Safer Internet Day 2019

Public report on campaign activities and successes, including an overview of #SaferInternet4EU activities linked to SID

March 2019

Further information on Safer Internet Day can be found at www.saferinternetday.org, while further information on the #SaferInternet4EU campaign can be found at www.betterinternetforkids.eu/saferinternet4eu.
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Introduction

The 16th annual edition of Safer Internet Day (SID) took place on Tuesday, 5 February 2019 with a campaign slogan of “Together for a better internet”. This annual celebration aims to raise awareness of the importance of both a safer and a better internet, where everyone is empowered to use technology responsibly, respectfully, critically and creatively. It aims to reach out to children and young people, parents and carers, teachers, educators and social workers, as well as industry, decision makers and politicians, to encourage everyone to play their part in creating a better internet. By celebrating the positive power of the internet, the slogan of “Together for a better internet” encourages everyone to join the movement, to participate, and to make the most of the internet’s potential to bring people together.

Organised within the framework of Better Internet for Kids (BIK) activities by the Insafe network (coordinated by European Schoolnet (EUN)) and INHOPE (the International Association of Internet Hotlines), on behalf of the European Commission, Safer Internet Day 2019 was celebrated in over 150 countries, with exciting events and activities promoting the safe and positive use of digital technology right across the globe.

A few highlights from the day include:

- This year, a Twibbon campaign was utilised to raise awareness of the campaign, resulting in 680 supporters displaying a SID badge (Twibbon) on their social media profile pages.

- As in previous years, much activity took place on social media in advance of and on the day, with the coordination level SID profiles concluding the day with 19,000 fans on Facebook and 35,400 followers on Twitter. These numbers have continued to rise since the day.

- The #SID2019, #SaferInternetDay and #SaferInternetDay2019 hashtags trended worldwide several times during the day and were used in over 166,900 tweets by 105.9k users, gaining a potential 2 billion impressions.

- Additionally, use of the campaign hashtags activated a special custom emoji courtesy of Twitter. This year, the #SaferInternetDay hashtag was also localised in multiple languages with the support of Twitter (see below) so facilitating a truly global online discussion.

- Many influential organisations and individuals supported the day on social media, including the European Commission, Digital Single Market, Commissioner Gabriel, EU Digital Education, the Mayor of London, Spanish Royal House, Chancellor Angela Merkel, INTERPOL, UNODC, Twitter, Instagram, Amnesty International NZ, Google CEO, UNICEF, BBC, Microsoft and MTV, to name but a few.

1 Safer Internet Day would not be possible without the support of the European Commission, with funding provided by the Connecting Europe Facility programme (CEF), which co-funds the joint Insafe-INHOPE network of Safer Internet Centres in Europe (typically comprising awareness raising, helpline, youth participation and hotline functions). Find out more about the EC’s European Strategy for a Better Internet for Children on the European Commission website.
Industry support is key to the success of Safer Internet Day, and with the SID Coordination Team maintain strong relationships with the likes of Twitter, Google, Facebook and Snapchat when preparing the campaign, and indeed all year around in delivering on the Better Internet for Kids (BIK) agenda. For SID 2019, Twitter helped to raise visibility of the campaign hashtags by creating a special Safer Internet Day emoji, by providing Ads for Good credit and, for the first time this year, by localising the main campaign hashtag into Spanish, Portuguese (Europe & Brazil), German, French, Turkish, Arabic, Japanese, Korean, Chinese, Bahasa Indonesia, and Hindi. Google included a Safer Internet Day promotion on many of its market search pages while also encouraging a Google security check-up in honour of the day, and also launched the Be Internet Awesome initiative with Facebook. Facebook also provided free ad credit to help boost SID posts, Snapchat created a special SID geofilter for its users, while TikTok joined the campaign for the first time and raised awareness about SID through its videos.

This report further highlights some of the successes of the Safer Internet Day 2019 campaign, drawing upon the work of Safer Internet Centres (SICs) in Europe, SID Committees across the globe, organisational and industry SID Supporters, the European Commission and the central Safer Internet Day Coordination Team (based at European Schoolnet in Brussels). It also summaries SID actions linked to the #SaferInternet4EU campaign, launched on the previous edition of Safer Internet Day by Mariya Gabriel, Commissioner for Digital Economy and Society, providing a heightened focus on online safety, media literacy and cyber hygiene across the EU.

Further information on the history and development if the campaign is available from the Safer Internet Day website at www.saferinternetday.org. There, you’ll will also find detailed SID profile pages for all Safer Internet Centres, SID Committees and SID Supporters who marked the day, including a statement on how each of them supports creation of a better internet, both through targeted SID actions and in their day-to-day work programmes. In addition, the Safer Internet Day resource gallery provides access to over 1,000 educational resources from Safer Internet Centres in Europe, in a range of languages and for a range of target groups.
Coordination and planning of Safer Internet Day 2019

As in previous years, planning for Safer Internet Day 2019 commenced immediately as the 2018 campaign drew to a close. The Safer Internet Day Working Group (SID WG) was reconvened to lead on campaign planning, with membership drawn from across the Insafe-INHOPE network of Safer Internet Centres, along with representation from the European Commission (EC). As always, 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 for the SID 2019 campaign were as follows:

- To discuss and agree on a theme/slogan for the campaign.
- To define and agree key campaign messages.
- To define and agree key campaign collateral.

Wider stakeholders, including global SID Committees and SID supporters, were equally kept informed of planned actions through regular campaign mailings, while regular promotion to the wider public was facilitated through the Better Internet for Kids (BIK) portal and Safer Internet Day website, social media channels and the quarterly BIK bulletin.

Visual identity

The customary SID smart device mascot and familiar colour palette was used across all campaign assets, and usage guidelines were provided to govern wider logo use. Various assets were made available for download from the SID website such as a series of key campaign messages, downloadable logos, animated gifs and an infographic, while a social media plan provided suggested Tweets and Facebook posts. New for the 2019 campaign, supporters were also able to add a SID mascot to their social media profile photos in the form of a “Twibbon”.

Date, theme, key messages and campaign collateral

Following the long-established formula of celebrating Safer Internet Day on the second day of the second week of the second month, the date for Safer Internet Day 2019 was set as Tuesday, 5 February 2019. “Save the date” logos were created and circulated on social media immediately following the close of the SID 2018 campaign to allow supporters to already register the next campaign date and share it with their own networks and partners.

Following detailed discussion with various campaign stakeholders, a proposal was made - and subsequently accepted - to dispense with the annual SID theme and instead develop a slogan which can be used for several years. Following further consultation, a slogan of “Together for a better internet” was agreed upon and communicated to internal and
external stakeholders accordingly via various dissemination platforms. The slogan will stand for an undefined number of years allowing Safer Internet Centres, Safer Internet Day Committees and wider SID supporters to plan well in advance and build upon previous campaign recognition and successes. Scope remains, however, for review of the slogan at any point should changes in the global online safety landscape dictate.

Reflecting on the successes of previous Safer Internet Day celebrations, the premise behind the slogan of “Together for a better internet” is that anecdotal evidence suggests that a whole array of stakeholders can get behind broader-themed messaging, able to shape it to fit their own circumstances, priorities and actions, as opposed to being constrained by a very specific focus (such as cyberbullying or privacy). It was also felt important to retain a “call to action” within the slogan, so amplifying the campaign’s ongoing messages that we all have a role to play in creating a safer and better internet.

As has been used to great success in previous SID campaigns, a series of key messages were developed around the campaign slogan to allow key stakeholder groups to identify how they could get involved:

- **Children and young people** can help to create a better internet 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.

- **Parents and carers** play a crucial role in empowering and supporting children to use technology responsibly, respectfully, critically and creatively, whether it is by ensuring an open dialogue with their children, educating them to use technology safely and positively, or by acting as digital role models.

- **Teachers, educators and social workers** can help to create a better internet by equipping their pupils and students with digital literacy skills and by developing their critical thinking skills, which will allow them to better navigate the online world. They can empower them to create their own content, make considered choices online, and can set a personal example of positive online behaviour for their pupils and students.

- **Industry** can help to create a better internet by creating and promoting positive content and safe services online, and by empowering users to respond to any issues by providing clear safety advice, a range of easy-to-use safety tools, and quick access to support if things do go wrong.

- **Decision makers and politicians** need to provide a culture in which all of the above can function and thrive – for example, by ensuring that there are opportunities in the curriculum for children and young people to learn about online safety, ensuring that parents and carers have access to appropriate information and sources of support, and that industry is encouraged to self-regulate its 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 digital world.

- **Everyone** has a responsibility to make a positive difference online. We can all promote the positive by being kind and respectful to others and by seeking out positive
opportunities to create and connect. We can all respond to the negative by reporting inappropriate or illegal content and behaviour online.

The key messages were subsequently used as the basis for various campaign collateral, including an infographic, social media plan, and a press release published on the day itself.

Campaign assets were shared with SICs, SID Committees and SID Supporters in regular campaign mailings in the lead up to the day. A selection of public-facing assets were also shared with wider stakeholders and the general public via the About section of the Safer Internet Day website.

**Safer Internet Day website**

The SID website – [www.saferinternetday.org](http://www.saferinternetday.org) – is promoted to stakeholders and the wider public as the “home of all things SID”, acting as a focal point for all campaign activity. In addition to providing access to detailed SID in your country and SID supporter profile pages, typically listing events, activities and resources along with contact information, the website also hosts downloadable campaign assets and a resource gallery to provide schools and educators with year-round access to resources and materials for teaching online safety and associated concepts within the classroom. Resources can be searched by language or keyword.

During the main campaign activity phase (typically September – February), the site also hosts online registration forms to allow schools, organisations and other interested parties to register their interest in supporting SID. Contacts made via these forms are followed up by the Safer Internet Day Coordination Team, either putting registrants in touch with their local SIC or Safer Internet Day Committee for further information, or actively following up links with non-represented countries with the aim of establishing a permanent point of contact or new Safer Internet Day Committee.

Further information on traffic to the Safer Internet Day website is provided in the section on Measuring impact below.

**Social media**

Social media plays an increasingly important role in the planning and delivery of the annual Safer Internet Day campaign. Thanks to the support of Safer Internet Centres (SICs), SID Committees and SID Supporters, as well as of industry partners, institutions and other organisations, the Safer Internet Day message was spread worldwide to millions of people on social media leading up to SID and on the day itself.

For this edition of Safer Internet Day, the social media campaign was launched in earnest in September 2018 alongside the traditional Insafe/Better Internet for Kids Back2School activity.

Throughout the social media campaign, several assets, including logos and banners, an infographic, and a social media plan, provided added value for dissemination purposes.
Also during 2018, a heightened focus on online safety, media literacy and cyber hygiene had been established through the #SaferInternet4EU campaign (as launched by Commissioner Mariya Gabriel on the occasion of SID 2018), providing additional opportunities to raise advance awareness of the day.

Additionally, during two important events in the online safety calendar, the Internet Governance Forum (IGF) in Paris, France and the Safer Internet Forum (SIF) in Brussels, Belgium, both taking place in November 2018, the Safer Internet Day Coordination Team invited participants to show their support for the campaign by having their photographs taken with Safer Internet Day props. Pictures from both events were shared on social media, inspiring other users to also showcase their support for Safer Internet Day.
A SID photo booth at Safer Internet Forum (SIF) 2018 provided a fun way to raise awareness of the campaign.

Further information on the reach of the social media campaign is provided in the section on Measuring impact below.
Safer Internet Day – stakeholders across the globe join “Together for a better internet”

Safer Internet Day 2019 was, once again, a truly global celebration, further building on efforts from previous years to engage stakeholders worldwide. In addition to the celebrations of the joint Insafe-INHOPE network of Safer Internet Centres in Europe (comprising awareness raising, helpline, hotline and youth participation functions), Safer Internet Day Committees across the globe once again helped to raise awareness of safer and better internet messages, participating with national and localised campaigns, events and activities. Each participating country maintains a detailed profile page in the SID in your country section of the Safer Internet Day website, which is updated for each edition of SID. While some countries convene full Safer Internet Day Committees, other countries are working towards SID Committee status, while others participate in very localised actions without yet having a national lead.

The table below shows the geographic spread of countries participating in Safer Internet Day 2019 by continent:

<table>
<thead>
<tr>
<th>Continent</th>
<th>Number of countries that celebrated SID 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>36</td>
</tr>
<tr>
<td>Antarctica</td>
<td>-</td>
</tr>
<tr>
<td>Asia</td>
<td>39</td>
</tr>
<tr>
<td>Europe</td>
<td>49</td>
</tr>
<tr>
<td>North America</td>
<td>17</td>
</tr>
<tr>
<td>South America</td>
<td>11</td>
</tr>
<tr>
<td>Oceania</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>158</strong></td>
</tr>
</tbody>
</table>

Additionally, more than 90 organisational and industry supporters – many with a global presence also – helped to spread the Safer Internet Day messages further still. Further information can be found in the profiles pages of registered SID supporters on the Safer Internet Day website. Despite not having a formal SID supporter profile page, many more organisations worldwide engaged in activities to support the day, often linked to national SIC or SID Committee activities.
Safer Internet Day and the Insafe-INHOPE network

The joint Insafe-INHOPE network of Safer Internet Centres in Europe (comprising awareness raising, helpline, hotline and youth participation functions) is always very active around Safer Internet Day, with many SICs releasing new tools, resources and research, hosting high-profile events, launching new campaigns, and generally working with stakeholders – including youth – to raise the profile of their services as a means of accessing high-quality information and support on safer and better internet issues all year round. Some highlights include:

- In **Bulgaria**, the emphasis was on creating a positive online environment thanks to the "You are the Hero" campaign, encouraging youths across the country to take part in a competition and engage in peer-to-peer programmes.

