PUBLIC FRIENDLY REPORT

SLOVAK SAFER INTERNET CENTRE

2014

Slovak Safer Internet Centre (SK SIC) consists of three components: Awareness centre (Zodpovedne.sk; Responsibly in Slovak language), Helpline (Pomoc.sk; Help in Slovak language) and Hotline (Stopline.sk). The philosophy of SK SIC is reflected in the graphic message, which resembles a child's hand, as well as the World Wide Web symbol and colours intend to evoke the traffic lights analogy. The green represents the green light for responsible use of internet and modern technologies. Orange stands for the helping hand. Red light symbolises the stop sign for illegal content and conduct in the virtual space.

SK SIC operates since 2007 while continuously implementing the goals and aims of the Safer internet and Safer internet Plus programme. In the past 8 years SK SIC established strong position within the protection of children / youth in virtual space. SK SIC contributed to the best-practices in Europe and globally through 1,856 tools developed. SK SIC operates 8 websites, 5 social media pages totally having 14,1 million view and almost 7 million downloads of online tools so far. SK SIC has disseminated almost 1 million offline tools. There have been published over 11 thousand media outputs. SK SIC has trained over 50,000 adults (teachers, parents, social workers, etc.), 123,000 children / youth and within the empowerment involved over 1 million children /youth. Within the Hotline operation work there have been received over 11,000 reports. SK SIC is also very active in the legislation process concerning the safer internet issues. SK SIC has received more than 20 awards proving of outstanding reach of activities and tools delivered. Project SK SIC III undertakes to proceed with successful work as described.

MAIN OBJECTIVES:
- run national Safer internet centre in Slovakia - Zodpovedne.sk,
- raise awareness concerning safer use of the Internet, mobiles and new technologies in general,
- devise inventive, attention-grabbing and informative tools and awareness campaigns and using the most appropriate media, taking into account best practice and experience in other countries.
- operate Slovak Youth panel (national empowerment network of young representatives contributing to effective project implementation by expressing their views and sharing their knowledge/experience about online technologies issues),
- organise public awareness raising events such as Safer internet day to promote safer and more responsible use of online technology and mobile phones, especially amongst children and young people ,
- run Helpline - Pomoc.sk accessed by 3 Channels : nonstop Helpline 116 111, E-mail: potrebujem@pomoc.sk and LiveChat,
- run Hotline - Stopline.sk in order to manage reports of the illegal content and conduct,
- European networking and active cooperation with other national awareness centres (AC), Helplines and Hotlines.

TARGET GROUPS:
- children (kindergartens, first grade pupils of elementary schools),
- Youth (second grade pupils of the elementary schools, secondary and high schools students),
- parents (parents, grand-parents, foster-parents),
- trainers (teachers, educators, police referents, coaches, etc.),
- adults and seniors,
- organisations (private, public and NGO's sector).

PROJECT CONSORTIUM:
- NGO eSlovensko (Safer internet issues Slovak leader),
- Slovak Committee for UNICEF (strategic and leading Slovak childcare organisation),
- Ministry of Education, Science, Research and Sports of the Slovak Republic (national key education ministry),
- Ministry of Interior of the Slovak Republic (state authority dealing with computer crimes, extremism, violence and child pornography)
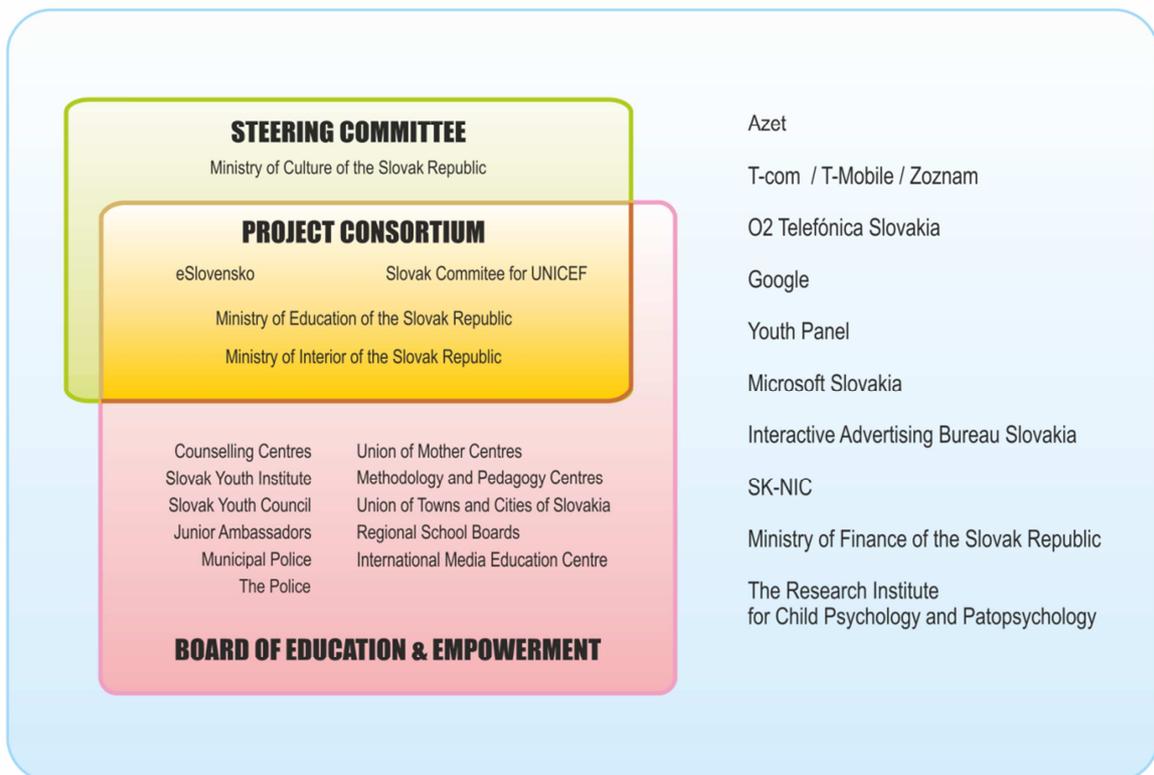
PROJECT PARTNERS:

SK SIC MISSION
Maintain long-term legislative and institutional collaboration structure involving key national stakeholders and key ministries while contributing to the transition from informal to formal better internet/modern technologies (BI/MT) education approaches at primary education level.

