

Better Internet for Kids (BIK) Policy monitor country profile 2025: FINLAND

The [BIK Policy monitor country profiles](#) summarise findings about the implementation of the BIK+ strategy's three pillars (protection, empowerment, participation) across each of the EU's Member States as well as Iceland and Norway. Download the full [BIK Policy monitor report 2025](#) from the [BIK Policy monitor](#) on the new [BIK Knowledge hub](#) and access the [Finnish country profile online](#) on the BIK Knowledge hub.

Introduction

Finland's integration of media literacy, including online safety, into the national school curricula across all formal education levels is a noteworthy feature of its approach towards BIK+. Finland explicitly recognises children's rights in the digital environment within its national/regional policies and policy documents. Key institutions like the National Audiovisual Institute (KAVI) actively promote media education and coordinate the Finnish Safer Internet Centre (SIC). Initiatives like the national Media Literacy Week, coordinated by KAVI, and the active youth engagement work of the Mannerheim League for Child Welfare (MLL) highlight the commitment to raising awareness and fostering participation.

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 an important and emerging policy priority**, with children's online protection, digital empowerment, and digital participation partially covered in national/regional laws, regulations and policies.
- It is **covered by broader policies rather than separate dedicated policies** that address the protection, empowerment, and participation of children and the digital environment.
- The BIK+ strategy **informs national policies but is not the main influence**.
- National/regional policies and policy documents **explicitly recognise to children's rights in the digital environment**.

	High	Medium	Low	Not present
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:

- Finnish Media Education Policy (2019)
- National Core Curriculum for Basic Education (2014)
- National Core Curriculum for Early Childhood Education and Care (ECEC) (2022)
- Finnish Digital Compass (2023)
- Target state of digitalisation in early childhood education and care, pre-primary, primary and lower secondary education (2023)
- Child Strategy by the Ombudsman for Children (2021)

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**.
- Some but not all aspects of children's experiences of risks, harms and digital well-being** are included in regular surveys.
- Information is regularly gathered to inform policies on children and the digital environment.** However, this **relies primarily on third-party sources**, and there are limited opportunities to commission new data on children's digital activity.
- Existing regular national research funding is available for** research on children and the digital environment, but this is not explicitly specified.
- Monitoring and evaluation of national policies on this topic is **ad hoc, infrequent and not systematic**.

	High	Medium	Low	Not present
Regular data collection		X		
Data on risks, harms and digital well-being		X		
Information systems		X		
National research fund		X		
Monitoring and evaluation			X	

Table 2: Topic summary - policy design

Recent national research studies include:

- The **National Agency for Education** collects data in its Oppika survey that maps students' information and communication technology skills and ways of using technology.

- The Ombudsman for Children releases a bi-annual [Child Barometer](#), and the Finnish Youth Work Society publishes [Youth Barometer](#) as well as independent children and media-related studies. The government funds both organisations.
- The Finnish Institute for Health and Welfare collects data on young people's digital experiences and activities as part of the wider [School Health Promotion Study](#). The survey is carried out every two years in odd-numbered years. The aim of the SHP study is to strengthen the planning and evaluation of health promotion activities at school, municipal, regional and national levels.
- The [Children and Youth Leisure Survey](#) looks at the leisure time of 7-29 year olds, focusing on media, leisure and physical activity. The survey is conducted bi-annually and every other time the report focuses on the media, every other time on hobbies.

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.

- The lead ministry, public agency or regulatory authority **is an informal arrangement depending on the requirements at a particular point in time.**
- **Coordination of policies and their implementation is distributed** across multiple entities.
- **One or more programmes of action are underway to support children's online safety and participation in the digital environment.** However, these lack accountability mechanisms such as defined timelines, assigned responsibilities, or key performance indicators (KPIs).

