ANNUAL REPORT

INSAFE | INHOPE

working together for a better internet
for children and young people

2012

INHOPE
INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES

ins@fe

European
Schoolnet

Contents

European Commission foreword

The online world is a great place for children to learn, play and explore but we are also aware of the risks that kids may face online - and we all want to avoid them. In the EU today, the average 9 to 16 year old spends about an hour and a half each day online, often from a computer in their bedroom, or from their mobile. That's a big change and a big challenge... but also a big opportunity.

We have a chance to build a better internet for kids, meaning not just a safe place, but somewhere they can find great, positive content - and have the skills and awareness to make the most of it.

The European Commission has supported the different strands of work in this area for a long time and the Insafe-INHOPE networks are one of the main achievements. All across Europe we have Safer Internet Centres where experts in awareness raising, helplines and hotlines work together, share experiences and best practices. Insafe and INHOPE are the means for this work to come together, creating a strong European dimension to online safety and awareness.

This - the first annual report of the joint networks - sets out their work, achievements and progress as well as their aspirations for the future, as they continue to uphold the Commission's mission to create a safer - and better - internet for kids.

Pat Manson
Head of Unit
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Insafe-INHOPE foreword

2012 has been a watershed year in many ways for the Insafe and INHOPE networks. As the two networks begin to broaden the scope of their work to ensure a 'better' as well as a 'safer' internet for young people, so they have consolidated their position as the world's leading promoters of digital safety and empowerment.

In terms of visibility, Safer Internet Day (SID), the annual February event coordinated by Insafe, is now celebrated in no less than 99 countries spread across six of the world's seven continents. Every month, more countries are coming onboard in the lead up to the 10th anniversary of SID in 2013.

In terms of impact, INHOPE has made dramatic progress in its core activity of ensuring the removal of child sexual abuse material. Whereas, in the past, such content remained live for months if not years, ever stronger partnerships between INHOPE hotlines, law enforcement agencies and industry now ensure that child sex abuse websites are 'taken down' or the content is 'taken offline' within days.

The national Safer Internet Centres (SICs) that make up the networks have also broadened their outreach whilst strengthening their interaction. Meanwhile the online industry has become an increasingly active partner in this quest and we look forward to even stronger partnerships in 2013.

Another area of striking improvement has been the exchange of best practice both between organisations and beyond both networks. Network meetings and expert exchange bursaries with third countries offer a clear reflection of such best practice exchanges.

Social media penetrates all aspects of everyday life for even the youngest users. The power and capacity of technology continues to grow exponentially and this, combined with natural adaptation to computing and the growing influence of 'cloud' services, opens new opportunities and risks. Insafe and INHOPE are striving hard together to meet these challenges in the future.

Insafe and INHOPE: Working together for a better internet

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

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

What is Insafe?

www.saferinternet.org

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

The network, comprised of 30 national awareness centres (the 27 EU member states, plus Iceland, Norway and Russia), develop materials, organise campaigns and deliver information sessions for children, young people, parents, carers, teachers and social workers to enable children and young people to make positive use of online technologies, and develop their own strategies for staying safe online.

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

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

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

Insafe also coordinates the annual Safer Internet Day campaign see pages 45-47 for further information.

What is INHOPE?

www.inhope.org

INHOPE

Founded in 1999, INHOPE is the International Association of Internet Hotlines. Originally comprising 8 hotlines, today INHOPE has grown to a network of 43 Hotlines in 37 countries across the globe. These include 26 EU Member States, plus Australia, Bosnia and Herzegovina, Canada, Iceland, Japan, Russia, South Korea, South Africa, Taiwan, Turkey and the United States of America. During 2012 new Hotlines from Spain and Hungary were welcomed into the INHOPE Network.

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

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

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

INHOPE are proud to be the enabler of a bursary programme whereby Hotline Analysts can visit other Hotlines to learn from their operations. During the year analysts from Germany, the Netherlands, Australia, Japan, Slovenia, Czechoslovakia, Denmark, Poland and Russia benefitted from this initiative.

INHOPE frequently receive invitations to speak at many events around the world. During 2012, INHOPE representatives participated in debates in Abu Dhabi, Azerbaijan, Belgium, Denmark, Holland, Germany, Romania, Switzerland, UK and Ukraine.

Joint coordination of safer internet activities

www.saferinternet.eu

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

Following the successful completion of the first project, June 2012 saw the launch of a new phase of the joint Insafe-INHOPE project, running for 28 months, until September 2014. The second phase of the collaboration between the two networks is focusing on a strengthening of the holistic approach to a safer and better internet through the Safer Internet Centre structures. This is the first combined annual report for the two networks.

In terms of outreach, Insafe and INHOPE maintain a joint online portal - www.saferinternet.eu - to provide a focal point for their work. In addition to providing access to the various components of each Safer Internet Centre, it also includes a series of regularly updated FAQs (frequently asked questions), and news and events from across the two networks.

The portal also provides access to further information and an online application form for the Expert Exchange Scheme (EES). The Expert Exchange Scheme is a programme of funded study visits to allow organisations involved in safer internet activities from non-EU countries to visit EU-funded Safer Internet Centres in Europe. The objective of the scheme is to support the development of safer internet policies and activities in third countries by exchanging good practice and experiences, sharing resources and know-how, and building foundations for future cooperation. During 2012, three expert exchange scheme visits took place with Croatia visiting Bulgaria, Israel visiting the Netherlands, and Argentina visiting Poland.

For further information see www.saferinternet.eu/ees.

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

Training meetings

2012 saw the organisation of two training meetings by the Insafe network the first in Sofia, Bulgaria in March 2012, and the second in Budapest, Hungary in September 2012. These meetings bring together representatives from the awareness-raising and helpline strands of Safer Internet Centres, including representatives from INHOPE and the European Commission. They focus on emerging trends in the online world and feature presentations from leading industry and academic specialists in the field. See the key events of 2012 below for further information.

The INHOPE network also provides a range of specialist training courses for its member hotlines at regular intervals throughout the year, focusing on technical challenges faced by hotlines including tracing techniques and networking technology.

Regional/Group meetings

In addition to training meetings, Insafe and INHOPE run regular joint meetings for small groups of SICs that share geographical, cultural or other character-istics. The aim of these meetings is to allow SICs to share each other's work in detail, enabling them to identify potential synergies and areas for future collaboration more easily than can sometimes be achieved in a large-meeting format. The meetings are held twice a year and take place in Brussels, Belgium to facilitate travel from across Europe.

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

2012 has been a very busy year for the joint Insafe-INHOPE networks with organisation of - and attendance at - a number of key events, in addition to the coordination of high-profile awareness-raising campaigns, and hosting a number of training meetings. Representatives of each network attend all events organised by the other network. Here are some of the highlights.

Key events in 2012

Safer Internet Day connects generations

In February, Safer Internet Day (SID) was celebrated in 99 countries worldwide, an increase from 74 countries in 2011. The theme of 'Connecting generations and educating each other', encouraging users young and old to 'Discover the digital world together...safely!', was carried to tens of millions of people via public events, TV, radio, print and online media and, for the first time, a SID Involvement Kit was developed for schools.

For further information, see pages 45-47 or visit www.saferinternetday.org.

New industry coalition for a better internet starts work

In February, members of the joint-network coordinating teams also attended the first meeting of a new industry coalition to make the internet a better place for kids. The coalition of 28 leading internet and telecommunications companies came together in December 2011 in response to a call by Vice-President of the European Commission, Neelie Kroes. Its members have pledged to take action in a number of areas, including strengthening reporting tools, age-appropriate privacy settings, content classification schemes, parental controls and takedown of abusive material. A further review meeting was held in July, and Insafe and INHOPE continued to be involved in this new industry partnership throughout 2012.

Online reputation and privacy explored

In March, the joint Insafe-INHOPE project held its fourth training meeting in Sofia, Bulgaria. The meeting focused on the growing issues surrounding online reputation and privacy. Leading academics and industry representatives presented new research on how young people say they handle their online profile and what they actually do. Highlighted activities from the network's Safer Internet Centres included an innovative experiment to test the critical thinking of children using a fake online advertising banner, an e-privacy campaign called "Take care of your Face" and use of travelling Facebook 'confessions booths' to encourage young people to update their privacy settings. Participants also heard practical tips from Facebook on how to protect privacy on the social network's new Timeline and an update on the new EU data protection regulation scheduled for 2014.

First Insafe international conference

In May, the first Insafe international conference took place in Larnaca, Cyprus, co-funded by the EC Safer Internet Programme. Continuing the theme of Safer Internet Day in February 2012, the focus of the conference was 'Promoting internet safety globally: connecting generations'. The event united researchers and awareness raisers, educational professionals (from teachers to those who develop curricula), to industry, policy and decision makers, counsellors and psychologists, and young people themselves, to understand and discuss issues related to life in the online world today.

For further information see www.saferinternet.org/conference2012.

Hack4Kids: 39 coders battle it out
for 30 hours

In June, a second annual hackathon was organised in conjunction with European Schoolnet, the parent organisation of Insafe, and with the support of Google, Facebook, Orange and Vodafone. A total of 39 young coders from 11 countries were selected to demonstrate their coding and designing skills in two parallel contests under the theme 'Hack4Kids!'. The 11 teams and 3 soloists gathered at the European Parliament in Brussels and were given 30 hours to create and develop the best tools, websites or applications that will enhance children's safety and creativity online.

EUhACKAThOn 20 – 21 JUNE 2012 hACK4KIDS #h4K

Winners from the hackathon were invited to attend the Safer Internet Forum in October (see below), to showcase their projects.

For further information see http://2012.euhackathon.eu.

Back to School countdown

September saw the launch of the annual Back to School campaign on the Insafe website. Now in its fourth year, traditionally the campaign consists of a gift of resources and tools for teachers to use throughout the school year, and is released on 8 September to mark the United Nations International Literacy Day. However, since this year 8 September fell on a Saturday, Insafe approached the campaign a little differently.

Unlike previous years, a countdown to the 2012 Back to School campaign began on 3 September, with a new gift released each day of that week leading up to the launch of the full kit on 10 September. Gifts included a game, a poster, lesson plans and competitions, in addition to the launch of information on plans for Safer Internet Day 2013, and information on the INHOPE mobile reporting app.

