Safer Internet Day 2021

Public report on campaign activities and successes

March 2021

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

On Tuesday, 9 February 2021, the 18th annual edition of Safer Internet Day (SID) took place. With an enduring campaign slogan of “Together for a better internet”, the 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 a range of benefactors and stakeholders - 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 2021 took place in a context never seen before with many countries across the globe still in the midst of lockdowns or severe restrictions as a result of the ongoing coronavirus pandemic.

Despite the many challenges this presented, stakeholders rallied to adapt their plans and localised campaign efforts to take account of this new reality, with many Safer Internet Centres in Europe and Safer Internet Day Committees and Supporters around the globe opting for hybrid or fully digital activities to celebrate SID 2021. Feedback from SID stakeholders, in the form of country reports from Safer Internet Centres and a selection of articles from wider SID Committees and Supporters, indicates that the day was a huge success, with some form of activity to promote the safe and positive use of digital technology taking place in approximately 200 countries and territories across the globe. Indeed, many SID stakeholders commented that the enforced move to a fully online campaign created new opportunities to engage with target audiences, and many reported increased attendance at online events as a result. This report highlights some of the outcomes of this year’s campaign.

Further information on the history and development of the campaign is available from a campaign archive on the Safer Internet Day website at www.saferinternetday.org. On the site you will also find detailed campaign 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 the ongoing 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 almost 1,900 educational resources from Safer Internet Centres in Europe, in a range of languages and for a range of target groups.

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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.
Coordination and planning of Safer Internet Day 2021

As in previous years, planning for Safer Internet Day 2021 commenced as soon as the 2020 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, 9 February 2021. 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 2020 campaign to allow supporters to already register the next campaign date and share it with their own networks and partners.

Beyond this, however, onward planning for Safer Internet Day 2021 took place in a very different context to normal. Just as the previous edition of Safer Internet Day drew to a close in February 2020, the coronavirus pandemic took hold across the globe, changing the day-to-day lives of many, and enforcing alternative ways of learning, working and socialising. While it was hoped that normality would have returned by the time of the 2021 Safer Internet Day campaign, as the year progressed it became evident that this was unlikely to be the case and hence plans were adapted accordingly. Many stakeholders planned for hybrid events composed of a mix of online and offline activities, while equally many made the decision early on to deliver a fully digital edition of the Safer Internet Day campaign.

As always, a Safer Internet Day Working Group 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. As is typical, 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. Various social media plans and assets were developed and published on the SID website which supporters were welcome to adapt for their own purposes. Additionally, the Safer Internet Day helpdesk (sid-helpdesk@eun.org) was widely promoted for direct campaign enquiries, with requests redirected to national SID contact points for further information and localised assets when relevant.

Pre-promotion of SID 2021 started in earnest in September 2020, ramping up over the following months in the build-up to the day itself.

Key messages

A series of key campaign messages have been developed and refined over the course of previous editions of Safer Internet Day, and these were again used to shape all dissemination activities, targeting different stakeholder groups:
- **Children and young people** can help to create a better internet by being kind and respectful to others online, by protecting their online reputations (and those of others), and by seeking out positive opportunities to create, engage and share online.

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

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

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

- **Decision makers and politicians** need to provide a culture in which all of the above can function and thrive – for example, by ensuring that there are opportunities in the curriculum for children and young people to learn about online safety, ensuring that parents and carers have access to appropriate information and sources of support, and that industry is encouraged to self-regulate its content and services. They must also take the lead in governance and legislation, and ultimately ensure the safety and wellbeing of children and young people through effective child protection strategies for the digital world.

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

A series of short animations were produced to reflect these messages to provide engaging content on social media:

![Series of short animations](image)

The key messages were also transformed into an infographic, along with other pertinent information, which was shared via the Safer Internet Day website and campaign social media channels.
Safer Internet Day website

The SID website – [www.saferinternetday.org](http://www.saferinternetday.org) – is promoted to stakeholders and the wider public as the “home of all things SID”, acting as a focal point for all campaign activity. The website received a refresh in autumn 2020 in preparation for the Safer Internet Day 2021 campaign. While the main focus of the refresh was on upgrading the underpinning technology, the site also benefited from a clean new design and attention to accessibility and usability features.

In addition to providing access to detailed [SID in your country](http://www.saferinternetday.org/sid-in-your-country) and [SID supporter](http://www.saferinternetday.org/sid-supporter) profile pages, typically listing events, activities and resources along with contact information, the Safer Internet Day website also hosts [downloadable campaign assets](http://www.saferinternetday.org/downloadables) to allow others to join in the campaign activity, and a [resource gallery](http://www.saferinternetday.org/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. Importantly, given the transition to home-based learning, it also allows parents and carers to access guidance and tips. The resource gallery can be searched by language, age range or keyword.
Further information on traffic to the Safer Internet Day website over the main campaign period is provided in the section on Measuring impact below.

Social media

Social media always 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. Although a social media presence is maintained all year round, campaign activities typically ramp up from the September of the previous year onwards through to the close of campaign period (end of February/early March).

For the Safer Internet Day 2021 campaign, social media was more important than ever - with the world moving increasing online during the pandemic, social media became the main method of reaching out to stakeholders and supporters before, during and after the campaign period. Thanks also Safer Internet Centres (SICs), SID Committees and SID Supporters, as well as of industry partners, institutions and other organisations acting as
multipliers, Safer Internet Day 2021 messages were spread worldwide to millions of people via social media.

Throughout the social media campaign, several assets, including logos and banners, an infographic and a social media plan, provided added value for dissemination purposes, while a generic promotional video, originally created as part of the 2020 campaign, was again a popular resource.

Further information on the reach of the social media campaign is provided in the section on Measuring impact below.
Stakeholder engagement

Safer Internet Day 2021 was, once again, a truly global celebration, further building on efforts from previous years to engage stakeholders worldwide. In addition to the celebrations of the joint Insafe-INHOPE network of Safer Internet Centres in Europe (comprising awareness raising, helpline, hotline and youth participation functions), Safer Internet Day Committees across the globe once again helped to raise awareness of safer and better internet messages, participating with national and localised campaigns, events and activities.

Each participating country maintains a detailed profile page within the In your country section of the Safer Internet Day website, which is updated for each edition of campaign. While some countries convene full Safer Internet Day Committees and have celebrated Safer Internet Day for a number of years now, other countries are still in the early stages of their safer and better internet journeys and so are working towards full SID Committee status. Equally, it is evident that many other countries and territories participate in very localised actions without yet having a national lead.

The table below shows the geographic spread Safer Internet Day 2021 celebrations, by continent:

<table>
<thead>
<tr>
<th>Continent</th>
<th>Number of countries/territories represented by SID profile pages</th>
<th>Number of additional countries/territories posting about SID picked up through press and social media monitoring during the 2021 campaign</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>41</td>
<td>8</td>
<td>49</td>
</tr>
<tr>
<td>Antarctica</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Asia</td>
<td>41</td>
<td>4</td>
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</tr>
<tr>
<td>Europe</td>
<td>49</td>
<td>4</td>
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<td>North America</td>
<td>26</td>
<td>4</td>
<td>30</td>
</tr>
<tr>
<td>Oceania</td>
<td>6</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>South America</td>
<td>10</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>173</td>
<td>25</td>
<td>198</td>
</tr>
</tbody>
</table>

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. While these activities didn’t necessarily translate into an increase in profile numbers going into the Safer Internet Day 2021 campaign, that is not to say that the reach of the campaign has not grown. As always, press and social media monitoring plays a significant role in assessing the global impact of SID. As such,
monitoring of the SID 2021 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 or contact in place. A key challenge for the coming year, therefore, is to reach out to those countries and territories identified in this way with the aim of engaging them more fully in the 2022 Safer Internet Day campaign.

If there is not yet a SID Committee in your country, but you would be interested in forming one, please get in touch via the Safer Internet Day helpdesk at sid-helpdesk@eun.org.

**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 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.

As might be expected, the vast majority of actions took place online this year, and many Safer Internet Centres used the day to highlight areas which have been particularly topical as the pandemic has progressed such as online misinformation and disinformation, well-being, relationships online, and so on. Just a few examples are given below:

- In **Bulgaria**, the main event was organised by the Bulgarian Safer Internet Centre and held online with the active participation of its Youth Panel. Around 80 young people, teachers and professionals took part in the event which was also streamed live on the centre’s Facebook page. Schools across the country gathered their pupils and followed the live event on screen. The central part of the event was dedicated to the topic of false information on the internet and the risks it poses to uninformed users. Members of the Youth Panel chose the topic, and prepared and demonstrated short role-play debates on the most prevalent types of false information especially concerning the COVID-19 pandemic. After the debates, all participants discussed the dangers of fake news, the ways that such news becomes viral, and how it could be stopped, minimised and debunked.

- In **Croatia**, a webinar for children titled “Where are you in the digital jungle?” was the main event of the day. The moderator of the webinar was the famous YouTuber Malajski Tapir with several other YouTubers as panellists - PVT Mole, Lavvek, Mashinthebeauty and singer Nika Turković. Children had the opportunity to question them about their approaches to online safety and how are they adapting to the COVID-19 crisis. A further webinar aimed to strengthen the capacity of experts in the digital environment. Targeted at teachers and others who work with children, the challenges of working directly with young people in the online environment were presented along with suggestions for overcoming these.

- In **Denmark**, a new national survey has shown that Danish children and young people love playing games. The Danish Safer Internet Centre therefore celebrated Safer Internet Day by launching a range of materials and activities on gaming, targeted at parents and professionals working with children and young people. As additional live webinar for parents, hosted on the day of SID via Facebook, included a panel discussion where two experts discussed different family situations related to gaming and took questions from the
audience. The event was very successful, reaching 2,100 unique viewers during the live streaming and achieving a total reach of 229,000.

- In Finland, safer internet issues fall within the concept of media literacy and, as such, the traditional Safer Internet Day celebration is included in Media Literacy Week. The aim of the week is to advance the media literacy skills of children, young people and adults as well as to support professional educators, guardians and other educators in their important media education tasks. The week was planned and carried out in co-operation with over 40 partner organisations from all sectors of society, from governmental organisations to NGOs and businesses. Resources published during the week included, for example, a test about digital footprints, a video about what the internet means for elderly citizens, podcasts and articles about small children as media users, two games focused on copyright issues, and a new literacy material for adults.

- For Safer Internet Day activities in Germany, the German Safer Internet Centre decided early in the planning process to focus on a digital strategy and move all activities online. For this reason, it was possible to create even more content for different target groups and bring them together on a multimedia landing page that was launched on SID 2021. This strategy paid off, as almost twice as many users visited the website on SID itself compared to the previous year. The main focus of this year’s SID campaign in Germany was on “What do I believe? Opinion making between fact and fake”. In the run-up to Safer Internet Day, several lesson plans were published so that teachers had materials to reference when talking to students about disinformation and fake news online.

- To mark Safer Internet Day in Ireland, the Irish Safer Internet Centre hosted the #BeKindOnline webinar series. This series offered free webinars for parents and teachers to empower healthier online behaviour in children and young people. Additional activities for students encouraged them to reflect on issues around well-being online in what has been a most unusual and challenging year. Youth participants in an online peer-led training programme also shared their experiences.

- On the occasion of Safer Internet Day in the Netherlands, the Dutch Safer Internet Centre published a survey on online wellbeing in the COVID-19 period, with a special focus on online love and sexuality. The results were somewhat surprising for the Centre. Since the Dutch Helpline had seen a large increase of online help requests during lockdowns, it was assumed that being constantly online had possibly led to more problems. But it turned out that since the beginning of the pandemic, young people did not have more negative experiences (such as experiencing online sexual harassment, cyberbullying, and similar) than before COVID-19; indeed, many respondents said that the atmosphere on social media was now more positive than before. So, while COVID-19 has been hard for young people – school lockdowns, not going out, missing socialising with friends, and so on – the online world has provided a bright light during dark times.

Read more about these actions, and those of other Safer Internet Centres in Europe, in Annex 1: Overview of Safer Internet Centre Actions for Safer Internet Day 2021 (below).

While many of the above actions stem from the awareness raising, helpline and youth participation strands coordinated by the Insafe network, INHOPE hotlines across the world also joined in the celebrations of Safer Internet Day by organising several types of events to engage with stakeholders and the public. For example:

- Among other actions in Romania, the hotline launched the first online and offline public information and awareness campaign about its services. The
campaign, called "Unskippable Stories", includes audio ads which recreate situations of a child being groomed and blackmailed using the voices of well-known actors. The ads do not have a "skip" button, meaning the audience is compelled to take note of the messages being delivered.

- In Germany, the FSM hotline published a new and inclusive awareness video about how to report illegal online content. To motivate as many people as possible to report to hotlines, it is very important to communicate how the FSM hotline, together with its national partners and the international INHOPE network, is fighting against child sexual abuse material (CSAM) and other harmful online content to as many people as possible. The new awareness video is accessible to a broader audience through the use of subtitles and sign language.

- In Italy, hotline partner Telefono Azzurro organised a series of events to bring together institutions, companies, experts, schools and civil society. The debate focused on the issue of the reliability of the internet and the future of the digital environment for the younger generations. Children also participated in the event, in a hackathon aimed at strengthening their knowledge of the digital world and hearing their voices. Panel discussions focused on a significant number of topics. One titled “The international framework: new perspectives for a reliable internet” analysed the issue of child sexual abuse material (CSAM), with the participation of INHOPE, the WePROTECT Global Alliance, ECPAT International, the International Telecommunication Union, the End Violence Partnership, the Technology Coalition, and TikTok. Another important topic of discussion was the need to establish efficient age verification systems, capable of protecting children while also respecting their privacy.

- The Icelandic hotline launched a new campaign, with the publication of a new video. The video gives a clear message to the public, and especially children and teens: Don't share! If you receive or find nude pictures of children or other online material that depicts violence against children in any form, DO NOT SHARE it with anyone but report it to the hotline. The campaign was launched with a press release, a well-known sexologist took over the Barnabéll Instagram account for the day, and an article was published containing information about how to react to or even prevent children sharing nude pictures of themselves online.

