

Safer Internet Day 2015



**Public report on
campaign activities and successes**

March 2015

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Introduction

Tuesday, 10 February 2015, saw the annual celebration of Safer Internet Day (SID), with a fantastic range of events and activities taking place across Europe, and the globe, to help raise awareness of a safer and better internet.

Coordinated by European Schoolnet in collaboration with INHOPE (the International Association of Internet Hotlines), and in close partnership with Insafe, the European network of Safer Internet Centres*, the theme of SID 2015 was once again “*Let’s create a better internet together*”. Now in its twelfth year, the day encouraged all stakeholders, be they children and young people, parents and carers, teachers and educators, or industry and politicians, to work together to build a safer and better internet for all. More than 100 countries marked the day, including all 28 countries of the European Union, along with numerous organisation partners such as Facebook, Google, Twitter, Vodafone and Disney, to name but a few.

Some of the key successes from the day include:

- The day started with a bang with a [Thunderclap campaign](#) reaching over **480,000 people on social media with a SID message**.
- The **#SID2015** hashtag trended several times throughout the day, with **in excess of 30,000 tweets reaching more than 60 million people**.
- Lots of exciting **activities took place across Europe** including, for example, an exclusive [screening of the movie “Disconnect” for youth in Belgium](#) followed by a debate on the issues raised, the launch of [new resources tackling cyberbullying in France](#), a [focus on creativity in a week of media literacy activity in Finland](#), a whole host of [local community activities organised by 350 SID Ambassadors in Greece](#), and [SID TV in the UK](#).
- Activities **further afield** included [virtual classrooms in Australia](#), a [live multi-stakeholder debate in Brazil](#), launch of a new [awareness-raising programme called Shift in Nigeria](#), and an [industry panel discussion at a high-level event in the US](#).
- There were **numerous mentions of SID in the international media** such as the [Guardian](#), [Tech Crunch](#), [Digital Agenda for Europe](#), [Twitter for Good Blog](#), [Forbes](#), [Irish Independent](#) and the [BBC](#).
- Sheryl Sandberg, Chief Operating Officer at **Facebook**, [released a video supporting Safer Internet Day](#), subtitled in various languages.

This report highlights some of the many successes of SID 2015 through the work of the Insafe network of Safer Internet Centres, SID Committees across the globe, SID Supporters, the European Commission and the central Safer Internet Day Coordination Team.

You can also find out more at www.saferinternetday.org, including access to over **90 educational resources** from Europe and beyond to support eSafety teaching in the classroom in the [SID 2015 School Involvement Kit](#).

* Safer Internet Day was originally initiated under the European Commission’s Safer Internet Programme and is now continuing under the Connecting Europe Facility (CEF) which funds Safer Internet Centres in the member states.

I. Safer Internet Day 2015

As is typically the case, planning for Safer Internet Day 2015 started immediately as the previous year's campaign concluded. In order to plan, organise and coordinate the main activities of the campaign, the customary Safer Internet Day Working group was convened in March 2014, with a mix of new and experienced members. Membership was drawn from France, Germany, Ireland, Latvia, Luxembourg, Spain and the United Kingdom, along with representation from INHOPE (to provide the Hotline perspective) and the European Commission (EC). The working group was chaired by a member of the Safer Internet Day Coordination Team from European Schoolnet.

The main tasks of the working group were as follows:

- To discuss and agree on the theme for the campaign.
- To define and agree key campaign messages.
- To define and agree key campaign collateral (such as logos, banners and leaflets).
- To contribute to other discussions as appropriate.
- To keep the wider Insafe and INHOPE networks, and other stakeholders, informed of planned actions.

The work of the SID WG was facilitated using a combination of an online project management tool (Basecamp) and regular online meetings.

a) Theme, key messages and campaign collateral

Following the standard formula of the second day of the second week of the second month, the date for SID 2015 was set as Tuesday 10 February 2015.

As in previous years, the main aim of the Safer Internet Day campaign is to raise awareness on the safe and responsible use of new technologies and mobile devices among children and young people, to increase media interest in the campaign, and to unite as many public and private stakeholders as possible.

Typically a very specific theme is chosen as a backdrop for the campaign – previous year's themes have included cyberbullying, connecting generations or thinking before you post. However, in 2014 a slightly broader approach was taken with the theme of "Let's create a better internet together". Feedback from the 2014 campaign indicated that this approach proved particularly successful, allowing participating countries and supporters to shape the SID campaign to fit the 'better' concept as best suits local issues and priorities, rather than excluding those who might not always be able to 'hook' their campaigns off of a very specific theme. It was therefore decided to continue with this approach for 2015.

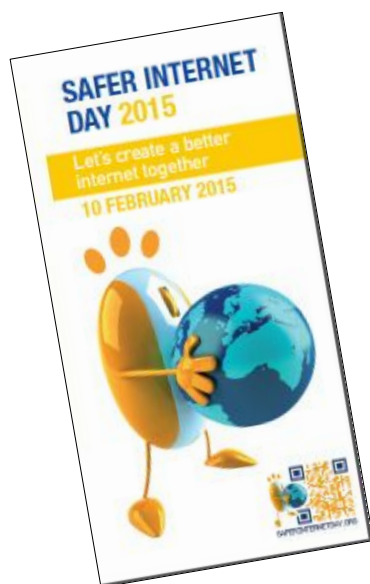
Of course, better internet can mean many things to many people, but the main aim is to foster the positive and eliminate the negative online. As a result, the following campaign messages were again used in order to help individual stakeholder groups to identify the ways in which they can help

- **Children and young people** can help to foster the positive by being kind and respectful to others online, by protecting their online reputations (and those of others), and by seeking

out positive opportunities to create, engage and share online. They can help to eliminate the negative by being 'helpful bystanders': supporting peers if they encounter issues online, taking a stand against cyberbullying, and reporting any inappropriate or illegal content they find. Above all, children and young people should be encouraged to take their stand as digital citizens of the future – participating in debates on internet governance and legislation, and making their voices heard.

- **Parents and carers** can help to foster the positive by maintaining an open and honest dialogue with their children about their online lives, by supporting them with their personal development online and helping them to deal with any concerns or issues, seeking out positive opportunities to share with their children online, and helping their children to find and use good quality digital resources. They can help to eliminate the negative by monitoring and supporting their child's online activity (as appropriate to their age), by modelling positive online behaviours themselves, and by also reporting any inappropriate or illegal content they find.
- **Educators and social care workers** can help to foster the positive by equipping children and young people with the digital literacy skills they require for today's world, and giving them opportunities to use – and create – positive content online. They can help to eliminate the negative by supporting youngsters if they encounter problems online, and by giving them the confidence and skills to seek help from others.
- **Industry** has a role to play by creating - and promoting - positive content and services online, developing ethical and transparent policies, and protecting our data. They can help to eliminate the negative by making systems and services more secure by design, by being more responsive to user concerns, and by providing quick and easy access to support if things do go wrong.
- **Decision makers and politicians** need to provide the culture in which all of the above can function and thrive – for example, by ensuring that there are opportunities in the curriculum for children to learn and teachers to teach about online safety, ensuring that parents and carers have access to appropriate information and sources of support, and that industry are encouraged to self regulate their content and services. They must also take the lead in governance and legislation, and ultimately ensure the safety and wellbeing of children and young people through effective child protection strategies for the online world.

A leaflet was created and disseminated, in hard copy and online, to share these messages, along with the customary SID logo, QR code and online banner. All of these resources were made available to download from the [Safer Internet Day website](#).



SID 2015 leaflet

b) The SID video spot

A campaign video spot is typically produced each year in order to raise awareness of Safer Internet Day and that year's chosen theme. However, given that the theme remained the same as the 2014 campaign, and the video produced that year took the form of a music video which could continue to be disseminated, the SID WG and wider Insafe network decided to approach this task a little differently.

For 2015, rather than produce a video spot afresh, a compilation spot was created in house by European Schoolnet, providing an overview of the concepts of SID and highlighting some of the successful campaigns of recent years in order to promote the overall better internet message.



Screen shot from SID 2015 compilation video

The video was shared with Safer Internet Centres and global SID Committees, and disseminated via various social media profiles. At the time of writing, the short spot has been viewed more than 23,000 on the [Insafe YouTube channel](#).

In addition, a number of previous SID spots were rebranded with the SID 2015 logo. Views of these on the Insafe YouTube channel account for in excess of 10,000 additional views.

c) The Safer Internet Day website

The Safer Internet Day website - www.saferinternetday.org - is promoted as the 'home of all things SID', providing a focal point for all campaign activity. In addition to providing access to 'SID near you' profile pages outlining SID events, activities and contact points by country, it also hosts promotional materials (such as the logo, banner and leaflet) and online registration forms to allow schools, organisations and other interested parties to register their interest in supporting SID.

A Safer Internet Day School Involvement Kit was again created and made available through the site during January 2015, providing schools with access to resources and materials (drawn from across the Insafe network) to celebrate Safer Internet Day within the classroom. Further information is provided in **subsection e** below.

Further information on traffic to the website is provided in **Section IV: Measuring impact**.

d) Social media

Building on the success of previous Safer Internet Day Facebook and Twitter activity, social media was again used as a key vehicle for dissemination of the Safer Internet Day 2015 messages and activities.

The SID 2015 social media campaign kicked off in earnest in parallel with the Back to School campaign in September 2014, with the aim of reaching a wide audience and increasing 'Likes' and 'Followers' on the SID Facebook and Twitter profiles respectively. Activity built steadily during the lead up with SID, with lots of activity on and around SID itself.

The results of the social media campaign this year have been very positive, with a significant increase in our 'subscriber base':

- There were over 10,389 likes on Facebook immediately following SID 2015 (compared with just over 8,000 followers after SID 2014).
- There were over 8,194 followers on Twitter immediately following SID 2014 (compared with just over 4,000 followers after SID 2014).

Figures for both have continued to increase steadily since. This provides us with a very strong base to continue to disseminate better internet messages throughout the year, not just on Safer Internet Day.

Further information on the reach of the social media campaign is provided in **Section IV: Measuring impact**.

e) Resources for schools – the SID Involvement Kit

Each year, for the past three years, a Safer Internet Day (SID) Involvement Kit for schools has been created and published on www.saferinternetday.org as part of the SID campaign. The intention of this tool is to make resources available for teachers and schools to help them celebrate SID in the classroom.

Once again, an interactive gallery of resources was created on the Safer Internet Day website. The tool allows users to search by country, language or age to find resources to meet their needs, or they can just browse the list. Safer Internet Centres and SID Committees around the globe were encouraged to contribute to the resource, with the aim of making it a vibrant tool for eSafety teaching and learning all year round.

The gallery of resources can be accessed at www.saferinternetday.org/web/guest/gallery.

f) Public-private partnerships

Collaboration with institutions and industry partners is critical in our mission of raising awareness of safer and better internet issues throughout the year, and especially so as part of the Safer Internet Day campaign.

Many of the big global service providers - the likes of Facebook, Twitter, Google and Ask.fm to name but a few - liaised with us regularly in the run up to the campaign in order to keep us updated of their plans for the day. Many of our industry partners also [created profiles on the SID website](#) to disseminate this information even further, while also acting as significant multipliers in disseminating key campaign messages via their own channels also.

The overview of Safer Internet Centre activities in Annex 2 gives many more examples of the public-private partnerships which helped to make the day such a success at country level too.

II. The reach of SID – a global campaign for a better internet

Over the years, Safer Internet Day has become a truly worldwide celebration. In addition to the celebrations of members of the Insafe Network (27 of the EU countries plus, Iceland, Norway, Russia and Serbia), a proliferation of Safer Internet Day Committees - right across the globe - also help to spread the Safer Internet Day message via local campaigns, events and activities, with more and more countries coming on board each year. The table below gives an overview of the geographic spread of SID celebrations in 2015.

Continent	No. of countries that celebrated SID 2015
Africa	19
Antarctica	0
Asia	27
Europe	47
North America	10
Oceania	2
South America	10
Total	115

a) Safer Internet Day highlights from the Insafe network

Every year, each of the country-based Safer Internet Centres (SICs) within the Insafe Network celebrates Safer Internet Day with a range of events, activities and resources. Although all promoting the day under the general theme of the current year's SID campaign, each SIC also has the scope to tailor the campaign to address localised issues or to meet the needs of specific cultural contexts.

Hence for example, we see SID celebrated over the course of a week as in Russia (Safe Runet Week) or indeed over a full month as in Austria (Safer Internet Month of Activity), while the Finnish SIC, for example, promotes a Media Literacy Week to coincide with SID, as this is the current priority within their educational programmes. Regardless of the local implementation however, all SICs work towards the all-encompassing aim of creating better opportunities and outcomes for children and young people online, while also empowering them to use the internet and online technologies safely, responsibly and creatively.