For further information see www.saferinternet.org/back2school.

Online rights and responsibilities in a mobile world

The second Insafe training meeting of the year was also held in September, in Budapest, Hungary. The meeting began with a far-reaching presentation on the future of the internet and mobile technology followed by a discussion of the impact this is likely to have on our understanding of online rights and responsibilities; the theme of Safer Internet Day 2013. There were also several expert presentations on the impact on young people of one of fastest-changing aspects of online technology; the expanding use of mobile devices and the apps designed to work on them. Digital literacy, specialised support for vulnerable young people and the future of online advice platforms were among the other issues discussed by the 102 participants in attendance.

A safer but also better digital world

Insafe and INHOPE are in the process of broadening their focus from encouraging not just a safer internet but a better internet for young people - October's Safer Internet Forum (SIF) marked a major step in that direction. Traditional concerns with safety remained prominent during the Brussels-based forum but there was increasing recognition that the online experience of young people must also be made more creative and engaging. Industry representatives, child welfare organisations, researchers, policy makers and experts from across the globe engaged more than 300 participants including youth panels about how to shape our digital future. Several key recommendations emerged from the two-day event, ranging from the importance of empowering parents and teachers to give online guidance to the integration

of technology into all school subjects and the encouragement of its creative use among young people. There was also recognition of the value of peer mentoring and the need for industry specialists and teachers to work more closely together in the creation of meaningfull online resources.

A full report on the Forum is available at www.saferinternet.eu/sif.

The European Network of Safer Internet Centres

What is a Safer Internet Centre?

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

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

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

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

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

The following pages provide further information about the key successes of the Safer Internet Centres within the joint Insafe-INHOPE network over the last 12 months.

Austria

www.saferinternet.at

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

Key Successes

In 2012, Saferinternet.at focused on children and young people, and the youth panel met face-to-face in Vienna twice. The first meeting was on Safer Internet Day in the Austrian Federal Parliament to discuss online safety issues with politicians. The second meeting was organised in co-operation with the helpline 147 Rat auf Draht and brought together youth panellists from Austria and Germany.

This year, the Saferinternet.at website got a brand new look with a more user-friendly interface and useful tools. The website is a one-stop-shop for support and advice on on-line safety issues, ordering and downloading resources and booking workshops.

Many new resources have been published and some older ones updated. The popular Facebook Check flyer has been adapted for use in Britain by the UK Safer Internet Centre and the Facebook Guide for Parents, based on a US re-source, has been developed jointly with the German and Luxembourg centres.

In 2012, Stopline received about 2,500 reports, which is quite a decrease compared to previous years. Of the re-ports, about 80 per cent referred to child pornography, 10 per cent to national socialist offences and another 10 per cent to content outside the scope of Stopline's activities. About 15 per cent of all these reports were deemed to refer to illegal content. Two of the reports referred to content hosted in Austria: in both cases the hosting ISP was imme-diately notified and the content was taken down within a few working hours. Over the last year, more than 90 per cent of all content defined as illegal was forwarded to an INHOPE partner hotline outside Austria.

Belgium

www.childfocus.be

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

Key Successes

Since there are not many initiatives targeting young children about online safety, the Belgian SIC developed a fun animation spot focusing mainly on the positive aspects of the internet. The SIC teamed up with a specialised communication agency, Creative Conspiracy, which has developed some very well known and popular TV shows for young children.

The video lasts for two minutes, taking into account the limited attention span of young children and urges them to call upon their parents for help if they encounter a problem online. Friendly supervision and doing things together are the main values that the video aims to promote to parents.

The spot can be seen on YouTube under the title: "Did you see something weird on the internet?". It is already being used in the Netherlands to raise awareness among parents, and several other countries within the Insafe network are currently looking into adapting this tool.

In cooperation with the communication agency Grey, Child Focus developed a multi-phased campaign with the collaboration of porn stars Rocco Siffredi and PussyKat. Their principal message is to alert people that child pornography is not a form of pornography but the real sexual abuse of children.

The campaign not only reached wide public attention in Belgium but also in France, Spain, and several countries in Latin America. The spot and visuals were also disseminated through Twitter and Facebook and adults were invited to send in their photo, making a cross-sign with their hands to express their non-approval of child sexual abuse.

A video spot of PussyKat was also shown in cinemas over a period of four weeks before films not accessible to kids. In May 2012, Child Focus won the 'Special Prize Istituto degli Innocenti' award for the best campaign in defence of childhood (International Non-Profit and Social Advertising Award 2012).
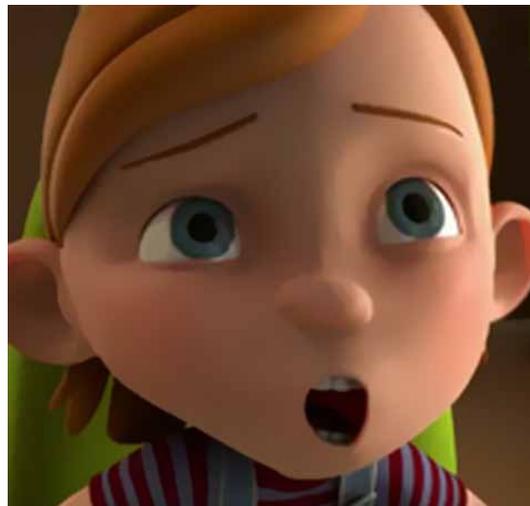
Bulgaria
www.safenet.bg

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

Key Successes

For the fourth time in a row, the Safer Internet Centre, together with Sofia municipality and other partners, organised the annual open-air Famillathlon, which attracted more than 3,000 children and their parents. The family event aims to create city space for families to bond, and stay safe, fit and healthy. The SIC organised quizzes, contests and games, and distributed thousands of promotional materials. SIC experts were also available to answer questions and carry out short surveys among family members. This year, an additional three cities joined and three mini-Famillathlons were also organised in schools.

The culmination of SIC activities throughout the year was the celebration of Safer Internet Day (SID) on 7 February 2012. The theme of the day, 'Discover the digital world together...safely!', was also the theme of a national competition for student playwrights, which aimed to give children the opportunity to create a scenario for a short play, together with peers and adults. Over 150 children and 30 adults from 15 cities around the country participated in the challenge. The winners were selected by a jury chaired by the Deputy Minister of Education, Youth and Science and were invited to perform on stage at Sofia Puppet Theatre on SID itself. They rehearsed their plays with senior students from the National Academy for Theatre and Film Art. Additionally, over 60 schools from 20 cities received posters, brochures, games, sample lesson plans, presentations and other awareness-raising materials to mark the day. Furthermore, all mobile data users in Bulgaria received a SID greeting from their mobile operator.

In the area of countering online child abuse, a joint action by the Bulgarian and Irish hotlines led to the arrest of a 34-year-old teacher who had downloaded and shared a video of a sexual scene between two boys and two girls. The estimated age of the boys was 8 to 10 years old and the estimated age of the girls was 10 to 12 years old. During the search of his home, large quantities of child pornography were discovered.

Cyprus

www.cyberethics.info

CyberEthics is an integrated Safer Internet Centre (SIC) coordinated in Cyprus by the Cyprus Neuroscience and Technology Institute (CNTI) and the Cyprus Pedagogical Institute of the Ministry of Education. CYTA, the publicly owned telecommunications company, is in charge of the hotline and the Pancyprian Coordinating Committee for the Protection and Welfare of Children (PCCPWC) is responsible for the helpline and the Youth Panel.

Key Successes

On 7 February, Safer Internet Day (SID) 2012, the Cyprus Safer Internet Centre organised a conference in Nicosia under the auspices of the Ministry of Education and Culture. Presentations from government officials, the media and telecoms industry, academia and law enforcement agencies covered a broad range of topics from social media and personal data protection, to teenage health and cybercrime. At the end of the presentations, there was a discussion session and producers of the three best SID videos were awarded iPads.

During the SID week, the SIC also organised two events at the two biggest malls in Cyprus with the support of invited actors, politicians and other personalities. The two events were broadcast live by the CyBC national radio station and students performed short eSafety related theatre scenes, which were highly successful in grabbing the attention of children and parents.

Using the results of the EU Kids Online study[1], PCCPWC and CNTI, in collaboration with the Youth Board of Cyprus, arranged a series of workshops in all Cyprus' major cities, to give hands-on training to parents and their children on how to use Facebook safely. All participants received the Facebook guide, which has been translated by the Greek Safer Internet Centre, as well as an information leaflet on the helpline.

Presentations in schools and other public forums reached more than 18,000 students and over 900 educators during the year. Many presentations were organised in collaboration with parents' associations to reach this specific target group. In total, CyberEthics reached 1,200 parents and approximately 2,000 members of the general public with public events.

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[1] EU Kids Online is a unique, detailed, face-to-dace survey in homes with 9-16-year-old internet users from 25 countries; 25,000 children (and their parents) were interviewed during 2010. The purpose was to provide a rigorous evidence base to support stakeholders in their efforts to maximise online opportunities while minimising the risk of harm associated with internet use. For futher information, see www.eukidsonline.net.

Czech Republic

www.saferinternet.cz

The Czech Safer Internet Centre (SIC) is coordinated by the non-profit organisation, Narodni Centrum Bezpecnejsiho Internetu (NCBI). The SIC is made up of an awareness centre managed by NCBI, a helpline operated by the Sdruzeni linka bezpeci association (SLB) and a hotline run by the CZI Company. The overall objective of the SIC is to promote safer use of the internet and other communication technologies, to educate children, parents, teachers and social workers and to fight against illegal content and harmful conduct online.

Key Successes

The competitions for schools organised on the occasion of Safer Internet Day (SID) 2012 proved very popular. The biggest competition, called PaySec Cup, attracted more than 10,000 participants from 600 Czech schools. The national round of the European Competition for Best Online Content for Children was organised in 2012 to promote websites with content for children up to the age of 12.

In addition, experts in crime prevention, teachers, social workers and law enforcement officials were invited to participate in a series of professional seminars and conferences organised during the year. A conference, entitled 'Online crime – prevention and law', was held in the Senate of the Czech Parliament and a series of workshops were organised as part of the 'Prague – Safe Online' campaign. The events were widely covered by national and regional mass media including radio and TV.

