

Better Internet for Kids and #SaferInternet4EU



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FOREWORD



Commissioner Mariya Gabriel

Commissioner for Digital Economy and Society

“Our children are growing up in an environment surrounded by an increasing number of digital devices and connected technologies. This new digital era offers unprecedented opportunities in education, communication and entertainment, but it also comes with certain risks. For many years, the European Commission has worked together with a wide range of stakeholders, providing a set of complementary measures, including funding, coordination and an appropriate regulatory framework, to ensure a safe and enriching digital environment for young people.”

“In 2018, I was happy to launch the #SaferInternet4EU campaign with its focus on online safety, media literacy and cyber hygiene. With Safer Internet Centres’ strong engagement, many resources were available, dozens of events were organised across Europe, and interesting initiatives were launched at the European level. All of this to help children, parents, teachers and EU citizens to become responsible and empowered digital users. To actively involve even more Europeans, we launched a MOOC with resources and activities on fake news, cyberbullying and radicalisation, and an online learning event about cyber hygiene. Safer Internet Day 2018, a #Back2School campaign and the #SaferInternet4EU Awards are other success stories of 2018. The work done by the Insafe and INHOPE networks was remarkable. Safer Internet Centres worked hard on the ground, keeping up with the latest developments, exchanging experiences, giving support through helplines, and contributing to a faster take down of child sexual abuse material through hotlines.”

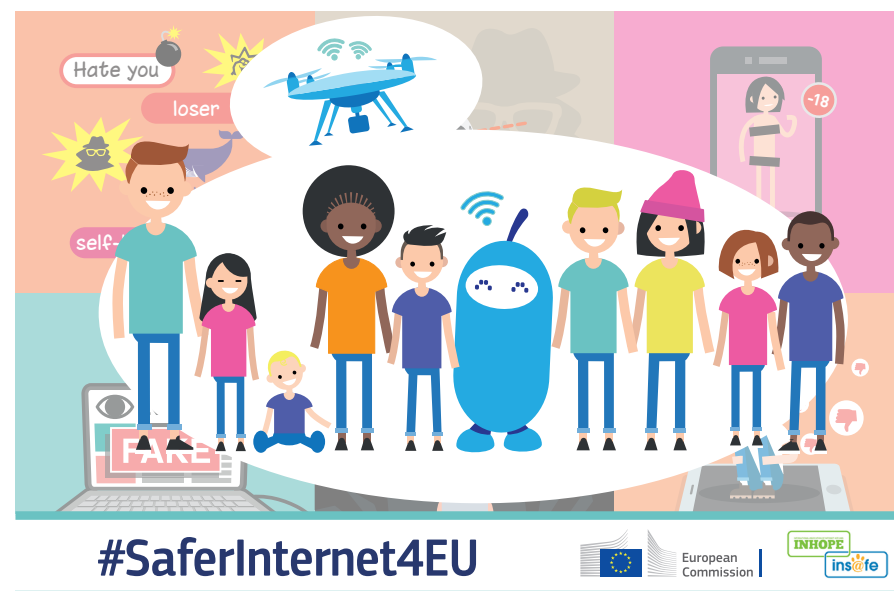
“Children’s online and offline wellbeing is one of the European Commission’s priorities and we will continue to provide prompt and effective responses to online safety issues under the new Multiannual Financial Framework. A safer and better online environment for our children and young people will be a safer and better online environment for everyone.”

BACKGROUND TO BETTER INTERNET FOR KIDS AND #SAFERINTERNET4EU

Building on a succession of Safer Internet programmes, Better Internet for Kids (BIK) is a European Commission-funded initiative aiming to create a better internet for Europe's children and youth. The BIK initiative is now in its second cycle under the Connecting Europe Facility (CEF) funding instrument. This report provides an insight into some of the key achievements and areas of focus during 2018.

BIK is managed on behalf of the European Commission by European Schoolnet (EUN), which coordinates the Insafe network of awareness centres, helplines and youth panels, in partnership with INHOPE (the International Association of Internet Hotlines), dedicated to the removal of illegal online content. These combined strands are commonly referred to as *Safer Internet Centres (SICs)*, operating in Member States, Iceland and Norway in the drive to keep children and young people safe online.

Jointly, European Schoolnet and INHOPE support SICs in responding to the latest online issues, helping to promote the many opportunities the online world offers, while also addressing the challenges. And while Europe's children and youth are the main benefactors of this work, BIK also reaches out to, and collaborates with, a range of other stakeholders – parents and carers, teachers and educators, researchers, industry, civil society, decision makers and law enforcement – so reflecting the fact that we all have a role to play in creating a better internet. Additionally, BIK increasingly reaches beyond Europe and impacts upon better internet approaches right across the globe.



2018 has seen many developments and new initiatives under the EC's BIK umbrella, many of which are discussed in more detail in the following sections. Most notably during 2018, however, was the launch of the #SaferInternet4EU campaign, acting as a backdrop to many of these activities and raising visibility of online safety challenges – and responses – across Europe.

Better Internet for Kids and #SaferInternet4EU

Launched on Safer Internet Day (SID) 2018 (Tuesday, 6 February) by Mariya Gabriel, Commissioner for Digital Economy and Society, at an event at the European Parliament in Strasbourg, the #SaferInternet4EU campaign contributes to the EC's [Digital Education Action Plan](#) which includes 11 actions to support technology use and digital competence development in education.

The main aim of the #SaferInternet4EU campaign is to build on the existing programmes of work in Europe in creating a safer and better internet to provide an enhanced focus on helping EU citizens – and especially children, young people, parents and teachers – to become empowered and responsible digital users.



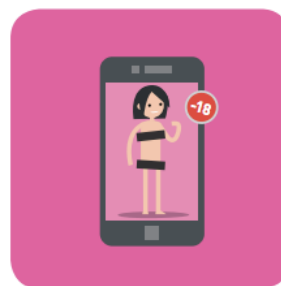
Fake News



Cyberbullying



Privacy concern
in connected toys



Sexting



Exposure to harmful or
disturbing content



Grooming

The #SaferInternet4EU campaign placed a spotlight on the most frequent and emerging internet risks throughout 2018

Across the course of 2018, the campaign has covered a wide range of topics, such as critical thinking, media literacy, and the digital skills necessary to identify and combat fake news and the risks brought by emerging online technologies and connected devices, while also providing tips on cyber hygiene. Throughout the year, the campaign has been delivered through a range of actions, initiatives, awareness-raising tools, events and mini-campaigns, all complementing the core BIK work. Discover more about these actions, and their respective impact, in the interactive timeline which follows.

