

# ANNUAL REPORT

SLOVAK SAFER INTERNET CENTRE



2013



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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.



The Purpose of the Slovak Safer Internet Centre (SK SIC) Projects is to raise Awareness of the wide Public to behave responsibly when using Internet, cell phones and the new communication Technologies. SK SIC and its Partners have been implemented the Project since 2007. Currently, the fourth phase of the Project is on to finish in December 2014, with the focus on empowerment of Children when using the new Technologies safely. The Project is co-financed by the European Union within the Safer Internet Programme.

## 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, 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.**

## **SK SIC KEY ACHIEVEMENTS**

### **Ministry of Education, Science, Research, and Sport of the Slovak Republic**

- the Agreement on the Cooperation within BI/MT and the Prevention Issues
- the Agreement on the Cooperation establishing the Collaboration with the National Institute for Education resulting in the Inclusion of the Issue of safe and responsible Use of new Technologies in the Scope of Primary School Subject „IT“
- Quantitative and Qualitative Change of National Curriculum reached (the Increase in Number of Lessons and Themes dedicated to Modern Technologies Issues within the Reform in 2008 and the Implementation of the National State Education Programme 2014+)
- SK SIC methodological Materials (Online and Offline Tools) has become recommended educational Tools for Teachers within primary Education

### **Ministry of Interior of the Slovak Republic**

- the Agreement on the Cooperation within BI/MT and the Prevention Issues
- Strategy of the Prevention of Crime 2012-2015 including BI/MT Issues
- the Agreement involving the Police Force within formal Command of the President of Police Force of Slovak Republic regarding the Release of Annual Plan of the main Tasks

### **Ministry of Culture of the Slovak Republic**

- Upholding of the Concept of Media Education in the Slovak Republic in the Context of Lifelong Learning within the Decree of the Slovak Government No. 923

### **Ministry of Finance of the Slovak Republic**

- the Implementation of BI/MT Issues into the Agenda of Digital Champion of the Slovak Republic has been to increase digital Skills of the Children, young People and the Teachers

### **Ministry of Labour, Social Affairs and Family of the Slovak Republic**

- BI/MT Issues implemented within the Strategy against the Violence committed on children

## Advisory Board (AB)

AB including Members acts 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 Advisory Board Meeting took place 7 Times.

# ADVISORY BOARD



## 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),

1. significant non-governmental organisations and networks dealing with childcare (Slovak Committee for UNICEF, Counselling Centres, Slovak Youth Institute),
2. 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),
3. representatives of teachers and parents (Union of Mother Centres, parents involved within Facebook Adults Panel and other teachers/parents),
4. other key NGOs and networks relevant in the field (eSlovensko, Union of Towns and Cities of Slovakia, Methodology and Pedagogy Centres, Slovak Youth Council),
5. government agency and networks, law-enforcement agency (Regional School Boards, Municipal Police, Presidium of Police Force of the Slovak Republic),
6. representatives of Youth Panel and other Youth organisations/networks (Youth Panel and its newly established cooperation platform Facebook Youth Panel, Junior Ambassadors).





In every City mentioned above there are IT Worker form ZISS (The Association of IT Workers of Slovak Municipalities), that are involved in the Selection of appropriate Candidates for Youth Panel in tight Collaboration with the Teachers based on the Activity delivered, Communication Skills, Media Literacy and General Knowledge (selected Youth Panel Participants are from various Schools in the Age Range between 10 and 17 Years, altogether there will be involved at least 32 Youth Panel Members, i.e. at least 8 in each of 4 Slovak Regions)

**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 2013, there were organised 3 YP Consultations: on 11<sup>th</sup> April 2103 in Bratislava, 26<sup>th</sup> September 2013 in Kosice and on 28<sup>th</sup> November 2013 in Nove Zamky.



Date	City	Number of Youth Panellists
11th April 2013	Bratislava	12
26th September 2013	Kosice	11
28th November 2013	Nove Zamky	11

## **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 Safer Internet Centres 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.

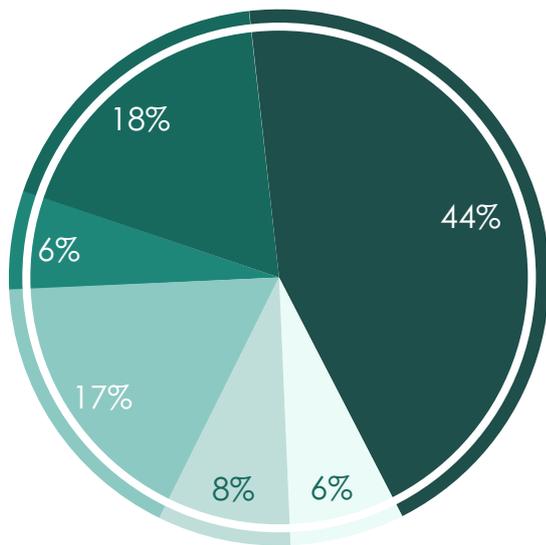
### **Empowerment Activities**

#### **SI Workshops, Lectures, Trainings of Trainers/Adults**

In 2013, 6,710 Children/Youth from 389 Classes and 798 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, Stopleveline.sk, Sheeplive.eu/Ovce.sk, SheepliveCartoons Youtube Channel, Ovce.sk Facebook Youth Panel, Facebook Adults Panel).