- The Spanish National Cybersecurity Institute (INCIBE) launched a new awareness-raising campaign, #StopChildAbuse, to stop and prevent the abuse and sexual exploitation of minors on the internet. It has been developed alongside a group of experts within the framework of the EU project 4NSEEK (Forensic Against Sexual Exploitation of Children. The campaign includes various materials for spreading the message such as blog entries, graphics and videos, as well as an article that analyses the situation as regards abuse and sexual exploitation of minors on the internet, and an educational activity for the classroom.

Safer Internet Day Committees across the globe

Beyond the network of Safer Internet Centres in Europe, global 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 (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:

- **ChildSafeNet**, a non-governmental organisation (NGO) working to make digital technology safer for children and young people, has been hosting and promoting SID in Nepal since 2019. On the occasion of SID 2021, child rights organisations organised cyber safety awareness activities which included production and dissemination of videos, podcasts, YouTube vlogs, social media posts, digital posters and other child-friendly multimedia communication materials. Besides cyber safety training sessions, panel discussions with cyber safety experts, child rights workers, parents, children and young people were also held.

- **Rwanda** celebrated Safer Internet Day for the second time. With a localised theme of "Fight against online child sexual abuse material (CSAM)", the day called upon all stakeholders to join together to combat this issue. This year’s edition was celebrated in two Rwandan schools located in the Bugesera district where everyone was encouraged to join the movement, to participate, and to make the most of the internet’s potential to bring people together.

- In **Ukraine**, the non-governmental organisation Better Internet Centre, as the Ukrainian Safer Internet Day Committee, has been working all year long in order to reinforce the efforts of all stakeholders to bring the celebration of Safer Internet Day to each region of Ukraine. The celebration included NGOs, businesses, educational institutions, media and libraries.

- While this year’s global theme was “Together for a better internet,” ConnectSafely, the safer Internet Day Committee in the United States, developed a localised theme of “The internet starts with ‘I’ and ends with ‘T.” The “I” reminds us that we all have a role to play — kids, parents, educators, companies, organisations and governments, while the “T,” which stands for “Together” links back to the global theme. In normal years, ConnectSafely, sponsors in-person events for schools and families but, because of the pandemic, this year’s “event” consisted of videos, lesson plans and home conversation starters broken down into bite-sized pieces.

For further information on global SID celebrations, see individual country profile pages or read more in the news section of the Safer Internet Day website.

**Organisation and industry support for Safer Internet Day**

Alongside the country-based celebrations outlined above, almost 100 organisational and industry supporters - many with a global presence also - maintained SID Supporter profiles on the main Safer Internet Day website. Many of the listed organisation also joined together on the day of SID during an online meeting with the European Commission (see below) to further
evidence their commitments to provide positive online experiences for children and young people.

Hundreds more organisations liaised directly with their country-based SID contacts through Safer Internet Centres in Europe or national SID Committees across the globe. See Annex 1: Overview of Safer Internet Centre Actions for Safer Internet Day 2021 (below) for some examples of such collaborations in Europe, or see the individual county profiles on the Safer Internet Day website for a global perspective.

It is worth noting also that anecdotal evidence and press and social media monitoring indicates that many more organisations across the globe actively participate in actions to support the day, even if they haven’t formally engaged with the Safer Internet Day Coordination Team or their national SIC/Safer Internet Day Committee. This type of organisational support is key in helping to spread Safer Internet Day messages further still, often reaching different target audiences and demographics than are possible through typical campaign channels.

If your organisation would like to be involved in future editions of Safer Internet Day, please get in touch via the Safer Internet Day helpdesk at sid-helpdesk@eun.org where we can further advise you and/or direct you to a national point of contact.
The European Commission’s ongoing support for 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.

While normally hosting a high-profile event on the occasion of Safer Internet Day, this year’s EC event – like so many others – was transformed into an online version. In addition to providing an opportunity to hear about SID celebrations across the globe and the latest policy and strategy approaches to protecting children and young people online, it also provided the perfect opportunity to reflect on a year of work and collaboration as part of the Youth Pledge for a Better Internet Initiative.

The Youth Pledge activity was launched the previous year, on the occasion of Safer Internet Day 2020. 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 research and youth consultation work carried out by Safer Internet Centres 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. These ideas were presented to members of the Alliance to better protect minors online (a self-regulatory initiative designed to improve the online environment for children and young people) at the SID 2020 event, where it was agreed that an ongoing dialogue would take place between youth and industry representatives to progress the aims of the pledge.

Some of the planned activities – such as a co-design workshop – had to be adapted as a result of the pandemic, but still a varied range of co-creation projects took place throughout the course of 2020 in the framework of the pledge. While the annual Safer Internet Forum (SIF) in November 2020 provided an opportunity to present first outcomes of the initiative, the SID 2021 online event allowed for a more detailed look back at its achievements.

As part of its participation in the Youth Pledge, the LEGO Group is co-creating with children and young people a comprehensive, accessible and relevant way for them to communicate more about data privacy and what a positive and responsible use of data is. To do so, the LEGO Group developed a research method that focuses on children’s ability to understand the meaning of the words used in communications about data privacy, including what it means for them in terms of risks and benefits.

Samsung organised a series of ad-hoc workshops with 60 students in Poland and in the Baltic states, in two phases, the first one focusing on detecting the problems and needs of the
young users, and the second phase being more solution-oriented. In doing so, Samsung aimed to create greater awareness and understanding of digital well-being and to provide easier access to tailored online safety information and tools. In this context, the most relevant issues identified by young people were the time spent online, as well as hate speech. To mitigate those, they came up with a range of solutions ranging from open dialogue with parents and carers, to communications activities and technical solutions.

**Sulake**, who owns two online games that are popular among children and young people – Habbo and Hotel Hideaway – also involved young people in shaping and designing the platforms’ terms and conditions so as to adapt them to a younger audience. These young people identified a range of promising options to do so – to quote only a few, creating a shorter version of the terms and conditions; offering a game to learn about the hot topics of terms and conditions; creating terms and conditions ambassadors in-game; producing a video explaining the most important topics of the terms and conditions. Working this way with young people allowed Sulake to improve their products according to their users’ real needs, and prevented the company from getting stuck in a single thought process.

According to German television network **SUPER RTL**, who also took part in the Youth Pledge, “there are long-term benefits to working with young people and it has been so valuable to SUPER RTL – knowing what children want, need and do has helped us as a company, especially in the shift from TV to digital provider”. The concrete activity put in place by the network in the framework of its participation in the Youth Pledge was to gather children’s comprehensive opinions on the terms and conditions form designed for users aged 6-11 concerning TOGGO radio.

**TTC Labs**, a cross-industry effort initiated and supported by Facebook to create innovative design solutions that put people in control of their privacy, has also been involved in the Youth Pledge for a Better Internet. TTC Labs published a draft guide in June 2020 on “How to design with trust, transparency and control for young people”, followed by a series of seven virtual global roundtables to gather feedback from experts and youth ambassadors from all over the world. This feedback was incorporated in the second version of the guide.

From November 2020 to January 2021, as part of its participation in the Youth Pledge, **Twitter** organised three webinars involving 9 BIK Youth Ambassadors on filter bubbles and algorithms; disinformation; and the positive use of Twitter and social media more generally. BIK Youth Ambassadors also participated in the Twitter Youth Summit. Moreover, BIK Youth Ambassadors had the opportunity to provide feedback on Twitter’s revised verification policy.

Further information on the Youth Pledge for a Better Internet initiative continues to be published on the Better Internet for Kids (BIK) public portal. Additionally, the best-practice guideline on **age-appropriate design with youth** (published in March 2021) explores ways to meaningfully engage with and involve young people in co-design processes for online services, and the rationale for adopting this approach. It highlights existing projects and provides case study examples, drawing especially on the Youth Pledge initiative.
The impact of COVID-19 on Safer Internet Day celebrations

In follow-up activities, Safer Internet Centres in Europe, especially, were asked how COVID-19 had impacted on their planning and delivery of Safer Internet Day 2021. A variety of responses were received showing a mixed picture.

For the most part, planned physical events were converted into webinars with comments that programming often needed to be refined and adapted, and that the agenda needed to be "more dynamic and accessible" to allow it to be followed on screen. Several Safer Internet Centres commented on the challenges this presented in terms of timelines, technical issues, budgets and staff capacity, reflecting that online events don't require any less input than physical events, and indeed often require more.

In a small number of cases, planned activities – especially those directly involving children and young people – have been postponed "until the country opens up again", recognising that sometimes there is just no viable substitute for face-to-face collaboration.

A significant feature of the work of many Safer Internet Centres is in-school delivery of workshops and training not just on SID, but all year round. However, with the majority of teaching and learning still taking place remotely or schools not permitting external visitors, this created a significant barrier. While some workshops were converted to online formats, there was a general consciousness that many teachers are already struggling to deliver the basic curriculum in this way and finding dedicated time for an online safety session can prove difficult. To mitigate this, several SICs provided tips to embed safer and better internet issues in other subject areas, or offered lesson plans, recordings and other resources which can be used at any time.

Several Safer Internet Centres commented on the challenges of attracting media attention for Safer Internet Day to the same level as previous years in among COVID-related concerns; others, conversely, commented that media coverage was good in recognition that children and young people are spending more time online during lockdowns and hence raising awareness of the key issues is key. Additionally, some countries commented that the political context was challenging this year as Ministries and policy makers were necessarily focused on responses to the crisis.

On the benefits of the situation, Safer Internet Centres commented on the ease with which multiple events could be offered for SID, while also targeting a wider audience, and that livestreaming significantly boosted the reach over physical events. Equally, recordings of events hosted on YouTube or social media allow the activities to be accessed beyond the day and viewing figures continue to increase. Others reported a higher engagement of typically hard-to-reach groups, such as parents and careers, and more direct requests for resources for use in the home setting. Some SICs commented that the enforced situation gave them the impetus to "use innovative digital tools to create something new", taking them outside of their comfort zone to provide very positive outcomes. Additionally, several Safer Internet Centres commented on significant increases in social media activity this year and increased downloads of resources.
Measuring impact

Social media

This section analyses the social media figures achieved during the Safer Internet Day (SID) campaign reporting period from 13 January 2021 to 13 February 2021.

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

- **Safer Internet Day Twitter account** - 46,753 followers (up from 40,862 at the close of SID 2020).
- **Insafe network Twitter account** - 11,359 followers (up from 10,542 at the close of SID 2020).
- **Safer Internet Day Facebook account** - 21,545 fans (up from 20,48 at the close of SID 2020).
- **Insafe Facebook account** - 5,145 fans (up from 4,772 at the close of SID 2020).

**Twitter**

*Safer Internet Day hashtags*

The #SID2021, #SaferInternetDay and #SaferInternetDay2021 hashtags trended worldwide several times during the day in Belgium, Germany, Ireland, and the UK, to name but a few countries. Thanks to a “Listening” service offered by a commercial tracking tool (Sprout Social), the Coordination Team was able to track activity and engagement around the topic of Safer Internet Day on social media during the reporting period, in particular via these hashtags.

According to Sprout Social, on the day of SID itself (9 February 2021), the hashtags were used over 109,458 times - in comparison, the hashtags #SaferInternetDay and #SID2020 had been used 82,530 times on 11 February 2020. These 109,458 posts attracted 2.1 billion potential impressions and 406,875 engagements.

Over the entire reporting period, these figures rise to 171,970 tweets featuring the campaign hashtags, collecting 2.5 billion potential impressions and 579,476 engagements.

Similar to previous years, Twitter provided crucial support to the campaign in the form of emoji-triggering hashtags (#SaferInternetDay and #SID2021) translated in various languages, as well as a set of Twitter Ads for Good grant for the Coordination Team and for members of the Insafe network.

As always, one of the main strengths of Safer Internet Day is the support the campaign receives from influential stakeholders, which is instrumental in helping the Coordination Team multiply the reach of the campaign.
<table>
<thead>
<tr>
<th>Profile</th>
<th>Message</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>On #SaferInternetDay, we’re sharing ways we work to make YouTube safer. More here: <a href="https://t.co/Yod43uP4KW">https://t.co/Yod43uP4KW</a></td>
<td>73,014,758</td>
</tr>
<tr>
<td>Instagram</td>
<td>Check out some tips on how to keep your account secure and stay safe on Instagram on #SaferInternetDay and beyond. 😥</td>
<td>34,747,281</td>
</tr>
<tr>
<td>Premier League</td>
<td>RT@CPFC: On #SaferInternetDay, we’ve put together tips for parents to keep their young children safe online 👶 @PalaceForLife</td>
<td>25,012,500</td>
</tr>
<tr>
<td>Google</td>
<td>Today is #SaferInternetDay, but here at Google it’s just like every other day. Safety is built into everything we do across all our products. See some of the many ways we’re keeping you safer with Google 🌐 <a href="https://t.co/eWjd0lRbAd">https://t.co/eWjd0lRbAd</a></td>
<td>22,820,885</td>
</tr>
<tr>
<td>Pope Francis</td>
<td>All of us are responsible for the communications we make, for the information we share, for the control that we can exert over fake news by exposing it. All of us are to be witnesses of the truth. #SaferInternetDay</td>
<td>18,900,636</td>
</tr>
<tr>
<td>Papa Francisco</td>
<td>Todos somos responsables de la comunicación que hacemos, de las informaciones que damos, del control que podemos ejercer sobre las noticias falsas, desenmascarándolas. Todos estamos llamados a ser testigos de la verdad. #SaferInternetDay</td>
<td>18,671,515</td>
</tr>
<tr>
<td>Wayne Rooney</td>
<td>RT@DCCOfficial: We’re supporting #SaferInternetDay With many of our school and young person sessions going virtual, it’s been even more important to practice safety online 👤. Head over to @UK_SIC for tips and resources! #AnInternetWeTrust <a href="https://t.co/94KLVP3JFw">https://t.co/94KLVP3JFw</a></td>
<td>17,204,444</td>
</tr>
<tr>
<td>Liverpool FC</td>
<td>RT@LFCFoundation: Join us, @LFC &amp; @UK_SIC today for a live, virtual event this #SaferInternetDay There will be a range of special #LFC guests, from the Men's, @liverpoolfcw, Academy Teams &amp; Legends! 🏆 🎯 Don't miss out - LIVE below from 1:30pm 📼</td>
<td>16,526,472</td>
</tr>
<tr>
<td>NDTV</td>
<td>RT@Gadgets360: How does a computer virus work? Should you pay a premium and purchase an antivirus software like Avast, Norton, Kaspersky or Malwarebytes? Find all the answers here: #SaferInternetDay <a href="https://t.co/mqXzyLBHiF">https://t.co/mqXzyLBHiF</a></td>
<td>14,663,608</td>
</tr>
</tbody>
</table>

2 After this tweet by Google, the next 8 tweets also come from Google. To give visibility to as many supporters as possible, these tweets are not reproduced in the table.