'Forget-me-not Day' (Pomnenkovy den) is one of the longest-running activities organised by the Sdruzeni Linka Bezpeci association (SLB). It is held to coincide with the International Day of Missing Children, which is marked on 25 May. This year, the SLB presented its activities at the Czech Farmers Market held on 19 May 2012. In addition, people were able to support this day by buying small handmade gifts at Ikea, Macro and other selected partner outlets between 21-25 May.

In 2012, the national awareness centre invited young people from the Youth Panel to assess the impact of its activities. Representatives of the Youth Panel also successfully started a Safe Internet Ambassadors peer-to-peer learning project supported by Telefonica under the ThinkBig initiative. Tereza Ondrackova represented the Czech Youth Panel at the Pan-European Youth Panel preceding the Safer Internet Forum (SIF) in Brussels in October 2012.

Denmark

www.medieraadet.dk

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

Key Successes

On Safer Internet Day (SID) 2012, 70 young people were invited for a youth forum at the IT University in Copenhagen. While producing mobile films, cartoons and campaign pitches, they discussed the role of digital media in their everyday lives. The results of their discussions were innovative and creative, and led to a final debate between adult experts and the youth participants in a practical example of connecting generations. Read the report about the youth forum at: http://issuu.com/cfdp/docs/report_the_safer_internet_day_2012_samlet.

In 2012, the Safer Internet Centre began developing tools for municipalities, schools and leisure institutions to create their own new media policies. The centre also launched guidelines for parents with children under 13 on Facebook and in addition inspired a dialogue between youth and policy makers at the national Internet Governance Forum (IGF).

During the year, the helpline has taken part in several projects and network groups. It has become a member of the Belgian helpline Ch@advice's advisory board, held a workshop in Beirut (Lebanon) for newly established helplines, put together an online chat and correspondence network in Denmark, and translated manuals on counselling for all helplines in the EU.

In late 2012, the hotline collected specific data about images of children used on websites with a sexual context. The purpose is to better understand the breaches in children's rights that the distribution of such images implies, and the results of the research will be published in 2013. The hotline is also reaching out to IT-staff in the Danish public sector. The aim is to provide all 98 local administrations with the tools and knowledge to tackle situations where child abusive content is found on their computers.

Estonia

www.targaltinternetis.ee

The non-profit Estonian Union for Child Welfare (EUCW) is the overall coordinator of Estonia's Safer Internet Centre, 'Targalt internetis SIC EE II' (Smartly on the Web). The EUCW also runs the national hotline and works with three partner organisations. The Tiger Leap Foundation leads training and awareness-raising work, the non-profit Estonian Advice Centre operates the child helpline 116 111 and the Police and Border Guard Board contributes its expertise across all activities.

Key Successes

In the 2011/2012 academic year, the awareness centre made 113 visits to schools and kindergartens across Estonia. The centre also carried out 50 workshops for preschool children, 62 workshops for primary school pupils and 5th to 7th graders, 45 interactive workshops for 8th and 9th graders, 10 lectures for parents and 30 workshops for teachers. In the same period, a total of 8,600 students, 906 parents and 877 teachers attended the 'Smartly on the Web' training sessions.

To celebrate Safer Internet Day (SID), a family event was organised on 11 February 2012. Visitors could take part in a number of workshops and listen to lectures in both Estonian and Russian. Approximately 400 people took part in the event.

On 7 February, Safer Internet Day 2012 itself, a special thematic newspaper 'Targalt internetis' (Smartly in the Web) was issued in cooperation with Postimees, one of the biggest newspapers in Estonia. A total of 56,500 copies were distributed in Estonian and 12,000 copies in Russian. The newspaper's articles mainly addressed the SID 2012 topic, "Discovering the digital world together...safely", but also gave updated information about activities of the awareness centre, helpline and hotline.

An interactive online game for 9-14 year olds was also developed. The 'Nastix' game includes seven different sub-games focusing on common issues such as how to create a good password, what to keep in mind when creating a profile, and how to protect your computer from viruses. It is available in Estonian and Russian (www.targaltinternetis.ee/nastix).

Finland

www.saferinternet.fi

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

Key Successes

An educational package called 'Smart on the web – material for peer student instructors on online safety' was published in January 2012. The package has several online safety exercises that aim to increase pupil's online safety skills.

Based on a survey of online safety trainers and recent research, the SIC updated the materials used by trainers on their school visits. From 1 March to 30 September 2012, online safety trainers visited 81 schools and 2,411 participants attended the events.

In total, 30 public, private and NGO organisations gave their expert help and/or funding to the Safer Internet Day 2012 campaign in Finland. Social media was used actively to engage people in SID celebrations and media visibility was raised with media updates and one-to-one meetings with journalists. About 45 articles and news items with the keyword 'Safer Internet Day' were published.

From January to October 2012, there were 24,197 contacts with the Child and Youth Phone and 752 of them were related to online media. The most popular issues among contacts related to online media were sex and pornography, online relationships and games.

From January to September, the hotline received 1,465 reports, with 29 per cent of these concerning child sexual abuse material.

Number of contacts concerning online issues 1.1.-8.10.2012

Category	Number
online issues altogether	752
sex and pornography	136
online relationships	134
games	126
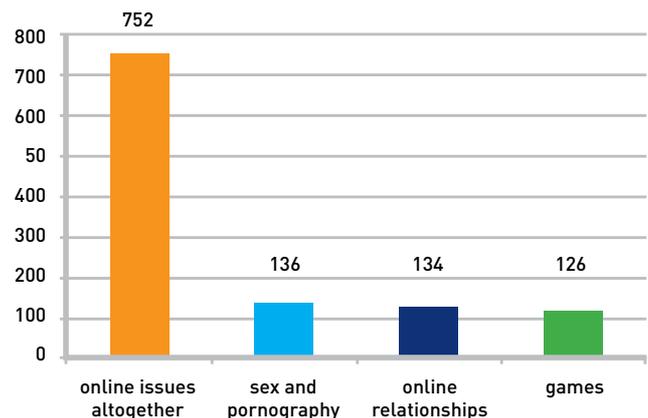
The hotline banner has been incorporated into the website of the Finnish Police online reporting system. Several Finnish adult pornography providers also have the hotline banner and a link to the hotline on their websites.

France

www.saferInternet.fr

In France, the Safer Internet Centre (SIC) is composed of three main actors in the domain of media education and child protection. Tralalere, a company dedicated to the creation of educational programmes, coordinates the project in association with the French Internet Service Providers' Association (AFA) and the French child protection NGO e-Enfance. Together they provide the 'Point de Contact' hotline, the 'Net Ecoute' helpline and the 'Internet Sans Crainte' awareness centre.

Key Successes

This year, awareness-raising campaigns in France produced adapted resources on key and emerging eSafety issues, trained children and educators, and organised online and offline information campaigns to ensure visibility. This included the creation and dissemination of cartoons, games, interactive activities, mobile apps, videos and printed materials to facilitate the organisation of over 5,000 training workshops in schools and educational centres.

For Safer Internet Day (SID) 2012, Internet Sans Crainte produced a variety of online and offline resources. These included a new Vinz & Lou interactive game for 7-12 year olds, 42,000 copies of a new 20-page parent's guide, a free e-learning platform for teachers and an iPhone App for teenagers.

Also for SID 2012, e-Enfance launched a Net Ecoute online button for the Google Chrome browser. Since its launch, the Net Ecoute button has been presented at many events across Europe and has been recognised as of one of the best existing reporting tools.

For its part, e-Enfance designed and released a Facebook application on 16 February 2012 that uses some of the button's functions but also includes special features to fight cyberbullying and online abuses on the social network.

Significant hotline trends

	Reports qualified	Reports received
Terrorism	5	86
Promoting violence against an individual	25	547
Racism and xenophobia	124	1023
Offensive content accessible to children	697	1309
Child Sexual Abuse Images	469	2027

Reports received and qualified between 1 January and 21 September 2012
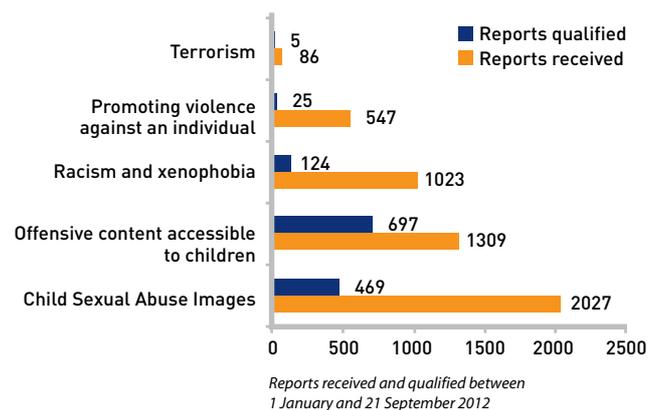
Between 1 January and 22 October 2012, Point de Contact helped ensure the closure of 651 websites; 66 per cent of all the illegal websites reported. Three press releases were issued in 2012 covering the hotline's successes in online child pornography removal and on a survey about offensive content for 13-year-olds and over.

Illegal Sites	985
Closed	651

Point de Contact closure of websites
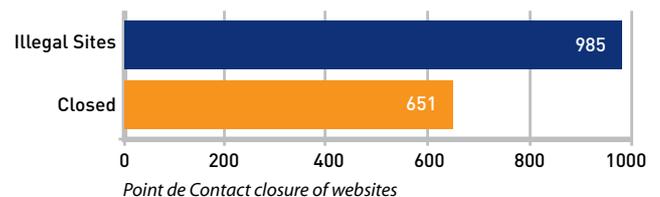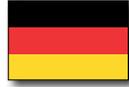
Germany

www.saferinternet.de

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

Key Successes

In 2012, one noteworthy milestone was Safer Internet Day, which was celebrated all over Germany with approximately 200 events and activities including the traditional klicksafe press conference in Berlin. This featured the Federal Minister for Family Affairs and other experts and received impressive media coverage.

Noteworthy materials produced in 2012 included the klicksafe guidelines on Facebook privacy settings as well as a topical series on legal issues in partnership with iRights.info. Eight new articles were published in 2012 on issues such as online auctions, music on YouTube and identity theft.

Furthermore in 2012, several klicksafe materials were updated and/or reprinted, including the 'Guidelines for parents' evenings' and the flyer 'Social communities – tips for parents'.

