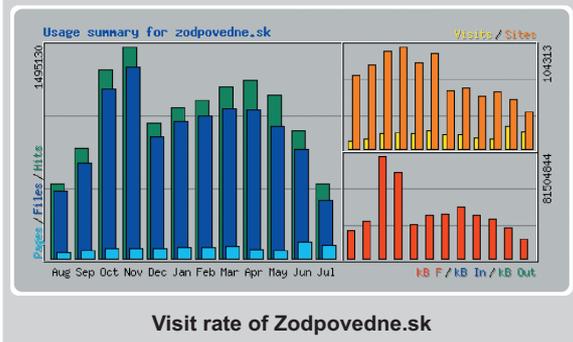
4 internet blind friendly websites



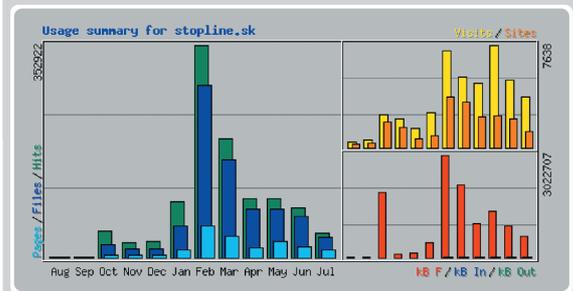

The screenshot shows the homepage of zodpovedne.sk. It features a navigation bar with categories like 'DETI', 'MLÁDEŽ', 'ICHTIEŤA', and 'RODINA'. The main content area includes a large article titled 'STOPLINE.SK DÁVA STOP NEZÁKONNEMU OBSAHU NA INTERNETE' and several sidebar sections such as 'VIDEOKLIPY', 'DŮLEŽITÉ', 'OBĽASTI OCHRZENIA', and 'PROSTREDKY OCHRZENIA'. The footer contains logos for Slovensko, unicef, and MINISTERSTVO VNÚTRA SR.



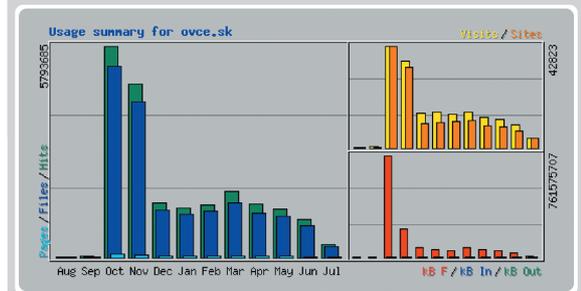
The screenshot shows the homepage of pomoc.sk. It features a navigation bar with 'HOME' and 'MAJÚ'. The main content area includes a large article titled 'POMOC.SK' and several sidebar sections such as 'TELEFONNA LINKA', 'LIVECHAT', 'EMAIL', 'SOVŠIACE PROJEKTY', 'OBĽASTI OCHRZENIA', 'PROSTREDKY OCHRZENIA', and 'DŮLEŽITÉ'. The footer contains logos for Slovensko, unicef, and MINISTERSTVO VNÚTRA SR.



4 internet blind friendly websites



Visit rate of Stopline.sk



Visit rate of OVCE.sk

Internet campaign 'Klikaj zodpovedne.sk' (since 2007)



Participation and presentation

Participation and presentation of the project at various events all around Slovakia and European Union, participation in round table meetings for local authorities and NGOs from Slovakia. Detailed list can be find at this link <http://zodpovedne.sk/kapitola4.php?kat=kalendar>

- **International:** Steering Committee INSAFE (Latvia 02/2009, Italy 05/2009, Luxembourg 10/2009, 11,12/2009 Reykjavik)
- **INHOPE** (Brussels 11/2009)
- **Safer Internet National Centres** (Austria 02/2009, Luxembourg 10/2009, Stockholm 12/2009)
- **Conferences** (Czech Republic 04/2009, Stockholm 12/2009)
- **National:** ITAPA, Junior internet; Security fair of security and information, information technology, fire prevention, A day of open door, IDEME

450.000 workbooks for elementary and secondary schools (2009, 2010)



Addictions Personal Data Cyber Bullying Mobiles

Tools to be downloaded

documents, posters, results of researches, videos (more than 40,000 downloads)+ movies OVCE.sk (more than 500,000 views)

- **Prevencia:** Document describing possible areas of threat, legislation and prevention, active document, updated on regular basis, currently contains more than 100 pages
- **Zodpovedne:** Basic document of the projects, Zodpovedne.sk
- **Slovník:** internet dictionary
- **OVCE.sk**
- **Research 'Internet Behaviour and Safety of Children Online', 2009**
- **Testy:** quizzes (on different areas of internet threats)
- **Križovky:** Crosswords
- **Teachers' brochure**
- **Poster for teachers** including information about project
- **Poster for parents** including information about project

All materials from the projects Zodpovedne.sk, Pomoc.sk, Stopline.sk, and OVCE.sk are free to be downloaded and disseminated, and the updated versions are available on the web site of the project www.zodpovedne.sk.

