

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

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 [Swedish country profile online](#) on the BIK Knowledge hub.

Introduction

Sweden incorporated the United Nations Convention on the Rights of the Child into national law on 1 January 2020, creating a basis for a child rights-based approach in all public activities. Through new assignments in the regulatory letters for 2024, which were sent out to government agencies on 10 January 2024, the Swedish government is taking the initiative to increase knowledge and strengthen competence regarding children's rights among public actors as part of its strategic and systematic efforts to ensure children's rights. The initiative aims to specifically contribute to ensuring that children are given opportunities for participation and that authorities and their services are accessible and adapted for children. On 16 January 2025, the government tasked the Swedish Agency for Public Management with following up on the government's strategic work on children's rights and providing suggestions on how this work can be developed in the future.

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.
- There are **separate, dedicated policies that address children and the digital environment** (protection, empowerment, and participation).
- **The BIK+ strategy informs national policies but is not the main influence.**
- **Children's rights in the digital environment are implied** rather than explicitly recognised in policies regarding children and 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:

- Since 2020, the **Convention on the Rights of the Child** has been recognised as Swedish law (SFS 2018:1197). The law does not explicitly mention the digital environment; however, it does recognise children's rights to life, survival and development and the right to be protected.

- The [Swedish Radio and Television Act](#) (2010:696) contains provisions aimed at protecting children from depictions of violence and pornography. These regulations apply to on-demand services. Additionally, the Act includes requirements specifying that a provider of a video-sharing platform shall take appropriate measures to ensure that user-generated videos, television programmes, and audiovisual commercial communications containing realistic depictions of violence or explicit pornographic content are not provided in a manner that poses a significant risk of exposure to children unless it is justifiable for specific reasons.
- [Sweden implements the General Data Protection Regulation](#) (GDPR), which includes provisions for protecting children's privacy online, ensuring that services targeting children adhere to strict data collection and usage guidelines. Personal data relating to children is regarded as particularly sensitive under the data protection regulation, as children may face greater challenges in assessing the risks associated with disclosing their information and in understanding their rights to the protection of such data. As with adults, there must be a legal basis, a lawful foundation, for processing personal data concerning children. You can read more about this on the Swedish Authority for Privacy Protection's website.
- The [Digital Services Act \(DSA\)](#) is a new EU legislation that came into full effect on 17 February 2024, aiming to combat illegal and harmful activities on the internet and reduce the spread of false or misleading information (disinformation). According to the [Swedish Regulation](#), the Swedish Post and Telecom Authority (PTS), the Swedish Agency for the Media (Memy), and the Swedish Consumer Agency oversee compliance with DSA in Sweden. Memy is responsible for protecting children and young people under the provisions of the DSA.
- On 19 May 2023, the Swedish government [issued a mandate](#) to the Public Health Agency of Sweden and the Swedish Agency for the Media (then the Swedish Media Council), to compile knowledge on the relationship between health effects and digital media use among children and young people. The

Public Health Agency shall develop age-appropriate recommendations and guidelines for digital media use based on this research. As a third part of the assignment, both agencies shall disseminate the knowledge, recommendations and guidelines to children, young people, parents, carers, and other relevant stakeholders. The knowledge compilation was finalised in June 2024, and the [recommendations and guidelines](#) were finalised during the autumn of 2024. The agencies will continue in 2025 to disseminate the results to the public.

- On 26 January 2025, the Swedish government [issued a mandate](#) to the Swedish National Council for Crime Prevention (Brå) and the Swedish Defence Research Agency (FOI) to study how criminal networks recruit and influence children and youth online. They are also asked to propose measures to counteract this recruitment. Brå will focus on the role of digital platforms and legal cases involving recruited youth. At the same time, FOI will investigate the marketing of criminal lifestyles online and its impact on young people's attitudes towards crime and violence.
- On 20 January 2025, the Swedish government [issued a mandate](#) to the Swedish Defence Research Agency (FOI) to increase the knowledge on how a criminal lifestyle is marketed in social media and other digital environments, as well as how this influences children's and young people's attitudes towards violence and crimes.
- Online safety issues for all age groups are addressed in the government's [strategy for democracy support through Swedish party-affiliated organisations 2024–2027](#). A goal of [Sweden's Youth Policy](#) is for all young people to be able to shape their own lives and influence society's development.
- '[A Childhood Free From Violence](#)' (SOU 2022:70) is a government official report proposing a national strategy concerning violence against children. At the time of writing, the inquiry circulates between organisations for comments before it is up for decision. The five overarching goals are: 1) violence against children shall be prevented, 2) violence against children shall

be discovered, 3) children shall receive protection, support, and the treatment they are entitled to, 4) children's rights in criminal trial procedures, and 5) knowledge of the field and method development shall be strengthened.