	High	Medium	Low	Not present
Lead ministry for policy development			X	
National coordination body			X	
National action plan or strategy		X		

Table 3: Topic summary - policy governance

The [Ministry of Education and Culture](#) is responsible for policy development and funding related to early childhood education, schools, higher education, research, youth work, and culture (incl. media literacy). Subordinate agencies include:

- The [National Agency for Education](#) is responsible for normative curricula and teaching development,
- The [National Audiovisual Institute](#) is responsible for promoting media education, children's media skills, and the development of a safer media environment. It also coordinates the [Finnish Safer Internet Centre \(SIC\)](#).
- The [Ministry of Social Affairs and Health](#) is in charge of the planning, guidance and implementation of health and social policy (e.g. preventing violence against children).
- The [Ministry of Justice](#) maintains and develops legal order and legal protection and oversees the structures of democracy and the fundamental rights of citizens (e.g. hate speech prevention). In addition, the ministry funds the Ombudsman for Children.
- The [Ministry of the Interior](#) prepares legislation concerning the police. Its subordinate agencies include the National Bureau of Investigation (NBI), which deals with child sexual abuse material (CSAM) notice and take-down.
- The [Finnish Competition and Consumer Authority \(FCCA\)](#), subordinate to the Ministry of Economic Affairs and Employment (MEAE), is responsible for consumer protection.

The [National Audiovisual Institute KAVI](#) promotes media education, children's media skills and a safer media environment for children in accordance with its statutory

mission. KAVI reports to the Ministry of Education and Culture and coordinates Finland's Safer Internet Centre (SIC). However, KAVI's mandate does not cover all policies, guidelines, and regulations related to children and digital environments. Nevertheless, responsibility is shared between several national actors, and no single body is responsible for overall coordination.

The aim of the Non-Violent Childhoods Action Plan 2020–2025 by the Ministry of Social Affairs and Health is to prevent violence against children aged 0–17 in different growth and operating environments. This also includes digital environments.

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.

- **There are occasional opportunities for different stakeholders to participate** in policy development, but this is infrequent.
- Members of the public are consulted **only when new policies are being developed**.
- **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.

	High	Medium	Low	Not present
Stakeholder forum			X	
Consulting the public on BIK topics		X		
Involvement of young people		X		

Table 4: Topic summary - Stakeholder involvement

- The [Finnish Child Advisory Board](#) supports the Ombudsman. The government appoints the Child Advisory Board to promote children's positions and rights and cooperation between authorities related to them. The Ombudsman for Children chairs the Child Advisory Board. Among other things, different administrative branches, the regional and local level, and organisations are represented in the Child Advisory Board.
- The consultation and participation of children and young people are regulated, in particular, by legislation that applies to them (e.g., the Youth Act, Child Protection Act, Basic Education Act, Early Childhood Education Act). Furthermore, all citizens can give their statements on proposals that are presented in public. A [dedicated portal](#) has been developed for this purpose.

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.

Implementing EU laws

- In Finland, the supervision of compliance with the [Digital Services Act \(DSA\)](#) has been split between [Traficom](#), the Office of the Data Protection Ombudsman and the Consumer Ombudsman. The [Data Protection Ombudsman](#) supervises the identifiability of ideological and societal advertising, the transparency of online advertising and recommender systems, and the protection of minors on online platforms. Articles 26–28 of the DSA provide these online platform providers' obligations.
- The Finnish DSC, [Traficom](#), has nominated [Save the Children Finland](#) and its [Nettivihje](#) hotline as trusted flaggers in June 2024. The DSC and the [National Audiovisual Institute](#) are collaborating in information exchange on a national

survey aimed for children. The DSC is planning a survey for the adult population on some similar issues.

Harmful online content

- The [Criminal Code of Finland](#) addresses solicitation of a child for sexual purposes, sexual abuse of a child and distribution of sexually offensive pictures (including CSAM). The law has been renewed and entered into force on the 1st of January, 2023.
- Finland has [ratified](#) the Council of Europe Convention on Protection of Children against Sexual Exploitation and Sexual Abuse (16 September 2011) and developed the national implementation plan 'Lanzaroten sopimus: Kansallinen toimeenpanosuunnitelma vuosille 2022– 2025'. The implementation of the Council of Europe Convention on preventing and combating violence against women and domestic violence ([Finnish Treaty Series 53/2015](#)) is also relevant.
- The Finnish Hotline [Nettivihje](#), run by Save the Children Finland, is an NGO-based hotline service where anyone can make a report if they suspect they have come across material or activity related to sexual violence against children online.