3 After this tweet by NDTV, the next 2 tweets also come from NDTV. To give visibility to as many supporters as possible, these tweets are not reproduced in the table.
### Public report, March 2021

<table>
<thead>
<tr>
<th>Profile</th>
<th>Message</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anne-Curtis Smith</td>
<td>RT @unicefphils: Nearly half of the Filipino children think that the online world is not safe for them. Every child has the right to safe spaces online. This #SaferInternetDay, join @SaferKidsPH in making the Internet safer for kids. #SIDPH2021 #SaferKidsPH #BeatOSAEC <a href="https://t.co/x8yWfMLd4P">https://t.co/x8yWfMLd4P</a></td>
<td>13,955,999</td>
</tr>
<tr>
<td>United Nations</td>
<td>#COVID19 has disrupted the education of 1.6 billion children. While online learning offers many opportunities, it also increases the risks of abuse &amp; exploitation. On #SaferInternetDay, @GPtoEndViolence explains how we can keep children safe online: <a href="https://t.co/dAauZPCpSv">https://t.co/dAauZPCpSv</a> <a href="https://t.co/xN2GvT5vOS">https://t.co/xN2GvT5vOS</a></td>
<td>13,709,366</td>
</tr>
</tbody>
</table>

11 tweets supporting the SID 2021 campaign from most influential Twitter accounts in terms of followers
(Source: Sprout Social)

<table>
<thead>
<tr>
<th>Profile</th>
<th>Message</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gemma Styles</td>
<td>This #SaferInternetDay I am sending support to anyone experiencing online bullying or abuse ❤️ I’d also love to ask anyone reading to think not only about negativity you’ve received, but think about the impact of messages YOU send.</td>
<td>42,484</td>
</tr>
<tr>
<td>Papa Francisco (ES)</td>
<td>Todos somos responsables de la comunicación que hacemos, de las informaciones que damos, del control que podemos ejercer sobre las noticias falsas, desenmascarándolas. Todos estamos llamados a ser testigos de la verdad. #SaferInternetDay</td>
<td>39,086</td>
</tr>
<tr>
<td>Pope Francis</td>
<td>All of us are responsible for the communications we make, for the information we share, for the control that we can exert over fake news by exposing it. All of us are to be witnesses of the truth. #SaferInternetDay</td>
<td>35,666</td>
</tr>
<tr>
<td>Papa Francisco (PT)</td>
<td>Todos somos responsáveis pela comunicação que fazemos, pelas informações que damos, pelo controle que podemos conjuntamente exercer sobre as notícias falsas, desmascarando-as. Todos somos chamados a ser testemunhas da verdade. #SaferInternetDay</td>
<td>10,902</td>
</tr>
<tr>
<td>HL Daily</td>
<td>This applies to all social media. On stan Twitter, millions of people find their safe space. Don’t take that away from them. Behind a screen it is so easy to forget the words you send go to another person, just like you, behind another screen. Be kind always ❤️ #SaferInternetDay</td>
<td>9,239</td>
</tr>
<tr>
<td>Twitter Account</td>
<td>Tweet</td>
<td>Engagement Count</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>日本ユニセフ協会 UNICEF 東京事務所</td>
<td>Todos somos responsables de la comunicación que hacemos, de las informaciones que damos, del control que podemos ejercer sobre las noticias falsas, desenmascarándolas. Todos estamos llamados a ser testigos de la verdad. #SaferInternetDay</td>
<td>18,671,515</td>
</tr>
<tr>
<td>Papa Francesco</td>
<td>Tutti siamo responsabili della comunicazione che facciamo, delle informazioni che diamo, del controllo che possiamo esercitare sulle notizie false, smascherandole. Tutti siamo chiamati a essere testimoni della verità. #SaferInternetDay</td>
<td>6,517</td>
</tr>
<tr>
<td>Casa de S.M. el Rey</td>
<td>Debemos intentar hacer compatible un uso responsable, crítico y creativo de la tecnología para todos los ciudadanos, sobre todo los menores, con el desarrollo de las capacidades digitales para propiciar un progreso inclusivo y sostenible que garantice el bienestar social #SID2021 <a href="https://t.co/GRkT9RnOzM">https://t.co/GRkT9RnOzM</a></td>
<td>6,303</td>
</tr>
<tr>
<td>CompSci &amp; Security ARMY</td>
<td>Sup ARMY! 💖 Since today is #SaferInternetDay (I only just found out, oops), let’s talk about something we’ve been seeing a lot of lately in our timelines. Crypto currency giveaways and what they actually mean. Let’s get it! <a href="https://t.co/E6jmcp7v9n">https://t.co/E6jmcp7v9n</a></td>
<td>6,188</td>
</tr>
<tr>
<td>Who Trended It?</td>
<td>Did you hear? @WHO and @GemmaAnneStyles made #SaferInternetDay a trending topic in the US. I should know as a robot.</td>
<td>4,363</td>
</tr>
<tr>
<td>UNICEF</td>
<td>Being online can present lots of great opportunities to connect, learn and share what’s important to you, especially during COVID-19, but it comes with challenges too. This #SaferInternetDay, check out our tips on looking after your mental health online. 👏 [A thread] <a href="https://t.co/cpZ5biFLFn">https://t.co/cpZ5biFLFn</a></td>
<td>3,465</td>
</tr>
</tbody>
</table>

11 tweets supporting the SID 2021 campaign that received the most engagements (Source: Sprout Social)

**Safer Internet Day account**

As usual, for the Coordination Team, the bulk of the campaigning focused on the Twitter @SafeInternetDay account. Due to the pandemic circumstances which we have all been navigating for a year, a lot of uncertainties surrounded the planning, organisation and coordination of the campaign. This was felt by the Coordination Team and SID supporters alike.

However, despite this situation, the Coordination Team is excited to report that, with regards to Twitter analytics, the campaign achieved greater visibility than in previous years. The Coordination Team had foreseen a possible slump in reach and engagement due to the COVID-19 crisis, and therefore took a range of measures in early January 2021 to mitigate this – such as increasing posting volume and frequency (as an example, on the day of SID 2021, the Coordination Team posted 39 times from the Safer Internet Day Twitter account, compared to 12 times on the day of Safer Internet Day 2020).
Some key promotional assets were disseminated on social media to raise awareness of Safer Internet Day including the customary SID infographic, the SID promotional video, animated SID countdowns over the month preceding SID, and five animations showing the multi-stakeholder nature of SID – children and young people, parents and carers, teachers and educators, policy makers, and industry members – on the day of SID itself.

According to Twitter analytics, over the 2021 reporting period, the @SafeInternetDay account earned 12.2 million impressions, including both organic and paid impressions (compared to 4.9 million impressions over the 2020 reporting period). According to Sprout Social (which only counts organic analytics), the account received over 2 million organic impressions over the reporting period.

On the day of SID itself (9 February 2021), the SID Twitter profile page earned 790,495 organic impressions, up from 512,876 on SID 2020 and 611,795 on SID 2019 (according to Sprout Social). When adding promoted impressions, the total amount of impressions reaches 2.7 million.

The SID campaign’s top tweet was posted on 9 February 2021 and is the first, generic post we post at the beginning of each Safer Internet Day. Taking into account the unprecedented conditions in which we celebrated SID 2021, the tweet read “Today is #SaferInternetDay! In times of social distancing more than ever, we need to join forces together for a better internet. We’re looking forward to seeing everyone’s #SID2021 plans unfold! Saferinternetday.org”. Over the entire reporting period, this post collected 501,697 impressions and 5,700 engagements according to Twitter.

Other top-performing tweets include the post featuring the SID promotional video (which, at the time of reporting, has earned almost 2 million views on Twitter), the D-1 countdown post, the post about parents and carers’ role in keeping children safe online, the post about children and young people online, and the post featuring the SID 2021 infographic.

As indicated in the graph below, as a result of the Safer Internet Day social media strategy, the SID Twitter profile gained 5,082 followers during the reporting period, up from 3,996 followers in the 2020 reporting period.
Audience growth on the @SafeInternetDay Twitter profile during the 2021 reporting period
(Source: Sprout Social)

Engagement with the posts from the Twitter account also went up significantly, since the account earned **106,344 engagements** over the 2021 reporting period, up from 53,312 engagements in 2020.

It is also to be noted that the allocation of a generous Ads for Good grant by Twitter allowed the SID Coordination Team to take the campaign even further by reaching and engaging with an even broader audience.

**Facebook**
Globally, the Facebook strategy was aligned with the approach taken on Twitter, with a higher volume of posts compared to the 2020 campaign.
Over the 2021 reporting period, the @SaferInternetDay Facebook page received 1,305,283 impressions, of which 272,025 were organic. During the SID 2020 campaign, during which no Facebook Ad credit had been used, the Safer Internet Day Facebook page had, in comparison, collected 222,003 impressions over the reporting period.

The volume of SID fans also increased steadily during the reporting period, with the page gaining 909 fans over the reporting period, similarly to the number of fans earned in 2020. As written at the beginning of this section, the SID Facebook page now has a total of 21,447 fans.

According to Sprout Social, the three most successful posts over the entire reporting period were all posted on the day of SID – one about parents and carers’ role in keeping children and young people safe online; one featuring the SID promotional video; and the post about children and young people in the digital environment, as shown below.
At the close of the SID 2021 reporting period, the SID promotional video had been watched over 55,000 times on Facebook, up from 10,000 views in 2020.

**YouTube**

As already referenced, for the 2021 edition of Safer Internet Day, the Coordination Team continued to use the high-quality animated video commissioned for SID 2020. This video provides a range of basic information about Safer Internet Day to the general public: what it consists of, how and when it is celebrated worldwide. Thankfully, the video script remained relevant to the unprecedented conditions in which we have celebrated Safer Internet Day in 2021.

At the end of the 2021 reporting period, the video had collected over 163,400 views, up from 140,100 views at the end of the 2020 reporting period. The video remains, to this day, the most viewed SID promotional video on the Insafe YouTube account.
At the close of the SID 2021 reporting period, when combining the views received on YouTube, Twitter and Facebook (see sections above), the SID promotional video had been watched up to 2.1 million times.

**Other platforms where Safer Internet Day was celebrated**

**Instagram**

Although the SID Coordination Team does not yet have a dedicated Safer Internet Day Instagram account, the campaign already has a presence on the platform thanks to SID supporters that are active there. Examples of such support include UNICEF, UN Women, End Image Based Sexual Abuse, Wired Italia and the European Parliament. At the time of reporting (March 2021):

- The #SaferInternetDay hashtag has been used in over 28,200 posts.
- The #SaferInternetDay2021 hashtag has been used in over 1,000 posts.
- The #SID2021 hashtag has been used in over 5,000 posts.

**TikTok**

Similarly to Instagram, the SID Coordination does not have a TikTok account currently, but Safer Internet Day nonetheless enjoys significant visibility on this platform thanks to the support of the SID community. At the time of reporting (March 2021):

- The #SaferInternetDay hashtag has been viewed over 59.7 million times.
- The #SaferInternetDay2021 hashtag has been viewed over 74,600 times.
- The #SID2021 hashtag has been viewed over 7 million times.

This high visibility was in part achieved thanks to the collaboration between UNICEF and TikTok influencers Charli and Dixie d’Amelio as part of the Safer Internet Day 2020 campaign.
Political support on social media for Safer Internet Day 2021

This year, SID received significant attention from political figures across Europe and beyond, including but not limited to (in no particular order): Margarítis Schinás, Vice President of the European Commission in charge of Promoting the European Way of Life; Roberto Viola, Director-General for Communications Networks, Content and Technology (DG CONNECT); Eva Maydell, MEP; Dubravka Suica, Vice President of the European Commission in charge of Democracy and Demography; Ylva Johansson, EU Commissioner for Home Affairs; Evin Incir, MEP and Vice-Chair of the Intergroup on Children’s Rights; Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth; Juhan Lepassaar, ENISA Executive Director; António Guterres, Secretary-General of the United Nations; Jayathma Wickramanayake, UN Youth Envoy; Christine Lambrecht, German Federal Minister for Justice and Protection; Scott Morrison, Prime Minister of Australia; Julie Inman Grant, Australian eSafety Commissioner; Kate Jenkins, Australian Sex Discrimination Commissioner; Adrien Taquet, French Secretary of State for Children and Families; Cédric O, French Secretary of State for Digital Transition and Electronic Communications; Houlin Zhao, Secretary-General of the International Telecommunication Union (ITU); Jo Stevens, British MP; the World Health Organization; the United Nations; the European Commission; the Council of Europe; UNICEF; ITU; UNRWA; UNESCO; the World Economic Forum; the Indian National Congress; Dr. Arif Alvi, President of the Islamic Republic of Pakistan; MyGovIndia; UN Women; Mexican Office of the Federal Prosecutor for the Consumer (PROFECO); the Department of Education in the Republic of the Philippines.

Other notable support on social media for Safer Internet Day 2021

Beyond the political sphere, SID received support from a wide array of personalities on social media, including but not limited to (in no particular order): Pope Francis; Queen Letizia of Spain; Premier League; Gemma Styles; Wayne Rooney; Anne-Curtis Smith; Tor Project; YouTube; Instagram; Google; Android; Microsoft; INTERPOL; Europol; EC3; Sonia Livingstone; Monica Lewinsky; LEGO; Roblox; Manchester City; Hootsuite; Siwon Choi; YouTube Creators; Windows; WhatsApp; Chelsea Clinton; MissMalini; Guardia Civil; Verizon; Newcastle United FC; TikTok; Robert Alai; Safaricom PLC; Mohfi Eğilmez; Policía de Colombia; Metropolitan Police; U.S. Secret Service; Zoom; Disney; American Medical Association.
Web analytics

During the 2021 reporting period, the Safer Internet Day website levels of activity are broadly in line with the figures of SID 2020 – interestingly, certain indicators increased compared to 2020, while some others decreased.