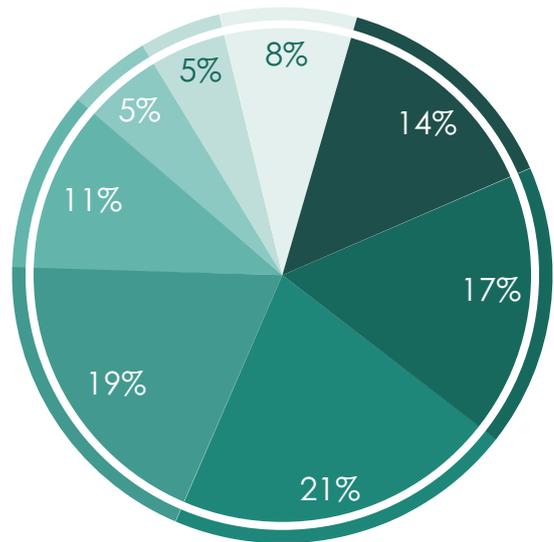
SI Workshops/Lectures	Number of Classes	Number of Participants
Children/Youth	389	6,710

**Professional occupation of trainings participations**



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

**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
- over 500

Training of Trainers/Adults	Number of Participants	Children/Youth reached (Impact)
Trainers	636	59,339 (696 x 93,3 Children)
Adults	162	324 (162 x 2 Children)
Total	798	59,663

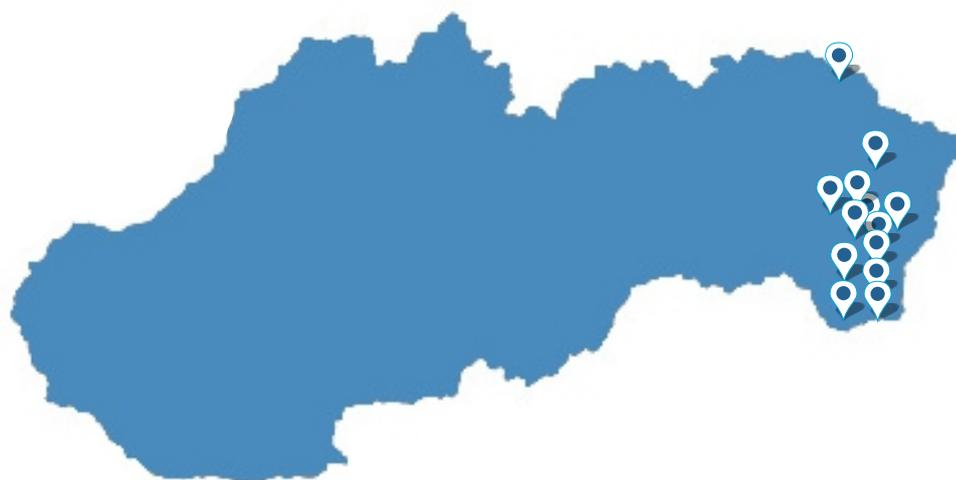


## Junior Ambassadors

Junior Ambassadors is national network of young volunteers launched by Slovak Committee for 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 empower children and youth via interactive know-how transfer from young people. From the total time of the 90 min up to 45 min will be spent on the SI topic. These 45 minutes will be interactive workshop about the threats and experience of children with the Internet. In classes where the SI is a hot topic for the pupils, these will get an extra 45 min. workshop about the SI, moderated by a special trained JA.

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.

Junior Ambassadors	Number of Participants
Total	928



## Children in Partnership in Schools (CHIPS)

UK model of peer supporters working in the network of schools organized by the SC UNICEF implementing empowerment tool using the peer support to eliminate the risks connected with the use of the internet.

CHIPS is the Network of Supporters will be trained on SI Issues by the SK SIC Staff. The Trainings consist of introductory Part (induction programme node) – explaining the Purpose of the learning Topics and presenting the main Issues of SI. The Participants are explained the Rules of the Group Agreement and the Roles in the Group (Speaker, Moderator, Record Keeper). The Technique of Brainstorming and Discussion is implemented together with Questionnaires for class Mates to find out their Ideas about Pros and Cons of the Internet. The Supporters deal with their Classmates SI Problems based on their Needs. The Goal is to create an Opportunity to eliminate the negative Phenomena before escalating. It helps young people to make Transition from by-standing to act.

The nature of CHIPS Project is to create an Opportunity to highlight and draw attention to the negative phenomena taking place in the school with the help of CHIPS Supporters, who also offer support and help to their Classmates when needed. The target Group is primarily the Pupils of elementary Schools.

CHIPS	Schools	Number of CHIPS supporters	Informed targed Children/Youth (impact)
Total	30	421	7,921