Harmful online conduct

- The Finnish Criminal Code contains a description of non-consensual dissemination of a sexual image, which states that an image, video or any other visual recording must not be shown or disseminated in such a way that it significantly violates another person's right to sexual self-determination. The act is a criminal offence regardless of whether the image was taken with the consent of the person who appears in it. If a sexual image is taken without the consent of the person who appears in it, the act may be punishable, for example, as sexual assault or harassment.
- Regarding cyberbullying, the Pupil and Student Welfare Act lays down provisions on the right to student welfare of pupils in education referred to in the [Basic Education Act](#) (628/1998) and students in education referred to in

the [Upper Secondary School Act](#) (629/1998) and the [Act on Vocational Education and Training](#) (630/1998). It promotes the well-being, healthiness and safety of the educational institution community and study environment.

- The Finnish Agency for Education has guidelines for preventing bullying and harassment: [Anti-bullying work in schools and educational institutions](#) and [Prevention of bullying, harassment, discrimination and violence](#). The National Development Programme for Youth Work and Youth Policy 2020-2023 also discusses youth empowerment and participation, as well as preventing bullying and grooming.

Age verification

- There are at least two laws concerning age assurance and online content: the [Lotteries Act](#) regulates the age limits of lotteries and gambling. Gambling is prohibited for minors (under 18), and a person needs to verify their age before using the services, both offline and online.
- The [Act on Audiovisual Programmes](#) (710/2011) regulates the classification of audiovisual programmes. According to the Act, providing an audiovisual programme with an age limit of 18 to minors is prohibited. A streaming service owned by the Finnish National Broadcasting Company is not permitted to offer audiovisual content with an age rating of 18.

Commercial content

- The Digital Services Act imposes an explicit ban on dark practices for providers of online platforms. In addition, the national law covers some forms of the identified dark patterns. The [Finnish Competition and Consumer Authority](#) is the authority coordinating the measures regarding unfair and unlawful commercial practices. They have also created [educational materials](#) for citizens about the issue.

Mental health and well-being

- The [Mannerheim League for Child Welfare's](#) (MLL) telephone and chat counselling provides children, young people and parents with empathy,

assistance and advice in online issues as well. In addition, MLL has a [peer-to-peer service](#) for young people who have experienced bullying.

- [For you in social media](#) (*Sua varten somessa*) is a government-funded service of youth workers who combat cyberbullying and online sexual abuse. They work directly in the platforms.
- The [Sekasin chat](#) service is a national discussion platform for young people aged 12–29, operated by several NGOs. Special focus aimed at supporting the mental health of young people.

	In place	In development	Other activity	Not in place
Codes of practice	X			
DSC implemented	X			
Definition of harmful content			X	
Bodies can order content removal			X	
Children's complaints mechanism	X			
Intimate image abuse laws			X	
Cyberbullying laws	X			
Age verification requirements			X	
Digital identity systems (EUDI)	X			
Consumer codes of practice	X			
Mental health measures	X			
Addressing unfair commercial practices			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 for online safety education

- National Core Curriculum for Basic Education (22.12.2014); Pre-Primary Education (22.12.2014); Early Childhood Education (1.8.2022); General Upper Secondary Education (1.8.2021) and common units for Basic Vocational Education Curricula (1.8.2018) all include media literacy (incl. online safety) and are mandatory for education providers. English versions of the curricula are available from the [National Agency for Education](#). In addition, a description of the [target state of digital transformation](#) in early childhood education and care, as well as pre-primary, primary, and lower secondary education, will be completed in autumn 2023.
- Media literacy (including online safety) is integrated into school curricula in all formal education levels. According to a [2017 study](#) (conducted by KAVI) at least some media education (incl. online safety) content should be included in all teacher training curricula. However, the role of media education in teacher education courses varied widely between universities and fields of education.
- Between 2020 and 2023, the Ministry of Education and Culture funded the programme '[Uudet lukutaidot](#)' ('New Literacies'), which aimed to develop the skills of teachers in digital competencies. The programme developed descriptions of competence for media literacy, digital competences, and programming skills to enhance the quality and equality of teaching. Additionally, stakeholders, including the National Agency for Education and the National Audiovisual Institute, offer in-service training for teachers at national and regional levels.
- The Ministry of Education and Culture's [Media Literacy Policy in Finland](#) aims to promote media literacy nationally and includes formal education. Regional

authorities and school districts may have their own school policies or guidelines.

- The Finnish government is drafting a new law limiting mobile phone use in schools. The new law is expected to come into force at the beginning of August 2025.

