

zodpovedne.sk

Annual & Final Public Report
Awareness Centre Slovakia

2008

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 a child's hand as well as the World Wide Web symbol. The colours intend to evoke the traffic lights analogy.

 stopline.sk	RED Report harmful and illegal content and conduct on internet (II. Phase from May 2009)
 pomoc.sk	ORANGE Counselling and help
 zodpovedne.sk	GREEN Prevention, awareness raising campaign

By use of 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 are equipped with the information how to use the Internet safely. 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 harmful or dangerous. Other graphic messages of the project:

 116 111 BEZPLATNÁ LINKA POMOCI	 LIVECHAT POMOC.SK	 EMAIL POTREBUJEM@POMOC.SK
Nonstop helpline logo	Live chat channel logo. Operates from 16:00 to 22:00 on pomoc.sk	Email advice logo
 Cookie.sk		 OVCE.sk
Broadcast Cookie.sk Logo		Logo of educative animation stories

The purpose of the project Zodpovedne.sk is to raise awareness of the wide public to behave responsibly when using the Internet, mobile phones and new communication technologies. The project's duration is from August 2007 till April 2009 and its second phase was launched in May 2009 and it will end in December 2010. The project is co-financed by the European Union the Safer Internet Plus program.

THE MAIN OBJECTIVES ARE

- to establish and run national Safer Internet Awareness Centre in Slovakia - Zodpovedne.sk
- raising awareness about safer use of the Internet, mobile phones and new technologies in general.
- crime prevention
- to establish and run helpline - Pomoc.sk accessed by 3 channels : nonstop helpline 116 111, email potrebujem@pomoc.sk, Livechat
- European networking and active cooperation with other national nodes
- to establish and run hotline - Stopline.sk in order to manage reports on illegal and harmful content and conduct (pilot project from December 2009, official launch of the hotline in February 2010)

PROJECT CONSORTIUM CONSISTS OF

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

PROJECT PARTNERS ARE

- T-Mobile Slovakia

TARGET GROUPS

- Children (over 3 years of age, kinder garten, 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)

AREAS OF THREAT

- Paedophilia, pornography (Paedophilia, pornography, sex tourism, erotic exposal, photograph misuse...)
- Addictions (Drugs, bulimia, anorexia, self-abuse, suicidal proposals, emo, gambling, internet, mobile, sms and computer games addiction...)
- Bullying (cyber bullying, humiliation, bullying, mocking, vilification, swearing, happy slapping, online stopping...)
- Discrimination (Xenophobia, racism, Nazism, extremist groups, totalitarian regimes...)
- Violation (Aggression, terrorism, hooligans, flaming, hate speech...)
- Meeting with strangers (Internet contacts, grooming, people trading...)
- Personal data (Providing contact details, personal data, financial conditions, phishing...)
- Internet frauds (Computer crime, counterfeiting of computer data, violence against copyright...)

MEANS OF THREAT

- SPAM (unsolicited mail, fake requests for help, advertising, pyramid games, chain letters ...)
- Viruses (malware, computer viruses, internet and email worms, Trojan horses, dialers, spyware, adware, pop-ups, hoaxes, phishing, pharming, spoofing...)
- Online shopping (online shopping, internet banking, virtual accounts...)
- Chat (instant messaging, blogs, forums, video communities...)
- Advertising (advertising, ad wares, pop-ups, banners, online advertising, targeting...)
- Games (online games, playing consoles, hazardous games, java games, tips and betting, PEGI...)
- Download (download, copyright violations, software device, computer infiltrations, risks of downloading...)
- Chatting (chat rooms, meeting strangers, grooming, personal data protection...)
- Mobile phones (Advertising SMS, personal data abuse, adult content, stolen mobiles, audio text, help lines, local services, bluetooth, WiFi...)
- HOAX (hoaxes, fake viruses warnings, petitions and calls, fake emails and comic sms, google bombing...)
- Monitoring (filters, parent locks...)