Indeed, the number of users has slightly decreased compared to the 2020 reporting period – with 146,593 users visiting the SID website in 2021, a 7.81 per cent decrease from 2020 (159,016 users). However, other indicators have increased, sometimes significantly, compared to the previous year, which undeniably shows that visitors engage with the revamped SID website (launched in October 2020) much more than they did with the previous version of the site.

Such indicators include:

- **197,072 sessions**, a **4.42 per cent increase** from the 2020 reporting period (188,733).
- **415,858 pageviews**, a **37.11 per cent increase** from the 2020 reporting period (303,299).
- **2.11 pages seen per session**, a **31.31 per cent increase** compared to 2020 (1.61).
- An **average session duration of 1 minute and 40 seconds**, a **45.75 per cent increase** compared to 2020 (1 minute and 9 seconds).
- A **bounce rate of 65.84 per cent**, which is a **14.24 per cent decrease** compared to 2020 (76.77 per cent).

On the day of SID itself, the SID website received 38,924 users, a 11.94 per cent decrease from SID 2020 (44,203); **43,054 sessions**, a 9.29 decrease from SID 2020 (47,464); **88,200 pageviews**, a 16.21 per cent increase from SID 2020 (75,895).
Media activity

Several SID-related articles appeared in both national and international media during the reporting period right across the globe.

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

In addition to this extensive coverage across Europe, Safer Internet Day was referenced in the press in many countries including Africa (AfriqueITNews), Colombia (Caracol Radio), Egypt (Egypt Today), India (for example, The Hindustan Times and The Economic Times), Kenya (Citizen TV Kenya), Lebanon (Al Mayadeen News), Mexico (La Jornada), Oman (Times of Oman), the Philippines (for example CNN Philippines and Rappeler), Saudi Arabia (Arab News), Senegal (DakarActu), Uganda (Daily Monitor) and the United Arab Emirates (Gulf News) to list just a few.

Moreover, many stakeholders also published SID-related press releases or articles on their corporate websites. Some examples include:

- Twitter – #SaferInternetDay 2021: Together for a better Internet (twitter.com)
- TikTok – https://newsroom.tiktok.com/en-gb/every-day-is-safer-internet-day-at-tiktok
- Snapchat – Snapchat tips for Safer Internet Day 2021
- Google – Making every day safer with Google (blog.google) and Building a safer internet, from Europe to Africa (blog.google)
- Microsoft – Safer Internet Day 2021: Closing the Digital Civility Divide – Microsoft Stories Asia
Conclusions

In summary, despite the severe challenges posed by the ongoing coronavirus pandemic, the 2021 edition of Safer Internet Day can still be considered a great success.

While we have seen some minor changes to trends within the typical campaign metrics these have largely been positive, while many campaign supporters have reported enhanced engagement across various stakeholder groups, such as parents, as a result of online event formats. The coming months will undoubtedly provide a point of reflection as to how the accomplishments of the enforced changes to approach for the 2021 campaign can be harnessed for future editions, and we expect to see a more hybrid approach, with a greater mix of online and offline events, emerging.

As always, 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 will roll out programmes and resources in the coming months. This supports the ethos of Safer Internet Day that, while the day itself provides an annual global focus, online safety and digital literacy should be a year-round priority.

As one Safer Internet Day draws to a close, so planning commences for the next. The 2022 edition of Safer Internet Day will take place on **Tuesday, 8 February 2022**, when multiple stakeholders will again join forces across the globe to raise awareness of safer and better internet issues.

Stay tuned to the [Safer Internet Day website](http://www.saferinternetday.org), the [Better Internet for Kids portal](http://www.saferinternetday.org), the [BIK bulletin](http://www.saferinternetday.org) and our various social media channels (on [Facebook](http://www.facebook.com) and [Twitter](http://www.twitter.com)) all year round to stay up to date on the latest news and plans.

Campaign activity will start in earnest in September 2021 when we hope that you will again join us in our ongoing call to action to strive "**Together for a better internet**".
Annex 1: Overview of Safer Internet Centre actions for Safer Internet Day 2021
Austria

In the framework of the Online Safer Internet Month of Activity, Austrian schools and youth organisations had the opportunity to celebrate Safer Internet Day (SID) through various self-designed activities throughout the month of February. Due to the ongoing COVID-19 pandemic, all activities took place online. Even schools which had previously been reluctant to participate in online activities took the opportunity to be involved.

The campaign was supported by the Federal Ministry of Education, Science and Research and the Federal Chancellery Republic of Austria (family and youth policies). The Online Safer Internet Month of Activity had been promoted since October 2020 via various channels, such as news articles, social media, a newsletter, popular websites for teachers, and during other events.

All participating schools and extracurricular youth work were requested to submit reports from their activities, and these are displayed on a “social wall” on www.saferinternet.at. Best practice examples will be published, and three entries will be awarded during March 2021. The winner will receive a prize sponsored by A1 Telekom Austria.

To offer participating schools and organisations an example for a possible online activity, Saferinternet.at developed an online scavenger hunt for the 10-14 age group: “Heard already? The internet should be deleted! To prevent that, all you can do is solve the tricky puzzles on our website and find the solution!”. The scavenger hunt was played often and received much positive feedback.

This year, about 100 schools in all age groups and around 25 other institutions took part in the Online Safer Internet Month of Activity. However, due to the COVID-19 pandemic, the number of schools and youth organisations involved was not as high as usual.

Find out more about Safer Internet Day in Austria. Alternatively, find out more about the work of the Austrian Safer Internet Centre, including their awareness raising, helpline, hotline and youth participation services - or find similar information for Safer Internet Centres throughout Europe.
Belgium

In an exceptional situation, exceptional measures are needed! This year, in the midst of the ongoing coronavirus pandemic, the Safer Internet Day (SID) event organised by Media Animation, CSEM, MediaWij and Child Focus (the Belgian Safer Internet Centre), took the form of an online inspiration day: #Betternet Inspiration Day.

During the day, which took place on Tuesday, 9 February 2021, around 20 speakers presented four themes which are at the heart of topical concerns: e-Inclusion; Online news; The internet and parenting; and Emotions, relationships and sexual lives online.

Various actors in the field presented their educational tools to build together a better internet for children and young people. This day was intended to be a real source of inspiration to enrich the work of digital media education with children and young people and counted nearly 200 online visitors. Watch a recording of the event at Safer Internet Day - Replay #Bettemet Inspiration Day.

A better internet is everyone’s concern. This is why the Belgian Safer Internet Centre also encouraged a number of organisations to conduct an educational activity on the occasion of Safer Internet Day to promote safe and responsible use of online media among young people: a lesson, a game, a quiz, an information session, or similar. The participating local activities are listed on Safer Internet Day - Discover local activities.

Finally, numerous exchanges between organisations, the public and actors in the field were able to take place following this online inspiration day. Mission accomplished!

Find out more about Safer Internet Day in Belgium. Alternatively, find out more about the work of the Belgian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Bulgaria

Dozens of schools, institutions and organisations in Bulgaria celebrated the 18th Safer Internet Day on Tuesday, 9 February 2021 with various events and initiatives. The central national event was organised by the Bulgarian Safer Internet Centre (SIC) and held online with the active participation of its Youth Panel. Around 80 young people, teachers and professionals took part in the event which was also streamed live on the centre’s Facebook page. Schools across the country gathered their pupils and followed the live event on screen.

At the start of the event, the winning three Cyberscout squads were announced; the most active groups of 12-year-old pupils who have passed training under the Cyberscout Programme of the Safer Internet Centre and organised a number of events and initiatives to transfer their knowledge and skills to their peers.

The central part of the event was dedicated to the topic of false information on the internet and the risks it poses to uninformed users. Members of the Youth Panel chose the topic, and prepared and demonstrated short role-playing debates on the most prevalent types of false information especially concerning the COVID-19 pandemic. After the debates, all participants discussed the dangers of fake news, the ways that such news becomes viral, and how it could be stopped, minimised and debunked.

The video streaming on Facebook reached more than 11,000 viewers who also commented on the issues. The video continues to be the most popular post on the Safer Internet Centre’s profile and the number of people reached has now surpassed 20,000. It was also available via the Safer Internet Centre’s YouTube channel.

Safer Internet Day 2021 also marked the start of the traditional Media Literacy Days campaign in Bulgaria that runs for the following two months. The campaign is organised by the Coalition for Media Literacy in Schools that was co-founded by the Bulgarian Safer Internet Centre and unites more than 20 organisations and experts. The coalition plans dozens of events and initiatives to attract attention to the need for digital and media literacy as the best way to fight fake news and manipulated information online.

Find out more about Safer Internet Day in Bulgaria. Alternatively, find out more about the work of the Bulgarian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Croatia

In Croatia, the main event for Safer Internet Day (SID) 2021 was a webinar for children titled “Where are you in the digital jungle?”. The moderator of the webinar was the famous YouTuber Malajski Tapir with a number of YouTubers as panellists - PVT Mole, Lavvek, Mashinthebeauty and singer Nika Turković. Children had the opportunity to question them about their approaches to online safety and how are they adapting to the COVID-19 crisis.

The webinar was organised by a team drawn from the Center for Missing and Exploited Children (coordinators of the Croatian Safer Internet Centre (SIC)), HAKOM, A1 Croatia, Croatian Telecom, Teaching institute of public health of Primorsko-Goranska County, Health Centre Osijek and doc. dr. sc. Lucija Vejmelka from the Faculty of Law at the University of Zagreb. A recording of the webinar is available on YouTube.

Participation of schools and other organisations
Safer Internet Day actions took place across Croatia, signifying a broad national action to educate all internet users about ways to protect them on digital platforms. 547 elementary schools, 140 high schools and 66 different organisations from across Croatia participated in the celebration of Safer Internet Day this year. Among other things, an innovative and diverse educational package was delivered to facilitate the organisation of the celebration, which included a renewed board game from the Croatian Safer Internet Centre, an educational guide for children and parents about safety and privacy settings on social networks, and a fairy tale set in the digital age. It also included guidelines for responding to cases of cyberbullying for teachers and experts who work with children, and various other promotional and educational materials. The resources can be found online via the Safer Internet Centre’s website – csi.hr.

Webinar for experts - strengthening the capacity of experts in the digital environment
The webinar was aimed at teachers and experts who work with children, and presented the challenges of working directly with young people in the online environment and suggestions for overcoming these. Psychosocial online work, as well as psychodiagnostic and ethical standards and guidelines for working with children and youth in the online environment were discussed. Useful digital materials and tools that can be used in direct work with children and young people were also presented. 990 teachers and experts registered to participate in the webinar.
Educational workshops for children and youth with behavioural problems

The Safer Internet Centre team implemented workshops for children and youth that are included in half-day stay for children with behavioural problems in eight cities (Osijek, Darda, Podgorač, Našice, Vinkovci, Požega, Slavonski Brod, Virovitica). A total of 80 children were involved in educational workshops and activities about internet safety.
The Croatian Safer Internet Centre team are already looking forward to Safer Internet Day 2022 taking place on Tuesday 8 February and hope that, for the next edition, they can implement it both online and offline!

Find out more about Safer Internet Day in Croatia. Alternatively, find out more about the work of the Croatian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services - or find similar information for Safer Internet Centres throughout Europe.
Cyprus

On Tuesday, 9 February 2021, as part of international Safer Internet Day, an online conference was held in Cyprus with huge success. Titled ‘Together for a Better Internet’, the conference was organised by the Minister of Education, Culture, Sport and Youth, with the support of the partners of the Cypriot Safer Internet Centre (SIC) - CYberSafety and the National Strategy for a Better Internet for the Children of Cyprus. This year, the conference was held online due to the special conditions arising from the COVID-19 pandemic.

Aiming to foster responsibility and respect, as well as promoting a critical and creative use of the internet in our lives, the conference focused on reminding everyone – including the state, educators, decision-makers working on digital issues, parents, young people and children – that it is our duty to make the internet a better and safer place for communication, entertainment and learning. During this year’s conference, hundreds of classes from schools all over Cyprus connected; it’s estimated that over 4,000 students of primary, secondary general and secondary technical, and vocational education attended the conference, along with teachers and parents.

The conference was addressed by Dr Athena Michaelidou, Director of the Pedagogical Institute of Cyprus, on behalf of the Minister of Education, Culture, Sport and Youth, followed
by interesting suggestions on the safe and responsible use of the internet, as well as information on the prospects of its creative utilisation, but also how to deal with potential challenges and risks.

Dr George Kormas, representative of the Greek Safer Internet Centre, and Mr Marios Athanasiou, a well-known actor, referred to the challenges of being online, especially during the COVID era, focusing on issues such as excessive use, online games and our general behaviour on the Internet, which should be governed by respect.

Dr Linda Papadopoulos, originally from Cyprus and now an author and psychologist in the UK with a particular interest in the safe use of the internet, suggested good practices to students and parents, stressing the need for its proper and balanced use.

Moreover, seminar participants had the opportunity to watch Dr Anastasia N. Katsaounidou’s presentation, who is a reporter and researcher at the organisation Ellinika HOAXES. Dr Katsaounidou referred to the phenomenon of online misinformation, fact-finding teams (Ellinika Hoaxes), and the need to activate the researcher inside all of us.

Finally, members of the CYberSafety Youth Panel, along with Dr Thanasis Hadzilakos, Professor of Information Systems at the Open University of Cyprus, referred to the need to resist misinformation on the internet, which is spreading like the pandemic. The youth of the CYberSafety Youth Panel presented their new project ‘ANTibodies in Misinformation’, in which members of panel will act as ANTibodies in misinformation through a range of related actions (such as presentations and information materials).

More information about the online conference can be found on the Safer Internet Centre website, while a recording of the event is available on YouTube.

Find out more about Safer Internet Day in Cyprus. Alternatively, find out more about the work of the Cyprus Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Czech Republic

Safer Internet Day (SID) is an annual event that takes place worldwide on the second Tuesday in February. In the Czech Republic, we commemorated Safer Internet Day for the eighteenth time on Tuesday, 9 February 2021. Read on to find out what celebrations in the country looked like.

