



What is the BIK+ strategy?

The **European strategy for a better internet for kids (BIK+)** aims to make the internet a safer and better place for children and young people.

It consists of **three pillars**:

01

Safe digital experiences

Protecting children from seeing or experiencing things online that make them feel scared, sad or uncomfortable.

02

Digital empowerment

Helping young people get the skills they need to use the internet in smart and safe ways.

03

Active participation

Letting young people share their ideas and be part of the decisions about the online world.



Why we evaluated the BIK+ strategy?

This was the first evaluation since the strategy was adopted in 2022. Reviewing changes helps us identify what works and what needs further attention, to make the internet safer for everyone.



Who shared their views?



750+
young
people
across
the EU



55+
experts on
kids'
online
safety



300+
carers
and
educators

Key findings

BIK+
strategy



First evaluation
2025 edition



SCAN ME

Children and young people



Liked:

- ✓ The positive steps taken to make online spaces safer.
- ✓ Recognise initiatives that teach and support safe and smart internet use.

What is needed:

- ✗ Tackling exposure to negative, undesired content and behaviour, like cyberbullying.
- ✗ Better protection of privacy and personal data.
- ✗ Clearer terms and conditions and easier reporting tools.
- ✗ Age verification enforced by the platforms.

Experts on kids' online safety



Liked:

- ✓ Critical role of Safer Internet Centres.
- ✓ Collaboration between different sectors (e.g. online services, schools, etc.).

What is needed:

- ✗ Better coordination of rules and laws across EU and cooperation between regulators.
- ✗ Continued funding of the Safer Internet Centres.
- ✗ More research on how digital world affects children.

Parents and teachers



Liked:

- ✓ Goals of the BIK+ strategy, including their adaptability to different age groups.

What is needed:

- ✗ Integration of digital education into school programmes.
- ✗ More support to teach their children safe digital habits.
- ✗ Active support and monitoring of children's activities online.
- ✗ Easy-to-use verification and privacy tools.

Recommendations for action

01

Make reporting easier

for problematic content, and make sure it's followed by quick action.

02

Include digital literacy

in school programmes.

03

Provide more opportunities for children and young people

to participate, so they can be an active part of making decisions that will impact digital services.

04

Conduct more research

on the effects of digital technologies on children's well-being.

05

Support school and families

in enhancing digital literacy.



European
Commission



Better Internet for Kids