IMPORTANT INFORMATION ON THE WEBSITE WWW.ZODPOVEDNE.SK

- Materials (Documents, tools of the project)
- Video clips (Broadcast Cookie.sk, spots, videos)
- Interactive stories (4 stories for children and youth, 1 story for parents)
- Test yourself (21 quizzes)
- Competitions (Zodpovedne.sk, Cookie.sk)
- Events calendar (Presentations and events calendar)
- Dictionary (Vocabulary of internet words)
- Partners (Partners of the project)
- Advisory Board (Advisory Board)
- 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

(121 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. The Advisory Board meets 4 times per year in the Slovak Republic. The members of our Advisory Board are listed as follows:

Child and youth organisations

AMAVET, Babetko.sk, Detský fond SR, IUVENTA, Národné centrum pre rovnosť príležitostí, Centrum ochrany detí, Rada mládeže Slovenska, Slovenský výbor pre UNICEF, Výskumný ústav detskej psychológie a patopsychológie

Private organisations dealing with the internet, media and other

Asociácia internetových médií, Info consult, s.r.o., Microsoft, s.r.o., T-Mobile Slovakia, Orange Slovensko, a.s., SK-NIC, a.s., SWAN, a.s., Telefónica O2 Slovakia s.r.o., Euractiv, Rádio LUMEN s.r.o., Redakcia Euroakadémia

NGO's

Liga za duševné zdravie, Občianske združenie Regiony.sk, Partnerstvá pre prosperitu, o.z., Slovenská humanitná rada, Slovenské národné stredisko pre ľudské práva, Združenie informatikov samospráv Slovenska, Únia slabozrakých a nevidiacich Slovenska

Education and research organisation

Gemius Slovakia, s.r.o., Metodicko-pedagogické centrum, Ministerstvo školstva, sekcia informatiky, oddelenie inovácií, Ministerstvo školstva SR, Odbor gymnázií, Protidrogový fond, Štátny pedagogický ústav, Univerzita Komenského, Prírodovedecká fakulta, Katedra humannej geografie a demogeografie, Univerzita Konštantína filozofa v Nitre, Ústav informácií a prognóz školstva, Ústav pre vzťahy štátu a cirkví, Súkromné centrum výchovnej a psychologickej prevencie, INFOSTAT, Asociácia vzdelávania samosprávy

Governmental organisations

Generálna prokuratúra, Trestný odbor, Generálne riaditeľstvo železničnej polície, Kancelária verejného ochrancu práv, Ministerstvo financií SR, Sekcia IS, Odbor stratégie IS a medzinárodnej spolupráce, Ministerstvo spravodlivosti SR, Ministerstvo vnútra SR, odbor zahraničnej pomoci, Ministerstvo vnútra SR, odbor zahraničnej pomoci, MVSR, Kancelária ministra vnútra SR, Rada vlády SR pre prevenciu kriminality, MVSR, Kancelária ministra vnútra SR, Rada vlády SR pre prevenciu kriminality, Ministerstvo vnútra SR, Prezídium Policajného zboru, odd. prevencie, Ministerstvo vnútra SR, Prezídium Policajného zboru, Ministerstvo vnútra SR, Prezídium Policajného zboru, Úrad na ochranu osobných údajov, Úrad vlády SR, Ústav pre výkon trestu odňatia slobody pre mladistvých Sučany

Municipalities

Únia miest Slovenska, Bánovce n/Bebravou, Banská Bystrica, Bardejov, Bratislava Dúbravka, Bratislava Karlova Ves, Brezno , Bytča, Čadca, Dubnica nad Váhom, Galanta, Gbely, Handlová, Hlohovec , Hurbanovo, Komárno, Košice, Levice, Liptovský Hrádok, Liptovský Mikuláš, Lučenec, Ludrová, Martin, Nitra, Nová Dubnica, Nové Zámky, Partizánske, Pezinok, Poprad, Prešov, Prievidza, Revúca, Púchov, Senica, Sereď, Spišská Nová Ves, Spišské Vlachy, Stará Ľubovňa, Šaľa, Trebišov, Trenčín, Valaská, VÚC Banská Bystrica , VÚC Prešov, VÚC Žilina, Vysoké Tatry, Záhorie, Zalužice, Zvolen, Žilina



OUTCOMES



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.

TV spots

- **„Life online is what you make of it!” the Slovak version**
(<http://www.youtube.com/watch?v=o5QUqzFk2eQ>, January 2008)
- **„eAndrea”** (<http://youtube.com/watch?v=8rxZHsfkAWw>, January 2008)
- **„Kde je Miro?”** (Slovak Public TV, for 100 times, <http://cookie.sk>, from 1st June 2008 August, 31st 2008)

TV Spot „Kde je Miro?” is a translated version of German’s node spot “Wo ist Klaus?” which is focused on threats on internet and mobile communications such as paedophilia, pornography, violence in games, extremism. The purpose of the spot is to raise awareness of parents what their children in fact do on the internet at home or with their friends. The spot should rouse the need for discussion among



parents and their children about the safe use of the Internet and mobile phones. The original name of the spot is “Wo ist Klaus” and was created by the German node for safe Internet Klicksafe.de in 2005. The spot was awarded by AME Awards 2006 on international festival in New York that proves the quality of the spot. Until now it has been viewed by more than 10 million of people in most EU countries.