It is worth noting, additionally, that many Safer Internet Centres also court many multipliers in their respective countries. To give just a couple of examples:

- Belgium worked with a range of partners to deliver Safer Internet Day actions in movie theatres.
- Telenor announced the signing of one-year sponsorship agreement with the Bulgarian Safer Internet Centre
- Cyprus established a collaboration with the Post Office to issue a special SID stamp.
- The Czech Safer Internet Centre conducted a study with UPC (an internet and cable TV provider), the results of which show that parents tend to underestimate the online safety of their children.
- Estonia secured a collaboration to display SID messages on public announcement screens on public transport.
- The 'SID Ambassadors' action in Greece allows for a wide reach of messages and resources.
- Italy collaborated with two universities to conduct a survey about teenagers and the internet.
- Latvia partnered with its local social networking service, Draugiem.lv, to display a SID message on the login screen of the platform.
- Lithuania worked with more than 300 public libraries in cities and rural areas to deliver educational internet safety activities.
- A special edition of the Donald Duck magazine was produced in the Netherlands, informing children on how they can be safer online.
- Actions by the Portuguese Safer Internet Centre were featured on the Nickelodeon, Panda and Panda Biggs TV channels.
- Slovakia worked with a famous hip-hop dancer to raise awareness of cyberbullying issues.
- The SID TV initiative in the UK featured a range of celebrities to help catch the interest of key target groups.

An overview of SID activities and best practices, country by country, is provided in **Annex 2**.

Additionally, further information on the country-based actions of Insafe Safer Internet Centres is available from the '[SID near you](#)' section of the Safer Internet Day website.

b) Safer Internet Day Committees across the globe

The success of the Safer Internet Day campaign also depends on the commitment of Safer Internet Day Committees across the world which coordinate Safer Internet Day activities in their countries.

A Safer Internet Day Committee is an organisation or consortium in a third country that has obtained government support for Safer Internet Day activities. It is therefore recognised by Insafe as the awareness-raising body and contact point for all things SID in that country, and is offered support in the form of access to resources and contacts within the Insafe network to help it develop its localised campaign. While there are no formal reporting commitments for Safer Internet Day Committees, many keep the central Safer Internet Day Coordination team updated on their actions and successes.

Just a few of the success stories from SID 2015 include:

In the **United States of America**, the formal Safer Internet Day Committee led by Connect Safely organised an event at the Facebook headquarters in Silicon Valley with the presence of Facebook Chief Operating Officer Sheryl Sandberg, California Attorney General Kamala D. Harris and National

Parental-Teacher Association (PTA) President Otha Thornton. The event brought together 3,000 young people, parents, educators, law enforcement and industry executives to talk about not just problems but solutions for a better internet.



Safer Internet Say event in the USA with Facebook COO Sheryl Sandberg, California Attorney General Kamala D. Harris and Co-Director of Connect Safely, Larry Magid

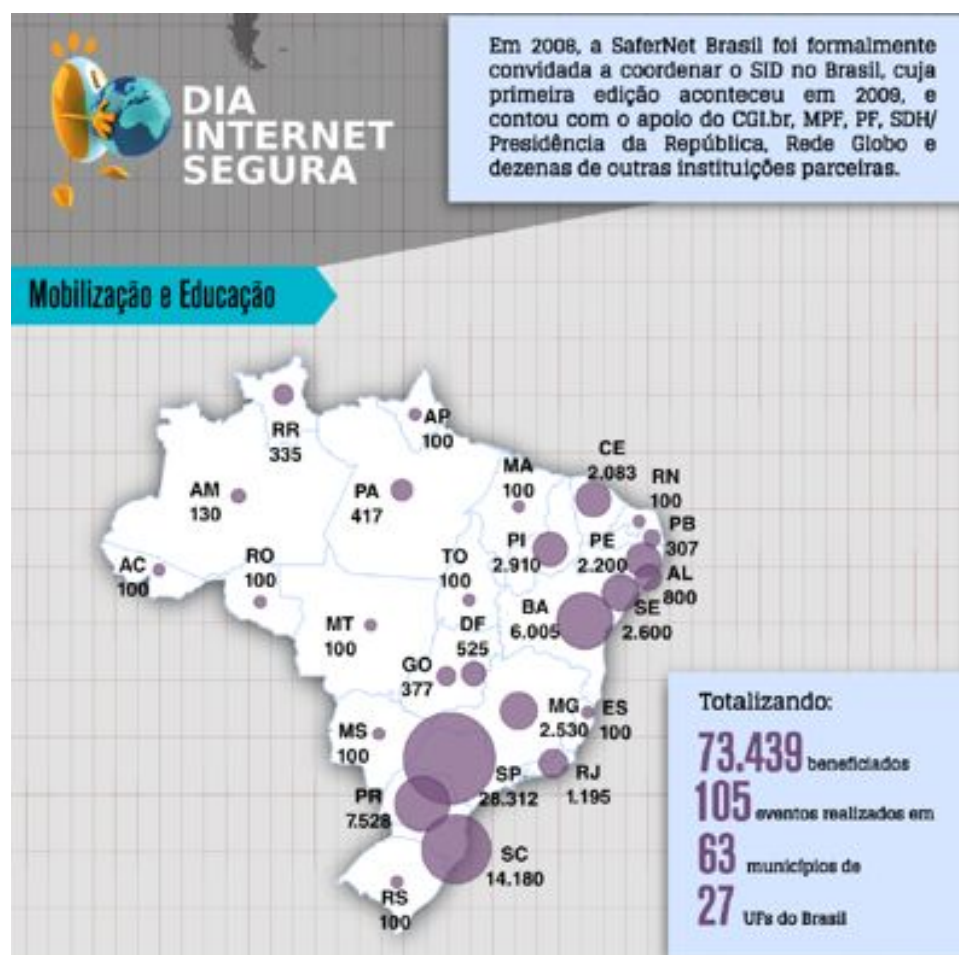
The organisers of the event were pleased to observe the number of competing tech companies that put aside their differences for a day to focus on these issues together, with consumers as part of the discussion.

In addition, the coverage of Safer Internet Day in the United States counted with an article written by the Co-Director of Connect Safely, Larry Magid, in the world-renowned [Forbes](#) magazine.

Since 2009, Safer Internet Day has been actively celebrated in **Brazil** under the coordination of SaferNet Brazil. This year, the goal was to engage youth, schools, NGOs and authorities to promote a safer and better internet in Brazil.

One of the main actions was the organisation of a national debate focusing on the campaign's main theme of 'Let's create a better internet together' and to highlight the public dimension of cyberspace and its ethical commitment, considering the challenge of misinterpreting the notion that the internet is a lawless space. In addition, a better internet also means the necessity to promote digital citizenship, ethics and respect for cultural diversity. The event counted with the participation of representatives from Google, Twitter, UNICEF, the Brazilian Human Rights Ministry, the Brazilian Federal Police, among other key stakeholders. The event could also be viewed via a Google Live Hangout. Other events included a National Educational Operation in all 27 state capitals organised by the Brazilian Federal Police.

As part of the actions coordinated by the SID Committee in Brazil, a number of resources were developed or translated into Brazilian Portuguese. Videos, lesson plans, games and booklets were all made available to Brazilian schools, public and private institutions and families. Indeed, the SID Committee in Brazil was responsible for the translation of the Web We Want handbook for teenagers into Brazilian Portuguese in 2013, and now for the handbook for educators. The Web We Want website was promoted and disseminated in Brazil at the same time as the European launch on 10 February 2015.



Screenshot of Brazil SID Committee infographic showcasing the number of activities organised in Brazil

ICDL Sri Lanka together with the Computer Society of Sri Lanka, form the **Sri Lanka Safer Internet Day Committee** to coordinate the Safer Internet Day initiatives in the country.

To mark the day, the SID Committee organised a conference on 10 February 2015, in the capital city, Colombo, with the participation of heads of schools, government, and private higher education and training institutions as well as several private and governmental organisations from the ICT industry.

Sri Lanka's premier connectivity provider, Dialog Axiata PLC was a platinum sponsor of this event organised by International Computer Driving License (ICDL) Sri Lanka. The ICT branch of the Ministry of Education, National Child Protection Authority, Sri Lanka CERT, UNICEF Sri Lanka, Microsoft and 3M Lanka also supported this event. The main guest of the event was the Chief Executive Officer of the ICT Agency of Sri Lanka, Mr Muhunthan Canagey.



Sri Lanka CERT | CC Engineer Roshan Chandraguptha, Dialog Axiata PLC Head of Broadband & Fixed Telecommunications Navin Peiris, Microsoft Sri Lanka Corporate Attorney for South East Asia New Markets Shalini Ratwatte and Federation of IT Industry Sri Lanka

The highlights of the event included the positive engagement of many children and young people. Even adults who attended the event stressed that they learned new information about online safety and asked how they could get more involved in helping their children. The event brought key stakeholders together and was a useful opportunity to showcase how all of them have a role to play in the creation of a better internet.

The Sri Lanka SID Committee has also provided a pack of resources to be distributed at around 100 schools. Notebooks, banners and posters were part of the packs providing useful tips on how to use the internet and mobile technology safely and positively.

This edition of Safer Internet Day also saw the participation of many new Safer Internet Day Committees and supporters. One of the new Safer Internet Day Committees was **Nigeria**. The celebrations of Safer Internet Day in the country were led by the international Centre for Leadership Development.

The Nigeria SID Committee launched a new project called Shift which is aligned with the Safer Internet Day campaign theme: 'Let's create a better internet together'.

The events organised focused on raising awareness of cybercrime among students. Since new media technology is one of the major mediums to perpetrate cybercrime, the Nigerian SID Committee focused on educating students on how they can use these tools in a positive way.

The SID campaign counted with the support of the Economic and Financial Crime Commission and Google Nigeria.



Safer Internet Day being celebrated in a school in Nigeria

Further information on the country-based actions of SID Committees is available from the '[SID near you](#)' section of the Safer Internet Day website.

III. The European Commission and Safer Internet Day - child online safety and security issues at the heart of the EU

In addition to the financial and logistical support that the European Commission provides for Safer Internet Day each year, the EC also organises a number of key actions.

For Safer Internet Day 2015, the European Commission mobilised its wide corporate social media networks with the aim of raising the visibility of child online safety. Thanks to very good coordination of the EU-internal social media network, the whole structure of the EU social media was systematically alerted to SID 2015 (in particular the EC corporate accounts, but also in EU representations in Member States and Member State representations to the EU). In addition, the EU's biggest channels (such as the main European Commission and European Parliament Twitter accounts, with hundreds of thousands of followers) were used to spread the message.

The account @DigitalAgendaEU got hundreds of retweets (with the [most popular tweet](#) spreading well into the EU Digital Agenda community) and the activity of @SaferInternetEU rose by 1000 per cent on the day. Thanks to the structured and targeted use of the most powerful institutional channels, the message has been extensively multiplied and has reached many important influencers.

Among those who "digitally participated" were several Commissioners, including (Vice President Andrus Ansip – Digital Single Market, Günther H. Oettinger – Digital Economy and Society, Věra Jourová – Justice, Consumers and Gender Equality, Dimitris Avramopoulos – Migration, Home Affairs and Citizenship, VP Kristalina Georgieva – Human Resources and Budget, Violeta Bulc - Transport), MEPs leading on digital (such as Silvia Costa, Michal Boni), VIP officials (DG CONNECT senior management), Champions for the Digital Agenda (such as Meral Akin-Hecke - Austria, Gesche Joost - Germany). SID 2015, linked to the overall online security issues, also made it to the main EC Daily News. The Thunderclap and #Up2Us campaign have also been intensively supported by the EC.

Vice-President of the Commission, Andrus Ansip wrote a special blog for Safer Internet Day – [A better and safer internet for children](#).

A special feature of the SID 2015 was the reinforcement of cooperation with the US partners, with the support of the Delegation in Washington DC, resulting in boosting the image of the EC as initiator and promoter of work on child online safety ([article in Huffington Post](#)).

IV. Measuring impact

In recent editions of Safer Internet Day, social media has become a vital part of the development of the campaign's strategy and planning, as well as the dissemination impact of the campaign. The Safer Internet Day 2015 campaign was no exception. In fact, this year the campaign has seen a wider outreach which translated in the increase of number of followers and fans of the Safer Internet Day social media accounts. Furthermore, once again the social media campaign has been enriched by the participation of multi-stakeholders, who have adapted the Safer Internet Day messages to their own lines of work, using their own media channels and national languages, which contributed to the widespread of the campaign's theme: "Let's create a better internet together".

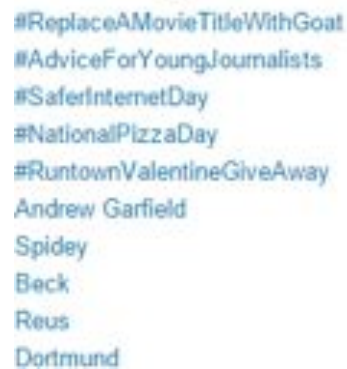
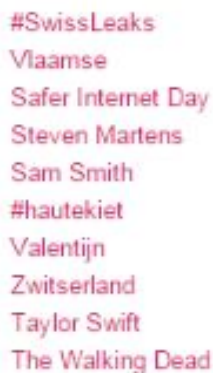
Therefore, it is important to stress that the success of the social media campaign is due to the involvement and commitment of Safer internet Centres, SID Committees, public and private institutions, policymakers, industry and individuals.

a) Social media

This section analyses the social media figures achieved during the SID campaign reporting period from 14 January to 14 February.

Overall, the social media figures have increased positively: the Safer internet Day Facebook page gained 943 fans, resulting in a total of 10,259 fans at the time of writing. 2,235 new users started following the Safer Internet Day Twitter account, resulting in a total of 8,895 followers at the time of writing. Once again, the increase in numbers on social media accounts has proven the growing success of the campaign and the engagement of the Safer Internet Day community.

On Safer Internet Day itself, 10 February 2015, the hashtag of the campaign, #SID2015, was used worldwide creating a buzz on social media.



As in the previous edition of Safer Internet Day, an expert reporting agency (Union Metrics) was contacted to provide an overview of the behaviour of the hashtag from 1 February to 11 February.