2012 also marked the 15th anniversary of jugendschutz.net and the hotline received the Kinderschutz Award 2012 from the German Child Protection League of Rhineland-Palatinate. It won the award for making an important and significant contribution to protecting children and young persons from illegal and harmful content on the internet.

The cooperation and exchange with the German LEA (BKA) was further deepened during 2012 and led to the creation of standardised statistics for reports on child sexual abuse material. This improved cooperation also led to faster removal of online child sexual abuse images.

During the summer months, the Youth Panel was involved in several nationwide events, such as Cologne's 'gamescom' - the world's largest fair for interactive games and entertainment, and Berlin's YOU fair - Europe's largest youth fair. Members of the Youth Panel have also appeared on several television programmes as experts on the topic of social networks.
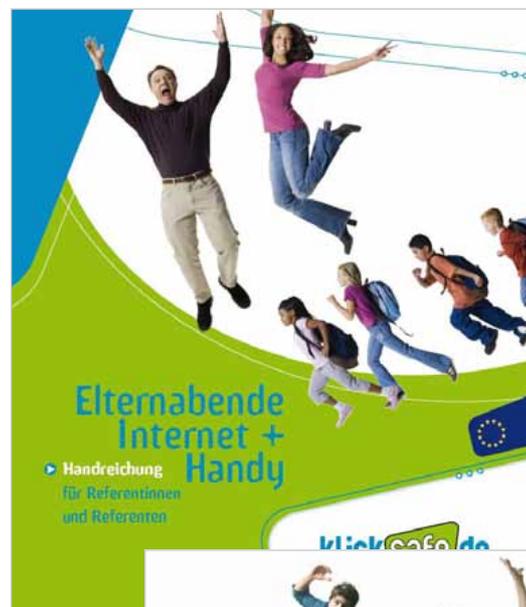
Greece

www.saferinternet.gr

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

Key Successes

2012 has seen the creation of a versatile set of awareness-raising material. A mobile version of the campaign's portal won second prize in the Insafe network's websites and tools resources competition in September 2012, and the 'Parents' and grandparents' concise guide' won third place in Insafe's offline resources competition in March 2012.

In total, more than 48,000 copies of awareness materials were distributed to parents and grandparents, educators, social workers, stakeholders and pupils of primary and secondary schools.

In terms of activities, a high profile event on the occasion of SID 2012 was co-organised with the Ministry of Education at the Ministry's premises. Meanwhile, a two-day open event at the biggest shopping mall in Athens attracted more than 1,500 visitors including parents, grandparents, educators, social workers and primary and secondary school pupils.

Under the Centre's 'Become a SID 2012 ambassador' scheme, 176 events across the country were organised, reaching approximately 15,020 primary-school kids, 19,220 high-school kids, 1,050 parents, 3,340 educators and 200 social workers.

Other activities during the year included the organisation of, or participation in, 32 events around the country, which were visited by 2,662 parents, 383 teachers, 20 social workers, 935 professionals, 448 children and 1,084 teenagers. Additionally, 128 interactive speeches were given in classrooms around Greece, raising awareness among 1,866 primary school pupils and 5,031 high school pupils. Finally, five 'Train the trainers' seminars were held for 255 educators.

In terms of communication outreach, six new issues of the bi-monthly e-newspaper reached over 5,100 subscribers. Extensive media coverage of the centre's activities was also achieved, with 206 press articles, 332 online articles and 107 TV and radio appearances.

Hungary
www.saferinternet.hu

The Hungarian Safer Internet Centre (SIC) was established in April 2009 and consists of three organisations. The International Children's Safety Service (ICSS) coordinates the project and serves as its national awareness centre, the Kék Vonal Child Crisis Foundation manages Hungary's national helpline and the Theodore Puskas Foundation hosts the National Cyber Security Centre, CERT-Hungary and, since 2011, runs the Biztonsagosinternet hotline.

Key Successes

On Safer Internet Day (SID) 2012, the Hungarian awareness centre, in co-operation with Microsoft, organised a stakeholder event and an awards ceremony. The ceremony announced the winners of the SID 2012 video competition and the winners of the best and worst Hungarian website awards. Local events, presentations, interactive internet safety lessons and competitions for families were held across the country, organised by local teachers. The Safer Internet Day activities achieved excellent media coverage.

The Safer Internet Centre also participated in Children's Day in City Park on 26-27 May 2012. This two-day event, celebrated over a weekend, is the biggest for children in Hungary, attracting more than 100,000 visitors.

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

Throughout 2012, more than 900 lectures were held all over Hungary, ranging from class workshops to teacher training. ICSS has been actively involved in educating parents and teachers about the opportunities and potential risks of internet usage.

In 2011, the ICSS started negotiations with IT companies in Hungary to set up a voluntary programme in which their staff would educate children, parents and teachers all over the country. In 2012, the programme gained huge momentum. The Hungarian Educational Office supported the initiative by inviting schools to take part, and more than 50 schools have announced their participation in the programme so far.

Iceland

www.saft.is

Heimili and skoli, the National Parent Association in Iceland, is the overall coordinator of Iceland's Safer Internet Centre (SIC), SAFT, and also manages the centre's awareness-raising activities. Until June 2012, the Public Health Institute of Iceland was the coordinator of the national helpline but the Red Cross Iceland has now taken over this role. Barnaheill - Save the Children Iceland is the coordinator for the centre's hotline.

Key Successes

SAFT marked Safer Internet Day (SID) 2012 and its theme of 'connecting generations' through a multidisciplinary conference led by youth and adults. In particular, the conference heard the Youth Panel's view on how the internet affects communication, how youth can teach the elderly and how search engines and social media can threaten privacy. The conference was broadcast online.

Other activities included the distribution of SID material to Iceland's three national TV stations and promoting the day in all major newspapers and local community papers. Promotional activities included new web banners, direct mailing through the SAFT network and viral marketing via Facebook and YouTube. A video spot, in which the Youth Panel addressed 10 myths about youth internet use, was also premiered on the day.

In terms of eSafety resources, a new SAFT reading book called 'The Garbage Island' and an accompanying interactive play called 'The Homecoming' were published at the end of 2011 and promoted throughout 2012. Over 2,000 books have now been disseminated to all schools in Iceland, with an average of two books per class. Over 40 schools have already organised activities around the interactive play and peer-to-peer talks, while over 70 per cent of schools have reported to have started using the reading books. The play and peer-to-peer talks have received very positive feedback from both school directors and teachers.

SAFT also participated in the development of the website PAXEL123.com. The website presents entertaining but educational games for children in preschool and primary school. In 2012, a new game addressing safer internet messages was added to the website.

ÞÓRARINN LEIFSSON

RUSLEYJAN
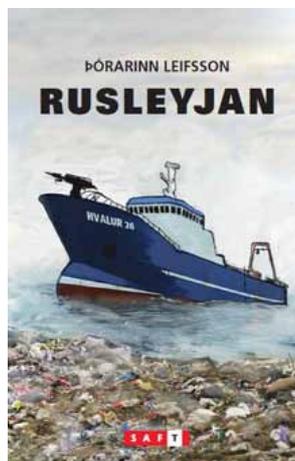
Ireland

www.internetsafety.ie

The Irish Safer Internet Centre (SIC) is coordinated by the Office for Internet Safety (OIS), an Executive Office of the Department of Justice and Equality. The project provides: safer internet awareness activities, managed by the National Centre for Technology in Education (NCTE); a hotline coordinated by the Internet Service Providers Association of Ireland (ISPAI); two helplines run by the National Parents Council Primary (NPC) and the Irish Society for the Prevention of Cruelty to Children (ISPCC).

Key Successes

The Webwise Primary School Programme was launched on 6 February 2012 by the Minister for Children and Youth Affairs, Frances Fitzgerald T D. It has been developed by Webwise and Stay Safe (a child abuse prevention programme) for primary school teachers who wish to introduce internet safety into their teaching of the Social, Personal and Health Education (SPHE) curriculum.

As part of the 'Safer Internet Day Talks in School Programme', almost 150 industry volunteers from Microsoft Ireland, UPC and O2 visited over 15,000 pupils in schools across Ireland. All pupils attending a SID 2012 talk were given a Family Safety Kit with fun activities and stickers. Produced by UPC and Webwise, the pack also contained a parents' guide which the children could take home to help connect the generations.

In April 2012, the ISPCC launched its Shield campaign. The ISPCC Shield Badge is a symbol of child protection in Ireland and the ISPCC's fight for the rights of every child. To mark Anti-Bullying Week, ISPCC asked people to join the fight against bullying by wearing a shield. A number of celebrities supported the campaign by being photographed with the shield and taking part in media interviews about the issue of bullying. Finally, ISPCC personnel conducted 54 outreach activities in schools during the period from March to August.

To mark SID 2012, the NPC with the NCTE presented internet safety information sessions for parents during the week of 7 February. Thirteen sessions were organised by NPC, promoted in the national and local press and on the NPC and NCTE websites. This year, over 260 people attended the sessions. From March to August, NPC also distributed 2,763 copies of its highly-popular bullying / cyberbullying leaflet and 80 copies were downloaded.

A report received, processed and forwarded by the Irish hotline to the Bulgarian hotline resulted in the conviction of an offender circulating child sexual abuse material.

Italy

www.sicurinrete.it

Between 2004 and 2012, the Italian Safer Internet Centre was formed by the Italian consumers association Adiconsom and Save the Children Italy. Both organisations have been promoting awareness-raising campaigns on safe and responsible internet and mobile phone use among young people. Since 2002, Save the Children has been working on the fight against the diffusion of child abuse material on the internet through its Stop-It project and associated hotline. If successfully negotiated with the EC, the follow-up project will be run by a partially different consortium which will strengthen the impact and national outreach of this Safer Internet Centre.

Key Successes

For Safer Internet Day 2012, a high-level event was hosted by the President of Chamber of Deputies at the Italian Parliament. Over 1,300 schools endorsed the day by organising discussion and awareness-raising initiatives for youngsters. A media campaign was also launched, with the creation of an advert that was broadcast via traditional and new media channels.

All of Italy's 20 regions were visited during the 2011/12 edition of the annual Safer Internet Tour securing the involvement of about 40 schools, including primary and secondary schools. A total of 1,810 students were directly addressed in classrooms and 2,458 students, 395 parents and 229 teachers were contacted through the information stand set up within the schools. Moreover, a brochure, handbooks and gadgets were distributed at each of the schools visited, reaching a total of about 8,000 other students. A summer edition of the Safer Internet Tour was also launched this year.