- 'Improved Possibilities for Children to Demand their Rights in Accordance with the Convention of the Rights of the Child' (SOU 2023:40) is a commission of inquiry (set up by the government) that also currently is in the process of consultation.

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.

- There is a **regular (e.g., annual or bi-annual) nationally representative survey** specifically focused on children's digital activity which informs national policies on this topic.
- **Regular (e.g., annual or bi-annual) surveys include measures of children's experiences of risks, harms and digital well-being.**
- **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).
- **Existing national research funding is available for research** on children and the digital environment, but this is not explicitly specified.
- **Policies are monitored and evaluated but not systematically.** It depends on the needs at a particular time or when policies are being considered.

	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 Swedish Agency for the Media continues its task of monitoring and analysing the development of media usage among children and young people. This ongoing research results in three bi-annual reports titled, Småungar & medier ([Small children and media 2023](#)), Ungar & Medier ([Children and Media 2023](#)), and Föräldrar & medier ([Parents and media 2023](#)). Three new reports are planned to be published in 2025.
- The government committee report 'Sexual exploitation for pornographic purposes – violence that need to be acknowledged' (SOU 2023:98) has been out on consultation and an official proposal is being prepared.
- The government inquiry 'Improved Possibilities for Children to Demand their Rights in Accordance with the Convention of the Rights of the Child' (SOU 2023:40) has been out on consultation and an official proposal is being prepared.
- The report of the Public Health Agency and the Swedish Agency for the Media's knowledge compilation on [digital media usage and health among children and young people](#) has been finalised. The report is among other things based on consultations with children, young people and parents/carers. It is also a part of the government assignment issued to the two agencies in 2023.

- Regular surveys and studies are conducted to monitor various aspects of children's digital activities, including their media usage habits and online behaviours. These surveys are often part of broader research on youth behaviour or digital media consumption. One notable example is [Mediebarometern](#), a comprehensive annual survey, conducted by the government financed research institution Nordicom, that tracks the Swedish population's access to and use of various media.

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 different ministries** with leadership distributed according to the area of specialisation.
- Coordination of policies and their implementation is distributed across multiple entities.**
- One or more programmes of action is/are underway supporting children's online safety and participation in the digital environment.** However, these lack accountabilities 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

- Policy development concerning children's online safety and digital activity happens across various ministries, depending on the subject matter. For

instance, the Ministry of Social Affairs, the Ministry of Culture, the Ministry of Finance, and the Ministry of Justice.

- The [Swedish Agency for the Media](#), which reports to the Ministry of Culture, plays a central role in overseeing various initiatives related to digital media and online safety for children. The agency coordinates the Swedish Safer Internet Centre, which is part of the wider Digital Europe Programme. It aims to promote a safer online environment for children and young people through awareness campaigns, educational tools, and resources for parents, educators, and children themselves. The [Swedish Safer Internet Centre](#) also includes a helpline and a hotline for supporting children and young people in their online lives and reporting online sexual abuse material. The helpline and hotline are separately operated by two child rights organisations, [Bris](#) and [Ecpat](#).
- The Public Health Agency of Sweden has a national responsibility for public health issues and works to ensure good public health and works with several issues regarding children and the digital environment.
- Although the Swedish Agency for the Media is a key actor in the coordination of initiatives related to children's digital safety, the overall responsibility for policy development and implementation remains distributed across multiple entities rather than being managed by a one clearly defined body with measurable objectives.