ADVISORY BOARD (AB)
AB incudes 26 members acting as main project decision making structure and channel of communication among involved stakeholders active in the field and Slovak safer internet centre (SK SIC). Beside the function of communication and experience/know-how transfer body, AB carries out the role of mutual feedback contribution space, where there all AB´s members share own observations within project activities in which they are involved in and also project achievements, goals and impacts reached. AB members generate, share and extend knowledge acquired on meetings and furthermore provide the PC with the feedback and facilitate cooperation on different activities of SK SIC. Without active participation of AB members and clearly defined system of procedures, there could not be secured space for complex project feedback and progress. During 2013, the AB meeting took place 3 times.

ADVISORY BOARD

STEERING COMMITTEE
Ministry of Culture of the Slovak Republic

PROJECT CONSORTIUM
eSlovensko   Slovak Commitee for UNICEF

Ministry of Education of the Slovak Republic

Ministry of Interior of the Slovak Republic

Counselling Centres   Union of Mother Centres
Slovak Youth Institute   Methodology and Pedagogy Centres
Slovak Youth Council   Union of Towns and Cities of Slovakia
Junior Ambassadors   Regional School Boards
Municipal Police   International Media Education Centre
The Police

BOARD OF EDUCATION & EMPOWERMENT

Azet

T-com / T-Mobile / Zoznam

O2 Telefónica Slovakia

Google

Youth Panel

Microsoft Slovakia

Interactive Advertising Bureau Slovakia

SK-NIC

Ministry of Finance of the Slovak Republic

The Research Institute
for Child Psychology and Patopsychology

AB STRUCTURE INVOLVES:

1. the most strategic national authorities, i.e. ministries responsible for new media, police and education (Ministry of Culture of the Slovak Republic, Ministry of Interior of the Slovak Republic, Ministry of Education, Science, Research and Sports of the Slovak Republic, Ministry of Finance of the Slovak Republic),
2. internet industry organisation (Azet, Zoznam) and other key industry organisations (Microsoft Slovakia, Interactive Advertising Bureau Slovakia, SK-NIC, Google),
3. major communication service providers and ISP associations (T-com / T-Mobile, O2 Telefónica Slovakia),
4. significant non-governmental organisations and networks dealing with childcare (Slovak Committee for UNICEF, Counselling Centres, Slovak Youth Institute),
5. representatives of university researcher children´s use of new media (The Research Institute for Child Psychology and Patopsychology, International Media Education Centre operated by The Department of Media Education of Faculty of Mass Media Communication of University of St. Cyril and Methodius in Trnava),
6. representatives of teachers and parents (Union of Mother Centres, parents involved within Facebook Adults Panel and other teachers/parents),
7. other key NGOs and networks relevant in the field (eSlovensko, Union of Towns and Cities of Slovakia, Methodology and Pedagogy Centres, Slovak Youth Council),
8. government agency and networks, law-enforcement agency (Regional School Boards, Municipal Police, Presidium of Police Force of the Slovak Republic),
9. representatives of Youth Panel and other Youth organisations/networks (Youth Panel and its newly established cooperation platform Facebook Youth Panel, Junior Ambassadors).

ADVISORY BOARD MINUTES/NEWSLETTER

YOUTH PANEL (YP)

YP is national empowerment network of young representatives used as an advisory body on SI issues. Young people from national Youth Panel will contribute to effective project implementation by expressing their views and sharing their knowledge/experience about online technologies issues. YP will help the activities and tools within the project to be tailor made to address the needs of the young people, to get initial feedback from the panel on the already implemented activities and to follow the trends in the age group of teens. YP is national structure of 4 key regional parts of the country formed with about 8-12 members each and regular meetings. During the panel meetings methodology of focus groups is being used, together with brainstorming, structured and moderated discussion.

Facebook Youth Panel (FYP) that has become empowerment tool to give chance to young people to express their opinions on the project, provide feedback, new ideas, to exchange experience of all involved panellists.

Within 2014, there were organised 3 YP Consultations: 10th February 2014 in Nove Zamky, 27th March 2014 in Bratislava, 15th August 2014 Child-camp Krupina, 4th December 2014 Bratislava and 19th December 2014 Duchonka – Topolcany.

2014

Date	City	Number of Youth panellists
10th February 2014	Nove Zamky	12
27th March 2014	Bratislava	12
15th August 2014	Child-camp Krupina	12
4th December 2014	Bratislava	12
19th December 2014	Duchonka – Topolcany	11

I. AWARENESS CENTRE (ZODPOVEDNE.SK; ESTABLISHED IN 2007)

The Awareness Centres' main aim is to develop awareness raising material, organize campaigns and information and educational sessions (lectures, workshops, trainings, etc.) for children and young people, parents, carers, social workers and teachers to enable children and young people to make responsible use of on-line technologies. SK SIC coordinates and carries out awareness actions and programmes in close cooperation with all relevant actors at European, regional and local Levels.

