

Better Internet for Kids and #SaferInternet4EU

Review of the year 2019



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FOREWORD



Claire Bury

Deputy Director General, DG CONNECT,
European Commission



“For over two decades, the European Union has worked at mitigating the risks and promoting the positive impact of the digital environment. In 2019, the European Strategy for a Better Internet for Children was again fully engaged.

*“The EU co-funded network of Safer Internet Centres are our eyes, ears and hands across Europe, raising awareness and inspiring children, young people, parents and teachers. The Better Internet for Kids platform, a pan-European hub, offers easy access to a full range of resources developed by these centres. On several occasions during the year, the Commissioner for Digital Economy and Society discussed online safety and responsibility for a better internet with young Europeans. Young people figured prominently in the **2019 Safer Internet Forum** too, leading powerful sessions on digital violence and social media as a game changer: an example of youth empowerment at its best.*

*“A record number of participants at the Forum explored the transition from online violence to digital respect, building on the **#DigitalRespect4Her campaign** launched by the Commission and the European Parliament in April. The **#SaferInternet4EU** campaign continued throughout 2019, supporting media literacy. We also saw the creation of the **Expert Group on Safer Internet for Children**, to strengthen vital cooperation between the Member States, Iceland and Norway.*

*“2019 was also a year of celebrations: the UN Convention on the Rights of the Child turned 30, and the **INHOPE network, combatting child sexual abuse material online, marked its 20th birthday.***

“Children’s rights, both off and online, will continue to be important to the new European Commission, which took office in December. With ‘making Europe fit for the digital age’ one of its top political priorities, the Commission remains committed to today’s children, and Europe’s digital future.”

BACKGROUND TO BETTER INTERNET FOR KIDS AND #SAFERINTERNET4EU

Building on a succession of Safer Internet programmes, Better Internet for Kids (BIK) is a European Commission-funded initiative aiming to create a better internet for Europe's children and youth. The BIK initiative is now in its third cycle under the Connecting Europe Facility (CEF) funding instrument. This report provides an insight into some of the key achievements and areas of focus during 2019.

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

With EU co-funding to the level of 11 million Euro in 2019 for BIK – representing the two service contracts (for EUN and INHOPE respectively) and grant agreements with SICs on a pro rata basis – it is clear that this work is of continuing strategic importance to the EC.

WHAT IS A SAFER INTERNET CENTRE?



Insafe and INHOPE work together through a network of Safer Internet Centres (SICs) across Europe – typically comprising an awareness centre, helpline, hotline and youth panel.

BACKGROUND TO BETTER INTERNET FOR KIDS AND #SAFERINTERNET4EU



National awareness centres focus on raising awareness and understanding of safer internet issues and emerging trends. They run campaigns to empower children, young people, parents, carers and teachers with the skills, knowledge and strategies to stay safe online and take advantage of the opportunities that internet and mobile technology provide.



Helplines provide information, advice and assistance to children, youth and parents on how to deal with harmful content, harmful contact (such as grooming) and harmful conduct (such as cyberbullying or sexting). Helplines can be accessed via a variety of means – telephone, email, web forms, Skype, and online chat services.



Hotlines exist to allow members of the public to report illegal content anonymously. Reports are then passed on to the appropriate body for action (internet service provider, Law Enforcement Agency in the country or corresponding INHOPE Association Hotline).



Youth panels allow young people to express their views and exchange knowledge and experiences concerning their use of online technologies, as well as tips on how to stay safe. They also advise on internet safety and empowerment strategy, help create innovative resources and disseminate eSafety messages to their peers.

Find out more about the work of European Safer Internet Centres on the Better Internet for Kids (BIK) portal at www.betterinternetforkids.eu.

Better Internet for Kids and #SaferInternet4EU

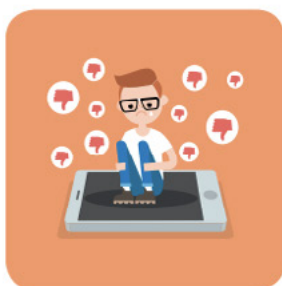
Jointly, European Schoolnet and INHOPE support SICs in responding to the latest online issues, helping to promote the many opportunities the online world offers, while also addressing the challenges. And while Europe's children and youth are the main benefactors of this work, BIK also reaches out to,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

2019 has seen many developments and new initiatives under the EC's BIK umbrella – many of which are discussed in more detail in the following

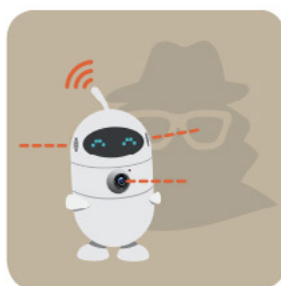
sections – within the continuing framework of the #SaferInternet4EU campaign. Originally launched on Safer Internet Day (SID) 2018 by Commissioner Mariya Gabriel (Commissioner for Digital Economy and Society under President Juncker's mandate), the #SaferInternet4EU campaign has continued to place a spotlight on actions to support technology use and digital competence development in education throughout 2019. Contributing to the EC's Digital Education Action Plan, a key aim of the #SaferInternet4EU campaign has been to build on existing programmes of work in Europe to create a safer and better internet, and to provide an enhanced focus on helping EU citizens – and especially children, young people, parents and teachers – to become empowered and responsible digital users.