- In **Finland**, Safer Internet Day is celebrated as Media Literacy Week (MLW) to promote the knowledge and competences needed to act as part of the change. MLW activities were designed for various groups ranging from professional educators to the general public.

- The **French** SID celebrations tackled the topic of screen time ("Screens, others, and me"), inviting young people and adults to question their consumption and life patterns with screens.

- In **Germany**, the focus topic for Safer Internet Day 2019 was hate speech, with a variety of activities and offerings around this topic for different target groups and a #lauteralshass (louderthanhate) social media campaign.

- Celebrations in **Greece** included a Pan-Hellenic student contest, launched under the auspices of the Greek Ministry of Education, aiming to encourage children to express their ideas about data protection, and more generally, how they perceive safety in the digital world.

- In **Poland**, the main SID 2019 event featured eight inspiring presentations, in TedEx style, from recognised authorities in the field of internet safety on topics such as how we can change and influence the internet and the importance of internet safety education.

- In **Portugal**, a main event was organised in Madeira which included presentations, a rap performance and a theatre play about online identity.

- In the **United Kingdom**, Safer Internet Day celebrations focused on the topic of consent online.

Read more about these actions, and those of all Safer Internet Centres in Europe, in **Annex 1**.

While many of the above actions stem from the awareness raising, helpline and youth participation strands coordinated by the Insafe network, hotlines across the world also joined in the celebrations of Safer Internet Day by organising several types of events to engage with stakeholders and the public. For example, the Hungarian hotline organised a workshop to educate parents on online safety. In addition to a live interactive talk hosted by FSM in
Germany, FSM also published two videos with one of them focusing on encouraging users to report illegal content. The Film and Publication Board in South Africa organised a few events, namely a youth panel discussion and walkathons, while the Safer Internet Association in Japan organised a conference with key stakeholders to discuss measures to eliminate child sexual abuse material (CSAM) and strengthen co-operation between partners. INHOPE and its hotline members also shared their key messages on making the internet a safer and better place via a video on Safer Internet Day.

**Safer Internet Day Committees across the globe**

Beyond the network of Safer Internet Centres in Europe, a growing body of Safer Internet Day Committees help to spread SID messages. The concept of Safer Internet Day Committees was introduced in 2009 to help take the campaign beyond its European roots, recognising the fact that the online world is itself without borders and so awareness raising to promote a safer and better internet must be without borders also.

A Safer Internet Day Committee is an organisation or consortium in third countries (i.e. outside of the EU) that has obtained government support for leading on Safer Internet Day actions. It is therefore recognised as the contact point and awareness-raising body for SID within that country, and is offered support in terms of access to contacts and resources for developing localised campaign activities. Safer Internet Day Committees are encouraged to work collaboratively with other stakeholders within their country, so upholding the SID ethos that we all have a role to play.

Some examples of global SID actions follow:

- **In Australia**, Terry the resilient turtle, Zara the reasoning Zebra, Rex the respectful dog and two responsible koalas, Karla and Karly, taught kids about the four Rs of being safe online: Respect, Responsibility, Reasoning, Resilience.

- **The Australian SID 2019 campaign**

- **In Brazil**, multiple events were organised around the topic of digital citizenship and positive approaches to online issues such as using media literacy to fight against misinformation, online violence against women, and cyberbullying.
The Canadian SID Committee encouraged families to start a conversation about internet safety by highlighting Zoe & Molly Online, an interactive website where kids aged 8-10 can explore what it means to be safe, while playing games online and the risks associated with sharing their personal information and sending pictures online.

In Chad, the Safer Internet Day Committee organised workshops to give young people a voice and to provide them with some useful tools and techniques to navigate safety and to combat hate speech online.

In Hong Kong, the SID Committee worked to bust parents’ myths about the internet as a dangerous place, promoting a positive use of online platforms and technology through internet literacy education in the family, and by providing effective parenting styles for parents.

In New Zealand, the SID Committee invited parents to have more conversations with their children about their online behaviour and encouraged everyone to take a moment to check their privacy settings on all social media platforms and, finally, to make the most of the big day by sharing something positive online!

In Nigeria, the focus of SID 2019 celebrations was on online safety as a collective responsibility. Events, presentations, videos and live discussions took place in four Nigerian states ranging from topics such as cyberbullying, to cybercrime and safer banking.

In the USA, two events for students were held in Seattle and Washington. Despite a rare Seattle snow storm meaning that the 200 students which were anticipated to participate in the daytime event were not able to board the buses and attend, the
programme was quickly adjusted with many enjoying the events of the day via a live video stream.

A snow day and lack of buses kept the anticipated 200 students away, but there were adults in attendance along with live stream audience at the US SID event.

See the individual county profiles on the Safer Internet Day website for more about global SID activities. Additionally, while there are no formal reporting commitments for Safer Internet Day Committees, many have provided articles subsequent to the day to share their successes – read them online.

**Additional countries supporting SID**

While there is a coordinated approach to establishing contact with as many organisations as possible supporting SID, the campaign also continues to grow organically year on year. As in previous years, during the SID 2019 campaign, a number of countries were identified which took part in celebrations of the day in some shape or form, even though there is not yet a formal SID Committee in place. The Safer Internet Day Coordination Team will be making attempts to establish contacts in those countries in a bid to have formal SID Committees in place for Safer Internet Day 2020.

If there is not yet a SID Committee in your country, but you would be interested in forming one, please get in touch.

**Industry support for SID**

As in previous editions of Safer Internet Day, industry also helped to amplify the messages of the day. A few examples follow:

- Twitter helped to raise visibility of the SID hashtags by once again enabling a special customised Safer Internet Day emoji which activated on every Twitter post using the #SID2019, #SaferInternetDay and #SaferInternetDay2019 hashtags, by providing some
Ads for Good credit at both coordination level and directly to a number of European Safer Internet Centres and, additionally this year, localisation of hashtags into Spanish, Portuguese (Europe and Brazil), German, French, Turkish, Arabic, Japanese, Korean, Chinese, Bahasa Indonesia, and Hindi.

Custom Twitter emoji for SID 2019

- **Facebook** provided free ad credit to boost Safer Internet Day posts.

Facebook ad credit helped to increase the exposure of SID messaging on the platform

- **Google** included a Safer Internet Day promotion on many of its market search pages, while also encouraging a Google security check-up in honour of the day.

Google promoted Safe Internet Day on many of its market search pages

- **Snapchat** created a special SID geofilter for its users.
In addition, many Safer Internet Centres and wider Safer Internet Day Committees report successful collaborations with industry and other organisations at a local or national level. See Annex 1 (for European SICs) or see the individual county profiles on the Safer Internet Day website for further examples of multistakeholder collaborations.
The European Commission and Safer Internet Day

Safer Internet Day would not be possible without the support of the European Commission (EC), which has been providing financial and logistical support for the campaign since the very first edition.

As noted in the introduction to this report, on the occasion SID 2018, Mariya Gabriel, Commissioner for Digital Economy and Society, launched an EU-wide series of initiatives entitled #SaferInternet4EU. Continuing since that time, the campaign aims to reach children, young people, parents, teachers, and other EU citizens to help them become empowered and responsible digital users, covering a wide range of topics, such as critical thinking, media literacy and digital skills necessary to identify and combat fake news and the risks brought by emerging online technologies and connected devices; and provide tips on cyber hygiene. Actions under the #SaferInternet4EU campaign continued on the occasion of Safer Internet Day 2019.

The #SaferInternet4EU campaign complements the SID campaign in raising awareness of online safety issues

On Safer Internet Day itself, Commissioner Gabriel visited Child Focus, the Belgian Safer Internet Centre, together with the Belgian Minister of Digital Agenda, Philippe De Backer. On this occasion, they took stock of the results of the #SaferInternet4EU campaign, acknowledging the ongoing efforts of Safer Internet Centres and their strong commitment to supporting the campaign.

Commissioner Gabriel then went on to visit the European School Brussels IV in Laeken (Brussels), where she met a group of pupils who shared with her how they contribute to a better internet through posters prepared with their teachers’ support. Afterwards, the Commissioner attended a Citizens’ Dialogue with the wider school community, discussing students’ problems and challenges in the field of online safety, media literacy and cyber hygiene, with the aim of looking into students’ ideas and priorities for the future of Europe.
The Commissioner marked Safer Internet Day 2019 with events in Brussels

Also with the scope of Safer Internet Day celebrations, on the following Monday, 11 February 2019, Commissioner Gabriel was joined by film director and #SaferInternet4EU Ambassador Wim Wenders, in a visit to the John-Lennon School in Berlin at the invitation of klicksafe, the German Safer Internet Centre (SIC). 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 were offered to have a closer look at the mechanisms of social media, new digital teaching formats and the power of visual impressions in the digital age.

Read more about the visit on the Better Internet for Kids (BIK) portal.

Find out more about the #SaferInternet4EU campaign more generally at www.betterinternetforkids.eu/saferinternet4eu, or follow the latest news and updates on Twitter using #SaferInternet4EU.
Measuring impact

Much of the success of Safer Internet Day can be attributed to the commitment and efforts of stakeholders in really getting behind the campaign ethos. This section outlines some of the key aspects that contributed to the success of the 2019 campaign.

Social media

This section analyses the social media figures achieved during the SID campaign reporting period from 20 January to 20 February 2019.

At the time of reporting, the main campaign social media accounts count the following support:

- Safer Internet Day Twitter account – 35,800 followers (up from 30,980 at the close of SID 2018).
- Insafe network Twitter account – 9,562 followers.
- Safer Internet Day Facebook account – 19,000 fans (up from 18,195 at the close of SID 2018).
- Insafe Facebook account – 4,500 fans.

The figures continue to rise daily reflecting the year-round engagement of people regarding safer and better internet issues.

Twitter

The #SID2019, #SaferInternetDay, #SaferInternetDay2019 hashtags trended worldwide several times during the day.
As in previous years, in order to assess the impact of Safer Internet Day, the Coordination Team purchased a Union Metrics subscription, providing very detailed hashtag analytics and social media statistics to analyse the behaviour and reach of the official SID hashtag(s).

On SID 2019 itself (4-6 February, in order to take into account all time zones around the globe), on Twitter, the #SID2019, #SaferInternetDay and #SaferInternetDay2019 hashtags were used in over 166,900 tweets by 105.9k users, which had a potential 2 billion impressions. This can be considered a new record when compared to SID 2018 statistics, when potential impressions reached 1.6 billion.

Furthermore, this year, thanks to Twitter’s support, the campaign hashtags were translated into several major languages, as an experiment to increase the campaign’s outreach. As the statistics below demonstrate, by adding several languages such as French, Japanese, Portuguese, Spanish, Indonesian, Swedish and Turkish, SID campaign messages have increased by 15 per cent, resulting in almost 31,000 extra Tweets pertaining to the campaign. The languages with the most spectacular increase of Tweets referring to SID 2019 were Japanese (8,700 per cent increase) and Portuguese (5,300 per cent increase). For other markets, however, localising of hashtags did not prove to increase visibility of the campaign (Indonesian and Turkish).

<table>
<thead>
<tr>
<th>Language</th>
<th>Hashtag</th>
<th>Tweets 2018</th>
<th>Tweets 2019</th>
<th>Year on year</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>#SaferInternetDay</td>
<td>5,5035</td>
<td>107,550</td>
<td>95.42%</td>
</tr>
<tr>
<td></td>
<td>#SaferInternetDay201x</td>
<td>8,055</td>
<td>30,782</td>
<td>282.15%</td>
</tr>
<tr>
<td>French</td>
<td>#InternetSansCrainte</td>
<td>41</td>
<td>93</td>
<td>126.83%</td>
</tr>
<tr>
<td>Japanese</td>
<td>#セーファーインターネットデー</td>
<td>2</td>
<td>176</td>
<td>8,700.00%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>#InternetSegura</td>
<td>2,214</td>
<td>13,585</td>
<td>513.60%</td>
</tr>
</tbody>
</table>
Twitter activity through the Safer Internet Day account during the reporting period resulted in over 1.5 million organic impressions, while the links shared on the channel were clicked over 1,800 times. According to Sprout Social, our most successful Tweet on the day reached an impressive 8.795 million users and got retweeted 1,576 times.