2018 IN REVIEW

Safer Internet Day (SID) 2018 (February 2018)

As always, the start of the year saw the Insafe-INHOPE network of Safer Internet Centres (SICs), and Safer Internet Day Committees and supporters across the globe, prepare for [Safer Internet Day \(SID\)](#). The 15th annual edition of the campaign was celebrated on **Tuesday, 6 February 2018**. With a theme of **“Create, connect and share respect: a better internet starts with you!”**, the day called upon all stakeholders to join together to make the internet a safer and better place for all, and especially for children and young people.

The day provided a real focal point in the global online safety calendar, with celebrations taking place in more than 140 countries across the globe. A huge reach to stakeholders was achieved through physical events, via social media, and by dissemination of awareness-raising resources.

Many influential supporters also helped to spread the SID message, and the day saw some great industry collaborations with many of the key online platforms and services which are widely used by young people. SID 2018 also benefitted from the support of the *Alliance to better protect minors online* – a self-regulatory initiative between the EC, tech and telecoms companies, broadcasters, NGOs and UNICEF. The Alliance initiative was originally launched on Safer Internet Day 2017 to address harmful content, conduct and contact online. The 2018 edition of SID saw many of the Alliance members reporting on their [individual commitments](#) under a common [Statement of Purpose](#), according to their respective business activities.

SID 2018 also marked the launch of the #SaferInternet4EU campaign, providing an enhanced focus on online safety, media literacy and cyber hygiene, tackling key topics such as fake news, cyberbullying, connected toys and privacy concerns, sexting, exposure to harmful or disturbing content, and grooming. In support of the two initiatives – SID and #SaferInternet4EU – partners from the European network of Safer Internet Centres shared their top tips and advice in this video message:

Read more about Safer Internet Day 2018 at www.saferinternetday.org.

Read more about the [#SaferInternet4EU](#) campaign in the following sections.

Launch of the #SaferInternet4EU campaign (February 2018)

Coinciding with SID celebrations on 6 February 2018, Mariya Gabriel, Commissioner for Digital Economy and Society, launched an EU-wide series of initiatives entitled **#SaferInternet4EU** at an event in the European Parliament in Strasbourg. The Commissioner was joined at a launch event by various stakeholders, including pupils, BIK Youth Ambassadors, parents, teachers, representatives from a number of Safer Internet Centres (SICs) from across Europe, and other experts and policy makers.

Following an opening address by Commissioner Gabriel, pupils from the European School in Strasbourg presented their perspectives on the main online safety opportunities and risks currently encountered by young people. Referring to fake news, they stressed the importance of checking and cross-checking sources, while also looking at issues concerning confidentiality and privacy. They also emphasised the importance of avoiding the dark web, with concrete examples such as using VPN instead of browsers like TOR. As for social media and sexting, pupils debated issues surrounding online services and privacy policies, emphasising that it's important to report any inappropriate behaviour and reach out for help (such as via Insafe helplines and INHOPE hotlines) if issues are encountered. Furthermore, the pupils acknowledged the importance of Safer Internet Day for raising awareness among their peers of online safety, which they agreed should then be adopted within everyday online behaviour.



Multiple stakeholders marked the launch of the #SaferInternet4EU campaign in February 2018

Continuing the discussion around a Better Internet for Kids (BIK), Brian O'Neill from EU Kids Online presented the results of the BIK Policy Map study; a complex mapping exercise in EU Member States looking into best policy practices for better internet (for kids) policies – [read more on this](#) below.

The event continued with a series of presentations on the activities and initiatives of a number of SICs, with representatives from Austria, Belgium, the Czech Republic, Luxembourg and Germany.

Turning specifically to the #SaferInternet4EU campaign, this initiative promotes online safety, media literacy and cyber hygiene, making children, parents and teachers more aware of digital opportunities and challenges. In doing so, it focuses on a wide range of highly topical issues including fake news, cyberbullying, connected toys and privacy concerns, sexting, exposure to harmful or disturbing content, and grooming.

Running throughout 2018, many new initiatives were announced as part of the campaign, including:

- ▶ a European contest – the **#SaferInternet4EU Awards** – to reward high-quality resources and inspiring initiatives pursuing Better Internet for Kids objectives across three categories of youth, teachers and organisations.
- ▶ a **massive open online course (MOOC) on child online safety** with resources and activities for online learning, especially on fake news, cyberbullying and radicalisation. The six-week course targeted teachers and other school staff across Europe.
- ▶ a **Back2School campaign** providing a virtual roadtrip across Europe of a range of awareness-raising resources to help teachers, students and pupils to start the new academic year on a positive note with regards to their online habits.

- ▶ a **learning event** as part of European Cyber Security Month (ECSM), focussing in particular on aspects of cyber hygiene.
- ▶ a **#SaferInternet4EU Ambassadors** scheme through which appointed Ambassadors act as multipliers of the messages of the campaign – and better internet concepts generally – at local, national, regional and European levels. This particular action was given a focus at the annual **Safer Internet Forum**, where four Ambassadors discussed their commitments in a Q&A session with the Commissioner.
- ▶ an **Advent Calendar mini-campaign**, to countdown the festive season with some tools to promote positive online habits.

Find out more about these, and other initiatives, in the sections that follow.

More generally, the #SaferInternet4EU campaign is indicative of the commitment of the European Commission in delivering on the [European Strategy for a Better Internet for Children](#) (BIK) through a range of measures including coordination, financial support, legislation and self-regulation, involving member states, industry and civil society. The campaign is also part of the recently adopted [Digital Education Action Plan](#) which sets out a series of initiatives to support citizens, educational institutions and education systems to better adapt for life and work in an age of rapid digital change. It aims to federate efforts by different stakeholders at EU and national level involving key players in the digital and media landscape.

