



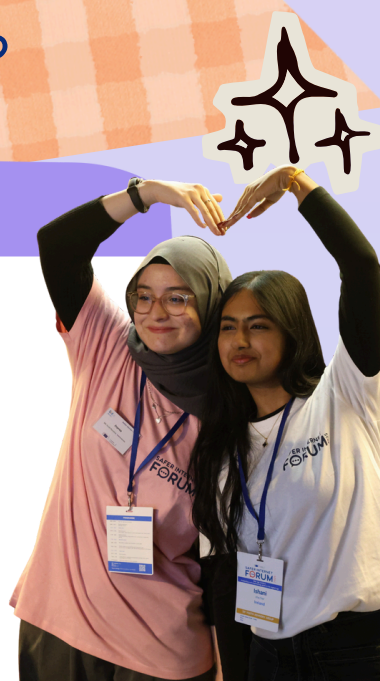
# Placing a spotlight on BIK Youth

What happened in 2025?

## About BIK Youth

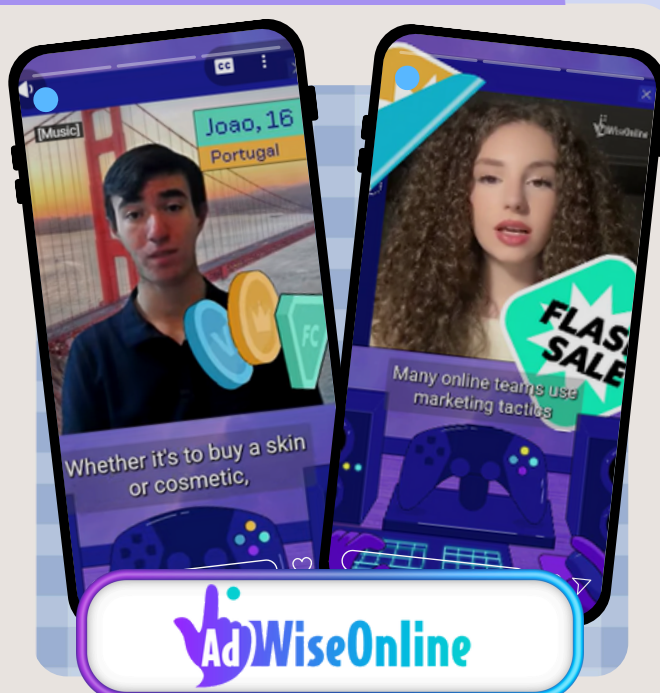
BIK Youth gives young people a platform to share ideas, perspectives, and experiences to create a safer, better internet, aligned with BIK+ strategy pillars:

**Protect, Respect, Empower.**



## Awareness-raising campaigns

The **AdWiseOnline** campaign raised awareness about the **digital marketing practices targeting youth**, and the responsibilities of platforms to safeguard young consumers. BIK Youth Ambassadors created a **Game of Terms video resource** outlining key concepts in their own words.



The **DSA for YOUTH** campaign raised understanding of the **Digital Services Act (DSA)** and its **guidelines for the protection of minors online**. BIK Youth Ambassadors co-created:

- a **family-friendly booklet**.
- shared their views on the guidelines' provisions in a series of **youth-led videos**.



## Shaping the Safer Internet Forum 2025

Young people also led the organisation of the **Safer Internet Forum** in December **2025**, discussing issues around “**Why age matters?**”. Over 30 young people from the SIF Youth Advisory Group, the BIK Youth Panel, and the EU Children’s Participation Platform helped shape the agenda and moderated sessions.

**SIF**  
2025  
**YAG**



**BiK** panel  
2025  
*Youth*

Watch the ‘behind the scenes’ video to discover how young people contributed to SIF 2025.

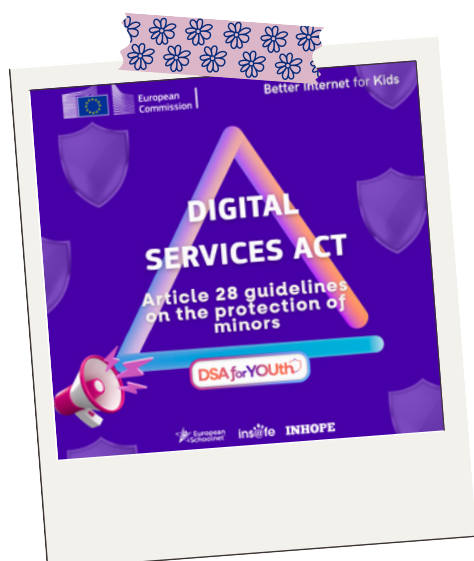


# Supporting the Digital Services Act (DSA)

**February 2025**

## Safer Internet Day

A high-level discussion brought together young people and European authorities to address challenges in reporting cyberbullying and improving responses.



**September 2025**

## Youth policy dialogue on cyberbullying

BIK Youth Ambassadors met with Commissioner Glenn Micallef to call for stronger age verification, easier reporting, and coordinated efforts to tackle cyberbullying and protect mental health.



1



**June 2025**

## DSA guidelines consultation

BIK Youth Ambassadors participated in a consultation on the Commission's draft [guidelines on the protection of minors](#) under the DSA.

2

3



**October 2025**

## Action plan against cyberbullying

BIK Youth participated in a multistakeholder focus group to inform the development of the European Commission's Action plan against cyberbullying.

4

## What is a...

### BIK Youth Panellist?



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

One or two young people from each country then join the BIK Youth Panel to amplify youth voices across Europe.

### BIK Youth Ambassador?



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

Want to know more about youth participation in 2025, and plans for 2026?

[Check out the BIK Youth corner.](#)

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