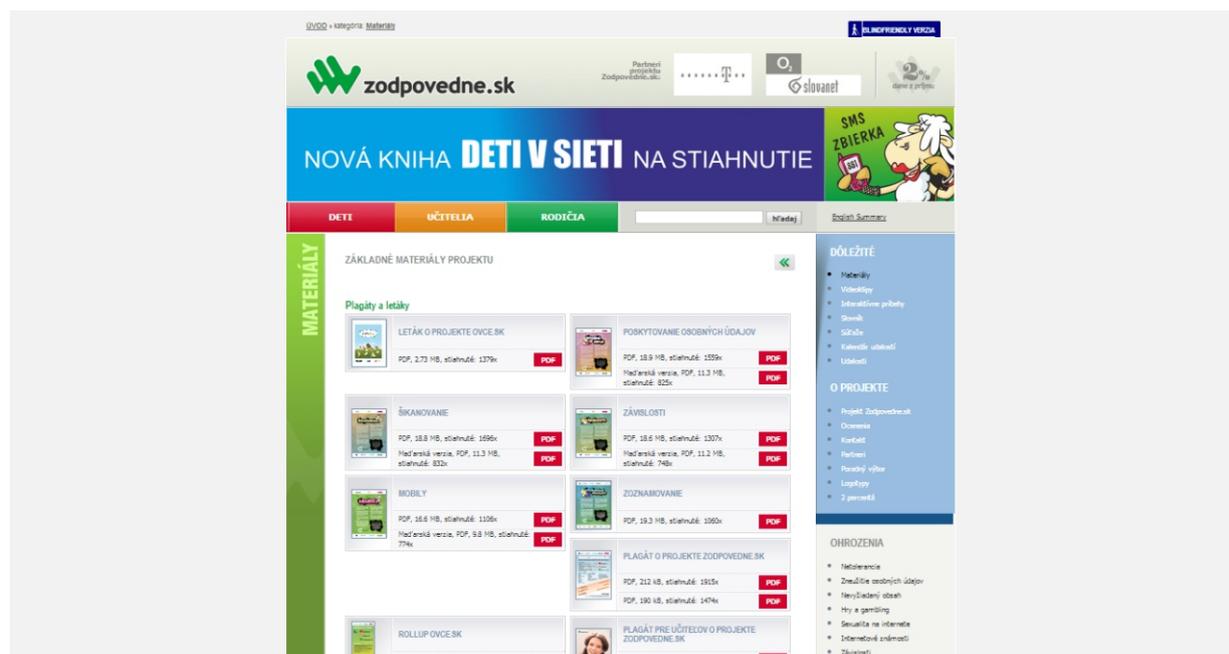


## TOOLS

### ONLINE TOOLS (859 TOOLS; 1,155,397 DOWNLOADS)

- 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



## Children in the Web

The Book on Threats on the Internet, their Prevention, Hints for Adults and Children, 112 pages, used by Teachers at a school Book. Prevention book for the Teachers and Parents describes the Risks and prevention Information for Beginners and also experienced Experts, explaining basic Terms with the stress on Risks, instructions to Parents on Protection of the Children and Teens in virtual Space. In 2013, the Book was delivered also in English to be disseminated and widely used internationally (presented and introduced within Insafe/INHOPE Network to be shared by other SICs).



## GUIDE BOOK FOR TEACHERS AND GUIDE BOOK FOR PARENTS



## 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) ARE NOW 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](http://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. Together, we have produced the Cartoons in 24 different world languages as mentioned in the table below. Totally, we have produced 658 episodes of Sheeplive cartoons within the different versions.

The Sheeplive Cartoons are regularly broadcast on Slovak national TV. On the main Channels (Jednotka, Dvojka) and within regional and religious TVs in Slovakia the Cartoons were broadcasted totally 5,372 Times.



## OFFLINE TOOLS (80,600 COPIES)

- **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 478 Times.

## Competition

The fourth Year of the Competition was organised prior the Safer Internet Day 2012 with the Goal to increase Awareness and empower Children in safer Internet. The Competition on SI was for the Pupils up to 11 Years, Students between 12 and 15 Years, Students over 16 years, Prevention Officers, Schools and Municipalities. Children and Youth created Materials, short Films, Websites, Poems, Pictures, theatre Performances on Prevention on the Internet and mobile Phone. Adults implemented Prevention Activities. Over 20,000 Children were involved and the award ceremony organized during SID 2013.



## PUBLIC EVENTS

### Safer Internet Day 2013 (SID 2013)

SID 2013 took place on Tuesday 5<sup>th</sup> February 2013 at the Elementary School for the Blind and Visually-Impaired, Svrčov street in Bratislava. The event was organised under the auspices of the Slovak Minister of Education, Mr. Dusan Caplovic. Within the Event, there were key industry partners, national or local government or regulatory bodies, and/or research institutes involved in SID 2013 involved (Ministry of Education, Science, Research, and Sport of the Slovak Republic; Ministry of Culture of Slovak Republic; Ministry of Interior of Slovak Republic; Ministry of Finance of Slovak Republic; Research Institute for Child Psychology and Patopsychology; T-Com/T-Mobile, O2 Telefonica Slovakia, Slovanet, Microsoft Slovakia, Google, etc.). SID 2013 was attended also by famous Slovak Actresses, who collaborated on the production of Sheeplive Cartoons with audio-commentary (the Voices). During the Event, there were involved all main Slovak Media (TV, Radio, Press). During the event, there were premiered 3 new Episodes of OVCE.sk (Sheeplive.eu) cartoons and also all 24 episodes of the OVCE.sk (Sheeplive.eu) cartoons in the version with audio-commentary for visually-impaired and blind children (attached as the part of the DVD Sheeplive.eu/OVCE.sk with 24 Cartoons). There was also organised the ceremony regarding the evaluation of 4<sup>th</sup> Competition Z odpovedne.sk organised in Slovak schools (there were more than 20,000 Participants, The Competition was announced in December 2012 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 2013 was 20,419 (the Number of Schools involved was 127). Number of

Press Releases issued during SID 2013 Campaign was 105. Besides SID 2013, also Local SIDs 2013 were organised while covering one month implementation of SID Activities and SID Toolkit containing the Tools produced by Slovak Safer Internet Centre (there were altogether 9,240 Participants involved).



