

# Country profile 2026: Denmark

## Introduction

According to the [Digital Decade 2025: Country reports](#), Denmark's digital landscape in 2025 is characterised by a mature enterprise environment and high-quality infrastructure, despite some structural challenges. The country is an innovation leader, particularly in AI, and has an exceptionally high level of digitalisation among its workforce and businesses. On the human capital side, Denmark has high levels of digital skills, with 69.6% of the population possessing at least basic digital skills, and ICT specialists accounting for 5.8% of total employment. According to the [State of the Digital Decade Eurobarometer 2025](#), public sentiment reflects this, with 91% of citizens viewing digital infrastructure as a critical priority. Concerns remain regarding children's well-being online, and recommendations from the Commission for the Well-being of Children and Young People emphasise a growing focus on digital regulation and online safety.

## BIK policies

### Policy frameworks

Policy frameworks describe the overarching goals that shape policies for a better internet for kids.

	High	Medium	Low	Not present
Policy priority	X			
Integrated policy		X		
Influence of the BIK+ strategy		X		
Recognition of children's rights	X			

Table 1: Policy frameworks - Denmark

- ***This topic is being comprehensively addressed*** with children's protection, empowerment and participation in the digital environment incorporated into national/regional laws, regulations and policies.
- ***There are separate, dedicated policies*** which address the topic of children and the digital environment (protection, empowerment, and participation).
- ***The BIK+ strategy is an important influence on policy development on children and the digital environment*** (that is, it informs and guides national policies even if they do not directly refer to BIK+).
- ***National/regional policies and policy documents explicitly recognise*** children's rights in the digital environment.

### ***Key developments and national policy frameworks***

- In 2023, the Danish government established a **Commission on Well-being for Children and Youth**. The Commission published its **35 recommendations** in February 2025. Part of the Commission's work involved investigating the well-being of children and young people aged 0-25 years online. The recommendations include, among others, "Postpone children's smartphone debut until they are 13 years old"; "Parental agreements on children's use of digital services"; "Smartphone-free primary and secondary schools".
- The "**Alliance for a Safe and Good Digital Childhood**", initiated by the Danish government in June 2024, **published 11 recommendations** in September 2025. Each recommendation, individually and together, provides an answer to some of the challenges in the online world. The recommendations range from more accessible, improved guidance for parents, annual monitoring of the challenges children and young people encounter online, and the establishment of digital wardens, to stronger communities without screens, targeted initiatives for vulnerable children, and sharper requirements for tech giants.
- The Danish government also launched their White Paper on October 2025 on "**A Safe Childhood in a Digital Reality**". With five objectives, the government seeks to set a clear direction for the digital protection of

children and young people. The objectives build on the many valuable recommendations the government has received from, among others, the Well-being Commission, the government's expert group on tech giants, and the Alliance for a Safe and Good Digital Childhood, and they further develop the initiatives the government has already launched.

- Many of the Alliance's recommendations align with those of the [Commission on Well-being](#). Together with the [Agreement on mobile-free primary schools and leisure facilities](#) of 30 September 2025, the implementation of the Alliance's recommendations will mean that the government has acted on virtually all the Well-being Commission's recommendations regarding digitalisation.
- On 7 November 2025, the Danish government and two other political parties reached a political agreement on the protection of minors online, based on the government's white paper. With this agreement, Denmark takes an important step towards a safer digital reality for children and young people. The agreement builds on the white paper "[A Safe Childhood in a Digital Reality](#)" and the "[11 Recommendations for a Safe and Good Digital Childhood](#)". It sets a common direction for how, as a society, we reclaim responsibility and establish clear frameworks for the digital communities in which children and young people participate every day.
- The parties to the agreement concur that the overall effort must be based on the five overarching objectives outlined in the White Paper. Under each objective, a [series of initiatives](#) are presented, resting on three fundamental tracks: preventive measures that strengthen awareness and shared norms; protective measures that make it easier to respond and act in time; and regulatory measures that impose strict requirements on platforms and ensure strong supervision. A total of 14 initiatives, including establishing a national minimum age for access to certain social media platforms.
- The [Center for Social Media, Tech and Democracy](#) (CSTD-unit), established within the Ministry of Digital Affairs pursuant to the Danish Media Agreement 2023-2026, continues its work and has published a

range of studies relevant for BIK policy including the [Report on children and you peoples' use of digital services](#) (in Danish), [5 rules of thumb for a safe and better digital children and youth life](#) (in Danish), and [What the Tech Giants don't want you to know](#) (in English)