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 is a **designated multi-stakeholder forum in place** which facilitates the involvement of all relevant stakeholder groups.
- **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 Swedish Government Offices use civil society consultations, or [Sakråd](#), as a tool to discuss and hear the relevant stakeholders in a specific policy area. There is no permanent structure regarding children and the digital environment specifically, but meetings are held with stakeholders on an ad hoc basis.
- Sweden's adherence to Article 12 of the UN Convention on the Rights of the Child underscores the right of children to express their views freely in all matters affecting them, including those related to their digital activity. Children are consulted through various means such as surveys, consultations, and research projects, ensuring their input helps guide the design of policies concerning them. The [Swedish Ombudsman for Children](#) plays a crucial role in promoting children's participation in these processes. The agency emphasizes that children's involvement is essential not only for fulfilling their rights but also for ensuring that policies truly serve the best interests of children.
- The [Swedish Agency for the Media](#) incorporates feedback from young people into its reports and initiatives, which inform policy decisions on digital media use. This aligns with Sweden's commitment to Article 12, ensuring that children's voices are heard and respected in shaping policies that affect their digital lives. The agency regularly consults children and young people in their

operations. In total, the Swedish Agency for the Media has consulted over 400 children and young people during 2024.

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 relation to the national implementation of the [Digital Services Act \(DSA\)](#), three competent authorities have been designated as digital service coordinators: the [Swedish Post and Telecom Authority](#), the [Swedish Agency for the Media](#) and the [Swedish Consumer Agency](#). The [Swedish Post and Telecom Authority](#) is designated as the national coordinator.
- The Swedish Post and Telecom Authority (PTS) has undertaken specific actions in the implementation of the Digital Services Act (DSA). They have introduced a report form on their website for the public and established a dedicated website, [Digital Trygghet](#). Additionally, PTS has designated Ecpat Sweden as a Trusted Flagger and is currently developing an information campaign aimed at children and young people. Further measures and actions are currently under development.
- The Swedish Agency for the Media is responsible for obligations concerning Art. 28 within the DSA.

Harmful online content

- The [Radio and Television Act \(2010:696\)](#) states that user-generated videos, TV shows, and audiovisual commercial messages with substantial depictions of violence of lifelike characters or with pornographic pictures should not be available in a way that there is a substantial risk for children viewing them.

- In Sweden, the [Swedish Police Authority](#) have the authority to take action against illegal online content, such as child sexual abuse material (CSAM), and can order its removal or blocking under Swedish law. The Police are the primary authority responsible for handling crimes involving harmful content and can request the removal of such material from the internet. In February 2025, the Swedish government stated that it will put forward proposals to enhance the Swedish Police Authority's ability to act against illegal content online.
- The Swedish Agency for the Media plays a key role in regulating media content, particularly in broadcast and online media. However, the agency does not have the direct power to remove harmful content from the internet. Instead, the agency enforces regulations and guidelines on digital platforms and broadcasters to ensure compliance with laws protecting children from harmful content.
- The Swedish Data Protection Authority (IMY) does not have the power to remove content from the internet, but can make decisions if content violates data protection rules. If harmful content is identified, [IMY can instruct](#) the party responsible or organisation to remove it. However, IMY does not handle criminal cases such as cybercrimes or defamation—these are the responsibility of the Police.

Harmful online conduct

- Non-consensual sharing of intimate images is considered a criminal act and is covered under the Swedish Criminal Code (unlawful breach of privacy, defamation, exploitation of a child, etc.), depending on the content of the image as well as the age and pubertal development of the victim.
- While there is no specific law for cyberbullying or 'cyberhate' ('Näthat'), Swedish law covers online harassment through existing criminal provisions. Online abuse may fall under various offenses, such as: Defamation (Förtal) or insult (Förolämpning. If false and harmful accusations are made online, they can be reported as defamation or insult under Swedish law. Unlawful threats

(Olaga hot) and Harassment (Ofredande) can apply if someone is threatened or repeatedly harassed online.

- With regard to cyberbullying, schools and all of their staff are responsible for preventing and also investigating all forms of harassment or offensive behaviour according to the [School Act \(2010:800\)](#), Chapter 6, Sections 3 and 10. They are also obliged to act to ensure that the [harassment or offensive behaviour](#) is stopped. The [Swedish National Agency for Education](#) states on its website that social media or other digital communication is included in this responsibility.