Once again, the support of influential stakeholders helped the social media campaign to achieve some impressive numbers due to their engagement in the campaign and dissemination of Safer Internet Day messages via their own communication channels. The most popular contributors during Safer Internet Day include:
Below you can see a sample of tweets from the campaign’s biggest supporters which had an impressive reach:

<table>
<thead>
<tr>
<th>Source: Union Metrics</th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTRIBUTION</strong></td>
<td><strong>ENGAGEMENT</strong></td>
<td><strong>AMPLIFICATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 25 of 113,959 contributors</td>
<td>FOLLOWEDS</td>
<td>TWEETS</td>
<td>DIRECT IMPRESSIONS</td>
<td>RETWEETS</td>
<td>RT RATE</td>
<td>FOLLOWEDS</td>
<td>TWEETS</td>
<td>DIRECT IMPRESSIONS</td>
<td>RETWEETS</td>
<td>RT RATE</td>
<td>FOLLOWEDS</td>
<td>TWEETS</td>
</tr>
<tr>
<td>@UNICEF</td>
<td>7.4M</td>
<td>27</td>
<td>200.6M</td>
<td>23.9k</td>
<td>886.0</td>
<td>277M</td>
<td>1.38</td>
<td></td>
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<td>@Google</td>
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<td>6</td>
<td>124.6M</td>
<td>566</td>
<td>94.3</td>
<td>1879M</td>
<td>1.51</td>
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<td>15M</td>
<td>6</td>
<td>89.9M</td>
<td>79</td>
<td>13.2</td>
<td>105.1M</td>
<td>1.17</td>
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<td>@instagram</td>
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<td>2</td>
<td>73.4M</td>
<td>135</td>
<td>67.5</td>
<td>87.1M</td>
<td>1.19</td>
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<td>@YouTube</td>
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<td>1</td>
<td>71.2M</td>
<td>70</td>
<td>70.0</td>
<td>71.9M</td>
<td>1.01</td>
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<td>1,094</td>
<td>58.9M</td>
<td>3,286</td>
<td>3.0</td>
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<td>49.5M</td>
<td>130</td>
<td>3.1</td>
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<td>18.3M</td>
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Below you can see a sample of tweets from the campaign’s biggest supporters which had an impressive reach:

**YouTube**  
@YouTube  
This #SaferInternetDay, take the time to create the right online experience for your family. Built specifically for kids, YouTube Kids is a space for them to explore with a host of parental controls to guide them. Download the YouTube Kids app here: kids.youtube.com  
Feb 5, 2019, 6:00 PM

**Instagram**  
@Instagram  
For #SaferInternetDay, here’s a refresher on all our tools available to help keep you safe, and how to look out for one another on Instagram: Instagram Press, blog/2019/02/01/...  
Feb 5, 2019, 5:04 PM

**Google**  
@Google  
Kicking off #SaferInternetDay celebrations with a new #BalticnautsAwesome family guide and partnerships with @tiredtartan and @David's Legacy to help make the web a better place for kids — googlyMYPyB  
Feb 5, 2019, 1:03 AM
The SID account top tweet contained one of the four Safer Internet Day animations, tailored to reflect some of the campaign’s key messages (using the internet not just safely, but respectfully, critically, creatively and responsibly). It was retweeted almost 1,500 times, while the video itself received 189,000 views.

Happy #SaferInternetDay! On this 16th edition we invite everyone to work together for a better internet! We want every child & teenager to be an empowered user of technology & online platforms, capable of using it not just safely, but also creatively! bit.ly/1stimeforSID2...

As a result of the Safer Internet Day social media strategy, the SID Twitter profile gained 3,361 followers during the reporting period, with 1,947 of these on Safer Internet Day itself.
As every year, engagement increased massively during the reporting period, peaking on SID itself. As the graph below demonstrates, compared with previous months, the engagement rate went up by over 1,000 per cent. This was made possible also thanks to a generous Grant for Good received from Twitter this year, which allowed us to amplify our messages and promote the mission of SID well beyond our regular pool of followers.
Facebook
The Facebook strategy aimed to also disseminate the global scope of the Safer Internet Day campaign, focusing on the activities taking place around the world and the dissemination of the Safer Internet Day theme, visual identity, the campaign’s key messages and SID assets, as available via the Safer Internet Day website.

As in previous years, some ad credit was again received from Facebook, which allowed for the amplification of Safer Internet Day messages to a wider audience. This had a positive impact on the reach of Facebook posts published a day before SID and on SID itself. As the graph below demonstrates, on 5 February, SID messages earned an impressive 1.1 million impressions on Facebook, representing a 3,900 per cent increase when compared to regular statistics.

As was the case in previous years, SID 2019 provided an excellent opportunity to increase the pool of fans on Facebook. In total, during the reporting period, the fans base grew by 993 and on the day itself by 353.
In terms of demographics, the Facebook users reached as a result of the SID 2019 campaign can be broken down as shown in the graph below. One noteworthy point is the relatively high percentage of young people (13-24) reached by the Facebook campaign, although they do not constitute the main category of followers.

For comparison, see below for a breakdown of the follower pool divided by age group and gender.
The most successful Facebook post contained the SID 2019 video messages which aimed to encompass all of the campaign stakeholders (children and young people, parents and teachers, industry and policymakers). It reached over 45,727 people, the video itself was viewed over 10,000 times and it was shared 200 times.

The SID 2019 video was equally uploaded on YouTube, where it has received over 4,500 views since its launch.
As was the case on Twitter, influential supporters provided extra visibility to the SID campaign via Facebook activity. Several examples are shown below:
Political support behind SID
This year, SID received significant attention from political figures across Europe. See a selection of postings below:

Tweet from Sadiq Khan, the Mayor of London

Tweet from the official Twitter account of the Spanish Royal Family
Tweet from Angela Merkel’s spokesperson containing a video message from the German Chancellor on the occasion of SID

Other celebrities supporting SID 2018

@LFC Liverpool FC
We hosted a #SaferInternetDay2019 educational event at Anfield today... First-team and Women’s players discussed the importance of using digital technology safely and positively.

Feb 5, 2019, 4:30 PM

@ManCity Manchester City
We’re proud to be supporting #SaferInternetDay 2019!

Feb 5, 2019, 11:02 AM

Liverpool and Manchester City Football Club Twitter accounts; Source: Union Metrics

Stranger Things star, Millie Bobby Brown shared an Instagram story on the occasion of #SaferInternetDay. Source: Instagram
New platforms where Safer Internet Day was celebrated

**Instagram**
In recent years, Instagram’s popularity has massively increased especially among younger generations – and this has been reflected also in terms of Safer Internet Day representation. For SID 2019, the #SaferInternetDay hashtag was used in over 10,000 posts, as demonstrated by the screenshot below. While the SID Coordination Team is not active on Instagram, several big players raised awareness about the event (for example, European Commission, Digital Single Market account, UNICEF Ambassador Millie Bobby Brown).
TikTok
A more recent supporter of Safer Internet Day is TikTok, previously known as Musica.ly. For SID 2019, TikTok launched its own campaign to support the big event called “Better me, better internet”, as shown in the screenshot below.

Source: TikTok app

Snapchat
As was the case with the previous SID campaign, for SID 2019, Snapchap provided a customised filter dedicated to Safer Internet Day.
Twibbon campaign

One big difference from previous campaigns was the absence of the Thunderclap online campaign tool. Thunderclap was withdrawn from the market during 2018 due to privacy setting changes in social media platforms which no longer allow third party apps/platforms to post on users’ walls/profiles, thus rendering the tool obsolete.

As an alternative to Thunderclap, the Coordination Team searched for alternative and similar outreach tools, eventually deciding to launch a Twibbon campaign instead. Twibbon raises awareness about a cause by inviting users to add a badge (a “Twibbon”) to their social media profiles thus letting everyone in their friends/follower lists know that they stand – in this case – for a safer and better Internet. A previous Twibbon campaign, used in the SID 2016 campaign, only earned 240 users; for SID 2019, over 660 people added a Twibbon to their profile pictures.

Web analytics

This section analyses the performance of the Safer Internet Day website during the Safer Internet Day campaign.
Anticipating that the loss of the Thunderclap tool would impact upon the visibility of the SID (and BIK) portal on the day itself, the editorial strategy was adapted in such a way so as to drive traffic to the portal in the build-up to the campaign. As the graphs below will demonstrate, this has paid off beautifully, resulting in a 25 per cent increase in the number of users visiting the SID website, a 31 per cent increase in sessions and a 10 per cent increase in page views. Therefore, in 2019, in the month preceding SID 2019 and on SID itself, over 85,300 people visited our website, in almost 108,000 sessions during which over 168,800 pages were viewed, representing a 10 per cent increase in page views compared to 2018.

During the reporting period of 20 January – 20 February 2019, the website was consistent with this trend, namely 90,046 users visited the website producing in total 111,702 sessions and 172,961 page views.

According to Google Analytics, most visitors accessed the website from the following ten countries:
The Better Internet for Kids (BIK) portal saw an even bigger increase in traffic over the SID campaign period peaking on Safer Internet Day itself, indicating that SID also attracts attention to our wider work on safer and better internet issues. As the graph below demonstrates, compared to last year, the BIK portal was visited by 78 per cent more users (24,259 vs. 13,587), resulting in a 65.8 per cent increase in sessions and 38.5 per cent increase in page views (54,394 vs. 39,257) which also demonstrates the increased emphasis placed on editorial work in raising interest in the period leading up to the big event.

### Media activity

Several SID-related articles appeared in both national and international media during the reporting period. Some examples include:

- Der Spiegel (DE) – EU-Kommissarin freut sich über hohe Löschquoten.
- Forbes magazine – Google reveals a big problem with passwords on Safer Internet Day.
- La Repubblica (IT) – Cyberbullismo, un ragazzo su quattro ignora la privacy.
- The Parliament Magazine – A safe space for our children [article by Commissioner Gabriel].
- Digital Single Market blog – Safer Internet Day: Commission announces next steps to keep children safe online.
- United Nations – On #SaferInternetDay - and every day - we continue to work together for a safer internet.
- Council of Europe – Supporting Safer Internet Day 2019: Together for a better Internet
- Europol – Safer Internet Day.
• Twitter blog – Working together for a better internet.

Additionally, several Safer Internet Centres mention national media collaborations as being an element of their localised campaign activities. For more information, see Annex 1.
Conclusions

To conclude, Safer Internet Day was, once again, a great success. Awareness and reach grew significantly during the 2019 campaign as was particularly evident through the large, and increasing, number of participating countries and organisations, while those joining in the online discussion, via social media, created a multiplier effect in disseminating SID’s messages further still.

Visibility continues beyond the day, with many stakeholders rolling out initiatives launched on the occasion of SID so supporting the wider mission of making online safety a year-round priority.

As always, as one Safer Internet Day draws to a close so planning commences for the next. Safer Internet Day 2020 will take place on Tuesday, 11 February 2020, when - once again – stakeholders across the globe will join forces to work “Together for a better internet”. Information will progressively be made available through the Safer Internet Day website, the Better Internet for Kids portal, the BIK bulletin and our various social media channels, with campaign activity starting in earnest in September 2019. We look forward to your support and involvement!
Annex 1:
Best practices of Safer Internet Centres (SICs) across Europe for Safer Internet Day 2019
Austria

For Safer Internet Day (SID), the Austrian Safer Internet Centre (SIC), Saferinternet.at, presented the results of their recent study on the topic of “The digital time stress of young people”. In Austria, young people are annoyed by their excessive smartphone usage. More than a third of the respondents (35 per cent) aged 11-17 consider their use of smartphones and other digital devices to be sometimes excessive. This concerns older children more often (44 per cent of young people aged 15-17, compared to 27 per cent aged 11-14). The results also display gender differences between girls (40 per cent) and boys (32 per cent).

59 per cent of the respondents criticise their friends for paying too much attention to their smartphones when they hang out. Comparably high is the proportion of young people (55 per cent) who report being annoyed by their own behaviour in this respect. Criticism also concerned parents: every third respondent (34 per cent) was annoyed by the extent of their parents’ smartphone usage.

60 per cent of the young respondents expect to receive an answer to their messages on WhatsApp, Snapchat, and so on, within one or several minutes. At the same time, this expectation is named as one of the major factors of digital stress by young people. The number of messages exchanged daily in groups on social networks reinforces this stress – sometimes more than 100 a day, according to some young people. For younger children, especially, it is often not easy to withdraw from the group pressure to participate in these discussions: they are worried about social disadvantages and exclusion.
The study shows that lots of young people (66 per cent) look at their smartphones within five minutes of waking up. Only 4 per cent of the respondents wait more than one hour to check their smartphone. In this context, it is unsurprising that the smartphone mostly stays in the bedroom of young people (81 per cent): 30 per cent of the respondents indicate they do not switch their phones off, and 21 per cent use airplane mode in or directly beside the bed.

62 per cent of the respondents have or had rules on digital media use in their families. Most frequently, this concerns a ban on smartphones during common meals and school homework, as well as time limitations. At the same time, nearly half of the respondents indicate that their parents require them to be constantly available. 46 per cent of those who have recent experiences with rules on digital media, indicate to “always” or “nearly always” respect them, and 43 percent “more or less”.

The older respondents of the survey, in particular, indicate to have already taken measures against feeling stressed by digital media. For instance, 28 per cent of the respondents explain to have taken a “digital detox” at least once; that is, completely renouncing using their phone for a certain time. In addition, focus groups were conducted with adolescents aged 14-18 as part of the study. In these, the young people shared their practical knowledge on how to deal with online stress; Saferinternet.at gathered these “lifehacks” to support others in finding their own, efficient approach to the question.

The study was carried out by the Institut für Jugendkulturforschung on behalf of Saferinternet.at and ISPA (Internet Service Providers Austria). The representative online survey involved 400 persons aged 11-17. It was complemented by focus groups and the practical experiences of the Austrian Saferinternet.at workshops.

See the Austrian Safer Internet Day profile page for further information.