- The CSTD-unit has initiated a [Data Access Tracker](#) to analyse researchers' access to data under Article 40 in the Digital Services Act (DSA). The tracker is a voluntary self-reporting tool where you can report on your data collection, register the outcome of your data access applications, and report on your experience with the process and the quality of data. The insights gathered through the tracker will be used in [Center for Social Media, Tech and Democracy's](#) ongoing work with data access. It will serve as a knowledge base to support the enforcement of the DSA Art. 40 and provide guidance for researchers on the process of obtaining data access in accordance with the DSA Art. 40.
- Protection of minors online has been a priority for the Danish Presidency of the Council of the EU. To address this, the Danish Minister for Digital Affairs invited her European ministerial colleagues to an Informal Council Meeting in Horsens. Here, they discussed the need for age verification on social media and stricter rules to protect minors online. At the meeting, ministers from 27 European countries agreed on a joint declaration on online protection of minors under the name '[The Jutland Declaration: Shaping a Safe Online World for Minors](#)'.
- The Danish government initiated a programme on technology comprehension, which ran from 2018 to 2021. The purpose of the programme was to give students a better understanding of technology, with the aim that they would be able to interact critically with it and shape it rather than simply use it. 46 schools signed up for the programme.
- In 2021, a political agreement was made with the aim of strengthening broad digital literacy (so-called "digital dannelse") among children and young people. The agreement manifested in several efforts that will equip children and young people to have safe, secure interactions on the internet. One initiative is the creation of [teaching materials on digital](#)

formation, launched in June 2024. The material is meant to inspire teachers to take up digital literacy with their students in their teaching.

- In another initiative, the focus is on student-led initiatives where peer-to-peer instruction and training (“young-to-young” and “young-to-younger”) are conceived to facilitate and support a healthy digital culture in the schools, with an emphasis on strong communities where you do not feel alone. Finally, the political parties behind the 2021 agreement agreed to strengthen central communication efforts to help children, young people, and parents address offensive behaviour on the Internet. In total, the agreement resulted in a grant of DKK 49.5 million. The grant was awarded to the partnership “On - sammen om digital dannelse” (On - together for digital literacy), a consortium comprising the Media Council for Children and Young People, Save the Children Denmark, Children’s Welfare Denmark, and the Centre for Digital Youth Care.
- In September 2025, the Danish Government, together with a broad majority in the Danish Parliament, concluded [an agreement](#) which aims to remove mobile phones from public schools and leisure facilities to support focus, community, and a calm learning environment. It also introduces a requirement for public and private schools and upper-secondary institutions to prevent access to websites that lack educational or pedagogical relevance – such as social media platforms or online gaming. The agreement furthermore encourages schools to take a critical approach to the use of screens in teaching and to give priority to analogue forms of teaching in the lowest grade levels, ensuring that screens are either omitted or used only to a very limited extent in the teaching of younger pupils.
- The Danish Media Council's purpose, as regulated in national legislation (the law on film), is to work on children’s rights in relation to the digital environment, among other things. As a part of the work on children’s rights, the Danish Media Council has released [non-binding ethical guidelines for digital service providers](#). The guidelines refer to children’s rights in a digital environment.

- A child-friendly edition has also been published, along with materials that teach children about their rights through play. The guidelines do not express public policy as such, as the council is independent. In addition, the Danish [Commission on Well-being for Children and Youth](#) was tasked with assessing the influence of digital media on the well-being of children and youths.

## 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.

	High	Medium	Low	Not present
Regular data collection		X		
Data on risks, harms, well-being			X	
Information systems	X			
National research fund			X	
Monitoring and evaluation			X	

Table 2: Policy design - Denmark

- **Quantitative data on some aspects of children’s digital activity** is collected regularly as part of broader surveys.
- **Surveys of children’s experiences of risks, harms and digital well-being** are undertaken on an ad-hoc and irregular basis.
- **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).
- **There are occasional special initiatives** to gather evidence about children and the digital environment.
- **Monitoring and evaluation** are ad hoc, infrequent and not systematic.