![Image](https://example.com/image.png)

The Safer Internet Day coordinator in the Czech Republic is the CZ.NIC Association, which also operates the national Safer Internet Centre (SIC). Given the ongoing COVID-19 pandemic, all events this year were planned to take place online. Unlike many other European countries, Safer Internet Day in the Czech Republic is still somehow looking for its place among other international initiatives. However, we are pleased to report that we are succeeding in spreading commitment to the day across Czech society and acquiring interesting partners from the private, non-profit and public sectors, including:

- **Seznam.cz**: a leading online company providing modern digital services reaching up to 95 per cent of the internet population in the Czech Republic (attracting over 3.5 million real users). For Safer Internet Day 2021, Seznam.cz published a series of articles within its professional news services and even changed its homepage mascot (Krusty the dog) for the day in favour of promoting SID 2021.
- **Avast**: a world leader in antivirus protection solutions. Avast launched its new series “Internet pod lupou” (Internet under the magnifying glass), prepared in cooperation with KPBI (the Regions for Safe Internet project).
- **O2 Czech Republic**: a telecommunication company and one of the major mobile service operators. O2 presented new activities planned under its online educational safety project O2 Chytrá škola (O2 Smart School). Together with Seznam.cz and Avast, O2 has been a long-term SID partner.

Among other entities that actively participated in Safer Internet Day were Česká spořitelna (Erste Group), Komerční banka (Société General), and the Czech News Center (the largest media house with the highest number of readers in the Czech market) which released a video for SID 2021 via its MALL.TV Internet TV channel.

Many public bodies, on both a national and regional level, shared their resources and communicated on safer internet issues also, including the Ministry of the Interior, the Ministry of
Education, Youth and Sports, the Office of the Government and/or many municipalities and regional representations (including their subordinated organisations such as libraries). As in previous years, we were supported by the Vice-President of the European Parliament Dita Charanzová, who issued an appeal to parents and prepared an educational campaign in the media.

At the same time, we were also pleased to watch a true “whirlwind of information” on the Czech Police Facebook on the morning of SID. It is also important to mention the activity of the education department of the National Cyber and Information Security Agency, which presented a new awareness-raising video on this occasion, called “I am the Netizen”.

We must also not forget our traditional partners, which include Linka bezpečí (the Czech Safer Internet Centre’s project partner), the Children’s Crisis Centre, and the Palacký University in Olomouc with its educational “eSafety” project (E-bezpečí).

In 2021, new partners also joined such as the CESNET Association, the Whalebone Company and DigiKoalice (the Czech National Coalition for Digital Skills and Jobs).

Last but not least, dozens of schools participated in this year’s celebrations. We would like to highlight the primary school in Radostice which sent us the work of their fifth-graders, who prepared advice for their friends on how to work safely on the internet.

Since we cannot list all the partners, we invite you to take a look at the official hashtags of #SaferInternetDay and #SID2021 on Facebook, through which you will get a comprehensive picture of the entire celebration of Safer Internet Day 2021 both in the Czech Republic and beyond.

To conclude, we highly appreciate our partners’ involvement in the day and thank them for all the awareness-raising and educational projects aimed to strengthen internet safety in the Czech Republic. By drawing attention to safer internet issues and promoting them via our communication channels and projects, collectively we contribute to the protection of our
children and youth, and ultimately the whole of society. We look forward to working with a range of partners on the next edition of Safer Internet Day, which will take place on Tuesday, 8 February 2022.

Find out more about Safer Internet Day in the Czech Republic. Alternatively, find out more about the work of the Czech Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Denmark

A new, national survey shows that Danish children and young people love playing games! The Danish Safer Internet Centre (SIC) therefore celebrated Safer Internet Day (SID) 2021 by launching a range of materials and activities on gaming, targeted parents and professionals working with children and young people.

92 per cent of the 1-15-year-olds have played a digital game, and approximately one in every two plays on a daily basis. These are some of the key findings of a national survey on the gaming habits of Danish children and young people*. The many findings supported the thesis and ideas that the Danish Safer Internet Day working group had been developing and so, on Tuesday, 9 February 2021, the survey and a range of materials saw the light of the day.

Gaming is entertainment, play, learning and social communities
Safer Internet Day 2021 was organised by The Danish Media Council for Children and Young People in collaboration with the other Danish Safer Internet Centre partners; Save the Children and Centre for Digital Youth Care. The primary goal for the Safer Internet Day campaign and for our work in general is to promote and support a positive gaming culture among children and young people. At the same time, we acknowledge that adults – parents as well as professionals in, for instance, youth centres and schools – need more information, guidance and knowledge to be able to understand and support children and young people that love gaming.

Playing digital games is first and foremost entertaining, but it is also involves playing, learning and being a part of a social community – like a lot of other hobbies. To be able to have a constructive dialogue about gaming and playing time, it is important that grown-ups understand what gaming is all about and have knowledge on specific titles or genres. All these topics are on the agenda in the range of materials we are releasing today. We hope parents, youth centre workers and others will find them useful.
Big live event on Safer Internet Day

Three weeks before Safer Internet Day, we announced a live webinar for parents, taking place on Facebook. The event achieved great interest with a total reach of 229,000, and 2,100 unique viewers during the live streaming. The hour-long programme included a panel discussion where two experts discussed different family situations related to gaming and took questions from the audience. Furthermore, the webinar included a visit from 12-year-old Fortnite gamer Daniel and his dad, Peter. Peter has become a gamer and Twitch-streamer with 10,000 followers after having previously participated in a TV series where parents had to battle their children in Fortnite. Daniel and Peter provided insight into the everyday life of a “gamer family”.

Guide for the parents, tutorials for the professionals, and t-shirts for the children

‘CHILDREN ARE GAMING!’ (Danish: ‘BØRN GAMER!’) is a new parental guide with insights, specific areas in need of attention, and guidelines on how to talk to your child about, for example, time spent online, tone of voice and in-game purchases. The guide is available in print and online.

Different kinds of tools are available for professionals. New tutorials shed light on good elements as well as critical points of attention in the most popular digital games. The activities of digital games turned into physical play is a fun way of working with the most loved games like Among Us and Fortnite – for instance in the school yard. The physical versions are developed and tested by youth centre workers.
As a fun gimmick, special edition SID 2021 children’s t-shirts were produced. Some were distributed through a Facebook competition and the rest will be going out to youth centres across the country to be used in local gaming competitions.

The campaign has been very well received by the public, while feedback from the professionals has also been positive. The COVID-19 situation has unfortunately limited the use of the materials to an extent, but hopefully that will change when schools open again. The webinar is still available online and has received a further 1,000 views to date since Safer Internet Day.

*The survey was carried out by research institute Epinion on behalf of the Media Council for Children and Young People, the Danish Film Institute and the national broadcasting company, Denmark’s Radio.

Find out more about Safer Internet Day in Denmark. Alternatively, find out more about the work of the Danish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services - or find similar information for Safer Internet Centres throughout Europe.
Estonia

Each year, the Estonian Safer Internet Centre (SIC) focuses on one topical issue when celebrating Safer Internet Day (SID). This year’s focus was on misinformation, with the Estonian Safer Internet Centre organising several events.

A media campaign was launched, entitled ‘Let’s do our best to ensure that lies are short lived online’. Its objective was to draw attention to how and where misinformation spreads, how to recognise it, and how the spread of misinformation can be stopped. Additionally, a thematic video was created to encourage viewers to critically review information on the internet. The video was shown on the Estonian Public Broadcasting (ERR) TV channel, commercial broadcasting channels, and on social media channels over a two-week period. The campaign was supplemented with thematic information presented on the Estonian Safer Internet Centre website. The video reached 2 million people via TV channels and received over 57,000 views on YouTube.

In addition, a web conference entitled ‘Information society: Ethics and responsibility’ was held on Safer Internet Day. The conference focused on ethical issues: values, stances, and behavioural patterns. The target audience was primarily teachers and educators, with 175 people participating.

In January, the Estonian Safer Internet Centre sent a thematic resource package to all kindergartens, schools, youth centres and libraries, accompanied by an invitation to celebrate Safer Internet Day with thematic events for and with children. Altogether, more than 10,000 students took part in events organised by these settings all over Estonia. Schools and kindergartens organised thematic lessons and workshops for students, carried out online and offline quizzes, participated in meme competitions and online tests, and participated in poster making competitions, to name just a few.
The coordinating organisation of Estonian Safer Internet Centre, Estonian Union for Child Welfare, regularly publishes a web journal ‘Notice a child’ (Märka last), the objective of which is to raise awareness of children’s rights in society. In the framework of the Safer Internet Day campaign, a special edition of the magazine entitled ‘Smartly on the Web’ (Targalt internetis) was published. The main topics covered were the spread of misinformation, its impact and the importance of critical thinking, the challenges of distance learning and the experiences of teachers and students in it, child sexual abuse on the internet, how to help victims, and how to prevent the spread of such material.

On 8 February, the Estonian Helpline published a podcast ‘Safely online?! It is possible?’ with parenting experts on how to teach children online safety issues. Experts included representatives from news portal Geenius.ee, the Police and Border Guard Board, and the Estonian Social Insurance Board.

Cooperating with different stakeholders and target groups is a key component for making the internet a better place for everyone. Together for a better internet!
Find out more about Safer Internet Day in Estonia. Alternatively, find out more about the work of the Estonian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Finland

The ninth national Media Literacy Week (MLW) celebrated a better and safer internet from 8-14 February 2021, including Safer Internet Day (SID) which took place on 9 February. Thousands of children, young people and adults were reached before and during the campaign week with well-planned and unique campaigns designed and implemented by several organisations.

In Finland, safer internet issues fall within the concept of media literacy and, as such, the traditional Safer Internet Day is included in Media Literacy Week. The week is organised by the National Audiovisual Institute (KAVI) and it is part of the awareness-raising work done by the Finnish Safer Internet Centre.

The aim of Media Literacy Week is to advance the media literacy skills of children, young people and adults as well as to support professional educators, guardians and other educators in their important media education tasks. The week was planned and carried out in co-operation with over 40 partner organisations from all sectors of society, from governmental organisations to NGOs and businesses.

Together with the cooperative organisations, altogether 33 campaigns, events or materials were conducted or published for Media Literacy Week. These included, for example, a test about digital footprints, a video about what the internet means for elderly citizens, podcasts and articles about small children as media users, two games focused on copyright issues, and a news literacy material for adults.

Altogether 2,100 professionals registered for the week, most of them representing teachers from early childhood education, basic education for children under 12 years, and librarians. The professionals reached approximately 200,000 persons during the campaign period.
Media Literacy Week does not have one specific theme, but each year concentrates more deeply on one focus group. This year, communication and visibility was especially targeted at adults and the elderly. Next year the focus will be on special groups such as children and young people in vulnerable situations or learners with different challenges.

Campaigns and information for different target groups

One of the greatest things about planning Media Literacy Week in cooperation with over 40 organisations is the amount of target groups which can be reached. Most of the Media Literacy Week partners represent organisations aiming their messages to children, young people, parents and teachers. Also, adults and the general public are taken into account each year. All resources and events created for Media Literacy Week can be found on www.mediataitoviikko.fi (in Finnish, some materials in Swedish).

One of the first resources created for the campaign was the Media Literacy Magazine (Mediataito), which is both an information publication as well as a journalistic approach to present new and topical materials and ideas concerning media literacy and media education. More than twenty partners provided material for the magazine and it was sent to professionals who had registered for the week in early December.

Once the week of events, local contributions and actions, as well as active communication via social media had concluded, both participants and organising partners had their say on how well the week was organised and what could be done better next year. Comments from the survey included:

“I think it’s important to teach children to be media creators, not just users of different devices.”

Professional from early childhood education or preschool education

“The materials are great. There are just so many of them, it’s hard to choose which one to use. It would be nice if you could make complete lesson plan units.”

Professional from junior high school or junior high school students
“The Think and Challenge campaign was amazing. It was clearly directed for youth, participation was easy, it supported contemporary adolescents’ media use, was a current topic, and clearly focused on young people (not something for children). More of these!”

Professional from youth center or other youth work

Find out more about Safer Internet Day in Finland. Alternatively, find out more about the work of the Finnish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
France

Taking place in a very unusual context, the 2021 edition of Safer Internet Day (SID) in France mainly focused on the impact of the COVID-19 crisis on the daily lives of children and families.

Indeed, most of the research and studies that have been published since the first lockdown in March 2020 keep pointing out a remarkably high increase in the use of connected devices (for pedagogical purposes, leisure time, peer-to-peer activities and socialisation), combined with a significant exposure to risks due to that hyper connection phenomenon. In the media, the main approach of the interviewed researchers and experts is related to the risks that children face such as cyberbullying and sexual harassment, the bad effects on health, wide exposure to all kinds of fake news, or illegal content. But most of the knowledge we have on the impact of awareness strategies shows that spreading fear and anxiety can’t deliver the positive benefits of an awareness-raising campaign. What the different actions we have carried out reveal is interesting and will serve as a common guide for the Safer Internet Centre’s communication activities in the future: parents, educators and adults find it difficult to find a balance between the contradictory rules they hear about the use of digital devices by youth. Instead, they need tailor-made support to regain self-confidence on a subject they do not master well themselves.

Therefore, Internet Sans Crainte together with Net Ecoute and Point de Contact, united as the French Safer Internet Consortium, decided to set-up a panel of actions in order to bring concrete elements to the parents who are globally worried and feeling unprepared, and to remind them of our role of also providing advice and support in a positive and comprehensive way. Each organisational member of the Safer Internet Centre decided to position its attention and resources to promote the chosen SID messages towards different target groups as follow:

- Industry
- Parents and grandparents
- Teachers and educators
- Children and teenagers
- Stakeholders and government representatives

As such, a multi-channel campaign started on Monday, 8 February 2021 with a common web-conference kick-off gathering Point de Contact, Net Ecoute and Internet Sans Crainte as speakers, as well as more than 2,000 parent attendees. The campaign received support from AXA Prevention Insurance as well as the National Police Department in charge of online crimes and cyberbullying.

On Tuesday, 9 February 2021 – Safer Internet Day itself – each member organisation of the French Safer Internet Centre organised several key actions together with State
representatives and Ministers, also supported by a wide visibility action through as many communication channels as relevant (Instagram, TikTok, Facebook and Twitter, but also traditional offline and online media):

- Awareness workshops
- Open web-conferences
- Lives on chosen social networks
- Training webinars
- Launch of specific awareness tools

In total, thanks to the widespread mobilisation of the Safer Internet Centre actors, hundreds of adults heard of the 2021-SID events and have been reached or trained, as well as thousands of children and teenagers.