The report shows 30,400 tweets with the hashtags and reach of 57 million people on SID alone and opposed to 25 million last year.



Reach of the #SID2015 tag from 1 February to 11 February 2015

This was possible due to the activity of 40,600 contributors (30,400 on SID alone).



Number of tweets with #SID2015 tag on 10 February 2015

The Twitter campaign this year focused on disseminating the different activities taking place around the world, so highlighting the global success of Safer Internet Day. Safer Internet Centres and Safer Internet Day Committees were asked what they would do to create a better internet on the occasion of Safer Internet Day 2015. These are a few of their statements:

“Making the online world a better world needs the involvement of all actors. This is the reason why Child Focus will raise awareness among different actors: through a competition for children, local initiatives for parents, with a charter of recommendations from children to politicians and industry. Communication and education are key elements to prevent harmful or unwanted things happening to children. If we want to foster the positive and eliminate the negative and protect the child’s rights on the internet, we have to teach them the responsible use of it, we have to explain to them how to avoid risks, we have to talk with them about the internet in an open and positive way. Safer Internet Day is a great occasion to remind all stakeholder of their own responsibility to make it happen.”

Child Focus, Belgian Safer Internet Centre

“What we are doing to help create a better internet is to inspire a dialogue between generations and institutions.”

Medieraadet, Swedish Safer Internet Centre

“Our goal is to reduce child victimisation by providing programmes and services to Canadians. We do this through public awareness activities, our personal safety education program (Kids in the Know), our national tipline to report online sexual abuse of children (Cybertip.ca), our program to help organisations prevent child sexual abuse (Commit to Kids), and our national missing children services programme (MissingKids.ca).”

Canadian Centre for Child Protection, Canadian Safer internet Day Committee

The Twitter strategy had a direct impact on increasing the number of Twitter account followers. During the reporting period, the Safer Internet Day Twitter profile gained 2,235 followers counting with a total of 8,620 followers.



Safer Internet Day tweet on 10 February 2015

The level of engagement has decreased in comparison with last year (64 per cent), however, the influence of the page remained at 100 per cent. The existing number of contacts also remains high (71 per cent).



Social Score (source: Sprout Social)

The social media campaign was successful due to the support and engagement of influential stakeholders, who, once again, disseminated the better internet message via their own communications channels, especially during the Safer Internet day itself.





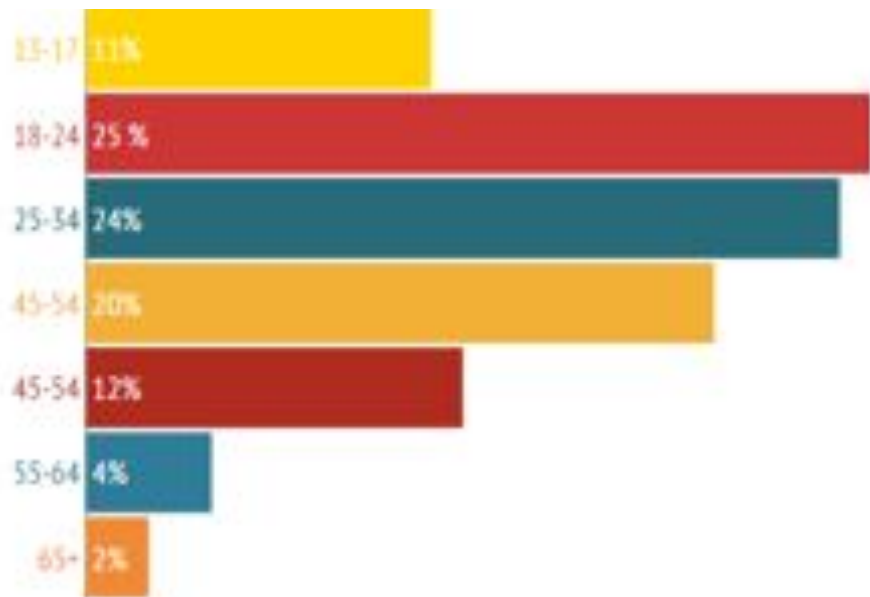
[Tweets of influential stakeholders](#)
(European Commission, United Nations, Disney Club Penguin)

Facebook

The Safer internet Day Facebook page gained 943 fans over the reporting period counting with 10,255 followers at the time of writing (as opposed to 8,097 fans at the close of SID2015).

The majority of users visiting the page continues to be within the age range of 18-24 years old, followed by the age ranges of 25-34 and 35-44.

Facebook fans (age groups)	Percentage
18-24	25%
25-34	24%
35-44	20%
45-54	11%
13-17	12%
55-64	4%
65+	2%



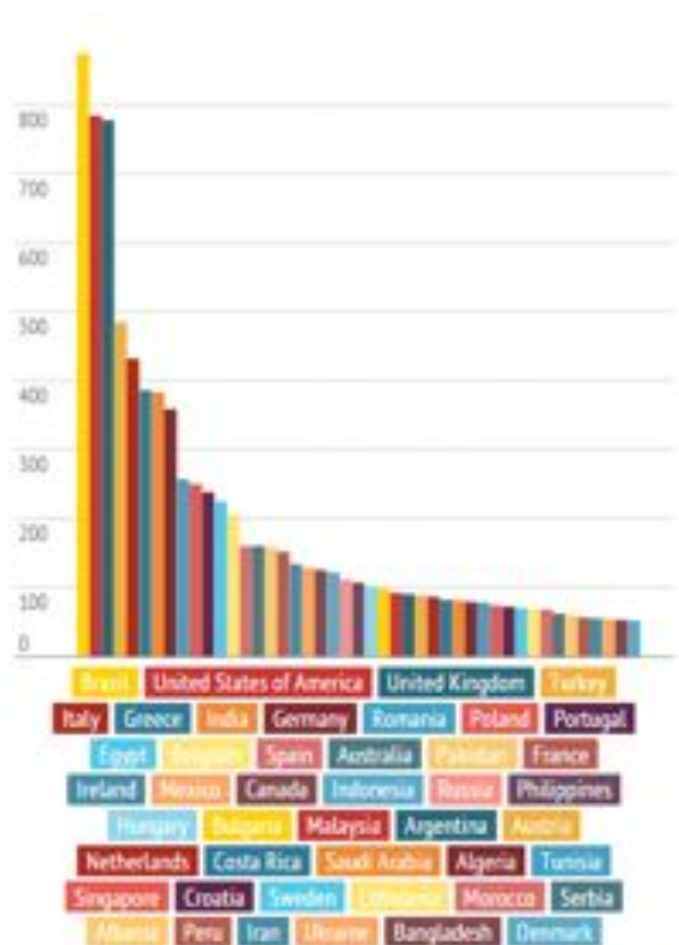
Graphic showcasing the age groups of the Facebook page (source: Facebook. Graphic generated on Infogr.am)

The Safer Internet Day message was spread by the rebranding of Safer Internet Day videos and a compilation video providing an overview of how the campaign was produced including footage of videos of previous editions (<https://www.youtube.com/watch?v=cSCjCGxsCgw>).

The global reach of the campaign can be seen in the fan breakdown per country of the Safer Internet Day Facebook page. As you can see in the graphic below, Brazil, United States and Turkey are among the top five countries for the number of SID Facebook fans.

Facebook fans (country of origin)	Number of fans
Brazil	875
United States of America	785
United Kingdom	778
Turkey	485
Italy	432
Greece	386
India	383
Germany	359
Romania	257
Poland	250
Portugal	238
Egypt	225
Belgium	206
Spain	160
Australia	160
Pakistan	158
France	152
Ireland	134
Mexico	128
Canada	125
Indonesia	121
Russia	111
Philippines	107

Hungary	101
Bulgaria	98
Malaysia	92
Argentina	90
Austria	88
Netherlands	86
Costa Rica	82
Saudi Arabia	81
Algeria	79
Tunisia	78
Singapore	74
Croatia	72
Sweden	70
Lithuania	69
Morocco	68
Serbia	62
Albania	60
Peru	56
Iran	55
Ukraine	54
Bangladesh	53
Denmark	52



Age range of Facebook fans on SID Facebook page (source: Facebook. Graphic generated on Infogr.am)

In addition, different stakeholders across the globe were responsible for the outreach of the SID message on Facebook.



Screenshots from Facebook: Facebook posts on Safer Internet Day 2015
(Digital Agenda for Europe and The Diana Award)

Thunderclap campaign

Building upon the success of the Thunderclap campaign last year, a Safer Internet Day 2015 campaign was created on Thunderclap. Once again, throughout our Thunderclap campaign, on the day of SID itself, a single, coordinated message was mass-shared, flash mob-style, making a noise on social media.

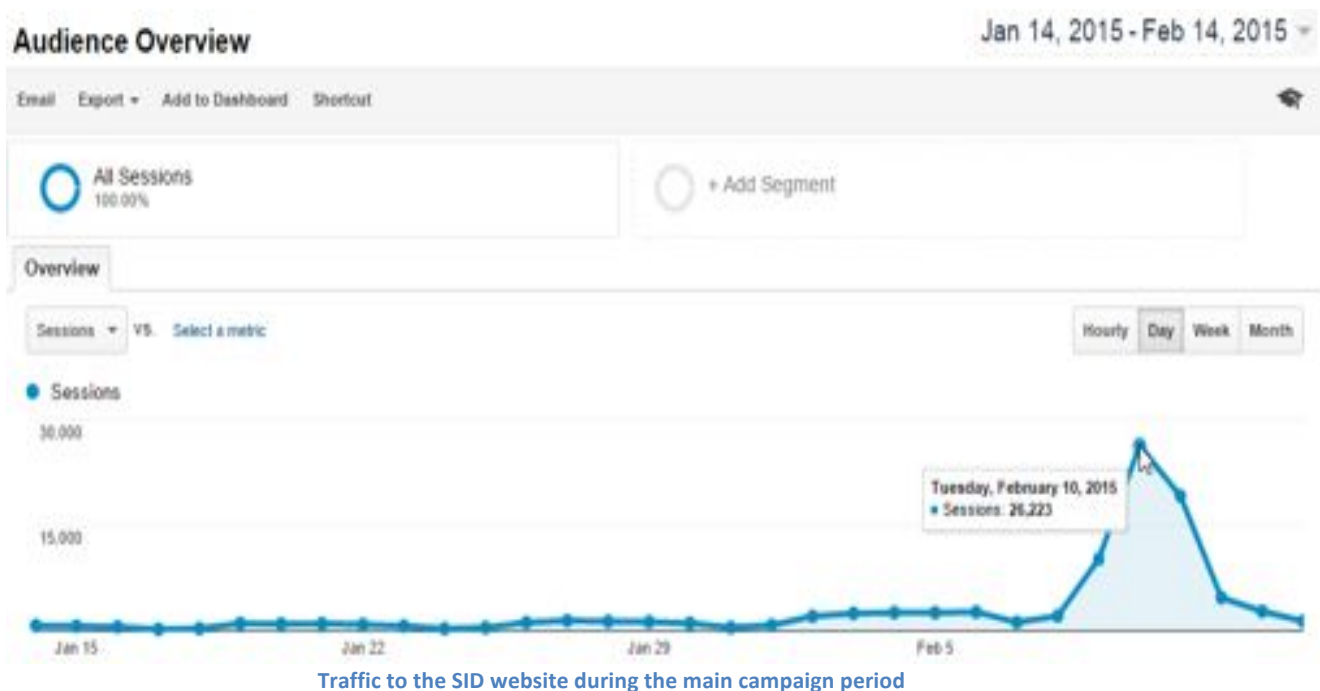
The aim of the campaign was to have the minimum of 100 people pledge support via their Facebook, Twitter and/or Tumblr accounts. This year, the campaign was supported to the level of 357 per cent reaching 481,125 users (as opposed to 268 per cent with a reach of 328,830 people on SID 2014).



Screenshot of Thunderclap campaign (source: Thunderclap)

b) Web traffic

From 14 January to 14 February 2015, there were over 181,240 page views on the Safer Internet Day website and 95,984 sessions by 84,644 users. On Safer Internet Day itself, the website received 26,223 visits.



Analysing the SID 2015 campaign (14 January-14 February 2015) and the 2014 campaign (15 January-15 February 2014), the visits have increased. During the SID 2014 campaign, the website counted 163,066 page views, 71,111 sessions by 60,493 users.