In terms of resources, new awareness-raising materials for 7 to 9 year olds have been created. The result was the publication and distribution of 15,000 special booklets and the creation of a children's section on the project website.

In 2012, the Youth Panel branched out to form several groups, spread out across the country: in Rome, Naples and Brescia. The first national meeting of the Youth Panel was held in July in Rome. The three groups met with the aim of getting to know each other. They shared knowledge and experiences through workshops organised by the youngsters themselves.

Latvia

www.drossinternets.lv

Net-Safe, Latvia's Safer Internet Centre (SIC), consists of two partners: the Latvian Internet Association, which is responsible for public awareness-raising activities and coordination of the Youth Panel and hotline; and the State Inspectorate for Protection of Children's Rights (the Inspectorate), which is responsible for the helpline. Starting from October 2012, the Local Government Training Centre has joined the consortium to provide training for trainers across the country.

Key Successes

In 2012, 135 educational seminars, lectures and training sessions were organised by the Latvian Safer Internet Centre reaching 3,557 children and 269 adults. Development of educational materials is another task carried out by the Centre and, this year, several lesson plans and educational videos were developed to help teachers discuss internet safety issues with schoolchildren.

The third edition of the competition 'Creative activities about internet safety in my library' was organised for libraries in Latvia. Almost 100 libraries took part, organising more than 300 activities and involving more than 7,000 children, youngsters, parents and teachers. The competition was covered by around 300 regional media publications.

In 2012, the Latvian hotline launched its 'Responsible ISP' initiative together with the Latvian CERT (Computer Emergency Response Team). The campaign targets adult-content sites in Latvia and, in order to join the initiative, an ISP must satisfy three conditions:

- When notified by the Hotline about child sexual abuse imagery or other illegal material on web hosting services, they must remove it.

- When notified by the Latvian national CERT of a computer infected by malware, they must inform the relevant customer.

- They must also provide content filtering services to customers who request them.

Lithuania

www.draugiskasinternetas.lt

The Safer Internet Centre (SIC) in Lithuania increased its activities during 2012 and there are now four official partners. Since 1 July, the Centre for Information Technologies in Education (CITE) has become the coordinator of the centre. The NGO Langas į ateitį (LIA) now implements the awareness-raising activities, the NGO Vaikų linija manages the helpline and, as before, the Communications Regulatory Authority of the Republic of Lithuania (RRT) is responsible for the hotline.

Key Successes

Several events were organised to mark Safer Internet Day (SID) 2012 in Lithuania. On 7 February, a national conference entitled 'Discover the digital world together…safely!' was held for children, young people and adults. It took place in the Lithuanian exhibition centre LITEXPO and more than 300 schoolchildren, teachers, parents and grandparents attended lectures, played quiz games and took part in other interactive activities.

School children from all over Lithuania took part in cartoon and painting contests on the topic of safer internet and the winners were given their awards at the national conference.

The Insafe video clip, 'Discover the Digital World Together… Safely!' was broadcast by the national TV channel 16 times during the week of SID 2012 and was also made available on the websites of project partners.

A Safer Internet Academy 2012 tour was organised around Lithuania from February to May. It reached 4,000 school pupils in 13 cities with its message about potential online dangers and the importance of protecting personal information.

Visibility of the hotline was also promoted widely through radio and TV broadcasts and press releases, both during Safer Internet Day 2012 and during the Safer Internet Academy tour. According to a public survey carried out in June 2012, the hotline is now known by 50 per cent of internet users who have children aged 5 to 18 years.

In 2012, the "Vaikų linija" helpline (Child Line) developed an electronic manual for adults with recommendations for prevention and intervention in cases of cyberbullying.

Child Line also published brochures about cyberbullying for children and adults, and basic information about what cyberbullying is and how to deal with it was presented in leaflets.

Luxembourg

www.bee-secure.lu

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

Key Successes

In September 2012, the campaign 'NOT FUNNY – BEE FAIR' was launched at the youth festival 'On Stéitsch', which attracted 1,400 visitors. The topic of this campaign is cyber mobbing and it promotes fair and responsible online behaviour towards each other, and informs about possible help measures. The main campaign resources include a poster, a flyer, and two gadgets: a friendship bracelet and an anti-stress ball.

Throughout the year, BEE SECURE has been present at several public events, targeting the general population. In March, the BEE SECURE team was present at the 'Postlaaf' and the 'Relais pour la vie'; two charity events that attracted more than 8,500 participants. BEE SECURE also set up an interactive information booth at the Autumn Fair 2012 - an annual fair that attracted around 43,000 visitors, and at the Students' Fair that attracted around 9,000 mainly young visitors.

In 2012, BEE SECURE also organised more than 500 school training sessions, 40 evenings for parents and 12 teacher/ educator training sessions. The training was available in a broad range of languages; Luxembourgish, German, French, English and Spanish.

To better tackle illegal content hosted in Luxembourg, the Service National de la Jeunesse and the KannerJugendTelefon signed a special agreement with Luxembourg's Police Grand-Ducale and continued to maintain a good relationship with national internet service providers (ISPs). Being part of the INHOPE network, reports concerning web content hosted on foreign servers are forwarded to the corresponding INHOPE partner.

NOT FUNNY BEE FAIR

STOP CYBERMOBBING

Le harcèlement est interdit par la loi. | Mobbing ist per Gesetz verboten.
Informations et conseils : | Informationen und Beratung:

www.bee-secure.lu

HELPLINE 26 64 05 44

BEE SECURE

Malta

www.besmartonline.org.mt

The Maltese Safer Internet Centre (SIC) is made up of four organisations: the Malta Communications Authority (MCA), the Foundation for Social Welfare Services (FSWS) – Aġenzija Appoġġ, the Directorate for Educational Services (DES), and the Office of the Commissioner for Children (CfC). MCA coordinates the centre's awareness-raising activities while FSWS operates the helpline and hotline services.

Key Successes

Specialised training on internet safety has been organised reaching a total of 390 educators. The training sessions included an explanation and discussion of the various online risks, together with the social and legal implications associated with such behaviour or abuse. The BeSmartOnline project was introduced with special emphasis on the support and remedies made available by the project, namely the helpline and hotline.

The school awareness campaign took place between October 2011 and March 2012. Through this initiative, the awareness centre visited almost all schools in Malta and Gozo, offering Maltese students aged 8 to 15 tailored instruction in eSafety. This involved the creation of a lesson plan and ancillary tools including board games and presentations.

A number of events were organised to mark Safer Internet Day (SID) 2012. With the help of their respective teachers, 9-year-old students produced a show that included the recital of a number of poems and songs accompanied by dancing. All productions were related to the SID 2012 theme of 'Connecting generations'.

An information day was held at Malta's largest shopping mall. The event was used to disseminate tips and resources to children and parents on how to use the internet safely. Laptops were set up so that practical examples and explanations could be given on site. At the event, Microsoft Malta provided an Xbox Kinect so that parents could be shown how to access the security settings provided by the console so different generations could enjoy playing together. The Youth Panel members and other youths from the Scouts and Girl Guide groups were also present so that they could give advice to their peers and accompanying adults.

Netherlands

www.digibewust.nl

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

Key Successes

On Safer Internet Day (SID) 2012 a new report button and website was launched called 'Meldknop'. The report button option can be integrated in internet browsers such as Internet Explorer, Mozilla Firefox and Safari, providing users with easy one-click access to Meldknop.nl. Through the website, teens and pre-teens can contact professionals via email, phone or chat and the service is promoted via Hyves, Habbo and MSN. 75,000 people have visited the website since its launch and the numbers are still growing.

The SIC also organised an event for social workers entitled 'Children, sex and the internet'. There is very little information on this subject at the moment and demand for attendance at the event was such that registrations had to be halted at 650 participants because the venue could not accommodate any more people.

Publication of the results of a survey on children and their use of mobile phones, carried out with Mijn Kind Online, received considerable coverage. It was reported on by national television, national radio, newspapers and online media with a total reach of 2,300,000 people.

Finally, in April, Meldpunt launched www.stopitnow.nl, a helpline and a child sexual abuse prevention campaign. The campaign targets adults worried about the sexual behaviour of other adults and those worried about their own sexual thoughts and behaviour towards children.

Norway

www.medietilsynet.no

Norway's Safer Internet Centre (SIC) is coordinated by the Norweigan Media Authority, which also runs the national awareness centre. The Norwegian Red Cross manages the national helpline for youth, 'Cross your heart' (Kors på halsen), while the Norwegian Centre for Information Security (NorSIS) runs the 'Delete me' (slettmeg.no) helpline that deals with all age groups who experience privacy violations online. The SIC also works closely with the Norwegian Criminal Investigation Service (Kripos) (NCIS), which provides a hotline for reporting illegal online content.

Key Successes

On the occasion of Safer Internet Day (SID) 2012, the Norwegian SIC released an award-winning video called 'Total control'. The two-minute animated film is built around an educational package to create debate and reflection on the topic of 'safety versus surveillance'.

The video was published in both English and Norwegian versions on YouTube, with one voiceover aimed at parents and one aimed at children and youth. When the European Safer internet Centres met in Sofia, Bulgaria in March 2012, the film won first place in Insafe's resource competition in the category for video clips and games. The debate film also won the first prize in the Norwegian Visuelt 2012 for its visual effects in the category 'campaign information', and second prize in Animation Volda 2012. The Finnish Safer Internet Centre has translated the film and the educational package, and will be releasing the resource in Finland in 2013.

In terms of self-promotion, the Norwegian SIC also participated at the annual Eastern Norway Teacher's Conference. The conference gathers together around 8,000 educators, kindergarten staff and other interested parties for courses and discussions on current school and education topics. The SIC carried out an onsite online survey and installed a video 'confession booth' to gather teachers' opinions on how online safety should be included in the Norwegian educational system. The input from the teachers will make the basis for three information videos to be launched on Safer Internet Day 2013.