Find out more about the work of the Austrian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Belgium

For Safer Internet Day (SID) 2019, the Belgian Safer Internet Centre (SIC) developed an online pledging tool. Recognising that everyone has a role to play for a better internet, they identified six key profiles in society: (grand-)parents, IT professionals, teachers, politicians, youngsters and citizens.

After selecting the profile that corresponds to them, the participant is then presented with a list of actions to undertake in order to make the internet a better place for all. This ranges from publishing nice comments online, to organising training sessions for parents, or inviting five friends to participate in the campaign, for example.

The participant can then select which action(s) they want to commit to, as well as the time-scale within which they commit to fulfil these actions. Additional resources and information are also available on the platform in order for the user to explore the topic of online safety in more detail. In order to make this commitment “binding”, the participant is invited to publish their pledge on their social media profile, thereby increasing the visibility of the campaign.

This tool provides an easy way for everyone to engage in society for a better internet. It is accessible on every platform via www.togetherforabetterinternet.be.

Industry was also involved in the campaign of the Belgian SIC for SID 2019. Each year, volunteers from Microsoft and Proximus, acting as ambassadors of the SIC, reach approximately 15,000 pupils from primary schools with a workshop that addresses cyberbullying, among other issues. This workshop, called “Internet safe and fun” aims to teach them how to behave properly online, in order to keep the internet safe and fun!

See the Belgian Safer Internet Day profile page for further information.

Find out more about the work of the Belgian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Bulgaria

The Bulgarian Safer Internet Centre (SIC) and the youth media platform “Teen Station” launched a campaign to promote positive online behaviour, and counter online hate speech and cyberbullying, on Tuesday, 5 February 2019, at Bulgaria’s main Safer Internet Day (SID) event.

The campaign #YouAreTheHero was designed by the Youth panel of the Bulgarian SIC. The young people participated in the preparation of a storyboard, in the making of a video and in the casting of young actors. The campaign video shows a boy writing hateful comments on social media, but suddenly realises that he is a hero in his little sister's eyes, which makes him change his behaviour. The video contains a "call for action" – the viewers are "challenged" to post a picture of them wearing their "hero sweatshirt" on social media with the hashtag #ГероятСиТи (#YouAreTheHero). With this symbolic action, they can show their support to the campaign's cause for positive online behaviour.

The main activity of the Safer Internet Day's celebrations in Bulgaria, also designed and facilitated by the youth panellists, was dedicated to countering online hate and cyberbullying. The young people conducted an interactive session in which the participants were split into working groups. The Cyberscouts, from various towns in Bulgaria, who had won a national competition, as well as their teachers and representatives of various organisations and institutions participated in the main session. The young people organised the session in several stages, asking participants to draw a character using templates of a boy or a girl’s silhouette; personalise this silhouette by giving it a name and characteristics; write hateful comments on a “dictionary of the hater”; write some of them on sticky notes and stick them on their hero; and think about how they can defend the character from the hateful comments. The session concluded with the campaign’s video. In a final discussion, the participants shared their suggestions on how hate speech online and cyberbullying can be countered.

Sanja Saranovic, UNICEF Deputy Representative in Bulgaria, was a special guest at the event. She congratulated the young people for their remarkable work and encouraged them to present their suggestions and recommendations to the state institutions, as well as to the international organisations, in order to contribute to the global efforts for a better internet.

For the second year, SID also marked the launch of the national campaign “Days of Media Literacy”, organised by the Coalition for Media Literacy in Education, which comprises 15 member organisations. The Bulgarian SIC, which is one of the founders of the Coalition, developed educational packs with lesson plans, presentations and guidelines for teachers of all age groups.

See the Bulgarian Safer Internet Day profile page for further information.

Find out more about the work of the Bulgarian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Croatia

On the occasion of SID 2019 in Croatia, a press conference was held where the SINI online platform was launched. SINI is a platform that gathers educational content for children, young people, parents and experts about protection on the internet and safe use of mobile devices and new technologies. It will also enable experts from across the country to improve their skills on this topic through online seminars. The Croatian Safer Internet Centre (SIC) initiated SINI with help from the Croatian Regulatory Authority for Network Industries (HAKOM), Croatian Telecom, Tele2 and A1 Croatia, in cooperation with the Centre for Missing and Exploited Children.

During the public press conference, the Croatian SIC also shared more details about SID celebrations around the country, with 255 Croatian schools participating in SID celebrations this year. An innovative and diverse educational package was delivered to schools to facilitate the organisation of celebrations, which included a board game developed by the Croatian SIC, an educational picture book for pre-schools, workbooks for elementary schools, sets of workshops for teachers in elementary and high schools, literary and creative works, and promotional and educational materials. It also included guidelines on how to react to cases of cyberbullying for teachers and professionals working with children, along with many more educational and promotional materials, all available from the SIC’s website at csi.hr.

**Lectures about online safety for children and adults**

The coordinators of the Croatian helpline and the youth panel held a lecture about online safety and privacy in the Vladimira Becića elementary school in Osijek to 74 pupils from 7th and 8th grade. They also held a lecture about media literacy and fake news in the Donji Miholjac high school to 45 pupils from 1st and 3rd grade. A psychologist from the Centre for Missing and Exploited Children held lectures called “Children in the digital jungle” for 75 educators, teachers and professionals working with children in Zagreb.

The Croatian SIC looks forward to SID 2020 and hopes for even better results next year!

See the [Croatian Safer Internet Day profile page](https://croatian.saferinternetday.org) for further information.

Find out more about the work of the [Croatian Safer Internet Centre (SIC)](https://croatian.saferinternetday.org), including its awareness raising, helpline, hotline and youth participation services.
Cyprus

The Safer Internet Day (SID) seminar, organised by the Cyprus Ministry of Education and Culture in collaboration with CYTA and MTN and supported by the CYberSafety partners and the National Strategy for a Better Internet for the Children of Cyprus, was hosted with great success at the Filoxenia Conference Centre in Nicosia.

Aiming to promote responsibility, respect, as well as the critical and creative use of the internet, the seminar served as a reminder of everyone’s duty – government, teachers, internet operators, parents and children – to make the internet a better and safer place for communication, entertainment and learning. The seminar, which was addressed by the Acting Permanent Secretary of the Ministry of Education and Culture, Dr Athena Michaelidou-Evripidou, was attended by 600 students of primary, secondary general and secondary technical, and vocational education in Cyprus, accompanied by parents and teachers. The greeting was followed by interesting suggestions on online safety, as well as information on how to deal with the internet’s potential risks but also about the prospects for its creative use.

The following presentations were given:

- "Internet: A tool of challenge, search, discovery, reason and collegiality" by Dr Thanasis Hadzilakos, Professor at the Open University of Cyprus and the Institute of Cyprus.
- "Digital trends and digital identity" by Niki Sotiropoulou, Senior Account Director MRM/McCann Athens.
- "Andreas’ experience", a true story by Andreas Vasiliou, who was born with reduced mobility and is the creator of the AbleBook website, a web-based innovative platform for people with disabilities.

In addition to the presentations, there was a screening of six winning videos from the Short Video Production Competition on "Together for a better internet", which were created by students of primary, secondary general and secondary technical, and vocational education in Cyprus.

A poster exhibition was held, displaying students’ activities and projects regarding the safe and creative use of the internet. Additionally, an interactive discussion was hosted by Dr Thanasis Hadzilakos and some representatives from the Cyprus youth panel on the safe and creative use of the internet.

For more information, read the full article on the Cypriot SIC’s website.

See the Cyprus Safer Internet Day profile page for further information.

Find out more about the work of the Cyprus Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Czech Republic

In the Czech Republic, the CZ.NIC Association used Safer Internet Day (SID) 2019 to introduce its new project, aimed at preserving children’s online safety. The CZ.NIC Association has been acting as a coordinator of the Czech Safer Internet Centre (SIC) since 1 January 2019.

CZ.NIC plans to focus the new Safer Internet project on creating free educational materials for schools, while at the same time reaching out more efficiently to the younger generations. Therefore, a new Instagram account will be created to disseminate short “stories”, in which selected influencers will feature. The first key output will be introduced at the International Film Festival for Children and Youth in Zlín in May 2019. It will be followed by other activities, such as methodologies for teachers.

In order to promote the SID 2019 slogan “Together for a better Internet”, CZ.NIC aimed to involve as many stakeholders as possible, from IT companies and universities, to representatives of the public administration. For this purpose, on Monday, 4 February 2019, the CZ.NIC Association joined a press conference and an expert forum held by the “Regions for a safer internet” initiative. A national competition quiz was organised for high school students. The CZ.NIC Association offered a guided tour of the datacentre and the observatory at the Žižkov TV Tower in Prague for the winners of the regional rounds of the competition and their parents.

The CZ.NIC Association, in cooperation with the Mall.tv internet television, prepared a short topical video for Safer Internet Day as part of the “International Days” series. The video has been watched by more than 3,000 viewers, who were primarily interested in various international days (such Human Rights Day, International Mountain Day, Button Day, No Elevators Day, and so on). This initiative allowed the Czech SIC to raise awareness about online safety issues among a brand new target group.

Last but not least, SID 2019 was an opportunity for the CZ.NIC Association and the topic of online safety to feature in mass media, including on television. The biggest success was probably the participation of online safety expert Martin Kožišek in the Good Morning (Dobré ráno) show on Czech Television, and subsequent appearances on related topics (such as introducing YouTube Kids, safety on mobile applications, and so on) in other media.

See the Czech Safer Internet Day profile page for further information.

Find out more about the work of the Czech Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Denmark

On SID, the Danish Safer Internet Centre (SIC) raised awareness about young people’s digital rights, by releasing a new online magazine Persondata-hva-for-noget? (GDPR-what?). To make digital rights and the General Data Protection Regulation (GDPR) relevant and important for young people, the online magazine was created in cooperation with young people themselves. In the online magazine, a 9th grade class from the Usserød School near Copenhagen gives some advice and shares their own experiences and thoughts about digital rights and the GDPR - all in the form of short films, podcasts and board games created by the pupils. The creations were produced in a two-day workshop in November 2018 after a lecture from data ethics expert, Pernille Tranberg. The lecture was an eye-opening experience for the pupils.

The products focus on raising awareness about digital footprints and taking control over your data and your life online. The films were produced in a workshop facilitated by a professional filmmaking company called “Lommefilm” (Pocket Film) which specialise in film workshops for schools. Two student teachers from the Future Classroom Teacher education programme at the University College Copenhagen facilitated the workshops on podcasts and board game design. The magazine also includes informative material created in cooperation with Catrine Søndergaard Byrne, a lawyer in data rights. This part of the magazine is based on questions from the pupils in the workshop and participants in a theme group chat for young people, hosted by the Danish helpline, Cyberhus, with the assistance of Catrine Søndergaard Byrne. It provides a text with facts about the GDPR from a child and youth perspective. Alongside the information is a toolbox about what to consider before downloading a new app – for instance, the terms and conditions, and whether the app asks for access to the camera, the microphone or information about your contacts. The toolbox also gives advice about what to do when you want your data deleted from a social media platform, and the company does not reply with the request.

On SID 2019 itself, the Danish SIC arranged an awareness-raising event for around 175 other engaged pupils at Usserød School. The event was organised in collaboration with the Media Council, Save the Children Denmark, and the pupils who had created the films, podcasts and board games. At the event, the groups introduced the aim of the films, podcasts and board games, and they shared their own advice with the audience. In the same week, Catrine Søndergaard Byrne and two of the pupils participated in the radio program “Aflyttet” (“Bugged”) at national radio station Radio24Syv to talk about digital rights. It is obvious that young people find digital rights important, but they need some guidance to understand their digital rights and how they can act on them in their everyday life.

See the Danish Safer Internet Day profile page for further information.

Find out more about the work of the Danish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
**Estonia**

We consume online services more and more, and the skills to consume and shape these services knowledgeably are becoming more and more important. Children learn to use new technologies faster than adults as they are born into a world where the internet and smart devices are a natural part of life. Supporting the development of media and digital competences enables children and youngsters to participate in the digital society positively and respectfully. In Estonia, Safer Internet Day (SID) 2019 was celebrated during the first two weeks of February to promote respectful online communication and participation. The Estonian Safer Internet Centre (SIC) coordinated SID actions across the country with various awareness-raising events and by publishing thematic awareness-raising materials.

As usual, the Estonian SIC invited all the schools, kindergartens and youth centres in Estonia to celebrate SID by organising awareness-raising events for children and young people. For inspiration, the organisation compiled an online set of new awareness-raising materials to encourage the organisation of awareness-raising events. Additionally, the Estonian SIC created four online quizzes in Kahoot about online safety issues for different age groups. Schools were invited to use them in order to test children’s knowledge and raise awareness about online safety issues. More than 1,100 Kahoot competitions were organised in schools all over Estonia. Additionally, from 1–14 February 2019, the Estonian SIC invited students to create memes about what makes them happy or worried in the digital world. The memes can be found online.

Everyone who informed the Estonian SIC about their awareness-raising event was placed on a map, which is available on the SIC’s website. A total of 124 events were organised, with 16,650 children and young people participating in them. Information about different events was also disseminated via regional news portals and on social media.

On Tuesday, 5 February 2019, the Estonian SIC and the University of Tartu organised a conference at the Nordic Hotel Forum in Tallinn, called “Where are you going, digital child? EU Kids Online 2018 results in Estonia” (Digilaps, kus tõttad sa? EU Kids Online Eesti 2018. aasta uuringu esialgsete tulemused). The event attracted 200 participants, mainly specialists working with children.