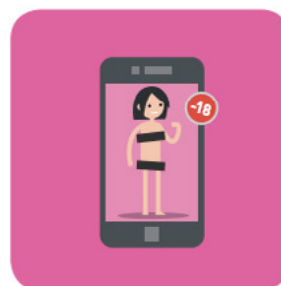
Fake News



Cyberbullying



Privacy concern
in connected toys



Sexting



Exposure to harmful or
disturbing content

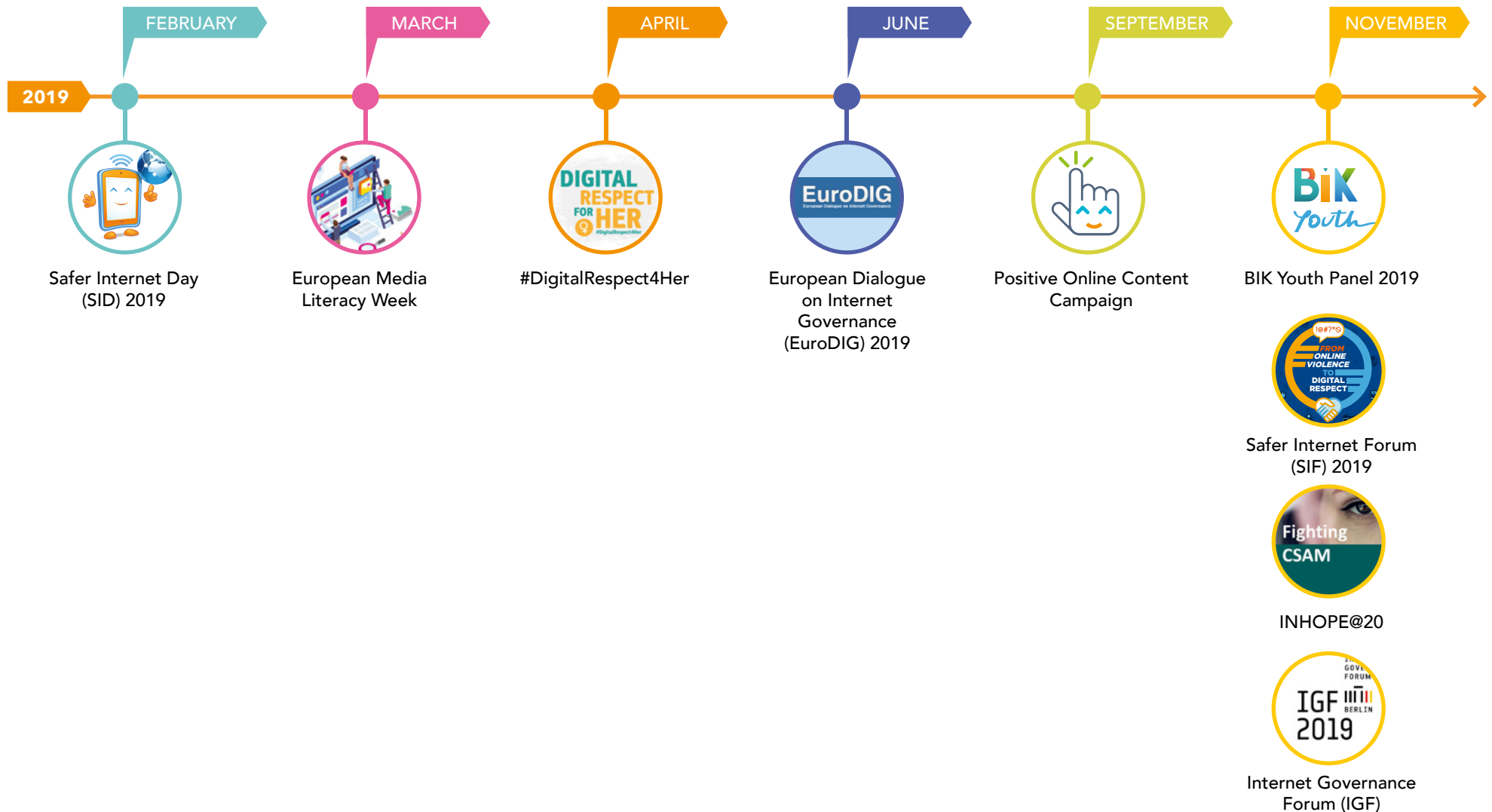


Grooming

The ongoing work of BIK and the #SaferInternet4EU campaign continues to place a spotlight on the development of media literacy and digital competencies to combat some of the key risks online

Work throughout 2019 has continued to focus on a wide range of topics, such as critical thinking and media literacy, fake news and disinformation, and online violence and digital respect, to name just a few. Outputs across the year have included a range of actions, initiatives, awareness-raising tools, events and mini-campaigns, targeting a range of stakeholder groups, in the quest to ensure that we all work together for a better internet. Discover more in the interactive timeline and articles which follow.

2019 IN REVIEW



Safer Internet Day (SID) 2019 (February 2019)

On **Tuesday, 5 February 2019**, the **Safer Internet Day (SID)** campaign turned 16 – and what a great day it was! Under the unifying slogan of **“Together for a better internet”**, the day called upon all stakeholders to join forces and make a contribution to creating a safer and better internet for all, and especially for children and young people.



Safer Internet Day



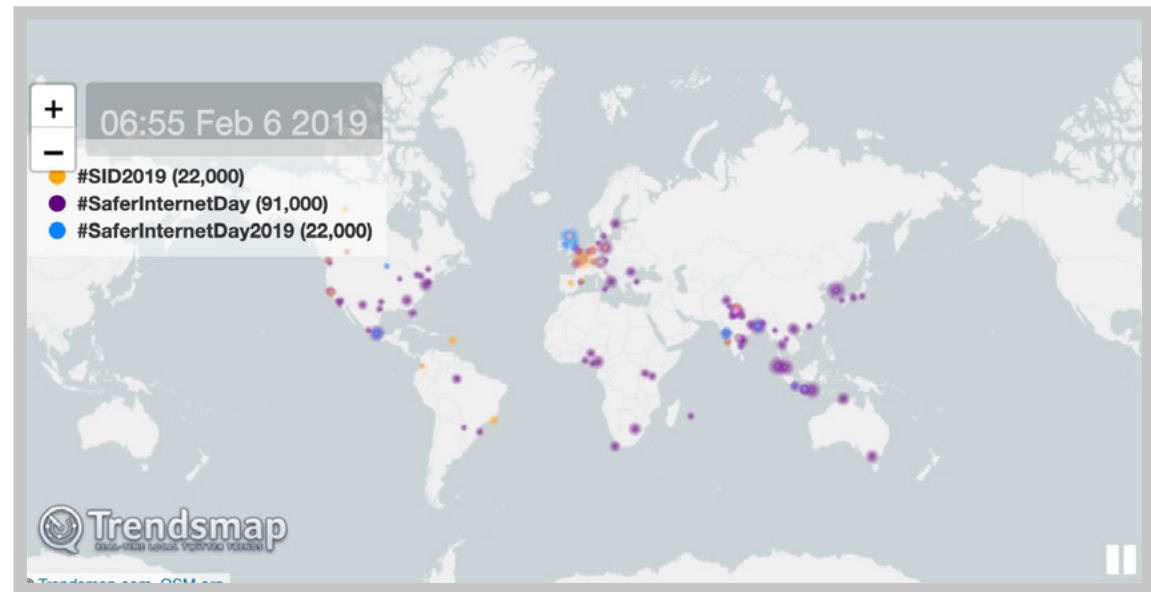
Watch the video at <http://bit.ly/SIDvideo>