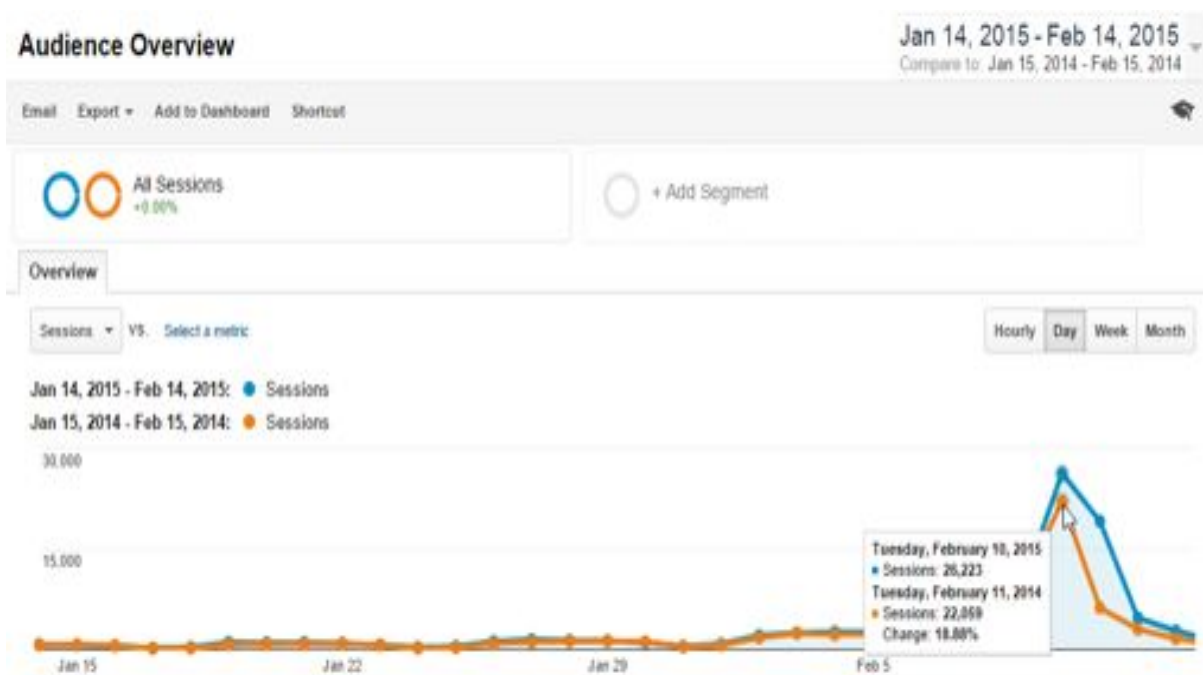


Figure 1 Comparison of traffic to the SID website for SID 2015 and SID 2014 campaign (source: Google Analytics)

Once again, it is worth noting the traffic to the main Insafe portal (www.saferinternet.org) saw an increase over the SID campaign period, indicating that SID also attracts attention to the wider work of Insafe.

c) Media activity

Safer Internet Day was featured in several news articles, including the European Schoolnet's News and Teacher's newsletters, and online newspapers such as Twitter for Good blog, BBC

News, European Commission, United Nations, Interpol, Forbes, Huffington post and Tech Crunch.



BLOG POST - By Andrus Ansip - 9 February 2015

A better and safer internet for our children

Safer Internet Day: creating a better internet for young people depends on us all

In Europe today, children start using the internet on average when they are 7 years old.

Between the ages of 9 and 16, the time they spend online is estimated at 88 minutes a day.

Article from Commissioner Andrus Ansip on SID 2015



On Safer Internet Day, UN joins global call to boost online safety for children

Article from the United Nations on SID 2015



[Article on Forbes about SID 2015](#)

In addition, Sheryl Sandberg, Chief Operating Officer at Facebook provided a [video message](#) showcasing the eSafety tools the social network provides to ensure users are safe in the platform.



[Screenshot of Sheryl Sandberg video message on SID 2015](#)

Conclusions

The success of Safer Internet Day 2015 is evident through the examples and analysis provided throughout this report. The European network of Safer Internet Centres, together with Insafe, INHOPE and the European Commission has worked collaboratively to promote SID messages, with local supporters, stakeholders, SID Committees and SID Supporters all greatly contributing to a 'multiplier effect'.

Much of the success of the 2015 campaign can again be attributed to the strength of the theme: "Let's create a better internet together" with many stakeholders taking up the challenge and demonstrating a commitment to help to make the internet a better place.

Looking to the future, we have already started planning for Safer Internet Day 2016. The date has now been set as Tuesday 9 February 2016, and discussions regarding the theme and key messaging are already in progress. One of our key aims for the 2016 campaign will be to continue developing and strengthening relationships with institutions and industry in the future, and increasing the number of global SID Committees.

As always, information will be progressively made available through the [Safer Internet Day website](http://www.saferinternetday.org) and social media as it becomes available in our aim to make the next Safer Internet Day the most successful yet.



Annexes

Annex 1: List of countries, institutions and organisations that took part in, or supported, Safer Internet Day 2015

Countries, institutions and organisations taking part in SID 2015 are organised into the following categories:

- **Safer Internet Centre:** this category is used to distinguish members of the Insafe network from the SID Committees.
- **Safer Internet Day Committee:** an organisation or consortium in a third country that has obtained government support for Safer Internet Day actions. It is therefore recognised by Insafe as the awareness raising body and contact point for all things SID, and offered support in the form of access to resources and contacts within the Insafe network to help it develop its localised campaign.
- **Safer Internet Day Supporter:** a country where the Insafe Coordination Team has been made aware of SID celebrations (either through the registration form or other means) but where there is no official SID Committee.
- **Institution-industry supporter:** an institution, industry or other organisation type that has pledged support for SID.
-

No.	Name	Page Type ¹	Continent	Status
1	Afghanistan	country	Asia	Safer Internet Day Committee
2	Albania	country	Europe	Safer Internet Day Committee
3	Angola	country	Africa	Safer Internet Day Supporter
4	Argentina	country	South America	Safer Internet Day Committee
5	Armenia	country	Asia	Safer Internet Day Committee
6	Ask.FM	institution-industry	-	Institution-industry supporter
7	AT&T	institution-industry	-	Institution-industry supporter
8	Australia	country	Oceania	Safer Internet Day Committee
9	Austria	country	Europe	Safer Internet Centre
10	Azerbaijan	country	Asia	Safer Internet Day Supporter
11	Bahrain	country	Asia	Safer Internet Day Committee
12	Bangladesh	country	Asia	Safer Internet Day Supporter
13	Belgium	country	Europe	Safer Internet Centre
14	Bermuda	Country	North America	Safer Internet Day Committee
15	Bosnia and Herzegovina	country	Europe	Safer Internet Day Committee
16	Brazil	country	South America	Safer Internet Day Committee
17	British Virgin Islands	country	South America	Safer Internet Day Committee
18	Bulgaria	country	Europe	Safer Internet Centre
19	Canada	country	North America	Safer Internet Day Committee
20	Cape Verde	country	Africa	Safer Internet Day Supporter

¹ This refers to page type on the 'SID Near You' page on the Safer Internet Day website [www.saferinternetday.org/web/guest/members].

21	Chile	country	South America	Safer Internet Day Supporter
22	Cisco	institution- industry	-	Institution-industry supporter
23	Club Penguin	institution- industry	-	Institution-industry supporter
24	COFACE	institution- industry	-	Institution-industry supporter
25	Colombia	country	South America	Safer Internet Day Committee
26	Costa Rica	country	North America	Safer Internet Day Committee
27	Côte d'Ivoire	country	Africa	Safer internet day Committee
28	Council of Europe	institution- industry	-	Institution-industry supporter
29	Croatia	country	Europe	Safer Internet Day Committee
30	Cyprus	country	Europe	Safer Internet Centre
31	Czech Republic	country	Europe	Safer Internet Centre
32	Democratic Republic of Congo	country	Africa	Safer Internet Day Committee
33	Denmark	country	Europe	Safer Internet Centre
34	Digitale Chancen	institution- industry	-	Institution-industry supporter
35	Dominican Republic	country	North America	Safer Internet Day Committee
36	ECPAT	institution- industry	-	Institution-industry supporter
37	Ecuador	country	South America	Safer Internet Day Committee
38	Egypt	country	Africa	Safer Internet Day Supporter
39	El Salvador	country	North America	Safer Internet Day Supporter
40	ENASCO	institution- industry	-	Institution-industry supporter
41	ENISA	institution- industry	-	Institution-industry supporter
42	Estonia	country	Europe	Safer Internet Centre
43	Ethiopia	country	Africa	Safer Internet Day Supporter
44	eTwinning	institution- industry	-	Institution-industry supporter
45	EU Kids Online	institution- industry	-	Institution-industry supporter
46	European Commission	institution- industry	-	Institution-industry supporter
47	Europol	institution- industry	-	Institution-industry supporter
48	F.Y.R. of Macedonia	country	Europe	Safer Internet Day Committee
49	Finland	country	Europe	Safer Internet Centre
50	France	country	Europe	Safer Internet Centre
51	G Data Software AG	institution- industry	-	Institution-industry supporter
52	Georgia	country	Europe	Safer Internet Day Committee
53	Germany	country	Europe	Safer Internet Centre
54	Ghana	country	Africa	Safer Internet Day Committee

55	Greece	country	Europe	Safer Internet Centre
56	Google	institution- industry	-	Institution-industry supporter
57	GSM Europe	institution- industry	-	Institution-industry supporter
58	Guatemala	country	North America	Safer Internet Day Supporter
59	Habbo	institution- industry	-	Institution-industry supporter
60	Hong Kong	country	Asia	Safer Internet Day Committee
61	Hungary	country	Europe	Safer Internet Centre
62	IBM	institution- industry	-	Institution-industry supporter
63	Iceland	country	Europe	Safer Internet Centre
64	ICMEC	institution- industry	-	Institution-industry supporter
65	ICUD	institution- industry	-	Institution-industry supporter
66	India	country	Asia	Safer Internet Day Committee
67	Indonesia	country	Asia	Safer Internet Day Supporter
68	INHOPE	institution- industry	-	Institution-industry supporter
69	Insafe Coordinator	institution- industry	-	Institution-industry supporter
70	Iran	country	Asia	Safer Internet Day Supporter
71	Ireland	country	Europe	Safer Internet Centre
72	Islamic Republic of Pakistan	country	Asia	Safer Internet Day Supporter
73	Isle of Man	country	Europe	Safer internet Day Supporter
74	ISOC	institution- industry	-	Institution-industry supporter
75	Israel	country	Asia	Safer Internet Day Committee
76	Italy	country	Europe	Safer Internet Centre
77	ITU	institution- industry	-	Institution-industry supporter
78	Japan	country	Asia	Safer Internet Day Committee
79	Jersey	country	Europe	Safer internet Day Supporter
80	Kaspersky Lab	institution- industry	-	Institution-industry supporter
81	Kenya	country	Africa	Safer Internet Day Committee
82	Kosovo	country	Europe	Safer Internet Day Committee
83	Latvia	country	Europe	Safer Internet Centre
84	Lebanon	country	Asia	Safer Internet Day Committee
85	Lego Group	institution- industry	-	Institution-industry supporter
86	Liberty Global / UPC / Telenet	institution- industry	-	Institution-industry supporter
87	Libya	country	Africa	Safer Internet Day Supporter
88	Lithuania	country	Europe	Safer Internet Centre
89	Luxembourg	country	Europe	Safer Internet Centre
90	Malaysia	country	Asia	Safer Internet Day Committee
91	Malta	country	Europe	Safer Internet Centre

92	Mauritius	country	Africa	Safer Internet Day Committee
93	Mexico	country	North America	Safer Internet Day Supporter
94	Microsoft	institution- industry	-	Institution-industry supporter
95	Montenegro	country	Europe	Safer Internet Day Committee
96	Morocco	country	Africa	Safer Internet Day Supporter
97	MovieStarPlanet APS	institution- industry	-	Institution-industry supporter
98	MySpace	institution- industry	-	Institution-industry supporter
99	Nepal	country	Asia	Safer Internet Day Committee
100	Net Children Go Mobile	institution- industry	-	Institution-industry supporter
101	Netherlands	country	Europe	Safer Internet Centre
102	New Zealand	country	Oceania	Safer Internet Day Committee
103	Nigeria	country	Africa	Safer Internet Day Committee
104	NING	institution- industry	-	Institution-industry supporter
105	No Hate Ninjas	institution- industry	-	Institution-industry supporter
106	No Hate Speech Movement	institution- industry	-	Institution-industry supporter
107	Norway	country	Europe	Safer Internet Centre
108	Oman	country	Asia	Safer Internet Day Supporter
109	Palestine	country	Asia	Safer Internet Day Committee
110	Panama	country	North America	Safer Internet Day Supporter
111	Paraguay	country	South America	Safer Internet Day Committee
112	PEGI	institution- industry	-	Institution-industry supporter
113	Peoples Democratic Republic of Algeria	country	Africa	Safer Internet Day Supporter
114	Peru	country	South America	Safer Internet Day Supporter
115	Philippines	country	Asia	Safer Internet Day Supporter
116	Poland	country	Europe	Safer Internet Centre
117	Portugal	country	Europe	Safer Internet Centre
118	Promethean Planet	institution- industry	-	Institution-industry supporter
119	Puerto Rico	country	North America	Safer Internet Day Committee
120	Qatar	country	Asia	Safer Internet Day Committee
121	Republic of Belarus	country	Europe	Safer Internet Day Supporter
122	Republic of Cameroon	country	Africa	Safer Internet Day Supporter
123	Republic of Moldova	country	Europe	Safer Internet Day Committee
124	Republic of Zambia	country	Africa	Safer Internet Day Supporter
125	Romania	country	Europe	Safer Internet Centre
126	Russian	country	Europe	Safer Internet Centre

	Federation			
127	Saudi Arabia	country	Asia	Safer Internet Day Committee
128	Senegal	country	Africa	Safer Internet Day Committee
129	Serbia	country	Europe	Safer Internet Centre
130	Singapore	country	Asia	Safer Internet Day Committee
131	Slovakia	country	Europe	Safer Internet Centre
132	Slovenia	country	Europe	Safer Internet Centre
133	South Africa	country	Africa	Safer Internet Day Supporter
134	South Korea	country	Asia	Safer Internet Day Committee
135	Spain	country	Europe	Safer Internet Centre
136	Sri Lanka	country	Asia	Safer Internet Day Supporter
137	Sweden	country	Europe	Safer Internet Centre
138	Switzerland	country	Europe	Safer Internet Day Committee
139	Taiwan	country	Asia	Safer Internet Day Committee
140	TeachToday	institution- industry	-	Institution-industry supporter
141	Thailand	country	Asia	Safer Internet Day Supporter
142	Tunisia	country	Africa	Safer Internet Day Supporter
143	Turkey	country	Asia	Safer Internet Day Committee
144	Twitter	institution- industry	-	Institution-industry supporter
145	Uganda	country	Africa	Safer Internet Day Committee
146	Ukraine	country	Europe	Safer Internet Day Committee
147	United Arab Emirates	country	Asia	Safer Internet Day Committee
148	United Kingdom	country	Europe	Safer Internet Centre
149	Uruguay	country	South America	Safer Internet Day Supporter
150	USA	country	North America	Safer Internet Day Committee
151	Venezuela	country	South America	Safer Internet Day Committee
152	Vietnam	country	Asia	Safer Internet Day Supporter
153	Vivendi	institution- industry	-	Institution-industry supporter
154	Vodafone	institution- industry	-	Institution-industry supporter
155	World Vision MEER	institution- industry	-	Institution-industry supporter
156	Yahoo	institution- industry	-	Institution-industry supporter

Above listing correct as of March 2015.

