Safer Internet Day 2020

Public report on campaign activities and successes

March 2020

Further information on Safer Internet Day can be found at www.saferinternetday.org.
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Introduction

Tuesday, 11 February 2020 marked the 17th edition of Safer Internet Day (SID). Under a campaign slogan of “Together for a better internet”, the annual global celebration of Safer Internet Day 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.

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 2020 was a huge success, with exciting events and activities promoting the safe and positive use of digital technology right taking place in more than 170 countries across the globe.

This report highlights some of the key successes of the Safer Internet Day 2020 campaign, drawing on 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).

Further information on the history and development of the campaign is available from the Safer Internet Day website at www.saferinternetday.org. There, you’ll 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 1,300 educational resources from Safer Internet Centres in Europe, in a range of languages and for a range of target groups.

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.
Planning and pre-promotion of Safer Internet Day 2020

As in previous years, planning for Safer Internet Day 2020 commenced as soon as the 2019 campaign drew to a close. 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 2020 was set as Tuesday, 11 February 2020. Prior discussions with the EC and various SID stakeholders had already established that the previously-used campaign slogan of “Together for a better internet” would continue to be used for the foreseeable future to provide familiarity and continuity in campaign planning. Accordingly, “Save the date” logos were created and circulated on social media immediately following the close of the SID 2019 campaign to allow supporters to already register the next campaign date and share it with their own networks and partners.

A 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, with regular updates shared within the Insafe-INHOPE network also. 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. Pre-promotion of SID 2020 started in earnest in September 2019, ramping up over the following months in the build-up to the day itself.

In terms of 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 via the SID website such as downloadable logos, animated gifs and an infographic, while a social media plan provided suggested Tweets and Facebook posts. New for the 2020 campaign was a generic campaign video clip which proved especially popular (see more below). 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.

A series of key campaign messages have been developed and refined over the course of previous editions of SID, and these were again used to shape all dissemination activities as follows:

- **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 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.

**Safer Internet Day website**

The SID website – **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. The resource gallery 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 a significant role in the planning and delivery of the annual Safer Internet Day campaign, with activities starting well in advance of the day of SID, ramping up from September 2019 onwards. 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.

Throughout the social media campaign, several assets, including logos and banners, an infographic, and a social media plan, provided added value for dissemination purposes.

Additionally, during two important events in the online safety calendar – the Safer Internet Forum (SIF) in Brussels, Belgium and the Internet Governance Forum (IGF) in Paris, France, both taking place in November 2019 – 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) 2019 provided a fun way to raise awareness of the campaign

Participants at the Internet Governance Forum (IGF) 2019 showed their support for Safer Internet Day
Further information on the reach of the social media campaign is provided in the section on Measuring impact below.
Stakeholders across the globe join “Together for a better internet” on SID 2020

The 2020 edition of Safer Internet Day 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 strands), 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 (or territory) 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, others are working towards SID Committee status, while some participate in very localised actions without yet having a national lead.

The table below shows the geographic spread of countries and territories participating in Safer Internet Day 2020 by continent:

<table>
<thead>
<tr>
<th>Continent</th>
<th>Number of countries/territories which celebrated SID 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>41</td>
</tr>
<tr>
<td>Antarctica</td>
<td>-</td>
</tr>
<tr>
<td>Asia</td>
<td>41</td>
</tr>
<tr>
<td>Europe</td>
<td>49</td>
</tr>
<tr>
<td>North America</td>
<td>26</td>
</tr>
<tr>
<td>South America</td>
<td>10</td>
</tr>
<tr>
<td>Oceania</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>173</td>
</tr>
</tbody>
</table>

In addition, 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. It is worth noting also, anecdotal evidence and social media activity indicates that many more organisations across the globe engaged in activities to support the day, even though they haven’t formally engaged with the Safer Internet Day Coordination Team or their national SIC/Safer Internet Day Committee.
Safer Internet Day and the Insafe-INHOPE network

The joint Insafe-INHOPE network of Safer Internet Centres (SICs) in Europe 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 Austria, the SIC published a study on the digital media habits of children aged 0-6. This focus on younger children was echoed in SID activities in Slovenia and Iceland for example, in response to a trend of children starting to use digital devices at an ever-younger age.

- In Cyprus, Safer Internet Day was celebrated with a large “Together for a better internet” conference attended by over 1,000 students and teachers. The Cyprus Youth Panel was actively involved in the organisation of the conference and also hosted a session.

- In Germany, SID celebrations focused on the topic of influencers (Idols online – Influencers and the power of opinion), with a survey on young people’s attitudes towards influencers, and a press event in which some influencers joined the discussion.

- In Ireland, the focus of SID was on the launch of a new educational resource for teachers and parents called “Connected – An Introduction to Digital Media Literacy”, which was publicised via a launch event livestreamed on Twitter.

- In Lithuania, over 200 young people were invited to participate in the CYBERteen hackathon, to generate solutions regarding data protection, cyberbullying and online disinformation.

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

Hotlines from across Europe – and beyond – also actively participated in Safer Internet Day celebrations, by organising different types of events. For example, the Icelandic hotline launched a month-long awareness campaign “You can help us erase the worst”. In Hungary, the hotline focused on online identity, with a dedicated webpage and video. French hotline Point de Contact launched its reporting app on SID, while the Cambodian hotline organised a large event on online safety and digital citizenship, with over 600 participants. In addition, together with the European Commission, INHOPE hosted a one-day specialist Focus Group on the potential development and implementation of artificial intelligence (AI), incorporating machine and deep learning to detect and remove online child sexual abuse material (CSAM).
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 hence awareness raising to promote a safer and better internet should follow the same logic.

A Safer Internet Day Committee is an organisation or consortium in third countries or territories (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 in their country, so upholding the SID ethos that we all have a role to play.

Some examples of global SID actions follow.

- In 2020, the [Ivory Coast](https://www.gouv.ci) celebrated Safer Internet Day for the first time, with an awareness session and workshops in a middle school.

  ![Image of children and teachers](image)

- [Madagascar](https://www.gov.mg) and [Rwanda](https://www.gov.rw) also celebrated SID for the first time, with a variety of activities including awareness sessions, debates, exhibitions and more.
• In Ukraine, SID was marked with many different activities, both at local and national levels: trainings, extra-curricular activities, games, web-quests, lessons online and offline, clubs, board games, creation of newspapers by children, online safety recommendations to schools, and much more. In total, over 170,000 Ukrainians were engaged in SID activities.

• In Iran, the SID Committee organised an awareness session on media literacy, followed by a student competition in a high school.

• In Nepal, SID was celebrated with a series of online safety awareness events throughout the country, including debates, drama and musical performances, stand-up comedy and online safety discussions.
In Nigeria, Safer Internet Day was celebrated with online safety awareness sessions in schools from eight cities over the country, reaching approximately 2,000 students.

See the individual county profiles on the Safer Internet Day website for more about global SID activities. While there are no formal reporting commitments for Safer Internet Day Committees, many have provided articles subsequent to the day to share their successes and these are linked from SID profile pages where available.

Additional countries supporting SID

There is a coordinated annual approach to establishing contact with as many countries and organisations as possible in support of SID; much of this activity takes place throughout the course of each year, ramping up in the core campaign period of September to February. In addition, the campaign also continues to grow organically year on year with many email and social media approaches from interested parties, as well as contacts submitted through the campaign’s online registration forms.

As always, social media monitoring plays a significant role in assessing the global impact of SID. As such, monitoring of the SID 2020 campaign allowed for the identification of a number of countries and territories 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 continue working to establish contacts in those countries in a bid to have formal SID Committees in place for Safer Internet Day 2021.

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.

- Once again, Twitter helped to raise visibility of the campaign’s key hashtags by enabling a special customised Safer Internet Day emoji which activated on every Twitter post using the #SID2020, #SaferInternetDay and #SaferInternetDay2020 hashtags. Twitter also provided some Ads for Good credit at coordination level and
directly to a number of European Safer Internet Centres. Twitter also localised the campaign's hashtags into 14 global languages.

The custom Twitter emoji was once again used for SID 2020

- **Facebook** provided free ad credit to boost Safer Internet Day posts. This is primarily being used for post-campaign promotional activities to ensure that SID and its key messages remain in focus all year round.

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

In addition, many Safer Internet Centres and wider Safer Internet Day Committees report successful collaborations with industry and other organisations at both local and national levels. **Annex 1** provides further examples of these multistakeholder collaborations for European SICs, or see the individual county profiles on the Safer Internet Day website for a global perspective.
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 part of a range of wider initiatives, currently delivered under the Better Internet for Kids (BIK) activity line. On the occasion of SID 2020, the EC supported with the launch of a new initiative in the form of a “Youth Pledge for a Better Internet”.

As part of this work, a group of Better Internet for Kids (BIK) Youth Ambassadors prepared a pledge on how to make information on the apps and services they use on the internet more age appropriate for children and young people. After an initial mapping of recent research and youth consultation work carried out by Safer Internet Centres (SICs) in the Insafe network, the BIK Youth Ambassadors collectively reflected on which priorities should be set in order to ensure that online platforms and services are designed in an age appropriate way that truly meets the developmental needs of children and young people.

Encouraging online platforms and services to meet the information and transparency requirements of the General Data Protection Regulation (GDPR) is a key objective in that regard. Every citizen of the EU – including children – has the right to obtain information about what happens to their personal data “in a concise, transparent, intelligible and easily accessible form, using clear and plain language”. Article 12 of the GDPR emphasises that this should be particularly the case for information addressed specifically to a child. Moreover, Article 12 of the United Nations Convention on the Rights of the Child (UNCRC) states that, in order to come up with truly informative, effective and appealing privacy or data policies, children should be involved in the information design and evaluation processes.

As such, on the occasion of Safer Internet Day 2020, the young people presented their pledge at a high-level SID meeting at the European Commission, also involving members of the Alliance to better protect minors online, a self-regulatory initiative designed to improve the online environment for children and young people.
In introducing the pledge to the gathered audience, the young people made several suggestions to companies to help them make their online platforms and services’ privacy policies more appropriate to children and young people. Indeed, recent studies have shown that one needs, on average, a university degree to properly comprehend the privacy policies of social media, websites and apps. The BIK Youth Ambassadors came up with several concrete ideas in order to solve this problem, such as simplifying the language used, using infographics, providing users with an incentive to read the privacy policies, and more. The presentation was followed by a moment of exchange during which the BIK Youth Ambassadors challenged the industry representatives on their policies and practices and on how these could be improved.

The BIK Youth Ambassadors will continue with this line of work throughout 2020 in ongoing dialogue with industry. Planned activities include a co-design workshop where they will exchange ideas and best practices. The companies involved can then reflect on these discussions internally regarding the age-appropriateness of the policies they have in place. The BIK Youth Ambassadors will present the results of their activities at the Safer Internet Forum (SIF) towards the end of the year.

Read [more about the youth pledge initiative on the Better Internet for Kids (BIK) portal](#).

As previously mentioned, the EC also supported INHOPE (the International Association of Internet Hotlines) in the delivery of a [specialist Focus Group meeting](#) on the day of SID, focusing on the development and implementation of artificial intelligence (AI) and machine learning to detect and remove child sexual abuse material (CSAM) from the internet.
Measuring impact

Social media

This section analyses the social media figures achieved during the SID campaign reporting period from 15 January to 15 February 2020.

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

- Safer Internet Day Twitter account – 40,862 followers (up from 35,800 at the close of SID 2019).
- Insafe network Twitter account – 10,542 followers.
- Safer Internet Day Facebook account – 20,481 fans (up from 19,000 at the close of SID 2019).
- Insafe Facebook account – 4,772 fans.