KEY AWARENESS CENTRE TASKS:
- devise inventive, attention-grabbing and informative awareness campaigns using the most appropriate media while involving children and young people,
- promote awareness of parents and children on online positive content and experience and pay particular attention to awareness raising actions towards young children and children at risk,
- inform the intended target groups about the activities funded by the Safer internet programme,

- use cost-effective means of distribution of Information to large numbers of users (multiplier organisations, electronic dissemination channels, mass media, information material distributed to schools),
- establish and maintain formal or informal partnerships and promote dialogue and exchange of information with key players (key ministries, press and media groups, ISPs, education stakeholders) and actions in their country on to safer use of the internet and other online technologies,
- actively cooperate with other SICs in the European network by exchanging information about best practices, participating in meetings and designing and implementing a European approach,
- take an active part in European-level events and in the organisation of regional and local Events for Safer internet day.

EMPOWERMENT ACTIVITIES

SI WORKSHOPS, LECTURES, TRAININGS OF TRAINERS/ADULTS

In 2014 (January - October) 5,205 children/Youth from and 2,916 trainers/adults (teachers, educators, psychologists, prevention coordinators, police officers, IT specialists from municipalities, specialists working with children) participated at the SI workshops, lectures and trainings of trainers/adults organised by SK SIC in all regions of Slovakia. SK SIC representatives provided Target groups with up-to-date Information and trends regarding SI/BI and modern technologies issues while using quality SK SIC Tools and methods (such as Sheeplive etc.) and promoting SK SIC websites (Zodpovedne.sk, Pomoc.sk, Stopline.sk, Sheeplive.eu/Ovce.sk, Nehejtuj.sk, SheepliveCartoons Youtube channel, Ovce.sk Facebook Youth panel, Facebook adults panel).

2014

SI Workshops/Lectures	Number of participants
Children/Youth	5,525
Adults (teachers, educators, psychologists, prevention coordinators, police officers, IT specialists, etc.)	2,614

Professional occupation of trainings participants

- teacher
- educator
- psychologist
- prevention coordinator
- police officer
- other

44%, 18%, 6%, 17%, 8%, 6%
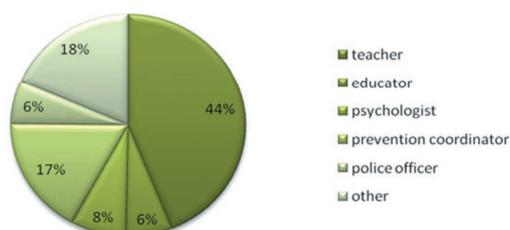
To how many children did you forward the information? (average 93,3 children)

- 0-10
- 10-20
- 20-50
- 50-100
- 100-200
- 200-300
- 300-500
- 500 a viac

5%, 8%, 14%, 5%, 17%, 11%, 21%, 19%
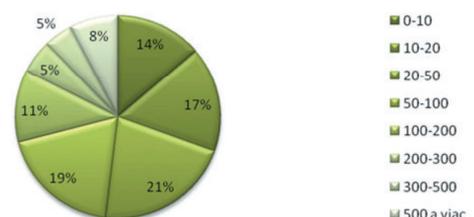
2014

Training of Trainers/Adults	Number of Participants	Children/Youth reached (Impact)
Trainers	452	42,172 (452 x 93,3 Children)

JUNIOR AMBASSADORS (JA)

JA is national network of young volunteers launched by UNICEF in 1998. Volunteers represent mostly students but also other young people visiting schools and providing workshops for children and youth of primary and secondary schools, informing them about human rights and safer internet issues as well. JAs will empower children and youth via interactive peer-to-peer know-how transfer. The Workshops are designed for children and young people from 3-18 years, covering the entire territory of Slovakia. The Content of particular training was adjusted according to age groups. The basic requirement for lectors is to use interactive forms of work.

2014

Junior Ambassadors	Number of Participants
Total	2,352

TOOLS

ONLINE TOOLS
– Interactive Quizzes
– Guidebooks/eBooks
– Online Educative Games
– Wallpapers, comics, colourings Book, posters, screensavers, cartoons, jingles, ringtones

TOOLS AVAILABLE ON THE WEBSITE ZODPOVEDNE.SK

TOOLS AVAILABLE ON THE WEBSITE SHEEPLIVE.EU

SHEEPLIVE PROJECT

In 2009 SK SIC launched a new awareness raising Tool animated Stories Sheeplive/OVCE.sk (from Slovak word 'sheep'), which reflects inappropriate Behaviour of Children/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 24 EPISODES (3 MINUTES EACH) AVAILABLE:

1. **Coatless** (Indecent Photos)
2. **Don´t Dance with the Wolf** (Misuse of Photographs)
3. **Secret Friend** (Grooming)
4. **White Sheep** (Discrimination and Racism)
5. **Ninety nine** (Lucky chain Letters)
6. **A Belcher** (Past mistakes on Internet)
7. **Beauty Crown** (Anorexia on the Internet)
8. **Revenge** (Cyber Stalking)
9. **Big Mouth** (Phishing)
10. **Carnival Mask** (Imitation of Idols in dangerous Scenes)
11. **A Thousand Friends** (Virtual Friendships)
12. **The Opposite Bank of the River** (Social Equality)
13. **Fireworks** (The risks involved in the Production and use of explosive Materials)
14. **Masquerade** (You never know Who is on the other Side of the Internet or the mobile Phone)
15. **Hands up** (Vulgar Language and Gestures)
16. **Thick Neck** (False Profile, cyber Bullying)
17. **Alien mobile Phone** (Respect the privacy of your Friend, Etiquette of mobile Communication)
18. **Shopping cart** (Shopping through Internet)
19. **Snowball War** (Happy slapping)
20. **Mobile Mania** (Mobile Phone Addiction and Etiquette of mobile Communication)

21. **Out of it** (Computer games Addiction)
22. **Photo album** (Profile Pictures, internet Reputation)
23. **Harassment** (Sexting)
24. **Responsible** (Responsible use of Internet)

The project website (www.sheeplive.eu), apart from the stories, offers visitors a handful of accompanying features, such as games, cartoons, glossary of internet terms, emoticons and many downloadable Items (colouring book, comics with the text, comics without the text, comics with missing pictures, comics with colouring, quizzes, wallpapers, screensavers, ringtone, leaflets, posters, dictionary, interactive stories, research, jingle). SK SIC has produced Sheeplive 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 for deaf persons and a version with audio-commentary for blind audience. The cartoons are available in 24 different world languages.