1: Crosswords

2: Teachers' brochure

3: Posters for teachers and parents

3

TRAINING ACTIVITIES

Training activities, mostly in the form of training for trainers have been provided for teachers, parents, police prevention officers and representatives of municipalities

EVENTS

Safer Internet Day 2009

A big event was organized, it was devoted mainly to children but also parents and teachers in order to raise awareness of safer internet use. The winners of Cookie.sk competition were announced and given prizes by the representatives of the Ministry of Interior and O2 Telefónica Slovakia. A new TV spot on cyber bullying was presented.



Safer Internet Day 2010

The key event organized in February 2010. eSlovensko launched the National Hotline for Reporting Illegal Content and Conduct Online (www.stopline.sk). The Hotline I receives and processes information from the public relating to illegal content in the Internet, which under Slovak legislation constitutes basis for criminal offence.

Launch of Stopline.sk in a big shopping mall in Bratislava



Video from the launch of Stopline.sk in February 2010, including President of eSlovensko presenting the service, speech of the State Secretary of the Ministry of Education SR and popular artists performance. The video is 5:48 min long.



<http://www.youtube.com/watch?v=3eid3gPUd9I>

Police Day 2010

During this big event eSlovensko was running its own information stand on safer internet for public. The event was organised in two places in Bratislava. Several promotion materials were distributed, mostly for balloons for children with the logo 'OVCE.sk'.

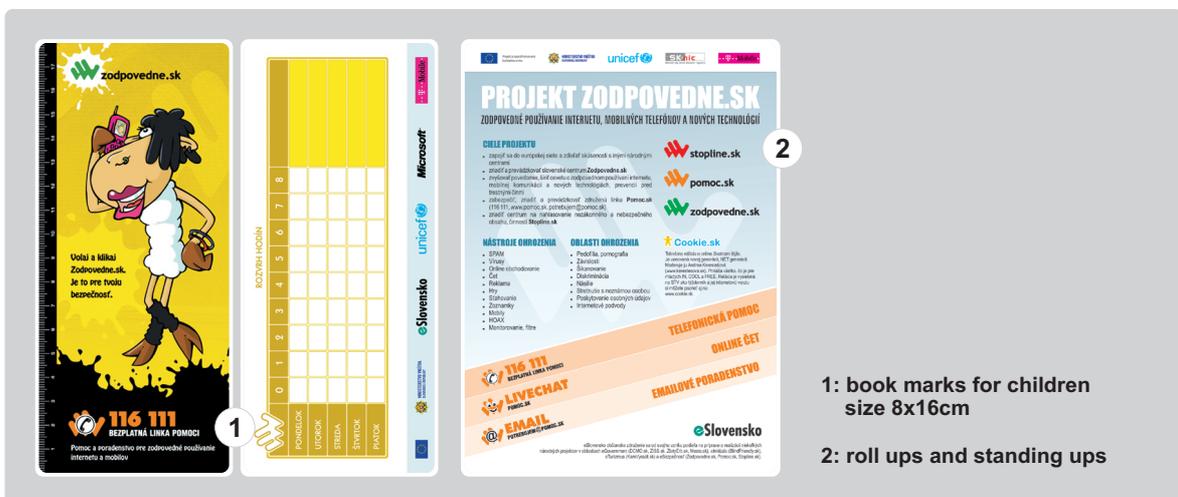
The visitors of the event were informed by the staff of eSlovensko about possible threats we have to deal with on the Internet and were given information on the national awareness raising project in general.

Police Day 2010



OTHER OUTCOMES

- **Radio Broadcast:** discussions to the SID, roundtable, 5 episodes regarding the topic of safe internet in the Slovak Radio, FunRadio, Radio Lumen, Radio Regina.
- **Television Broadcast:** STV Dobré ráno, STV main news, Markíza teleráno, dnes, main news, JOJ first news, TA3, Hungarian public TV, Duna TV Maïarsko, TV Bratislava and other regional TVs.
- **Periodical press:** topics of the articles on various specific threats on Internet, mobiles and new technologies, children and youths magazines, press releases (continuously)
- **12,000 pc stickers** with logos of the project
- **1,000 pc information flyers**
- **2,200 information folders** for teachers
- **15,000 basic document** about the project Zodpovedne.sk
- **25,000 book marks** for children size 8x16cm (March 2009)
- **3,000 + 3,000 information flyers** about the project in Hotel guides, all hotels in Slovakia covered (2009,2010)
- **2 roll ups and 3 standing ups**
- **2,150 pc of USB** with document about project UTCS and ZMOS (2009)
- **10,000pc of posters**
- **15,000 pc of O2 Telefónica information cards** for children and parents (helpline contacts included)
- **2,000 pc of information boards** for schools (format 1,2 x 1,8m, April 2009)
- **350 pc board games, 750 pencils, 3x300 pens, 400 crayons, 300 magnetic notebooks**
- **6,000 pc keychains**
- **2,000 pc information boards** for schools (April 2009)
- **1,000 pc folders** (February 2009)
- **750,000 pc information fliers** in T-mobile invoices
- **2,000 pc T-mobile customer newsletter**



1: book marks for children size 8x16cm

2: roll ups and standing ups

