

Better Internet for Kids (BIK) Policy Monitor Country Profile 2024: DENMARK

The Better Internet for Kids (BIK) Policy Monitor is a tool used to compare and exchange knowledge on policy making and implementation in EU Member States, Iceland and Norway on the pillars and recommendations of the [European Strategy for a Better Internet for Children \(BIK+ strategy\)](#). The 2024 edition of the BIK Policy Monitor report examines the implementation of the BIK+ strategy in 29 European countries, including all EU Member States, Iceland, and Norway.

The country profile outlines findings about the implementation of the BIK+ strategy based on BIK policies and BIK+ actions across the strategy's three pillars as surveyed in the BIK Policy Monitor (as per February 2024). Download the full [BIK Policy Monitor report 2024](#) from the Better Internet for Kids website.

BIK policies

Policy frameworks

Policy frameworks describe the overarching approach for a better internet and establish the underlying goals, principles and guidelines that shape individual policies within this area.

- This topic is **comprehensively addressed** with children's online protection, digital empowerment and digital participation incorporated into national/regional laws, regulations and policies.
- There are **separate, dedicated policies which address the topic of children and the digital environment** (protection, empowerment, and participation).
- The BIK / BIK+ strategy **is not explicitly referred to in national policies** but has informed policy development on children and the digital environment.

- National/regional policies and policy documents **explicitly recognise children's rights** in the digital environment.

	High	Medium	Low	Other
Coverage of BIK+ issues in national policies	X			
Integration of policy provision		X		
Influence of the BIK+ strategy		X		
Recognition of children's rights	X			

Table 1: Topic summary - policy frameworks

Key national policy frameworks are:

- The Danish government has established a **Commission of children’s well-being**, tasked with providing recommendations for future policy development by examining possible causes of dissatisfaction. Part of the Commission’s work involves investigating the well-being of children and young people aged 0-25 years online. The work includes the digital lives of children and young people as a separate theme. The Commission will provide ongoing reports until the end of 2024.
- A new **Center for Social Media, Tech and Democracy** has been established within the Ministry of Culture. Its main areas of focus are research and policy-making, and providing better protection for children online is a key task. The Center is also tasked with following up on the relevant recommendation from the **Nordic Think-Tank for Tech and Democracy**, which includes working to increase safety for children and young people online.
- Children’s rights in a digital environment are secured through national legislation, where the **Danish Media Council for Children and Young People** is established under the Danish Film Law and subsequent executive orders with the purpose of working with and securing children’s digital rights. The Media Council's work on digital literacy was strengthened pursuant to the Media Agreement.

- The goals of the BIK+ are also incorporated into the Danish Government's [National Strategy for Digitalisation](#), which was adopted in November 2023. The strategy prominently features the role of children and youth in the digital domain and addresses strengthening children's and youths' digital competences by proposing a subject on technology understanding in primary education.
- Regarding children's rights, the Danish Media Council has released [non-binding ethical guidelines](#) for digital service providers. The guidelines refer to children's rights in a digital environment. The guidelines do not express public policy as such, as the council is independent.

Policy design

Policy design asks whether evidence and research support BIK-related policies and whether systems are in place for monitoring and evaluating those policies.

- Quantitative data on some aspects of children's digital **activity is collected regularly as part of broader surveys**.
- **Systems are in place at the government level** to gather information on children and the digital environment (e.g., dedicated research units, think tanks or commissions).
- **Various sources of national research funding are available** for research on children and the digital environment.
- **There is no systematic monitoring or evaluation of policies** on children and the digital environment. However, in Denmark, evaluating political initiatives after a certain period is common practice.