OFFLINE TOOLS
– **DVDs** with stories Sheeplive and methodological Guidebooks,
– **The Book Children in the Web**,
– **Handbooks** distributed via education Boards, kids Magazines,
– **Workbooks** for primary Schools,
– **Promotion Materials** (T-shirts, Pens, Bags, Tattoos, Stickers, Bracelets, Leaflets, Booklets, etc.).

MEDIA
During the 2013 the keywords of the projects Sheeplive, Zodpovedne.sk, Pomoc.sk, Stopline.sk and others regarding SK SIC were in media 333 times.

COMPETITION
During the SID 2014 there was organised the ceremony of the 5th Competition Zodpovedne.sk organised in all School across the Slovakia (there were more than 20,000 participants. The competition was announced in December 2013 through the network of municipalities covering all Slovak elementary and Secondary schools, the evaluation was made within SK SIC while actively involving AB members, Consortium members and Youth panellists. Total number of participants (i.e. children, youth, parents, carers, educators, social workers and teachers) involved within SID 2014 was 20,736 (the number of schools involved was 131).

PUBLIC EVENTS

SID 2014 / the launch of the campaign Nehejtuj.sk
Slovak Safer internet day 2014 took place on Tuesday 11th February 2014 at the Integrated school Novohradska in Bratislava. The reason of choosing this particular school was that the classes are held also in English language, where there might be Better Internet/Modern technologies issues with European/Global range of impact discussed while the tools (online and offline) from Safer internet centres from across in English language used.

During the event organised by the SK SIC, there was launched the **project Nehejtuj.sk** ("Donothate" in Slovak language) following the intolerance issues within the virtual space. Project Nehejtuj.sk includes the website and double DVD with 12 professional movies (the goal of the project is to raise awareness within the issues of discrimination, xenophobia, bullying and also home violence, i.e. the violence committed on women) and also the Book (80 pages professional book covering as well various intolerance issues).

One of the best practices to be shared within the SID is the involvement and active collaboration with well-known personalities of public life, which has positive effect on target groups and also wide media impact. To be specific, within the intolerance project Nehejtuj.sk launched within the SID 2014, SK SIC involved actor, actress and Roma writer directly touched by the homophobia, racism and ethnic/national minorities Issues. Such attention grabbing approach maximizes expected Results.

While mentioning the intolerance project Nehejtuj.sk, another SID Best practice is to deliver and introduce the tools grabbing target groups´ attention in completely different point of view and perspective. The main objective of the project was to explain to the children and youth that they should never close eyes in front of any form of discrimination and intolerance through their emotions and individual perception. Another issue is to bring the tools into educational process regarding the transition from Informal to formal education within better internet and modern technologies issues. The tools of the project Nehejtuj.sk (12 movies of Slovak/Czech/American productions and professional 80-page handbook) are intended to serve as a teaching tool for the classes in the subjects such as history, ethics, media literacy or IT.

Project Nehejtuj.sk follows up to the SK SIC´s Hotline Stopline.sk where people are able to report any kind of intolerance or hatred. While launching the project Nehejtuj.sk, there is indirectly promoted one important part of SK SIC – the Hotline, which we also consider based on the feedback as one of the additional Best lessons learned.

Number of press releases issued during SID 2014 campaign was 122.

Besides SID 2014, also Local SIDs 2014 were organised while covering one month implementation of SID activities and SID toolkit containing the tools produced by SK SIC (there were altogether 9,632 participants involved).

Let´s read

Event held on 5th June 2014 with the goal to promote SK SIC projects Zodpovedne.sk and Pomoc.sk among children and youth through public event Let´s read. Nearly 37,064 children got information about helpline Pomoc.sk being given the Sheeplive bookmarks produced for this occasion.

Charity run "21 km for children"

On 7th September 2014 the Helpline organised the 6th year of a charity run – 'The 21km for Children – We run to help children'. The citizens of Bratislava and its surroundings had a chance to do something for their health as well as to learn again a bit more about the activity of the Pomoc.sk Helpline and other activities linked to Helpline (SC UNICEF), in particular to the preventive projects and cooperation with schools. 320 people participated at the event.

The Lightning of Beneficial Christmas Tree

Christmas event was organised by SK SIC on 7th December 2014. The event was attended by approximately 300 parents, children, SK SIC´s partners and other public representatives while promoting the Helpline Pomoc.sk and activities of SK SIC.

HELPLINE (POMOC.SK; ESTABLISHED IN 2008)

Slovak committee for UNICEF (SC UNICEF) operates an anonymous, free and the only existing nonstop Helpline in Slovakia focused on virtual world threats/issues intended in particular for children, parents, educators, teachers, social workers, carers and other experts. Continual work of Helpline Pomoc.sk is provided by the team of 3 permanent employees: Director of Child´s Helpline, a professional guarantor and an office and staff co-ordinator. Direct contact with the clients of Pomoc.sk helpline is provided by the team of trained consultants and supervisors, who are experienced in the distant form of communication. Workers of Helpline provided professional and skilled psychological, social and legal counselling, general as well as specific information. The team of the workers is regularly updated by new consultants who are participated at the trainings for distance work and counselling. Consultants are provided with supervisory professional care.