Year on year, SID has grown to encompass more and more supporting countries and this edition was no different. In 2019, over 150 countries and more than 90 organisational supporters raised awareness of the need for everyone to play their part in making the internet a safer and better place, right across the globe, with many more taking part in national-level activities. The Safer Internet Day website – the home of all things SID – showcased the many events and actions taking place around all the world, directing users to local contacts and sources of support and information for helping to establish a better internet in their respective countries.

Better Internet for Kids and #SaferInternet4EU

Much activity of the day played out through social media: over 680 people decided to let their friends and followers know they stand for a better internet by adding a badge (on Twibbon) to their social media profile pictures, fan and follower levels on coordination-level social media profiles equally soared, while the #SID2019, #SaferInternetDay and #SaferInternetDay2019 hashtags trended worldwide several times during the day, lighting up the social media sphere as the day unfolded.

Also on the occasion of Safer Internet Day, the European Commission announced the next steps in the EU to increase the protection of children and young people on the internet.



Safer Internet Day hashtags trended across the globe on SID 2019

Better Internet for Kids and #SaferInternet4EU

#SaferInternet4EU, looking back on 2018... and forward to 2019

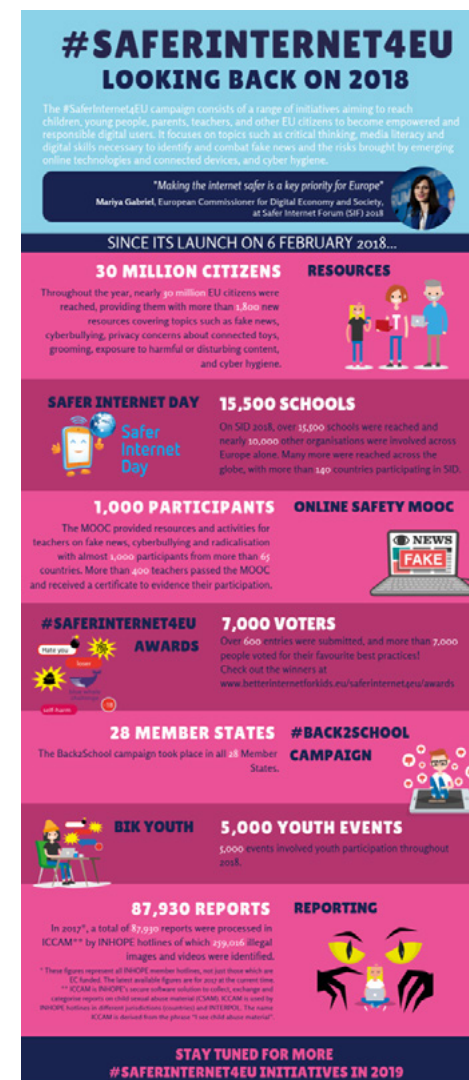
The #SaferInternet4EU campaign on online safety, media literacy and cyber hygiene was launched on Safer Internet Day 2018 and therefore celebrated its first year of successful activities on the occasion of SID 2019. Up until that point, the campaign had already reached nearly 30 millions EU citizens, as further outlined in the infographic published to mark the campaign's first anniversary. Much of the work established within the framework of the #SaferInternet4EU campaign in 2018 has continued throughout 2019 with the development of a range of new resources, campaigns and initiatives, as further detailed throughout this annual review.

Expert Group on Safer Internet for Children

A new Expert Group on Safer Internet for Children was announced, tasked with proposing concrete actions to keep children safe online, and improving coordination and cooperation between EU Member States (plus Iceland and Norway). Its aim is to enable an efficient sharing of best practice on how to implement some of the specific provisions concerning minors in key existing legal acts, such as the Audiovisual Media Services Directive (AVMSD) or the General Data Protection Regulation (GDPR).

Announcing the initiative, Commissioner Gabriel said: *"I am pleased to announce the creation of the expert group today, on Safer Internet Day 2019. On this day, we focus more than ever on ways to enhance safe, positive and inclusive use of digital technology, especially among children and young people. This year's slogan, 'Together for a better internet', is a timely reminder that no one country or organisation can act effectively on its own when it comes to internet safety. The coordination and cooperation between Member States is just as important in that regard as the valuable work it will do on proposing concrete actions."*

The first meeting subsequently took place in March 2019, with further meetings taking place in June 2019 and November 2019. For additional information regarding the Expert Group on Safer Internet for Children, see the European Commission website.



The Alliance to better protect minors online, two years on

The Alliance to better protect minors online, a self-regulatory platform composed of almost 40 key players from industry and civil society, was launched on Safer Internet Day 2017 and therefore celebrated two years of activity on SID 2019. On the occasion, an independent study was released, analysing the work of the Alliance so far in a very positive light, since most stakeholders involved have successfully met their commitments.

For further information on the Alliance to better protect minors online, visit the European Commission's website and browse through the comprehensive study assessing its work.

Hearing the views of youth on online safety topics

In the days that followed SID, on Monday, 11 February 2019, Commissioner Gabriel, as well as film director and #SaferInternet4EU Ambassador Wim Wenders were invited by the German Safer Internet Centre (SIC) klicksafe to a school visit at the John-Lennon School in Berlin.

