

## Awareness early warning meeting 11<sup>th</sup> May 2026

- |                         |                     |
|-------------------------|---------------------|
| 1. Sara Brojka          | Albania             |
| 2. Ella Airola          | Finland             |
| 3. Tommi Tossavainen    | Finland             |
| 4. Stephanie Klahn      | Germany             |
| 5. Noémi Nyzstor        | Hungary             |
| 6. Liudas Mikalkevičius | Lithuania           |
| 7. Debbie Plein         | Luxembourg          |
| 8. Andrelisa Vella      | Malta               |
| 9. Vineeca Kuo          | Netherlands         |
| 10. Lotte Wevelstad     | Norway              |
| 11. Julia Piechna       | Poland              |
| 12. Marián Hamada       | Slovakia            |
| 13. Marko Puschner      | Slovenia            |
| 14. Elias Carlberg      | Sweden              |
| 15. Sonja Vaisanen      | European Commission |
| 16. Karl Hopwood        | Insafe/EUN          |

### Apologies

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| 1. Jane McGarrigle | Ireland |
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A recording of this meeting can be found here <https://youtu.be/XSG7WyiSTPg>

The next meeting will take place on Wednesday 24<sup>th</sup> June at 1100 CEST. [Awareness centres early warning meeting | Meeting-Join | Microsoft Teams](#)

Albania	Several awareness and information sessions have taken place in school. A new SIC cooperation with the Audiovisual Media Authority has been established. The SIC is also in the process of launching the NetSmartKid 2 project.
Austria	Reports of more children looking at WatchPeopleDie TV <a href="https://watchpeopledie.tv/h/gore">https://watchpeopledie.tv/h/gore</a>
Finland	A recent report on how to study media education in higher education has determined that it will not be possible to do this as a major at Finnish universities. Nearly all minor modules have been discontinued. This is problematic as the availability of media education and societal needs are moving in opposite directions. <a href="#">Higher education in media education is disappearing from Finland   Medialukutaito Suomessa</a> Lack of resources is an issue and often these courses weren't selected. Teachers who teach media education have to teach other subjects as well and do not receive any additional payment.
Germany	A recent case of a celebrity who made their case of digital violence public has sparked a lot of discussion around misogyny and deepfakes. As a result, a law was passed very quickly to act against this type of content. The production and dissemination of image-based content including deepfakes is now illegal and this also applies to non-sexualised deepfakes which are created in order to damage reputation. Cyberstalking is also now illegal. There has been a lot of discussion around families who are influencers/content creators. These are families who monetise information about their family. There has

	<p>been a study on a small number of families looking at children’s rights as well as privacy and data protection issues and considering the impact it has on children and young people – should they be able to work in these profiles. Blog article about the study on family influencing: <a href="https://leibniz-hbi.de/elternlueck-auf-kosten-der-kinder/">https://leibniz-hbi.de/elternlueck-auf-kosten-der-kinder/</a></p> <p>A campaign started last year called children are not content.</p> <p>Study "Darstellung von Babys und Kleinkindern in monetarisierten Social-Media-Profilen": <a href="https://www.ssoar.info/ssoar/handle/document/109268">https://www.ssoar.info/ssoar/handle/document/109268</a></p> <p>Recommendations for family influencers by several State Media Authorities: <a href="https://www.bremische-landesmedienanstalt.de/uploads/uploads/NEU_FINAL_Handlungsempfehlungen.pdf">https://www.bremische-landesmedienanstalt.de/uploads/uploads/NEU_FINAL_Handlungsempfehlungen.pdf</a></p>
Lithuania	<p>A new term has emerged for the SIC “decline porn”. <a href="https://www.dw.com/en/social-media-decline-porn-influencers-mimic-far-right/video-77104596">https://www.dw.com/en/social-media-decline-porn-influencers-mimic-far-right/video-77104596</a> This is suggesting that immigrants are to blame for Western civilisation falling apart. One of the most abused groups are the food delivery drivers (e.g. Uber Eats) who get lots of negative comments on social media. There is a deeper issue here which needs to be addressed but the SIC cannot do this alone as it is a bigger societal issue.</p> <p>Municipal elections are taking place and in areas with more immigrants there is a lot of discussion about regulating immigration and not having a divided society with narratives saying that they don’t want to be like London or Paris.</p> <p>A conference recently took place which outlined that people are interested in learning about how to set up their social media accounts and that people don’t realise about some of the settings available to allow them to control what they see. The SIC will prepare tutorials about this. It remains difficult to reach parents, especially those who need the information as they are not typically looking for it.</p> <p>A conference will focus on problematic internet use and is organised by the digital ethics centre along with Switzerland and the UK. The focus will be on psychological aspects and will involve neuroscientists and addiction specialists – focusing more on the emotional aspects than the political. <a href="https://e-etika.lt/pasaulio-ekspertai-konferencioje-vilniuje-seime/">https://e-etika.lt/pasaulio-ekspertai-konferencioje-vilniuje-seime/</a> The event will also be streamed <a href="https://www.youtube.com/live/-uqhPaojwsE">https://www.youtube.com/live/-uqhPaojwsE</a></p> <p>The EU AV app is on track but will not be ready at the end of the year and realistically will take until Q1 or Q2 of 2027.</p>
Luxembourg	<p>A national report on “the situation of young people in Luxembourg (2025) Living and Growing Up in Online and Offline Worlds” has been published <a href="https://2025.jugendbericht.lu/">https://2025.jugendbericht.lu/</a></p> <p>A draft bill on cyberviolence is focusing on deepfake development with the government saying that this needs to be combatted more effectively given the rise in sexual content deepfakes around the world. This will include new forms of violence such as cyberflashing and the dissemination of deepfakes with sexual content or other forms of online harassment. <a href="https://www.chd.lu/fr/dossier/8734">https://www.chd.lu/fr/dossier/8734</a></p>