KEY HELPLINE TASKS:
– provide Information, psychological, social and legal advice,
– create and use the communication Space for the prevention,
– ensure crises Prevention in stress Situations,
– ensure interdisciplinary and inter institutional Co-operation when it is necessary,
– operate across entire Slovakia while aiming at the Children/Youth 0 -18 years old and adults in the Interest of Children.

HELPLINE IS OPERATED THROUGH ALL AVAILABLE CHANNELS:
- Helpline: 116 111 non-stop,
- Email: potrebujem@pomoc.sk non-stop,
- Live Chat: Pomoc.sk   from 16:00 to 22:00.

Moreover, Helpline contributes to awareness raising activities such as workshops (e.g. CHIPS, JA, etc.) and events (Let´s read, 21 km for Children, etc.). As part of counselling and edifying activities, SK SIC has continuously used (with other counselling interventions) the communication space for preventive action to stay safe in virtual Space, on internet. For Youths, parents, teachers and other adults were actively employed documents from SK SIC website zodpovedne.sk. In the case of younger children, SK SIC used highly educational message of the cartoons Sheeplive.eu.

Helpline provided consultations in 772 cases. Most contacts were made via phone - in 601 cases, via an e-mail - in 89 cases and via Livechat - in 82 cases.

Number of cases at Pomoc.sk in 2014

Month	Livechat	Phone	Email	Total
January	19	49	7	75
February	15	64	6	85
March	6	50	6	62
April	6	45	13	64
May	3	35	7	45
June	0	46	8	54
July	0	58	5	63
August	0	40	5	45
September	6	37	6	49
October	6	71	5	82
November	9	50	9	68
December	12	56	12	80

Topics at Pomoc.sk in 2014

- Preventive contact and other; 25
- General advice / info about, zodpovedne.sk; 59
- Technical advice, practical use of PC/internet; 64
- Cyberbullying / violence, threaten; 117
- Addiction; 102
- Dangerous contact; 43
- Internet relationship/friendship; 198
- Grooming; 0
- Sexual harassment; 7
- Dangerous content; 90
- Privat data issues; 67

17

HOTLINE (STOPLINE.SK, ESTABLISHED IN 2010)

Public Hotline Stopline.sk aims 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. Contract on the Cooperation with the Ministry of Interior SR was signed in April 2010 and is still valid. Stopline.sk has become the full Member of the international association of internet Hotlines INHOPE in April 2012.

KEY HOTLINE TASKS:
– operate the hotline Service, receives Reports from the Public on illegal Content and conduct on the Internet,
– operate hotline Web Site www.stopline.sk (including online reporting Form),
– cooperate with the Police (Advisory Board Meetings and other regular Personal Meetings),
– contribute to INHOPE IHRMS reporting System and cooperate with INHOPE Organisation/Members.