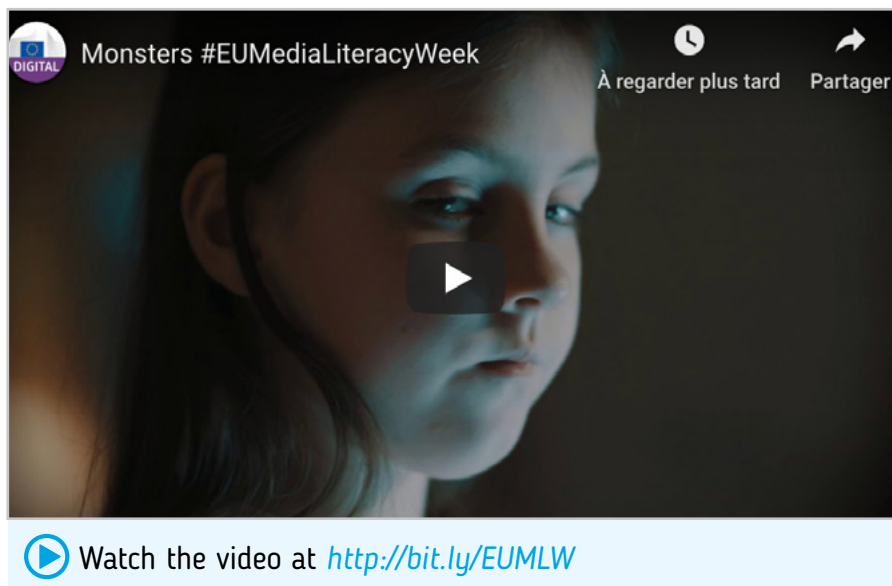
Together with Juliane Seifert, State Secretary of the German Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), Dr Marc Jan Eumann, Director of the Media Authority for Rhineland-Palatinate (LMK), and two representatives of Instagram, the students used the opportunity to discuss online safety topics. Three different workshops provided a closer look at the mechanisms of social media, new digital teaching formats and the power of visual impressions in the digital age.

Find out more about Safer Internet Day at www.saferinternetday.org.



European Media Literacy Week (March 2019)

Media literacy has become an essential skill in the 21st century. The digital age has made it possible for anyone to easily create media but, equally, this ease of creation has brought with it a raft of disinformation and fake news which can expose readers – and especially children and young people – to a range of risks. To underline the societal importance of media literacy, the European Commission initiated the first European Media Literacy Week in 2019 to highlight media literacy initiatives and projects across the EU. From Monday, 18 March to Friday, 22 March 2019, a variety of media literacy-related events took place in Brussels and across the EU.



Better Internet for Kids (BIK) and the Insafe network of European Safer Internet Centres (SICs) supported the campaign, using it as an opportunity to showcase the work of the SICs in promoting media literacy to children and young people through educational resources and awareness videos. Some examples include:

- ▶ Media literacy: definition in 10 competences, Checklist of media literacy teaching material and Youth website HoeZoMediawijs.nl by the Dutch SIC.
- ▶ Child and media – seven tips for parents in the digital age, Youth and media – seven tips for parents in the digital age and Populism Bingo by the Finnish SIC.
- ▶ klicksafe all year long – 12 units for media education for primary schools and Click E for Ethics – Harmful online behaviour by the German SIC.
- ▶ Making good use of digital technology and BeSmartOnline digital game – critical thinking by the Maltese SIC.
- ▶ The biggest courage board game by the Estonian SIC.
- ▶ Online Detours online magazine by the Danish SIC.
- ▶ Théories du complot – Ressorts et mécanismes by the Belgian SIC.
- ▶ Trust me! by the UK SIC.
- ▶ Challenges and opportunities – a presentation and Literate children in the digital era: a parents' compass by the Bulgarian SIC.
- ▶ Fake news – media literacy and critical thinking by the Norwegian SIC.

In particular, the Irish SIC's newest education programme, **HTML Heroes: An introduction to the internet**, received a European Media Literacy Award for most educative media literacy project at the European Media Literacy Conference in Brussels.

These, and many other examples, can be found in the ever-growing BIK repository of resources.

Media literacy in Europe was also the focus topic of the March 2019 edition of the BIK bulletin.



BIK bulletin

The Better Internet for Kids (BIK) bulletin is a quarterly electronic newsletter with the aim of keeping you informed on better internet issues. Each edition provides a topical focus article looking at the latest trends in online life, with features from youth, industry and the research community, along with a mix of news and resources from key stakeholders in the field. The typical publishing cycle for the BIK bulletin is each March, June, September and December.

The focus for BIK bulletins throughout 2019 was:

- ▶ **March 2019 – media literacy in Europe**, to coincide with the European Media Literacy Week.
- ▶ **June 2019 – online challenges**, hearing specifically from Geert Reynders who tragically lost his son Tim to a dangerous online challenge.
- ▶ **September 2019 – positive online content**, as a roundup of the Positive Online Content Awareness Month which ran throughout September.
- ▶ **December 2019** – a look back at **Safer Internet Forum 2019** which considered how we move “From online violence to digital respect”, and a preview of **Safer Internet Day 2020**, where stakeholders across the globe join “Together for a better internet”.

Read past editions of the BIK bulletin – and subscribe to receive future editions at www.betterinternetforkids.eu/bikbulletin.

#DigitalRespect4Her (April 2019)



In April 2019, Commissioners Věra Jourová (Commissioner for Justice, Consumers and Gender Equality under President Juncker's mandate) and Mariya Gabriel launched the #DigitalRespect4Her campaign along with Members of the European Parliament, including the former

President Antonio Tajani. This campaign aims to raise awareness of the violence that women face online on a daily basis.

In a joint statement, the two Commissioners said that *"dignity, respect and solidarity apply to all of us, also online. Yet, sadly, reality is far from this, especially for women and girls, who are 27 times more likely to be harassed online than men are. It is time to step up the response to online violence. We cannot stay idle and encourage those that cowardly target women and girls online. We have to act and call it out."* (read the full statement on the European Commission's website).