YouTube

For the 2020 edition of SID, the Coordination Team produced a high-quality animated video, aiming to provide a clear and engaging introduction to SID, what it aims to achieve, and how it is celebrated worldwide. Thanks to the active support of Safer Internet Centres throughout Europe and SID Committees around the world, the video was translated into more than 25 languages. The video does not contain any reference to the 2020 edition of SID; the intention is to re-use it in future years as part of a suite of campaign assets.

Between its upload date (27 January 2020) and the end of the reporting period, this video has been viewed over 140,100 times, making it the most viewed SID promotional video on the Insafe account.

Combining the number of views on YouTube, Twitter and Facebook at the time of reporting, the SID promotional video has been viewed over 850,000 times in total since its launch.
Twitter

**Safer Internet Day hashtags**
The #SID2020, #SaferInternetDay, and #SaferInternetDay2020 hashtags trended worldwide several times during the day – to mention only a few examples: Australia (on Monday, 10 February), and in Belgium and the UK (on Tuesday, 11 February).

As in previous years, the Coordination Team used a Union Metrics subscription to track social media activity in the framework of the SID campaign, complemented with a Tweet Binder report, in particular to track the SID hashtags.

According to Twitter, on SID 2020 itself (11 February 2020), the #SID2020 and #SaferInternetDay hashtags were used in over 82,530 tweets. Similar to last year, thanks to Twitter’s support, the campaign hashtags were translated into French, Spanish, Japanese, Portuguese, Korean, Chinese, Indonesian, Hindi, Arabic, German, Italian, Swedish, Thai, and Turkish.

As in previous years, the support of influential stakeholders is key in helping us multiply the overall reach of the Safer Internet Day campaign. Below are the most popular contributors over the reporting period, as well as those with the highest impact.
Safer Internet Day account
On the Twitter @SafeInternetDay account, the 2020 campaigning strategy spanned a longer period, and had a more even posting frequency as compared to previous years. This translated into SID-related tweets being posted as early as December 2019, but also in a lower amount of tweets being posted on the day of SID itself compared to previous years.

On the day of SID itself, the Coordination Team posted a dozen simple and clear messages, with a consistent call to action, and with high-quality visuals, notably the following:

-  **A general announcement on the morning of Safer Internet Day**
-  **An animation “How can children and young people contribute to a better internet?”**
-  **An animation on “How can wider stakeholders contribute to a better internet?”**
-  **An animation “How can parents and carers contribute to a better internet?”**
-  **An animation “How can teachers and educators contribute to a better internet?”**

On the day, the Twitter account was also used to report from the BIK Youth Pledge for a Better Internet event at the European Commission.
Throughout the reporting period, the Coordination Team also raised the profile of SID with the dissemination of a SID infographic and regular SID countdowns.

As a result, activity on the @SafeInternetDay account throughout the reporting period resulted in over 2.7 million organic impressions according to Twitter, and 1.6 organic impressions according to Union Metrics (from 1.5 million organic impressions in 2019). When compiled with the impressions collected thanks to Twitter Ads, the account collected 4.9 million impressions according to Twitter.

The SID campaign’s top tweet featured the SID promotional video, which presents the SID messaging in a clear and engaging manner. The tweet was liked 5,793 times and retweeted 546 times, while the embedded video collected over 696,300 views on Twitter.
The account’s first tweet on the day of SID itself also received remarkable engagement. It was liked 1,070 times and retweeted 806 times, while the GIF animation was viewed almost 42,000 times, almost entirely organically.

As indicated in the graph below, as a result of the Safer Internet Day social media strategy, the SID Twitter profile gained 3,996 followers over the reporting period.

Engagement with the posts from the Twitter account also went up significantly, particularly on SID itself. As such, the account received 53,312 engagements, in the form of likes, replies, retweets and link clicks.
It is also to be noted that the allocation of an Ads Grant by Twitter allowed the SID Coordination Team to take the campaign even further by reaching and engaging with an even broader audience.

**Facebook**

The Facebook strategy was fairly similar to the one adopted for Twitter, with a focus on a dozen high-quality posts, each with a clear key message and call to action. As in previous years, Facebook has committed to supporting the SID campaign through the allocation of ad credit which is being used to promote key messages beyond Safer Internet Day.

The SID Facebook page received 222,003 impressions during the reporting period, a 738 per cent increase from the month prior.
The pool of SID fans also increased significantly during the reporting period, with the SID page gaining 909 fans, as demonstrated in the graph below.

<table>
<thead>
<tr>
<th>Impression Metrics</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Impressions</strong></td>
<td>222,003</td>
<td>738.00%</td>
</tr>
<tr>
<td>Organic Impressions</td>
<td>214,263</td>
<td>729.51%</td>
</tr>
<tr>
<td>Paid Impressions</td>
<td>0</td>
<td>-0.00%</td>
</tr>
<tr>
<td><strong>Average Daily Impressions per Page</strong></td>
<td>6,937.59</td>
<td>738.00%</td>
</tr>
<tr>
<td><strong>Average Daily Reach per Page</strong></td>
<td>5,299.91</td>
<td>800.34%</td>
</tr>
</tbody>
</table>

Source: Sprout Social
On Facebook, the three most successful posts featured the GIF animation “How can children and young people contribute to a better internet?”, the SID promotional video, and the SID infographic, as shown in the image below. Additionally, the SID video was watched over 10,000 times on Facebook.
Political support behind SID
This year, SID received significant attention on social media from the EU institutions and influential political figures from across Europe and beyond, including posts by the European Commission, Ursula von der Leyen, Roberto Viola, Eva Maydell, the Council of Europe, the Digital Single Market, DG Migration and Home Affairs, the European Data Protection Supervisor, DG Justice and Consumers, the Child Rights Intergroup in the European Parliament, video addresses by Margaritis Schinas and Mariya Gabriel, and an article written by Mariya Gabriel and Thierry Breton in The Parliament Magazine.

See a selection of posts below:
Strengthening cyber security and combating hate speech, child abuse content & disinformation are top priorities for the EU. Today’s #SaferInternetDay is a reminder to make the Internet a safer & better place for everyone. Make a positive difference online:

Mariya Gabriel, European Commissioner, Innovation, Research, Culture, Education and Youth
Safer Internet Day 2020
Public report, March 2020

Angela Merkel, German Chancellor

Spanish Royal Family
Other influential accounts supporting SID 2020
A flurry of other influential supporters helped spread the word about SID on Twitter, Facebook and Instagram, such as the UN, UNICEF, Henrietta H. Fore, NSPCC, James McVey, Heads Together, Laura Marano, Snapchat, YouTube, Microsoft, Google, Facebook, Millie Bobby Brown, Siwon Choi, Charli d’Amelio, Instagram, INTERPOL, Kaspersky, LEGO, Liberty Global, Sonia Livingstone, the Children’s Society, the BBC, The Web Foundation, EUROPOL, Internet Society, the Irish Department of Education, the Turkish Information and Communications Technologies Authority, the Guardia Civil, the Spanish National Police, the Colombian Police, Save the Children, Orange Business Services, Amnesty, the New Zealand Ministry of Education, and much more.

See a selection of posts below:
Social media influencer Charli D’Amelio on TikTok

Ambassador for UNICEF East Asia & Pacific Siwon Choi on Facebook

The Vamps guitarist, James McVey, on Twitter

Actress and singer Laura Marano on Twitter

Actress Millie Bobby Brown on Instagram

Social activist Ranjana Kumari on Twitter
Safer Internet Day on Instagram
Counting over 1 billion active users per month, Instagram has become an increasingly popular social network, especially among younger generations. Safer Internet Day activities are also reflected on this social media platform through the hashtags #SaferInternetDay and #SaferInternetDay2020. Last year, when the SID campaign finished, there were 10,000 posts on the platform using the #SaferInternetDay hashtag. This year, the number of posts using the hashtag was 17,000 (see image below), which means that 7,000 new posts have been created for this year’s campaign. Moreover, 1,700 additional posts were published with the hashtag #SaferInternetDay2020.

While the SID Coordination Team is not active on Instagram, several big players, such as European Commission, Digital Single Market account, Google, or UNICEF, raised awareness about the event.

#SaferInternetDay hashtag on Instagram.
Twibbon campaign

Similarly to last year, the Coordination Team used Twibbon as a replacement for Thunderclap. Twibbon is a tool that allows to create awareness around a specific cause by inviting users to add a badge to their social media profile, and telling their respective audiences what they stand for. For SID 2020, 384 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.

The use of the Safer Internet Day website follows a similar pattern to previous years. While it registers limited activity during most of the year, the visits peak on Safer Internet Day and the days around. The main difference with previous years is a large increase in the number of users.

As the graphs below shows, there was a 67 per cent increase in the number of users visiting the SID website in the 2020 campaign compared to 2019, a 60 per cent increase in sessions and a 66 per cent increase in page views. Therefore, for SID 2020, over 160,000 people visited the SID website in more than 190,000 sessions during the reporting period (15 January - 15 February 2020). The number of pages viewed during that period amounts to more than 300,000.

Looking at Safer Internet Day itself, the rise in the number of visitors compared to last year is even bigger. While in 2019 more than 18,000 users visited the website on 5 February (SID 2019), in 2020 more than 44,000 visited it on 11 February (SID 2020), which represents an increase of 135 per cent. The graph below also shows a 133 per cent increase in the number of sessions and a 127 per cent rise in the number of page views, which amounts to more than 75,000 on the day.
According to Google Analytics, most visitors accessed the website from the following ten countries during the SID 2020 campaign:

<table>
<thead>
<tr>
<th>Country</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users (%)</td>
<td>New Users (%)</td>
<td>Sessions (%)</td>
</tr>
<tr>
<td></td>
<td>% of Total</td>
<td>% of Total</td>
<td>% of Total</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>161,699</td>
<td>151,622</td>
<td>192,831</td>
</tr>
<tr>
<td>India</td>
<td>28,306</td>
<td>28,332</td>
<td>32,792</td>
</tr>
<tr>
<td>United States</td>
<td>10,924</td>
<td>10,745</td>
<td>12,210</td>
</tr>
<tr>
<td>Italy</td>
<td>5,854</td>
<td>5,747</td>
<td>7,065</td>
</tr>
<tr>
<td>Ukraine</td>
<td>3,112</td>
<td>3,081</td>
<td>3,665</td>
</tr>
<tr>
<td>Australia</td>
<td>2,168</td>
<td>2,172</td>
<td>3,098</td>
</tr>
<tr>
<td>Turkey</td>
<td>2,168</td>
<td>2,118</td>
<td>2,660</td>
</tr>
<tr>
<td>Spain</td>
<td>1,681</td>
<td>1,621</td>
<td>2,364</td>
</tr>
<tr>
<td>Brazil</td>
<td>1,718</td>
<td>1,772</td>
<td>1,167</td>
</tr>
<tr>
<td>Poland</td>
<td>1,708</td>
<td>1,683</td>
<td>1,961</td>
</tr>
</tbody>
</table>

Location of the Safer Internet Day website users from 15 January to 15 February 2020
Source: Safer Internet Day website, Google Analytics

The table shows the strength of the initiative in the UK and the interest that it generates in non-EU countries, such as India, United States, Australia and Brazil. The cases of India and Brazil, with a 724 and 346 per cent increase in the number of users visiting the SID website in the 2020 campaign compared to 2019 respectively, are especially remarkable.

The Better Internet for Kids (BIK) portal also benefitted from the Safer Internet Day campaign, which indicates that SID attracts attention to our wider work on safer and better internet issues too. As the graph below shows, there was a peak on the visits on 11 February, which also affects the previous and following days. While the average number of users on a normal Tuesday in 2020 is 762, the SID Tuesday there were more than 3,000 users, which represents a 300 per cent increase on an average Tuesday.