Online safety MOOC (February/March 2018)

Launched on Safer Internet Day (SID) 2018 under the auspices of the #SaferInternet4EU campaign, the Online Safety MOOC (massive online open course) aimed to help primary and secondary teachers of any subject, as well as ICT administrators and school counsellors, to improve their knowledge of online safety issues – and responses – within an educational setting. Hosted on the European Schoolnet Academy portal, the MOOC consisted of five modules focusing on key topics surrounding online safety.

Watch the MOOC overview video here:

in terms of the opportunities they present and the challenges they pose. Education about online safety should arguably begin at home, but it is by no means the sole responsibility of parents and caretakers: teachers should also be able to provide their pupils and students with all the necessary tools to face the online world in an empowered and responsible manner. It goes without saying that industry and other stakeholders (such as government and policymakers) also have a role to play.

When it comes to online issues and trends, fake news has unfortunately taken centre stage in recent years – for this very reason, one of the main objectives of this online course was to promote media literacy and stress the importance of critical thinking skills, with which all children and young people should be equipped from the very start. It is only through such means that they will be able to distinguish reliable sources of information from misinformation.

Aside from providing teachers and school staff with tools to tackle fake news in the classroom and beyond, the MOOC provided participants with essential knowledge, tips and tools to handle a wide range of issues such as online abuse, cyberbullying, sextortion, establishing positive online relationships, the impact of technology on health and wellbeing, and hate speech and radicalisation.

In a society where technology and the online world are playing an increasingly significant role in people's lives, it becomes evident that schools also need to be up to speed with the latest online trends both

Although the MOOC has now concluded, its resources remain online for reference purposes – access it via the [European Schoolnet Academy](#).

BIK Policy Map (March 2018)

In March 2018, a new [BIK Policy Map](#) was published, updating the overview and analysis of knowledge on policy making and implementation in EU Member States on the themes and recommendations of [the European Strategy for a Better Internet for Children](#) (or BIK strategy), first set out by the European Commission in May 2012. The study found that many gaps remain both in terms of policy governance and stakeholder participation since the [last BIK mapping exercise took place in 2014](#).

In brief, the BIK strategy comprises the following five main fields of activity or pillars:

Pillar 1: Stimulating quality content online for young people

Pillar 2: Digital/media literacy in education

Pillar 3: Stepping up awareness and empowerment

Pillar 4: Tools and regulation for a safe online environment

Pillar 5: Legislation and law enforcement against child sexual abuse and exploitation

This latest BIK Policy Map saw 26 countries contribute with data collected from national teams drawn from the [EU Kids Online network](#) and [Safer Internet Centres \(SICs\)](#). The resulting data analysis and report examined factors such as policy coordination, policy design and policy actors, while also establishing the spread of BIK activities across the five pillars and identifying good practices in the participating countries.

In drawing its conclusions, the study states that Member States report

wide support and policy provision for the BIK strategy, demonstrating many successes for child online safety policies in European Member States. However, many gaps remain both in terms of policy governance and in stakeholder participation since the last BIK mapping exercise took place in 2014.

The report goes on to make three main recommendations to boost national-level policy support and increased opportunities for dialogue on BIK implementation both at the national and European levels:

- ▶ Firstly, strengthen national-level policy governance in the area of Better Internet for Kids strategy. Accordingly, greater attention should be given by Member States to enhancing formal and informal coordination of policy making on BIK strategy, they should seek to align national goals for digitalisation, educational attainment and youth strategy with BIK policy objectives, ensure that policy objectives are clearly articulated in a distinct policy framework, and that policy making for BIK is supported by regular research and data collection at the national level.
- ▶ Secondly, increase or continue national-level support in provision of BIK services, matching the European contribution for BIK. As such, Member States should consider strengthening national provision for a sustainable and reliable resourcing model for SICs, seek opportunities to support and sustain greater levels of multi-stakeholder participation including further cooperation with industry, and seek to ensure that children's participation in the policy-making process can progress beyond consultation to include meaningful participation in the actual decision-making process.

- ▶ Thirdly, support further opportunities for dialogue between EU Member States on BIK-related policy making. Action is needed at both European and Member State level to ensure further cooperation regarding tools and regulation for a safe online environment. Equally, the range and scope of BIK activities to keep pace with the changing environment for children's digital participation needs further development, while the development of guidelines and best practice models for policy implementation would be beneficial.

Studies such as the BIK Policy Map are extremely important in establishing the strategic importance and implementation of safer and better internet principles. By reviewing and benchmarking approaches to supporting Europe's children and young people when they go online, gaps can be identified in a bid to ensure future equity for all EU citizens. Equally, the identification of good practices as facilitated by such studies can help to build further capacity within the Insafe-INHOPE networks, and within Member States more generally, for responding to emerging issues.

Find out more, and read the full BIK Policy Map report, at www.betterinternetforkids.eu/bikmap.

Individual country profile pages are also available at the same location, outlining policy framework, policy design, policy actors and breadth of BIK activities by pillar for each.

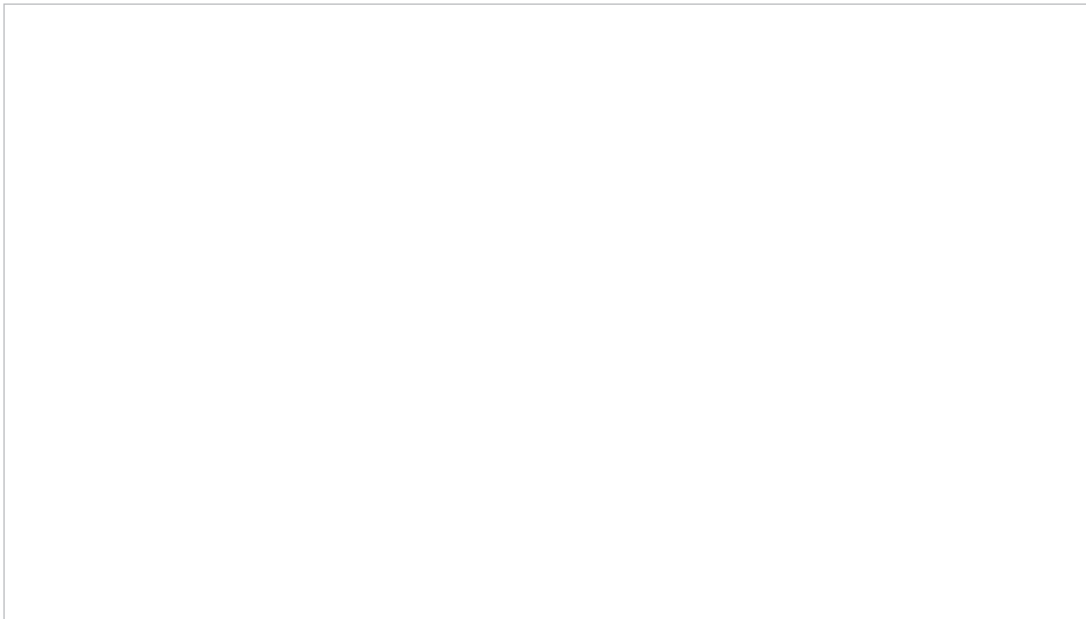
#SaferInternet4EU Awards (March–November 2018)