Age verification

- Sweden, through agencies like the Agency for Digital Government (DIGG) and the Post and Telecom Authority (PTS), is actively participating in the European Union's efforts to implement the European Digital Identity (EUDI), which includes the development of digital identity wallets. The decision-making process of making digital identity wallets available to minors is currently ongoing.

Commercial content

- [Marketing in social media](#) is, for instance, regulated by the [Marketing Act \(2008:486\)](#). The law says that it must be clear to the viewer that it is commercial content. It must also be communicated directly so the viewer immediately understands that it is commercial; otherwise, it can be a question of hidden marketing. This can be achieved by visibly labelling the content.
- The Swedish Consumer Agency provides clear and binding regulations on social media advertising, which include influencer marketing. Specifically, they have issued guidelines emphasizing that influencers must clearly disclose when content is sponsored or otherwise commercial. These rules are enforceable under the Marketing Act (2008:486). The [guidelines](#) aim to protect consumers from misleading advertising, with an emphasis on

transparency and consumer protection, particularly for vulnerable groups such as children.

- The Swedish Advertisers Association has issued a [comprehensive guide to influencer marketing](#), which outlines the ethical and legal responsibilities of marketers and influencers. This guide focuses on ensuring that all advertising is clearly identified and provides detailed instructions on how influencers should disclose paid collaborations. These recommendations are not statutory but are widely followed within the industry.
- The [Swedish Advertising Ombudsman](#) (RO) offers stakeholders the opportunity to receive advice on upcoming campaigns and access to their password-protected Knowledge Portal. The decisions made by the RO also serve as guidance on what constitutes ethical marketing. These decisions provide valuable insights into how advertising practices, including influencer marketing, should be handled to maintain ethical standards and avoid misleading or inappropriate content, particularly when aimed at minors.
- Starting from 01 January 2025, advertisements reported to Reklamombudsman will be evaluated according to the [updated](#) International Chamber of Commerce's (ICC) [Marketing Code](#). The new rules include guidelines for AI-generated advertisement, marketing communication delivered via influencers and algorithms, and a new chapter specifically addressing advertising targeted at children and young people. This updated code aims to adapt to emerging digital marketing trends and ensure that ethical practices are maintained in the face of new technologies and strategies.

Mental health and well-being

- On 10 January 2025, the Swedish government presented a [new national strategy](#) within mental health and suicide prevention. The strategy is in force 2025 to 2034 and aims to improve mental health, reduce suicide rates, and address mental health disparities, including among children and young people. The strategy involves 27 government agencies and various

stakeholders, coordinated by the Swedish Public Health Agency and the National Board of Health and Welfare.

- In 2024, the Swedish Public Health Agency published [general recommendations and guidelines](#) on digital media use for children and young people. The recommendations and guidelines are part of the government assignment the Swedish Public Health Agency has together with the Swedish Agency for the Media, 2023- 2025, on children's and young people's digital media use in relation to mental and physical health.

	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

- On 20 November 2023, the government issued the Swedish National Agency for Education with the [mandate](#) to develop general advice and recommendations on using teaching tools in education. The Swedish government also [started a commission](#) on 25 September 2024 to examine how a regulation for the collection of mobile phones and other electronic communication equipment during the school day could be designed.
- In Sweden, teaching online safety has been integrated into the [national curriculum](#). The curriculum for primary and junior high schools (Lgr22) includes digitalisation and describes it as a “complex world that students need to learn how to navigate.” The curriculum states that there are opportunities as well as risks associated with digital communication and that students need to learn to communicate safely and responsibly.
- Moreover, on 25 February 2025, the [official report on new curricula](#) for compulsory schools (SOU 2025:19) was presented to the government. This report also contains proposals concerning changes around education and digitalisation. On 27 February 2025, the Swedish Government announced [changes to the curriculum](#) for Swedish preschools. Among other things, the change concerns reduced screen time for the children.
- The Swedish National Agency for Education provides material for teachers regarding online safety. The agency’s objective with the material is to enhance the teachers’ understanding of online safety and incorporate those perspectives in their teaching. The agency considers that online safety has several perspectives, such as safe password use, harassment on digital platforms, and information search, to name a few.