Indeed, women experience gender-specific online violence, whether it is through social media, messaging apps, online forums, video-sharing websites, or video games. This can lead to psychological, physical, sexual and economic harm. It also prompts numerous women to limit their online activities. This self-censorship, in turn, restricts women's participation in societal debates, their influence in politics, and undermines representative democratic processes.

One in ten women in the EU have experienced **unwanted sexually explicit messages** or inappropriate advances on social networking sites since the age of 15.

After witnessing or experiencing online hate speech or abuse, 1 out of 2 **young women hesitate to engage** in social media debates.

28% of women having experienced online violence **reduced their online presence.**

46.9% of female politicians from 45 European countries said they had received **threats of death, rape and beatings** during their parliamentary term.

1.1 million **abusive or problematic tweets** were sent to 778 women politicians and journalists in 2017 - one every 30 seconds on average.

The #DigitalRespect4Her campaign placed a spotlight on how online violence disproportionately affects women and girls

As part of the campaign, a #DigitalRespect4Her factsheet was released - available in all 24 European languages - presenting some hard-hitting statistics along with a series of eye-opening testimonies from female public figures who deal or have dealt with gender-based online violence.

The challenges presented by the #DigitalRespect4Her campaign have been picked up throughout 2019 under the BIK and #SaferInternet4EU umbrella, and indeed became the key focus of the **2019 edition of the Safer Internet Forum** (read more below).

European Dialogue on Internet Governance (EuroDIG) 2019 (June 2019)

EuroDIG – the European Dialogue on Internet Governance – was established in 2008 as an open, multi-stakeholder platform, providing a key European point of reference on exchanging views about the internet and how it is governed. Its aim is to foster Europeans' interest on internet governance issues and to ensure that a proper dialogue takes place on a regular basis and in a participatory manner. As in previous years, a delegation from the Insafe network of Safer Internet Centres (SICs) was present at the 2019 edition of the event in The Hague, Netherlands, co-hosting a flash session and three workshops. In addition, several BIK Youth Ambassadors were in attendance to ensure the voice of youth was heard, following their earlier participation in a dedicated YOUthDIG event.

Flash Session 1 considered the **challenges encountered by digital natives and digital migrants to behave ethically online**, from the perspective of digital education and digital literacy. The fact that young people interact with technology very early means they acquire the technical skills quite easily, while they lack the necessary real-life experience to keep safe from the consequences of unethical online behaviour. In an analogue way, digital migrants and silver surfers often do not fully manage the challenges of online threats and their consequences.

Workshop 4 touched upon the topic of Children's rights in the digital age, and how to balance their right to freedom with their right to be protected. Growing up in a digital environment means that young



BIK Youth Ambassadors share their views at EuroDIG 2019

people can exercise their rights to freedom of expression, access to information, and participation in society, but may also be exposed to threats (bullying, grooming, and sexual abuse) or to factors making it harder for their right to privacy to be respected. The discussion, in which BIK Youth Ambassadors participated, focused on a balanced approach between these rights and freedoms with the objective to achieve suitable policy recommendations. BIK Youth Ambassadors Lili and João subsequently reflected on their participation with articles on the Better Internet for Kids (BIK) portal.

Workshop 5 looked into the need to **Transform skills to meet innovation challenges**. The global skills gap risks to offset the economic promise of technological innovation, while the demand for new approaches to learning continues to grow. This workshop therefore examined the potential of new learning opportunities for building the skills needed to meet innovation challenges and offer recommendations for businesses, policy makers and job-seekers among all generations, aimed at creating a sustainable working environment in the digital age. Members of the Insafe network offered many interventions in this

workshop, with colleagues from the Portuguese Safer Internet Centre (SIC) reflecting on their input in a post-event article.

Finally, in Workshop 12, **Play the villain - learn to fight disinformation with news literacy**, both live and remote audiences were invited to play a game, posing as the troll: the villain responsible for creating disinformation and mining people's trust by polluting information ecosystems.

Positive Online Content Campaign (September 2019)

September 2019 was designated Positive Online Content Awareness Month, placing a spotlight on the importance of positive online content: what it is, why it is necessary, how children (aged 0-12) can benefit from it, and how its production and mainstreaming can be facilitated to reach as many users as possible.

Over recent years, positive online content has come into focus through a number of initiatives, such as the POSCON (Positive Online Content and Services for Children in Europe) thematic network, an EC focus group on positive content; the European Award for Positive Online Content; a range of sessions at the annual Safer Internet Forum (SIF) dedicated to the topic; and the first Positive Online Content campaign taking place with a week of activity in 2017, all of which have contributed in terms of knowledge building and resource development in this area.

In order to give it the appropriate amount of visibility, the 2019 edition of the Positive Online Content Campaign (POCC) took place across the entire month of September, and was promoted using a variety of (updated) tools, best practices and examples via a special positive online content minisite, within the overall framework of the Better Internet for Kids (BIK) portal. Additionally, each stakeholder group – namely young people, parents and carers, teachers and other educational staff, content producers, policy makers and the research community – was targeted during a specific time frame with a weekly focus.

At the core of this initiative is an updated positive online content criteria checklist. The aim is that content providers use this checklist

What is positive online content?



Within the current Better Internet for Kids (BIK) line of work, positive online content is defined as ***“digital content aimed at children, which enables them to learn, have fun, create, enjoy, develop a positive view of themselves and respect for their identity, enhance their participation in society and produce and distribute their own positive content”***.

Positive online content, apps, websites or services should be empowering for children, enabling them to feel as confident and independent as possible in their developing abilities within the online environment. Moreover, it should be engaging, stimulating and, of course, safe.