### **Key national research studies:**

- The Danish Ministry of Culture regularly, and until 2022 annually, publishes reports on the Danish population's media use, including internet and social media. Children 12 years old or older are also reflected in these surveys, which are performed regularly.
- Additionally, the Danish public service broadcaster, Danish Broadcasting Corporation, systematically collects data on children's digital activities and publishes the results annually.
- The Media Council for Children and Young People regularly conducts surveys on children's digital media use, e.g., on children's gaming habits, knowledge of social media, etc. The Media Council for Children and Young People is also involved in [a partnership with the Nordic media authorities](#) on behalf of the Nordic Council of Ministers, which is developing a Media and Information Literacy Survey measuring media literacy across the Nordic countries. The [final report](#) was published in early 2026.
- The governmental agency [Statistics Denmark](#) publishes reports on Danish citizens' online use, including young people as young as 16. The latest report was published in 2025.
- The Danish Ministry of Digital Affairs and the governmental agency Statistics Denmark plan to conduct [an annual study](#) of the digital activities of children and youth aged 16 or younger. The study aims to ensure high comparability across years while tracking the development of children's and young people's digital habits. This may, for example, include their participation in digital activities, well-being and the experiences of risk derived from them. The study will systematically and regularly collect data on children's digital activities in dedicated surveys.
- Other relevant recent studies include: [Students with high screen time experience lower levels of well-being\(2025\)](#); [Young People's use of digital media](#), Ministry of Digital affairs and the Media Council for Children and Young People; [When grooming arises and develops online](#); [Violations and hatred in public debate on Facebook](#), by Analysis and Numbers; [Digital everyday sexism](#), by Kvinno and Analysis and Numbers;

Consumption in the feed, by Children’s Welfare; Drugs in the feed, by Center for Digital Youth Care and Analysis and Numbers; Shared without consent. A commodity in the digital supermarket, Digitalt Ansvar.

## Policy governance

Policy governance examines how policies are coordinated at the governmental level, whether other implementation bodies are involved in their delivery and coordination.

	High	Medium	Low	Not present
Lead ministry for policy development		X		
National coordination body		X		
National action plan or strategy	X			

Table 3: Policy governance - Denmark

- **Policy development sits across different ministries** with leadership officially distributed according to the area of specialisation.
- **Coordination occurs across relevant departments and stakeholders through more informal arrangements.** While lacking a centralised coordination body, this approach still facilitates reasonably effective collaboration and alignment of efforts.
- **There is a defined national action plan** on children and the digital environment with accountabilities such as defined timelines, assigned responsibilities or key performance indicators (KPIs).

## Other information supports

- One of the objectives of the Centre for Social Media, Tech and Democracy under the Ministry of Digital Affairs and the Commission on Well-being for Children and Youth is to build knowledge on various issues, including tech and children’s and youth’s well-being, to inform policy-making.
- Furthermore, the Danish Media Council is involved in a project, together with the Scandinavian Media Authorities, headed by the Swedish Media

Authority and financed by the Nordic Council of Ministers, which is measuring levels and gaps in media literacy across the Nordic countries and across ages. The [final report](#) was published in early 2026 and is intended to be a basis for further media literacy activities.

- The [Commission on Well-being for Children and Youth](#) has engaged experts with knowledge of protecting children's digital lives and of how children learn to navigate the internet in its study and formulation of recommendations. Thus, the Commission has involved civil society, researchers, organisations, and student representatives in its work and has held several workshops.
- The National Agency for Education and Quality has contributed information and recommendations for policy development on children's use of screens and social media. The National Agency for Education and Quality has also published information on screen use in Danish high schools and, in February 2024, [recommendations for children's use of screens and the internet in primary and lower secondary education](#).
- The National Agency for Education and Quality also published [recommendations on the use of generative AI in primary and lower secondary education](#) in June 2025. The recommendations generally suggested that the use of AI is a local responsibility. The recommendations underlined the need to establish a common direction and frameworks for the use of generative AI, and to exchange experiences among pedagogical staff about the technology's possibilities and limitations. Also, the recommendations stressed that AI should be used only when it makes professional and pedagogical sense, and that parents should be informed about the school's approach to AI.
- The above recommendations are inspired by the National Agency for Education and Quality's [recommendations on the use of generative AI in upper secondary schools and vocational education and training](#), published in November 2024.

## Stakeholder involvement

Stakeholder involvement enquires how different stakeholders can participate in policy development.

	High	Medium	Low	Not present
Stakeholder forum		X		
Public consultation on BIK topics	X			
Youth involvement in policy		X		

*Table 4: Stakeholder involvement - Denmark*

- Stakeholders are involved through various existing groups or platforms across different government branches.** While opportunities for engagement exist, they are not centrally coordinated, and stakeholder participation may vary in consistency or influence.
- Members of the public are regularly and routinely consulted as part of the policy development for BIK topics.** There is broad, inclusive, and transparent engagement, with feedback actively shaping policy outcomes.
- Children are listened to directly in the policy development process** (for example, through hearings, consultations, specific surveys) but are not formally involved in decision-making.