- Sweden has introduced a national initiative to ensure teacher training on online safety through the [Safe Internet Use-training module](#) ('Säker användning av nätet'). This programme is aimed at primary and secondary school teachers, school librarians, and school health staff. The module covers key topics such as young people's online behaviour, cyberbullying, gaming, and information security. It is based on a collaborative learning approach, encouraging teachers to work together and apply what they learn to their own classrooms.

Digital literacy skills to empower young people

- Starting in 2018, digital competence was integrated into the national curricula for all school forms in Sweden, including the curriculum for pre-schools.
- Sweden's local municipalities have a high level of self-government. Many of the country's 290 municipalities have digital policy documents addressing digital literacy, e.g., within the Department of Education and Childcare.
- Media literacy is included in the curriculum for all levels of education. The Swedish Agency for the Media coordinates MIL work in Sweden. The agency runs a network with multiple actors from the public and civic sectors engaged in MIL formal and informal education and awareness activities. It also hosts an online resource bank where network members can share resources, such as media and learning materials. The government has tasked the agency to enhance media and information literacy (MIL) nationally in 2024 and 2025. This involves collaboration with the MIL Sweden network to develop and disseminate educational material.

	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 [Swedish Agency for Youth and Civil Society](#) is responsible for strengthening youth participation in democracy on a national level, and this work is conducted online as well as offline. The [National Youth Policy](#) states that young people must have influence in their lives and in societal development, but it does not mandate participation.
- The [Swedish Agency for the Media](#), the [Swedish Internet Foundation](#) and [Plan International](#), among others, all have material online for both children and teachers to raise awareness of children’s rights concerning the digital environment.

Supporting children’s rights

- There is currently no system in place to publish child-friendly versions of policy documents or policy initiatives relevant to BIK+ topics.
- The Convention of the Rights of the Child, incorporated into Swedish law (2018:1197), stipulates all children’s right to information. However, there is no other national system; every authority is responsible for its own methods, dissemination, and phrasing of information. [The National Ombudsman for the Child](#) advises on how to communicate directly with children, and there is a

national network for agencies concerning communicating with children during crises.

- The Children's Ombudsman is also tasked with collecting, analysing, and disseminating practices related to the UN Convention on the Rights of the Child to public entities. The Children's Ombudsman has also been assigned to develop methodological support for government agencies, municipalities, and regions in their efforts to make their activities known to children.
- The [Swedish Agency for Youth and Civil Society](#) is responsible for strengthening youth participation in democracy on a national level. Until 2025, MUCF runs a collaboration with six municipalities and one region. The goal is to develop new methods for increasing young people's knowledge of and participation in local democracy. The focus is to especially promote inclusion of young people who, in one way or another, feel excluded from society.

Digital inclusion

- Sweden has undertaken several initiatives to address digital inequalities that may affect children's ability to participate fully in the digital environment. These efforts focus on improving digital inclusion and ensuring equal access to digital tools.
- In 2016, the Swedish government developed 2016 a [national strategy](#) to ensure broadband access across the entire country, including rural and remote areas. The strategy's objective is for all of Sweden to have access to high-speed broadband by 2025.
- A Swedish Post and Telecom Authority (PTS) [report](#) published in 2024 focuses on addressing digital exclusion in Sweden, especially among vulnerable groups. The report outlines several measures to enhance digital inclusion, including digital literacy training, especially through public libraries and broadband expansion in rural areas. The report stresses the importance of ensuring that all individuals, regardless of background, can fully participate in the digital world through improved access and skills.

- In February 2025, PTS received a new government assignment to investigate the conditions for introducing state support for the expansion, management, and operation of mobile service infrastructure in areas lacking sufficient coverage or capacity. This initiative aims to enhance mobile connectivity across the country, particularly in regions where commercial incentives are insufficient.