Incoming reports		
Child Abuse	3803	94,39%
Racism and Xenophobia	31	0,77%
Other	195	4,84%
Total	4029	100,00%
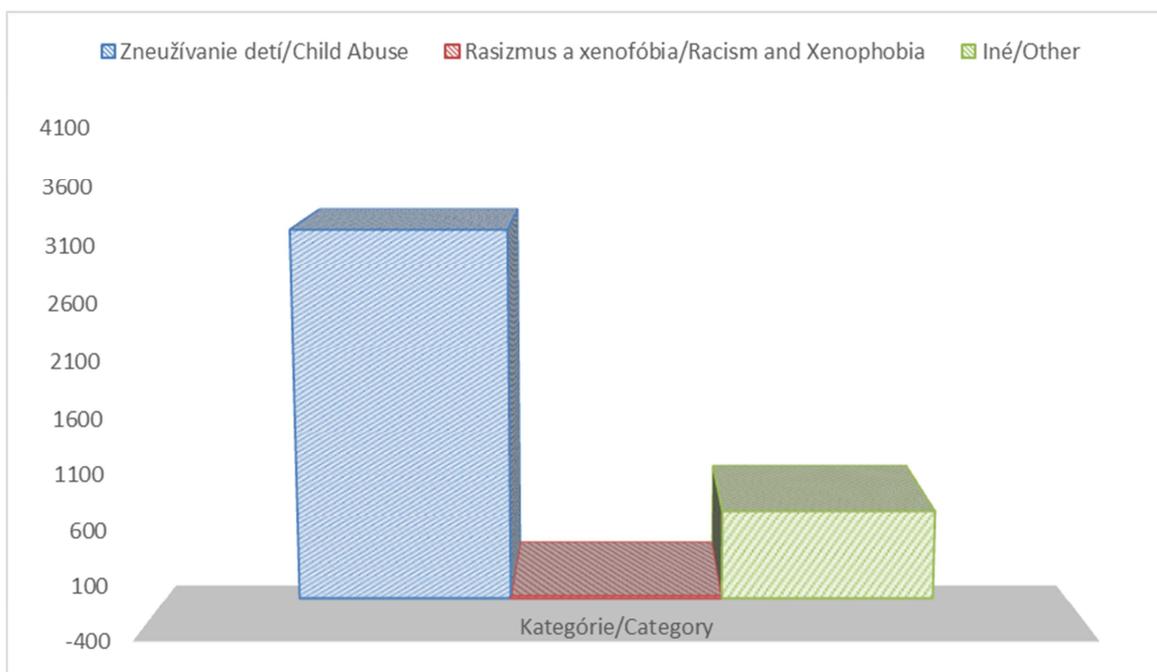
Included reports		
Child Abuse	3231	80,19%
Racism and Xenophobia	21	0,52%
Other	777	19,29%
Total	4029	100,00%
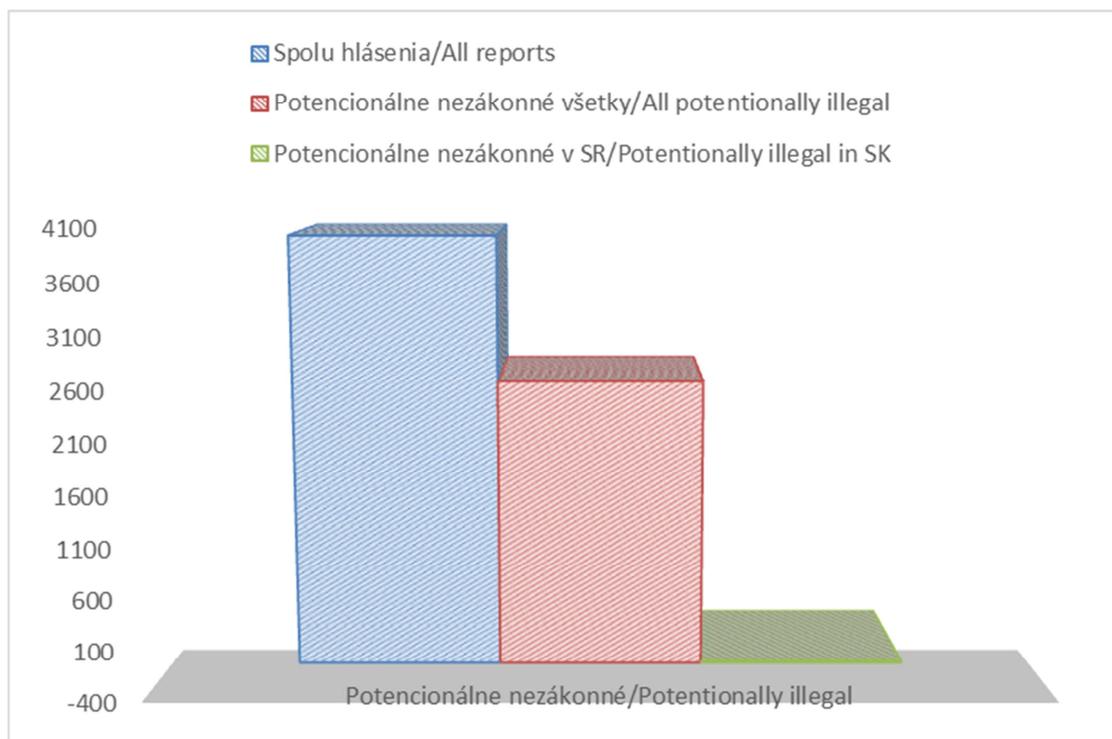
Potentially illegal		
All potentially illegal	2685	66,64%
Potentially illegal in SK	17	0,51%
All reports	4029	100,00%

Country		
USA	2038	50,58%
United Kingdom	42	1,04%
Ukraine	5	0,12%
Sweden	143	3,55%
Slovakia	55	1,37%
Russia	245	6,08%
Panama	4	0,10%
Netherlands	698	17,32%
Italy	8	0,20%
Hungary	12	0,30%
Japan	60	1,49%
Germany	54	1,34%
France	37	0,92%
Czech Republic	90	2,23%
Canada	346	8,59%
Austria	2	0,05%
Australia	1	0,02%
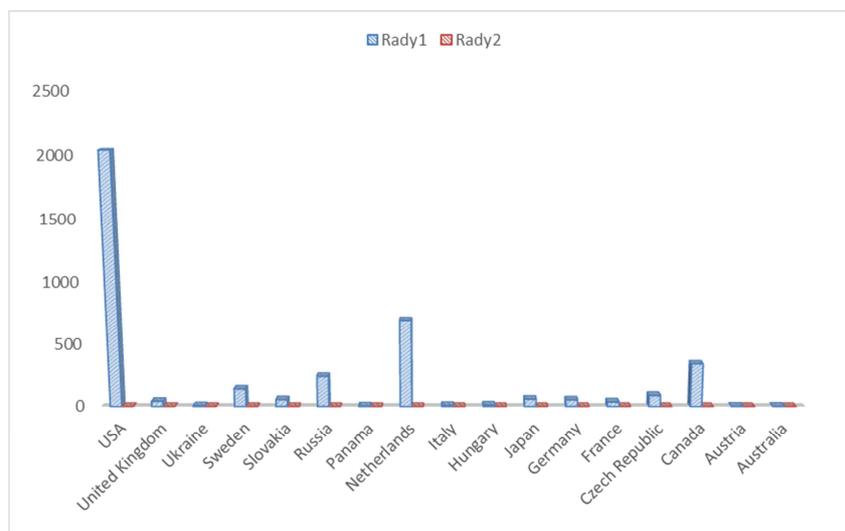
WEBSITES
5 INTERNET BLIND FRIENDLY WEBSITES, 1 YOUTUBE CHANNEL, 2 FACEBOOK PAGES

www.zodpovedne.sk was launched in 2007, it is blind friendly and has an with English version as well. The website has been fully updated and redesigned with full reference to all other SK SIC websites, social media and include all tools and news.

THE MAIN OBJECTIVES OF THE WWW.ZODPOVEDNE.SK WEBSITE
– to inform about the scope of the project and its activities, chiefly towards the public
– to offer comprehensive information about online risks and advice how to face/prevent them
– to offer free resources for children, parents, educators and general public
– to inform about the Helpline, Hotline and Sheeplive
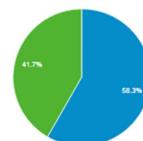
www.Pomoc.sk is the Helpline website fully operational since the launch of the Helpline in February 2008. Updated website contains Information about Helpline's mission and contact Information. It further links to www.Zodpovedne.sk and mirrors much of its content. The web Site is also blind friendly designed.