	High	Medium	Low	Other
Regular data collection		X		
Other information supports	X			
National research fund				X
Monitoring and evaluation			X	

Table 2: Topic summary - policy design

Recent national research studies include:

- The Danish Ministry of Culture regularly, and until 2022 annually, publishes reports on the Danish population’s media usage, including internet and social media usage. These regularly performed surveys also reflect children 12 years old or older.
- The Danish public service broadcaster Danish Broadcasting Corporation systematically collects data on children’s digital activities and publishes the results annually.
- The governmental agency Statistics Denmark publishes reports on Danish citizens’ online use, which includes young people up to 16 years of age. The latest report was published in 2023.
- The Danish Media Council is also involved in a project headed by the Swedish authority, together with their Scandinavian counterparts, to create a **Media and Information Literacy Index** across the Nordic countries. The project is in the procurement phase.
- In 2022, the Danish government appointed an external tech expert group in order to strengthen the legal framework surrounding tech giants. In June 2023, the expert group submitted **13 concrete recommendations** on how to handle better some of the issues associated with the tech giants' platforms with a strong focus on protection of minors.
- Currently, the **Danish Competition and Consumer Authority** is conducting a **study** where possible regulatory initiatives against harmful retention

mechanisms in games and on social media, including e.g. loot boxes aimed at children and young people, is investigated. The study is prepared with the aim of incorporating insights and policy recommendations from the analysis into the Commission's ongoing fitness check of the EU's consumer legislation.

Policy governance

Policy governance examines how policies are coordinated at the governmental level, whether other implementation bodies are involved in their delivery, and whether structured mechanisms are available to guide their implementation.

- **Policy development sits across a range of ministries, and there is no lead with specific assigned responsibility** for developing government on policies, guidelines and programmes relating to children and the digital environment.
- **Coordination happens more informally across the different departments and entities** that contribute to government policies, guidelines, and programmes regarding children and the digital environment.
- **Several different programmes are underway to support children’s online safety** and participation in the digital environment. However, these may not be formally organised as action plans.

	High	Medium	Low	Other
Lead ministry for policy development			X	
National coordination body		X		
National action plan or strategy				X

Table 3: Topic summary - policy governance

The protection of children in the digital environment is dealt with across a range of ministries. Overall, digitalisation is dealt with by the Ministry of Digital Government and Gender Equality. Protection of minors is dealt with more specifically in various areas across a broad range of Ministries.

The Government has initiated the preparation of a white paper regarding initiatives to protect children online, including potential legislative initiatives.

In October 2023, the government also launched its plans for a [new Quality Program for primary and lower secondary school](#). As part of this, the government aims to introduce technological understanding as an elective in primary schools, so that primary school education more closely reflects a digitised society, largely based on technology.

In November 2023, the Danish Government presented The National Strategy for Digitalisation, which allocates 160 million DKK to technological understanding in primary school education. Both the Quality Program and The National Strategy for Digitalisation are currently undergoing political negotiations.

Stakeholder involvement

Stakeholder involvement enquires how different stakeholders can participate in policy development. Children's involvement in policy-making is one such key issue. Additionally, international knowledge exchange about children's digital participation is also relevant to this topic.

- **Various ad hoc multistakeholder groups exist** across different branches of government, in which stakeholders may contribute to policy deliberation and development.
- **Members of the public are regularly and routinely consulted** as part of the policy development process.
- **Children are listened to directly in the policy development process** (e.g., through hearings, consultations, specific surveys) but are not formally involved in decision-making.
- **Policymakers actively participate in various EU-level** and other international inter-governmental groups related to digital policies for children.

	High	Medium	Low	Other
Stakeholder forum		X		
Public consultation	X			
Involvement of young people		X		
International knowledge exchange	X			

Table 4: Topic summary - Stakeholder involvement

Stakeholders are involved in several current initiatives, e.g. in the [Commission on Wellbeing for Children and Youth](#), the investigation on harmful content for children. The [Center for Social Media, Tech and Democracy](#) also involves stakeholders who focus on online conditions for children and young people.

Relevant stakeholders are involved in the so-called “[Sammen om Skolen](#)” (“together for the school”). This is a forum led by the government by the Minister of Children and Education which includes the central stakeholders from the public-school system. Thus, civil society is involved with participants such as teachers, pupils and parents. Additionally, the school leaders and Local Government Denmark (KL) participate, representing the employer side of the sector. "Sammen om Skolen" meets several times a year to discuss topics related to the public-school system.