	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

BIK+ index 2025: Sweden

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

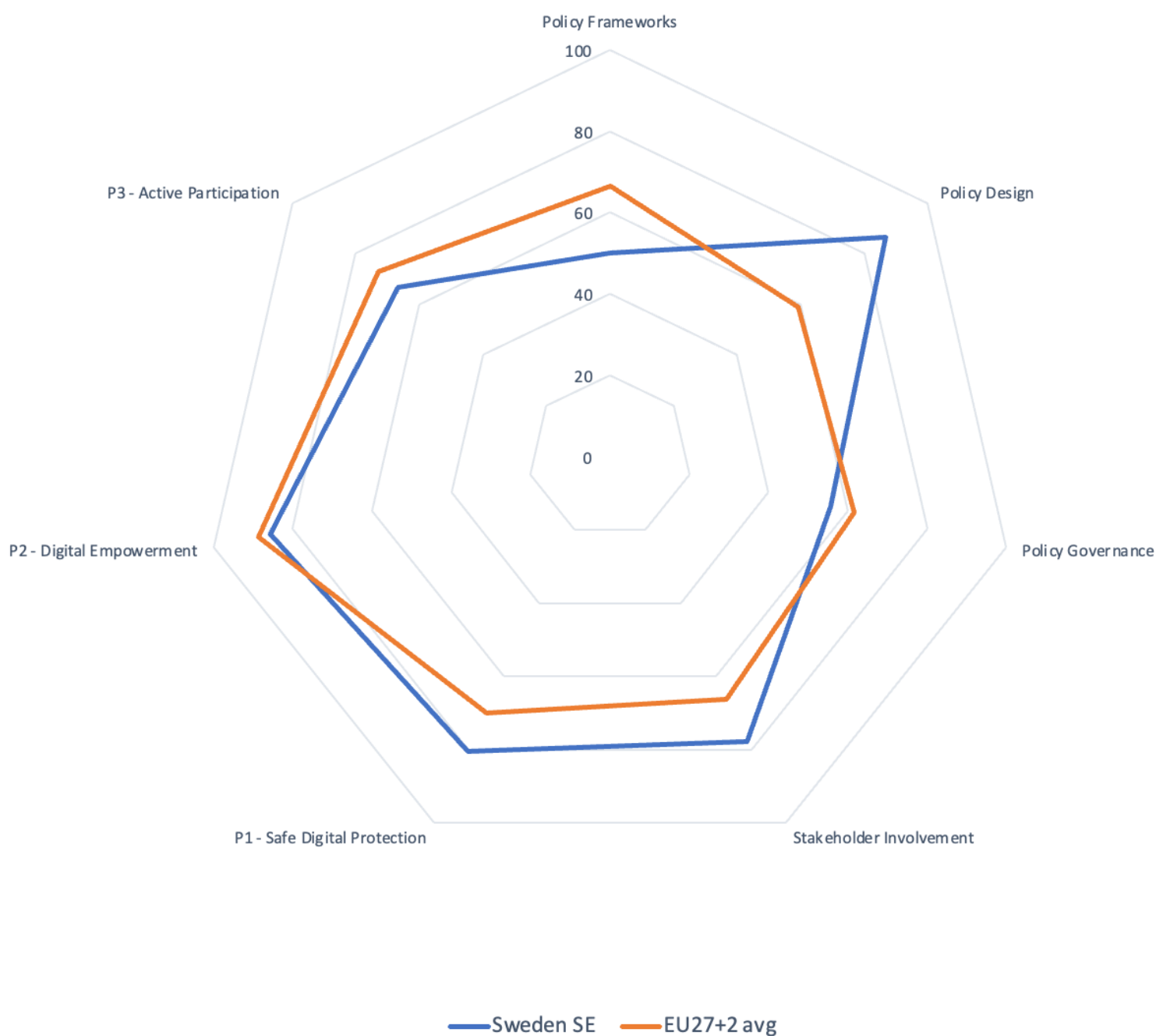


Figure 1: BIK+ index 2025: Sweden - EU27+2 average comparison



better-internet-for-kids.europa.eu



[@Insafenetwork](https://twitter.com/Insafenetwork)
[@safeinternetday](https://twitter.com/safeinternetday)



facebook.com/saferinternet
facebook.com/SaferInternetDay



linkedin.com/company/better-internet-for-kids



youtube.com/@betterinternetforkids



info@betterinternetforkids.eu

Better Internet for Kids