An educational TV show consisting of 9 episodes, each episode is 15 minutes long. It was aired for the first time on 26 April 2008 on the Slovak public TV, it ran every Saturday in cycles, and it was repeated on Sundays.



Cookie.sk was moderated by the Slovak actress Andrea Kerestešová, good known from movie Raftáci. This new face was a key to the eGeneration and claims, that everyone can be successful and recognized in very short time.

Cookie.sk featured best Slovak and Czech creators of Internet video spots Matúš and Michal from Bratislava, Noisebrothers from Prague, BMX riders, Jakub a Martin from Dolný Kubín, secondary school students under the nicknames Anca a Monca from Brno, Filip a Erik Parkour from Levice and others. Ten episodes were aired in the period leading up to summer holidays with following topics: Meeting with a stranger, How to become famous on the Internet, Paedophilia, Pornography, Erotic exposal, Videospots made by Michal a Matúš; Chat, Zodpovedne.sk competition, Free hugs campaign; SPAM, Noisebrothers; Violence on the Internet, Anca a Monca - their way to fame; Providing personal information, interview with Erik Tomáš; Discrimination, Break dance. Means of threat to be presented - viruses, Internet frauds, racism, addictions, smoking, anorexia and also how to utilize the Internet such as practitioners of parkour Filip and Erik, BMX riders Jakub a Martin, photo albums on the Internet, domain registration.

Cookie.sk is also available on the following Internet websites: Youtube.com, Stream.cz, Ceknito.sk, Myubo.sk, Vii.sk.

Cyberbullying

<http://www.youtube.com/watch?v=8jMcTd1Q8ME>
February 2009

The new cyberbullying spot has been broadcast 50 times in two Slovak Public TVs.



 OVCE.sk

4 educative animation stories

The stories for children are about photograph and video misuse, grooming-paedophilia, erotic exposal, discrimination-racism (premiere in September 2009). Each sequel is 3 minutes long.



3 internet blind friendly websites



The template of the websites was designed by a 29-year-old American webdesigner Raymond, from California. He was just 15 when he created his first website. Nowadays, he works in the renowned development centre TemplateMonster. The logos of the project, the design of the printed materials as well as the programming was suggested by a Slovak graphic designer from Košice called DDJ, who started with the graphics when he was 17 and currently he works as a freelancer.



Internet campaign

“Klikaj zodpovedne.sk” (since 2007)



Participation and presentation

The project staff has attended various events all around Slovakia and in other EU countries where they presented the project. They participate on round table meetings for local authorities and NGOs from Slovakia. The detailed list can be found here:

<http://zodpovedne.sk/kapitola4.php?kat=kalendar>

- **International:** Steering Committee INSAFE (Cyprus 09/2007, Belgium 12/2007, Luxembourg 03/2008, Denmark 06/2008, Latvia 02/2009), INHOPE (Ireland 05/2008) Safer Internet National Centres (Austria 10/2007 and 02/2009, Czech Republic 09/2007) Conferences (Czech Republic 12/2008, 04/2009 and 04/2009, Poland 10/2007)
- **National:** ITAPA, Junior internet; Security fair of security and information, information technology, fire prevention, A day of open door, IDEME

300.000 workbooks

for elementary and secondary schools and kinder gartens (2008)