Over the years, much work has focused on creating a safer and better digital world for its youngest users, their parents, teachers and carers, through a range of online tools, services, resources and initiatives from a myriad of stakeholders. In order to celebrate this progress, Commissioner Mariya Gabriel announced the #SaferInternet4EU Awards as part of the #SaferInternet4EU campaign launch activities in February 2018.

The aim of the Awards was to identify, acknowledge and reward some of the best practices and achievements in promoting online safety, media literacy and cyber hygiene. Entries were invited across the three categories of youth, teachers and organisations. The Awards opened for entries on 1 March 2018 and closed on 25 May 2018, with over 600 entries submitted during this time.

Following the selection of nine finalists by a jury of experts, Commissioner Mariya Gabriel, in a special video message, invited the public to choose their favourite best practice by watching and voting on promotional videos prepared by each of the finalists.

Watch a compilation of all nine finalist's promotional videos:



The public vote was launched in the September 2018 edition of the *Better Internet for Kids (BIK) bulletin* – a quarterly, electronic newsletter on better internet issues – and closed on 31 October 2018. During this time, over 7,000 votes were cast.

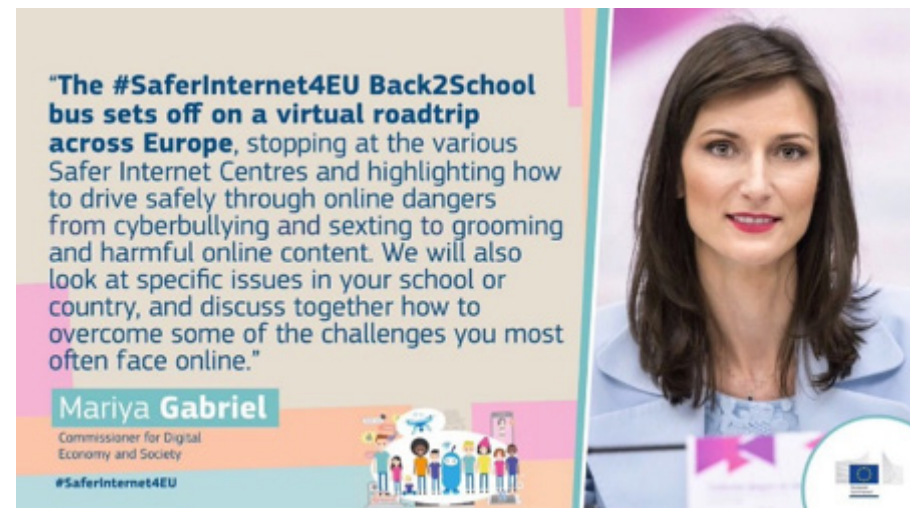
The #SaferInternet4EU Awards culminated in an awards ceremony, hosted by Commissioner Gabriel, at the *Safer Internet Forum (SIF)* in Brussels in November 2018. Read on in this report to discover the winners and their resources.

Find out more at www.betterinternetforkids.eu/saferinternet4eu/awards.

#Back2School campaign (September 2018)

A #Back2School mini-campaign was launched during the first week of September 2018 with a video message from Commissioner Gabriel:

In it, the Commissioner encouraged everyone to make the most of the new academic year, while also paying attention to online risks.



As Commissioner Gabriel's Tweet suggests, the entire mini-campaign was built around the metaphor of a virtual roadtrip around the EU, on board an iconic yellow bus, allowing participants to keep track of all relevant national-level events and campaigns, organised by Safer Internet Centres (SICs). A large number of *national events and campaigns* were organised by SICs in 28 different countries, which made for a very exciting and winding (virtual) roadtrip. In total, more than 70 events, campaigns and new resources were promoted via the mini-campaign in order to encourage users to start the new academic year on the right foot.



During the #Back2School event, a milestone in the #SaferInternet4EU campaign, students discussed safe internet usage

The #Back2School campaign officially launched with the Commissioner's visit to a school in Austria, kindly organised with the Austrian Ministry of Education in collaboration with the Austrian Safer Internet Centre (SIC) and attended by about 30 participants, including pupils, teachers, SIC representatives and ministry staff.

KEY FACTS

The **#Back2School** campaign took place in all Member States.

Find out more, and check out the #Back2School resources, at www.betterinternetforkids.eu/saferinternet4eu/back2school.

European Cyber Security Month (ECSM) and “Get Cyber Skilled” learning event (October 2018)

On the occasion of [European Cybersecurity Month \(ECSM\)](#), celebrated in October 2018, a learning event for teachers in Europe was created. Titled “[Get Cyber Skilled](#)”, the initiative was a partnership between the European Agency for Network and Information Security (ENISA), the Directorate-General for Communications Networks, Content and Technology (DG CONNECT) in the European Commission, and European Schoolnet, and delivered under the auspices of the [Digital Education Action Plan](#) and the #SaferInternet4EU campaign.

“If we want to make the most of the digital era, it is essential we equip EU citizens with the knowledge and skills to protect and empower themselves online. The most avid users, young people, are also the most vulnerable. It is our shared responsibility to give them opportunities to explore, learn, and become responsible users of new technologies – safely. Cyber Security Month aims to do just that – join our learning modules this October and support #SaferInternet4EU!”