## Let's read

In May 2013 the 116 111 Helpline Number was promoted through the Event "Let's read". 168 regional and School Libraries across Slovakia participated in this Event while 36,321 Children/Youth were reading (Parents, Carers, etc. were also involved). Each Child/Youth was given a bookmarker with the information about the Helpline Number 116 111.



## Safely to the Schools

In September 2013 in the Cities Banska Bystrica and Zvolen there was launched the Campaign called **Safely to the Schools**, while the Children could watch the Special Edition of educational Sheeplive Cartoons with their Parents in more than 50 Buses and Trolley Buses. The main Aim/Goal of the Campaign Safely to the Schools is to remind all Passengers while driving in Public Transport, how to safely use the Internet and Mobile Technologies



## 21 km for Children

The sixth year of the Event was attended by **310 participants**. The awareness section was designed for children and Parents, it was implemented through the poster presentation, educational leaflets and individual information and counselling consultations.



## HELPLINE (POMOC.SK; ESTABLISHED IN 2008)

The SK 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. A Team of the Workers is regularly updated by new Consultants who are participate at the Trainings for distance work and Counselling. The 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.

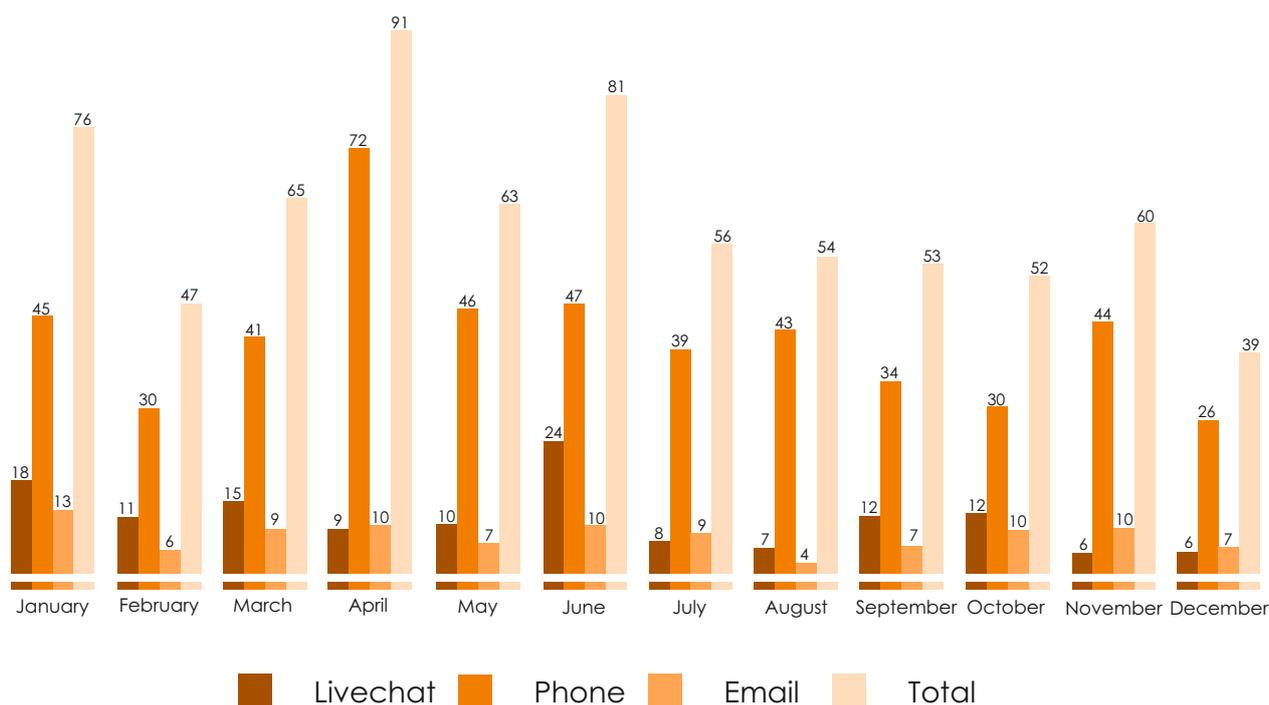
### Helpline is operated through all available Channels:

- Helpline: 116 111 non-stop,
- Email: [potrebujem@pomoc.sk](mailto:potrebujem@pomoc.sk) non-stop,
- Live Chat: Pomoc.sk from 16:00 to 22:00.