A special edition of the web magazine Märka Last (Notice a Child) of the Estonian Union for Child Welfare, dedicated to SID, was issued on Tuesday, 5 February 2019. The articles related to, among other themes, latest research (such as the EU Kids Online 2018 results in Estonia), smarter and safer use of digital devices, Safer Internet Day, children’s experiences and thoughts about online communication, hotline and helpline activities and statistics, and so on. This special edition was written by the Estonian SIC team, with contributions from authors from the University of Tartu, the University of Tallinn, the Tallinn University of Technology, Telia Eesti AS, and others. It received a lot of attention, reaching, for example, over 4,000 people on Facebook.

See the Estonian Safer Internet Day profile page for further information.

Find out more about the work of the Estonian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Finland

In Finland, SID was, as usual, celebrated in conjunction with the Finnish Media Literacy Week (MLW). The week was planned and executed in cooperation with almost 60 partner organisations from all sectors of society, from governmental organisations to NGOs and businesses. Jointly, they carried out 35 campaigns over the course of the week. Additionally, the 2019 MLW was celebrated in almost 2,000 local institutions (such as schools, kindergartens, libraries, youth work centres and museums) across the country.

A couple of weeks before the SID celebrations commenced, some events in the country sparked nationwide debate on online grooming and sexual abuse of children. It turned out that, when adolescents were asked about disturbing behaviours or contacts they experience online, some of them replied that they find it quite "normal" to be exposed to shady contacts or conversations that have some sexual content, and that they would most likely ignore or "freeze" anyone making such a contact. This is problematic in at least two ways: first, it is not okay to feel that these behaviours are so normalised, and it is sad and wrong that children and adolescents are exposed to it on a regular basis. Second, not everyone has the reflex of ignoring the unknown person making inappropriate suggestions online, from nude pictures to face-to-face meetings.

Discussion on harmful content and contact online was therefore needed more than ever, and several organisations published material accordingly, such as a new guidance material for parents and teachers about grooming and sexual abuse. KAVI, the organisation in charge of the Media Literacy Week, published a guide “Yhdessä turvallisesti netissä” (Safe online together) mentioning the issues of bullying, sexual harassment and abuse, and online privacy. In addition, Save the Children launched their Be Safe Online campaign, including a video encouraging adolescents to report sexual harassment to the hotline. Safety issues (among other media education subjects) were also dealt with in an online parent’s evening, organised by the Mannerheim League for Child Welfare.

Every year, the Finnish SIC decides on one theme for the MLW and creates new material on the chosen topic, together with partner organisations. This year, the theme was the importance of visual aspects in media literacy content. The organisation, together with five partners, designed a guide for teachers and other professionals working with children and young people. Called “Mielen kuvittajat” (Illustrators of the Mind), its aim is to give ideas about the visual world and its relations to identity, how to interpret some visual aspects, and how to support one’s own visual productivity. In addition to this, one partner published a video about adolescent’s visual culture on social media. The video is targeted at adults, and especially youth workers and teachers.

See the Finnish Safer Internet Day profile page for further information.

Find out more about the work of the Finnish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
France

Nowadays, parents are the first generation of adults to be confronted with educational issues related to the use of digital technologies. In a modern family, there are on average six screens: 73 per cent of children have a personal screen and 86 per cent of teenagers (aged 12-17) are equipped with a smartphone. All these connected devices play a central role in children’s lives. The (over-)exposure to digital devices is a hotly-debated issue, particularly when it comes to its impact and the social behaviour of young people.

Within families, the management of screens generates cyclical tensions. According to French partner organisation UNAF, 81 per cent of parents of children aged 6-12 say they are concerned about their kids’ screen time. For SID, the French SIC wanted to invite adults and young people to reflect on their consumption of online media.

When it comes to screens, setting rules (and sticking to them) is tricky. The current generation of parents does not have a reference framework when it comes to education in the digital era. Everything is to be built, or rather to be co-constructed with the children. Young people and adults must be able to converse about each other’s online habits in order to better understand each other. The French SIC offers resources to launch the debate in the family and at school, and to question the practices of young people... but also those of adults! According to surveys, 45 per cent of children think that their parents check their phones too much.

In France, the SID kick-off event took place at the Ministry of Education. On Monday, 4 February 2019, in Lab 110, the French SIC welcomed, together with French Minister of Education Jean-Michel Blanquer, a panel of actors in the field of digital education for the launch the new Safer Internet France programme. It also provided an opportunity for some elementary pupils to participate in a pilot workshop of the new Internet Sans Crainte resources. From Tuesday, 5 February 2019 onwards, the French SIC invited families to get involved, using an educational tool designed for SID 2019 as a starting point for debate between parents and children. Available online, the questionnaire provides an opportunity for everyone to reflect on their use of digital devices. The objective of this initiative is to help families define their own digital practices together. This medium of exchange is the prelude to a major study for a safer internet, conducted by TRALALERE together with partners.

In the wake of SID, a variety of meetings, trainings and workshops have been organised throughout the country. For this purpose, tools have been made available to teachers and educators to initiate discussion during awareness-raising workshops in and outside of schools. Through two courses for children aged 7-12 and 13-17, five themes are addressed: Screens and I (time spent, equipment, uses); My screen and others (digital devices in the family, between friends, and so on); My real life, my connected life (digital identity management); My online friends (who they are, what I show them, and so on); Unknown on the networks (freedom of expression and its limits).

See the French Safer Internet Day profile page for further information.

Find out more about the work of the French Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Germany

In Germany, fighting online hate speech was the focus topic of the central press event, which took place at a school in Düsseldorf on the day of SID. The school event included workshops with young people, as well as a moderated press conference. Also present were two of the three protagonists of the new klicksafe video series #lauteralshass, in which the three popular YouTubers Silvi Carlsson (channel “Silvie Rockstar”), Pocket Hazel (channel “Pocket Hazel”), and Robin Blase (channel “Rob Bubble”) report about their experiences with online hate speech.

A central part of klicksafe’s activities was the social media campaign #lauteralshass (#louderthanhas), organised in cooperation with the peer-to-peer network Medienscouts NRW. For the campaign, klicksafe called on schools, individuals and partner organisations to join in and take a stand against online hate speech. For that purpose, klicksafe made a megaphone illustration available for download and print. Hundreds of school classes, project teams, influencers (especially via Instagram) and many others joined in on SID, posting messages with the hashtag #lauteralshass on social media. Hotlines and the helpline supported the #lauteralshass campaign and actively engaged in SID with their own activities, such as “Medienpädagogischer Küchentalk” for FSM.

Many institutions, schools, initiatives and organisations participated in SID. More than 230 activities and events took place, organised by organisations like the Federal Ministry for Consumer Protection, the Brandenburg Parliament in Potsdam, Media Authorities, libraries, Volkshochschulen (adult education centres), companies, foundations, and of course many schools all over the country.

SID also reached the political sphere in Germany – Chancellor Angela Merkel addressed the topic and the celebrations in her weekly podcast, and Safer Internet Day or the #lauteralshass campaign were promoted and shared by some of the big political players in the country. This included the Federal Government, the Federal Ministries for Family Affairs, for Consumer Protection and for Digital Infrastructure, the Federal Minister of Foreign Affairs, as well as several political parties and members of Federal or State Parliaments.

Another SID highlight in Germany followed on Monday, 11 February 2019, when Mariya Gabriel, Commissioner for Digital Economy and Society, and filmmaker and #SaferInternet4EU Ambassador Wim Wenders visited the John-Lennon-School in Berlin upon invitation of klicksafe. 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, they discussed online safety topics with the students. More information and photos of the school visit can be found on the BIK portal.

See the German Safer Internet Day profile page for further information.

Find out more about the work of the German Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Greece

For SID 2019, a big event was organised by the Greek Safer Internet Centre (SIC) at the Greek Ministry of Education, where more than 1,000 participants raised their voices for one message: “Together for a better internet” – see a video from the event here.

At the same time, supporters from all educational levels and from all over the country organised parallel activities, by using educational material provided by the Greek SIC. Supporters participated in the celebration of their schools or organisations, all sending a loud message for a not only safer internet, but a better internet also.

Excessive online gaming, children’s self-esteem in the era of social networks, and fake news were the main issues discussed during the main event. Young people from the Greek Youth Panel were the highlight of the event, sharing their experiences and thoughts about the web today. Furthermore, they created a video with powerful messages to convince their peers that life is not in front of a screen but out in the real world where you can develop real relationships and experience real feelings.

The event ended with the awarding of the winners of the Panhellenic Student Competition, organised on the occasion of Safer Internet Day under the auspices of the Ministry of Education. More than 400 schools, from all levels of education participated, from all across the country. The submitted projects surpassed all expectations, making the selection of winners a very difficult process.

You can find more about the event on the SaferInternet4Kids website and by checking the Greek Safer Internet Day profile page for further information.

Find out more about the work of the Greek Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Hungary

In Hungary, the main SID event was held on Tuesday, 5 February 2019 at the National University of Public Service in Service of the Nation, in Budapest. Following on from the programme coordinator’s welcome speech, the event began with two different roundtable sessions. The roundtable titled “What can we do for a better internet?” gathered speakers from multiple backgrounds, such as hotline services, law enforcement agencies, as well as youth panellists, and a generation teacher. “Good practices on the internet!” focused on good practices online, such as some new Hungarian online safety apps for children, interactive e-books, the popular Hungarian offline adventure stories about the dark net, and artificial intelligence.

After these two interesting sessions, the Hungarian Safer Internet Centre (SIC) organised an internet safety Live Library with three separate topics: youth on the internet; soulmate (with a psychologist from the helpline centre); and cybercrime.

After a long but informative conversation with the experts, it was time for the award ceremony for the video-making competition. The participating videos can viewed on the SIC’s YouTube channel.

Some youth panellists gave their perspectives on the day:

Zsófia Benedek, Hungarian youth panellist and BIK youth panellist in Brussels (2018):
“On SID 2019, Zoltán Zengő and myself represented the Hungarian Youth Panel in the Live Library. We had a chat with students of various ages, about, among other things, what is good about being a youth panellist. We talked about friendships made in online games and the risks they entail; about fake news that tricks many people; about influencers, about which security measures are available to protect ourselves against the dangers of the internet, and about who to turn when in trouble”.

Laura Major, Hungarian youth panellist:
“In 2019, on the day of SID, we could attend fascinating and interesting lectures and, after that, Dóra and myself had the chance to organise an enormous hunting game, aiming to draw attention to the dangers of the internet in a playful way. I believe we both learned a lot. Personally, I found it interesting to learn about a situation from a different point of view and to observe the different ways people solve them, as well as their different experiences.”

See the Hungarian Safer Internet Day profile page for further information.

Find out more about the work of the Hungarian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Iceland

Under the 2019 Safer Internet Day (SID) slogan “Together for a better internet”, the Icelandic Safer Internet Centre (SIC) organised several activities to celebrate the day.

Two symposia were organised in different municipalities, one targeting parents of children aged 1-5 and another targeting parents of children aged 6-12. In the municipality of Hafnafjordur, the Icelandic SIC organised a symposium on IT and smart devices in secondary schools; and in the municipality of Reykjavik, the SIC organised a symposium on young children and smart devices, aimed at parents of children aged 0-5.

For the occasion, several new resources were sent to schools all over Iceland. All parents of children aged 5-6 (approximately 8,000) received a parental guide called “Young children and smart devices: Foundations for a good start”; all children in 4th grade (approximately 4,500) received an updated version of the SIC’s Donald Duck magazine “Online communication”.

In addition, reprints of the SIC’s reading books for children aged 5-8 were sent to all kindergartens and primary schools in Iceland. The “Think before you post!” and “No hate speech online!” posters were also sent to all primary schools in the country.

The Icelandic SIC’s activities have been really appreciated by the school community as well as parents.

See the [Icelandic Safer Internet Day profile page](#) for further information.

Find out more about the work of the [Icelandic Safer Internet Centre (SIC)](#) including its awareness raising, helpline, hotline and youth participation services.
Ireland

This year, almost 145,000 people signed up to Safer Internet Day (SID) in the Ireland Event Map, highlighting what they were doing to celebrate the day. To mark SID, Webwise launched a new educational resource called “HTML Heroes – An Introduction to the Internet”.

The “HTML Heroes” Programme is aimed at promoting safe online practices for pupils in third and fourth classes. It contains eight lessons and is supported by three colourful animations where two USB characters, Archie and Ruby, perform catchy and informative internet safety raps.

Video 1 / Video 2 / Video 3

As with all of the Webwise resources, it is closely aligned to the SPHE (social, personal and health education) curriculum and other key areas within the primary curriculum. The programme was developed in consultation with a panel of experts within the fields of special education, online safety, parenting, digital technology and SPHE. The programme went through a thorough testing phase with a selection of schools across Ireland before its launch on SID.

Topics covered by HTML Heroes include privacy, cyberbullying, evaluating information online, advertising and fake news. In developing the resource, it was felt important to highlight newer concerns such as screen time, online gaming, online advertising and social media. The resource is an online-only resource and is free for all schools to access via webwise.ie/html-heroes. Schools across Ireland will also receive an information pack with the resources on their very own HTML Heroes USB stick following the launch. The pack will also contain a prepared, scripted internet safety talk for parents, which schools can use to promote online safety with the wider community.