Find out more about Safer Internet Day in France. Alternatively, find out more about the work of the French Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Germany

The German Awareness Centre, klicksafe, proudly looks back on a very successful Safer Internet Day (SID) in the country. Although fewer offline events were possible due to the COVID-19 pandemic, more than 200 decentralised events took place across Germany in 2021.

For its own Safer Internet Day activities, klicksafe decided early in the planning process to focus on a digital strategy and move all activities online. For this reason, it was possible to create even more content for different target groups and bring them together on a multimedia landing page that was launched on SID 2021. This strategy paid off, as almost twice as many users visited the website on SID itself compared to the previous year.

The main focus of this year's SID campaign in Germany was on "What do I believe? Opinion making between fact and fake". In the run-up to Safer Internet Day, klicksafe published several lesson plans so that teachers were provided with materials to talk to young people about disinformation and fake news online.

On Safer Internet Day itself, klicksafe published the results of a representative online survey among young people (aged 14-24) to find out more about false information and news information sources. In the survey, false information can lead to hatred, agitation, and general uncertainty according to 90 per cent of the respondents, while a quarter of those surveyed also have problems recognising fake news. Around two-thirds believe that it would be easier for them to classify fake news if it were discussed at school. Although young people still get informed by traditional news media, they cite social media as the most common source of fake news.

The main action was the launch of the Safer Internet Day landing page and the kick off of the social media campaign #FaktenSchützen (in German, "Fakten schützen" can mean both the act of protecting facts as well as being protected by facts). In line with the general SID approach to include high-ranking politicians and celebrities, the page includes short video statements (from Prime Ministers of federal states, directors, and so on) as well as a new video series for young people, #FaktenSchützen, featuring well-known YouTubers (for example, MrWissen2Go, Rewinside) where they explain what fake news is, how it spreads, how to recognise it and what you can do about it. In total, the series received 118,000 views on Instagram just around SID.
The SID campaign was picked up by several high-ranking politicians/ministries (here the Federal Minister of Education).

On Safer Internet Day, the #FaktenSchützen social media campaign was also launched. In short statements, participants from all sectors declare why they think it is important to protect facts. Klicksafe, as well as many of the participants, shared messages on SID, which made it possible that the hashtag #faktenschützen entered the top 5 on Twitter in Germany on the morning of SID. Among the supporters were politicians, researchers, journalists, and representatives from media companies, among others. However, the focus of the campaign was not only on celebrities: with a participatory campaign (for example, templates for social media) and a profile picture generator, everyone could be part of the campaign and share their message.

For the first time, klicksafe used a Social Wall to display posts with relevant hashtags related to Safer Internet Day and also featured it on the website landing page.
Although klicksafe emphasised its social media communication, traditional media still played an important role in promoting SID. In addition to its own promotional activities, klicksafe was successful in raising awareness on online safety topics in the news media, including on national television (Tagesschau, heute jurnal).

Besides all the publicity, klicksafe also published several education materials on SID, including a new handbook “Click E for Ethics: Opinion formation in the digital world” as well as a brochure for parents "Do you still trust or are you already fact checking?”, a family checklist on conspiracy theories, an interactive Actionbound game for young people (“In the bunker of lies”), an online quiz on opinion building, and several video talks with experts (teachers and authors of the new klicksafe handbook).

In summary it can be said that, despite all COVID obstacles, Safer Internet Day was very successful for the German Safer Internet Centre in reaching out directly and through the media to many people in the country to reflect on the very topical issue of disinformation and opinion making in the election year of 2021.

Find out more about Safer Internet Day in Germany. Alternatively, find out more about the work of the German Safer Internet Centre, including their awareness raising, helpline, hotline and youth participation services - or find similar information for Safer Internet Centres throughout Europe.
Greece

A different celebration of Safer Internet Day (SID) took place in Greece this year, but it was just as brilliant and meaningful as in previous years. 25,000 students of various educational levels, along with their educators, attended the online event held by the Greek Safer Internet Centre (SIC) in collaboration with the pan-Hellenic school network.

The session featured ambassadors of the Greek Safer Internet Centre – the famous singer Natassa Bofiliou, and the well-known actor Marios Athanassiou who, in a direct and experiential way, explained to the students how they can put the internet in their lives and not their lives in the internet. They also underlined how knowledge can protect us from online risks. Emphasis was also placed on how young children can become responsible digital citizens and on the good manners that we should have during any interaction online.

The event was opened by the Deputy Minister of Education and Religions, Zeta Makri, who referred to the catalytic role of the pandemic in the digital transformation in education and the need for the modern school to make the greatest contribution to the education of students on a safer digital life.

The children of the Greek Safer Internet Centre’s Youth Panel sent their message to their peers through a video they created with tips for safe and quality online use, especially during the pandemic.

During the event, the prizes of the Panhellenic student competition, organised by the Greek Safer Internet Centre under the auspices of the Ministry of Education with the theme “All together for a better internet” were awarded. The works of the winners from all educational levels can be seen here.

At the same time, supporters from all educational levels and from all over the country organised parallel activities using educational material provided by the Greek Safer Internet Centre.

Despite the fact that the news has long been monopolised by COVID-19 and its consequences, the celebration of Safer Internet Day 2021 gained a lot of media coverage in Greece. Many media reported on the importance of the day, the success of the event, and the results of the new online survey for parents conducted by the Greek Safer Internet Centre. Additionally, staff from the centre conveyed the message “All together for a better internet” through interviews and provided tips and guidelines for a positive online experience for children.

New research of the Greek Safer Internet Centre published on the occasion of Safer Internet Day 2021 played an important role in attracting the media. The survey was conducted online and involved 1,750 parents of children aged 9 to 12 years (40 per cent), and parents of children aged 6-8 years (23 per cent). Read more in the article entitled New survey shows parental concerns on children’s future addictive behaviours.

Find out more about Safer Internet Day in Greece. Alternatively, find out more about the work of the Greek Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Iceland

For Safer Internet Day (SID) 2021, the Icelandic Safer Internet Centre planned multiple activities. On the day of SID, it launched a media campaign on the newly-updated hotline reporting tool and website. The whole population of Iceland was targeted, and the whole Safer Internet Centre consortium and Steering Committee was involved with planning, including the coordinating team of the Hotline (Save the Children and the National Police). The Icelandic Youth Panel was also involved and was consulted on the language and terminology to be used on the new reporting web for different age groups.

In addition, an online conference on digital citizenship was organised with an estimated 500 people participating. Once again, the whole consortium and Steering Committee were involved in organising the event, including the Ministry of Education.

New educational models were sent to all elementary schools in Iceland. Schools were equally encouraged to participate in Safer Internet Day by either organising activities at school or class level, or by using some of the new materials to help celebrate the day. The Youth Panel contributed to the development and review of the materials, and gave input on the strategic approach.
Also throughout the day, the Icelandic Safer Internet Centre premiered 10 new short educational video modules, all subsequently made available via the Centre’s YouTube channel and homepage.

Reflecting on lessons learned, the Icelandic Safer Internet Centre felt that, in their experience, media campaigns are not always the best way to reach its main target groups. Instead, reaching out directly to parents, students and teachers has proven to be an effective way to gain good impact with awareness materials, for example, by sending new material direct or organising conferences that are also streamed. That said, media campaigns involving the Centre’s hotline and helpline have been very successful.

Find out more about Safer Internet Day in Iceland. Alternatively, find out more about the work of the Icelandic Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Ireland

Thousands of people in Ireland participated in Safer Internet Day (SID) 2021. Although circumstances were different this year, students, schools and organisations adapted to the situation and organised virtual activities and events to engage in meaningful and vibrant celebrations to help create a safer and better internet for all, especially young people. Some highlights follow.

#BeKindOnline webinar series
To mark Safer Internet Day, the Irish Safer Internet Centre hosted the #BeKindOnline webinar series. This series offered free webinars for parents and teachers to empower healthier online behaviour in children and young people. The webinar series was officially launched on Safer Internet Day by Minister for Justice, Helen McEntee TD, and was hosted online by the Department of Justice.

Chaired by Professor Brian O’Neill (member of the National Advisory Council for Online Safety), the launch day also included a panel discussion with the Irish Safer Internet Centre partners, including Chief Executive of ISPCC Childline, John Church; CEO of the National Parents Council Primary, Áine Lynch; Project Officer of Webwise (PDST Technology in Education), Jane McGarrigle; and Chief Executive of Hotline.ie, Ana Niculesc.

Following the launch, a series of evening webinars took place across the week. A session for teachers focused on empowering students to build digital resilience and manage their online well-being, while sessions for parents focused on empowering healthy online behaviour in both younger children and teenagers.

The #BeKindOnline Webinar series was hosted by the Irish Safer Internet Centre (SIC). The Irish SIC is a partnership of four leading organisations with a mission to make the Internet a better place for children and young people, under the coordination of Cybercrime, Department of Justice. The programme partners include:

- Awareness and education: Webwise (PDST Technology in Education)
- Helplines: ISPCC Childline and the National Parents Council Primary
- Hotline: Hotline.ie

Safer Internet Day Online well-being guest panel discussion
For Safer Internet Day, Webwise broadcast a short webinar for post-primary students reflecting on the role technology has played in our lives this year and to explore ways to help students manage their online well-being. The event provided an opportunity to hear about
the experiences of figures from the world of entertainment, sport, cyberpsychology and the tech industry.

The guest panel event marked the final webinar of the Webwise Safer Internet Day Ambassador Youth Training Programme. In the weeks leading up to this event, over 100 students from across Ireland had been engaged in an online peer-led training programme. The aim of the training programme was to provide the students with the knowledge, skills and confidence to go back to their own schools/communities and lead an online safety campaign/initiative for Safer Internet Day on 9 February 2021. This programme is also supported by 35 members of the Webwise Youth Advisory Panel, who act as peer mentors to the Ambassadors over the course of the programme. This year the training programme focused on helping students manage their online well-being and the event allowed students to reflect on learnings over the course of the programme.

**Schools celebrate Safer Internet Day**

[Interactive Safer Internet Day Ireland events map](#) highlights the great activities that took place to celebrate SID 2021.

Hundreds of primary and post-primary schools across Ireland ran activities and events to mark Safer Internet Day 2021. The wide-ranging initiatives included online well-being webinars, positivity campaigns for online image, motivational tips for distance learning, digital footprint lessons, online safety talks for parents, and workshops to address topics such as online harassment, privacy and image sharing.

- **Presentation Secondary School, Waterford** – “We will hold a virtual coffee morning with teachers, Kahoot quizzes with students, poster competition for junior/senior students, and slideshows are being sent to parents with information on how to create a safer online environment.”
- **Ballinode Community College, Sligo** – “We will design a poster and a book about ways to stop cyberbullying.”
- **Youthreach Clondalkin** – “Whole centre approach to integrating safer internet activities and fun activities through online classes.”
- **Holy Cross Mercy School, Kerry** – “Webinar for parents, Zoom workshops for students from junior infants to 6th class, design an internet safety poster, and our internet safety song.”
- **Killeigh National School, Mayo** – “Senior classes will learn about false information and how to spot it. Middle classes will learn about not sharing personal information. Infants will learn about the need to take a break. We will publish advice for parents.”
Organisations take action for Safer Internet Day

Trend Micro launched the annual “What’s your story?” video competition for young people. The theme this year is “How did the internet help you get through this past year?”, and it encourages young people to create a two-minute video to outline how the internet has helped them get through these difficult times. More information and details about how to enter can be found here.

In addition, the Department of Justice has awarded funding to establish a new research observatory on cyberbullying at the National Anti-Bullying Research and Resource Centre in Dublin City University (DCU). The announcement was made by the Minister for Justice, Helen McEntee TD, to mark Safer Internet Day and the commencement of Coco’s Law – the Harassments, Harmful Communications and Related Offences Bill.

Find out more about Safer Internet Day in Ireland. Alternatively, find out more about the work of the Irish Safer Internet Centre, including their awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Italy

In Italy, this year’s Safer Internet Day (SID) event was hosted completely online and made available via live streaming. A debate took place between students, parents and teachers - the whole scholastic community - on how to help younger generations through a learning process on positive use of the web, the technological instruments available, and their role in good and appropriate use of the platforms.

Along with the scholastic community, institutions and both public and private stakeholders have a key role in the Italian Safer Internet Centre’s actions. To highlight everyone’s work, two specific sections dedicated to the main stakeholders of the Italian Safer Internet Centre (SIC) have been created on the Generazioni Connesse website:

- **One for schools, on which teachers can upload the projects created with their students.**
- **One for companies, on which partners can share their initiatives, events and contents dedicated to education and updates on the online world.**

Other Safer Internet Day actions in Italy included:

**Presentation of an ePolicy platform**
An official register was created of every institution that has successfully completed a Generazioni Connesse course, producing an ePolicy document as a final result.

**Presentation of survey data**
To mark Safer Internet Day, a new survey was published: “Young and digital during COVID-19”. It was administered with the support of Skuola.net, Università degli Studi di Firenze, and Sapienza Università di Roma.
#WeAreFearless

A new season of the mini-series #WeAreFearless, which tackles key issues of being online such as cyberbullying and fake news, was launched.

Find out more about Safer Internet Day in Italy. Alternatively, find out more about the work of the Italian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Latvia

On Safer Internet Day 2021, the Latvian Safer Internet Centre (SIC) organised nationwide activities involving children, young people and adults, encouraging everyone to create a better and safer internet environment.

“During the COVID-19 pandemic and distance learning, more than ever the safety of children and young people on the internet are highly important: digital skills and knowledge about online safety, also media literacy skills need to be thoroughly taught and regularly improved among children. Therefore, Safer Internet Day activities and the Safer Internet Centre’s resources aim to improve children’s skills about safe internet usage, not only on this day but every day,” said Maija Katkovska, Coordinator of the Latvian Safer Internet Centre.