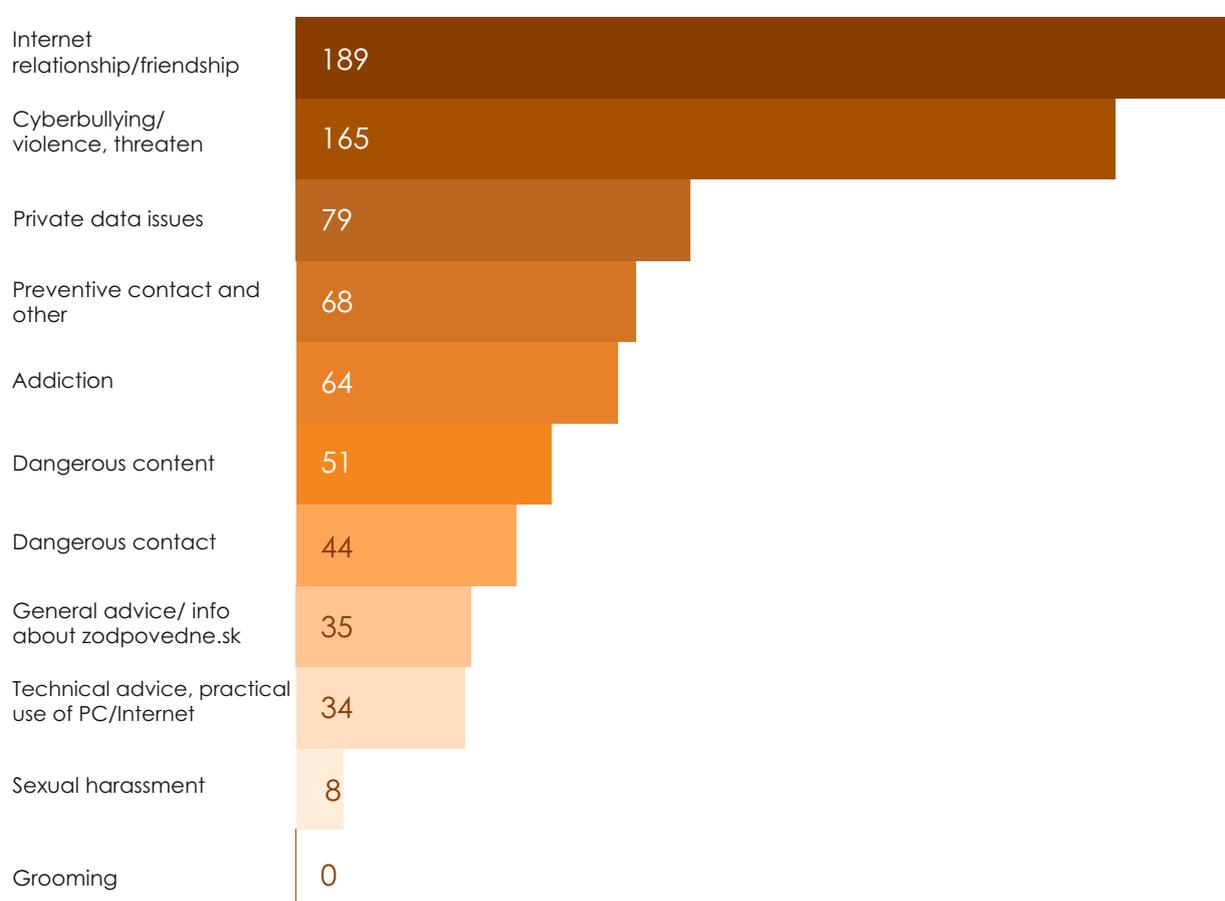


Moreover, Helpline contributes to awareness raising Activities such as Workshops (e.g. CHIPS, Junior Ambassadors, etc.) and Events (Let's read, 21 km for Children, etc.). As part of counselling and edifying Activities, SK SIC has continuously used (with other counselling Interventions) the communication 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](http://zodpovedne.sk). In the Case of younger Children, SK SIC used highly educational Message of the Cartoons Sheeplive.eu.

## Number of consultations provided by Pomoc.sk in 2013



## The most common topics at Pomoc.sk in 2013



## 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](mailto: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](http://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	3467	96,31%
Racism and Xenophobia	11	0,31%
Other	122	3,39%
Total	3600	100,00%

Included reports		
Child Abuse	3283	91,19%
Racism and Xenophobia	7	0,19%
Other	310	8,61%
Total	3600	100,00%

### Included reports at Stopline.sk in 2013



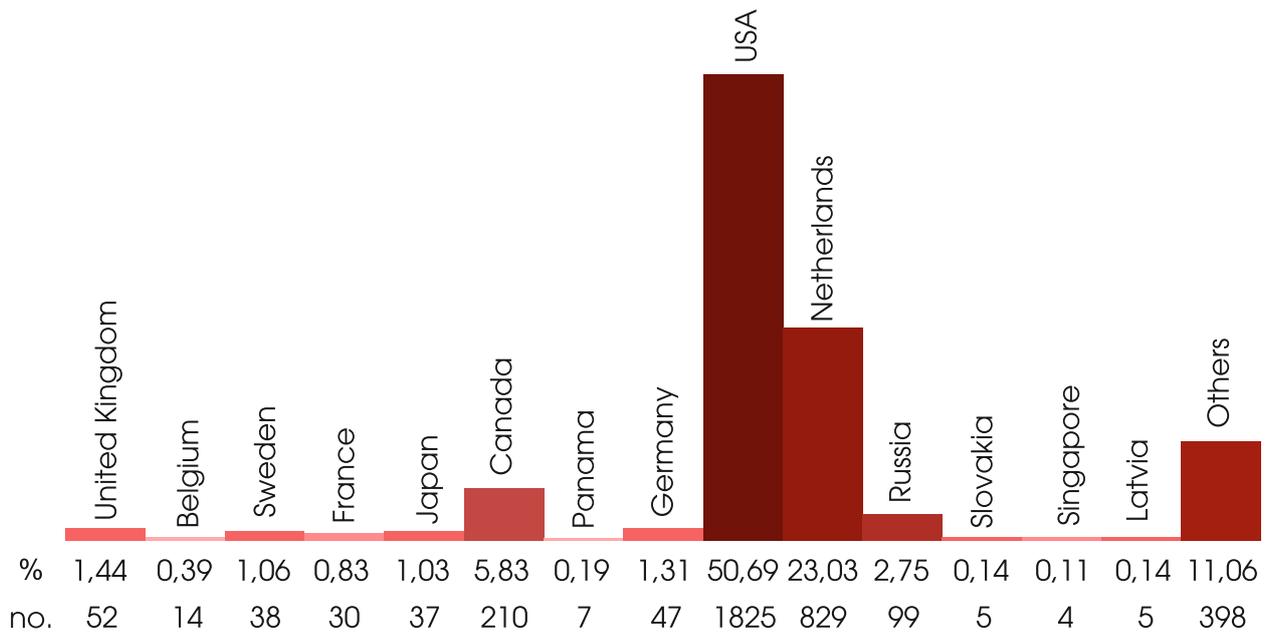
Potentially illegal		
All potentially illegal	3299	91,64%
Potentially illegal in SK	5	0,15%
All reports	3600	100%