	<p>A SIC campaign (AI is not human) has been supported by government ministers <a href="https://www.nothuman.lu/">https://www.nothuman.lu/</a> and helps to reinforce the point that talking to an AI chatbot is not the same as talking to a human friend.</p> <p>The SIC is taking the lead in the rollout of the new app for children seeking help (highlighted in the Cyberbullying Action Plan).</p>
Malta	<p>Elections are taking place in Malta at the end of May with a lot of social media coverage and interest from political parties around misogyny and gender-based violence. The SIC has given several interviews. There was a recent case of the Com and 764 in a school and the SIC visited to support staff and the pupil involved.</p>
Netherlands	<p>An annual media report focusing on media use in families with 0–6-year-olds has been published. Children are regularly using more than 2 devices with around 1 in 5 parents saying that their child regularly uses 4 or 5 devices which is higher than in the 2024 data. Children (0-6) are spending 102 minutes per day on screens which is again higher than in the last survey – the national guidance for healthy screen use is lower than this. <a href="https://netwerkmediawijsheid.nl/onderzoek/iene-miene-media-onderzoek-2026/">https://netwerkmediawijsheid.nl/onderzoek/iene-miene-media-onderzoek-2026/</a></p> <p>A national initiative has called for May to be a social media free month and people are encouraged to spend the whole month offline. 10<sup>th</sup> May was a national offline day in NL and the SIC is following the results and reactions to this.</p>
Norway	<p>There is a continued focus on the extreme violent online communities and their recruitment into criminal activities via social media. A small task force is developing a campaign with information for children and young people and their parents to address this.</p> <p>Some new findings are emerging from a large survey which is conducted every two years in Norway. The main finding is that young people are increasingly being exposed to content about becoming thin and focusing on diet. More information will be shared in due course.</p>
Poland	<p>The Polish government is working to implement a systematic approach to counteract addiction and monetisation mechanisms in online games – particularly around online gambling and loot boxes. Many popular games have these features which are similar to gambling but current Polish law does not classify this as gambling and so there is a need for new legislation. The SIC has plans to strengthen educational activities around this from September 2026 when there will be a new mandatory subject of health education in schools which will include cyber-hygiene and addiction prevention in games. It was also noted that PEGI plan to expand their age ratings to cover this type of thing. <a href="https://pegi.info/news/pegi-expands-age-rating-criteria-interactive-risk-categories">https://pegi.info/news/pegi-expands-age-rating-criteria-interactive-risk-categories</a></p>
Slovakia	<p>There are ongoing efforts to ban access to social media sites for children under 15 with a particular focus on protecting users from radicalisation and exposure to violence. A new network for fighting radicalisation is being discussed with some thought as to whether Slovakia should do this or whether it is better to wait for EU efforts.</p> <p>There has been a ban on mobiles in schools since January 2025 and evaluations of the impact have been carried out with results expected soon. There is currently a total ban for pupils from 1<sup>st</sup> to 3<sup>rd</sup> grade with pupils from 4<sup>th</sup> grade upwards banned with some exceptions for specific activities or for pupils with SEN.</p> <p>The SIC is preparing a digital youth forum inspired by others in the Insafe network (Poland) and this is now in the 4<sup>th</sup> edition.</p> <p>A campaign called “safe place” is preparing people who work in public institutions (e.g. police, education etc.) to be able to respond to any child who feels threatened or in danger.</p>

	<p>The current strategy on protecting children in digital environments is being remodelled and the SIC are involved with this and working with children and young people with materials being prepared for the government.</p>
Slovenia	<p>There is a very active group of parents in primary schools called “Let’s Wait” which has been developed based on the Smartphone Free Childhood movement in the UK (although is not affiliated to them). Their goal is to delay the use of smartphones among children and young people for as long as possible and at least until they turn 16.</p> <p>The SIC is getting a lot of reports about cyberbullying in schools with more and more complex cases so schools are asking for advice but the solutions are not simple.</p> <p>A recent presidential conference focused on AI and in particular the teaching of AI and computer science in schools. There isn’t currently a curriculum subject that is connected with computer science in either primary or secondary but from September the curriculum will have to include computer science from 7<sup>th</sup> grade by law. It is still not clear who will be teaching this and it will not be obligatory but there was a lot of media coverage around this announcement.</p> <p>ARNES (a partner within the SIC who looks after the IT infrastructure in schools) has noted that a lot of headteachers are asking about the possibility of introducing phone signal jammers into schools. This is not allowed by law and most primary schools already have a ban on mobiles in schools.</p>
Sweden	<p>A number of conspiracy theories are being shared in Sweden in relation to the murder of the Swedish PM in 1986 with a video claiming that he was killed by the US or Israel. <a href="https://www.thenationalnews.com/news/europe/2026/05/12/iran-embassy-posts-ai-lego-video-with-veiled-threat-to-sweden/">https://www.thenationalnews.com/news/europe/2026/05/12/iran-embassy-posts-ai-lego-video-with-veiled-threat-to-sweden/</a></p> <p>A number of trending Facebook posts which are arguing that if Swedes moved to Middle East or African countries they would have to adapt and so if people come to Sweden, then they in turn would need to adapt. This is promoting a populist view of integration.</p> <p>Until 1<sup>st</sup> August 2026 schools can set their own rules around the use of mobile phones although most already collect phones from pupils during the school day. From 1<sup>st</sup> August a mobile phone ban will be implemented at least until pupils start high school.</p>
EC	<p>Sonja explained that some of the enforcement actions are looking at account settings on social media platforms and how these are being used. Any information about this is useful.</p>