The Danish Media Council is a coordinator within the [Danish Safer Internet Center \(SIK Denmark\)](#) and is in charge of the SIC’s Advisory Board, which consists of a range of relevant stakeholders in the field of children’s online and digital use.

Children and their representatives are indirectly involved in the legislative process through public hearings when draft legislation is put forward. For example, organisations such as Children’s Welfare, The National Council for Children, and Save The Children Denmark represented the children's voices in a hearing regarding new legislation on digital tools in daycare.

BIK+ actions

Pillar 1 – safe digital experiences

Safe digital experiences refer to actions taken to protect children from harmful and illegal online content, conduct, contact, and risks as young consumers and to improve their well-being online through a safe, age-appropriate digital environment created in a way that respects children's best interests.

Responses to EU laws:

- National legislation was passed in 2023 to implement the [Digital Services Act \(DSA\)](#). The Danish Competition and Consumer Authority has been appointed the Digital Services Coordinator (DSC).

Addressing harmful online content:

- While there is ongoing work looking into the definition of harmful content and functions for children online (as well as harmful categories), there is no definition of harmful content on the way that will be included in laws, regulations or policies. It will only be a proposal for harmful categories of content.
- The [Danish Radio and Television Board](#) has the authority to order the cessation of activities for video-on-demand services or temporary or final suspension of the company for video-sharing platforms as long as the video-on-demand service or video-sharing platform is established in Denmark.
- According to the Danish Marketing Practices Act § 32 (2), the [Consumer Ombudsman](#) may issue an order if an action is clearly in conflict with the Act and cannot be changed by negotiation.
- It is possible for children to complain to the Danish Consumer Ombudsman e.g. concerning advertisement on social media or to the market surveillance authorities in Denmark regarding a product they have purchased online or in physical stores. However, these mechanisms are not dedicated specifically to children.

Addressing harmful online conduct:

- National/regional laws, regulations or policies are in place to protect children and young people from intimate image abuse, sometimes called 'revenge porn' or 'the non-consensual sharing of intimate images'. Under section 226 of the Danish Criminal Code, any person who takes pornographic photographs or makes pornographic films or similar recordings of a person under 18 years of age with intent to sell or otherwise distribute the material is sentenced to a fine or imprisonment for a term not exceeding six years.
- Regarding cyberbullying, the Act on Educational Environment states that every student is entitled to a good educational environment, including a mental environment. The Act has a section that focuses on bullying. In this section, it is stated that every school is obligated to have an anti-bullying strategy, including digital bullying. Furthermore, the school is obligated to make a plan of action if a student is being bullied.

Age verification and digital identity systems:

- Denmark has implemented AVMS-directive 2018. This means that video-sharing platforms registered in Denmark are obliged to take appropriate measures to protect minors from content that may impair their physical, mental or moral development. One of these measures can be, if appropriate, establishing and operating age verification systems for users of video-sharing platforms. The same goes for audiovisual media service providers under Danish jurisdiction.
- Traders selling tobacco, nicotine and alcohol products online are obligated to confirm that buyers declare that they are above the set age limit before a sale can go through. Currently, it is sufficient to have a pop-up box where you state whether you are above the age limit. However, in the near future, age verification will be required to be more effective. This could, for example, be done by using the current national eID-solution like [MitID](#), the Danish digital identity system, or by creating a user using a passport or another valid legitimization.

- Minors can access [MitID](#) from the age of 13 years. This is to access various self-service solutions, i.e. online banking or tax information for minors in spare time employment. However, the use of self-service solutions is contingent on the solution's own age limit, not the possession of MitID.
- The Danish Consumer Ombudsman has published [guidelines](#) regarding marketing towards children and minors, including guidelines and recommendations on labelling of commercial content. The guidelines and recommendations are non-statutory. However, the guidelines have been negotiated with industry organisations and other relevant actors and are an expression of best practice. The guidelines explain how the Consumer Ombudsman interprets the laws under the institution's supervision.