### Potentially illegal reports at Stopline.sk in 2013



Country		
United Kingdom	52	1,44%
Belgium	14	0,39%
Sweden	38	1,06%
France	30	0,83%
Netherlands	829	23,03%
Japan	37	1,03%
Canada	210	5,83%
Panama	7	0,19%
Germany	47	1,31%
Russia	99	2,75%
Slovakia	5	0,14%
USA	1825	50,69%
Singapore	4	0,15%
Latvia	5	0,14%

### Country of reports



## WEBSITES

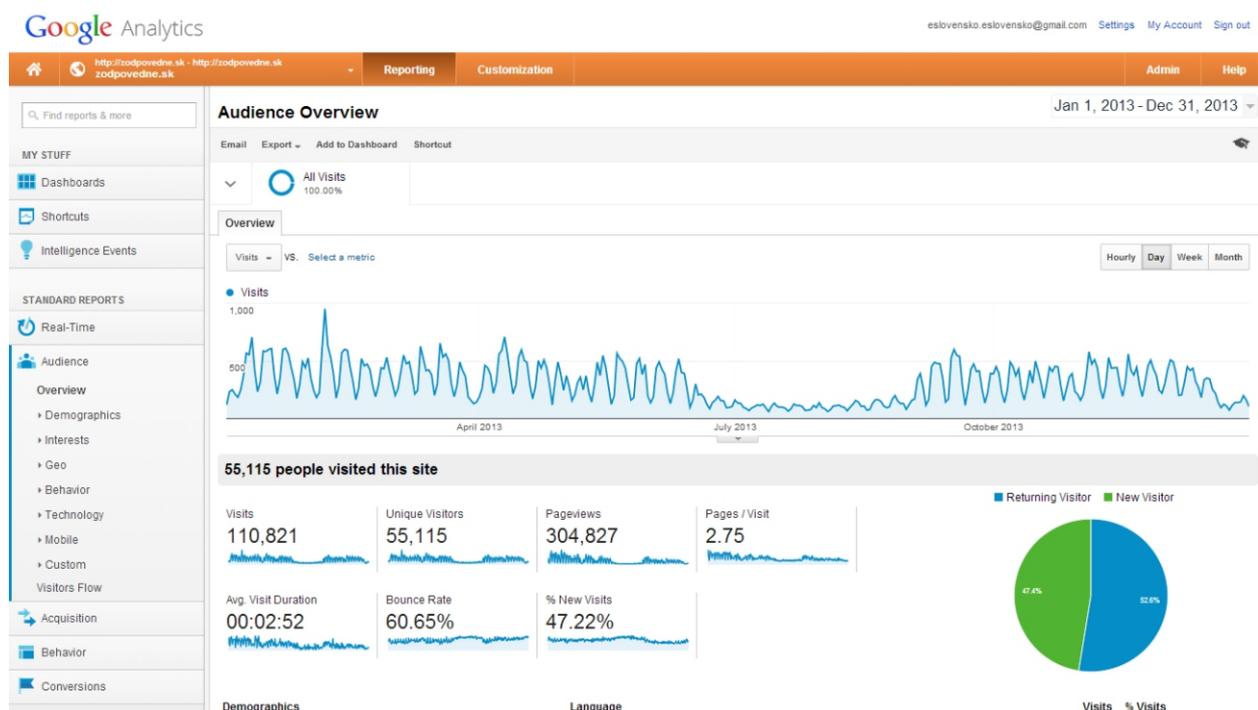
4 INTERNET BLIND FRIENDLY WEBSITES | 1 YOUTUBE CHANNEL | 2 FACEBOOK PAGES



**www.zodpovedne.sk** was launched in 2007, it is blind friendly and has an with English version as well. The website links to complementary project websites: [www.pomoc.sk](http://www.pomoc.sk) (Helpline), [www.stopline.sk](http://www.stopline.sk) (Hotline) and [www.sheeplive.eu](http://www.sheeplive.eu) (dedicated to the animated stories Sheeplive).