BIK website users from 15 January to 15 February 2020
Source: Safer Internet Day website, Google Analytics
Looking at the Better Internet for Kids (BIK) portal pages visited on 11 February 2020 (see table below), the home page gathered most of the traffic, with an article about Safer Internet Day being the second most visited page.

### BIK website page visits on 11 February 2020

**Source:** Safer Internet Day website, Google Analytics

<table>
<thead>
<tr>
<th></th>
<th>Page Views</th>
<th>Unique Page Views</th>
<th>Avg. Time on Page</th>
<th>Externals</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>Page Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1,564 (59.98%)</td>
<td>1,615 (64.64%)</td>
<td>00:00:13:35</td>
<td>1,537 (61.19%)</td>
<td>54.81%</td>
<td>52.96%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>2</td>
<td>467 (17.93%)</td>
<td>397 (15.01%)</td>
<td>00:00:42:10</td>
<td>57 (2.36%)</td>
<td>76.39%</td>
<td>53.52%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>3</td>
<td>398 (15.43%)</td>
<td>307 (12.00%)</td>
<td>00:00:11:28</td>
<td>238 (9.26%)</td>
<td>54.92%</td>
<td>47.99%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>4</td>
<td>360 (13.62%)</td>
<td>260 (10.44%)</td>
<td>00:00:49:29</td>
<td>190 (7.64%)</td>
<td>25.16%</td>
<td>25.64%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>5</td>
<td>313 (11.95%)</td>
<td>190 (7.31%)</td>
<td>00:00:25:02</td>
<td>27 (1.04%)</td>
<td>51.83%</td>
<td>19.17%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>6</td>
<td>262 (10.14%)</td>
<td>198 (7.83%)</td>
<td>00:00:49:43</td>
<td>12 (0.48%)</td>
<td>50.00%</td>
<td>30.21%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>7</td>
<td>163 (6.04%)</td>
<td>120 (4.65%)</td>
<td>00:00:35:02</td>
<td>113 (4.52%)</td>
<td>78.97%</td>
<td>64.42%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>8</td>
<td>120 (4.52%)</td>
<td>120 (4.65%)</td>
<td>00:00:12:09</td>
<td>69 (2.69%)</td>
<td>52.61%</td>
<td>69.17%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>9</td>
<td>119 (4.56%)</td>
<td>110 (4.28%)</td>
<td>00:00:26:19</td>
<td>109 (4.37%)</td>
<td>80.91%</td>
<td>90.74%</td>
<td>US$0.00</td>
</tr>
<tr>
<td>10</td>
<td>112 (4.40%)</td>
<td>92 (3.54%)</td>
<td>00:00:23:19</td>
<td>19 (0.73%)</td>
<td>66.42%</td>
<td>43.73%</td>
<td>US$0.00</td>
</tr>
</tbody>
</table>

### Media activity

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

- **The Parliament Magazine** (EU) – Safer Internet Day: Constant vigilance
- **RTBF** (BE) – Safer Internet Day: what if we got the wrong target by focusing prevention on the youngest?
- **Welt** (DE) – How can the internet become a safe place?
- **eldiario.es** (ES) – They are digital natives, but they need safe routines on the internet
- **The Irish Times** (IE) – New resource encouraging positive use of tech targets teenagers
- **La Repubblica** (IT) – Safer Internet Day: 67% of young people active online for social causes
- **RTL Nieuws** (NL) – One in three teenagers experienced something annoying on the internet
- **BBC** (UK) – Safer Internet Day 2020 (a special content curation on its website for children’s online safety, only accessible in the UK)
- **The Washington Post** (US) – Let’s tell kids what they can do online, instead of what they can’t do

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

Relevant stakeholders also published SID-related press releases or articles on their corporate websites. Some examples from the European institutions include:

- **European Commission** – Joint statement marking Safer Internet Day 2020
- **Digital Single Market** – Safer Internet Day (SID)
• Council of Europe – Safer Internet Day: we’ve joined the campaign for a safer, better Internet

And from industry:

• Facebook – Our Commitment to Keeping People Safe
• Google – Helping families Be Internet Awesome on Safer Internet Day
• Instagram – #SaferInternetDay
• Microsoft – Digital civility at lowest level in 4 years, new Microsoft research shows
• Snapchat – Snapchat Tips for Safer Internet Day 2020
• TikTok – TikTok reiterates its commitment to online safety on Safer Internet Day 2020
• Twitter – #SaferInternetDay 2020: Creating a better internet for all
• YouTube – Safer Internet Day: 5 ways we’re building a safer YouTube
Conclusions

To conclude, the 2020 Safer Internet Day campaign was a great success, with greater awareness and visibility than ever before. The number of participating countries increased, many organisations came on board with support, and the number of people participating in online discussions around a safer and better internet similarly grew. As in previous years, social media provided a key tool, creating a multiplier effect in disseminating they key messages of SID far and wide.

Awareness raising of Safer Internet Day, its outcomes and successes, and its wider messaging of protecting and empowering children and young people online continues beyond the day. Many stakeholders and supporters continue to promote initiatives launched on the occasion of SID, or are rolling out programmes and resources in the coming weeks and months. This supports the ethos of SID that while Safer Internet Day provides an annual global focus, online safety should be a year-round priority.

As always, as one Safer Internet Day draws to a close so planning commences for the next. The next edition of Safer Internet Day will take place on Tuesday, 9 February 2021, 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 2020.

As always, we look forward to your continued support!
Annex 1: Best practices of Safer Internet Centres (SICs) across Europe for Safer Internet Day 2020
Austria

Austria celebrated Safer Internet Day with a multi-stakeholder conference to discuss supporting children and young people growing up in the digital age. It was an exclusive opportunity, as finally, a Safer Internet Day did not happen during Austrian schools’ winter break. Therefore, the Austrian Safer Internet Centre (SIC) seized the opportunity and organised a large stakeholder conference. Teachers, youth workers, parents, and other interested people were invited to dive into the topic of “How to support children and young people growing up in the digital age?” Over 200 people attended the event at A1 – the long-term sponsor of the Austrian SIC. The Minister for Youth, experts on digital life and CEO of telecommunication company… The conference received a high level of support.

The keynote speaker, Pr. Petra Grimm from the University of Science (HdM) Stuttgart, raised the ethical questions at stake: How can young people resist the “pulling” effect of social media? How can they be supported to learn values appropriate for the digital age? How to strengthen them in being self-determinate and cautious about their privacy? She presented a landscape of ethical questions and focused on the importance of stories to bridge the gap between emotional and rational understanding.

The debates with stakeholders on the current challenges in media literacy among young people emphasised how important it is to also focus on adults. They need to support and accompany their children and students without being fully aware of the spectrum, possibilities or dangers in the online world for young people. Parents need to be aware of them being role models to their children from the start and critically reflect on their usage of digital media.

The live stream of the event allowed over 800 people to take part. The stakeholder event was a full success, and guess what! In 2021 as well, Safer Internet Day will not be during winter vacation. Maybe this form of public forum on new trends and ideas on digital media will be continued – stay tuned!

For more information about Safer Internet Day activities in Austria, visit the Austrian Safer Internet Centre’s Safer Internet Day profile page.

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

Belgian youngsters, just like their European peers, have a real passion for the internet, but do not always use it safely. The goal of Safer Internet Day (SID) is to promote a rich, creative, but also safe digital experience among young people.

Safer Internet Day is a worldwide event that the European Commission organises every year in February to make the internet a fun, creative, satisfying and safe place for everyone. Celebrated in more than 170 countries, SID has rapidly spread beyond Europe and is now a major event on the global digital agenda.

In Belgium, Safer Internet Day is supported by the B-BICO Consortium (Belgian Better Internet Consortium - www.b-bico.be), which brings together players directly involved in internet safety, media literacy and the positive use of this fantastic medium. The strength of this consortium: bringing together partners on both sides of the language border who are committed to the safe and responsible use of the internet among young people. The Belgian Safer Internet Centre (SIC) is of course one of them.

Everyone is mobilised!

The B-BICO consortium encouraged schools, libraries, sports clubs and youth movements to set up one or more educational actions on Tuesday, 11 February 2020 to make young people aware of the different facets of virtual life, such as rights and responsibilities, multiple identities, fake news, privacy, creating content, and more.

Highlighting the benefits of the use of internet can help raise young people’s awareness of the pitfalls: "We need to prepare children and invite young people to think about the consequences of their digital actions so that they learn how to protect their privacy on social networks and thus maximize the opportunities of their online experience," says Heidi De Pauw, CEO of Child Focus.

A shared commitment

Parents, teachers, businesses, digital professionals, politicians, young people or citizens can also show their commitment by sharing concrete actions through social networks that they will work on in the coming days to make the internet a user-friendly and secure space. This campaign is accessible at www.togetherforabetterinternet.be.

To learn more, visit the Belgian Safer Internet Centre’s Safer Internet Day profile page.

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

On Tuesday, 11 February 2020, together with over 170 countries worldwide, Bulgaria celebrated the international Safer Internet Day (SID). Dozens of Bulgarian schools and libraries organised various initiatives and activities with the motto: “Together for a better internet”.

The main event for Safer Internet Day took place in the Children’s Science Centre “Muzeiko” in Sofia. Students and teachers from Sofia and from all over the country participated in the event, which was officially supported by the State Agency for Child Protection, the Cybercrime Police Unit, Telenor Bulgaria, Networx – Bulgaria and Nastech – Kazanlak.

Safer Internet Day started with an official ceremony, awarding the three best teams who took part in the Cyberscout training programme for fifth graders, developed by the Bulgarian Safer Internet Centre (SIC). This year, awards were given to students from the towns of Aksakovo, Elin Pelin and Plovdiv. They also received special certificates presented by Chief Inspector Michail Dragodanov, the Director of the Cybercrime Unit of the Bulgarian General Directorate Combating Organised Crime.

Following the award ceremony, the Youth Panel of the Bulgarian SIC took the lead. They organised working groups for the Cyberscouts and their peers from Sofia. The groups discussed what recommendations they could give to parents in order to help their children be safer online and to be able to receive help and support if they encounter any unpleasant or dangerous situations online. A summary of the children’s recommendations will be used for the development of a special leaflet for parents using the Safer Internet Day motto of “Together for a better internet”.

This Safer Internet Day marked the beginning of a number of campaigns on children’s safety online. For a third consecutive year, the Media Literacy Coalition announced the beginning of their campaign “Media Literacy Days”. The campaign will last one month and will include various initiatives and events for children and for their parents.

Telenor and the Bulgarian SIC also prepared a series of animated videos containing advice for parents and their children about the different risks encountered online, and how to avoid them. At the same time, another online campaign was launched: the #БезХейт (#NoHate) initiative aims to address online harassment. The campaign includes some of the most popular social media influencers from Bulgaria, such as Aide BG, Andi Video, Suzi and Reni, Pavel Kolev and Icaka, Eleksa, Eliasa, and many more.

To learn more, visit the Bulgarian Safer Internet Centre’s Safer Internet Day profile page.

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

Croatia celebrated Safer Internet Day (SID) with a panel discussion for elementary school children, and a series of awareness sessions in schools throughout the country.

Panel discussion with famous YouTubers

The main event of the SID celebrations in Croatia was hosted by the elementary school Tina Ujevića, in Zagreb, and organised by the Centre for Missing and Exploited Children (HAKOM) and three major telecommunication providers (A1 Croatia, Croatian Telecom and Tele2). The school gathered 150 of their students to actively participate in a panel discussion with six famous Croatian YouTubers (Ribafish, Malajski Tapir, PVT Mole, Lavvek, Mashinthebeauty, and Ema Luketin).