THE MAIN OBJECTIVES OF WWW.POMOC.SK WEBSITE

– to inform about the Mission of the Helpline
– to provide contact Information about Helpline Channels and their availability
– to link to Hotline website and the main project Website
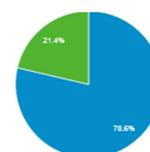
www.Stopline.sk was launched together with the hotline Operation in Slovakia in February 2010. It is blind friendly and has an English version as well.

Online reporting Form is available both in Slovak and English. The form includes the choice of the content category, Internet source, the Website address, description of the potentially illegal content and the security code.

THE MAIN OBJECTIVES OF THE HOTLINE.SK WEBSITE:

– operate national centre (Hotline) in Slovakia to receive information from public relating to illegal content and conduct on the web
– operate the web portal Stopline.sk that contains tools designed to help to deal with illegal content and conduct
– fulfil membership obligations of the international network INHOPE, deal with know-how of the others national centres and organisations for IT security
– Manage Database of suspicious content and activities notifications, URL list of illegal content, Key word Database
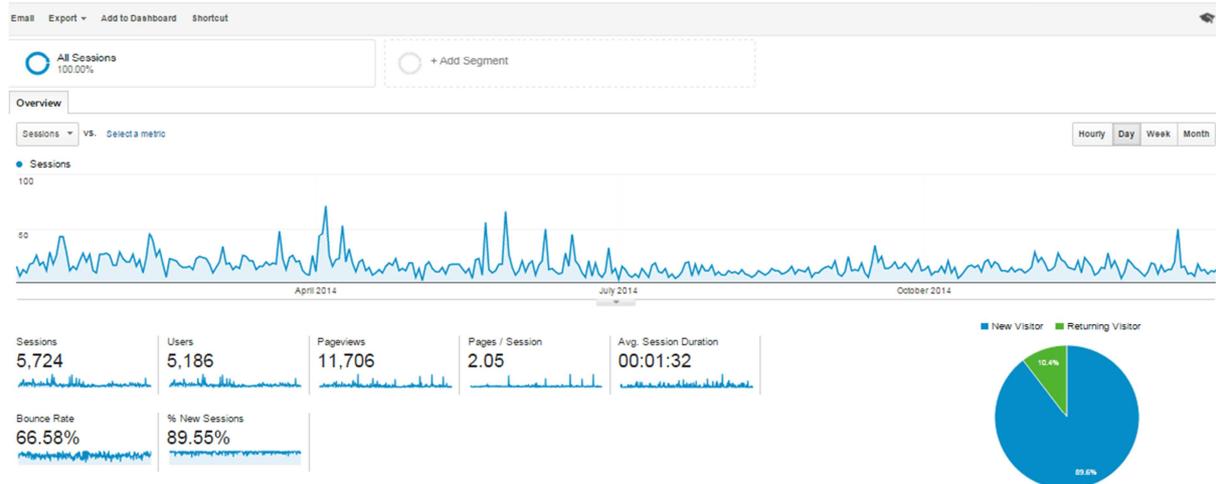
www.ovce.sk/www.sheeplive.eu is complementary Website to the Cartoons Sheeplive with lots of informative and entertaining Content for Children. The Site is blind friendly.

Apart from the stories, project website offers to visitors a handful of accompanying features, such as games, cartoons, glossary of internet terms, emoticons and many downloadable Items (colouring book, comics with text, comics without text, quizzes, wallpapers, screensavers, ringtone, leaflets, posters, dictionary, interactive stories, research, jingles, etc.)

SK SIC has produced Sheeplive cartoons not only in Slovak, but also in Hungarian and Roma languages, which are the languages of the largest national minorities in Slovakia. Further SK SIC has also produced the version in sign language for deaf audience, the version with audio-commentary for blind and visually impaired Audience as well.
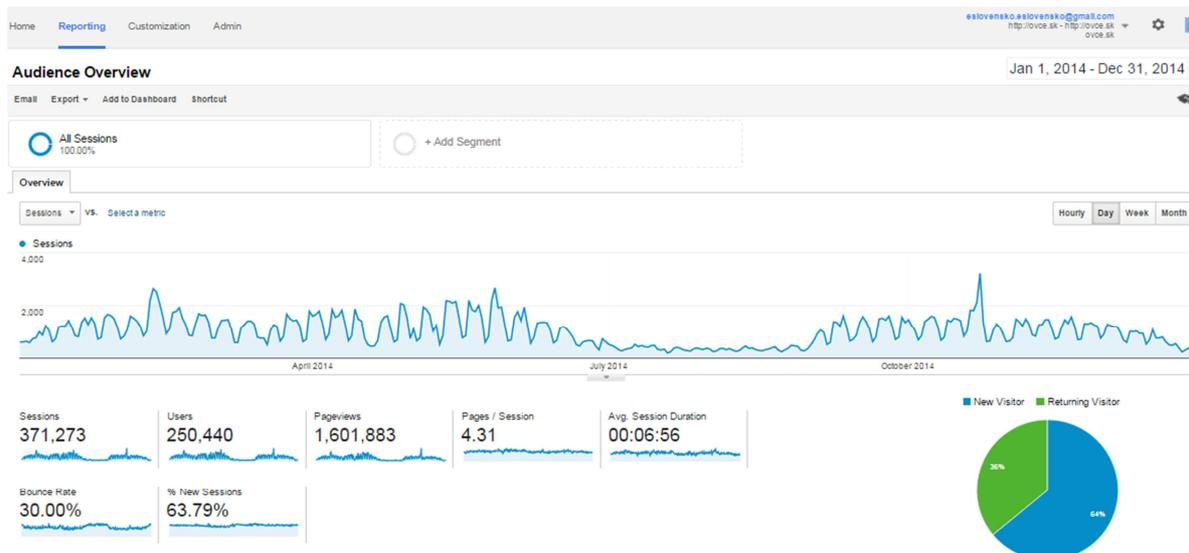
Nehejtuj.sk ("Donothate" in Slovak Language) project follows the Intolerance issues within the virtual space. Website includes 12 professional movies (the goal of the project is to raise awareness within the issues of discrimination, xenophobia, bullying and also home violence, i.e. the violence committed on women), professional book (80 pages book covering as well various intolerance issues) and all other useful information relating the intolerance issue.