Second-level students lead the way on online safety

Young people from all over Ireland came together on Thursday, 10 January 2019 to take part in the annual Webwise SID Ambassador Programme at the Google Headquarters in Dublin. Over 130 second-level students signed up to become Safer Internet Day Ambassadors, promoting online safety in their schools, clubs and communities. The peer-led initiative by Webwise Ireland has been running for the last five years and has proved hugely successful in promoting internet safety in schools around Ireland.

The students involved in the programme got involved because they wanted to tackle online safety issues with their peers and help make the internet a better place for young people. It is vitally important that young people feel empowered to act on issues such as cyberbullying, fake news, photo-sharing, and to promote healthy practices among their peers. Many of the students feel that they are the generation that uses the internet the most and they would like the tools to help others when they run into difficulties. The Safer Internet Day Ambassador Programme is a great way to meet like-minded teenagers, discuss issues and come up with...
solutions. Each SID Ambassador has committed to leading an internet safety campaign in their school for Safer Internet Day.

**Students Awards for online safety initiatives**

To recognise the work being done around Ireland for Safer Internet Day, Webwise has launched the very first Safer Internet Day Awards.

The SID Awards are open to both primary- and second-level students and include a range of competitions which students can enter. Categories in the competition include: Best Use of Social Media, Best Use of Technology, Best Arts (Music, Poster, Art, Writing), Best Anti-Cyberbullying Campaign, Best Video, Best Whole School Campaign, and the Safer Internet Day Ambassador Leadership Award. A host of amazing prizes were on offer, such as three drones for primary school entrants, and a secret gig held in Microsoft Dreamscape for secondary school winners. For more information, visit [www.webwise.ie/sidawards](http://www.webwise.ie/sidawards).

**Industry take action for Safer Internet Day**

Industries across Ireland marked SID by launching a series of positive initiatives in a bid to make the internet a safer place for all. Twitter Ireland hosted a panel discussion for SID 2019 discussing the four R's of online safety: Respect, Responsibility, Reasoning and Resilience. Panel members Senator Aodhán Ó'Riordáin, Andy Lee, Louise Bruton, and Ellie Kisyombe shared their professional and personal experiences on the topic. Google Ireland used Safer Internet Day as an opportunity to release new password and account protection tools for users, while Microsoft Ireland also marked Safer Internet Day by publishing its findings of its Digital Civility Index (DCI). The index shows how safe and civil each country is, based on online interactions. Results showed that Ireland ranked eleventh out of the 22 countries surveyed. The United Kingdom was rated as the safest and most civil country, closely followed by the United States.

An Garda Síochána continued their crackdown against crimes of online exploitation and sexual coercion by launching phase 5 of "Operation Ketch". The operation was launched for Safer Internet Day 2018 to coincide with the educational resource "Be in Ctr". The post-primary resource " seeks to educate students about such crimes, help them build strategies to avoid becoming a victim, while also promoting the reporting of incidents. The resource contains three lessons and an information pack for school leaders, and is supported by a Garda Schools’ Talk. Over 137 addresses were raided as part of Operation Ketch 2018, with a further 22 addresses being searched during phase 5.

Organisations and industries across Ireland used Safer Internet Day to promote safe online practices. For example, Trend Micro launched its video competition, while eir Ireland released new cyberbullying leaflets to be provided with each new device sold. Cybersafe Ireland published results of a survey on the digital habits of children aged 8-10 and also created a leaflet for parents.

See the [Irish Safer Internet Day profile page](http://www.webwise.ie/sidawards) for Ireland for further information.

Find out more about the work of the [Irish Safer Internet Centre (SIC)](http://www.webwise.ie/sidawards), including its awareness raising, helpline, hotline and youth participation services.
Italy

For Safer Internet Day (SID) 2019, the Italian Safer Internet Centre (SIC) organised a large event which took place at the MiCo Congress Centre in Milan. 500 students came from schools all across the country to say no to bullying and cyberbullying.

For the occasion, the Ministry of Education and the Ministry of Family Affairs joined forces and signed a new deal to empower young people to make better use of the internet, and to recognise potential signs of danger. The two ministries have launched an awareness-raising video campaign against cyberbullying.

Along with the institutions, many high profile Italian YouTubers and Creators took part in the event, to demonstrate positive uses of the internet. The Italian SIC engaged students and teachers by facilitating constructive dialogue through an online survey, and its experts answered questions, helping students to learn how to be safe online.

For further information, see the Italian SIC’s infographic on young people in the online world (in Italian).

See the Italian Safer Internet Day profile page for further information.

Find out more about the work of the Italian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Latvia

On Tuesday, 5 February 2019, the finale of the “Wifi’s game” tournament was organised for 3rd and 4th grade pupils to improve their cooperation and communication skills, consolidate their knowledge of online safety, and develop their digital and critical thinking skills. Pupils from 38 schools and their teachers participated in the finale, which was livestreamed on the internet. Participants had to answer tricky questions about safe internet use and share their experience on how to protect their privacy and their personal data online. The event was led by multi-artists Kašers, Emīls and Ieva, the moderators of Latvian TV programme “Mēs ar brāli kolosāli”. The knowledge of the participants was evaluated by a jury: Maija Katkovska, representing the Latvian SIC, Ina Gudele, CEO of the Latvian Internet Association, and Kristaps Skutelis, a technology expert. More than 2,700 people watched the event online via the Latvian SIC’s website drossinternets.lv and Facebook page.

On SID, the Latvian SIC launched a social media campaign “Cut into root!”, calling on online users to pay attention to illegal content, to report such cases and to benefit, if needed, from expert consultations via a new mobile application titled “Drošs Internets” (Safe Internet). The mobile application also allows to find answers to the most frequently asked questions. In addition, the application offers a selection of links to popular social networks containing useful information about privacy settings, controls and recommended actions in case of problems. A survey carried out by the Latvian SIC, in cooperation with “Norstat Latvia”, shows that every second respondent has to deal with violations on the internet, while 15 per cent admit having encountered a fake profile. Meanwhile, 47 per cent of respondents recognise that their children probably also deal with such situations, without informing their parents. Unfortunately, the results show that 39 per cent of parents have never asked their children about their negative experiences online. The social media campaign lasted throughout February 2019, and the videos were published on social networks to promote the mobile application. The campaign video is available here, while the application may be downloaded from the Drossinternets.lv website.

Throughout February, every pupil could participate in a contest called “Challenge your grey cells!” by completing an online test. The test was developed for four age categories and aimed to improve pupils’ media literacy and critical thinking skills about online safety. More than 16,000 pupils completed the test and participated in the contest. Links to the test can be found on Drossinternets.lv website. Out of all the participants, 20 lucky winners were drawn and received prizes from the Latvian SIC.

In addition, more than 100 events for children and teenagers were organised in 62 schools, libraries and youth centres across Latvia to celebrate Safer Internet Day, as shown on this interactive map.

See the Latvian Safer Internet Day profile page for further information.

Find out more about the work of the Latvian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Lithuania

In Lithuania, SID has been celebrated every year since 2004 and, over this time, the Lithuanian Safer Internet Centre (SIC) has been delighted to see the number of partners involved in SID grow year on year. Since the first edition, there has been an increasing realisation that online safety is an issue of relevance to everyone and, as a consequence, all stakeholders are now looking for ways to participate in the “better internet” movement.

On Tuesday, 5 February 2019, SID was celebrated in Lithuania with a main event called “Conversation in other ways!” staged in one of the biggest cinema centres in Lithuania, “FORUM CINEMA”. Although targeted at 10th and 12th grade pupils and their teachers, various youth organisations, representatives of different Ministries and other educational institutions interested in the subject of online safety were invited to attend the event also.

The event took place when most of the schools in Lithuania were closed due to a large number of sick children, but many invited participants attended the event regardless. In total, 250 participants joined, including 20 teachers, more than 200 pupils from 35 different Lithuanian schools and 26 representatives from various institutions. The organisers provided all participants with medical masks.

The event began, not with a lecture or a lesson as is often the case, but with a film – as the event was held in a cinema hall – called “The Cleaners”. This provided an opportunity to give viewers a “feel” of the digital world, and of the daily lives of the people who make it function. The film raised questions among the audience, such as who “cleans” our social networks from inappropriate content (such as pornography or violence) and how exactly can we strike a balance for social media to be neither an unlegislated space nor a forum rife with censorship? For the event organisers, it was important to emphasise that a typical “cleaner” must observe and rate thousands of deeply disturbing images and videos every day.

After watching the movie, a brief discussion followed, moderated by helpline’s (CL) project coordinator, trainer of volunteers Justina Stefanovič and one of the CL volunteers, Andrius Baležentis. All participants were actively involved in the discussion: teachers, pupils, representatives of Ministries and police officers. The film triggered a lot of questions and remarks, so providing a very useful discussion.
The movie was followed by a lecture titled “Criminal acts in cyberspace” delivered by a representative of the Lithuanian police, Vytautas Tuinyla. With the topic of SID 2019 being “Together for a better internet”, the organisers of the event aimed to show that we are all responsible for the content we create and share on the internet, and that a “clean” internet should never be taken for granted; on the contrary, it is the result of the work of hundreds of thousands of people, who all contribute to making the internet what it is today.

During the SID event, members of the youth panel worked as reporters accompanied by the youth panel coordinator. They talked to the participants, and asked for their opinions on social networks. They were particularly interested to discover what young people generally do online.

Throughout the whole week of 4-9 February 2019, many Lithuanian organisations spread the word about SID, while project coordinators and “project friends” organised many different activities, as outlined below:

- The representatives of the SIC project took part in national television and radio shows.
- A series of online safety-related educational activities for children, young people and adults were organised in public libraries in different cities and rural areas (610 libraries in total).
- An online test on online safety was organised in schools by the Martynas Mažvydas National Library. Everyone who solved the test correctly was awarded with a safer internet badge.
- SID was the occasion for the Lithuanian SIC to invite teachers to join the eSafety Label community, to fill in the assessment form and get the eSafety Label for their schools.
- A discussion with three Lithuanian vloggers and influencers was organised, where they shared their personal experiences with cyberbullying.
- A competition for primary school students was organised, inviting them to model how they imagine a better internet using clay, plasticine or any other modelling material.
- A competition for high school students was organised, inviting them to create videos about privacy online and sexting.
- A competition “Safer internet events 2019 in my school” was organised. 23 schools, representing close to 5,600 people participated in the contest.
- Three projects (#SID the abc, Robot's Safe Internet Academy and SID 2019!) were initiated by Lithuanian teachers. Each of them became international because other countries joined the project too.
- 15 youth panel members organised lessons in their respective schools. Youth Forum members shared their experiences and invited students to join their team in projects. The youth panel members invited young people to post information on social networks using the hashtags #SID2019, #SaferInternetDay, #SaferInternetDay2019, #SID2019, #SID and #sijfLT. During the entire week of Safer Internet Day, the Youth Forum members publicised their video clips on their Facebook accounts.
- Lessons were organised by representatives of the Lithuanian police in 25 different schools.
• The Vilnius police club for children and young people organised lessons and quiz-discussions on online safety. All activities were targeted to children from disadvantaged families.
• A seminar for teachers and adolescents aged 12-18 was organised by the Information Technologies Institute (ITI) in cooperation with the Kaunas Faculty.
• Various activities were organised by the Lithuanian Educational Centre for the Deaf and Hard of Hearing, in cooperation with youth panel members.
• The “10,000 children safer on the internet” initiative was launched during the week of SID, and it will take place throughout 2019. A test called “Safe online behaviour”, designed for pupils of all ages, was released on the self-learning platform https://moki-moku.lt/lt/. Everyone who solved the test correctly was awarded a smart prize (such as a ticket to the movie, phone bill replenishment, Google Play credit, and so on).
• The project ambassadors invited teachers across the country to report on how the SID celebrations went in their respective schools (through events, methodological material, useful links, and so on). The information collected can be found on Padlet.

See the Lithuanian Safer Internet Day profile page for further information.

Find out more about the work of the Lithuanian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Luxembourg

On Tuesday, 5 February 2019, the Luxembourg Safer Internet Centre (SIC) BEE SECURE celebrated Safer Internet Day (SID) for the 16th time. By organising numerous activities and events before, during and after SID to promote online safety, BEE SECURE implemented this year’s slogan “Together for a better internet”.

**Fun awareness-raising activities at cinema Kinepolis**
Besides huge press and media coverage of SID 2019 in Luxembourg, one of the highlights of the celebrations was the screening of the film “Love, Simon” at the cinema Kinepolis. Students and their teachers from around the country were invited to come and watch this movie, which addresses the theme of digital relationships. After the viewing, the audience was invited to participate in an open discussion with BEE SECURE. The film was perfectly suited to talk about the current BEE SECURE campaign “LOVE STORIES 4.0: What’s your story?”.

**Presentation and release of new publications**
In the framework of Safer Internet Day, BEE SECURE also presented their most recent publications during a press conference. This year, the Luxembourg SIC issued the following publications:

- The guide *Internet in der Maison Relais? Aber sicher(er)*, intended to help establish a security concept for internet use in the “Maison Relais”. It gives a practical overview of important questions and principles which should be taken into account, including technical, legal and pedagogical considerations.
- The English and Portuguese translation of some of the SIC’s most important publications. One of these publications is the *Cyberbullying flyer* which resulted from a close collaboration with the Luxembourg police.
- The 2018 annual report providing insight into the work, impact and experience of BEE SECURE on national and international levels.