Finally, Safer Internet Day 2012 also included the first announcement of the Safe Use Award. The award was created by the Norwegian Safer Internet Centre to honour organisations or people that have contributed directly or indirectly to give children and young people a better online daily life. The award consists of a diploma and a cash gift of 3,200 Euros.
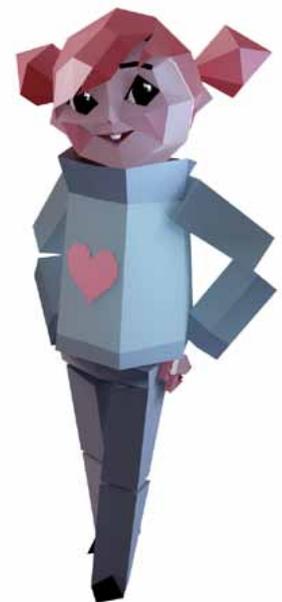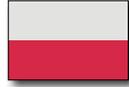
Poland

www.saferinternet.pl

The Polish Safer Internet Centre (SIC) was established in 2005 within the European Commission's Safer Internet Programme. The Centre is run by the non-profit childcare foundation, Fundacja Dzieci Niczyje (FDN) and the research and academic computer network, Naukowa i Akademicka Sieć Komputerowa (NASK). The Centre undertakes a number of activities aimed at improving the safety of children and young people using the internet and new technologies.

Key Successes

The Polish Safer Internet Centre organises several training sessions and conferences for professionals on the topic of children's safety online. For example, every year an international conference entitled 'Keeping children and young people safe online' is held, during which innovative Polish and foreign projects are presented alongside the latest advances in the field of fighting illegal internet content. Since 2007, the conference has attracted more than 3,000 participants. In addition, more than 1,200 police officers, prosecutors and judges have taken part in other meetings dedicated to cybercrime and cooperation with the helpline and hotline in Poland.

In response to the increasing popularity among children and youth of social networking services such as Facebook, the awareness centre has launched a viral campaign devoted to the protection of online privacy on these portals. The campaign is promoted with the slogan 'Watch your face' and it is addressed at young internet users between the ages of 13 and 18. The campaign includes five animated videos, which can be found on Facebook and YouTube.

FDN, in conjunction with the Orange Foundation, has also created a new educational website for younger children. Necio.pl targets 4- to 5-year-old children and their parents with child-friendly animations, videos, games and songs. The aim is to explain to children the rules of internet safety and the basics of computer use.

Finally, the 'Befriend your child' project is dedicated to parents of primary school children. The educational tool consists of five animated cartoons which depict several internet-related issues that may be encountered in daily parental life. The tool addresses such topics as dangerous contacts, malicious online content, parental control tools, balance between a child's online and offline life, and mutual learning of new technologies.
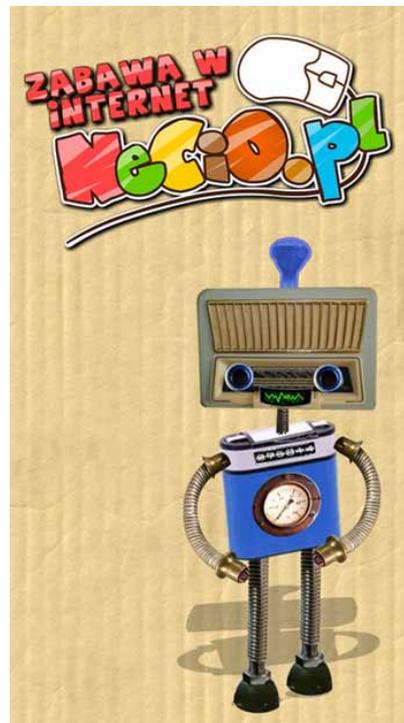
Portugal

www.internetsegura.pt

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

Key Successes

As always, Safer Internet Day (SID) was a major focus for PTSIC's awareness-raising activities. During SID 2012, almost 200 volunteers from the technology industry participated in the Microsoft Volunteers Scheme. The volunteers visited 105 urban and rural schools from all over the country, providing training in eSafety and citizenship principles to students of all levels, parents and teachers. A total of 22,708 students, teachers, parents and elderly citizens participated in the training.

Coinciding with SID 2012, the SeguraNet Week also resulted in an array of activities. A pack of resources and guidelines was made available on the website. This included material to help organise conferences, workshops, exhibits, debates, and competitions. By the end of the week, 802 schools had been engaged in the proposed activities. 68,031 students participated as did 11,792 parents, teachers and other members of the school community.

Beyond SID 2012, the 2011/2012 Challenges Initiative provided a forum for students as well as teachers and parents to discuss issues of internet safety. In all, the Challenges Initiative involved over 400 schools, some 1,200 teachers, nearly 500 parents and over 25,000 students.

Finally, the PTSIC launched a television, radio and internet campaign to publicise all of its services. Over a period of three weeks, television and radio spots were broadcast on five different occasions. This was accompanied by the launch of a new Facebook page and a website with a self-assessment tool for children, teenagers, parents and educators.

Romania

www.sigur.info

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

Key Successes

E-SIGN, an innovative awareness campaign for deaf and hearing-impaired children, was developed with the financial help of Orange Romania. During May of this year, 10 video tutorials were developed. They covered 10 different topics and featured an interpreter using sign language. These tutorials are the only national educational resources that have been developed for this group of children. The tutorials were promoted during meetings with professionals and children in five cities, and approximately 2,000 people attended.

The main events of the year have been the Safer Internet Day (SID) activities in February 2012 and the Summer School on safer internet.

A competition launched for Safer Internet Day proved to be a great success attracting over 700 entries and 2,000 participants.

The Summer School, supported by Insafe, brought together 40 children from 10 countries. Over the seven days, participants took part in training courses held in English on topics such as internet addiction, blogging, privacy and project development. They also set up their own workshops on a range of issues including how to plan and implement a project, the functions of the National Youth Panel, blogging and communicating with specific target groups.

Russia

www.nedopusti.ru

The Russian Safer Internet Centre (SIC) was founded in August 2008 by two non-governmental organisations ROCIT and Soprotivlenye, under the patronage of the Civic Chamber of the Russian Federation and the Child Ombudsman of Russia. In 2012, the process for integrating the SIC into the new Russian National Centre for Missing and Exploited Children commenced. The SIC's current activity includes raising eSafety awareness and running a helpline and hotline.

Key Successes

Russia's main Safer Internet Day (SID) event is the Safer Internet Day Forum, which is held in Moscow. In 2012, for the first time, the event was extended to a second day in order to hold a special Youth Forum. There was also a videoconference with regional Youth Panels who presented their awareness tools.

The most successful offline awareness tools developed in 2012 were the Russian 'Family eSafety Kit' and the 'ABC of internet safety'. The Russian eSafety Kit is derived from the Insafe eSafety Kit. It contains a workbook for 7-12 year olds and a handbook for parents, which provides not only awareness information but also recommendations on how to work with children on the workbook. The 'ABC of internet safety' is a brochure that is designed as a replacement for the eSafety Kit for schools, but can also be used by families. The brochure was created with the close participation of the Youth Panel.

A family online safety contest called 'Moya Bezopasnaya Set' (My Safe Web) was held in collaboration with the Russian State Children's Library. The aim of the contest was to bring together parents and children to raise their awareness about safety online and both generations worked together on their submissions.

Slovakia

www.zodpovedne.sk

The Slovak Safer Internet Centre (SKSIC) is coordinated by the non-governmental organisation eSlovensko in partnership with the Children and Youth Animation Atelier Association and the Slovak Committee for UNICEF, which runs the Centre's helpline. The purpose of the project is to raise awareness concerning safer use of the internet and mobile devices, offer counselling via the Pomoc.sk helpline, and manage illegal content and conduct through Stopline.sk.

Key Successes

A key event of the past year was Safer Internet Day (SID) 2012. It was organised on 7 February in Bratislava in a cultural centre with 400 children from kindergartens and primary schools in the audience. During the event the new prevention book 'Children in the net' was launched, together with four new episodes of the animated cartoon 'Sheeplive'.

Additionally, over 20,000 children and young people took part in the SID 2012 competition. They created short films, websites, poems, pictures and theatre performances on the theme of risk prevention on the internet and mobile phones. The awards ceremony was held during the main SID 2012 event.

The work of the Youth Panel has progressed, with meetings of panellists in all three regions. Young people also participated as Junior Ambassadors in a series of workshops on safer internet use. These were delivered by a group of volunteers at primary and secondary schools in Slovakia with 12,353 students participating.

A peer supporter's programme called 'Children in Partnership in Schools' (CHIPS) reached 8,705 pupils in 39 primary and elementary schools in Slovakia. The idea of the CHIPS project is to highlight negative online phenomena taking place in school with the help of trained supporters, who offer advice and help to their classmates when needed.

In addition to event organisation and training, eSlovensko launched 'Children in the net'. Designed for teachers and parents, the 92-page book outlines the main online risks, suggests prevention measures and explains basic terms. It is the only schoolbook covering the topic of 'virtual space' in Slovakia.

DETI V SIETI

RIZIKÁ VIRTUÁLNEHO PRIESTORU A OCHRANA PRED NIMI

eSlovensko   iuventa

Slovenia

www.safe.si

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

Key Successes

In 2012, Safer Internet Day (SID) was once again broadened into a whole month of activities. The centre's participation in live events and online promotions was communicated via traditional media and social media to key target audiences, while the website received double the number of visitors compared to last years' SID.

The Slovenian Safer Internet Centre, in collaboration with puppet performer Mladi Maj, also prepared a fun and educational puppet show entitled 'Can the computer be my friend?'. The show premiered on Safer Internet Day in a shopping centre in the northern region of Slovenia and was staged three more times during February in shopping centres in the western, southern and eastern regions of Slovenia.

The fourth edition of Slovenian Awareness Centre's annual competition for primary schools ran during the 2011/2012 school year, and was again very successful. 800 pupils, 99 teachers and 72 schools from all over Slovenia participated in the competition.

In 2012, from January to August, the hotline received 4,359 reports; 271 reports were sent to the police and 222 involved child sexual abuse images and were submitted to the INHOPE database.