Commissioner Mariya Gabriel

The aim of the campaign was to help educators – and others – to advance the cybersecurity skills and education of younger generations in order to help them stay safe online. Children face many threats online, such as ransomware, social engineering, cyberbullying, sexting, grooming and sextortion, among others. These threats can have long-lasting physical, emotional and financial consequences for children and young people.

Therefore it is essential to better protect them online, by encouraging them to build up good cyber hygiene habits. Nurturing cybersecurity skills helps individuals to defend themselves online, enabling them to become more resilient, self-reliant and confident. People with cybersecurity skills can also have a positive impact by protecting the more vulnerable members of society.

The learning modules therefore enabled participants to create a class study plan for password management, backing up data, privacy settings, and how to protect against social engineering attacks. Participants were also able to test their own cybersecurity skills and knowledge by taking the ECSM Network and Information Security (NIS) quiz, and by following the latest cybersecurity trends in ENISA info-notes or at regional cybersecurity-related events. A wide range of resources were made available to participants, including a wealth of material from the European network of Safer Internet Centres (SICs) through the [Better Internet for Kids \(BIK\) platform](#).

Find out more about the European Cyber Security Month and the “Get Cyber Skilled” learning event, and access cyber hygiene resources at:
www.betterinternetforkids.eu/saferinternet4eu/cyber-hygiene.

Internet Governance Forum (IGF) (November 2018)

The annual [Internet Governance Forum \(IGF\)](#) serves to bring people together from various stakeholder groups as equals, in discussions on public policy issues relating to the internet. The 13th edition of IGF was hosted by the Government of France at the headquarters of UNESCO in Paris from 12 to 14 November 2018 with a theme of “The Internet of Trust”.

As in previous years, a delegation was in attendance to promote the Better Internet for Kids (BIK) agenda in Europe on behalf of the EC, and the Insafe-INHOPE networks. As well as participating in a range of topical workshops and seminars, the delegation also hosted an informational booth and a Safer Internet Day (SID) Polaroid campaign. They were delighted to welcome many SID supporters from across the globe.

In addition, the delegation hosted a SID “lottery” for the first time, asking IGF participants to share their thoughts on the opportunities and challenges that the internet brings. On the last day of IGF, one of the BIK Youth Ambassadors awarded three winners.

Participation in events such as IGF is extremely important. Not only does it provide a platform for showcasing the excellent work which is happening across Europe to keep children and young people safe online, but it also allows the Insafe-INHOPE networks to connect with their counterparts across the globe. The online world is without borders, and so our responses, initiatives, processes and collaborations must mirror the same.

Find out more at www.betterinternetforkids.eu/igf.

BIK Youth Panel (November 2018)

Under the Better Internet for Kids (BIK) umbrella, many smaller projects, campaigns and initiatives have been launched, all contributing to the aim of creating a better internet for children and young people. The **BIK Youth programme** is one such initiative, aiming to give young people a say in technology and governance issues which impact directly upon their lives.

As part of this programme, each year, a Youth Panel is organised prior to and during the Safer Internet Forum (SIF). This action encourages a group of youth panellists – nominated by national Safer Internet Centres – to voice not just their personal opinions and challenges online, but also those of their peers whom they are representing at a European level. Youth panellists work together to come up with principles and scenarios for a better internet, first debating issues in online meetings and brainstorming youth participation scenarios as preparation for meeting face to face.

18 youth panellists from 15 European countries gathered in Brussels in November 2018 to attend this year's edition of the BIK Youth Panel and the Safer Internet Forum. The youth panellists had been working together since October 2018 through a series of online webinars, whereby they had already agreed on the general theme for a deep dive session they were to present at SIF, and on preparing a video to showcase their views.

The BIK Youth Panel 2018 >

In a workshop hosted at the Google offices in Brussels, the youth panellists worked together with a privacy expert and a youth moderator to agree on a campaign theme of #MyDigitalSelfAndI, and to fine-tune their ideas. The key messages were refined into one single message to be delivered in the video: *“It is normal not wanting to share everything; therefore, you shouldn’t compare yourself to others.”*

Following a general discussion, the participants agreed on the roles they would have in creating the video and discussed how they would divide into groups to cover the work needed. The rest of the day was given over to the practical implementation of their ideas.

The following day, the youth participants took an active part in the full agenda of SIF, where they also hosted a “deep dive” session focusing on topics such as *How digital devices impact young people’s lives*, *Safety*, *Article 13* (Directive on Copyright in the Digital Single Market), *Fake news*, *GDPR* and *children’s rights* and *Creators*, and presented the video they had produced.

The **#MyDigitalSelfAndI** campaign received great attention, with many SIF participants showing great interest in the campaign video and the youth panellists’ deep dive session.

KEY FACTS

5,000 events involved youth participation throughout 2018.

Find out more about the BIK Youth programme at www.betterinternetforkids.eu/youth.

Safer Internet Forum (SIF) 2018 (November 2018)

Building on the [European Strategy for a Better Internet for Children](#), the **Safer Internet Forum (SIF)** is an annual international conference delivered under the Connecting Europe Facility (CEF). Bringing together young people, parent and teacher representatives, industry and government policy makers, technological and awareness-raising experts, and political, educational and social leaders from Europe and beyond, this one-day event took a multistakeholder approach to considering the impact of technology on individuals and society.

The 15th edition of the Safer Internet Forum took place in Brussels, Belgium on Tuesday, 20 November 2018 with a theme of **“The impact of technology on children, young people and society”**. More than 250 stakeholders from approximately 40 countries worldwide were in attendance to discuss the latest trends, risks and solutions related to youth online safety and empowerment.

The Forum opened with a keynote address focusing on the **impact of technology on self-identity and personal relationships**. Dr Linda Papadopoulos, an internationally revered psychologist, examined how digital technologies are transforming the perception of ourselves and our relationships with others. There is an increasing awareness and acknowledgement that many of the platforms, apps and services we use have not been designed to express ourselves but rather to make money by keeping us hooked. This session focused on the impact this has on children’s and young people’s personal development and the relationships they form with their peers and family. It also considered alternative models and design standards to better protect and empower consumers.