SheepliveCartoons Youtube Channel provides all versions of Sheeplive cartoons and essential Information about the Sheeplive project.

SheepliveCartoons
Created: 20 Jan 2011 • Videos: 846 • Lifetime views: 4,198,731
CHANNEL

1 Jan 2014 – 31 Dec 2014

Performance

VIEWS	ESTIMATED MINUTES WATCHED	TOTAL ESTIMATED EARNINGS
1,141,617 ▲	2,618,519 ▲	$485.76 ▲

Engagement

LIKES	DISLIKES	COMMENTS	SHARES	FAVOURITES ADDED	SUBSCRIBERS
1,324	127	109 ▲	204	57 ▼	471

Ovce.sk Facebook Youth panel provides the information about the Ovce.sk/Sheeplive.eu project within the key social network in Slovakia same as globally. Besides the well-established Youth panel, SK SIC broadens interactive platform on the most popular social network, where the virtual panel for youth has been created. From the panellists SK SIC will choose the most active people for closer co-operation at SK SIC project. It gives space to young people to express their opinions on the project, provide feedback, new ideas and exchange experience of panellists. FB Youth panel brings news on the launch of new tools, available materials, events, YP meetings. It also provides links to other SK SIC websites. Besides promotion of SK SIC events and tools provided, there has been launched the way how to raise awareness even more called "Tips and tricks of Sheeplive" (Tipy a triky oveciek in Slovak language).

Facebook adults panel called "Prevencia IT kriminality, bezpečnosť" (in English "The Prevention of IT Crime and safety") is virtual panel created to choose the most active adults in Slovakia for closer co-operation at the SK SIC project to deliver own knowledge and know-how within SI issues. The main goals are to increase awareness on the project, deliver empowerment tool, provide information sharing, exchange the opinions for adults and provide the feedback of the empowerment activities and online/offline tools.

WEBSITES PAGE VIEWS AND VISITS OVERVIEW (2014)

	Page Views	Visits
Zodpovedne.sk	253,382	96,283
Pomoc.sk	8,443	6,437
Stopline.sk	11,706	5,724
Ovce.sk/Sheeplive.eu	1,601,883	371,273
Nehejtuj.sk	13,703	6,142
SheepliveCartoons Youtube Channel	N/A	1,141,617
Ovce.sk Facebook Youth Panel	N/A	N/A
Facebook Adults Panel	N/A	N/A
Totally	**1,889,117**	**1,627,476**

INTERNATIONAL COOPERATION

Built up national cooperation Network based on achieved national leaderships (involvement of national key players within all three existing sectors, long-term cooperation with relevant law enforcement agency, dissemination platform, broadband media coverage and outstanding empowerment activities organised) will be transferred into European dimension. Previously established international partnership structure focuses on aiming deeper impacts while sharing Issues addressed in the proposal Europe-wide. The contribution to the consolidation and further development of the European network will be ensured via establishment and maintenance of complex umbrella internet platform called Sheeplive.eu used by EU countries and also countries outside the EU. Sheeplive.eu platform accompanied by another strong international channel Youtube acts key role in successful process of sharing best practices and project outputs regarding SI/web content and prepared offline and online tools.

SK SIC and the consortium partners participate actively at international activities and events organised by Insafe (network of SICs), INHOPE (association of internet Hotlines) and other partners.

Travel Purpose	Destination	Date
INHOPE Hotline Analyst workshop	Amsterdam, Netherlands	29-30th January 2014
Insafe Advisory committee meeting	Brussels, Belgium	18th February 2014
Insafe Training meeting	Bratislava, Slovakia	18-20th March 2014
4th International Safer Internet Forum	Moscow, Russia	21st April 2014
Info day - SI Generic Services Call for Proposal	Luxembourg, Luxembourg	23rd May 2014
INHOPE General Assembly and Annual General Meeting	Warsaw, Poland	10-12th June 2014
Informal 2-day meeting CEF 2014	Ludwigshafen, Germany	17-18th June 2014
Internet governance forum 2014	Istanbul, Turkey	1st-5th September 2014
Insafe training meeting	Vilnius, Lithuania	16th–18th September 2014
Safer internet forum 2014	Brussels, Belgium	5th-7th November 2014
INHOPE General Assembly and Annual General Meeting	Dubrovnik, Croatia	10th-13th November 2014
European Crime Prevention Award (ECPA)	Rome, Italy	3th-5th December 2014

KEY AWARDS

PROKOP prize for the 3rd place in category Social Responsibility, Philantrophy and PR for NGOs. Project NEHEJTUJ.sk

PROKOP prize for the 1st place in category Community Relations, for the project NEHEJTUJ.sk

Sheeplive project was honoured with first price for interactive theatrical performance on INSAFE conference in Bratislava

Project Sheeplive.eu was chosen as the best educational tool within 10 years of existence of the INSAFE network, Lithuania.