Participation of schools in SID 2020

Safer Internet Day was widely celebrated in schools across Croatia: 568 schools and organisations marked SID 2020 in the country. An innovative and diverse Education Package was offered to facilitate the organisation of the celebrations, including a board game, a picture book for pre-school children, workbooks for elementary schools and more. It also included a set of guidelines for teachers and experts who work with children on how to react to cases of cyberbullying. The Education Package is available on the website of the Croatian SIC.

Lectures on online safety for children and adults

The helpline coordinator held a lecture on online safety and privacy in the elementary school Ivana Gundulića in Zagreb, for 47 pupils from the 6th-8th grades, as well as in the elementary school Vladimir Becić in Osijek, for 29 pupils from the 8th grade. They also delivered a lecture on "Growing up in a digital jungle" to 21 parents and 22 teachers from the elementary school Ivana Gundulića in Zagreb. This effort aimed to raise people’s awareness of this important topic.

For more information about Safer Internet Day activities in Croatia, download the infographic about SID successes in Croatia, and visit the Croatian Safer Internet Centre’s Safer Internet Day profile page.

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

On Tuesday, 11 February 2020, in the context of the celebrations for the international Safer Internet Day (SID), the conference “Together for a better internet” was held in Cyprus.

Organised by the Ministry of Education, Culture, Sports and Youth, in collaboration with CYTA and Epic and with the support of the partners of the Cypriot Safer Internet Centre (SIC) - CYberSafety and the National Strategy for a Better Internet for Children in Cyprus, the conference was hosted at the Filoxenia Conference Centre in Nicosia, with a huge success.

This year's conference had the largest number of attendees, as approximately 1,000 students and teachers attended it from schools all over Cyprus, as well as parents.

The conference was presented by the popular Cypriot TV presenter Christiana Aristotelous, along with the humanoid robot “Pepper”, which is part of the Digital Supported Learning Environment of the Cyprus Pedagogical Institute. The conference was opened by Dr Athena Michailidou-Evripidou, on behalf of the Minister of Education, Culture, Sports and Youth. A presentation followed, introducing interesting topics regarding internet security, its potential risks, and prospects for its creative exploitation.

Dr Christos Xenakis, Professor of the Department of Digital Systems in the University of Piraeus, in his presentation "Internet of Things: Challenges and Risks", referred to the applications and endless possibilities and prospects offered by the internet.

A well-known Cypriot actor, Andreas Filachtou, initiated a discussion about cyberbullying through the short film: "Your Choice".

Following this, an English School student, Odysseas Herodotus, encouraged participants to exploit the internet creatively, by presenting the application "CanTeens", which he and his team developed. The participants also had the chance to watch the play: "George's room" by theatrical group Intra Portas. The play aimed to show that the internet cannot be exploited to take revenge.

The CYberSafety Youth Panel of Cyprus made a presentation through which they invited students all over Cyprus to join forces and foster the creative and safe use of the internet. The presentation included the screening of a video called "Together for a better internet", which they created.

Lastly, there was an exhibition of students' own posters and artwork where the participants had the chance to be informed around the safe and creative use of the internet.

For further information, please refer to the website internetafety.pi.ac.cy/SID 2020, visit the Cyprus Safer Internet Centre’s page, and its Safer Internet Day profile page.
Czech Republic

The motto of the 2020 edition of Safer Internet Day (SID) was once again "Together for a better internet". For this reason, the Czech Safer Internet Centre (SIC) decided to involve key TV and media providers in the country in some activities.

The first positive reaction came from the most prominent internet operator in the Czech Republic – SEZNAM.CZ, which boasts a monthly attendance of 8 million real users. Another key supporter was internet television MALL.TV, which prepared for this day by launching a new webpage raising awareness of online security, incorporating several educational videos.

The Czech SIC is also working on a new, longer-term project, which focuses on the reading of the diary of the perpetrator of the most significant case of child abuse in the Czech Republic. The journal was written during his six years of detention.

Český Rozhlas (the public radio broadcaster of the Czech Republic) initiated a few interviews on this topic. The Czech SIC managed to get nationwide broadcast for the project, through the TV programme "Dobré ráno".

In the Czech Republic, SID also received the support of many famous politicians and institutions, as well as commercial companies (such as AVAST, O2, Vodafone, and so on). The Vice-President of the European Parliament, Dita Charanz, prepared a video targeted to parents. The Ministry of Education, Youth and Sports, with the current Minister Robert Plaga and dozens of schools, also supported the day.

Moreover, a famous Czech movie director announced the preparation of a feature film dedicated to the topic of child abuse.

Palacký University Olomouc also joined SID, with their own project "E-bezpečí". State administration (such as the Municipal District Prague 5) arranged the reading of the book "Online ZOO" for the younger children, and the projection of the series #martyisdead for children.

For more information about Safer Internet Day activities in the Czech Republic, visit the Czech Safer Internet Centre's Safer Internet Day profile page.

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

On Monday, 27 January 2020, in preparation for Safer Internet Day, the Danish Safer Internet Centre (SIC) (Media Council for Children and Young People, Save the Children, Center for Digital Youth Care) held a conference on manipulating and sharing images and videos online, and the new creative possibilities and serious challenges it poses to young people.

More than ever, we share and manipulate video and photos; but what does this mean for children and young people who are usually the first to try new technologies? The conference, which was completely sold out, focused on this particular theme, in an attempt to open up a dialogue between those who work with children every day: teachers, school leaders, crime prevention workers, policy makers, NGOs and many more.

Chair of the Media Council for Children and Young People, Stine Liv Johansen, presented the conference. In her opening statement, she stressed that parents and other adults must take responsibility and help children develop critical thinking when it comes to the manipulation of images. The opening statement was live streamed on Facebook.

Chris Pinchen delivered a keynote speech with the title “The fun, creative, anarchic use of digital media and the dilemmas they cause”. In his speech, he elaborated on both the positive and the negative sides of the accessibility of video and audio manipulation software.

Afterwards, six members of Save the Children and the Media Council’s Youth Panel participated in an interview and a live demonstration of a series of photo and video manipulation apps. One panellist showed how easily he could manipulate images of two members of the audience, so they appeared to be kissing.

As part of the conference, a representative from Save the Children interviewed a young woman, whose ex-boyfriend had shared explicit videos of her online. She stressed how incredibly important it is that adults engage in an open-minded discussion with young people on sex and image sharing, before something goes wrong. The conference ended with a panel discussion with four participants, who in different ways work with digital media (an influencer, a lawyer, a psychologist).

On Safer Internet Day 2020, all lessons learned from the conference were published (in Danish) on the website of the Danish Media Council for Children and Young People, and a series of videos from the conference were published on YouTube.

For more information about Safer Internet Day activities in Denmark, visit the Danish Safer Internet Centre’s Safer Internet Day profile page.

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

As every year, the Estonian Safer Internet Centre (SIC) invited all schools, kindergartens and youth centres in Estonia to celebrate Safer Internet Day by organising awareness events for children and young people. To encourage this, the Estonian SIC compiled an online set of new awareness materials, together with information about different competitions.

Everyone who informed the Estonian SIC of their awareness event was placed on the map, which can be found on the website of the SIC. Altogether, 270 events were organised in kindergartens, schools and youth centres all over Estonia. More information (in English) can be also be found on the Estonian SIC’s website.

On Safer Internet Day, three workshops for teachers were organised by the Estonian SIC, aiming to encourage teachers to develop lesson plans for children and students on safe and responsible use of digital technologies and behaviour online. Altogether, 77 teachers from 62 schools and kindergartens participated in the workshops, and 21 new lesson plans were developed. The lesson plans are available for teachers online.

Additionally, a SID thematic special edition of the web magazine Märka Last (Notice a Child) was published on Tuesday, 11 February 2020, with articles related to smarter and safer use of the internet and digital devices, to children’s experiences and thoughts about online communication, and the role of parents in the digital era. Readers can also find information about SID events, and hotline and helpline activities, including statistics. This special edition was prepared by the Estonian SIC, in collaboration with authors from Telia Estonia, SK ID Solutions, the Data Protection Inspectorate, the Police and Border Guard Board, to name but a few. The online magazine can be browsed on the Estonian SIC’s website.

For SID, the Estonian SIC also published a video with the message “The child acts as the parent does, not as the parent says”, to emphasise the importance for parents to be role models, also in the online environment. The video was disseminated on social media. This awareness campaign was promoted and supported by Facebook, and by the Prime Minister of Estonia, Jüri Ratas.

For more information about Safer Internet Day activities in Estonia, visit the Estonian Safer Internet Centre’s Safer Internet Day profile page.

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

Finland has been celebrating Safer Internet Day (SID) with a week-long awareness event called Media Literacy Week since 2013. The 2020 event brought together 1,800 organisations, and put media literacy in the spotlight for over 80,000 participants through hundreds of kindergartens, schools, libraries, museums, youth centres and media companies.

The primary aim of the week is to advance the media literacy skills of people of all ages, as well as to support professional educators and guardians in their vital roles in media literacy skills development. The Media Literacy Week encourages media educators to set a time each year to look into new ideas, materials and methods. The week operates as a hub for discussion, and a platform for education materials to gain visibility in the thousands of grassroots contexts where media education takes place.

The secondary aim of the Media Literacy Week is awareness development. Awareness is a key ingredient of any European Safer Internet Centre (SIC) and a thematic week where thousands of organisations take part in the initiative is a powerful way to achieve it. For the Media Literacy Week, the National Audiovisual Institute collaborated with more than 50 organisations to provide research results, and other thematic conversation starters, to raise awareness. This is how both the public and the decision makers in the country are reminded that media education needs to remain in focus and that it is a shared responsibility.

This year, the term "digital well-being" has become almost commonplace as a heading for relevant discussions of personal wellness and how digital devices, services and applications connect into it. As a great example of this, one of the Finnish SIC’s partner organisations, Mannerheim League of Child Welfare (also running the Finnish helpline) developed a digital fitness regime called DIGIFIT for adults and young people. The goal is to help people develop tools with which to control their own behaviour with digital tools, and therefore enhance a person’s overall wellness, instead of causing anxiety, stress, sleeping problems or other negative effects.

For the SID theme week, the National Audiovisual Institute published a magazine, Mediataito 2020. Created for the third year in a row, the magazine introduces media educators, materials and research results on media use among children and other age groups. The whole print of 5,000 copies of the magazine were distributed at media education events or through free-of-charge mail orders during January and February 2020. The online copy of the magazine has also been accessed almost 1,000 times.

The Media Literacy Week 2020 was featured in radio and TV programmes and news nationwide both in collaboration with the Finnish SIC, but increasingly also independently.

For more information about Safer Internet Day activities in Finland, visit the Finnish Safer Internet Centre's Safer Internet Day profile page.

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

On Tuesday, 11 February 2020, Safer Internet Day was marked in 170 countries around the world – the French Safer Internet Centre (SIC) was part of the celebrations, with one specificity however; in France, Safer Internet Day lasts for an entire month.

Safer Internet Day was launched in the presence of Adrien Taquet, Secretary of State for Children, and the three branches of the French Safer Internet Centre: Internet Sans Crainte, Association e-Enfance and Point de Contact. In this event, the French SIC introduced the featured campaigns and resources unveiled for the 2020 edition of SID.