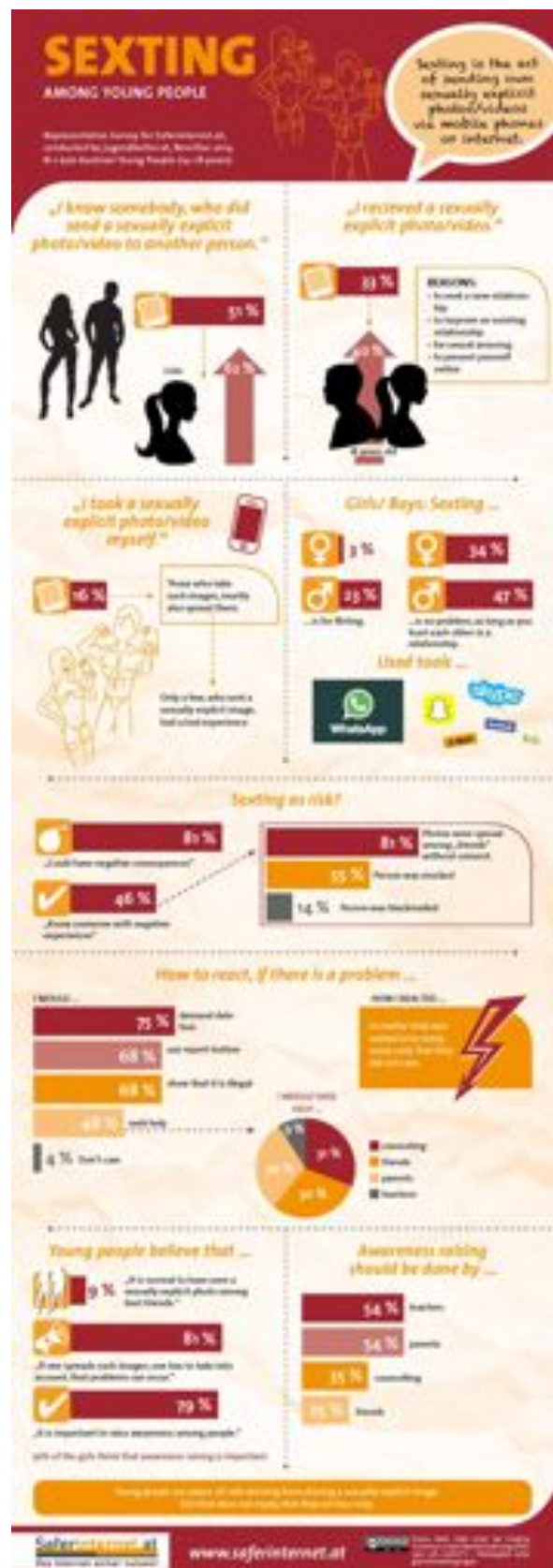
Annex 2: Safer Internet Day 2015 best practices of Safer Internet Centres (SICs) across Europe

Austria

Austria celebrated a Safer Internet Month of Activity in February 2015 for the fifth time in a row, allowing for a range of activities to be organised in partnership with schools and other stakeholders.

One of the activities was a press conference in Vienna, just in advance of SID, at which Saferinternet.at presented the results of a study on sexting commissioned in cooperation with jugendkultur.at among 500 adolescents (aged 14-18). The results revealed that sexting has become a regular part of today's adolescents' sexual life and relationships: a third (33 per cent) have already received a sexually explicit photo/video. 16 per cent of the respondents declared that they have already taken a sexually explicit photo/video of themselves. In most cases, those photos/videos were also sent to others. 31 per cent think that sending sexually explicit photos/videos to their partners is a normal part of a relationship. Moreover, 9 per cent feel that it is normal to share sexually explicit images of themselves among their best friends. In the majority of cases (81 per cent), young people are quite aware that sexting could have negative consequences. If there was a problem, 75 per cent would demand deletion, 68 per cent would use report buttons and 48 per cent would seek help. As regards raising awareness, the respondents think that teachers and parents (each 54 per cent) are mainly responsible for providing relevant information. In summary, the survey has shown that young people are aware of risks deriving from sharing a sexually explicit image. However, that does not imply that they take fewer risks.

The study generated a lot of interest followed by extensive media coverage in local and national media (TV, radio, print and online). Interviews with the Saferinternet.at team were featured on several national TV channels and on the most popular radio stations. Altogether Saferinternet.at recorded more than 280 media clippings relating to SID.



Belgium

For the 12th edition of the Safer Internet Day, Child Focus organised a range of different actions:

Event for children and youth

In collaboration with the cinema company Kinopolis and partner organisations (Cert.be, Mediaraven, University of Antwerp, University of Ghent, Steunpunt algemeen Welzijn, Linc vzw, Mediawijs, Yapaka), all experts in media literacy and eSafety, Child Focus organised a special awareness-raising activity in 10 different movie theatres. Through this activity, Child Focus reached more than 5,000 students aged between 10 and 17 years old. The event started with a screening of the prevention spot “[Charlie](#)” from Child Focus, followed by the projection of the movie “Disconnect” and a debate animated by Child Focus experts, or an expert of one of its partner organisations (eight in total). Both Child Focus and its partners used a ready-to-use interactive PowerPoint presentation with statements about the internet and behaviour towards it in order to stimulate interaction and make the students think about their own online behaviour.

Furthermore, Queen Mathilde, who has a special interest in working with vulnerable people and especially children, and who is a Child Focus Goodwill Ambassador, attended the event in Brussels. Minister of Education for the French speaking community, Ms Joëlle Milquet and the Minister of Digital Agenda, M. Alexander De Croo also attended. Minister of Education for the Flemish Community, Ms Hilde Crevits, was invited but unfortunately could not attend.

At the end of the event, both students and teachers went back home with a goodie bag from Child Focus including material to use in class as well as a poster and a sticker from the helpline.

In addition, in collaboration with the University of Antwerp, Child Focus made an impact assessment by interviewing the students before and after the event to see how it affected their thinking and attitudes towards the internet.

Online platform

Child Focus also took up the role of coordinator of the Safer Internet Day in Belgium, stimulating and empowering other actors organise an initiative on Safer Internet Day and to register it online. Child Focus counted 26 activities in total that took place all around Belgium. Everybody could [register their activity online](#).

eSafety lessons in primary schools

Child Focus trained 175 volunteers from Microsoft and Proximus to provide an eSafety lesson within 151 primary schools and 363 classes on Safer Internet Day. This action was a huge success, with more than 7,000 children benefiting.

Social media strategy

In order to ensure a large online visibility, Child Focus published seven eSafety tips – issued from 8am to 8pm - both on Facebook and Twitter. In total, 128,622 persons viewed the tips and tricks.

Bulgaria

An event titled 'Is there a national policy for protection of children from sexual exploitation online' was organised in Bulgaria on the occasion of Safer Internet Day. The event was designed to attract the attention of decision makers and media to the need for a systemic approach to the prevention and protection of children online in line with the Directive of the European Parliament and the Council of EU. Besides the national Safer Internet Centre (SIC), there are no other public or private bodies committed to that goal. The deputy ministers of Interior and of Youth, as well as the chairperson of the State Agency for Child Protection, the chief of the Cybercrime Unit, and representatives of the Ministries of Education and of Information Technologies took part.

In related actions:

- Telenor announced the signing of one-year sponsorship agreement with the Bulgarian SIC.
- The State Agency for Child Protection presented planned actions in the field of protection of children from exploitation and violence.
- The Ministry of Education made a commitment to support SIC activities in schools.
- The Ministry of Youth committed to engage youth centres around the country in awareness and prevention actions.
- The Cybercrime Unit expressed optimism about the continuous cooperation.
- The youth panel presented the views of young people.

The 12-month sponsorship agreement with the mobile operator Telenor Bulgaria is the first of its kind in the practice of the SIC. It demonstrated to other industry partners the possibility and the need to financially support SIC activities.

Two girls from the youth panel presented the Charter of Online Rights of Young People in Bulgaria adopted by 100 delegates to the TeeNet Parliament 2013, and described the main points of the European Safer Internet Forum at which they both took participated in 2014.

The development and online distribution of a SID kit consisting of brief information on the SID 2015 main theme and messages, and presentations and lesson plans targeting specific age groups, allowed many schools and teachers to be involved in SID school actions.

Cyprus

On 10 February 2015, the Cyprus Safer Internet Center (CyberEthics), with the external support of Cyta, organised a national conference in Nicosia to celebrate Safer Internet Day. The conference was held under the auspices of the Ministry of Education and Culture, and was promoted by the majority of the local media, and broadcast live through Cyta's iportal online. Due to the success of last year's conference, the organising committee decided to again make the conference more interactive and fun for the children. After the welcoming speeches by Cyta and by the Ministry of Education representative, there were six small presentations from invited guest speakers.

The first was delivered by Mr Savvas, Google Adwords Strategy Manager, who talked about the benefits and challenges of the internet as well as the practices and tools that Google uses to improve digital skills of children, parents and teachers on safe internet browsing. The second presentation was delivered by Mr Nikos Vasilakos, President of Internet Now and the Union of Greek Internet Users, who talked about the real risks that exist on the internet and recorded the user's responsibilities, and obligations of parents and ISPs in creating a better internet for all. The other three were video presentations delivered by Mr Rossides from Twitter, Mr Christou from Avocarrot and Mr Aristodemos, a PhD student from Sunderland University. All of them talked about how a better internet is a common goal for all, including companies like their own.

The next session included a stand-up comedy by a well-known Cypriot comedian, Mr Louis Patsalides. Mr Patsalides presented the code of conduct on internet safety with humour providing the audience with a nice lesson and a good laugh. Additionally, the audience had the opportunity to get to know the top 15 creators of videos from the 2015 video competition who exhibited their work in a separate room. The younger population discussed with each other about their ideas of a better internet, as well as the technicalities and difficulties of preparing a three-minute video.

The last session presented the six winning videos of this year's video competition. All the winners received a gift, which was kindly offered by Cyta. Additionally there was a seventh prize that was awarded based on the audience's vote. The event was supported by multimedia, and a sign language interpreter was present for children with visual and hearing impairments. The day closed with the participation of the CyberEthics team and other associates in TV and radio shows.

In other actions, on 10 and 11 February 2015, CyberEthics and more specifically CNTI managed to establish a collaboration with the Director of Post Offices and created a stamp in order to promote SID 2015. For these two days the stamp was put on every envelope at Nicosia post offices.

Czech Republic

In the Czech Republic, the main event to mark Safer Internet Day was a press conference with the Minister of Labour and Social Affairs, Michaela Marksova, and the Minister of the Interior, Milan Chovanec. The event was broadcast by Czech National TV and articles about it appeared in other media (on TV, numerous radios programmes and in press titles). There were a great number of follow-up articles and interviews also.



Mrs Marksova focused on the topic of online safety of Czech seniors, the dangers that await them there and possible negative outcomes (for example seizure) that may occur if they become victims of unfair practices of certain online cheats.

Mr Chovanec presented new statistics that showed an unsettling trend - cybercrime in the Czech Republic is on the rise. He also presented measures that should help in tackling this form of criminal practice.

Also at the press conference, a new initiative to support and implement eSafety Label standards in Czech schools was announced. This year's goal is to increase the number of labelled schools to 600 (at present, approximately 80 schools are registered on the [eSafetylabel.eu portal](http://eSafetylabel.eu)).

Other actions around Safer Internet Day included the launch of a new competition for kids called iSejf (www.iSejf.cz), designed with the aim of supporting the creativity of children and young people. There will be a continuous competition pinpointing several topics during the year. Children are invited to participate in the competition with their images, video spots, stories, and so on. The Czech youth panel participated in the preparation of the competition, providing interesting feedback about how youngsters might perceive various topics that will be included in the competition, as well as comments about the competition website and logo design. The competition has received huge interest from children in its initial stages. It is being promoted on the Facebook profiles of the Safer Internet Centre.

Also, the Czech Safer Internet Centre (NCBI) together with UPC (an internet and cable TV provider) carried out a survey that showed that parents tend to underestimate the online safety of their children. NCBI and UPC will also be starting a pilot project in the South Moravian Region that will aim at increasing the knowledge about online safety in schools.