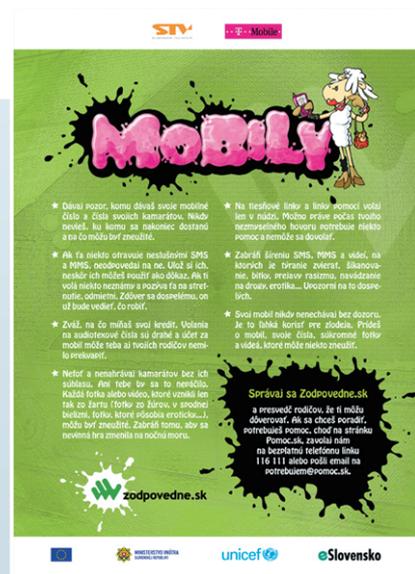
- Prírodopis 9.r., Dejepis 6.r., Dejepis 7.r., Dejepis 8.r. (Youth prevention)
- Zemepis 6.r., Zemepis 8.r., Zemepis 9.r., Prírodopis 6.r., Prírodopis 7.r. (Personal data protection)
- Matematika v kocke 3.-4.r., Vlastiveda 3.r., My English 1.-4.r., V kráľovstve počítačov 2.-4.r. (Children prevention),
- Fyzika 7.r., Chémia 8.r., Dejepis 9.r. (Prevention of cyberbullying),
- Chémia 9.r., Fyzika 6.r., Fyzika 8.r., Fyzika 9.r., Slovenčina po deviatacky 9.r. (Addiction prevention)
- Cookie.sk: Už sa skúšok nebojím 4.-5.r., Zemepisný atlas SR 2.st. + secondary grammar schools

300.000 workbooks

for elementary and secondary schools (2009)

Mobile prevention:

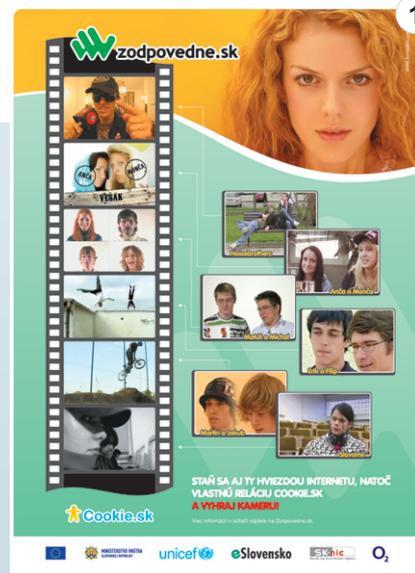
Geografia 5. r.,
 Biológia 5. r.,
 Chémia 6. r.,
 Biológia 6. r.,
 Prírodopis 7. r.



Tools to be downloaded

18 documents, 3 documents in Roma language
 downloads: 14.447 times:

- **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 dictionaries
- **Súťaže:** Competitions Zodpovedne.sk [1]
- **Prieskum:** Bezpečnosť detí na internete v Slovenskej republike v roku 2008 (Research on children's safety on the internet, 2008)



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2



3



4

- **Zmluva (Contract):** proposal of the contract between parents and children
- **Testy (Tests):** 21 quizzes (on different areas of internet threats) [2]
 - **Križovky (Crosswords)** [3]
 - **Brochure for teachers** [4]
- **Poster for teachers** including information about the project [5]
- **Poster for parents** including information about the project



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Safer Internet Day 2008

took place on February, 12th 2008

The winners of the competition Zodpovedne.sk were announced by Mr. Erik Tomáš, the head of the communication department and spokesman of the Ministry of Interior of the Slovak Republic. The audience were introduced the project Zodpovedne.sk and this day was also official launch of helpline Pomoc.sk. and preview of Cookie.sk TV.



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 cyberbullying was presented.



Slovak Awareness team



Beatboxing



Kids concentrate on filling in the quizzes



Cookie.sk competition winners announced

Competitions

- In 2008, which was the first year the competition took place, 231 students took part in it and submitted 116 projects under the topic „Life online is what you make of it“. Winners were announced and awarded on SID2008 on 12 February 2008 in Bratislava.
- In the second year of Cookie.sk competition, in 2009, 115 individual projects on different areas of threat were submitted. 130 pupils participated in the competition. Children shared their own experience with use of the Internet and mobile phones.
- On the European competition SID 2008 participated 655 various designs from 27 countries of European Union. Students from Slovakia Dominika Chovanová, Jana Križanová a Annamária Gaľová from elementary school Sibirska in Bratislava took the second place in the category of 11 - 14 year olds with their project „Keď dieťa visí na internete“ („When a child is hooked on the Internet“). Below is the preview of the award winning project by the Slovak school girls, Dominika Chovanová, Jana Križanová a Annamária Gaľová.