Reports received and analysed by hotline Spletno oko in period January 2012 - August 2012

No. of reports processed

Legend:
- Received reports
- Reports sent to the Police
- Reports submited into INHOPE database (CAI)

Month	Received reports	Reports sent to the Police	Reports submited into INHOPE database (CAI)
January	677	25	19
February	902	56	47
March	680	51	40
April	541	39	35
May	347	33	28
June	393	31	25
July	344	18	13
August	475	18	15
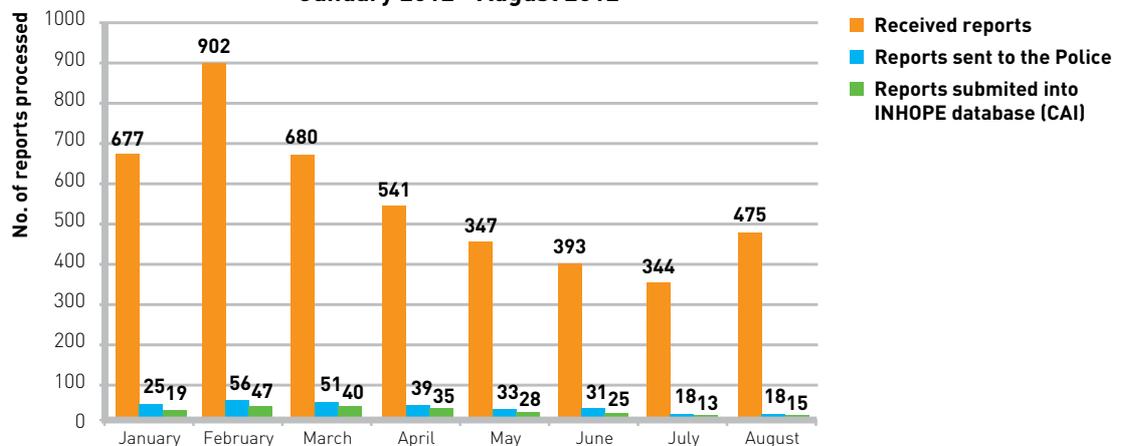
Spain

www.centrointernetsegura.es

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

Key Successes

For Safer Internet Day (SID) 2012, PROTEGELES organised a National Youth Congress. The Congress took place in one of Madrid's main conference centres and brought together 600 youngsters, organisations, ISPs and governmental agencies. The event was also followed online through more than 8,000 streaming connections and received extensive media coverage. The total number of children and teenagers reached via schools was 11,000 and via media, 1,000,000. The total number of adults reached was 5,000,000.

During 2012, 139 training sessions were held for 4,232 trainers and 500 schools with a total of 39,594 pupils reached. The SIC also organised 17 public events, reaching 1,285 people.

This year, PROTEGELES and CESICAT have responded to 320 new consultations through the helpline. This, together with previous cases that were followed up, has involved a total of 645 interventions made via telephone, email and face to face.

From January 2012, the total number of reports received by the PROTEGELES hotline was 50,306. In relation to the actions taken by the hotline, 1,759 cases were referred to the police, 222 cases were transmitted to hosting ISPs, 129 to the content owner and 129 cases were passed on to other competent authorities. A total of 987 reports were forwarded to other INHOPE hotlines using the INHOPE shared database.

Sweden

www.statensmedierad.se

Since 2004, Sweden's Safer Internet Centre (SIC) has been run by The Swedish Media Council – a government agency whose primary task is to empower and protect minors as media users. The helpline is run by BRIS (Children's Rights in Society) – an independent NGO supporting children in distress and one of the most trusted child-welfare organisations in Sweden. The Centre has no hotline.

Key Successes

During Safer Internet Day 2012, the Media Council and BRIS arranged a well-attended seminar on computer games under the theme of 'Connecting generations', including a game café showroom displaying the latest and most common games among children in cooperation with the Swedish Games Industry.

'Sniff the net - the first steps towards conscious internet use' is a media literacy kit aimed at six-year-old children as well as their teachers and parents. The kit was very successful, in high demand in schools during 2011, resulting in a reprint and national campaign in 2012. This disseminated the material to all school classes for six year olds with the reach of 3,679 teachers and 103,926 pupils.

The Swedish Media Council has established a strategic partnership with the Swedish Library Association and other organisations dealing with libraries, with the aim of developing tools and disseminating knowledge to be used by librarians. The initiative and material was welcomed by librarians and the work will continue in the coming years through training and seminars.

In June 2012 the Nordic Safer Internet Centres and Nordicom arranged a two-day youth conference in Stockholm gathering nearly 30 youths from all five Nordic countries to talk about internet governance and its future, coordinated by the Swedish Media Council and co-funded by the Nordic Culture Fund. The Nordic Youth Delegation formed at the conference made a strong impact at the following EuroDIG conference, as well as at the Internet Governance Forum (IGF) 2012 in November, and the young voices have been heard through dissemination of reports, blogs and so on since.

The Helpline BRIS has, during 2012, had an increase in the total number of supportive contacts with children and young people through telephone, email, chat and a peer-to-peer forum, and has successfully spread its knowledge from children's evaluation of the support services.

Further information, and links to the materials referenced above, can be found at www.statensmedierad.se.

United Kingdom

www.saferinternet.org.uk

The UK Safer Internet Centre (SIC) is a partnership of three organisations with great experience and expertise in making the internet a safer place; the Internet Watch Foundation (IWF), Childnet International and South West Grid for Learning (SWGfL). The Centre carries out awareness-raising activities with the help of a Youth Panel, and operates a helpline and hotline.

Key Successes

On 7 February 2012, the UK Safer Internet Centre hosted a multi-generational, multi-stakeholder event in Parliament to mark Safer Internet Day (SID). The event was attended by children, young people and their parents and grandparents along with representatives from industry, government, law enforcement, academia, charities and parenting groups.

For the second year running, the UK SIC ran Safer Internet Day Live. The 12-hour long internet broadcast programme covered a range of internet safety topics related to the 'Connecting generations' theme. Participants included Vice-President of the European Commission, Neelie Kroes, online safety experts, children and young people, parents, grandparents, and industry representatives.

In all, the UK SIC estimates that through its network of partners and stakeholders some 58 million opportunities were created for the Safer Internet Day message to be seen and heard.

During 2012, the IWF launched a three-year strategy to tackle online child sexual abuse content, at the heart of which is the establishing of an international arm – IWF International. The IWF will work internationally to share its expertise and skills with other countries and to strengthen its global partnerships in order to share the success the UK has seen.

Due to the close working relationship with the online industry, child sexual abuse content hosted in the UK is typically removed within 60 minutes. Members of the IWF are also proven to remove such content when it is hosted abroad 40 per cent quicker than non-members.

The UK SIC launched a number of resources during 2012. Amongst the highlights were 'Online Compass' - a self-review tool for organisations working with children and young people (www.onlinecompass.org.uk) and 'Digiduck's Big Decision' – an illustrated book aimed at young children, available online and in print (http://kidsmart.org.uk/teachers/ks1/digiduck.aspx).
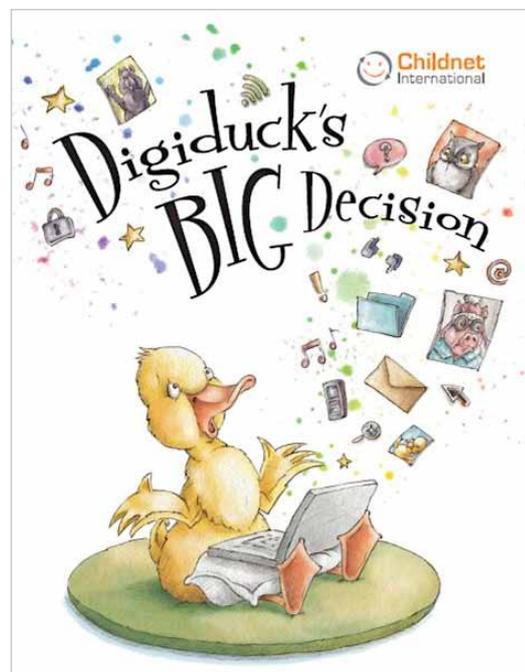
Safer Internet Day

www.saferinternetday.org

As can be seen from the preceding pages, Safer Internet Day (SID) provides a key focus to much of the work of the joint Insafe-INHOPE network.

Safer Internet Day is organised in February each year to promote safer and more responsible use of online technologies and the mobile internet, especially among children and young people across the world.

The first Safer Internet Day took place on 6 February 2004 and was celebrated in 14 countries (13 EU countries and Australia). Originally the brainchild of the then EC SafeBorders project, SID was taken up by the Insafe network as one of its earliest actions in 2005 and was celebrated by 99 countries in six of the world's seven continents in 2012.

The ninth edition of Safer Internet Day was held on Tuesday 7 February 2012. With a theme of 'Connecting generations and educating each other' and a slogan of 'Discover the digital world together...safely!', the campaign focused on the reach of the online world across all generations and cultures, encouraging families to work together to stay safe online.

The campaign was a huge success:

- Thousands of events were celebrated in 99 countries worldwide (rising from 74 countries in 2011).

- The potential reach of SID messages through the media comprised 24 million people with print messages, 40 million people with print items, 41 million people with TV items and 298 million people with online messages.

- There were approximately 23 million Safer Internet Day 2012 hits on Google.com, and SID was promoted on the main Google search page.

- There were approximately 8,000 Tweets of the #SID2012 tag on 7 February, with the hashtag 'trending' several times worldwide during the day.

New for 2012 was the development of a SID Involvement Kit for Schools. This resource, published online on the Safer Internet Day website, provided a collection of resources and tools to help schools plan and prepare for their local celebrations of Safer Internet Day. Resources included promotional materials, lesson plans, a guidance document on Facebook's Timeline, acceptable use policy (AUP) posters, and two Safer Internet Day videos. To date, resources from the kit have been downloaded more than 25,000 times and the two SID videos have been viewed more than 60,000 times jointly.

A competition was also launched to mark the occasion. Children and young people from across Europe and beyond were invited to create and submit posters and videos depicting the theme of 'Connecting generations', across three age categories. Following receipt of some fantastic entries, the final judging tool place in Brussels in April 2012, with the kind assistance of Jan De Craemer, from the Flemish Ministry of Education in Belgium, and Jennifer Wacrenier, from PEGI (Pan European Game Information).