Denmark

In Denmark, a conference entitled 'My child speaks the online language (fluently or ...?)' was organised as a key Safer Internet Day event.

The Media Council invited parents and others with an interest in children's life with online media to consider questions such as: What should we be aware of when children go online? How can we support their online life and learning? Media researcher, Stine Liv Johansen, was keynote speaker, and was followed by DR Media Research who gave a presentation of their recent findings concerning digital tweens, platforms and devices. Presentations were also given by the chairman of the Parents' Association, a teacher and the Chief Community & Security Officer of WatAgame.

Part of the conference was dedicated to workshops with debate on topics such as: online rights and marketing; safety and protection; the online social life; and the potential for children when being online and creative with media. The input received from the debates will be included in a new guide for parents about the online lives of 7-12 year olds.

Having parents, NGO's and others meeting representatives from industry engage in debate during workshops on specific topics was a great success. All participants got the feeling of being heard and that their contributions mattered. Knowing that the input given during the workshop was useful for developing a guide for parents had a positive impact on the participants.

Estonia

SID in schools

Safer Internet Day was celebrated in schools all over Estonia. All schools received a [package of thematic educational materials](#) and an invitation to celebrate SID in their schools. The package included educational videos, games, tests, thematic songs, lesson plans, useful websites and so on. The package received very good feedback and was downloaded more than 1,500 times.

67 schools submitted information on what they did with children in the framework of the day. For example, some teachers organised thematic lessons, some schools carried out thematic campaigns, discussions, offline and online competitions, or watched videos. Other schools invited specialists to school and in other schools older students carried out awareness-raising activities for younger students. Altogether 9,600 students participated in Safer Internet Day events. All participating schools and teachers received a diploma and were mentioned on the [project website](#).

A SID banner on e-school (an online platform for teachers and parents) was visited during the SID week by 100,000 people.

Ministry of Justice seminar

On 9 February 2015, a seminar for celebrating Safer Internet Day was organised in the Ministry of Justice. Altogether, 30 employees of the Ministry and also the Minister of Justice, Mr A Anvelt, took part. Project coordinator and hotline manager, M Hallimäe, gave an overview of the project activities, awareness-raising tools, hotline service and hotline statistics. After that, a discussion took place about protecting children online.

Connect Smartly event

A Safer Internet Day event, titled 'Connect Smartly', was organised for children and parents on 10 February 2015 in the Solaris Centre (a large supermarket in the centre of Tallinn). The aim of the event was to raise awareness on how to use digital devices smartly and safely. Interactive tests, games, lectures and discussions took place. The main ISPs (internet service providers), banks, youth panel members and other relevant stakeholders took part in the event. The event received lots of media attention and was broadcast on the news programmes of every big TV channel.

Media dissemination

A thematic special edition of the web newspaper Märka Last (Notice a Child) of Estonian Union for Child Welfare was issued on 10 February 2015 with the articles related to smarter and safer use of digital devices and SID. The articles provided information on the latest results of thematic research, the helpline, the hotline and SID activities, and contained educational materials, tips, videos, tests and quotes from children. The newspaper reached nearly 1,500 people (mainly specialists working in the field of child protection and parents) while four articles were later also disseminated via the biggest news portal, Postimees, which was a good way of reaching even more people.

Presence on public transport

Tips on how to use digital devices smartly and safely were shown on screens of public transport, reaching more than 200,000 people.

Finland

In Finland, Safer Internet Day (SID) is celebrated as part of Media Literacy Week (9-15 February 2015). This year, 42 organisations including NGOs, companies and governmental organisations collaborated in the planning, funding and dissemination of the campaign week.

As a part of the 'Digital Sampo' material, a test was composed regarding issues with big data and data mining. The name 'Sampo' refers to a Finnish national epic, Kalevala, where Sampo was a magical artefact that brought wealth and fortune to its holder. The urge to possess this magical machine leads to many battles and challenges between the people in mythical Kalevala. Sampo was used as an analogy for big data, with the test asking "Which character in the Kalevala epic are you?". The goal of the test was to raise awareness on data collection and to demonstrate how any information shared can be used. During Media Literacy Week, the test was promoted in newsletters, social media and press releases. It received 1,490 responses in total.

Also on the occasion of SID 2015, the Finnish Safer Internet Centre (SIC) published a guidebook titled "The internet - how It works" targeted at young children and their teachers and carers. The book has proved a great success: shortly after SID more than 1,300 copies had been ordered by day-care centres, libraries, schools and other organisations, regardless that [the book is also available online](#). The book was edited and translated into Finnish from Swedish original version published by [SE organisation](#).



France

Several actions took place in France in the framework of Safer Internet Day actions. These included:

Action by the Ministry of National Education

A national plan against cyber-harassment was announced by Najat Vallaud-Belkacem, Minister of Education. As part of a series of measures against school violence, the Minister sent a letter to all staff of the ministry reminding them about various tools at their disposal to address harassment. The measures announced included:

- The Ministry now provides parents and other stakeholders with an interactive map to know the resources available locally against harassment.
- The creation of training "M @ Magisterium" for primary teachers.
- The merger of the two hotline numbers to a 4-digit number, and the creation of a day against harassment at school in 2016.

Safer Internet Day was also an opportunity to launch two new resources:

Vinz and Lou halt violence



‘Vinz and Lou halt violence’ is the latest resource in a series by Tralalere with support from Mae Solidarity and Casden Banque Populaire and participation of the ministerial delegation to the prevention and fight against violence in schools and the UNICEF France. On the occasion of Safer Internet Day, 1,000 copies of the comic strip were made available to educational settings.

Stop the violence! A serious game for schools



This game requires players to put themselves in the shoes of a student who gradually discovers the different manifestations of harassment in college. Through this game, students are actors in their own learning as they must investigate, judge the relevance of the collected evidence and present their version of events. After the investigation phase, the player has access to more resources - they can view the video testimony of the victim, take a quiz or visit key messages. The quiz offers several options

for the learner to intervene if they witness harassment.

Germany

A central element of the klicksafe activities on SID 2015 was a press conference at Ellen-Key-School in Berlin, focusing on the topic 'better internet' and the thematic focus of 'Internet without limits – how far do I go?' based on the publication of the new klicksafe pedagogical module 'Value navigator for digital life' that addresses media ethics.

The event was inaugurated by Renate Pepper (director of LMK). Further guests of the press event were the persons in charge of the new module, Prof. Dr. Petra Grimm (Stuttgart Media University) and Birgit Kimmel (klicksafe). Furthermore, Mirko Drotschmann (German YouTube star and initiator of the campaign #YouGeHa, YouTuber against hate speech) and Bastian Asdonk (Project "Dislike") participated in the panel about values and ethics online. The press conference generated a lot of media attention, with several camera teams on site and a number of TV reports on SID in all major news programmes.

Accompanying the press conference, online activities of klicksafe included a rap song "Knigge 2.0" written especially on the topic of media ethics, and extensive video documentation of the press event. Additionally, klicksafe launched a competition for schools working with the new pedagogic material on media ethics.

In recent years, reaching schools with materials teachers can directly use in classroom has proven to be very effective – whether directly tailored to SID topics, or general/other internet safety topics. This not only shows with the number of print materials for schools ordered before and around SID, but also with the great demand of the new teaching module launched on SID.

In addition, klicksafe offers a special newsletter for all those interested in SID: users can easily register for that 'SID info service' via the klicksafe website and receive updates. Approximately 1,900 people have registered for the newsletter, making it a very good tool for directly reaching the target group, i.e. all those interested in SID, in events and actions, and in participating in SID.

Greece

Children were once again the leading actors of this year's main event in Greece. On SID itself, Saferinternet.gr invited 400 primary school students along with their educators to attend the awarded theatrical play 'The Internet Farm', engaging youngsters in an interactive dialogue regarding online safety issues. The event was realised with the support of the Municipality of Pefki-Lykovrisi and Google, with the aim of familiarising very young children with extremely important issues such as racism, cyberbullying, credibility of information online and privacy, through the best possible way for children to learn: fun. In addition, following the performance, children actively participated in discussions regarding the lessons learnt from the portrayed stories.

A thematic event at the European Parliament Office in Greece on Friday 13 February, under the title 'Creating a better internet together: putting an end to cyberbullying', gave high-school and lyceum students from schools all over Greece the opportunity to not only attend a high-level event but also to voice their views on such an important issue in front of European stakeholders and industry representatives. In addition, the fact that members of the Saferinternet.gr Youth Panel moderated the session was equally important in order for the youth attendees to feel at ease speaking with their peers about issues that affect their reality. The European Parliament provided [live streaming](#) of the event with 108 schools entering the connection, therefore offering at least 10,000 further pupils and their teachers the opportunity to follow the event remotely.

The 'SID Ambassadors' action allows educators to actively engage in SID activities at their own pace. It also allows them to decide which of the recommended material they will use with their target groups. The publication of all ambassadors' activities on the Saferinternet.gr website, with the launch - from this year on - of the specific promotion of a responsible educator(s) per school via a [SID 2015 Ambassadors map](#), gave them an excellent motive to work towards SID.

Hungary

The main activity of the Hungarian Safer Internet Centre (SIC) was a public press conference, with a programme as follows:

- Presentations from partners:
 - Office of the Commissioner for Fundamental Rights - Dr Péterfalvi Attila, President
 - Hewlett-Packard - Ormosi Viktor, Chief Commercial Officer
 - Microsoft Hungary - Schubauer Krisztina, Citizenship Manager
- Awards:
 - Safer Internet video contest: youngsters were encouraged to create awareness-raising videos on the topic of safer internet. The award-winning videos can be [viewed online](#).
 - User friendly/not user-friendly homepage contest: homepages recommended by users were rated by a professional jury, as user friendliness is considered to be key to a better internet.
- Round table talk:
 - With the participation of representatives of government organisations and companies, a talk was held on the topic 'Linkage between public and governmental network security'.

The event closed with a very lively Q&A session and an informal reception. A report and photos from the day can be seen on the [Saferinternet.hu website](http://Saferinternet.hu).

The Hungarian SIC also supported two other SID activities in the country with its material and on its media channels, one in Szeged (grandma-grandson activity) and one in Paks (for children and parents).

Iceland

On SID 2015 SIC-IS (Safer Internet Centre Iceland) launched a number of new resources for its main target groups, such as guidelines for teachers and parents, educational material for all age groups and an interactive self-test. Schools across Iceland were encouraged to dedicate the day to safer internet issues and many of them did.



SAFT
SAMFÉLAG, FÖLSKYFTUR OG TÁLEGN

Helmi og skóli
Lærarnámskeið Íslands

FRÆÐSLUEFNI OG -ERINDI FYRIR:

ALÞJÓÐLEGI
NETÖRYGGISDAGURINN
2015

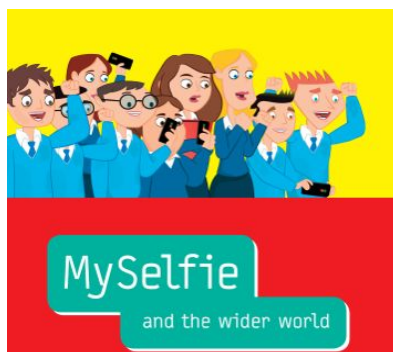
Alþjóðleg netöryggisdagurinn verður haldinn hátíðlegur í tölfta sinn þann **16. febrúar** næstkomandi. Íennað í ár er „Gerum netið betra saman“ og munu yfir 100 þjóðir um allan heim standa fyrir skipulagðri dagskrá þennan dag.

Netöryggisumráðgjafar 30 Evrópuþjóða, sem mynda samstarfshvetið Insafe, og yfir 80 ársur lönd munu þennan dag leiða saman ýmsa hugsmunaðila til þess að vekja athygli á og bæta netið frá ýmsum hliðum. Í tilefni dagsins vekur SAFT athygli á nýju fræðsluefni og hvetur alla skóla landsins til að fjalla um netöryggi þennan dag og nýta það efni sem til er.

Logos for the European Union, the Icelandic government, and the Safer Internet Centre (SIC) are visible at the bottom right.

Ireland

This Primary Anti-Cyber Bullying Teachers' Handbook is an SPHE (Social Personal and Health Education) resource developed by Webwise to engage 5th and 6th class (10-12 year old) primary school students on the topic of cyberbullying, with a [series of short animations](#) as the centrepiece of the resource. These help students to develop the skills and understanding to be responsible, socially conscious and effective internet users, as they explore social networks for the first time.



The resource was officially launched by the Minister for State at the Department of Education and Skills, Damien English at the Safer Internet Day 2015 launch event held in Dublin Castle. Already 2,829* hardcopies of the resource have been ordered and there have been 1,788* downloads of the resource from the [Webwise website](#).

(*these figures were accurate on 20 February 2015).



The need for this resource was established and articulated by the Youth Panel when evaluating Safer Internet Day 2014. The Youth Panel were asked at the SID 2014 launch event, by the then Minister for Education, Ruairi Quinn, if there was a need to educate primary school children on the topic of cyberbullying. All members agreed that there was a need to educate young people at an early age, before they started using social networking services.

The youth panel weren't directly involved in the development of the MySelfie resource as they are older than the target audience. However, they helped promote use of the resource by leading peer education initiatives and by promoting the resource online and in their roles as campaign spokespeople. One member of the youth panel was also involved in developing the online version of the resource. The resource itself was tested with classes of children compatible with the target audience of the resource (10-12 year olds).