Following on from the opening keynote, **Mariya Gabriel, European Commissioner for Digital Economy and Society**, gave a high-level address, while also presenting the [#SaferInternet4EU Awards](#): one of several actions which the European Commission has been supporting throughout 2018 to promote online safety, media literacy and



cyber hygiene. This session showcased and rewarded some of the best practices in the three competition categories of youth, teachers, and professional organisations, and also highlighted some of the work of a growing network of [#SaferInternet4EU Ambassadors](#) throughout Europe.

The afternoon was given over to a series of highly interactive “deep dive” sessions. Through detailed discussion, debate and practical exercises, Forum attendees had the opportunity to explore issues around **sexting**, **data privacy** and **deep fakes**, learn more about **online challenges** and **youth-led initiatives**, and understand more about the **reporting mechanisms for child sexual abuse material (CSAM)**.

The closing session considered the **impact of technology on society**, focusing on how individuals, policy makers, industry and other stakeholders can address the challenges. **Professor Homero Gil de Zúñiga**, from the University of Vienna, focused on how technology is shaping democratic processes, examining especially how social media can aid the political and civic engagement of young people. **Noa Jansma**, a youth activist, shared her personal experiences of using technology in a positive way to combat sexual harassment in the street, and the legacy she has created through her work.

Find out more at www.betterinternetforkids.eu/sif2018.

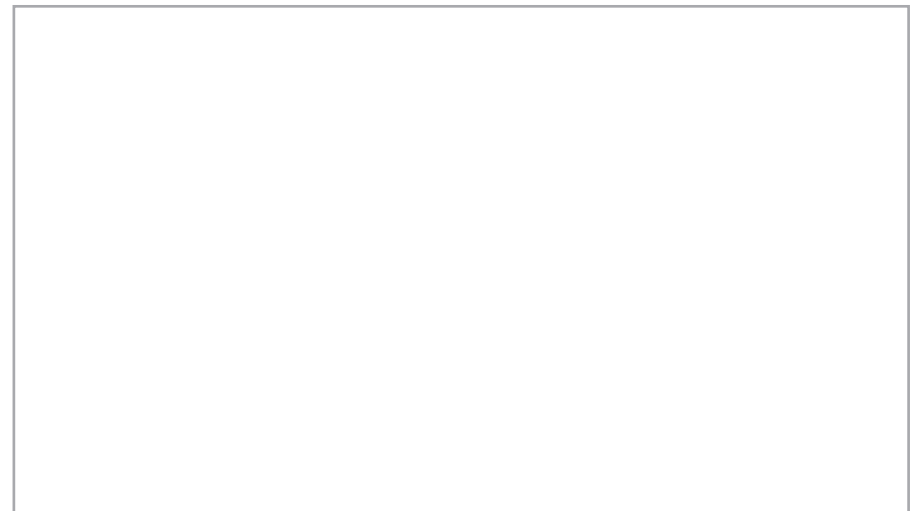
Presentation of the #SaferInternet4EU Awards at SIF 2018

A key aspect of the Safer Internet Forum was the culmination of the **#SaferInternet4EU Awards** with a presentation ceremony for the winners. As detailed elsewhere in this report, the Awards had taken the form of an open call for entries (resulting in more than 600 submissions), which were then reviewed by a panel of experts to identify nine finalists. The finalists each submitted a one-minute promotional video, which was put to a public vote to determine one winner in each of the three categories of youth, teachers and organisations.

“I was impressed by the variety and quality of the entries received. We could only award three winners, but I am pleased that the topics of the #SaferInternet4EU campaign are being widely addressed throughout Europe. I am looking forward to following future developments and best practices that can create a better internet for all.” – **Commissioner Mariya Gabriel**

► In the **youth category**, the students of the **High School of Tichero**, in Greece, won the contest. They have developed a quiz app called **“Stay Safe Online”**, available in Greek, English, German and French, targeted at students aged 10 and above, which aims to encourage critical thinking, positive online behaviour and online safety. The jury commended their work and, in particular, the multilingual feature. As category winner, the students will receive a mentoring/training opportunity to develop the best practice at national or regional level, working with experts in the online safety field.

Watch the promotional video from the students of the High School of Tichero:



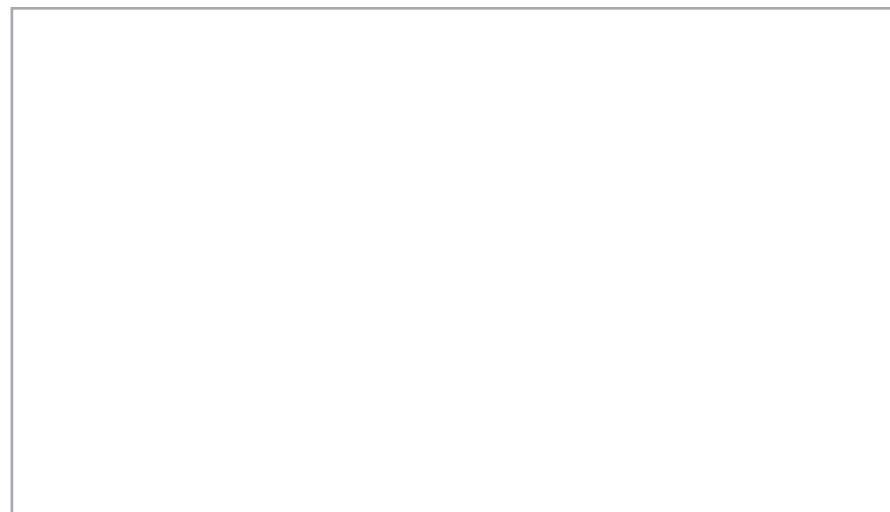
- ▶ In the **teacher category**, Slovenian teacher **Nina Jelen** won first prize for her “**Travelling Around the Virtual World**” project, which consisted of turning her classroom into a virtual world. She used creativity and games to promote positive online behaviours among elementary school pupils and to raise awareness about the risks of inappropriately using the internet. The jury congratulated her on her creativity and the use of a wide range of resources. As category winner, Nina will receive a professional development opportunity, delivered within the framework of the Future Classroom Lab (FCL) course programme for 2018/2019.