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when developing new content and services to ensure that their products are fit for purpose, and take measures to ensure that children can go online free from risk of harm, whether this be in terms of content, contact, conduct, or commercial considerations. Parents, carers and educators can also benefit from the checklist by being better aware of the features they should look out for when choosing online experiences for younger children. Key elements of the checklist include:

- ▶ Basics: target group and objectives
- ▶ Transparency
- ▶ Stimulating experiences
- ▶ Usability
- ▶ Accessibility and inclusion
- ▶ Reliability
- ▶ Safety (harmless content, social media elements, communication)
- ▶ Privacy
- ▶ Commercial elements

The awareness month culminated with a focus group meeting where a select group of content producers and providers of children's content were invited to meet, face to face, to discuss and share best practices about the challenges of providing safe, educational and entertaining content for children, incorporating their needs and ensuring they use age-appropriate services only, as well as looking into creating synergies for sustainable, ethical and successful content for children.

Find out more about the Positive Online Content Campaign at www.betterinternetforkids.eu/positive-content.



FIRST THINGS FIRST

Is the online content you're considering for your pupils **empowering, engaging, stimulating and, above all, safe**?



CLEAR, TRANSPARENT OBJECTIVES

Make sure the content is age appropriate
Make sure you know what the objectives of the online content are and how your pupils will benefit from it



STIMULATING DIGITAL EXPERIENCES

Is the online content creative, interactive, stimulating, educational?
Is it challenging enough? Does it provide feedback and rewards?



USABILITY

Is the navigation user- and child-friendly enough?
Are there enough clearly marked navigation elements to help orientation?
Can children easily go back to the previous chapter/level in case they get lost?
Is the URL address/name unequivocal? If misspelled, can it lead to anything inappropriate?



RELIABLE CONTENT

Is the content compliant with legislation or regulations (GDPR, protection of minors, data protection, commercial communication, copyright and so on)?
Is it accurate, reliable and maintained/reviewed regularly?
Is there clear information for teachers and educators?



SAFETY AND PRIVACY BEFORE EVERYTHING ELSE

Can you be sure that the content is not harmful in any way?
Is there effective monitoring and moderation in case something goes wrong?
Is adult supervision/monitoring required?
Does the service/app/website collect more data than is needed?
Are there clear instructions about authorisations, privacy measures and policies?



COMMUNICATION FEATURES

Are there any reporting mechanisms available?
Are there any instructions, rules and security information for using social networks, chat rooms, forums and so on?



COMMERCIAL ELEMENTS

Are laws and regulations regarding advertising to children being respected?
Are commercial elements/online shopping clearly recognisable?
Is there any inappropriate advertising (cigarettes, diet pills, and so on)?

BIK Youth Panel 2019 (November 2019)



In the framework of the Better Internet for Kids (BIK) project, each year, a BIK Youth Panel is organised prior and during the Safer Internet Forum (SIF), encouraging a group of youth panellists to voice not just their personal opinions and challenges regarding safer/better internet issues, but also those of

their peers whom they are representing at a European level. The BIK Youth Panellists are typically involved in other activities too at both national and European level, with many of them going on to become BIK Youth Ambassadors, representing the BIK agenda at high-level events such as **EuroDIG** and the **Internet Governance Forum**.

In 2019, the BIK Youth session held at SIF followed a “flipped consultation” format, aiming to reverse the traditional model of youth involvement in stakeholder consultations, where their voices are heard, but there is often no proper follow-up of the issues and priorities they raise.

Planning and preparation for the flipped consultation session started

two months prior to the Forum, with youth panellists meeting online regularly to develop their campaign and their planned intervention during SIF. During this period, they also launched an Instagram campaign – BIK.YouthforYouth – to raise awareness of the issues, share their views of online violence through testimonials from young people, and through playful quizzes and questions.

Following on from this preparatory work, the BIK Youth Panellists planned to organise a discussion along a set of concrete problems which they had identified based on both their personal views and experiences of online violence, and insights gleaned from the Instagram campaign, including:

- ▶ Self-harm on social media and online challenges
- ▶ Hate speech and fake social media accounts created to share offensive content
- ▶ The sexualisation of women in video games
- ▶ Doxxing and identity theft
- ▶ How people start bullying
- ▶ Cyberbullying – How far can it go?

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On Wednesday, 20 November 2019, they met face to face in Brussels to finalise their SIF 2019 session, which they delivered the following day.





More than 670 events involved youth participation throughout 2019



670 events

For a summary of the session delivered by the BIK Youth Panel at the 2019 edition of the Safer Internet Forum, read Flip the consultation, a dialogue led by youth at Safer Internet Forum 2019.

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

Safer Internet Forum (SIF) 2019 (November 2019)

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

The 16th edition of the Safer Internet Forum took place in **Brussels, Belgium on Thursday, 21 November 2019** with a theme of **From online violence to digital respect**. More than 270 stakeholders from approximately 40 countries worldwide were in attendance to discuss the challenges and possible solutions in more depth.

Following a welcome by the European Commission (EC), SIF 2019 opened with a **keynote address** during which Thordis Elva, writer, speaker and journalist, first provided an overview of the key issues at stake when considering online violence, including online hate speech, image-based sexual violence, and other forms of technology-facilitated gender-based violence. She then went on to elaborate on some of the strategies and resources that have already been put in place to address the issues, including the role that government, policy makers and regulators can and are playing, while also looking at some of the successful campaigns that have raised awareness of the issues. During her keynote, Thordis shared examples of good practice and gave a call to action for participants to reflect on what they can do to encourage and foster digital respect.





Thordis Elva delivering the keynote presentation at Safer Internet Forum 2019

Given the importance of youth participation in the Safer Internet Forum, the opening keynote was followed by a youth-led session (see above also). Starting from a broad understanding of what digital violence and respect means to them, BIK Youth Panellists delivered an upbeat and interactive session using the “flipped classroom” model with the aim of shifting the consultation perspective. In advance of SIF, BIK Youth Panellists have been working collaboratively to identify a set of

concrete problems, based on their personal views and experiences of digital violence. During the session, they shared some of the challenges they face, while explaining how digital respect should look in order to make a difference. Forum participants then took part in small-group discussions – together with the young people present – in order to deepen their understanding of what is at stake, while building towards remedial strategies and solutions.