Digital literacy skills to empower young people

- The Mannerheim League for Child Welfare has a [peer student programme](#) with around 11,000 peer support students reaching almost all schools in Finland. Online safety issues are included in the Peer student scheme.
- The Finnish Association for the Welfare of Older Adults and its [SeniorSurf service](#) is offering services and toolkits for peer-to-peer learning in digital environments.
- Fostering children's critical media literacy is at the heart of Finnish media education and promoting media literacy. Annually, several new materials, campaigns and communication efforts are created and disseminated regarding critical media literacy and combating disinformation. One hub for media literacy content is [Media Literacy School](#), operated by KAVI. Content is collected from several different organisations. The annual [Media Literacy Week](#) (including Safer Internet Day) presents several new materials and events every February and disseminates them all year round. Some latest examples of new content: [Be Vigilant on the Web](#), [AI guide for teachers](#) (by Faktabaari), and [Online Safety - A Guide for Parents and Guardian](#).

	In place	In development	Other activity	Not in place
Teaching online safety	X			
Online safety policies in schools	X			
Informal education about online safety	X			
Adequate teacher training	X			

Basic digital skills training	X
Critical media literacy	X
Creative digital skills	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

- The [Centre of Expertise for Participation](#) (Osallisuuden osaamiskeskus) promotes overall participation and youth engagement at the national level.
- The Ministry of Education and Culture's [Media Literacy Policy in Finland](#) aims to promote active participation of children and young people; The Mannerheim League for Child Welfare also has active youth participation work directly promoting the BIK+ principles.
- The Mannerheim League for Child Welfare has active youth participation work that directly promotes the BIK+ principles. [Digiraati](#) (Digital panel) is an online service where you can participate in discussions on various current topics. The service aims to offer all children and young people under the age of 29 an equal opportunity to have their voices heard in social issues.

Supporting children’s rights

- The [Finnish SIC](#) undertakes awareness-raising work on children’s rights in digital environments, especially youth participation work. In addition, the [Centre of Expertise for Participation](#) and the [Centre of Expertise for Digital Youth Work](#) are also active in promoting awareness of digital rights.
- The [Media Literacy Policy in Finland](#) aims to ensure that media literacy is comprehensive in terms of content, perspectives, target groups, and geographic distribution; KAVI has published [instructional principles](#) towards

more inclusive media literacy. By implementing the BIK+ strategy, the Finnish SIC will promote media literacy and online safety of children in vulnerable positions. In addition, different actors and organisations have their own policies and rules to ensure inclusiveness.

Digital inclusion

- There are several NGOs that offer services and programmes to marginalised groups, NGOs like [The Deaconess Foundation](#), [Sosped Foundation](#), and the [Finnish Refugee Council](#).
- The National Broadcasting Company YLE has a media literacy project, 'Uutisluokka' ('News class'), and a journalistic branch, YLE Mix, that produces news for child audiences. YLE children's programs have offered content on online safety and media literacy. The largest daily newspaper in Finland, Helsingin Sanomat, also offers children's news ('Lasten uutiset') every Friday in a video format and as online articles.

	In place	In development	Other activity	Not in place
Promoting active participation and civic engagement	X			
Involvement in policymaking	X			
Awareness raising on children's rights	X			
Child-friendly versions of policy documents				X
Addressing digital inequalities	X			
Supports for marginalised groups			X	
Positive digital content	X			

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

Best practices

Example 1

Media Literacy Week (MLW) is a national awareness-raising campaign for media literacy and media education. The week is coordinated by the National Audiovisual Institute and is held in collaboration with around 60 to 70 partner organisations. Teachers and other professionals participate during the week. In 2024, it was the 12th MLW.

Example 2

The Mannerheim League for Child Welfare's **YouthNet** (YN) website and its social media channels provide a platform for online youth participation activities. In YN, young people can find awareness of information and tools, express their views and productions publicly, reach the Helpline services, and share peer support concerning their use of online technologies. The platform is utilised to get a youth perspective for awareness raising.

Example 3

The Finnish SIC's **hotline main website** is operated by Save the Children Finland. The **Nettivihje website** links to information and materials on how to protect children from sexual abuse and on safety skills. The website has sub-pages for professionals working with children, children and their caretakers, and general internet users. Furthermore, www.nettivihje.fi/ilmoita is a reporting website for internet users to report child sexual abuse material (CSAM), grooming of children for sexual purposes online, if a child's nude image is being spread online, and child trafficking related to sexual abuse. The hotline also has a reporting website designed specifically to encourage and facilitate the reporting of young people.