## Stakeholder mechanisms

- In June 2024, the government, led by the Prime Minister, initiated an “Alliance for a Safe and Good Digital Childhood” together with the larger child and youth rights organisations. The alliance has made a proposal for political action with 11 main points, all of which were incorporated into the government’s [White Paper](#) that followed. Also, the alliance has initiated voluntary but binding agreements with other stakeholders:

  - An agreement about 5 “rules of thumb” for parents, streamlining the communication on how parents support their children online

- b) An agreement with the teleindustries on supporting parents and other caregivers when introducing new technology for children
- c) An agreement with key stakeholders around children's digital lives in schools (municipalities, teachers' union, pupils' organisations, etc.) focusing on safe use of technology, collective agreements between parents and supporting pupil-to-pupil education, as well as improving the systems in place, when children experience harms online.
- Stakeholders are involved in several current initiatives, such as the [Commission on Well-being for Children and Youth](#). Furthermore, the [Danish Media Agreement 2023-2026](#) establishes that the [Media Council](#) is obliged to contribute to a coordinated approach involving multiple stakeholders. In addition to this, the [Media Council](#) is a coordinator within the [re](#) and oversees SIC DK's Advisory Board, which consists of a range of relevant stakeholders in the field of children's online and digital use. The SIC involves stakeholders when developing new materials, hosting events, targeting specific groups, etc.

## BIK+ actions

### Pillar 1 – Safe digital experiences

Actions to promote a safe, age-appropriate digital environment that respects children’s best interests.

	In place	In development	Other activity	Not present
Content rating systems for online/video games			X	
DSC measures protection of minors	X			
DSC-SIC working relationship	X			
Definition of harmful online content			X	
Complaints handling mechanism	X			
Intimate image abuse laws	X			
Cyberbullying laws			X	
Age verification requirements	X			
Digital wallet for minors		X		
EU harmonised age verification		X		
Laws on online marketing	X			
Protecting mental health and well-being	X			

Table 5: Safe digital experiences - Denmark

### Implementing EU laws

- The Media Council’s [resources about gaming](#) are available on its website.
- NIMBI is the Danish Institute for Game Development - the first of its kind in Europe. Its mission is to give more people access to innovative

Danish games while promoting originality, quality and responsibility across the Danish games industry.

- The [Agency for Digital Government](#) is the Danish DSC and the only competent authority for the Digital Services Act in Denmark. The DSC has a working relationship with the [Media Council for Children and Young People](#), including biannual meetings and mutual assistance regarding different projects and tasks related to the protection of minors online. The SIC DK has an informal but continuous dialogue with the Danish DSC.

### ***Addressing online harms***

- Denmark has transposed Article 6a of the AVMS Directive directly into national legislation. This means that audiovisual media service providers under Danish jurisdiction, both linear and non-linear, are obliged to ensure that programmes that may impair the physical, mental or moral development of minors are only made available in a way that prevents minors from normally hearing or seeing them. The most harmful content, such as gratuitous violence and pornography, shall be subject to the strictest measures. In addition, Article 28b (1) is transposed directly into national legislation, which means that video-sharing platform providers under Danish jurisdiction shall take appropriate measures to protect minors from programmes, user-generated videos, and audiovisual commercial communications that may impair their physical, mental, or moral development.
- It is possible for children to complain to the [Danish Consumer Ombudsman](#), e.g., concerning advertisements on social media; to the [market surveillance authorities](#) in Denmark regarding a product they have purchased, whether online or in physical stores; or to the [DSA supervisor](#). However, these mechanisms are not dedicated specifically to children.
- The [political agreement on the protection of minors, adopted on 7 November 2025](#), contains several initiatives aimed at making the digital world safer for children. One of these initiatives is to establish a process by which individuals and organisations may submit a complaint to an

administrative body (placed within an agency) about the availability of potentially harmful online content (paragraph 4.1). The initiative aims to establish an administrative institution with the legal authority to issue orders to remove or prevent access to illegal or harmful digital content. This is defined as content that exposes a person under 18 to a significant risk of harm to their health or welfare. Harmful content will, for this initiative, be limited to content that depicts, encourages, promotes, or provides instructions for extreme violence, suicide, or self-harm. These categories of harmful content will be prohibited under national law. The initiative requires legislative efforts, which are expected to be concluded in the first quarter of 2027.