The afternoon was given over to a series of highly interactive “deep dive” sessions. Through detailed discussion, debate and practical exercises, forum attendees had the opportunity to explore issues around online sexual violence and misogyny in gaming; sexual violence against men and boys; online sexual harassment (with a focus on the successes of the deShame project, which aims to increase reporting of online sexual harassment among young people, and improve multi-sector cooperation in preventing and responding to this behaviour); online hate (with a focus on the SELMA project, which builds upon a social and emotional learning (SEL) approach to empower young people to become agents of change); and using AI as a solution to some of the problems encountered.

A parallel deep dive stream, INHOPE@20, provided a celebration of the work of the INHOPE network as it turned 20, reviewing what has been achieved over that time in combatting illegal online content and, specifically, child sexual abuse material (CSAM) (see below also).

Better Internet for Kids and #SaferInternet4EU



BIK Youth Panellists at Safer Internet Forum 2019

The final plenary session of the day showcased a number of inspiring stories of how young people have used social media and online platforms to bring about positive change. Emma Holten was a victim of non-consensual pornography back in 2011; she then launched an online campaign/activist project to successfully raise awareness of the issues. Gina Martin was a victim of upskirting and successfully campaigned to change UK law and make this a crime. Her success has spurred on lots of others across the world to take similar action. Sara Sjölander worked

on an online harassment platform Näthatshjälpen, where victims of hatred and harassment online can get support and advice on specific situations. She is also working with Flickaplattformen, an organisation that fights to improve the life of girls.

Click on the links above to read the reports from each of the Forum's sessions. Alternatively, see www.betterinternetforkids.eu/sif2019 for more information, including a full post-event report, presentations and a photo gallery from the day.



A series of deep dive sessions explored various issues at Safer Internet Forum 2019

INHOPE@20 (November 2019)

In 2019, the EC-funded INHOPE marked 20 years as the leading global organisation that fights child sexual abuse material (CSAM). The occasion was commemorated with a special deep dive session, INHOPE@20, at the Safer Internet Forum.

INHOPE and its extensive network of member hotlines¹ work to eliminate online child sexual abuse material (CSAM). It is critical to the work of the hotlines that members of the public who stumble upon illegal content report it and not ignore it. The consequence of not reporting

illegal content are numerous and impact victims: CSAM remains on the internet and is not taken down. This means that every time this material is viewed by anyone anywhere in the world, the victim depicted is re-victimised. Indeed survivors of recorded child sexual abuse say that knowing it is online for anyone to see continues to impact their lives for many years after the abuse has stopped. The significance of reporting illegal content is vital in helping survivors of child sexual abuse reduce the repeated trauma they could suffer, as well as keeping the internet safe for all legitimate users.



INHOPE members marked 20 years of combatting CSAM online at Safer Internet Forum 2019

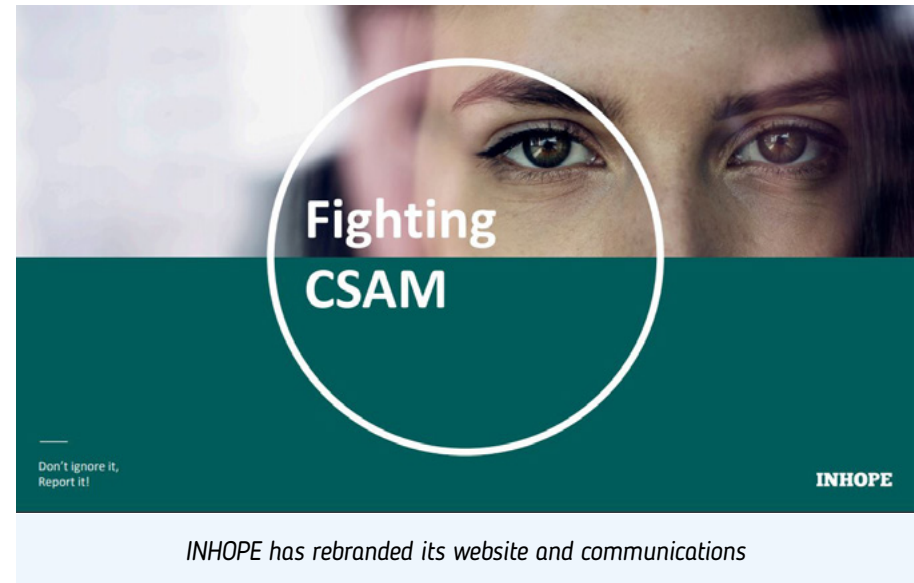
1. The INHOPE network consists of 47 hotlines in 43 countries (as of December 2019), with EU hotlines receiving EC funding.

INHOPE@20 was an opportunity for current member hotlines, founding member hotline colleagues, policy makers, law enforcement and child safety advocates to come together to talk about where they have come from, where they are today and where the network is going.

With 45 member hotlines in 40 countries working together to eliminate online CSAM, victims know that there are people and organisations fighting for them to no longer live in fear of images of their abuse being found and viewed.

The INHOPE@20 celebrations also provided a perfect opportunity for INHOPE to launch its rebranded website and communications, which represent the INHOPE network of hotlines standing for one vision and being stronger together.

Find out more about INHOPE at www.inhope.org.



Internet Governance Forum (IGF) (November 2019)

The annual Internet Governance Forum (IGF) serves to bring people from various stakeholder groups together as equals, in discussions on public policy issues relating to the internet. The 14th edition of IGF took place from 25–29 November 2019 at the Estrel Congress Centre in Berlin, Germany with a theme of **One World. One Net. One Vision.**

As in previous years, a delegation was in attendance to promote the Better Internet for Kids (BIK) agenda in Europe on behalf of the EC and the Insafe-INHOPE networks. As well as participating in a range of topical workshops and seminars, the delegation also hosted an

informational booth and a Safer Internet Day (SID) Polaroid campaign, welcoming SID supporters from across the globe.

The delegation also hosted a couple of events.