**Further activities throughout Luxembourg**
As every year, there were numerous activities and events throughout Luxembourg promoting online safety. In addition to a special edition of the Privacy Salon about Internet of Things-based domestic violence, the European consumers’ consultation (CECLuxembourg.lu) organised, together with BEE SECURE, a conference dedicated to seniors on digital relationships and dating platforms. This event took place at the “Maison de l’Europe”.

See the [Luxembourgish Safer Internet Day profile page](#) for further information.
Find out more about the work of the Luxembourgish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Malta

In Malta, the Office of the Commissioner for Children is committed to creating a better internet for children and forms part of the BeSmartOnline! initiative, together with the Malta Communications Authority, Agenzija Appogg and the Directorate for Learning and Assessment Programmes within the Ministry for Education and Employment. This initiative strives to safeguard children online and to ensure that they have positive online experiences.

In order to celebrate Safer Internet Day (SID) 2019, several initiatives were undertaken. Schools were encouraged to organise activities for their pupils, resulting in more than 40 schools committing to celebrating SID by organising special assemblies, talks by professionals, lessons dedicated to online safety, crafts and storytelling.

As part of the BeSmartOnline! initiative, a leaflet has been produced for middle school students. This leaflet offers children some tips on how to create an online/offline balance, mainly by encouraging them to engage in offline activities, spend time with friends and family, and to make sure they get enough sleep. This leaflet will be disseminated in schools.

Various efforts are made in order to reach parents, carers, relatives and other significant persons in the lives of children and young people. To this end, a stand was set up with the support of the Bay Street Shopping Complex on Sunday, 3 February 2019. This allowed members of the BeSmartOnline! team to disseminate information, create awareness and offer advice to parents/carers and other significant adults about online safety for children. Fun activities for the children visiting the stand were also organised.

The internet offers many opportunities for children and we all should take an active role in encouraging them to explore these opportunities and to use the new technologies to develop their interests and their talents whilst ensuring their safety.

See the Maltese Safer Internet Day profile page for further information.

Find out more about the work of the Maltese Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Netherlands

On Tuesday, 5 February 2019, Safer Internet Day (SID) was celebrated in the Netherlands. On the occasion, the Dutch Safer Internet Centre (SIC) published the results of its research project on the attitudes of parents of children aged 12-17 towards their children’s use of digital devices.

The lives of many children nowadays is hard to compare with the lives of children a few decades ago, especially because digital media are nowadays omnipresent in the lives of children and teenagers. What do their parents think of this? Do they feel insecure in handling this at home? Do they know what the world of their children looks like online?

56 per cent of the parents interviewed say they talk at least once a week with their children about the things they come across on the internet, indicating that parents are quite aware of the dangers that their children encounter online. According to the children themselves, these dangers include cyberbullying, online harassment, dangerous online challenges, sending or receiving pictures with a sexual connotation, or online scams.

During this project, the Dutch SID worked together with a publishing agency to ensure that the results would receive attention on SID 2019, which proved to be a successful strategy. Early in the morning, the results of the study were published on the frontpage of a famous newspaper in the Netherlands, therefore receiving a lot of attention in several radio morning shows. Additionally, two SIC representatives gave interviews and appeared on talk shows on national television. In total, there were 232 publications relating to the research published by the Dutch SIC, all with positive sentiments.

What might have also influenced the way this was picked up in the media is that the first newspaper that mentioned the results suggested that 56 per cent of parents who know what their children are up to online, know so because they spy on their children in secret. However, this assumption does not feature in the Dutch SIC’s findings. In fact, the study asked parents whether they knew what their children did online, and it turned out parents knew quite specifically what they did. Added to the answers to other questions, it appears that most Dutch parents seem to speak with their children about their online life on a regular basis. Based on this, the Dutch SIC did not conclude that parents investigate the phones of their children without them knowing – which they tried to communicate clearly to the media, as well as the fact that they do not encourage this behaviour. Parents should speak freely with their children about their online lives.

See the Dutch Safer Internet Day profile page for further information.

Find out more about the work of the Dutch Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Norway

Since the General Data Protection Regulation (GDPR) made its way through Europe last summer, a new discussion has emerged – and it is perhaps high time: what do the age limits and ratings on social media mean? And when do we, as grown-ups, determine that it is "ok to join"?

The Norwegian Safer Internet Centre (SIC) took the opportunity to put these questions on the agenda for Safer Internet Day (SID) 2019 making room for both a parental voice and also the participation of youngsters themselves at the event. The Norwegian Media Authority (NMA) had in advance contacted the largest social media businesses to ask them these questions:

- How do you react to the fact that many underage kids have profiles on your platform?
- Do you have any means to let parents accept responsibility for kids under 13, and to make a consent form?

As we strive to prepare children on how to act and protect themselves online, we are facing a problem with children under the age of thirteen having profiles and accounts where they are in fact treated like consumers, as if they were thirteen or over. The NMA alongside the Norwegian Directorate for Data Protection published an article on how social media companies must take more responsibility for all these underage children. In Norway, 70 per cent of children aged 9-13 have social media profiles on Snapchat, Instagram or Facebook, while all these platforms have in fact an age limit of thirteen.

The event organised by the Norwegian SIC received major interest from teachers, parents and professionals working with children. Governmental bodies, parents, children, the Children’s ombudsman and researchers on children and marketing in social media took to the stage and weighed in on the question. Facebook itself was also represented and took part in the conversation. The Norwegian youth panel also took to the stage.

See the Norwegian Safer Internet Day profile page for further information on SID activities.

Find out more about the work of the Norwegian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
**Poland**

February is a busy month for online safety organisations in Poland. In 2019, as in previous years, a main Safer Internet Day (SID) conference in Warsaw marked the beginning of a month of awareness raising around SID in the country. For this event, the Polish Safer Internet Centre (SIC) decided to go big and invited over 700 participants, making the SID 2019 conference the biggest ever event on children’s online safety in Poland. Marek Zagórski, Polish Minister of Digital Affairs, gave the welcome speech. He was followed by nine TEDx-style presentations from recognised experts in the field of online safety in Poland. The presentations covered the history of online safety education in Poland, hate speech on the internet, applications that can be used in schools, fake news, and online pornography. The conference was livestreamed to enable more people to participate. Moreover, all of the presentations were filmed and shared on Facebook to reach even more people.

On the occasion of Safer Internet Day, various organisations and institutions (such as schools, centres for informal education, libraries, NGOs working with children, and local media) could join in and register their ideas for SID celebrations on the [www.dbi.pl](http://www.dbi.pl) website hosted by the SIC. The most commonly conducted activities featured online safety training sessions for children and parents, competitions, school theatres performances, and radio broadcasts produced by students.

In previous years, many SID actions have been based on awareness materials made available by the SIC (such as videos, cartoons, lesson plans and posters). To encourage local initiators to undertake educational actions, the organisers sent educational packages to everyone who registered their initiative on [www.dbi.pl](http://www.dbi.pl).

Since the SID date clashes with winter holidays in many parts of Poland, the SIC team traditionally welcomes the submission of initiatives throughout the entire month. All initiatives registered by local organisations via the [www.dbi.pl](http://www.dbi.pl) website can be viewed online. They are organised by region, so raising the visibility of local activists, enhancing their efforts, and offering the possibility for partners from a particular region to join forces for any future larger-scale campaigns. Additionally, showcasing a variety of initiatives undertaken at the local level encourages local journalists to visit and talk directly to the organisers in the region they operate in and cover their involvement in the media. Making an online platform available for all national SID organisers allowed them to gain a valuable insight into what’s going on at the local level, and what the needs and expectations of local partners are. Over the years, this decentralised approach to SID celebrations has proven very successful in engaging a variety of stakeholders in online safety celebrations in Poland. For many of them, this involvement marks the beginning of regular online safety-related activities in their respective regions. The SID 2019 celebrations gathered 3,971 registered initiatives. All local organisers are expected to send in a report of their local activities by the end of March 2019; this allows them to participate in a contest and win valuable prizes. In addition, all local organisers receive a certificate of their SID involvement, acknowledged by the SIC team.

See the [Polish Safer Internet Day profile page](http://www.dbi.pl) for further information.

Find out more about the work of the [Polish Safer Internet Centre (SIC)](http://www.dbi.pl), including its awareness raising, helpline, hotline and youth participation services.
Portugal

The Portuguese Safer Internet Centre (SIC) commemorated Safer Internet Day (SID) 2019 by promoting a series of activities and resources. The planning started early to organise an event called “Online for human rights” which attracted a wide audience, both among the general public and among policymakers who have an influence on the internet governance sphere in the country. As Thorbjorn Jagland, the Secretary General for the Council of Europe put it, “hate speech has become one of the most common forms of intolerance and xenophobia in Europe today (…) When the unacceptable starts to be accepted, becomes “the norm”, there is a true threat to human rights”.

In line with the SID slogan, “Together for a better internet” – which emphasises that all stakeholders have a role to play in guaranteeing a safe and empowering digital space for children and young people, the Portuguese event was based on the premise that human rights should be acknowledged as a shared responsibility, and not just something that is promoted by a handful of institutions and NGOs. As such, the “Online for human rights” event was the starting point of SID celebrations in Portugal, emphasising the importance of being better humans online who think critically about online expressions of prejudice and hate speech. We must acknowledge what our values are, as humans of the 21st century, and what we can do to counter the various phenomena threatening these values.

Nowadays, one would expect that hate speech, prejudice, racism and xenophobia are obsolete words, but in fact they are still very present, in various contexts and with various degrees of explicitness: on social networks, on television, in political speeches, and in the way we look at the people that surround us.

During the main event, held in Madeira, Sabrina Vorbau from the Insafe Coordination Team gave a keynote speech on the main European trends regarding human rights online. Sabrina also emphasised the importance of adopting a multi-stakeholder approach to making the internet a better and safer place for children and young people. She highlighted that everybody has a role to play, hence online rights and responsibilities need to be treated in the same way as their offline counterparts. Against this background, Sabrina introduced a number of initiatives targeting children and young people, educators, teachers, policy makers and industry representatives.

Matia Losego, another key speaker, shared his experience as an advocate for the importance of educating on digital human rights in informal settings. According to him, four main ideas that can easily resonate with any of us must be shared:

- Online hate speech hurts different people in different ways.
- Online hate speech is complex.
- Online hate speech is a human rights issue.
- Online hate speech calls for a responsible and effective response.

Throughout the month of February 2019, Microsoft promoted a series of initiatives to raise awareness about safe use of the internet. In one of these activities, an interesting shift in approach was used by letting young people express themselves. Microsoft provided a
A training session about internet safety took place in January 2019, where a group of students were instructed. During February, these students visited companies to deliver internet safety sessions.

Towards the end of February 2019, a wrap-up session was held at the EDP headquarters in Lisbon, an event also promoted by Microsoft. In the first session, two 12th-grade students shared ways of promoting a positive relationship with the internet with participants. The topics discussed included cyberbullying, fake news, disinformation, online gaming, and parental software control. In the second panel, parents, accompanied by their children, shared their perspectives on their use of the internet and their preferred social platforms.

Learn more about the events of the day, including the seminar “Human rights online” and the student event at the EDP auditorium. You can also read a summary of the celebrations by the Altice foundation and learn more about the No Hate Speech Movement.

See the Portuguese Safer Internet Day profile page for further information.

Find out more about the work of the Portuguese Safer Internet Centre (SIC), including its awareness raising, helpline, hotline, and youth participation services.
Romania

During the Romanian Safer Internet Day (SID) event, the impact of internet use on children's emotional wellbeing and the importance of introducing safer internet notions in the educational process were discussed. Speakers at the event included Ecaterina Andronescu, Minister of Education, Maria-Manuela Catrina, Secretary of State, Ministry of Communications and Information Society, Gabriela Coman, President, National Authority for Protecting Child's Rights and Adoption, Gabriela Alexandrescu, Executive President, Save the Children Romania, and Serban Iosifescu, expert in education.

The results of the latest study on children's internet use carried out by the Romanian Safer Internet Centre (SIC) were presented, and the complete study was published. The paper examines the use of the internet by children aged 12-17 and shows that:

- 96 per cent of children access the internet using a smartphone.
- 99 per cent have a profile on a social networks.
- The most popular social networks are Facebook (95 per cent), YouTube (90 per cent) and Instagram (81 per cent).
- 27 per cent of respondents spend over six hours online on a school day, while 48 per cent do so at the weekend or when they are on vacation.
- 54 per cent of children have been bullied online.
- 43 per cent of children post personal information online (their picture, address, school they go to, check-ins, and so on).
- The online environment represents children’s main source of information, with 47 per cent of them saying they check the veracity of the information they read online rarely or not at all.
- 61 per cent of children say they have been bothered by something they saw online (such as violent content, sexually explicit content, or online advertising).
- 43 per cent say they saw or received sexually explicit content online.

Interestingly, respondents who say they spend over six hours online, say they are significantly less happy with their life at present, their relationship with their parents, friends and teachers, think to a significant lower extent that their daily activities have purpose, and are less optimistic about their future. Similarly, children who have been victims of cyberbullying or sexting give significantly lower scores on questions that measure emotional wellbeing. The lack of an emotional support network is strongly associated with low scores regarding emotional wellbeing. This is the same for children who do not have people in their life who appreciate them. The complete study can be consulted online (in Romanian).