- In 2026, a Media Ombudsman will be established to supervise alternative media actors and their news-like content, supporting a more responsible alternative media market.
- Under Section 226 of the Danish Criminal Code, any person who takes or makes sexually explicit material such as photographs, movies, other visual representations and similar recordings of a person under 18 years of age or material comparable with such material with the intent to sell or otherwise distribute the material is sentenced to a fine or imprisonment for a term not exceeding six years.
- Under section 235(1) of the Danish Criminal Code, any person who distributes sexually explicit material such as photographs, movies, other visual reproductions and similar recordings of persons under 18 years of age or material comparable with such material is sentenced to a fine or imprisonment for a term not exceeding two years (a bill has recently been proposed to change the maximum penalty to four years), or in particularly aggravating circumstances to imprisonment for a term not exceeding six years. Especially situations endangering the life of a child, situations of aggravated assault, situations in which the child suffers serious harm, or distribution made in a systematic or organised manner are considered particularly aggravating circumstances.
- Whether a photograph or film can be characterised as “sexually explicit” depends on a concrete assessment of the specific situation. It follows

from the preparatory work of the provision that the following situations generally will be considered as “sexually explicit material”:

- Photographs, movies, other visual reproductions and similar recordings, of a person under 18 years of age, who has sexual intercourse or any sexual activity other than sexual intercourse,
  - Photographs, images or films etc., of a person under 18 years of age, where objects is used in a way comparable to sexual intercourse or any sexual activity other than sexual intercourse, and
  - Photographs, movies, other visual reproductions and similar recordings, of a person under 18 years of age, where the person is used as a model for photographing genitals or sexual touches.
- Under section 232(1) of the Danish Criminal Code, any person who commits an act of indecency is sentenced to a fine or imprisonment for a term not exceeding two years or, if the offence was committed against a child under 15 years of age, to a fine or imprisonment for a term not exceeding four years. When determining the sentence, the particular degradation caused by the offence must be taken into consideration.”
  - Under section 264 e, ii), a fine or imprisonment for a term not exceeding six months is imposed for identity fraud on any person who wrongfully discloses material, including sexual material, comprising another person's details, including civil registration (CPR) number, name and photo, in an improper manner to manipulate such other person's appearance. Under section 264e(2) the same penalty is imposed on any person who unlawfully makes sexual material, cf. section 264e(1).
  - Cyberbullying is a key focus area for the Danish Safer Internet Centre in the coming years. The SIC furthermore engages in dialogue with other Safer Internet Centres to support the action plan against cyberbullying, specifically through the Insafe network.

### **Age assurance**

- Websites selling tobacco, nicotine and alcohol products online are obligated to ensure that their customers are above the set age limit

before a sale can go through. Previously, it was sufficient for websites to have a pop-up box in which one could confirm one was above the age limit. However, since October 1st, 2024, it has been mandatory for websites selling tobacco, nicotine and alcohol products online to have an efficient electronic age verification system set in place. Websites are free to choose how and what kind of system they will use to verify the age of their customers, as long as the chosen system effectively verifies the age before the sale goes through and lives up to certain minimum criteria. For example, an efficient electronic age verification system can be implemented by using the current national eID-solution (like MitID) or by user creation using a passport or another valid legitimation. The new requirements are due to the broad political agreement on a prevention plan (2023) aimed at reducing the consumption of tobacco, nicotine and alcohol products among children and young adults.

- A national digital identity wallet is currently in development and scheduled to launch in spring 2026 under the name AltID. The first version of the identity wallet AltID will be available for citizens aged 13 or above and will include a digital identification credential and an age verification credential, enabling citizens to verify their identity or confirm their age. This first version of the identity wallet will be available for national purposes and for secure and privacy-preserving online age verification across borders, and it marks the first step towards an EUDI Wallet for broader use across the EU. The EUDI Wallet will also be available to citizens aged 13 or older.
- Denmark has committed to follow the EU Age verification specifications and implementation profiles in the DK national wallet to be launched in spring 2026. As a frontrunner country, Denmark has held several touchpoint meetings with the Commission and the contractor for the EU age verification solution. Denmark does not use the actual reference implementation and code repositories provided by the Commission but supports the issuance and presentation of compliant “proof of age” attestations over the OID4VP protocol, in line with the [Age Verification Profile](#). This aims to ensure interoperability with all other AV solutions that follow the same approach.