Winners of the video category for young people aged 10-14 were invited to spend a day in the Future Classroom Laboratory (FCL) at the European Schoolnet offices in Brussels, Belgium. In July 2012, Tabitha, Eloise, Madeleine and Sarah from Marshfield Primary School in the UK, accompanied by their teachers Ms Beazer and Ms Edwards, travelled to Brussels. Following a short introduction, the girls set about using the mini film studio and green screen technology, recreating their experiences of entering and winning the SID 2012 competition.
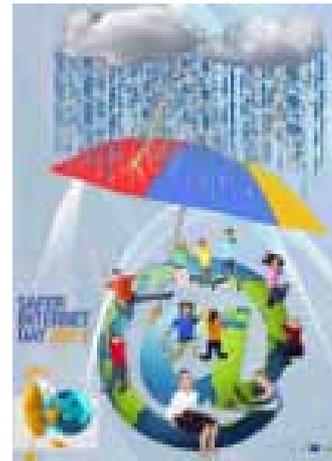
The winner of the video competition for young people over the age of 14 was 15-year-old Bianca from Romania. Bianca was invited to join the Insafe Conference in Cyprus in May 2012 to collect her award and participate in a panel discussion providing an 'intergenerational peek at privacy, identity theft and online reputation'.

Safer Internet Day 2013

2013 will see the tenth edition of Safer Internet Day. With a theme of 'Online rights and responsibilities' and a slogan of 'Connect with respect', the day will be celebrated on Tuesday 5 February 2013. Several new countries have already expressed an interest in forming Safer Internet Day Committees[2], so SID 2013 is shaping up to be the biggest and best yet!

Find out more about how you can be part of future SID campaigns, and download resources to promote the message, at www.saferinternetday.org.

Working together for a better internet beyond the network

Much of the work of the joint Insafe-INHOPE network is focused on supporting the work of the 30 Safer Internet Centres within the European Safer Internet Programme but its work, reach and impact, spreads much further.

As already mentioned, INHOPE, through its network of hotlines, has a strong presence beyond Europe with hotlines operating in Australia, Bosnia and Herzogivina, Canada, Iceland, Japan, Russia, South Africa, South Korea, Taiwan, Turkey and the United States.

Likewise, through its network of Safer Internet Day Committees, Insafe helps promote online safety messages well beyond Europe, from Argentina to Mauritius and Mexico and from the United Arab Emirates to Venezuela.

The excellent reputation of the Insafe and INHOPE networks as leaders in the field of online safety has led to speaking engagements at key conferences

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[2] A Safer Internet Day Committee is an organisation or consortium in a third country that has obtained government support for Safer Internet Day actions. It is therefore recognised by Insafe as the awareness-raising body and contact point for all things SID, and offered support in the form of access to resources and contacts within the Insafe network to help it develop its localised campaign.

hosted by both industry and the research community, and collaboration with a wide range of organisations and institutions in order to promote online safety in the global arena, such as the Internet Governance Forum. Here we share just a few testimonies from a number of our partners.

Supporting safer internet actions across the globe

As has been seen earlier in this report, Insafe works with a network of Safer Internet Day Committees across the world, supporting them in their Safer Internet Day actions to raise awareness of online safety issues in their respective countries.

"As one of the newest Safer Internet Day (SID) Committees to join the Insafe network, the Media Literacy Council in Singapore is honoured to be part of Insafe's initiatives.

"Against the backdrop of a highly wired society as a result of easy connectivity to the internet and the proliferation of connected mobile devices, it is pertinent that all internet users play a role in making the internet a conducive, enriching and safe environment for all.

"Learning from the experiences shared by the existing SID Committees from around the world at the first Insafe Annual Conference that was held in Cyprus in May 2012, the Media Literacy Council will leverage on the inaugural Safer Internet Day 2013 Singapore to kick-start its contribution to this global effort."

Leow Mei Zhi
Manager, Outreach Division
Media Development Authority, Singapore
(www.mda.gov.sg)

"The Insafe–INHOPE network has remained a reference point for online resources on promoting online child safety in Uganda. Having participated in the Insafe Conference in May 2012, and learnt from experiences of other Safer Internet Awareness Centres, the Safer Internet Centre in Uganda has initiated discussions aimed at promoting online child safety in the country.

"Results are beginning to show as witnessed through the 2012 Uganda Internet Governance Forum, with a theme of 'Promoting online safety among vulnerable users especially children'. In this forum, as a subtopic, participants urged government to adopt regulations that specifically target young online users."

Lillian Nalwoga
President
Internet Society – Uganda Chapter
(www.internetsociety.ug)

Developing resources and campaigns with industry

Insafe has a long history of working with industry partners to develop awareness-raising campaigns and materials. Liberty Global is one such partner, who has collaborated with Insafe over a number of years, resulting in resources such as the highly successful 'Family eSafety Kit' (www.esafetykit.net), an activity book for younger users: 'Play and learn: Being online' (www.saferinternet.org/activity-book), and a new animation for parents: 'The digital universe of your children' (www.saferinternet.org/digitaluniverse), launched in December 2012.

"Liberty Global actively develops programmes and engages in campaigns that support the European Commission's Digital Agenda, including increasing trust and security, delivering ultra-fast broadband speeds, enhancing digital literacy, skills and inclusion and developing ICT solutions for social challenge. We believe the best way to protect younger users is to educate and empower them by providing the tools they need to safeguard themselves.
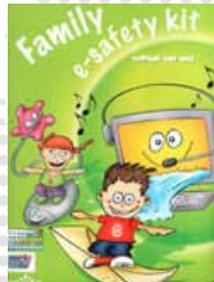
"Liberty Global, together with European Schoolnet and Insafe, has developed a range of educational tools aimed at protecting children online. For example, to date over one million copies of our joint Family eSafety Kit have been distributed in 18 languages across 23 countries."

Roy Sharon
Senior Manager Corporate Responsibility
Liberty Global (www.lgi.com)

Working collaboratively with industry to make the internet a better place

Through initiatives such as the CEO Coalition to make the internet a better place for kids (see page 11), Insafe and INHOPE work with industry to develop policy to help make the internet safer - and better - 'by design'. Google is a member of the coalition, and has hosted meetings for members of the Insafe and INHOPE networks several times during 2012 to share information and tools for achieving this.

"Google's mission is to organise the world's information and make it universally accessible and useful. To accomplish this, we believe it is crucial to equip families, and all of our users, with the best educational resources, tools, and skills so that they can navigate securely and safely online.

"We are very grateful for the work Insafe and INHOPE have been doing in the last year. It is fabulous to see the huge variety of awareness projects the Insafe members have set up in their local countries. Insafe works locally and globally at the same time, which makes a huge impact!

"We are also very thankful for the important work INHOPE and its members do to fight child exploitation on the internet. We hope to continue our very intensive work with local organisations, especially NCMEC, FSM and IWF across the network and in our joint goal to fight child exploitation online."

Sabine Frank
Head of Youth Protection and Media Literacy
Google (www.google.com)

Working with law enforcement agencies worldwide

Recognising the strategic role of INHOPE in combating illegal content online, the network has also formed key alliances with law enforcement agencies at both the European and international level.

"INHOPE has been a strategic partner of Europol for many years. In this respect Europol has always promoted the role of internet hotlines as complementary to the law enforcement activities and INHOPE has always been referred to as the right representative of the above hotlines. Since 2010, Europol has also engaged INHOPE in a more comprehensive partnership. Europol officially requested INHOPE to join the Steering Group of the European Financial Coalition (EFC), in order to strengthen their cooperation by taking advantage of INHOPE's expertise, and of the other EFC partners, to monitor, assess and combat the online presence of commercial child abusive websites."

Valerio Papajorgji
Europol (www.europol.europa.eu)

"Hotlines are essential organisations in the fight against child sexual abuse material (CSAM) on the web and their support and representative organisation, INHOPE, is equally essential. From a law enforcement perspective they are an excellent ally, collating, culling and pointing. From an awareness and prevention perspective they are indispensable.

"The web is no longer a friend to the CSAM sellers. Massive inroads into stopping them exploiting children to make money have been made over recent years and no one sector or organisation could have achieved this alone. We did it together and it is very important that we continue to do it together. History has shown that there are massive profits to be made from selling CSAM on the web and only the vigilance of the public, Hotlines, law enforcement and civil society generally can thwart them re-establishing a foothold. The importance of this point cannot be understated.

"INTERPOL has supported and been supported by INHOPE on a number of occasions in 2012, and looks forward to 2013 and a continuation of the alliance against the misuse of the internet to exploit children."

Michael Moran
INTERPOL (www.interpol.int)

What next for the joint network...?

Since signing their first joint umbrella agreement with the European Commission in 2010, the Insafe and INHOPE networks have worked together in a number of key areas. These common areas will be the focus for even closer collaboration in 2013.

Experience has shown that the four components of Safer Internet Centres complete and complement each other in many ways. For example, information from helplines and hotlines can help forecast trends, especially by using the experience of countries with advanced technology to predict likely developments in countries where such technology has yet to take off. Data logging, assessment and impact evaluation will all play a very big role in joint endeavours in 2013 with the aim of future-proofing technology in partnership with industry, as well as building resilience in young (and older) users through education and awareness raising.

Reporting, too, is an issue that has raised many questions in the past year and will receive a lot of attention in the year to come. This is one of the five action points put forward by Vice-President Kroes to the CEO Coalition, a group of 28 companies from the private sector who have signed up to help make the internet a better place for children and young people. But is a one-size-fits-all solution possible or even desirable? What is the best, fastest, most confidential means of channelling reports and empowering users through the process of reporting? Insafe and INHOPE will continue to contribute innovative solutions and share best practice to help answer these questions.

Another area of joint concern is the great number of sexual images that young people are putting of themselves online. A recent study by the UK hotline Internet Watch Foundation (IWF)[3] found that 88 per cent of the self-generated, sexually explicit online images and videos of young people that IWF analysts encountered had been taken from their original location and uploaded onto other websites. There is clearly some work to be done to further raise awareness in this area.

Clearly we live in a fast moving world where challenges emerge in the most unexpected places. Consequently we can safely say that the major joint action Insafe and INHOPE will undertake in 2013 will be to keep a watchful eye on the horizon in order to respond innovatively, but also wisely and ethically, through their members in the field.

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[3] See IWF press release: Young people are warned they may lose control over their images and videos once they are uploaded online, 22 October 2012 [available online at http://www.iwf.org.uk/about-iwf/news/].