### The main Objectives of the [www.Zodpovedne.sk](http://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

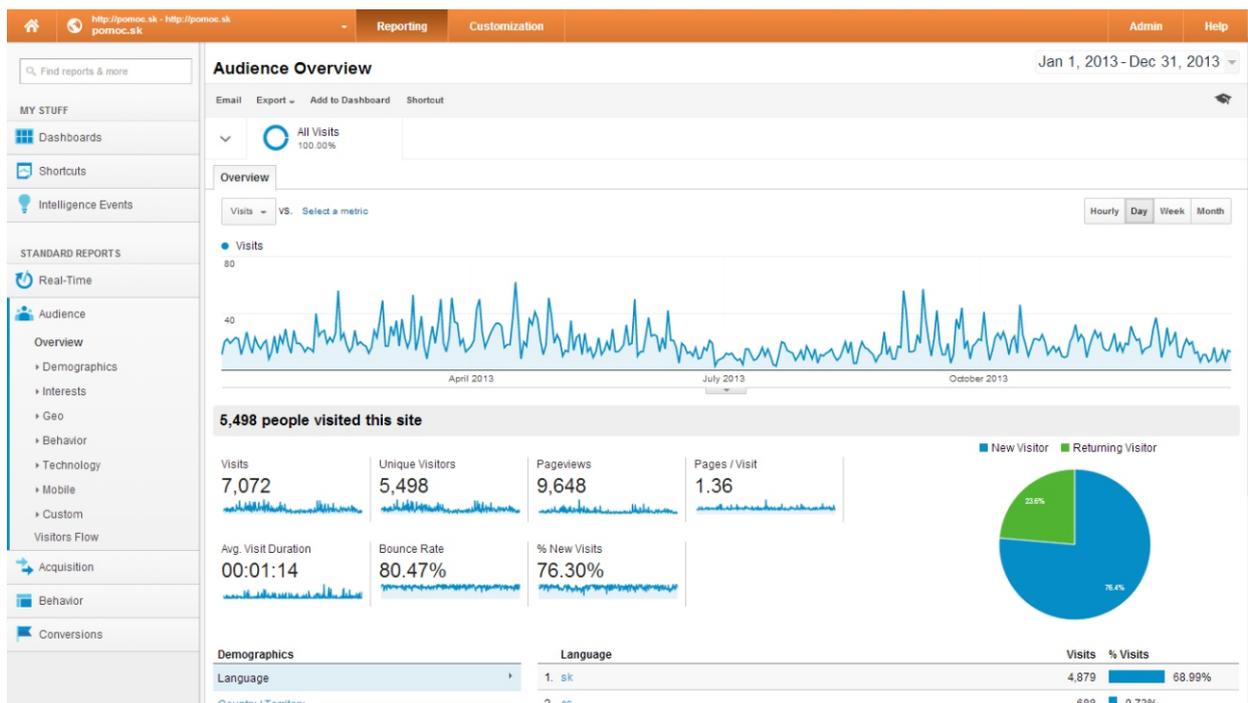




**www.Pomoc.sk** is the Helpline website fully operational since the launch of the Helpline in February 2008. Updated website contains Information about Helpline's mission and contact Information. It further links to [www.Zodpovedne.sk](http://www.Zodpovedne.sk) and mirrors much of its content. The web Site is also blind friendly designed.