Watch Nina’s promotional video:



- ▶ In the **organisation category**, Belgian organisations **Gezinsbond and Child Focus** won first place for their “**Safely Online**” programme, a set of tools and trainings developed to educate parents about the safe use of new media, to protect their children from harmful digital behaviour. This programme targets, in particular, socially disadvantaged parents and, through their programme, they have reached over 5,000 parents to date. The judges commended the two organisations on their excellent collaboration, and on their commitment to provide accessible, practical information for parents, helping them to address a wide range of risks in creative and inventive ways. As category winner, they will receive a financial incentive of up to 10,000 EUR to scale up the best practice (in the form of translation/localisation/dissemination support or similar).

Watch the promotional video from Gezinsbond and Child Focus:



Better Internet for Kids and #SaferInternet4EU



Commissioner Gabriel and the #SaferInternet4EU Awards winners

The Commissioner also commended all of the other finalists for their initiatives, as follows:

Youth category:

- ▶ 2nd place: Lili Leißer, Cyber-Bullying Game
- ▶ 3rd place: Lorcan Tuohy, My Digital Citizen Pledge

Teacher category:

- ▶ 2nd place: Rose-Marie Farinella, False Information Hunters from the age of ten
- ▶ 3rd place: Marta Turlinska and Eduard Ivinski, Robot SID

Organisation category:

- ▶ 2nd place: Deutsche Telekom, Teachtoday
- ▶ 3rd place: The Diana Award, Be Strong Online

Watch the Awards ceremony at the Safer Internet Forum 2018:

Find out more about the #SaferInternet4EU Awards more generally at www.betterinternetforkids.eu/saferinternet4eu/awards.

#SaferInternet4EU Ambassador panel at SIF 2018

As part of the wider campaign, a number of **#SaferInternet4EU Ambassadors** were appointed throughout 2018 in line with the EC's desire and commitment to work together with multiple stakeholders in order to achieve safer and better online experiences for children and young people. Ambassadors have an important role as communicators, allowing the campaign's core messages to reach even more citizens, at local, national, regional and European levels, while each bring further insights from their individual experiences and areas of expertise.

During a dedicated #SaferInternet4EU session at the Safer Internet Forum 2018, Commissioner Gabriel was joined on stage by four #SaferInternet4EU Ambassadors – namely **Anna Maria Corazza Bildt**, MEP, **Andrey Novakov**, MEP, **Harry McCann**, a young Irish entrepreneur, and **Professor Sonia Livingstone**, London School of Economics and Political Science – for a question and answer session.

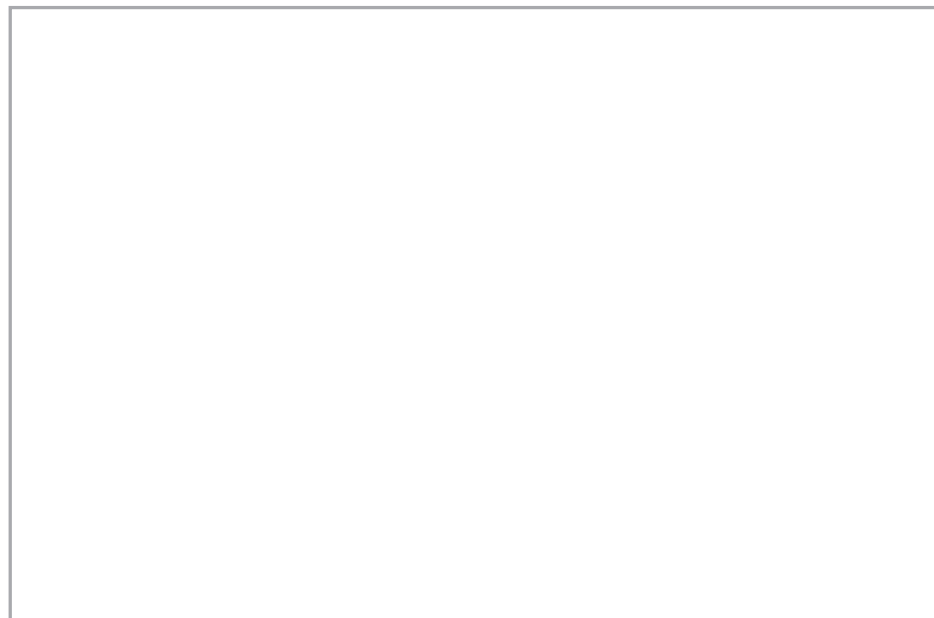
During the session, the Commissioner quizzed the Ambassadors on what they feel is the biggest challenge they've encountered in creating a safer and better online environment and, when faced with such challenges, what can be done? Responses were diverse, ranging from the importance of education, the significance of having robust evidence to inform policy and practice, and the role of industry in designing solutions to protect young people online.

Following an in-depth discussion, Commissioner Gabriel asked the four #SaferInternet4EU Ambassadors to offer their advice on how to stay safe and empowered online:

- ▶ Anna Maria Corazza Bildt stated that the challenge, as policy makers, is to find the right balance between internet freedom, internet security and internet privacy; we are not there yet, but together we can make it. We also need to empower young people to protect themselves online.
- ▶ Andrey Novakov commented that #SaferInternet4EU today means a better world for our kids tomorrow. Funding is available but the EC now needs ideas from all stakeholders; working together is the key to overcome the problems.
- ▶ Harry McCann commented that education is key for every stakeholder to ensure that they can be safe and responsible online, and that they need to be provided with the information and tools to help them achieve this.
- ▶ Professor Livingstone commented that there is a huge diversity online and we should respect that, and empower people to feel confident in their own decisions.

Better Internet for Kids and #SaferInternet4EU

Watch the full Ambassador's Q&A session at the 2018 Safer Internet Forum below:



Find out more about the ongoing work of the #SaferInternet4EU Ambassadors at www.betterinternetforkids.eu/saferinternet4eu/ambassadors.

#SaferInternet4EU Advent Calendar mini-campaign (December 2018)

As 2018 drew to a close, it was time to round off the #SaferInternet4EU initiatives for the year with a little festive cheer. The #SaferInternet4EU Advent Calendar mini-campaign aimed to do just that, raising awareness about the importance of online safety by showcasing some resources from across the European network of Safer Internet Centres.