The first, a workshop titled **Tackling hate speech: A multi-stakeholder responsibility**, began with a high-level panel presenting different cases, instruments and strategies to tackle hate speech online. Attorney Chan-jo Jun began by presenting the case that brought him to fame as he supported victims of hate speech online and instigated legal proceedings against Facebook. Gerd Billen, State Secretary at the Federal Ministry of Justice and Consumer Protection Germany, then followed, giving a short overview of the Network Enforcement Act, and explaining the reasons why the German Parliament passed the law, which introduced compliance obligations for social networks when dealing with complaints of illegal content online.

Furthermore, representatives from the UN and Google, as well as a journalist, acted as respondents discussing, in particular, what safeguards should be applied to secure freedom of speech and possibilities to develop internationally accepted standards to deal with hate speech online.

Against this background, the floor was opened to the audience, involving everyone in different group discussions led by representatives from civil society, academia and youth. During these table discussions, strategies and solutions were discussed to counteract hate in the global internet, drawing upon policy questions listed, ensuring that every stakeholder group is part of the responsibility.



Promoting Safer Internet Day at Internet Governance Forum 2019

The second event – a Day 0 event – considered ***How is life in the digital age treating us? Opportunities and risks for people's wellbeing***. During this pre-event, participants explored current online trends and the growing range of threats to the global internet, such as online challenges (such as Momo and Blue Whale Challenge), internet ethics, fake news, hate speech, human rights and security. Moreover, participants discussed how to turn challenges into opportunities making sure all citizens can benefit from a healthy digital environment. The pre-event took a multi-stakeholder approach, inviting different stakeholders from the public and private sector to share their efforts to make the internet a better place for all citizens. In addition, the session gave a platform to young people, who challenged policy makers and industry partners, and provided them with the opportunity to shape the internet governance agenda.

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

Find out more about Better Internet for Kids (BIK) participation at the Internet Governance Forum at www.betterinternetforkids.eu/igf.

2019 IN FIGURES



Safer Internet Day

On Safer Internet Day (SID) 2019, over **17,000 schools** were reached and nearly **2,000 other organisations** were involved across Europe alone. Many more were reached across the globe, with more than **150 countries** participating in SID.



BIK Youth

More than **670 events** involved youth participation throughout 2019.



Resources

Throughout the year, over **33 million EU citizens** were reached, providing them with more than **1,000 new resources** covering topics such as fake news, cyberbullying, privacy concerns, grooming, sextortion, exposure to harmful or disturbing content, and cyber hygiene.



Reporting

In 2018*, a total of **155,240 reports** were processed in ICCAM** by INHOPE hotlines on which **337,588 images and videos** were found and assessed.

From these images and videos, a total of **223,999 were determined to be illegal** and subsequently national Law Enforcement Agencies were informed and a notice for takedown was issued to the hosting ISP.

* These figures represent all INHOPE member hotlines, not just those which are EC funded. The latest available figures are for 2018 at the current time.

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

WHAT'S NEXT FOR BETTER INTERNET FOR KIDS?

As demonstrated within this annual review, much has been achieved during 2019 in terms of continuing to raise awareness of online safety opportunities, challenges, and responses, and the importance of digital literacy more generally, across a range of audiences and stakeholder groups. Equally, the actions initiated under the #SaferInternet4EU campaign back in 2018 have continued to enhance the visibility of Better Internet for Kids (BIK) initiatives, in Europe and beyond. As we head into 2020 – the start of a new decade – we strive to further progress in this regard.

As 2019 drew to a close, a new European Commission was formed, under the presidency of Ursula von der Leyen. One of the six key Commission priorities for 2019-24 is “A Europe Fit for the Digital Age”, underpinned by the drive for Europe to strive for more by grasping the opportunities from the digital age within safe and ethical boundaries. Our continuing work in this area will seek to uphold this drive.

In parallel to this, the new Commission will continue investing in the future of Europe’s children and young people, ensuring that they have access to the services and support they need right through to adulthood, and that their rights are protected – both offline and online. This commitment to Europe’s youth is at the very heart of what we do – ensuring that they can access digital content and services in a safe and secure way; that they are empowered to use technology responsibly, respectfully, critically and creatively; and that they can access efficient, effective and timely support, from a range of agencies and actors, if things do go awry.

Accordingly, an informal stocktaking is currently ongoing on the European Strategy for a Better Internet for Children (or “BIK Strategy”) – the European Union policy framework launched in 2012, which has underpinned much of our work over recent years. Various stakeholder groups have already been consulted, and an analysis is now underway to see how the existing strategy

corresponds to the needs of the next decade and the ever-evolving digital world in which we live.

This review of BIK activities in 2019 is published to coincide with Safer Internet Day (SID) 2020 when, once again, Safer Internet Centres, Safer Internet Day Committees and supporters across the globe, will join “Together for a better internet”, so highlighting the importance of the multistakeholder approach in our work. SID 2020 will also be the occasion to launch a new initiative which will see a group of BIK Youth Ambassadors, from across Europe, deliver a pledge to create a better internet focusing on the transparency and child-friendliness of the information that the services provide on the collection and use of data. The initiative will bring together young people and industry representatives from the Alliance to better protect children online to trigger a stakeholder dialogue and the exchange/co-creation of best practices. The outcome of this process is planned to be presented at the Safer Internet Forum (SIF) in November.

In addition, we will continue with our ongoing work of coordinating and building capacity across the European network of Safer Internet Centres, delivering a Back to School campaign to promote the wealth of online safety and digital literacy resources available across Europe, and facilitating the annual Safer Internet Forum, to name but a few planned actions in 2020.

We encourage you to stay tuned to the Better Internet for Kids portal, the quarterly BIK bulletin, and our Facebook and Twitter profiles for the latest news and developments across all of our areas of activity and, equally, areas where you can get involved too. In this way, we hope that you will join us on our continuing journey of supporting Europe’s children and young people – and those that support them – to become empowered, responsible and critical users of digital content and technologies.

Better Internet for Kids



www.betterinternetforkids.eu



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