A key moment of this SID 2020 event was the launch of the FamiNum app, which was designed by Tralalere in collaboration with the National Union of Family Associations (Union Nationale des Associations Familiales, UNAF), the 3-6-9-12 Association and AXA Prévention. This application was designed to be part of a 360° plan of actions aiming to shift digital education from the school to the home. As such, FamiNum aims to help parents creating their own digital family charter, by offering a customisable and intuitive tool allowing them to (re-)establish a family dialogue around digital practices by using constructive discourses, as opposed to the usual conflictual approach.

Internet Sans Crainte was proud to present the prevention campaign designed by French psychiatrist Serge Tisseron and his 3-6-9-12 Association. Elaborated by Internet Sans Crainte, this initiative aims to reduce the distance that screens create between parents and their children with a simple and impactful printed campaign.

The French SIC also launched the new version of the Stop la Violence serious game created by Tralalere for Internet Sans Crainte, in partnership with MAE Prévention and the French Telecoms Federation (FédérationFrançaise des Télécoms). Stop la Violence is an immersive and interactive tool aiming to encourage students to take action against bullying at school. It is now officially referenced by the Ministry of Education.

During SID 2020, a high school class from Normandy experimented the new version of Stop la Violence. It was a successful experience since it enabled interesting discussions in a good atmosphere. The French SIC also organised a live workshop for pupils from an elementary school and some of their parents, which gave rise to very interesting exchanges.

For more information, please visit the French Safer Internet Centre’s Safer Internet Day profile page.

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

The German Awareness Centre klicksafe proudly looks back on a very successful Safer Internet Day (SID) in the country. In 2020, more than 240 events took place across Germany, focusing on a variety of different online safety topics.

The main focus of this year’s SID campaign was on “Idols online. Influencers and power of opinion”. In the run-up to Safer Internet Day, klicksafe published two new materials on YouTube – one with tips for parents, and a teaching material with lesson plans for the classroom, so that teachers are provided with materials to talk to young people about influence on the internet. As usual, the new materials, so far only available in German, can be downloaded from [http://www.klicksafe.de](http://www.klicksafe.de).

On Safer Internet Day, klicksafe also published the results of a non-representative online survey carried out among young people aged 13-20 to find out more about their views on social media and the role of influencers on their opinion. About one third of the 600 young people who answered the survey believe that influencers do shape their opinion-making process – which is similar to the influence teachers have on them. Slightly more than half of the young people consider influencers to be role models who should be committed to affecting social change. The number one issue which should be on their agenda, according to the participants, is the protection of the environment.

The main Safer Internet Day event in Germany was a press conference at Friedensburg Oberschule Berlin on the morning of Tuesday, 11 February 2020. Over one hundred high school students participated in the event as well as representatives from different sectors, including policy and industry. The day kicked off with workshops in which pupils created posters, followed by a Q&A session with two influencers, Diana zur Löwen and Charlotte Kuhrt.

During the press event, which was opened by Dr Marc Jan Eumann from the Media Authority RLP, Juliane Seifert, State Secretary at the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth discussed the role of youth protection and responsibility with David Miles, Safety Director at Facebook/Instagram, Birgit Kimmel, head of klicksafe, and Dr Tobias Schmid, Director of the Media Authority NRW.

The influencers also got the chance to speak up and express their views on their role and how they deal with societal and political topics.

For more information about Safer Internet Day activities in Germany, visit the German Safer Internet Centre’s Safer Internet Day profile page.

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

The impact of influencers on teenagers and how their psychology is changed by what they see on social media was at the centre of Safer Internet Day (SID) 2020 celebrations in Greece.

With a central event in Athens on Tuesday, 11 February 2020 and many parallel events in schools and municipalities across the country throughout the week, a powerful message was sent about not only safe, but also quality internet. The central event was organised by the Greek Safer Internet Centre (SIC) at the Ministry of Education. More than 800 students and teachers participated.

In her speech, Minister of Education Niki Kerameos pointed out the important role that parents and teachers play in priming children for safe use of the internet, while highlighting the positive role and opportunities offered by the digital world.

Member of the European Parliament (MEP) and Safer Internet Ambassador Maria Spyraki, held a speech from Strasbourg, France, via Skype. "Today is a day of value because all of Europe is working for a safer internet. 1 in 3 internet users is underage and half of all 11-16-year-olds have been exposed to some risk at least once" said Maria Spyraki, concluding that "the internet is a wonderful world but we should protect ourselves and our children". Then, a performance was staged by well-known Greek actor Marios Athanasiou who received questions from the members of the Greek SIC's Youth Panel. Participants explored the role of the internet in public life and the challenges faced by today's parents.

During the event, the results of a new study were presented. This study was carried out by the Greek SIC on 13,000 students about their online habits and how their psychology is affected by social networks and online gaming. The day ended with an award ceremony for the schools that were distinguished in the Panhellenic Student Competition that was held under the auspices of the Ministry of Education and Religious Affairs on the occasion of SID.

For more information about Safer Internet Day activities in Greece, visit the Greek Safer Internet Centre’s Safer Internet Day profile page.

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

The Hungarian Safer Internet Centre (SIC) organised an awareness event at the National University of Public Service. The organisers invited Hungarian interested parties, such as child protection experts, game experts, web security experts, telecommunication companies, internet service providers (ISPs), non-governmental organisations (NGOs) and multinational company representatives, to the event. During the event, experts in the field discussed what they think is positive and exemplary online behaviour for children, and what can be considered useful or harmful for them.

Kurkó Zsuzsánna, Safer Internet Project Coordinator in Hungary, highlighted that the day’s objective was to emphasise the importance of proper internet use, stressing that it is our mutual responsibility to master the skills required to use the internet safely. Two roundtable discussions were held.

The first roundtable sought to discuss the question "Why are adults scared, and why are children so brave?". The moderator was Dr Bányász Péter, a staff member of the Department of Public Organisation and Infotechnology of the National University of Public Service. The participants invited were Dr Farkas Attila Erik, permanent expert of the Digital Welfare Programme; Dr Ságvári Bence, staff member of the Centre for Social Sciences of the Hungarian Academy of Sciences; Csának Gabriella, Marketing and Operational Manager of Microsoft Hungary; Nagyné Szabó Ételka, expert, consultant, national presidency member of the National Chamber of Teachers; and a student, Laboncz Márton. Participants agreed that children are inherently braver online, while parents are rather worried about the possible risks they may encounter. For this reason, parents and teachers should become the children's “digital mentors” as much as possible.

The second roundtable discussion dealt with "Hackers and unwanted content on the web", and was moderated by Dr Lengyel Márk, lawyer and member of the International Children’s Safety Service. The participants were Dr Bencsik Balázs, National Cybersecurity Institute Head, National Security Service; Dr Kiss Tibor, Assistant Lecturer for the National University of Public Service, Faculty of Law Enforcement, Department of Criminology; Marosi-Bauer Attila, CEO, Hacktivity Conference; and Németh Ágnes, Police Colonel, Crime Prevention Unit Head, National Police Headquarters. Roundtable participants unanimously agreed that the solution lies not in the technology but in a human approach and relationships; children should be aware that they have to think before each click, while parents should accept that no solution in the virtual world can make up for the lack of parental attention.

Well-known experts, such as Dr Ságvári Bence, staff member of the Centre for Social Sciences Hungarian Academy of Sciences, held interactive presentations for parents and teachers: "When little (should be) more. Risks associated with sharenting". Perlaki Gyula, Microsoft Hungary, Account Technology Strategist held a presentation entitled "You have 5 more minutes to play!", and Timár Borbéla, Pedagogy Expert, Hungarian Digital Child Protection Strategy, presented "Being a parent in the digital age".
For Safer Internet Day, primary school children were shown a movie, and a talk show was held under the auspices of the Digital Welfare Programme. Fifth and sixth graders talked about influencers, while seventh and eighth graders discussed body image issues.

An amateur theatre group formed by Code Theatre and the Abacusan Education Centre presented “Mazsi’s Journey” to secondary school students. The play is about the experiences and the life of a girl who is in secondary school and is a blogger. Viewers realised that even hiding behind a blog will fail to protect them from malicious traps online. Participants also had a chance to test a series of games from Microsoft Hungary, as well as Abacusan robot builders and the Great Like Hunter game.

For SID 2020, the Hungarian SIC announced a game maker and video contest for Hungarian primary and secondary school children. This contest aimed to utilise children’s creativity to develop and design offline games which they can use in class, with friends and family. The topic of the competition was “Familiarise yourself with the cyberspace around you”. For the video contest, the topic was “Do adults behave differently in the cyberspace? If yes, why?”. Altogether, nearly 50 applications were received from all over the country. The most creative and most genuine applications were submitted by senior grammar school students.

The Hungarian SIC would like to thank the organisations that supported SID 2020, namely the National University of Public Service, the Digital Welfare Programme, Microsoft Hungary, the Abacusan Education Centre and the National Cybersecurity Institute.

For more information about Safer Internet Day activities in Hungary, visit the Hungarian Safer Internet Centre’s Safer Internet Day profile page.

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

On Tuesday, 11 February 2020, the Icelandic SIC launched a media campaign on their newly updated hotline reporting tool and website. The whole population of Iceland was targeted, and the whole SIC consortium and Steering Committee were involved in the planning. This included the coordinating team of the Hotline (Save the Children and the National Police). The Youth panel was involved and consulted on what "language" to use on the new reporting website for different age groups.

On this day, the Icelandic SIC also organised a conference on young children and smart devices in the capital area (also streamed online). An estimated 150 people took part in the event. The whole SIC consortium and Steering Committee were involved in organising the event, including the Ministry of Education.

New parental guidelines on smart devices were sent to all parents of children in Icelandic kindergartens. The number of schools involved in this action was 253, reaching around 19,000 children and 8,000 parents.

New educational models were sent to all elementary schools in Iceland and schools were encouraged to participate in Safer Internet Day 2020 by either organising activities at school or at class level, or make use of some of the new material and celebrate the day. The focus was on students in 4th-7th grades (around 20,000 students). Again, the whole SIC consortium and Steering Committee were involved in organising the activity, including the Ministry of Education and the Youth panel, which was involved with developing and reviewing the material sent and the strategical approach.

The lessons learned: media campaigns are not always the best way to reach the main target groups. Reaching out directly to parents, students and teachers has proven to be a good way to get good impact with the awareness material, that is to say sending new material, organising conferences that are also live streamed, and so on. But media campaigns involving the hotline and helpline seem to work better.

For more information about Safer Internet Day activities in Iceland, visit the Icelandic Safer Internet Centre's Safer Internet Day profile page.

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

For Safer Internet Day, the Irish Safer Internet Centre (SIC) launched a new free digital media literacy education programme, called Connected, for Junior Cycle (middle school) students. Connected consists of five modules exploring young people’s rights and responsibilities online, emerging digital technologies and topics including big data and the data economy, deepfakes, false information and online wellbeing. The five modules are: (1) My Online Wellbeing, (2) News, Information and Problems of False Information, (3) Big Data & the Data Economy, (4) My Rights Online, and (5) Publishing Online – Group Project.

The programme is mapped to the Junior Cycle Digital Media Literacy Short Course and will help students get a better understanding of the role of digital technologies and develop key digital media literacy skills to responsibly navigate the online environment. Connected aims to empower young people to be effective, autonomous and safe users of technology and online media. The programme is also supported by video materials created by Webwise, which will help to introduce students to complex topics such as big data, misinformation and online wellbeing.

Connected has been freely available at webwise.ie/connected since Tuesday, 11 February 2020. On the same day, Webwise held a special launch event at the Twitter Headquarters in Dublin. The event included a special guest panel discussion on emerging technologies, which featured journalists, educators and online safety experts. The event closed with a youth panel showcase of Safer Internet Day initiatives and a panel discussion. Following the launch, Webwise sent out copies of the Connected programme to all second-level schools in Ireland. The resource is also available to download in English and Irish from the same location.