The overall attendance and impact of the event was great, as many media channels covered the subject with four print reports, 25 national televised reports, 15 radio shows, 101 online articles, and one television show broadcast nationally.
Besides the press conference, the Romanian SIC also launched an educational initiative dedicated to celebrating SID. The national competition “I choose consciously. Stop internet addiction!” is addressed to children and young people under the coordination of an adult, teacher or leader of an initiative group. The contest takes place between February and April 2019, and participants can be classes of students coordinated by teachers from primary and secondary level education in three categories, and initiative groups from child and youth organisations in a special category. In short, the steps to participate in the contest are to organise a debate within the classroom on internet addiction. Participants can also organise an event involving adults to raise awareness of internet addiction. Another option is to create a video clip on how children and young people propose to prevent internet addiction.

See the Romanian Safer Internet Day profile page for further information.

Find out more about the work of the Romanian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Slovakia

Safer Internet Day (SID) 2019 was celebrated in Slovakia with a focus on screen time. To mark the day, the project Bezinternetu.sk (Without the internet) was launched. The project offers a helping hand on how to regulate one’s use of digital devices and reduce possible addiction to screens for at least a limited span of time. Accordingly, children have been invited to reduce their use of mobile devices during an entire month. In addition, a survey was conducted in the pilot school, Kralova pri Senci, on children and families participating in the challenge. The results show that shorter periods of use of digital devices have contributed to positive changes in children’s behaviours and emotional wellbeing in their families. It has also led to greater communication between children and their parents or siblings.

In the study conducted by the Slovak Safer Internet Centre (SIC), 26 per cent of pupils were volunteers. Of these, 63 per cent were girls and 37 per cent were boys. Of the total number of pupils involved, 69 per cent lasted for the whole month, 21 per cent for three weeks, 5 per cent for two weeks and 5 per cent for one week. According to the parents, up to 79 per cent of children were more engaged in active activities, 69 per cent children read more books and magazines, 64 per cent communicated more with their parents and played more with their siblings, 60 per cent of children focused more on their homework, and the same amount (60 per cent) exercised more, while 43 per cent engaged more in artistic and creative activities. In the survey, parents also commented on the use of mobile devices in the school environment. 81 per cent of parents disagreed with their use in the school dining room, 74 per cent would not allow their use in school clubs, and 62 per cent would not allow them to be used during school breaks.

The major partners of SID 2019 in Slovakia were the Deputy Prime Minister’s Office for Investments and Informatisation of the Government Slovak Republic (namely Deputy Prime Minister for Investment and Informatisation, Mr. Richard Rasi whose office has taken over the auspices of the project), the Office for Personal Data Protection of the Slovak Republic, the Faculty of Arts and Letters of the Catholic University in Ruzomberok, the Ministry of Education, Science, Research and Sport of the Slovak Republic and the Ministry of Interior of the Slovak Republic.

The project has made a positive contribution in particular to:

- prevent the excessive use of ICT, to support the emotional wellbeing and healthy development of children, positive behavioural change, accountability, mental resilience, empathy, and so on.
- support a positive change of lifestyle, including more offline communication, reading, offline gaming, doing homework, more movement, sports, and more.
- realise the need to regulate the use of ICT.
- support the culture of ICT use and promote media literacy.

See the Slovakian Safer Internet Day profile page for further information.
Find out more about the work of the Slovakian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
Slovenia

Safer Internet Day (SID) attracted great media attention in Slovenia. The main event, organised by Safe.si in cooperation with the Academic Research Network of Slovenia (ARNES), was a 50-minute long web video podcast in the form of a talk show. Two guests joined the podcast: PhD Albert Mrgole, family therapist, psychologist, doctor of sociology and Imago partner therapist, and PhD Benjamin Lesjak, a legal expert. During the session, the participants also discussed cyberbullying. Both experts highlighted the importance of trust and conversation between parents and children to achieve a better internet.

Some companies – including the second largest telecommunications operator of the country – promoted the podcast through their channels on social networks, as well as some bloggers whose main target groups are young parents. As a result, the video podcast was watched live by 270 people, and the streaming version was viewed up to 3,950 times by the end of February 2019.

The web application "Lepa misel" (Nice thoughts) was developed to encourage teenagers to think about their online environment and how they can improve it. For this purpose, young people had the opportunity to express their creativity by designing virtual t-shirts with short positive quotes. In total, more than 1,000 t-shirts were created. The authors of the ten t-shirts that received the most votes were awarded by Safe.si with real-life versions of their online creations.

Similarly to previous editions, Safe.si also prepared packages of activities for primary and secondary school staff. The activity package for the 1st grade of elementary school included colouring paper, a labyrinth activity, an activity where the child must find the differences and the words, and an activity related to the excessive use of mobile phones. For the second and third levels, the packages included two decision trees on the topic of excessive use of mobile devices, and on the appropriate behaviours when witnessing a cyberbullying situation, as well as two complementary activities on cyberbullying.

The school activity package was ordered by 264 teachers from 223 schools who, on the day of SID and throughout February 2019, prepared lessons, classes and other activities in their schools.

At the beginning of February, Safe.si released a short movie, called "Super Selfie", which talks about how to take a really good selfie and what to keep in mind when uploading it online. The seven-minute long movie is available on YouTube and on the Safe.si website. It can also be used by teachers at school, as a starting point for discussions about sharing information online. The movie is also being displayed at Safe.si workshops.

On SID 2019, ARNES launched a new massive online open course (MOOC) about the safe use of the internet and digital devices, called "MOST-VO", for pupils of second and third levels of elementary schools. The MOOC is a complementary tool for teachers and other educators.
who can use it in their activities. The course covers a wide range of online safety-related topics, adopting a child-friendly perspective, including key measures such as recognising fraud online and checking the validity of published content, cyberbullying, screen time management, and so on.

See the [Slovenian Safer Internet Day profile page](#) for further information.

Find out more about the work of the [Slovenian Safer Internet Centre (SIC)](#), including its awareness raising, helpline, hotline and youth participation services.
Spain

The Spanish Safer Internet Centre (SIC) celebrated Safer Internet Day (SID) with a main event consisting of several activities throughout the day. The SIC offered, in two different halls, motivational speeches to children, educators, and parents, together with an interactive workshop for the youngest audience. The event was conceived in the spirit of this year’s motto: “Together for a better internet”.

During the event, the prizes of the contest “CyberChallenge Internet Segura” were awarded in the category of educational centres, as well as the distinctions of the Cibercooperators Program; Cibercooperator of the Year 2018 and Honor Cibercooperator, which this year was awarded to Majesty Spanish Queen Letizia.

Stands and demonstrations area
This year, as a novelty, the event had an area for stands and demonstrations in order for companies to exhibit and present their solutions, products and services related to cybersecurity, privacy and the safe use of ICT, with a particular emphasis on minors. The following companies were represented in this area: Ciberalarma, Gaptsain, IC Media, Cibervoluntarios, Fundación Aprender a Mirar, Google, and Empantallados.

Talks on cybersecurity awareness
Thanks to the collaboration of the SIC’s Cibercooperants, a total of 112 awareness talks were held in schools throughout Spain covering topics such as privacy, cyberbullying or the safe and responsible use of ICT. The participants of the main event connected live with IES Las...
Canteras in Collado Villalba (Madrid), where students had a talk about the safe and responsible use of ICT.

“CyberChallenge Internet Segura” contest
This year, the Spanish SIC organised a contest to promote coexistence and respect on the internet through a video with music, dance and advice on cybersecurity and safe use of ICT.

The Carlos Bousoño school in Boal (Asturias), which participated with the slogan “Do it with moderation, for a secure internet!” surprised the jury with a great video.

See the Spanish Safer Internet Day profile page for further information.

Find out more about the work of the Spanish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.
United Kingdom

The theme for this year’s SID in the UK was “Our internet, our choice: understanding consent in a digital world”. The campaign multiple stakeholders come together to help inspire a national conversation about using technology responsibly, respectfully, critically and creatively. Over 2,100 organisations across the UK delivered activities for the day, including schools, police forces, government, companies, football clubs, charities and others – more than ever before. Throughout the day, it was great to see the impact of SID on social media. On Twitter the #SaferInternetDay hashtag trended in the UK throughout the day, accompanied by the hashtag emoji. On Snapchat, there was a filter available right across the UK. Schools, organisations, football clubs and many more organisations made #OurInternetOurChoice pledges, showcasing how they are taking positive actions to build a better internet.

Youth events across the UK

Young people played a central role in SID 2019, from leading sessions and speaking at youth events, to creating new resources, sharing their pledges, educating their peers and engaging with policy makers. Over 2,000 organisations, schools and other entities signed up as official supporters, and many more also joined in to celebrate the day. The breadth of activities on social media highlighted the scope of engagement right across the UK. There were several youth events across the UK, which helped ensure that the day really reflected the voice of young people. At these events, young people met government ministers, policy makers, industry representatives and more, with opportunities to share their experiences of being online and their recommendations for how this space can be improved for young people.

- In London, over 60 young people attended a special youth-led interactive event at the BT Centre, welcoming over 100 policymakers, industry, charities and media from across a range of sectors to discuss how young people navigate the challenges around consent online. The young people ran activity stations for guests, delivered keynote speeches, gave interviews to media and took part in a panel discussion led by BBC journalist Kate Russell. Minister for Digital Margot James, and Department for Education Minister for Children and Families Nadhim Zahawi attended.
- In Scotland, Maree Todd MSP visited the Newbattle High School in Midlothian to meet the students and staff as they celebrated SID 2019.
- At Anfield, home to Liverpool Football Club, nearly 500 young people from schools across the city took part in an event, including an assembly, workshops focusing on consent online, stadium tours and meeting Mighty Red, the LFC mascot. Liverpool legend Robbie Fowler also attended the event.
- At Goodison Park, home to Everton Football Club, 240 young people from 24 schools in the city came together to take part in SID activities.

Resources and films for educators

To help teachers and educators to celebrate SID with children and young people, the UK SIC created a range of Education Packs. These packs were tailored for the 3-7, 7-11, 11-14, 14-18 year olds, and included lesson plans, assembly presentations, quick activities and more to help engage young people in SID activities. The SIC also created a pack for parents and carers to help them talk to their children about online safety, which included activities, talking points and pledges for families to use together. The SID educational resources were
downloaded 630,185 times from the UK Safer Internet Centre site, with further downloads across other partner sites.

To complement the Safer Internet Day Education Packs, the UK SIC created a series of SID TV films aimed at 3-7, 7-11, 11-14, 14-18 year olds, as well as parents and carers. The content included a 360-degree film, rap video from a teacher, advice from young people, and gameshow format with parents and their children. There was also a campaign film about SID in the UK. In total, the videos were viewed over half a million times across YouTube, Vimeo, Facebook, Twitter and Instagram.

### #SID2019 on social media

In the UK, #SaferInternetDay2019 was trending throughout the day on SID, with support from high profile supporters like the Mayor of London, the Home Secretary and footballers.

The #OurInternetOurChoice social media campaign encouraged people to make a pledge to make the internet a better place. The UK SIC provided their supporters with a template jigsaw piece where they could write messages, tips or create a design to show how everyone can work together to make the internet a better place. The hashtag was used 3,429 times, with a reach of 29,669,298 people.

### SID in the media

SID had 713 mentions in the UK media (mainstream and alternative), with coverage in national broadcasts and media such as BBC News, BBC Newsround, BBC Radio Wales, CBeebies Radio, the Chris Evans breakfast show, Capital radio, the Evening Standard, ITV News online, Metro, Radio 4 You and Yours, Sky News, talkRADIO, TES, and Yahoo! News.

New research was released by the UK SIC on the day, “Our internet, our choice”, which surveyed 2004 young people aged 8-17 across the UK. The findings explored young people’s experiences of asking for, giving and receiving consent in an online context. Alongside the research, two films with Digital Leaders were created to explore the issue of consent as well as parents sharing without permission. These videos were viewed over 75,000 times.

### Impact of the day

As a result of this collective day of action, the UK SIC reached 46 per cent of UK children aged 8-17 years and 26 per cent of UK parents.

### Children and young people

Out of the 46 per cent of 8-17 year olds who had heard of SID, 56 per cent spoke to their parent or carer about using the internet safely. 78 per cent of 8-17 year olds who had heard about the day said they felt more confident about what to do if they were worried about something online, with 76 per cent saying they learnt about safety features online such as reporting and privacy. 1 in 5 (20 per cent) of 8-17 year olds spoke to someone about something that had been worrying them online. Thinking about the theme of consent, 84 per cent of 8-17 year olds who heard about the day said they were more aware of the importance of permission before sharing content (such as images) about other people.

### Parents

Of those parents and carers of 8-17 year olds that had heard about SID (26 per cent), 82 per
cent talked to their child about using the internet safely (up from 74 per cent in 2018) and 25 per cent spoke to someone about concerns they had about their child.

From the many conversations, activities and events that took place, it is clear that the day was such a success because of the collaborative efforts of everyone who came together to help create a better internet.

See the [UK Safer Internet Day profile page](#) for further information.

Find out more about the work of the [UK Safer Internet Centre (SIC)](#), including its awareness raising, helpline, hotline and youth participation services.