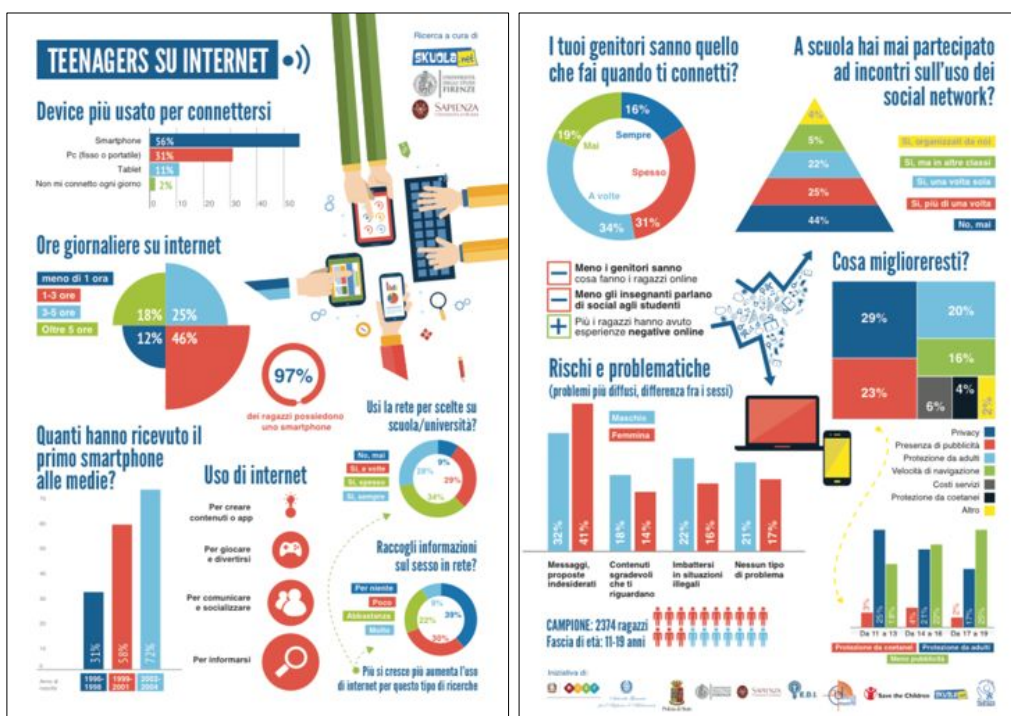
Italy

On Safer Internet Day, the Italian Safer Internet Centre (SIC) organised an event at the University Milano Bicocca. During the morning, two experts involved 800 students in sharing their views, opinions and experiences to help them to understand how they can use the internet properly. The morning provided an important opportunity to discuss with young people not only about internet safety, but also about the positive aspects and content that the web can offer them.

In the afternoon, a conference took place. Representatives of national and international institutions, NGOs and industries, as well as the main Italian stakeholders, were present to work collaboratively and discuss how we can create a better internet together.

Google and Facebook were involved in an event with adolescents to discuss safe use of the internet and social networks. The session gave adolescents the opportunity to ask questions about how to use the social networks safely. Moreover, it gave the young attendees the chance to recount their experiences and express their opinions, to intervene and be actively involved in the event.

Additionally, two universities, in collaboration with Skuola.net, conducted a survey about teenagers and the internet.



Latvia

In Latvia, the main Safer Internet Day event was co-organised with eTwinning* – a two-day seminar and workshops for teachers, together with youngsters. The cooperation was very successful: teachers used the technologies freely and had very good ideas on how to promote internet safety in school projects at national and even international level. Equally the youngsters shared lots of innovative ideas and, together with teachers, created ideas for projects that they plan to implement in partnership with other schools by the end of 2015. As a result of the event, a compilation of ideas for school projects (nationally and internationally) and new materials to raise awareness about online safety and to encourage the creation of a better internet together was created. A report on the outcomes of the event is [available on the Latvian eTwinning website](#) (in Latvian).

(* eTwinning is an initiative of the European Union to support schools and teachers from pre-school to upper secondary level, including special schools, in co-operating with other schools all across Europe with the help of information and communication technologies.)

Additionally, the involvement of the local SNS (social networking service), [Draugiem.lv](#), in the celebration of Safer Internet Day was again a great success. A statement on the site login page informed everyone that it was Safer Internet Day. More than 300,000 people logged on to the site on the day and saw the SID message.



Lithuania

This year, the Lithuania Safer Internet Centre (SIC) marked SID with a national conference. Held at the Lithuanian University of Educational Sciences (LEU), the target group of the conference was teachers, social pedagogues, school psychologists, educational institutions' representatives, and other organisations which collaborate with schools (for example, the police). Safer Internet Centre partners (CITE, RRT, Childline and LIA) presented their activities and best practices (for example, a platform for lesson scenarios). CITE also presented outcomes of the research 'Safer Internet' and the impact of the project in raising awareness. The conference concluded with an opera, 'Gripin's dream', performed by LEU students. The conference was broadcast live on YouTube so making it accessible to many others who were not able to attend in person.

Other SID actions focused on libraries. Lithuania has a wide network of public libraries in cities and remote areas. The majority of libraries are equipped with computers and continually provide consultations and trainings to local communities on various ICT issues. This year, libraries were invited to support Safer Internet Day and a 'Safer Internet Week at the Library' initiative took place from 9-14 February. Libraries were provided with supporting materials such as promotional information (logos, posters) and suggestions for activities on the topic of online safety. The materials were made available online at www.epilietis.eu. Key results of the initiative included:

- More than 300 public libraries in cities and rural areas were involved in organising educational internet safety activities.
- Over 11,000 participants were involved in the activities including children and adolescents, and parents and teachers.
- Libraries organised various actions including safer internet lessons and consultations, educational tests, videos, discussions and competitions.
- A strong cooperation between libraries and schools/teachers resulted in a wide reach to target groups.

One of the aims of the Lithuanian SIC is to involve more children and adolescents from all over the country. To reach this goal, during SID 2015, all schools had an opportunity to arrange their own SID event while using methodical resources provided by the SIC. All participating teachers were supported by the SIC with acknowledgements and souvenirs.

Luxembourg

#BeeFirstAid aims to engage members of the public on the topic of security with respect to network devices. It does this through involving them in a familiar procedure, borrowed from the medical world, of a first aid check, followed by advice, a prescription and long-term care. This check-up was carried out in the framework of Safer Internet Day 2015 at a shopping mall in Luxembourg to reach people who may not be aware of the need for technical and behavioural security when using devices such as smart phones, tablets, laptops and so on. Visitors to the shopping centre passed by the BEE SECURE information booth to get their smartphones checked by the #BeeFirstAid team, dressed as first aid responders, and get information about online safety and BEE SECURE services.



The team carried out a series of simple ‘tests’ to ascertain the degree of security on the device and the knowledge of the ‘patient’ about issues such as permissions, Wi-Fi and cloud services. Following the quick check up, the patient is given a ‘prescription’ (in the form as it is used professionally) which recommends some simple daily steps that can be taken to be more secure, ranging from passwords to backups, and advises attending a free Digital Privacy Salon or the local hackerspace to acquire more skills and knowledge.

Children and youngsters, parents and whole families as well as seniors took their chance to learn about online safety and security. Also a journalist of L’Essentiel, the most read Luxembourg newspaper, had been attracted by the topic and [visited the stand for a report](#).

In other actions, awareness activities at a sheltered workshop turned out to be a successful way of reaching people with disabilities. A first presentation on online risks and challenges was given by BEE SECURE the week before SID to initiate discussion on online safety and security topics. 60 people attended the presentation. In the following days, discussion took place internally in four working groups about what the attendees had learned. They also prepared questions on topics they wanted to know more about: “How can I control my safety settings on Facebook? How can I change them? Can I quit Facebook? What happens if someone dies? Should I report it to the police if I find some illegal content on the internet? What danger lies in publishing too many things on the internet?”. The questions were then provided to a BEE SECURE trainer who visited the sheltered workshop on SID to discuss the issues raised with the four working groups (each group in a one hour session). Feedback from participants has been very positive and a follow-up event will be planned for next Safer Internet Day.

Malta

Actions in Malta considered the impact of technology on the developing child. The past decade has seen a huge increase in the use of technology by children, some as young as one year of age. Such an increase had brought about a world of great opportunities, but also challenges and possible risks.

On the occasion of Safer Internet Day 2015, a seminar for the Early Intervention Unit members, taking care of children from 0 to 5 years of age, was organised to discuss these issues. The importance of helping children to create a balance between their relationship with technology and activities that nurture their social, emotional and physical skills was emphasised. Furthermore, parents were encouraged to closely monitor their children's technology habits and the time they spend online, beginning at an early age and counting through the years.

Additionally, MCA, the coordinating partner of BeSmartOnline!, has a weekly radio programme on a national radio station. Therefore, the BeSmartOnline! team was able to organise a 30-minute radio programme dedicated to SID 2015. The majority of listeners of this particular radio station, based on the age group, are mainly parents and therefore this radio programme allowed the Maltese Safer Internet Centre to be able to reach one of the hardest target groups. Since the programme allows SMSs and phone-ins, specific queries on internet safety were also discussed live on-air.

Netherlands

A mini edition of the popular Dutch children's magazine, Donald Duck, was created for SID focusing on safe use of the internet. The magazine follows the different adventures of Donald Duck, Katrien Duck, Uncle Dagobert, and nephews Kwik, Kwek and Kwak, along with information for children on how they can be safer online. This special edition was made possible with the help of diverse public and private partners and was circulated with the regular Donald Duck magazine allowing it to reach more than 1.6 million people, including children, adolescents and parents.

Cooperation with a partner with such a broad reach among target groups worked very well. Not only did the paper edition of the mini Donald Duck magazine achieve a broad reach, but the magazine's Twitter and Facebook channels made it possible to reach out to an even larger audience. The mini edition is also a good product to give away: stakeholders love it! It was circulated to all the members of the Dutch parliament, and it is being used in Dutch schools, especially during eSafety lessons.

The mini edition is being translated in English for use during the forthcoming Global Conference on Cyber Space, and this will also be shared with the Insafe/INHOPE network. Liberty Global is supporting the production of the English edition financially.

Norway

Bradigital-stafetten (The Good Digital Relay) is a relay hosted by the Safer Internet Centre (SIC) Norway, Barneombudet (the Norwegian Ombudsman for Children) and IKT-Norge (ICT-Norway, an interest organisation for the ICT industry in Norway). The relay challenges ICT businesses to show and tell how they work to make the internet a better and safer place for children and youth. SIC Norway, the Ombudsman and ICT-Norway issue the challenge to a different business every third week. Those who wish to participate can ask to participate through bradigital.no, the Relay's main website. The site also allows for children and youth to have their say on how they think the Norwegian ICT industry can make the internet a better and safer place for them.

One business is challenged at a time. Once they enter the relay they receive the Good Digital Baton, and have three weeks to blog about their efforts, while SIC Norway, the Ombudsman for Children and ICT-Norway make sure to acknowledge their efforts in social media, and also offer tips and guidance on how they might get even better at making good sites and services for children and youth. The blog is located at bradigital.no, together with a guide for the industry that informs them of the different rules and considerations that need to be considered when providing digital services to young users.

The Good Digital Relay was launched on SID 2015 in the presence of all three challengers, Kuddle (the first business to be challenged) and the press. On the lead up to SID, suggestions were gathered from children on what they thought needs to be done to make the internet better for them. On the day itself there was various coverage on national radio and broadcasting channels where children were also interviewed about these matters. The three challengers also posted their own blogs (on bradigital.no) about how we ourselves can help make the internet better for children and youth.

The Relay will keep going as long as there are businesses who wish to be challenged. Everyone can ask to participate, but ICT-Norway is making a particular effort to recommend the relay amongst its members.



Poland

On the occasion of the SID 2015, the Polish Safer Internet Centre (SIC) organised a conference for media, professionals working with children and key stakeholders. The welcome speech was given by Minister Urszula Augustyn, the Secretary of State at the Ministry of National Education. The event featured a panel discussion with experts entitled “To increase skills or to believe in technology? What ensures young people’s safety online?”. The conference agenda also included a presentation about SID 2015 celebrations in Poland and abroad, as well as organisers’ and partners’ presentations dedicated to activities showing positive use of new technologies for children and youth. The conference closed with the inauguration of the media campaign ‘I think, so I do not send’ and the premiere of a 30-minute feature film entitled ‘Forever’. The objective of the campaign is to address young people with issues related to sexting and maintaining self-image online.

Since 2006, the Polish SIC has targeted schools with a decentralised model of SID actions. Schools are encouraged to organise educational actions concerning online safety – talks, theatre shows and special performances, radio recordings and so on – that serve as way of promoting the SID message and internet safety among children and adolescents. This method has proved to be a very effective way to spread information among young people and get them to participate in the campaign. To further motivate schools to participate in the action, each year a contest is held for the best and most innovative action. In 2014, 1,262 local initiatives were submitted; in 2015 the figure rose to 1,521 initiatives.

In Poland, direct communication through newsletters seems to be very effective: the main target groups (teachers, professionals working with children and young people) prefer to get direct messages through email rather than look for information online. This form of communication also allows for more personalised contact, with the ability to include all the necessary information with direct links in the email, so eliminating the need for searching. Thanks to such forms of communication, the SIC can limit the number of question asked by people interested in participating; it also allows the SIC to forward information to potentially interested schools in the area.