## Children's well-being

- The **Media Council** continuously works on knowledge and awareness about the three pillars in the BIK strategy, including on unfair practices targeting children, e.g., initiatives supporting parental settings to support children's safe and age appropriate digital use, for example "**The Right Age**" a tool for understanding age restrictions on games, movies and digital platforms, and "**The Right Setting**", a guide universe about settings on digital devices and tips for good digital habits in the family.
- Many of the initiatives of the political agreement of 7 November 2025 have children's well-being in scope. One of them, **initiative 1.1**, establishes a national minimum age for access to certain social media platforms, and another, **initiative 3.1**, aims to strengthen efforts against influencer marketing targeting children, with DKK 4.8 million allocated to the initiative. The funds are earmarked for the Consumer Ombudsman and as a direct grant to the Danish Consumer Council (Forbrugerrådet Tænk).
- The political agreement from December 2021 entails strengthening broad digital literacy (so-called "digital dannelse") among children and young people. A new **digital platform** has been launched as part of the agreement. The platform will be continuously updated with new, relevant content. Furthermore, the Act on Educational Environment states that every student is entitled to a good educational environment. This also includes the mental environment. Under the act, every school is obligated to have an anti-bullying strategy that includes measures to address digital bullying. If a student is being bullied, the school is obligated to make a plan of action.
- Understanding of technology will be integrated into primary and lower secondary education from the school year 2027/2028. Technology comprehension will be integrated into selected existing subjects and offered as an elective in lower secondary education. Technology comprehension, as integrated into existing subjects, must ensure that all students receive education in technology, enabling them to understand and critically assess the digital technologies they encounter in their everyday lives, including their use and consequences.

- According to § 3(2) in the Danish Marketing Act, commercial practices aimed at children and young people, or where children and young people are particularly vulnerable to the commercial practice in question, must be designed with regard to the natural gullibility of children and young people. Moreover, marketing towards children and young people under the age of 18 is specifically regulated in § 11 of the Danish Marketing Practices Act. The provision sets out that
  - Marketing directed at children and young people under the age of 18 must not directly or indirectly incite them to violence or other dangerous or inconsiderate behaviour. It is also prohibited to make unwarrantable use of violence, fear or superstition for effective purposes.
  - Marketing directed at children and young people under the age of 18 must not mention or include images of or references to alcohol and unsuitable products (tattoos, botox, etc.).
  - Marketing directed at children and young people under 18 may not be carried out on or via social media profiles that appear to belong to children and young people under 15. Marketing directed at children and young people under 18 on social media may not use children and young people under 15, unless the use is in a natural context to illustrate or demonstrate a product.
- The Danish Health Authority has provided [guidance](#) on how parents and others can support children and teenagers in applying recommendations for screen use during their free time. The recommendations are divided into three groups: children aged 2-4 years, children and young people aged 5-17 years, and adults.
- The Danish government has launched a [comprehensive action plan](#) in October 2024 to address the growing problem with the use of illegal opioids, not least among young people. Among the 24 measures, one is to reach young people at risk through social media. The idea is to capture the attention of those whose online behaviour suggests that they may be interested in drugs, to deliver clear and sound information as well as warnings of the dangerous substances.

**Pillar 2 – Digital empowerment**

	In place	In development	Other activity	Not present
Teaching online safety		X		
Digital skills training		X		
Policies on digital use in schools	X			
Adequate teacher training	X			
Non-formal online safety education		X		
Critical media literacy		X		
Creative digital skills			X	
Supports for parents		X		

*Table 6: Digital empowerment – Denmark*

**Digital empowerment in formal education**

- In Denmark, there is a focus on Technology Comprehension in primary schools. Based on the subject in primary schools, there is a trial subject in teacher education in Denmark. Technology Comprehension is offered as a main subject (35 ECTS) and as an elective subject (2.5 ECTS) to teacher students. The subject, among other things, focuses on equipping the student teacher to support pupils in making informed and independent judgements regarding privacy, data ethics, and security in interactions with digital technologies and digital artefacts, and on providing the student with knowledge of security-related aspects of navigating the digital world.
- As part of a [political agreement from March 2024](#), technology comprehension will be integrated into primary and lower secondary education from the 2027/2028 school year. Technology comprehension will be integrated in selected, existing subjects and as an elective subject in the lower secondary education. The actual content of

technology comprehension has not yet been decided. There is currently a subject committee set up for technology comprehension with the purpose of preparing a subject plan for technology comprehension as an elective subject, and to support that the subject is integrated into selected, existing subjects.

- In December 2021, the former government entered into an agreement with the Liberal Party of Denmark, the Danish People's Party, Green Left, the Danish Social Liberal Party, the Conservative People's Party, and Liberal Alliance to strengthen the broad digital literacy (so-called "digital dannelse") of children and young people. The government and the parties to the agreement have decided to implement a national effort to promote digital education for children and young people. The plan consists of three tracks. The first track aims to equip children and young people to navigate the internet safely. The second track involves developing teaching materials and courses on digital education that teachers can draw on in their teaching. The third track aims to train and designate students, teachers, educators, and parents to support a healthy digital culture in the country's educational institutions.
- The digitisation strategy addresses the build-up of children's and youths' digital competences, i.e. by proposing a subject on technology comprehension in the primary and lower secondary education. Among other things, this will help promote a more practical school, as presented in the government's proposal, "Freedom and professionalism - a quality programme for public schools".
- The Danish Media Council is a part of a [national project on media literacy](#) for young people and children.
- The National Agency for Education and Quality provided [recommendations for the use of screens](#) in primary schools and lower secondary schools in Feb 2024. This initiative was designed to ensure positive online environments in primary and lower secondary schools and the appropriate use of screens (computers, mobile devices, and interactive boards), contributing to high-quality teaching and student learning.