The centre’s main event on Safer Internet Day focused on involving every digital citizen to test their knowledge about internet safety and media literacy by participating in a nationwide quiz. The quiz was about internet-related topics such as internet history, terms, various challenges, internet usage habits, as well as safety online. The quiz was organised in collaboration with Viktorina.lv, a platform specialised in delivering LIVE quizzes. People could participate in two ways:

- **The first way:** Playing a LIVE quiz on 9 February by joining the quiz platform at a certain time and competing with other participants of similar age. The LIVE quiz was organised in five age groups, reaching 310 participants.
- **The second way:** From 9-28 February, an online quiz was available for everyone to participate in, at any time, by answering questions about internet safety. This option was chosen by more than 10,300 participants.

To help younger children, aged 6 to 11, to learn basic skills about internet safety, respectful and responsible behaviour on the internet, as well as meaningful use of technologies, the Latvian Safer Internet Centre has created a resource kit named “Wify’s Internet Alphabet”. The main characters in the resource kit are a boy, Wify (mascot), and his teacher Liene. The resource kit consists of 33 short films, worksheets, and advice for parents and teachers. Each short film represents one letter of the Latvian alphabet and a word related to safe internet usage. The short films are easily structured and highlight the key information of each topic, accompanied by recommendations for educators. The resource is designed in a child-friendly and easy-to-understand way to use during remote learning.
Also as part of Safer Internet Day activities, the Safer Internet Centre hosted the **first online meeting of the Latvian Youth Panel in 2021** (in Latvian - JAP), welcoming old and new members. The panellists shared their thoughts about the day’s celebrations and also supported the event. JAP also came up with an initiative to create its own [Instagram account](https://www.instagram.com) to reach more young people to raise awareness of safe and responsible internet use among adolescents. Every active young person, aged 13-18, who wants to develop his or her digital competence, to acquire new skills, and share his or her knowledge with other young people in Latvia, is invited to become a member of the Safer Internet Centre’s Youth Panel.

Find out more about [Safer Internet Day in Latvia](https://www.saferinternet.eu). Alternatively, find out more about the work of the [Latvian Safer Internet Centre](https://www.saferinternet.eu), including its awareness raising, helpline, hotline and youth participation services – or find similar information for [Safer Internet Centres throughout Europe](https://www.saferinternet.eu).
Lithuania

In the face of the global pandemic, the internet has become our daily platform for learning, working, entertainment and communication. However, besides all the good things, cyberspace is full of many dangers: harmful content, hatred, personal data use and others. On 9 February 2021, Lithuania, together with approximately 200 other countries, celebrated the international Safer Internet Day (SID), hosting various campaigns to draw attention to online safety.

For this occasion, the National Agency for Education and the Communications Regulatory Authority of the Republic of Lithuania organised the event Together for a Better Internet, inviting pupils, parents, teachers and everyone rooting for online safety to watch and take part online. The organisers invited internet users to take action upon noticing content that is harmful for minors, incites hatred, involves personal data use and other threats. The purpose of this event was to draw society’s attention to the issue of online safety, encouraging them to come together and create a better internet for everyone. The event was broadcast live from the LRT Dūmų Fabrikas studio.

The event was opened by Jurgita Šiugždinienė, Minister of Education, Science and Sport of the Republic of Lithuania, emphasising that as we typically spend the entire day at the computer learning or working, the issue of safe internet is becoming increasingly relevant. The possibility of using the internet and digital technologies is both exciting and worrying. The Minister herself was slightly shocked to find her own fake Twitter account rapidly collecting followers and it took some time to take it down. “No significant harm was done, but it could have ended differently. Getting in the trap of hidden advertising, propaganda and fake news online is easy” said the Minister. “That’s why we need to learn critical thinking. There comes the role of the teachers, providing their pupils with critical thinking skills. We can create a better internet together by respecting each other, protecting our own and others’ reputation, and searching for opportunities to create, communicate and share.”

The event then continued with a demonstration debate on ‘Parents and children online: should parents get access to their minors’ social media accounts?’ (in Lithuanian, ‘Tėvų ir vaikų santykis internete: ar tėvų turėtų gauti prieigą prie nepilnamečių vaikų socialinių paskyru?’), delivered by representatives of the International Youth Debate Alumni Association. The debate was conducted by Dainora, Gabija, Gabriélė an Vilija. Cyberbullying may result in serious consequences on children’s emotional and psychological health, such as decreased self-worth, constant stress and depression. All this leaves a negative trace on their learning quality. Seeking to prevent this, the girls debated if parents should have access to...
their children’s social media accounts to be able to monitor their activity online and who they talk to. The supporting party claimed that parents should have access to be able to spot and prevent bullying against their children. Access to their children’s accounts would also enable parents to control them and strengthen their relationships. The opposing party argued that this suggestion sounds like ‘cyber espionage’ and a violation of children’s right to a private life and communication. Parents should trust their children. Children and their well-being is crucial for both of the debating sides, but neither of the girls changed their opinions. Some of them believed that, despite everything, parents should be able to access their children’s accounts to ensure their safety, while others argued that the main focus should fall on privacy and the children’s freedom and trust, rather than spying.

Mantas Stonkus, actor and co-founder of Digiklasė.lt, talking on the topic of ‘Who do we talk to and how?’ (In Lithuanian, ‘Bendravimo kultūra internete – kaip ir su kuo mes bendraujame’), shared his sincere and interesting experience and insights on how children and youth choose who they talk to online and the current online communication culture. The marketing expert, social activist and singer Dovilė Filmanavičiūtė discussed the topic of ‘Digital literacy and critical thinking online’ (in Lithuanian ‘Skaitmeninis raštingumas ir kritinis maštymas internete’). Dovilė shared why being alert and critical thinking are necessary companions online, also raising questions relating to if we are cautious enough in assessing information on the internet. The actor, artist and writer Marius Povilas Eljas Martynenko talked about ‘Online threats – is it possible to evade them?’ (in Lithuanian, ‘Grėsmės internete – ar realu jų išvengti’), revealing ways to recognise threats and to prevent them. The participants of the event were entertained with a musical programme by the young performer Paula, winner of the Šok su Žvaigžde (in English ‘Dance with a star’) TV project.

The event encouraged children and their parents to continue discussions on the advantages and disadvantages of children’s privacy online, while famous people drew public attention to the importance of online safety, highlighting new relevant aspects for parents, teachers and youth. The recording of the event is available here.

Teenagers, aged 12–18 years, were equally encouraged to celebrate Safer Internet Day. Together with their teachers they hosted remote debates on various safer internet topics: ‘Should the state control freedom of speech online?’ (in Lithuanian ‘Ar valstybė turėtų reguliuoti žodžio laisvę internete?’), ‘Should parents get access to their minors’ social media accounts?’ (in Lithuanian ‘Ar tėvai turėtų gauti prieigą prie nepilnamečių vaikų socialinių paskyrų?’), ‘Should all Lithuanian websites be adapted for people with disabilities?’ (in Lithuanian ‘Ar tėvai turėtų gauti prieigą prie nepilnamečių vaikų socialinių paskyrų?’), and ‘Would fostering respect of copyright increase minors’ safety online?’ (in Lithuanian ‘Ar išugdyta pagarba autorių teisėms padidintų nepilnamečių vaikų saugumą internete?’).

We recommend checking out these videos and resources:

- Debates at Prienai Revuona Middle School on the topic ‘Should Lithuanian schools have compulsory media literacy lessons?’ (in Lithuanian ‘Ar Lietuvos mokyklose turėtų būti numatytos privalomos medijų raštingumo pamokos?’).
- ‘Should criminal liability for online piracy be even stricter?’ (in Lithuanian ‘Ar baudžiamojo atsakomybė už piratavimą internete turėtų būti dar labiau sugriežtinta?’). This topic was discussed at Vilnius Balšai I Progymnasium.
- Additionally, some schools hosted various events.

Find out more about Safer Internet Day in Lithuania. Alternatively, find out more about the work of the Lithuanian Safer Internet Centre, including its awareness raising, helpline, hotline
and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Luxembourg

On 9 February, Safer Internet Day (SID) 2021 was celebrated around the world. Initiated by the European Union, Safer Internet Day is organised each year with the aim of raising awareness for a safer internet. As part of the event, numerous activities were organised in Luxembourg.

**Luxembourg takes action**

To mark its participation in Safer Internet Day, BEE SECURE was extra present on social media. A [second video in the YouTube series Discover Together](#) was unveiled to help raise awareness among parents about how to teach their children to use the internet in a conscious, positive way.

The [2020 Annual Report](#), published on SID, provides an overview of BEE SECURE’s work and impact in Luxembourg and abroad.

Various information evenings were held online. The [Digital Privacy Salon](#) addressed online privacy issues related to the current COVID-19 situation. Nearly 100 people participated in the [Trio of Experts](#), which brought together experts from BEE SECURE, the Kanner-Jugendtelefon (KJT), and the Prevention Service of the Capital Region of the Luxembourg Police. During this two-hour session, the experts offered advice for parents.

In partnership with BEE SECURE and the National Commission for Data Protection (CNPD), the Cybersecurity Competence Center Luxembourg (C3) recently launched SPAMBEE ([www.spambee.lu](http://www.spambee.lu)), a new national anti-spam and anti-phishing solution. SPAMBEE is a tool that allows users to easily hunt down suspicious emails and notify experts who will make a complete diagnosis of each email sent.

CLUSIL & LIST also contributed to SID with an event on 5G and Internet of Things (IoT) themes.

The winter edition of the [DigiRallye](#), which is usually part of the SID, could not take place as usual. There was, however, a virtual edition of the DigiRallye that is still accessible to children ages 9 and up in residential youth centres and at home. The game consists of interactive quizzes and fun activities to give children a first glimpse at how to use digital media safely.

**Strong together**

The national awareness-raising event was propelled by the active participation of numerous partners, with high-quality contributions from the Representation of the European Commission in Luxembourg, the Luxembourg Ministry of Education, Children and Youth, the Kanner-Jugendtelefon, the Zentrum fir politisch Bildung, Securitymadein.lu, ANIJ, Chambre des Métiers, Post Luxembourg, Planning Familial, Police Luxembourg, the Association de Soutien aux Travailleurs Immigrés aSbI (ASTI), Anonym Glécksspiller aSbI, Luxsenior, Nordstadjugend, the national media, the Luxembourg government, the Centre pour l’égalité de traitement (CET), RBS - Center fir Altersfroen, and Young Caritas.

**Additional events**

These additional events were all focused on themes from Safer Internet Day 2021:
• 17/02 – Digital Privacy Salon ‘Special Parents & Carers (Part 2)’ (in English)
• 23/02 – Online course ‘Alles Informatioun oder wat?’ (for SSE)
• 25/02 – SmartphoneCafé in Escher BIBSS - GoldenMe

Find out more about Safer Internet Day in Luxembourg. Alternatively, find out more about the work of the Luxembourg Safer Internet Centre, including their awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Malta

Together with the rest of the world, Malta recently commemorated Safer Internet Day (SID); a day of celebration marked in February each year to promote the safe and positive use of digital technology for children and young people. The campaign has grown beyond its traditional geographic zone and is now celebrated in approximately 200 countries reaching millions of people worldwide. With the global theme of “Together for a better internet”, the day calls upon all stakeholders to come together to make the internet a safer and better place for all, especially for children and young people.

Safer Internet Day activities in Malta are organised under the umbrella of the BeSmartOnline! Project which brings together the efforts of national stakeholders working towards a safer use of the internet by children and youths. The primary objective of the BeSmartOnline! project is to raise awareness and educate minors, carers and educators on the safe use of the internet; establishing, operating and promoting reporting facilities for internet abuse; and supporting respective victims. On this day, virtual activities took place in all schools around the island. For this reason, a number of digital resources were produced for both primary and secondary students.

Once again, the Office of the Commissioner for Children encouraged and supported schools to organise activities to celebrate Safer Internet Day. Two videos were also developed which addressed the issues of digital footprints and posting certain photos to increase likes and acceptance, and the impact of the media on body image. These topics were highlighted by the Youth Panel who also contributed to the drafting of the scripts.

A toolkit for PSCD (personal, social and carer development) teachers in middle and senior schools was created purposely to celebrate the day. Lesson plans were then drafted by the BeSmartOnline! project team to complement the videos which were then provided to PSCD teachers as part of a toolkit. A video was also created with messages related to this year’s theme and shared on social media to reach the different target audiences. Additionally, a press release was published to commemorate the day and members of the BeSmartOnline! project team were present on different TV slots to promote it.

The internet offers many opportunities for young people and we all should take an active role in encouraging them to discover these opportunities and to use new technologies to develop their interests and their talents, while also ensuring their safety.

Find out more about Safer Internet Day in Malta. Alternatively, find out more about the work of the Maltese Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Netherlands

On the occasion of Safer Internet Day (SID) in the Netherlands, the Dutch Safer Internet Centre (SIC) published a survey on online wellbeing in the COVID-19 period, with a special focus on online love and sexuality. The results were somewhat surprising for the Centre. Since the Dutch Helpline had seen a large increase of online help requests during lockdowns, it was assumed that being constantly online had possibly led to more problems. But it turned out that since the beginning of the pandemic, young people did not have more negative experiences (such as experiencing online sexual harassment, cyberbullying, and similar) than before COVID-19. Many respondents said that the atmosphere on social media was now more positive than before. So yes, COVID-19 is hard for young people: school lockdowns, not going out and socialising with friends, and so on. But the online world provided a bright spot in dark times!

The survey was conducted among 1,164 young people in the age range of 12-25 years. Before COVID-19, one third of the young people (33 per cent) had had negative experiences on online, and during lockdown this was 28 per cent.

A possible explanation for the increase in helpline requests might be that, while the number of experiences did not increase maybe the seriousness of the problems did, and with that the need for professional online help. Or maybe during the pandemic, there was less opportunity to talk to friends or school mentors, and hence people searched for online help.

News on the research was released on Safer Internet Day (SID), with a media reach of over 350,000.

On the evening of Safer Internet Day, the Dutch Safer Internet Centre hosted a parents evening with Bureau Jeugd en Media around the same theme: online wellbeing of young people in the COVID-19 period. Questions covered included: What about screen time when everybody is at home and online is the only way to meet people?; Is it okay to game more now?; How to discuss online love and sexuality (now that dating in real life is not currently an option)?; And how to guide kids through these rough times. 380 parents participated.