Additionally, in advance of SID, the Polish SIC sent an educational and promotional package (DVD with a set of educational tools, SID poster, poster with safety tips, “Numa Numa” magazine) to the first 600 local organisers of SID activities as registered via the [SID Poland website](#).

Portugal

The main SID action in Portugal this year involved more than 102,000 registered participants, with a strong participation from municipalities, which worked with institutions directed towards target audiences (such as public and private schools, public libraries and children support NGO's, etc.). For this main action, three new resources were created providing information on [smartphones](#), [sexting](#) and the [Hotline](#). Similar actions have taken place in previous years, but have never reached so many users as reached by this year's celebration.

Additionally this year, the Portuguese Safer Internet Centre (SIC) worked with Bloomidea (an industry partner) to build a mobile app that allows users to find out more about the risks and tips of internet usage. The app also allows users to directly connect to the Helpline and Hotline services. The 'Centro Internet Segura' app is free to download on iOS and Android. The product was developed for free by Bloomidea after observing the national engagement of the Portuguese SIC.

Also on SID 2015, the Portuguese SIC was present on the [Nickelodeon](#), [Panda](#) and [Panda Biggs](#) TV channels. Forum Estudante Magazine (teenager school magazine) shared [information on the SICs activities via its website](#), while in international actions, a Dognædis (information security organisation) action was streamed via the web through the Portuguese SAPO and MEO channels, allowing direct participation by schools in Mozambique and Angola. The students of these same schools were able to send questions to the panel of speakers through social networks in real time. Similarly, a special session on the SID Habbo Hotel also targeted international teenagers (namely from Brazil, Mexico and Spain). This action had a special upgrade enabling more users to participate in the session. The impact of this change can be seen by the enormous engagement felt throughout social networks (mainly Twitter).

Romania

Safer Internet Day 2015 was celebrated in Romania by the Consortium formed of Save the Children Romania, representing the National Coordinator, having as partners Positive Media and FOCUS – The Romanian centre for missing and sexually exploited children.

The main action on SID 2015 was a national contest addressed to children, parents and teachers which had its final step on 10 February, when a round table was organised and the winning teams of the competition were announced. This was the eighth year Safer Internet Day has been celebrated in Romania and the contest is already a tradition.

Representatives of public institutions - such as the Ministry of Education and Ministry of Family and Labour, along with industry representatives (Google, Microsoft, Kaspersky, Telekom, UPC-Liberty Global, ECDL) and teachers, parents and children discussed the digitalisation of education and the different approaches that need to be taken into consideration regarding this matter.

The round table on 10 February was the proper moment to present and discuss the results of the latest study conducted by the Sigur.Info Consortium on the use of the internet among children, teenagers and adults, and the effect that online activity has on their daily routines and their social lives. The study also addressed the change occurring with the emergence of the internet and new technologies within the traditional family, with an accent on mobile devices and time spent online.

As mentioned, Safer Internet Day also saw the celebration of the winners of the national contest 'Digital resources for the future'. The contest was launched in October 2014 to identify projects made by children with help from an adult. The competition aimed mainly to raise awareness of children, youth and adults on the fact that we should all have a responsibility to contribute to the online environment, making it not only a safer, but also a better place for us all. This means, also identifying useful online resources and presenting them in an attractive manner.

By the end of the subscribing period, the competition had received 285 works from children all over the country, aged 7 to 18, involving more than 800 children and 300 teachers. The entries were divided into two categories based on educational cycle, with each category awarded a first, second and third place. The competition was also open to people and institutions which make important contributions to the online safety of children. This section was split into four categories: School of the Year, Kindergarten of the Year, Professor of the Year and Youth Panellist of the Year. More than 23 entries were received and one winner was awarded in each category.

The Youth Panel was involved in all stages of the national contest, from promoting it in schools among children and teachers, to judging the projects and participating in the final event. Their involvement was even greater in local events where they organised different educational activities in the community in partnership with schools, libraries, school inspectorates, representatives from The National Authority Against Trafficking, and local media.

Russia

In Russia, Safer Internet Day is celebrated as part of Safe Runet Week. The week was marked through a traditional set of SID-related events covering Moscow and regions of Russia, mostly concerned with awareness raising.

In particular, a conference was held focusing on content safety issues, adding industry-specific issues to the agenda. Additionally, videoconferencing provided an opportunity for regions to present their activities and achievements regarding online safety and creating a positive online environment.

Foreign participation was very important for the conference since it helped to attract the attention of local participants. The Bulgarian, Czech and UK Safer Internet Centres and Kazakhstan hotline took part in a Russian Cyber Security Forum, with the UK SIC and Amber Alert Europe in person, and the others by video link. This proved to be an effective format, turning a national event into a truly international one and allowing participants to enjoy the atmosphere of global SID celebrations.

Serbia

On 10 February 2015, a debate titled 'Sexually explicit selfies taken by minors: the national institutions' response' was organised at the Deputies' Club in Belgrade by the 'Click Safely' Safer Internet Centre (CSSIC) Serbia and the RS Ministry of Education. The Technical Project Coordinator of CSSIC Serbia, representatives of the RS Ministry of Interior and the Public Prosecutor's Office, and a school psychologist discussed the popularity of the sexually explicit selfies' phenomenon among minors and the possible consequences that can result from sharing that kind of material online. The speakers reminded high school children and their teachers of the problems of producing and sharing harmful, illicit and illegal material using ICT, and discussed their online privacy habits with them.

The fairly narrow subject of the SID 2015 celebration was specifically aimed at getting the youth population involved: the 'sexplicit selfie' phenomena is quite prevalent in Serbia, as it is at a global level. Discussions were framed in an honest and straightforward way to talk about the subject, rather than simply advocating against it. The SIC also offered very practical advice on what to do if one is found in a distressing situation with unwanted sharing of the materials, and covered the risks of producing such materials.

Following the discussion, the Association for Development of Children and Youth – Open Club from Nis, and their young volunteers, performed an interactive forum theatre play called 'Swatka mala' (Purdie Cutie). The play was prepared specifically for the occasion in order to remind youth of the consequences of reckless behaviour online and of posting sexually explicit selfies on their social media profiles.

In another action, members of the Children's Department of the City Library in Novi Sad, while in search for the elements for creating a collage, had the opportunity to explore educational and informational materials available on the Click Safely and Net Patrol websites, as well as to also discover the Insafe and INHOPE websites. The resulting collage was displayed in the window of the city centre library, drawing the attention of passers-by during the whole month of February.

Slovakia

In Slovakia, an event was hosted on SID itself at the academy of the police force in Bratislava. During the event, the project 'Kybersikanovanie.sk' (Cyberbullying in Slovak) was introduced. Besides the website, the project delivers a kit including a DVD with cyberbullying movies and a professional book. Additionally a ceremony was held for the winners of the Zodpovedne.sk competition, organised in all schools across Slovakia for the sixth year running.

The competition

There were over 20,000 participants in the competition across all target groups: children (aged 5-11), adolescents (aged 12-18), teachers, and social workers (IT). The competition was announced in December 2014 through the network of Municipalities (covering all Slovak elementary and secondary schools). The evaluation of entries was made by staff at the Slovak Safer Internet Centre (SIC) with the active involvement of advisory board members, consortium members and youth panellists. The results were announced and the prizes given to the winners across a range of categories at the SID 2015 event.

Campaign launch – Kybersikanovanie.sk

Launching the campaign within the context of SID proved to be very efficient, and achieved a huge impact. The campaign realised the direct Involvement of its many target groups (children (aged 5-11), adolescents (aged 12-18), teachers, social workers (IT), parents, industry, policy makers and press) and gained a lot of media coverage.

One of the most important lessons learnt from previous editions of SID is the involvement of, and active collaboration with, well-known personalities in public life: this can help to catch both the attention of the target groups and the media. In launching 'Kybersikanovanie.sk', the Slovak SIC worked with a famous hip-hop dancer who has been directly affected by the issue of cyberbullying.

Slovenia

For the fifth year in a row, all Slovenian schools were invited to register for a SID toolkit, prepared by the Slovenian Safer Internet Centre (SIC) with different resources and activities for pupils, and also parents and teachers, on the topic of internet safety throughout February (designated as SID month).

This year, 373 teachers from 290 schools created different events, workshops and activities on the topic of safe and responsible use of the internet and mobile devices. Participating schools also received an online badge declaring “We are celebrating SID” to put on their website.

Good media and target group reach can also be achieved through collaboration with other relevant players in the field to issue joint press releases on SID (in addition to the main press release of the SIC). For a number of years, the Slovenian SIC has cooperated with Microsoft, internet service providers and mobile operators in this respect. This year, the SIC also collaborated with the Office of the Republic of Slovenia for Youth and an insurance company, Triglav, which is also running a project in 50 Slovenian schools called ‘Internet is growth but also trap’. The additional press releases helped to increase media coverage.

Safer Internet Day was covered in the evening news (Dnevnik) on national public television TV Slovenija, and also on the most read online portal, 24ur.com.

Spain

This year's Safer Internet Day in Spain was organised by Red.es (an agency under the Ministry of Industry), and a number of events took place.

In collaboration with Red.es, PantallasAmigas organised a two-day training and awareness-raising event in the week before SID at the College of Alcorcón, Madrid.

The event took the form of a workshop on 'safer internet gaming': a playful proposal to unite generations around screens with the following objectives:

- To encourage both generations, both parents and their children, to share moments together in front of the screen, breaking the intergenerational gap and promoting communication.
- To promote dialogue and understanding between generations as regards the issues addressed: privacy, security, equality, coexistence online, sustainability and digital citizenship.
- To encourage more positive perceptions of adults regarding the various screens on show, internet in general and particularly video games, emphasising its use for education and learning.
- To demonstrate the capabilities of video games and apps for promoting values, skills, attitudes and knowledge regarding the use and full enjoyment and secure Internet.

A symposium was later organised to inform interested parties about the different initiatives promoted in the country to ensure a safer digital environment for our children. During the event, some students who took place in the earlier workshop event were invited to share their experiences in front of all the attending organisations and agencies, and it provided to be a great experience for all. Not only did the attendees have the chance to listen to the teenagers and learn a thing or two about what they need and why they live the way they do online, but also it was gratifying and a great experience for the young people that had the chance to do so.

Additionally, a videogame was released to mark the day. Called SmartPRIVIAL, it aims to teach and raise awareness on issues related to privacy and security on mobile phones. The app was released with the support of both Red.es and the four Spanish phone operators (Telefonica, Vodafone, Orange and Yoigo).

Sweden

As a follow up on the success last year, SID lasts for a week in Sweden (9-13 February) and is called Media and Information Literacy Week (The MIL-week). A new educational material ('Vilja veta!') was launched before the MIL-week (on 26 January) and schools were engaged to have one lesson about media and information literacy during the campaign week.



On SID, new statistics on media use among children and the need for media and information literacy were presented to the media. During the MIL-week, the Swedish Media Council also launched a campaign on social media, raising general awareness on MIL, and how its educational material can support schools and libraries (the website 'The MIL-room' and its e-learning for librarians, teachers and students). The cooperation with the helpline organisation Bris was highlighted, promoting the helpline for adults.

The press and media were used to inform the general public about media and information literacy. A social media campaign on Facebook was successful in that it reached lots of people. The campaign targeted the general public (more so than those who already liked the Facebook page). Between 14 January and 14 February 2015, the posts reached a total of 98,400 persons through the page. In total – through further dissemination as a result of interactions: likes, shares etc. – they reached 849,000 unique Facebook users.

Safer Internet Day 2015 – 10th Feb

This Safer Internet Day an unprecedented level of activity took place across the UK – with a record number of supporters and the largest social media campaign to date – alongside a range of exciting new content featuring hundreds of young people.

Activities taking place across the UK....

865 Supporters

- 511 schools
- 82 charity/youth
- 132 business
- 26 government
- 19 police

[Up from 650 in 2014]



Launch of the #Up2Us Youth Film....

- 150 young people created a film to inspire others to be kind online
- 16,500 plays across 60+ countries (+ 13,000 views of the promises clips)
- 4 events in England, Wales, Scotland and Northern Ireland – attended by the young people involved in the project, government ministers and stakeholders
- 1,000 young people respond to survey about digital friendship



78%

of young people feel that people their age have the power to create a kinder online community.

Social media campaign goes viral....



Trending **number 1** in the UK throughout the day.

19,500 tweets about SID, with **140 million** impressions

'Share a smile' Thunderclap reaches **1.7 million** people, while supporters posted their own smiles!

28,000+ plays of YouTube videos [up from 5,500 in 2014]

#SIDTV features a range of celebrities....



2 shows

74,000 estimated viewers in **65** countries

17,000 tweets during the Twitter takeover by Bars and Melody!

Dance group Diversity, EastEnders cast members and CBBC presenters Molly and Harvey are just a few of the celebrities featured on SID TV, which was created in partnership with the Diana Award Anti-Bullying Ambassador Programme.

Resources for young people, parents and schools...

270,000

Resource downloads

Up from
197,000
in 2014

32,000

Quiz plays

Up from
21,000
in 2014

Media coverage...

900+ news items

330 million circulation

3 x bigger
than 2014!

- **TV:** BBC Breakfast, Sky News, Good Morning Britain, Channel 5 News
- **Radio:** BBC Radio 1, 5Live, Woman's Hour + regional
- **Newspaper:** Guardian, Independent, Sunday Telegraph, Mirror