BIK+ index 2025: Finland

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 Finland compared to the EU27+2 average. Values are shown in per cent.

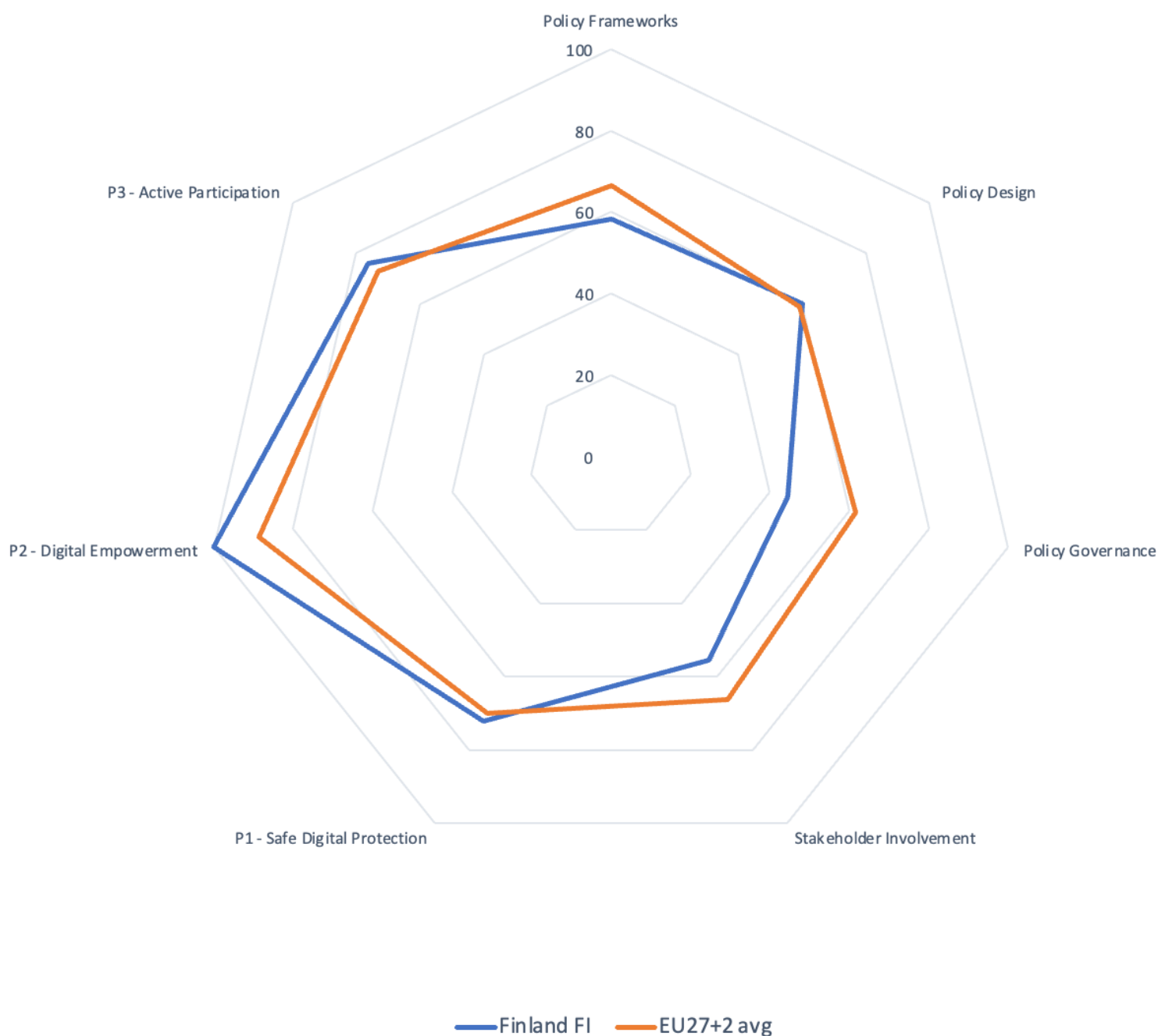


Figure 1: BIK+ index 2025: Finland - EU27+2 average comparison



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