Students take the lead in celebrating Safer Internet Day

On Wednesday, 15 January 2020, Webwise hosted the Safer Internet Day Ambassador Training Day in Google Headquarters. The SID Ambassador programme is about reaching out to post-primary students, encouraging and supporting them to address the issue of cyberbullying and other areas in internet safety by leading awareness-raising campaigns in their clubs, schools, and communities. Webwise provided online and offline training to the youth ambassadors to get them involved in Safer Internet Day. Over 100 students from across Ireland gathered together to participate in the peer-led training day as part of the programme. The aim is to make Safer Internet Day a success in communities and schools across Ireland.

The SID Trainers, who are also members of the Webwise Youth Advisory Panel, led students through icebreaker activities. They then moved on to a series of prescribed Webwise activities on data footprints, online wellbeing, digital resilience, cyberbullying, and the role of influencers. They also mentored the participants in how to run effective Safer Internet Day events in their schools, clubs or organisations. Each SID Ambassador committed to leading an internet safety campaign in their school for Safer Internet Day.

For the first time ever, teachers were also able to receive Safer Internet Day training on the day. Members of the Webwise team, along with advisors from the PDST Digital Technologies
Team and the PDST Health & Wellbeing Team, ran workshops for teachers on how to best support their students to lead their Safer Internet Day initiatives.

**Safer Internet Day events across Ireland**

Almost 700 schools and organisations registered Safer Internet Day events on the Webwise Events Map which can be viewed on webwise.ie. Activities range from school assemblies, student mentoring, positivity weeks, online safety talks and workshops addressing topics like consent online, digital wellbeing, big data, false information and respectful communication.

**Safer Internet Awards for Online Safety Initiatives**

To recognise the work being done around Ireland for Safer Internet Day, Webwise will hold a Safer Internet Day Awards Programme, open to both primary and second-level students. The SID Awards have a range of competitions students can enter. Primary school categories include: a Picture Competition, Best Video, Best Music, Colouring Competition and a Poster Competition. Post-primary 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, Teacher Leadership and the Safer Internet Day Ambassador Leadership Award. There is a host of amazing prizes on offer, and the awards ceremony will feature special guests and will be held in Facebook Headquarters for secondary school winners. Schools have until Wednesday, 11 March 2020 to enter the competition. For more information, visit www.webwise.ie/sidawards.

**Organisations take action for Safer Internet Day**

Trend Micro is promoting online safety through their "What’s Your Story" competition – a film and poster competition for young people to highlight creative, impactful and responsible ways to use the internet. The 2020 theme is "If the internet disappeared today, what would your life be like?" More information on the competition and the winner will be announced on whatsyourstory.trendmicro.ie.

CyberSafe Ireland marked Safer Internet Day 2020 by launching two new videos made by children from St. Kevin’s NS, Sallynoggin, designed to encourage discussions in the classroom around healthy use of technology. Both videos were devised, written and performed by the pupils themselves, and made entirely on a smartphone to also highlight the positive use of new technologies. The short films premiered in a whole school assembly in St. Kevin’s NS in Sallynoggin, where they were created.

For more information about Safer Internet Day activities in Ireland, visit the Irish Safer Internet Centre’s Safer Internet Day profile page.

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

On Tuesday, 11 February 2020, the Italian Safer Internet Centre (SIC) organised an event for Safer Internet Day (SID) in the National Museum of Pietrarsa, in the region of Naples.

The event was livestreamed on Facebook, via the official page of the Ministry of Education, and therefore was viewed 20,797 times, and shared 111 times. During the day, two different activities were organised. First, an institutional event was held, with the participation of the Minister of Education, the Italian Ombudsman for Childhood and Adolescence, the Italian Police of Communications, decision makers and politicians. During this event, students and institutional representatives had the opportunity to discuss how we can act to promote a better use of the internet. Moreover, the winning school of the competition, launched in October 2019, was announced. The competition required participants to create a video on the topic of safe use of the internet. Speakers discussed the latest data collected through the survey carried out by the Italian SIC.

After this, the SIC ran an educational event for students with experts and influencers. This section explored many aspects of digital and media literacy: from the basics, to how young people engage with different media, to issues they may encounter, educational games helping to become "media smart", and so on. The Minister launched a country-wide call to action, asking schools, teachers, children, institutions and other organisations to upload their resources and activities on generazioniconnesse.it. The photos of the event can be viewed on Flickr.

In addition, the Italian SIC launched a new communication campaign called #WeAreFearless, in the framework of which they have created four videos targeted to young people, parents and teachers, that each represent a different internet issue: We Are Fearless - Chapter One - @Cristiana, We Are Fearless - Chapter Two - @Roby, and We Are Fearless - Chapter Three - @Alex.

For more information about Safer Internet Day activities in Italy, visit the Italian Safer Internet Centre’s Safer Internet Day profile page.

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

Latvia celebrated Safer Internet Day (SID) with various activities and events involving pupils, teenagers and adults. Latvian pupils were invited to participate in the E-knowledge Championship, an online test to assess their knowledge of the safe and meaningful use of the internet. The test questions varied according to the age group: 1st-4th grade forms, 5th-7th grade forms, 8th-9th grade forms, as well as 10th-12th grade forms. The E-knowledge Championship is already the third large-scale test of pupils’ knowledge organised by the Latvian Safer Internet Centre (SIC), and based on practical tasks.

To discuss how technologies and the internet have changed the world and whether the public is ready for that, an online discussion “Caught in the Net” was organised in cooperation with major Latvian news portal Delfi.lv. The discussion involved adults and young people from 10th-12th grade. It was moderated by the portal’s editor-in-chief Inguš Bērziņš, with invited experts – Head of Latvian SIC Maija Katkovska, Manager of podcast #DigitālāsBrokastis Artis Ozoliņš, Associated Professor of Riga Stradins University, social anthropologist Klāvs Sedinieks, Manager of podcast #PēdējāPiliTe and rapper Jānis Kriņš. The discussion was live streamed on Facebook, on news portal Delfi and on Drossinternets.lv. During the discussion, experts agreed on a number of key issues that adults must be educated about, because their digital skills and critical thinking play a very significant role in giving valuable advice to children and protecting them from the threats they may encounter on the internet.

Like every year, in February 2020, more than 100 institutions across Latvia organised educational activities and events to celebrate SID and raise awareness of safe internet usage. The events appear on the Latvian SID 2020 map. The organisers of the events (schools, libraries and youth centres) received a SID promotional pack of goodies – chain of flags, stickers, candy for children and a SID poster to attract and involve more young people in their event.

From Monday, 10 to Friday, 16 February, the Helpline 116111 of the State Children Rights Protection Inspectorate organised the campaign “I prefer to speak” to highlight the issue of psychological violence on the internet. Every year, the Latvian helpline receives several hundreds of calls concerning children’s safety on the internet – children often feel embarrassed, desperate and do not know how to act to solve these situations online. Recently, the Latvian helpline announced a new feature for children who can now contact the helpline specialists through online consultations – the chat window is available on the helpline’s website.

For more information about Safer Internet Day activities in Latvia, visit the Latvian Safer Internet Centre’s Safer Internet Day profile page.

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

In 2020, Safer Internet Day (SID) was celebrated differently in Lithuania. More than 200 pupils, teachers and experts became active creators of solutions for a safer and better internet in a one-day hackathon, CYBERteens. 19 teams, led by experts, generated ideas regarding the safety of personal data, cyberbullying and online disinformation. They were invited to choose one of six challenges and suggest innovative solutions. The event was livestreamed in the news website Kas vyksta Kaune, which over 12,000 people joined.

The hackathon was split into three parts. In the morning, innovators and entrepreneurs discussed the importance of a safer internet. They explored how to use the opportunities offered by the internet nowadays, and how the next generation can make changes in the digital world. Teenager Simonas Savickas shared his personal story and showed how easy it is to find personal data on social media.

Other pupils also revealed their shocking experience about stolen Facebook profiles or floods of viruses in computers, but cyberbullying definitely remains the most common issue on the internet. Many teenagers said that they faced cyberbullying at least once. “The solution was very simple – to block the hater and stop talking to them completely”, said a girl who, together with her team, decided to create solutions for cyberbullying.

In the second part of the hackathon, expert Ugnius Savickas invited the teams to act as social detectives. This was a great opportunity for everyone to gain knowledge about design thinking.

Before the event, the organisers invited the teams to choose one of the six safer internet challenges offered:

- Catching and reporting unacceptable content, by the Communications Regulatory Authority of the Republic of Lithuania.
- Developing responsible online behaviour, by the National Agency for Education.
- Educating people about the security of private data on the internet, by Langas j ateitį.
- Solving humiliating comments on the internet, by Vaikų linija.
- Reducing cyberbullying, by ACBC (this challenge was the most frequently chosen).
- Recognising and reporting online disinformation, by Kas vyksta Kaune.

“This year, we decided to change the format of Safer Internet Day celebrations in Lithuania. We wanted all participants to not only be watchers, but become active creators. The hackathon culture is gaining momentum in Lithuania. That is why we chose this format, and I think it was a great decision. Pupils and teachers from all over Lithuania proved that they are ready to play an active role in solving problems encountered by children and young people online” said Deputy Director of Communications Regulatory Authority Ieva Žilionienė. She was delighted that the ideas put forward by the teams covered a very wide range, from easy-to-apply practical solutions to futuristic ideas. All teams presented their ideas for a jury – the best ideas were awarded.
• The team “Uncles and Aunts” won the prize offered by CodeAcademyKids, of a value of 2,500 EUR. They proposed a solution for data protection when connecting to the public internet.
• Another team called Web won a ticket to a three-day ChangeMakers’ON hackathon. In these intensive trainings, they will bring their ideas to the next level.
• The third place winner, the team VŽG won the challenge on disinformation, and will receive all the information they need to build the system they are envisioning. “We would like to create a website which would be able check disinformation in the media. All internet users who would catch incorrect information, would have the possibility to send a link to the website. Then, experts would check that information and rank the reliability of the website based on the amount of unreliable information on the internet” said the team members.

The teachers and pupils at the event were eager to share good practices. “Last year, the school had to deal with an incident of cyberbullying. The IT teachers provided cyberbullying trainings to the pupils, who watched and analysed some footage in teams, solving different situations, creating posters with ideas as to what to do if you become a target of cyberbullying“, said one of the team’s educators. She said that the CYBERteens hackathon is a good way for young people to learn how to work in teams, how to communicate with experts, and how to make presentations in front of a jury. The students also learned about innovation and the start-up ecosystem. One of the main goals of the event was to make some ideas sustainable and implementable.

The livestream and the photos of the event can be accessed on Facebook.

For more information about Safer Internet Day activities in Lithuania, visit the Lithuanian Safer Internet Centre’s Safer Internet Day profile page.

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

Nationwide activities for Safer Internet Day 2020

A few days ahead of SID, the Luxembourgish Safer Internet Centre (SIC) held a press conference to inform the public and the press of the celebrations. Apart from the Annual report 2019, the Luxembourgish SIC also presented their latest publications and the events they had planned as part of SID. The mobilisation at national level was great: with the active participation of various institutions, such as the Representation of the European Commission in Luxembourg, the Independent Luxembourgish Audiovisual Authority (Autorité Luxembourgeoise Indépendante de l’Audiovisuel, ALIA), the Chamber of Trades (Chambre des Métiers), the Restena Foundation, the POST Luxembourg, the Grand-Ducal Police, the Coordination Service for Pedagogical and Technological Research and Innovation (Service de Coordination de la Recherche et de l’Innovation Pédagogiques et Technologiques, SCRIPT), the Centre for Political Education (Zentrum für politisches Bildung, ZpB), the High Commissioner for National Protection (Haut-Commissariat à la Protection Nationale, HCPN), Microsoft Luxembourg, Kinepolis Kirchberg, the national media, the Luxembourgish government, the various high schools in the country, the various youth centres, the University of Luxembourg, social associations (Young Caritas, Unicef, AFP - Solidarité-Famille asbl, ASTI...), numerous ICT initiatives (Digital Luxembourg, LU-CIX...), individuals, and so on. Moreover, the trainings carried out by the Luxembourgish SIC during the month of February were all dedicated to SID 2020.

