

# Placing a spotlight on BIK Youth

## What happened in 2024?

### Developing awareness-raising campaigns



BIK Youth helped to shape two new campaigns in 2024:

- AdWiseOnline focused on raising awareness of manipulative marketing practices online.
- MediaSmartOnline spotlighted media literacy initiatives and resources in Europe.

In AdWiseOnline, for example, BIK Youth Ambassadors present a *Game of terms* video series, defining key in-game marketing terms in their own words.

### Evaluating the BIK+ strategy

In summer 2024, BIK Youth Ambassadors contributed to the first evaluation of the BIK+ strategy, assessing its impact on their online lives and future priorities. Initial findings, released on Safer Internet Day 2025, will help shape European policy.



### Shaping the Safer Internet Forum 2024

In November 2024, young people led the Safer Internet Forum, uniting 48 participants from 28 countries to address online harms and cyberbullying. They shaped the event by choosing its title, crafting the agenda, and taking roles as moderators, co-hosts, and presenters.

Go 'behind the scenes' to discover how young people contributed to the success of Safer Internet Forum 2024:



BIK panel  
2024  
Youth

SF  
2024  
YAG

### Developing the new SID mascot



BIK Youth participants were instrumental in creating a new mascot for the annual global Safer Internet Day campaign. They worked with a professional design agency to bring Ally to life – a protective, positive, and relatable companion to support young people in staying safe online.

# What is a ....

## BIK Youth Panellist?

BIK Youth Panellists work with national Safer Internet Centres to match support with young people's needs.

One or two representatives per country form a Youth Panel, amplifying youth voices across Europe.

## BIK Youth Ambassador?



After the BIK Youth Panel programme, participants can become BIK Youth Ambassadors, continuing to advocate for better internet issues and representing youth voices at global events.



BIK Youth Panellists and Ambassadors represent young people's voices globally.

**Examples in 2024 include:**

### European Youth Week


BIK Youth Ambassadors Joana  and Diya  co-chaired a session at the European Parliament titled *Check your facts! The power of digital skills, critical thinking, and open data*. The session focused on tackling misinformation and disinformation in the digital age.

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### Internet Governance Forum

The annual Internet Governance Forum (IGF) brings people together as equals to discuss policy issues related to the internet. Held in Saudi Arabia, IGF 2024 brought together global stakeholders to discuss internet policy. BIK Youth Ambassador João  represented young European leaders, ensuring their voices were heard in shaping the future of the internet.



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### Google Summit on fighting misinformation online

In Brussels, eight BIK Youth Ambassadors participated in the session *Building trust - media literacy with and for young voters*, addressing disinformation trends and media literacy challenges ahead of key global elections.



Want to know more about youth participation in 2024, and plans for 2025? [Check out the BIK Youth corner.](#)

Find out more about youth participation in your country by connecting with [your national Safer Internet Centre.](#)