### The main Objectives of [www.Pomoc.sk](http://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



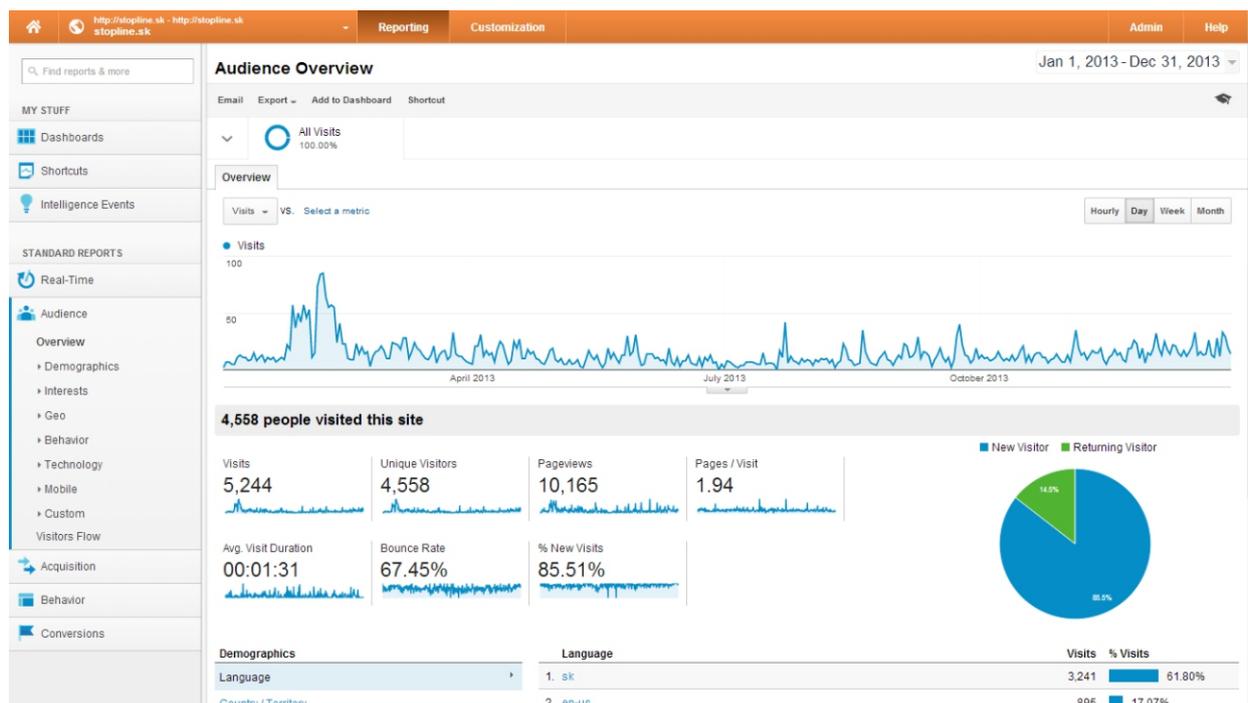


**www.Stopline.sk** was launched together with the hotline Operation in Slovakia in February 2010. It is blind friendly and has an English version as well.

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

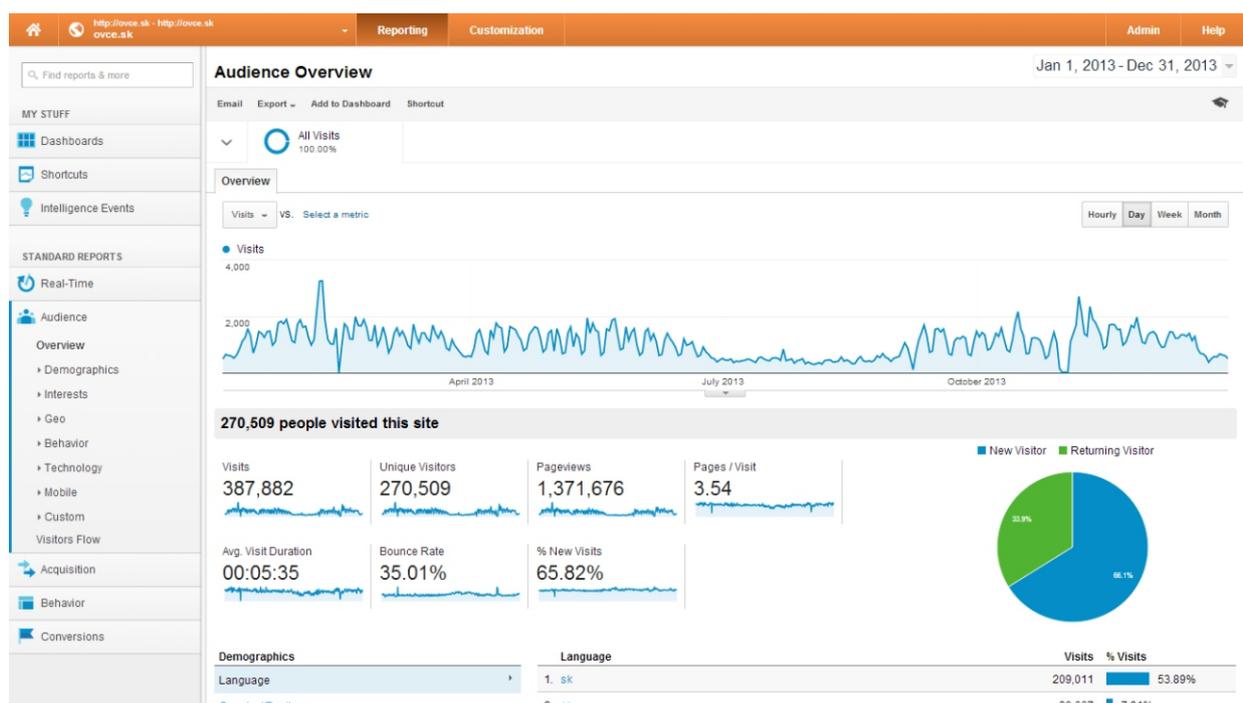




**www.ovce.sk/www.sheeplive.eu** is complementary Website to the Cartoons Sheeplive with lots of informative and entertaining Content for Children. The Site is blind friendly.

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 produced the Version in sign Language for deaf Persons and also the Version with audio-commentary for blind and visually impaired Audience. Totally, SK SIC produced 610 Episodes of Sheeplive Cartoons within the different Versions.



**SheepliveCartoons Youtube Channel** provides all essential Information about the Sheeplive Project while delivering altogether 683 videos.

This is how your channel looks to others. Done

SheepliveCartoons's channel Subscribe 386

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Video Title	Views	Time Ago
Pomsta	96,940	2 years ago
Ohňostroj	85,022	1 year ago
Bez kožuška	78,234	2 years ago
Druhý břeh	75,717	1 year ago
Tisíc přátelov	70,292	1 year ago
Hláсна trůba	69,001	2 years ago
Ruky hore*	66,267	1 year ago
Korunka krásy	65,781	2 years ago

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SheepliveCartoons Videos: 738 - Created: 20 Jan 2011 - Lifetime views: 3,016,947

1 Jan 2013 - 31 Dec 2013

**Performance**

VIEWS 1,018,397 ▼	ESTIMATED MINUTES WATCHED 2,292,250	TOTAL ESTIMATED EARNINGS \$467.05 ▲
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**Engagement**

LIKES * 836	DISLIKES * 112	COMMENTS 108 ▲	SHARES * 140	FAVOURITES ADDED 59 ▼	SUBSCRIBERS * 325
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