A #SaferInternet4EU Advent Calendar was hosted on the BIK portal, showcasing resources from across Europe

Running on the [Better Internet for Kids \(BIK\) portal](#) from 12–24 December 2018, and promoted via key social media profiles on Facebook and Twitter, an interactive Advent Calendar directed visitors to a range of fun, topical and informative tools, including:

- ▶ [A parent's magazine on online safety](#) (from the Greek Safer Internet Centre)
- ▶ [Lesson plan on critical thinking "Does Santa Exist?"](#) (From the Latvian Safer Internet Centre)
- ▶ [Data Detox Kit](#) (from the Luxembourgish Safer Internet Centre)
- ▶ [GDP... what? Data protection is hard](#) (from the Norwegian Safer Internet Centre)
- ▶ [Trading Cards Digital Album "Surfar na net em segurança"](#) (from the Portuguese Safer Internet Centre)
- ▶ [A video to help overcome the fear of missing out](#) (from the Slovenian Safer Internet Centre)

Resources such as these, available in a range of languages, for a range of age and educational levels, and for a range of target audiences, are just a small sample of the vast array of materials produced by Safer Internet Centres each year with the ongoing aim of helping teachers, parents and carers, and children and young people to discover the online world safely.

Find more resources on the BIK portal at www.betterinternetforkids.eu/resources.

2018 IN FIGURES

Safer Internet Day On Safer Internet Day (SID) 2018, over 15,500 schools were reached and nearly 10,000 other organisations were involved across Europe alone. Many more were reached across the globe, with more than 140 countries participating in SID.	Online safety MOOC The MOOC provided resources and activities for teachers on fake news, cyberbullying and radicalisation with almost 1,000 participants from more than 65 countries. More than 400 teachers passed the MOOC and received a certificate to evidence their participation.	#SaferInternet4EU Awards Over 600 entries were submitted, and more than 7,000 people voted for their favourite best practices! Check out the winners at www.betterinternetforkids.eu/saferinternet4eu/awards.	#Back2School campaign The Back2School campaign took place in all Member States.
“Get Cyber Skilled” Learning Event More than 160 teachers from 22 countries took part in the online learning event consisting of five different modules. The learning event resulted in 125 certificates being awarded to the teachers who finished the course.	BIK Youth 5,000 events involved youth participation throughout 2018.	Resources Throughout the year, nearly 30 million EU citizens were reached, providing them with more than 1,800 new resources covering topics such as fake news, cyberbullying, privacy concerns about connected toys, grooming, exposure to harmful or disturbing content, and cyber hygiene.	Reporting In 2017*, a total of 87,930 reports were processed in ICCAM** by INHOPE hotlines of which 259,016 images and videos were identified.

* These figures represent all INHOPE member hotlines, not just those which are EC funded. The latest available figures are for 2017 at the current time.

** ICCAM is INHOPE's secure software solution to collect, exchange and categorise reports on child sexual abuse material (CSAM). ICCAM is used by INHOPE hotlines in different jurisdictions (countries) and INTERPOL. The name ICCAM is derived from the phrase “I see child abuse material”.

WHAT'S NEXT FOR BIK AND #SAFERINTERNET4EU?

As this annual review shows, much has been achieved during 2018 in raising awareness of online safety opportunities, challenges and responses, for a range of stakeholders, while the **#SaferInternet4EU campaign** has significantly increased the visibility of the **Better Internet for Kids (BIK)** agenda both in Europe and beyond.

The current iteration of the Better Internet for Kids initiative runs from October 2016 until April 2019. Hence, as this report launches, we are just on the brink of a new, third phase of the Better Internet for Kids funding cycle which will see the introduction of a number of new activity lines and initiatives. Equally, the #SaferInternet4EU campaign will continue, placing an additional focus on the work of Safer Internet Centres, and the many additional partners in the field, throughout 2019.

Key topics of focus during the year – namely, fake news, cyberbullying, connected toys and privacy concerns, sexting, exposure to harmful or disturbing content, and grooming – will continue to be of importance looking forward, as we further adopt media literacy education as a key tool in building resilience in children and young people as they navigate the online world, empowering them to apply critical thinking concepts to the content and services they encounter online.

Additionally, this report is launched on **Safer Internet Day (SID) 2019**, where Safer Internet Centres, and Safer Internet Day Committees and supporters across the globe, will once again raise awareness of the importance of a multistakeholder approach to a safer and better internet under the slogan **“Together for a better internet”**. The day will be marked by various events, initiatives and resource launches, aimed at ensuring that everyone is empowered to use technology responsibly, respectfully, critically and creatively.

Furthermore, recognising the importance of media literacy and building on their SID actions, Safer Internet Centres across Europe are also preparing to support the first **European Media Literacy Week** in March 2019.

As already discussed, a high level of media literacy is a key factor to enable citizens to make informed decisions in the digital age. In this light, media literacy is a pre-requisite for a vibrant, modern democracy and an important topic in view of the upcoming European elections in May 2019. The goal of the European Media Literacy Week, therefore, is to raise awareness on media literacy across the EU and to highlight existing initiatives at regional and national level.

From 18 to 22 March 2019, various events around the topic of media literacy will take place in Brussels and at Member State level, including a high-level conference on 19 March 2019 hosted by Mariya Gabriel, Commissioner for Digital Economy and Society. The conference will gather Member State representatives, audiovisual regulators, media experts, journalists and the general public to discuss the role of quality journalism in a rapidly changing news environment, issues of trust and disinformation and changing business models. It will also analyse the importance of media literacy in enabling citizens to navigate the modern news environment in a creative way, take informed decisions based on critical thinking and increase citizens' resilience to disinformation.

We encourage you to stay tuned to the [Better Internet for Kids portal](#), the [quarterly BIK bulletin](#), and our [Facebook](#) and [Twitter](#) profiles for the latest news and developments across all our areas of activity, and for opportunities to get involved. We hope that you will join us in our continuing journey of supporting EU citizens – and especially children, young people, parents and teachers – to become empowered and responsible digital users.

Better Internet for Kids and #SaferInternet4EU



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