- In September 2025, the Danish Government, together with a broad majority in the Danish Parliament, **concluded an agreement** which aims to remove mobile phones from schools and leisure facilities to support focus, community, and a calm learning environment. With the agreement, which follows up on the Well-being Commission's recommendations, it will be a requirement to install local policies that aim at making public primary and lower secondary schools and leisure facilities up to and including the 3rd grade mobile-free. The agreement also introduces a requirement for public and private schools and upper-secondary institutions to prevent access to websites that lack educational or pedagogical relevance – such as social media platforms or online gaming. The agreement furthermore encourages schools to take a critical approach to the use of screens in teaching and to give priority to analogue forms of teaching in the lowest grade levels, ensuring that screens are either omitted or used only to a very limited extent in the teaching of younger pupils.
- In another initiative, the focus is on student-led initiatives where peer-to-peer instruction and training (“young-to-young” and “young-to-younger”) are conceived to facilitate and support a healthy digital culture in the schools, with an emphasis on strong communities where you do not feel alone.
- The **Alliance for a Safe and Good Digital Childhood** has made an agreement with several schools, teachers, students, and other relevant organisations to promote a safer, better digital school and recreational life. The partnership behind the agreement has agreed to support municipalities, schools, and organised leisure facilities in establishing safe and secure environments for children and youths’ digital lives. The partnership has three main goals:
  - To ensure a safe use of digital tools for children and youth in schools and in organised leisure activities.
  - To expand the use of collective agreements between students, parents and teachers on children’s digital lives to ensure that the

students, parents and teachers shape children's digital lives instead of a retention mechanism on digital platforms.

- To ensure action and help when children and youth experience digital harm and violations.

### ***Digital empowerment and lifelong learning***

- The parties to the above **political agreement** also wish to intensify efforts to promote good digital habits, so that children, young people, and parents alike can actively contribute to a safe and meaningful online culture. Two campaign tracks are planned. The first campaign track is directed at parents and primary schools and anchored in the organisation "Skole og Forældre" (School and Parents). The second campaign track is aimed at pupils in primary schools and anchored in the organisation "Danske Skoleelever" (Danish School students)
- The initiative starts in 2026, with the organisation representing Danish school students over three years, promoting student-to-student dialogue tools to help children and young people navigate the digital world. The effects of the campaign shall be assessed with a view to possible extension to upper secondary education. A total of DKK 4.0 million is allocated to the initiative.
- The **Danish Media Council** is focusing on critical media and AI literacy, e.g., through the initiatives **Real Knowledge about AI** and "Stop. Think. Check it", a campaign on misinformation, disinformation and malinformation. It consists of a series of short videos, a podcast, and teaching materials for young people aged 14 to 29.
- A national fact-checking organisation, TjekDet, is funded with the current media agreement. They fact-check and create awareness initiatives about dis- and misinformation.
- With the political agreement on online protection of minors from November 7th, 2025, new authority guidelines for parents on children's online life will be developed. These should help parents engage with their children's and young people's digital lives, set reasonable boundaries, and keep their children safer from addictive designs and harmful content. Furthermore, the Danish organisation representing

school boards and parents of children in school will receive funds in 2026-2028 to promote awareness of these and other guides to parents.

## Pillar 3 – Active participation, respecting children’s rights

	In place	In development	Other activity	Not present
Promoting civic engagement			X	
Promoting children’s rights	X			
Child-friendly policy documents				X
Addressing digital inequalities		X		
Positive digital content		X		

Table 7: Active participation, respecting rights - Denmark

### Active participation

- Several organisations work in the field of promoting children’s active participation (e.g., Children’s Welfare, UNICEF DK, the Centre for Digital Youth Care, Save the Children Denmark, and The Media Council for Children and Young People).
- The independent Danish Media Council has published [ethical guidelines for digital service providers and for gaming platforms](#). The ethical guidelines have been adapted into an educational material for children entitled “Respect for Rights,” which was published in 2025.

### Addressing digital inequalities

- The 2025, includes an initiative specifically targeted at vulnerable children and young people, e.g. children placed outside of the home, who studies show are at greater risk of online harm. The initiative will first conduct [a study](#) in 2026 on how the digital well-being of vulnerable children and youth can be improved. The study will present a catalogue of possible actions for the parties behind the political agreement to choose from and initiate for implementation in 2027-2026.