	In place	In development	Not in place	Other
DSA legislation enacted	X			
Codes of practice of digital services				X
Consumer code of practice				X
Definition of harmful content				X
Children's complaints mechanism	X			
Bodies can order content removal	X			
Intimate image abuse laws	X			
Cyberbullying laws			X	
Age verification for adult content	X			
Digital identity systems	X			

Table 5: Topic summary - pillar 1: safe digital experiences

Pillar 2 – digital empowerment

Digital empowerment incorporates actions so that all children, including those in vulnerable situations, acquire the necessary skills and competences to make sound choices and express themselves in the online environment safely and responsibly.

Supports in formal and informal education:

- The [Digitisation Strategy](#) addresses the strengthening of children's and youths' digital competences, i.e., by proposing a subject on technology understanding in primary education.
- The [National Agency for Education and Quality](#) has provided recommendations for the use of screens in primary schools in February 2024. This initiative is designed to ensure positive online environments in primary schools and the appropriate use of screens (computers, mobile devices, and interactive boards), contributing to high-quality teaching and student learning.
- To ensure good support for technological understanding in public schools, an initiative will be launched to develop further the new professional field in teacher education, including competence development of teachers in teacher education, which can strengthen the research, knowledge and teaching environment.

Empowering through digital skills:

- The independent [Danish Media Council](#) is part of a national project on media literacy for children and young people aged 5 to 25, especially those in vulnerable positions. The Danish Ministry of Children and Education funds the project.
- The political agreement from 2021 strengthening the digital formation of children and young people contained an initiative to strengthen the central communication effort on how children, young people, and parents can deal with offensive behaviour on the internet.

- On the Ministry of Children and Education's [teaching portal](#), there is free teaching material that consists of four handbooks focusing on critical thinking in teaching. The material aims to give children and young people insight into how the internet works and to support the dialogue about how one should behave online with consideration.

	In place	In development	Not in place	Other
Teaching online safety		X		
Online safety policies in schools	X			
Adequate teacher training		X		
Informal education about online safety			X	
Peer-to-peer training in online safety		X		
Support for digital literacy skills		X		
Children's media literacy		X		
Challenge hate speech/digital civil courage	X			

Table 6: Topic summary - pillar 2: digital empowerment

Pillar 3 – active participation, respecting children’s rights

Active participation, respecting children’s rights, refers to actions which give children and young people a say in the digital environment, with more child-led activities to foster innovative and creative safe digital experiences.

Active participation:

- Educational environment representatives are pupils in primary and lower secondary schools who ensure the perspectives of pupils are represented in the schools' efforts against bullying and to contribute to raising awareness of children’s rights. Additionally, student councils have the right to choose a student as an educational environment representative who collaborates with

the school's management, school board, and municipal council. Involving students ensures the practical implementation of democratic values.

- The Association of Danish Pupils (DSE) is a permanent participant in the forum "[Sammen om Skolen](#)" ("Together for the School")) further raises awareness about children's and youth's perspectives, interests, and rights in primary schools regarding a positive learning environment, both physically and online. The parties involved in "Sammen om Skolen" contribute to raising awareness about children's rights and the decision-making process regarding public school policies and policy development.

Inclusivity:

- The student council at the local school ensures the inclusion of various children's perspectives. Student councils can be formed in schools with grade levels above the 5th grade, which allows for the inclusion of different ages and gender. The composition of the specific student council is based on voluntarism. If the pupils do not form a student council, the principal of the school must encourage them to do so. In this way, children and young people can directly influence their school policy through the student council.

Digital creativity:

- The Danish Media Council is developing a quality label for children's content as a result of the Danish Media Agreement. The label's purpose is to promote content with positive values and a certain quality for children.
- Also, pursuant to [Audiovisual Media Services Directive \(AVMSD\)](#) Art. 7a and the Danish Media Agreement, appropriate prominence will ensure the visibility of Danish public service media, which will increase the visibility of positive digital content and services for the entire population, including children.

	In place	In development	Not in place	Other
Activities to promote active participation				X
Laws that mandate youth participation	X			
Awareness raising on children's rights	X			
Inclusiveness regarding active participation	X			
Child-friendly versions of policy documents			X	
Positive digital content		X		
Activities encouraging digital creativity			X	

Table 7: Topic summary - pillar 3: active participation, respecting children's rights

BIK+ index 2024: Denmark

The BIK+ index has been developed to provide an aggregated at-a-glance overview of the levels of implementation across the two dimensions, BIK policies and BIK+ actions, in Denmark compared to the EU27+2 average. Values are shown in per cent.