A parents’ evening in a new, open format was not only one of the main successes of this year’s SID, but may also be seen as a best practice for the SIC’s awareness work to reach parents: 80 participants appreciated the opportunity to ask concrete questions to a trio of experts: the national helpline KJT (psychological aspects), the police (legal aspects) and a BEE SECURE trainer (pedagogical aspects).

As operator of the Luxembourgish Helpline and Stolpline, the KJT organised a half-day expert conference. About 70 pedagogues and psychologists discussed the challenges of fighting the sexual abuse of children, paving the way for putting efforts in possible perpetrator prophylaxis as victim protection in Luxembourg.

Online safety and data privacy expert Chris Pinchen facilitated two SID events for the general public: Understanding manipul@tion: a better internet starts with you!: a presentation with a Q&A during lunch time in collaboration with the representation of the European Commission in Luxembourg and securitymadein.lu. The second event was a Privacy Salon organised in the evening at the Luxembourg Hackerspace. Both events gathered about 80 participants and attracted a lot of interest from the media.

Find the list of all SID events in Luxembourg and some visual impressions of SID activities on beesecure.lu. All reactions, videos and photos of Safer Internet Day 2020 in Luxembourg can be found on the SIC’s social networks on Facebook, Instagram and Twitter.

For more information about Safer Internet Day activities in Luxembourg, visit the Luxembourgish Safer Internet Centre’s Safer Internet Day profile page.

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

Safer Internet Day (SID) has become a landmark event in the Maltese online safety calendar. Through the BeSmartOnline! project, the Maltese Safer Internet Centre (SIC) strives to empower and protect children and young people from risks associated with online activity. The aim is to ensure access to a safe online environment and inspire a national discussion about using technology responsibly, respectfully and creatively.

For SID 2020, several initiatives were undertaken by the Maltese SIC. Firstly, the BeSmartOnline! team collaborated with the Digital Literacy Team in Malta to organise a half day event on Tuesday, 11 February 2020, which consisted of digital citizenship workshops, sports activities and a scavenger hunt.

Secondly, an information stand was set up in Valletta on Saturday, 15 February 2020, which allowed members of the BeSmartOnline! team to disseminate information, raise awareness and offer advice to parents, carers and other significant adults with regards to children's online safety. Creative activities for young children were organised on the day.

Thirdly, an educational toolkit was created to help educators deliver practical and impactful activities for Safer Internet Day. As part of this toolkit, Stephen Camilleri and Dunstan Hamilton also produced a short video in Maltese to commemorate Safer Internet Day. The video was shown in various schools, on the BeSmartOnline! website and on social media. The BeSmartOnline! team aims to continue developing the toolkit and extend it to secondary students by next Safer Internet Day.

Furthermore, as usual, schools were encouraged to organise activities for children, with over 40 schools and 60 activities committed to celebrating this day.

Finally, Suzanne Garcia Imbernon from the BeSmartOnline! team also featured on two major TV stations to speak about the work the team does and to raise awareness of the responsible, critical and creative use of digital technologies.

For more information about Safer Internet Day activities in Malta, visit the Maltese Safer Internet Centre's Safer Internet Day profile page.

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

For the 2020 edition of Safer Internet Day (SID), the Dutch Safer Internet Centre (SIC) relied on collaboration with partner organisations, resulting in two main events: the European Youth Day with Europol and the Dutch helpline; and the official launch of new lesson material with Google and one of the SIC’s partners. The Dutch SIC also published a press release on a research they conducted, looking at the way parents and children react in case of online emergencies.

Release of an educational material for parents and teachers in collaboration with Google

The lesson material was created by Google, the Dutch SIC and their partner Bureau Jeugd en Media. Half a year before, Google had approached the SIC, expressing their wish to develop a Dutch version of Be Internet Awesome. After looking at the material, the Dutch SIC decided it was not enough to simply translate it; it had to be adjusted and localised in order to be relevant to the Dutch education system.

The Dutch SIC therefore connected Google to their partners and experts from Bureau Jeugd en Media. Together with a focus group of teachers, they created materials that met the goals of Be Internet Awesome, while remaining adapted to the Dutch culture. Over this period, everyone read the material, gave feedback and Bureau Jeugd en Media went back to writing again. In the end, everyone is satisfied with the end result, which consists of lesson material for teachers and an elaborate toolkit for parents, which you can discover at beinternetawesome.withgoogle.com/nl_nl.

The Dutch SIC presented the material at a meeting on Safer Internet Day, to which teachers, policy makers, social workers and other experts in the field had been invited. The meeting also included a panel in which several experts discussed the material and what was currently needed in the education field. Bureau Jeugd en Media also wrote a blog post that the SIC published on how they experienced working on this project and how they had ensured the quality of the material in working with a large party such as Google. This turned out to be quite successful as the SIC could refer people to this article if they wanted to know more about the cooperation. In total, 135 items in the Dutch media covered SID.

Organisation of the European Youth Day at Europol

The collaboration with Europol was very successful, since the event allowed the SIC to reach 150 students aged 12-16, from six different schools. In the first brainstorm session on the event, it turned out that young people want very practical advice on what to share, what not share and how to handle a possible emergency online. The Dutch SIC referred Europol to their helpline, and they picked up the practical organisation together with Europol.

For more information about Safer Internet Day activities in the Netherlands, visit the Dutch Safer Internet Centre’s Safer Internet Day profile page.

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

The 2020 celebrations of Safer Internet Day (SID) were a huge success in Norway. The Norwegian Safer Internet Centre (SIC) celebrated the day by [organising a seminar](https://www.icsf ocur.com) to present the new findings from the upcoming Children and Media 2020 Survey. Social media, online content and gaming are an important part of young people’s daily lives. How can parents and adults give good advice and create a framework in which children can thrive while remaining safe? The event took place at MESH, a co-working space in Oslo. A total of 140 participants – professionals, parents, teachers and other stakeholders – joined the event.

For the first time, SID was also celebrated during several days, and in different regions in Norway. In the northern part of Norway, Tromsø, the Norwegian Directorate for Education and Training, together with the Norwegian Data Protection Authority (DPA) and the Norwegian Centre for Information Security (NorSIS) marked the day with a [breakfast seminar](https://www.sic.no) focusing on how children cope with the risks they (may) encounter online.

In the city of Bergen, the parental organisation Kids and Media also marked the day, together with the Bullying Ombudsman in Vestland, with an event on the renewal of the school curriculum and digital judgement.

On Wednesday, 12 February 2020, the Ombudsman for Children invited policy makers, professionals and decision makers to a [high-level meeting](https://www.sic.no). The keynote speech was delivered by Sonia Livingstone, Professor of Social Psychology in the Department of Media and Communications at the London School of Economics. The aim of this meeting was to foster better coordination and to strengthen the focus and national efforts on children’s digital lives. Nowadays, there are over 20 government agencies from six different sectors, and almost 50 different organisations that have responsibilities and functions partly overlapping.

The meeting was attended by, among others, the President of the Parliament, the Minister for Children and Family, the Minister of Education and Research and Sámi Parliamentary Council. Professor Sonia Livingstone also held a lecture, together with Professor Elisabeth Staksrud and the Ombudsman for Children.

For more information about Safer Internet Day activities in Norway, [visit the Norwegian Safer Internet Centre’s Safer Internet Day profile page](https://www.sic.no).

Find out more information about the work of the [Norwegian Safer Internet Centre (SIC)](https://www.sic.no) generally, including its awareness raising, helpline, hotline and youth participation services.
Poland

Poland managed to beat its 2019 record number of local initiatives organised on Safer Internet Day (SID). The SID 2020 campaign resulted in 4,600 institutions being actively involved in undertaking online safety-related initiatives. Nearly 900,000 children, youth, parents and teachers participated in SID actions throughout the country.

In 2020, as in previous years, the main 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 almost 700 participants to the Palladium Theatre, which made the SID 2020 conference one of the biggest events on children’s online safety in Poland.

Marek Zagórski, Polish Minister of Digital Affairs, gave the welcome speech. He was followed by eight TEDx-style presentations from recognised experts in the field of online safety and new technologies in Poland. The subjects taken up by the speakers included the use of digital technologies in the educational process, online peer violence motivated by gender stereotypes and prejudices, as well as new online phenomena such as online influencers and their impact on children and young people. During the conference, participants also discussed the rules of using screen devices at home that, in turn, can support parents in using screens without harm (and even with benefits) for the child and the whole family. The conference was live streamed to enable more people to participate. The video recordings of the conference’s speakers are available on the Polish SIC’s YouTube channel.

As in previous years, the organisers invited educational and cultural institutions – schools, libraries, community centres, as well as companies and individuals, to participate. This year, no less than 4,600 such initiatives were submitted (the biggest number ever), in which over 870,000 children, young people and teachers took part. Ideas could be submitted until the end of February at www.dbi.pl. This year, 15 educational programmable Photon robots funded by Orange Foundation – the main partner of SID in Poland – were awarded as prizes to the most innovative local actions.

The partners of SID 2020 were the Orange Foundation, Facebook Poland and Google Poland. It was organised under the honorary patronages of the Ministry of Digital Affairs, the Ministry of National Education, the Commissioner for Human Rights, the Polish General Police Headquarters and the Office of Electronic Communications. The Ministry of Digital Affairs, the honorary patron of the SID celebrations, prepared a video message in which the Minister of Digital Affairs, Marek Zagórski, called upon everyone to get involved in protecting the youngest internet users.

For more information about Safer Internet Day activities in Poland, visit the Polish Safer Internet Centre’s Safer Internet Day profile page.

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

On Tuesday, 11 February 2020, the Portuguese Safer Internet Centre (SIC) celebrated Safer Internet Day (SID), with a seminar on “Delete cyberbullying!”, in which a panel of young people reflected on and discussed how to prevent cyberbullying situations, identified the most permissive digital platforms, and the tools available to report such situations.

What did the young people have to say about cyberbullying? It is a form of systematic violence, from one person or several people over another person, using technologies, platforms and applications. It is an act like bullying without physical space; a deafening silence, in which no word is said, but the voice, the criticism, the threats do not come out of our head and which, in that space, we can't erase. Cyberbullying is something thoughtful and done of one's own free will. It is intentional and repeated.

Where does cyberbullying occur most often? It frequently happens on direct messaging platforms, especially those that allow anonymity. We must not forget that cyberbullying is not only words, it is also pictures, videos, materials that can be shared by countless people with the intention of hurting and humiliating. It is important to have our accounts private, and the industry should provide private profiles by default when we install the platforms on our devices. Society should put more pressure on industry to push online platforms to be more regulated.

Besides industry, who can help fighting cyberbullying? Parents, no doubt about it. For lack of knowledge, sometimes they deny the use of social networks. The exclusion of children from the use of platforms can be a factor in being bullied. We all need to have a positive attitude towards technology. And it should start at home, in our group of friends. Another aspect to highlight is the difference between theory and practice. Theoretically, in order to end the conflict, it is necessary to stop threats and criticism. In practice it is important to understand the consequences of cyberbullying on both the victim and the aggressor and to avoid recurrent behaviours and traumatic situations.