- As a result of the Danish Media Agreement, the [Danish Media Council](#) was tasked with examining the possibility of a label to promote content with positive values and a certain quality for children. The council conducted an analysis in 2025. The [Media Council](#) is working on a platform guide that allows children, parents and other adults to look up popular digital platforms and learn about their use, functions and risks. The guide will launch in 2026.
- Also pursuant to AVMSD art. 7a and the Danish Media Agreement, appropriate prominence will ensure visibility of Danish public service media, thereby increasing the visibility of positive digital content and services for the entire population, including children.
- The political agreement also includes an initiative (initiative 1.4) specifically targeted to support a national innovation environment, with the aim of helping develop alternative social media platforms or technologies that support minors' online safety.

## Best practices

### Example 1

The independent Danish Media Council has published [ethical guidelines for digital service providers](#). The Media Council's ethical guidelines contain a number of principles for design, operation, and user interface that digital service providers, in the council's opinion, must comply with to meet their responsibility for ensuring that children and young people have the best conditions for participating in the digital environment safely, age-appropriately and in accordance with their rights. The guidelines have been developed in cooperation with several relevant actors in the field. The ethical guidelines for digital service providers have been further developed into a set of [ethical guidelines for digital gaming platforms](#). Both sets of guidelines can be found [here](#).

### Example 2

The independent Danish Media Council is part of a [national media literacy](#) project called "ON," in collaboration with Save the Children Denmark, Children's Welfare, and the Centre for Digital Youth Care, to promote digital literacy through a broad national initiative. The focus is on children and young people's screen use and well-being. The ON consist of a platform offering knowledge and tools that help parents and professionals support and engage young people and children aged 5-25 in conversations about screen use and digital well-being, with the clear aim of strengthening their ability to act safely and confidently online. The Danish Ministry of Children and Education funds the project. The project runs from 2023 to summer 2026. Educational materials on the platform can be accessed here: [www.on-undervisning.dk](http://www.on-undervisning.dk).

## BIK+ index 2026: Denmark

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

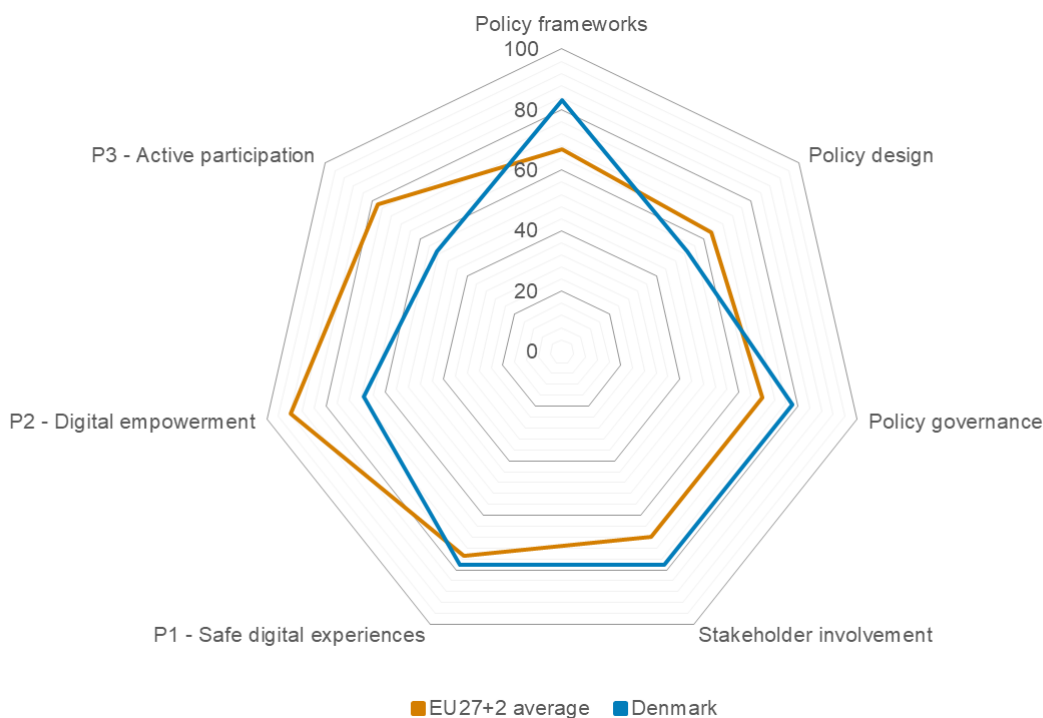


Figure 1: BIK+ index 2026: Denmark - EU27+2 average comparison