OTHER OUTCOMES

- **Survey Zodpovedne.sk 1. part** target groups: „eParents“, Results of the survey were presented in February 2008
- **Survey Zodpovedne.sk 2. part** target groups: „eChildren“, Results of the survey were presented in September 2008
- **Radio Broadcast:** discussions to the SID, roundtable, 5 episodes regarding the topic of safe internet in Slovak Radio (from 12.2.2008), FunRadio (4.2.2009), Radio Lumen, Regina (February 2009)
- **Television Broadcast:** Safer Internet Day Roundtable, STV Dobré ráno (25.11.2008, 9.2.2009), STV SK8, STV hlavné správy (7.2.2009) Markíza teleráno (4.2.2009, 10.2.2009), dnes (3.2.2009), hlavné správy (12.2.2008, 14.10.2008), JOJ prvé noviny (3.2.2009), TA3 (10.2.2009), Maďarská verejnoprávna televízia, Duna TV Maďarsko (14.10.2008)
- **Periodical press:** topics of the articles on various specific threats on Internet, mobiles and new technologies, children and youths magazines, press releases (continuously)
- **15.000 basic document** about the project Zodpovedne.sk
- **17.000 posters for teachers** (March 2008)
- **3.000 + 3.000 information flyers** about the project in Hotel guides, all hotels in Slovakia covered (January 2008, 2009)
- **2.150 USB** with document about project UTCS and ZMOS (May 2008)
- **10.000 posters for parents** (June 2008)
- **15.000 O2 Telefónica information cards** for children and parents (helpline contacts included)



■ **6.000 book marks size 8x16cm**
(March 2008)

ROZVRH HODÍN

	0	1	2	3	4	5	6	7	8	
PONDELOK										
UTOROK										
STREDA										
ŠTVRTOK										
PIATOK										



 MINISTERSTVO VNÚTRA SLOVENSKEJ REPUBLIKY
 






■ **25.000 book marks for children size 8x18cm**
(March 2009)

ROZVRH HODÍN

	0	1	2	3	4	5	6	7	8	
PONDELOK										
UTOROK										
STREDA										
ŠTVRTOK										
PIATOK										



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■ **Police Day, multimedia studio, Incheba Bratislava, Banská Bystrica, Košice**
(28 June 2008)



Together with our partner Ministry of Interior of the Slovak Republic we took part on this event in order to promote the project. We were offered an IT administrator from municipalities who are our AB members. It was performed in the form of workshop, Cookie.sk show was aired for the entire duration of Police Day. We distributed DVDs with Cookie and the Slovak version of “Where is Klaus?” TV spot, brochures, bookmarks, we offered children candies and colouring books in the shape of our logo “Zodpovedne.sk.”

The project staff talked to passers by about the possible threats we have to deal with on the Internet and gave out information on the national awareness raising project in general. Especially the smallest participants enjoyed colouring the “Zodpovedne.sk” logo which after being cut out could be formed in a crown and worn on their heads.

■ **2 roll ups and 3 standing ups**

■ **2.200 information folders for teachers**
(format DL, April 2009)

■ **Safer Internet Tour in 60 Tesco stores** all around Slovakia (10 - 13 June 2008)



Promotional activities in 60 of Tesco Hypermarkets around Slovakia were held together with our partner Slovak Committee for UNICEF. The members of the project team were present in 8 towns. It was carried out in the form of workshop, the TV show Cookie was aired for entire duration of Safer Internet Tour. The objective of this tour was fulfilled - we talked to people, gave advice and informed young people, their parents and rest of the public.

In cooperation with UNICEF and trainers in regions we ran information campaign in Tesco stores all around Slovakia. The purpose was to promote safe and responsible use of the Internet and ideas of the project.

- **500 DVDs with Cookie.sk** and spot "Kde je Miro?"
- **12.000 stickers** with logos of the project
- **1.000 information files**
- **2.000 information boards** for schools (format – 1,2 x 1,8m, April 2009)
- **Training provided to teachers and police prevention officers**
(Bratislava, Prešov, Karlove Ves, Liptovský Mikuláš, Liptovský Hrádok, Šírava, Podbanské, Sereď, Žilina, 2xPoľana...)

■ **Summer computer camps, information for children and adults (summer holidays, daily)**



The presentation of the project was carried out in the form of workshops, discussions with children. The members of the project team attended the camps every week and the program was tailored individually according to the age of the children. We introduced them the project objectives and activities in general and we also introduced the helpline so they know how to get in touch if needed.

Children responded to the questions about safer use of the Internet, we found out that they knew quite a lot about possible threats; we specifically focused on meetings with strangers, chat and providing personal information. Children saw some video spots, they liked best the German video spot "Wo ist Klaus" which was translated into the Slovak language.