What else could be done to combat cyberbullying? More awareness sessions for all age groups are needed. These could be designed using non-formal peer-to-peer education, based on a debate triggered by videos or other resources. These sessions promote a safe environment and allow us to talk about all subjects without filter. Communication is enhanced as we relate to each other. Age proximity helps in the discussion and the clarification of issues. By sharing experiences, it is easier to learn. We should also develop critical thinking, to empower young people to know the benefits of using the internet, while also recognising the risks and the consequences that stem from unsafe online practices.

For more information about Safer Internet Day activities in Portugal, visit the Portuguese Safer Internet Centre’s Safer Internet Day profile page, and read more in Microsoft Portugal organises Safer Internet Day workshops and School visit in Portugal for Safer Internet Day 2020.

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

The Romanian Safer Internet Centre (SIC) celebrated Safer Internet Day (SID) 2020 by organising a public press event called “Challenges of internet use: Proliferation of child sexual abuse materials online”. The conference took place on Tuesday, 11 February 2020 in Bucharest, with the purpose of addressing the topics of child exploitation and the proliferation of child sexual abuse materials (CSAM) online. It brought together representatives of the General Inspectorate of the Romanian Police, the National Authority for the Rights of Disabled Persons, Children and Adoption, the National Centre for Response in Incidents of Cyber Security, the Cybercrime Programme Office of the Council of Europe, the U.S. Embassy in Romania and International Justice Mission.

Representatives of public authorities provided procedural details and statistics on how to work with and intervene in cases of child sexual abuse, and foreign speakers addressed the issue from a global perspective. Each partner present expressed their willingness to further collaborate in order to prevent and combat the sexual exploitation of children online, and discussions focused on how education and prevention are key to tackling child sexual exploitation.

During the conference, the 2019 results of the Safer Internet Programme in Romania were also presented. During the previous year, educational activities consisting of informative sessions, school competitions and community actions developed with the support of 1,000 volunteers, teachers, trainers and specialists, involved over 87,000 children and 17,000 parents nationally.

The overall attendance and impact of the event was great, as many media channels covered it, with twelve national televised reports, eight radio, one print and over 73 online articles.

Due to changes in the school calendar, Safer Internet Day (SID) 2020 was celebrated on a school day, rather than on vacation as is usually the case in Romania. Therefore, besides the press conference, the Romanian SIC seized this opportunity and launched an educational initiative dedicated to celebrating Safer Internet Day in schools. Teachers were invited to use the videos from the "A world without fear" campaign, launched at the end of 2019, to start conversations with children about cyberbullying and online risks in general, but also to promote the Romanian Helpline. Over 1,100 teachers responded positively to the SIC’s invitation and organised educational activities in their classrooms, between Monday, 10 and Friday, 14 February, involving approximately 33,000 children and adolescents across the country.

For more information about Safer Internet Day activities in Romania, visit the Romanian Safer Internet Centre’s Safer Internet Day profile page.

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


Slovenia

In Slovenia, the 2020 edition of Safer Internet Day (SID) was celebrated with two main activities prepared by the Slovenian Safer Internet Centre (SIC): an event for kindergarten teachers, and a campaign on parents’ excessive use of digital devices.

There is increasing pressure on kindergarten teachers in terms of the need for information about the safe use of the internet and of digital devices by pre-schoolers. Therefore, the Slovenian SIC organised a seminar entitled “Online in the kindergarten” that was held at the Faculty of Social Sciences of the University of Ljubljana. The SIC invited some well-known Slovenian experts to share their knowledge. Dan Podjed, PhD, introduced the importance of self-presentation on social networks from an anthropological point of view. Andrej Kovačič, PhD, talked about the impact of digital media on children. Tina Bregant, PhD paediatrician, explained the impact of digital media on children’s development and Benjamin Lesjak, PhD, presented the safe use of digital technologies in kindergartens from a legal point of view. At the end of the event, the Slovenian SIC presented new handbooks for parents of pre-school children and kindergarten teachers.

On SID, the Slovenian SIC published a handbook for parents of pre-school children entitled “Mamì, a mi daš telefon?” (Mom, can I have your phone?), which is a translation and adaptation of a handbook prepared by the Austrian SIC. This handbook offers ten basic recommendations for parents to take into consideration when introducing digital devices to their pre-school children. The handbook will be distributed to parents of pre-school children attending workshops or seminars by the Slovenian SIC. It will also be distributed to parents through kindergartens.

Both in public and private spheres, one too often comes across parents looking completely absorbed by their mobile phones, instead of playing or communicating with their children. This is a growing societal problem. Therefore, the Slovenian SIC decided to raise awareness of this problem with a poster campaign. These posters are being distributed to every Slovenian paediatrician, to some schools, kindergartens, and to all social work centres.

Every year, the Slovenian SIC encourages schools to prepare their own activities for SID. To best encourage participation, they prepared a SID Toolkit which includes lesson plans with activities for different age groups, decision trees, leaflets, videos and other interesting tools that can be used in the classroom. The main topics were emotions online and the non-consensual sharing of pictures and personal data online. In 2020, 306 teachers from 261 schools registered, receiving the SID Toolkit and participating in SID activities.

For more information about Safer Internet Day activities in Slovenia, visit the Slovenian Safer Internet Centre’s Safer Internet Day profile page.

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

The Spanish Safer Internet Centre (SIC) would like to express its gratitude to the centres, entities and families that participated in all activities held around SID 2020, for their involvement: in Spain, 830 people registered and 2,020 watched the livestream of the central event.

SID is also an occasion to get up to speed with the latest solutions, services and initiatives related to cybersecurity, privacy and the safe use of information and communication technologies (ICT) by minors. For the SID edition, professionals who work with minors and new technologies in fields such as education or health, as well as young representatives of cybersecurity-related initiatives in Spain, explained how they see the role of each person and/or organisation involved in minors’ development and learning in the digital environment. The talks were livestreamed and remain available to watch on the INCIBE YouTube channel.

Safer Internet Day activities in Spanish schools

Year after year, schools make SID a real celebration and an opportunity to have fun while learning more about cybersecurity. Many Spanish schools told their national SIC about the initiatives they intended to carry out with their students in the framework of SID 2020, with activities such as requesting a talk through the SIC’s “Cybercooperators” programme (through which the messages of Safer Internet Day have been passed on to more than 6,000 students), organising cyber gymkhanas, organising demonstrations of cyberattacks, or creating a video for the SIC’s video contest, in which Cambrils College was the lucky winner with their video Say no to unauthorised publications!

Presentation of the Spanish helpline’s short number

SID also provided an opportunity for the Spanish SIC to introduce the new Cybersecurity Helpline short number – 017 – which will make it faster and easier for children, young people, family or educators, as well as any internet user, professional or company, to receive help if they have any query or conflict with their use of digital technologies.

In summary, the main players on SID 2020 in Spain were the students, families, educators, professionals and entities who joined the celebrations live, who were able to share their views with Queen Letizia on a day marked by the humour of host Jandro, and which featured moments like INCIBE’s recognition of the Cybercooperator of the Year, José Raúl Elola, and of the Honour Cybercooperator, Rosa Montero.

For more information, visit the page about Safer Internet Day 2020 in Spain, or read about the Spanish SIC’s focus on cybersecurity.

For more information about Safer Internet Day activities in Spain, visit the Spanish Safer Internet Centre’s Safer Internet Day profile page.

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

The UK Safer Internet Centre (SIC) marked Safer Internet Day (SID) by inspiring people across the country to come “Together for a better internet” and explore how a better internet starts with each and every one of us. The theme for this year’s Safer Internet Day in the UK was “free to be me: exploring identity online”. The campaign saw many people across the UK come together to help inspire a national conversation about using technology responsibly, respectfully, critically and creatively.

Over 1,700 organisations signed up as official supporters and delivered activities for the day, including schools, police forces, government, companies, football clubs, charities and others. 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.

Throughout the day, it was great to see the impact of Safer Internet Day on social media. On Twitter the #SaferInternetDay hashtag trended at number one in the UK throughout the day, accompanied by the hashtag emoji. On Snapchat there was a filter and quiz available right across the UK. Schools, organisations, football clubs and wider organisations made #freetobe pledges, showcasing how they are helping create an internet where everyone is free to be themselves. On TikTok, 1,800 took part in a hashtag challenge showing how they are #freetobe themselves online.

**Youth events across the UK**

Young people played a central role in Safer Internet Day 2020, from leading sessions and speaking at the UK SIC’s youth events, to creating new resources, educating their peers and engaging with policy makers.

In London, over 50 young people attended a special youth-led interactive event at the BT Centre, welcoming 130 policy makers including the UK’s Digital Secretary Nicky Morgan, industry, charities and media from across a range of sectors to discuss how young people navigate the challenges around consent online.

In the UK parliament, the UK SIC hosted an MP drop-in session at Westminster, where two young people met MPs and launched the Youth Charter. This charter, created by young people across the UK, outlined four key demands that young people wanted from their government for Safer Internet Day. Over 27 MPs attended this event.

In Wales, the Welsh government held an online safety film competition for young people, with the finalist’s event taking place on Safer Internet Day. Over 160 young people attended the event, in the presence of judges from the BBC and BBFC.

In Northern Ireland, Education Minister Peter Weir visited Ashfield Girls’ School in Belfast to mark Safer Internet Day. The Deputy First Minister, Michelle O’Neill, also visited Holy Trinity Primary School in Belfast.

In Liverpool, Liverpool Football Club hosted 450 young people aged 9-10 at Anfield on Safer Internet Day. 40 schools from across Liverpool gathered to listen to the UK Safer Internet Centre’s online safety experts, and take part in Safer Internet Day activities. Also in Liverpool,
120 young people attended an event at Everton Football Club and took part in an assembly and workshops on this year’s theme of identity online.

**Resources and films for educators**

To help teachers and educators celebrate Safer Internet Day with children and young people, the UK SIC created a range of Education Packs. These packs were tailored for children aged 3-7, 7-11, 11-14, and 14-18, and included lesson plans, assembly presentations, quick activities and more, to help engage young people in Safer Internet Day activities. The UK 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. These educational resources were downloaded 1,010,408 times from the UK Safer Internet Centre site, with further downloads across other partner sites.

To complement these Safer Internet Day Education Packs, the UK SIC created a series of Safer Internet Day films aimed at children aged 5-11 and young people aged 11-18, and parents and carers. These are a series of films designed to complement the educational packs, the content included a film with animated avatars, young people talking about their experiences online, and advice from young people for their parents. There was also a campaign film about Safer Internet Day in the UK. In total, the videos were viewed over a million times across YouTube, Vimeo, Facebook, Twitter and Instagram.

Safer Internet Day had 304 mentions in the UK media (mainstream and alternative), with coverage in national broadcasts and media such as BBC News, BBC Newsround, BBC Radio Wales, the Evening Standard, CBeebies Radio, ITV News online, Metro, Sky News, talkRADIO, The Sun, TES, and Yahoo! News.

New research was released by the UK Safer Internet Centre on the day, “Free to be me: Piecing together identity online” which surveyed 2,001 young people aged 8-17 across the UK, as well as a further 54 who took part in qualitative research. The UK SIC also conducted an additional survey of 2,001 parents and carers across the UK. The findings explored whether young people are free to be themselves online, revealing the way young people are managing and curating their identity online.

For more information about Safer Internet Day activities in the UK, visit the [UK Safer Internet Centre’s Safer Internet Day profile page](#).

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