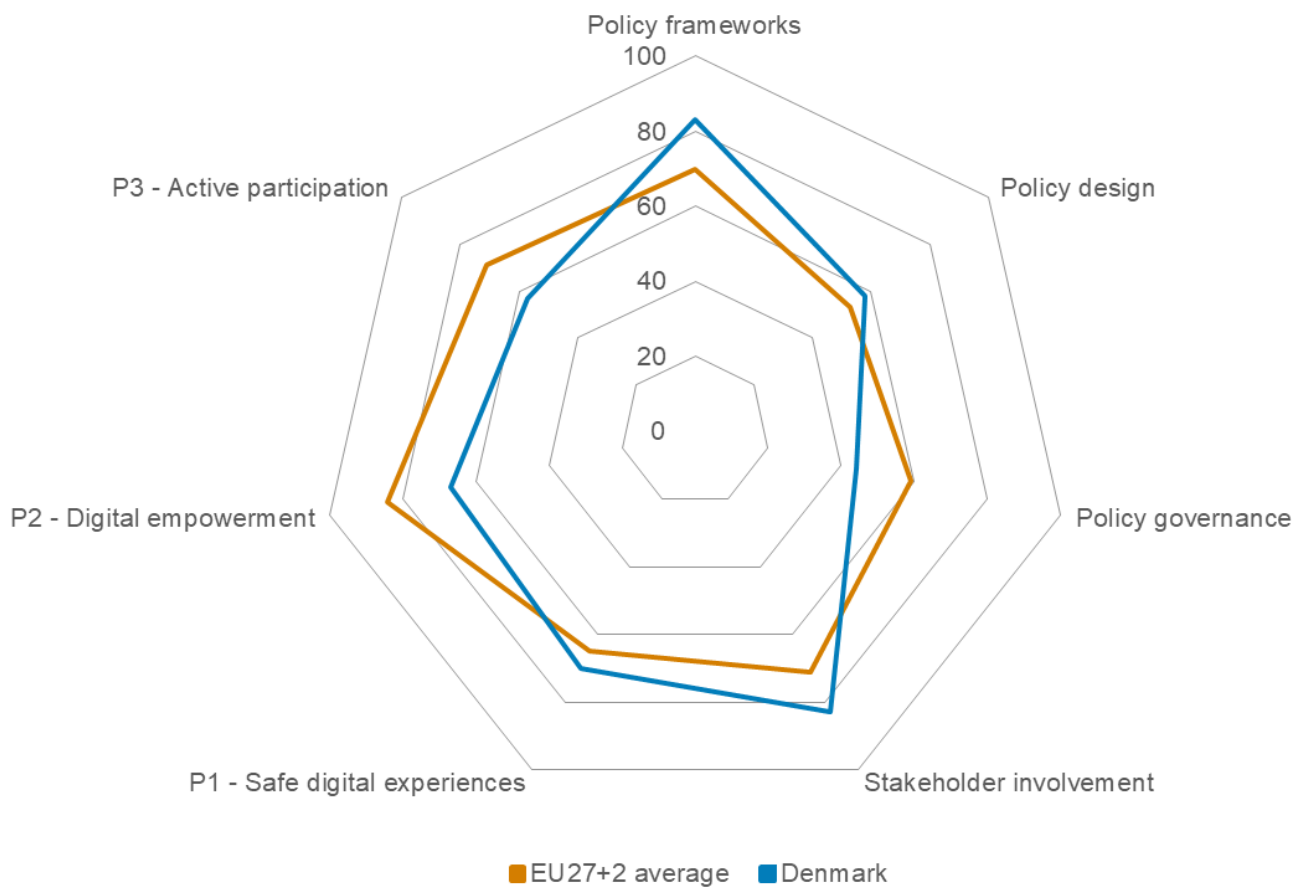


Figure 1: BIK+ index 2024: Denmark - EU27+2 average comparison

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