The Safer Internet Centre also made available a hard-copy postcard that people could send to their internet hero to say thank you... to thank your neighbour for teaching you to do online shopping; to thank your grand-daughter for teaching you to use online video tools; or to thank your teacher for making online lessons interesting, to give just a few examples.

Find out more about Safer Internet Day in the Netherlands. Alternatively, find out more about the work of the Dutch Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Norway

In Norway, this year’s Safer Internet Day focused on parenting and digital media. The digital part of being a parent can be challenging. Many parents see their children’s use of digital media as a dilemma between learning something new and useful, but also taking up a lot of screen time. But meeting new technology and media habits with bans and high age limits is a bad strategy. So, what can parents do?

In collaboration with the Department for Media and Communication (University of Oslo), the Norwegian Media Authority hosted an online seminar to shine a light on parents and their children’s digital media life. The webinar hosted researchers working in the field of parents and digital media use by children. Stakeholders were invited to comment on the report and the situation on the topic from their point of view.

The Norwegian Safer Internet Centre (SIC) launched a new updated guide to screen use for parents of preschool children, and the digital family online game “The Star Colony” had a second launch as it has been updated with more content since the first launch in September 2020.

Several other Safer Internet Day events also took place on this day and during the week from various organisations and in different places in Norway. Due to the coronavirus pandemic, all of the events were organised digital and hence were easily accessible for interested parties.

In addition, Safer Internet Day kicked off with a key message online from several Heads of Ministries of Norway, including the Ministry of Culture, the Ministry of Justice and Public Safety, the Ministry of Children and Family, and the Ministry of Education and Research. The joint statement this year focused on the need for a better coordinated public effort of children’s digital lives. The Ombudsman for Children has previously mapped that more than 20 government agencies from six different sectors and 50 organisations have partly overlapping responsibilities and carry out measures aimed at children’s digital lives.

The Norwegian Media Authority has proposed to gather forces around a national plan and strategy for a safer digital childhood. This includes more research, evaluation measures and efforts on counselling and guidance towards both parents and children. Better coordination can make it easier both to make demands on international actors and to look further on regulation or other measures to protect children from harmful or problematic aspects of digital life.

Information, news and debate are increasingly disseminated and consumed on digital platforms. The COVID-19 pandemic has helped to accelerate the digital shift in several areas. More than 90 per cent of children have a smartphone from the age of 10 or 11, according to the Norwegian Media Authority’s large survey Children and the Media 2020. This also means that children have access to an enormous and confusing universe of content from a young age.

There are many opportunities. Children and the Media 2020 shows that 86 per cent of 13-18-year-olds say that they have a lot of contact with their friends on social media, but they are also, in many ways, exposed to content that can be harmful such as content about self-
harm, drug dealing, fighting and violence. Some has also experienced private images being spread on the internet or had been sent content that they find unpleasant.

So, the question we asked on Safer Internet Day was how do parents and authorities deal with these dilemmas? On the one hand, children have the right to freedom of expression and to seek, receive and disseminate information and ideas "of all kinds and in every way", as stated in Article 13 of the UN Convention on the Rights of the Child (UNCRC). These rights are difficult to fulfill without access to digital platforms. But, at the same time, children are entitled to protection – for example against harmful content. How do we balance these considerations?

The Norwegian Media Authority emphasises the need for children to be digital equipped early, both to safeguard the right to and need for information and participation, but also to prevent them from being completely unprepared as adults. But this must not happen in an uncontrolled way. Both schools and parents have a great responsibility to help build their children's critical media understanding, so that they learn to distinguish true from false, and advertising from editorial material, or know the rules that apply to sharing pictures via social media.

The definitive answers of what parents want are maybe not yet available; maybe they will never be found. But we must make an effort to help our children to develop critical thinking skills and be competent media users, who take advantage of the opportunities that digital life provides, while at the same time protecting them as far as possible and enabling them to deal with the more problematic issues. In this work, insight, communication, guidance and dialogue are more important than prohibition and regulation.

Find out more about Safer Internet Day in Norway. Alternatively, find out more about the work of the Norwegian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Poland

Poland managed to beat last year’s record of the number of local initiatives organised on Safer Internet Day (SID). The 2021 edition of the campaign resulted in 4,700 institutions actively involved in undertaking online safety-related initiatives.

On Tuesday, 9 February 2021 at 17:00 (with the time chosen as the result of a public survey), the Polish Safer Internet Day Conference with leading speakers was streamed live on the Polish SID campaign website (www.dbi.pl), and on the Polish Safer Internet Centre’s (SIC) YouTube and Facebook channels. Almost 4,000 viewers watched the live transmission, reflecting the high level of interest in this topic. A recording of the event was made available online and continues to reach a high number of viewers (over 40,000 to date).

Schools, libraries and other educational institutions were invited to prepare awareness-raising campaigns, online classes and other activities throughout February and March in support of Safer Internet Day. The best initiatives are awarded in a contest for the most creative undertaking. Due to the COVID-19 pandemic, all local events were asked to observe governmental restrictions and for the 2021 edition, the Polish Safer Internet Centre provided digital educational materials online at www.dbi.pl/pakietyedu. Despite these limitations, a record number of initiatives were registered totalling more than 4,700 actions with almost 1.9 million declared participants.

In addition, a special cycle of 13 webinars for professionals was developed, taking place every Tuesday and Thursday during February and March, again at 17:00. Once again, there was a high interest and overall more than 11,000 professionals took part.

The Polish version of the SID slogan is "#Działajmy razem" which translates to "Let’s act together!", and this helped to gather a wide spectrum of stakeholders. Additionally, the Polish Safer Internet Centre invited leading IT businesses such as Orange, Samsung, Google, Facebook and Librus to partner during this year’s SID actions. National institutions such as the Prime Minister’s Office granted honorary patronage to the event.
Safer Internet Day in Poland is organised by the Polish Safer Internet Centre which consists of NASK National Research Institute and the Empowering Children Foundation, which jointly implement the EU Better Internet for Kids programme under the Connecting Europe Facility (CEF).

Find out more about Safer Internet Day in Poland or visit the dbi.pl website. Alternatively, find out more about the work of the Polish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Portugal

Making the internet safer remains a strategic objective in Portugal. According to the EU Kids Online 2020 report, approximately 1 in 4 children or young people say they have had an “uncomfortable” experience online (18 per cent for boys; 27 per cent for girls). Equally, more than half of children say they have difficulties in verifying which information online is true (53 per cent).

Since January 2021, the Portuguese Safer Internet Centre has been coordinated by the National Cybersecurity Centre (CNCS). The Portuguese Safer Internet Centre Consortium also includes the Directorate-General for Education of the Ministry of Education (DGE), the Foundation for Science and Technology (FCT), the Portuguese Institute for Sport and Youth (IPDJ), APAV - Portuguese Association for Victim Support, the Altice Foundation and Microsoft Portugal.

Safer Internet Day (SID) was marked on Tuesday, 9 February and, among the initiatives carried out, themes related to online relationships were highlighted. The ongoing COVID-19 pandemic and confinement measures have changed how youngsters relate to each other, increasingly using technology. Therefore to celebrate SID 2021, the Portuguese Centre held an online event dedicated to the topic of “Sexuality and risk behaviour online”. The webinar included presentations by several experts who addressed issues related to online relationships, from online dating and sexting to revenge pom and sextortion.

Members of the government, namely the Minister of State and the Presidency, Mariana Vieira da Silva, the Secretary of State for Education, João Costa, and the Secretary of State for Youth and Sport, João Paulo Rebelo also addressed the event, recognising the importance of how the internet enables communication and interaction in times of confinement and how a significant part of our lives have been transferred to the digital space. However, while the internet offers a world of opportunities, it also presents risks, as can be seen, for example, in the increase in cybercrimes reported last year.

The expert panel debate was moderated by Reginaldo Rodrigues de Almeida, a well-known journalist. Cristina Ponte, coordinator of EU Kids Online in Portugal, framed the theme according to data on the practices regarding online relationships of children and youngsters in Portugal. Pedro Verdelho from the Attorney General’s Office presented the legal framework of crimes associated with practices such as sextortion and revenge pom. Law enforcement representative Ricardo Vieira reviewed some of the types of cases that are reported to his agency, as well as the treatment that they receive and the forwarding that is given to them. In her address, Vania Beliz, sexologist and clinical psychologist, focused on the importance of demystifying online sexual communication and pointed out some solutions and paths to follow in the way we approach the subject of sexuality online. The talk was also made available on WhatsApp so that the public could interact with the panellists addressing questions and comments.

For security reasons it was not possible to have youth participants on site. Therefore four videos were pre-recorded and embedded during the webinar, focusing on Safer Internet Day and its significance; Digital Leader interventions in the educational community; dating with fair play; and on the Naveg@s Programme activity and achievements. The last two videos were made by young people involved in volunteer projects in the area of online security and particularly online relationships, presenting testimonies of their experience, alerting young people in the audience to risky behaviours, and the need to live this presence on the internet consciously and safely.
More than 2,200 people from all over the country actively participated in the event, which also included interactive moments with the public. The full webinar can be viewed online on the Internet Segura website.

The Portuguese Safer Internet Centre also organised several other activities and shared good practices, and provided various new tools and resources to promote the responsible use of the internet in the framework of Safer Internet Day. Some examples include:

- The Safer Internet Centre and Altice Foundation promoted a live streaming of the play "ID A TUA MARCA NA NET", a 35-minute adaptation for the online platform with new sketches, performed by the actors Pedro Gógia, Tiago Aldeia and Alexandre da Silva. Over the last few years, this action has already involved more than 77,000 students. The play was viewed online by hundreds of schools across the country.

- **Safer Internet Day Campaign in Portuguese Schools**, an activity from SeguraNet to promote digital citizenship activities in schools during February. The schools were requested to register their initiatives online and, this year, 400 schools registered to support the Safer Internet Day 2021 campaign, including schools in Angola and Timor.

- **Launch of the Data Detox x Youth by APAV**, an initiative from Tactical Tech that aims to help young people taking control of their tech. This interactive toolkit encourages young people to think about different aspects of their digital lives from their social media profiles to their passwords, with simple activities for reflection and play. To launch the initiative, the Portuguese Safer Internet Centre invited Daisy Kidd, responsible for the creation of Data Detox x Youth, João Gomes, Youth Ambassador, and Ricardo Estrela, Operational Manager of the Safer Internet Helpline, for a live event where Daisy Kidd presented an overview of the initiative, and all the speakers addressed the importance of digital privacy. The event can be watched on APAV’s YouTube channel.

- During February, an online campaign took place on the Centre’s social media profiles dedicated to the topic of online relationships.

- The Portuguese Institute of Sport and Youth also launched the **Contest of memes and short films "Sex, risks and the internet"** on social media.

The Portuguese Safer Internet Centre would like to thank everyone who actively participated in Safer Internet Day 2021 initiatives in Portugal and contributed to the promotion of freer and safer experiences in the digital world.

Find out more about [Safer Internet Day in Portugal](#). Alternatively, find out more about the work of the [Portuguese Safer Internet Centre](#), including its awareness raising, helpline, hotline and youth participation services – or find similar information for [Safer Internet Centres throughout Europe](#).
Romania

Save the Children Romania, the national coordinator of the Romanian Safer Internet Centre (SIC), celebrated Safer Internet Day (SID) 2021 by organising a debate entitled “Challenges in the use of the internet by children. Ways of support and intervention”. It was moderated by Gabriela Alexandrescu, Executive President of Save the Children, and took place on Tuesday, 9 February in Bucharest, bringing together representatives of institutions that aim to protect children both on the internet and offline.

The main focus this year was on the activity of the national hotline, in the context of increased online risks due to the fact that the pandemic forced children to spend more time on the internet (as a result of remote teaching, for example). During the event, the impact of internet use on children’s emotional well-being and the importance of introducing safer internet notions in the educational process were also discussed. Speakers in the event consisted of representatives of the Embassy of the United Kingdom of Great Britain and Northern Ireland in Romania, the National Authority for the Rights of Persons with Disabilities, Children and Adoptions, the General Inspectorate of the Romanian Police, the Research Institute of the Romanian Academy, the Section for Combating Terrorist Crimes and Cybercrime within DIICOT and the International Centre for Missing and Sexually Exploited Children. The speakers provided procedural details and statistics on how to work and intervene in cases of child sexual abuse.

The fact that the debate was broadcast live gained a lot of interest and participation. The exact figures, as indicated by the analysis on social media, are 167 shares, 646 comments, 1,400 real time reactions, 23,285 reach, 4,787 engagements and 564 likes.

On the same occasion, Save the Children launched the information campaign “Unskippable Stories” on reporting illegal or harmful content on the internet, designed to bring public attention to the ways in which all users can help create a safe online environment for children.
The campaign features a series of six audio-video clips depicting conversations between abusers and victims, inspired by real cases. They will be broadcast online, on Facebook and YouTube, in the form of short messages which cannot be deactivated or ignored, just as the stories of children and victims of internet abuse cannot be overlooked. Each of these audio-video clips will direct users to the web page where the reporting form is available, based on which the operators of the esc_ABUZ hotline analyse the cases and then collaborate with the competent authorities to eliminate inappropriate content and identify the aggressors. The campaign will be supported by online publications and radio stations, as well as by bloggers and journalists.

The results of the Internet Class (Ora de Net) project in 2020 were also presented at the event. During the previous year, although affected by the pandemic and restrictions, both educational and support activities for children, parents and teachers carried out by Save the Children continued with the same success and sometimes on an even larger scale. The activities consisted of information sessions, school competitions and online projects involving over 41,015 children and 20,574 adults nationwide, as well as campaigns or conferences distributed online that gathered tens of thousands of views.

Find out more about Safer Internet Day in Romania. Alternatively, find out more about the work of the Romanian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Russia

In 2021, Safer Internet Day (SID) in Russia was again held in the traditional form of Safe Runet Week, well known since 2008. Although some COVID-related restrictions for mass events were still in place, generally the programme for the week stayed as intensive as before the pandemic. The main difference was a shift for most events to online and the adoption of a “hybrid” strategy, having both offline and online participation in Safer Internet Day activities.

For example, the conference for helpline consultants and youth psychologists, held by FID in Moscow State University, took place entirely online. This year, participants discussed the impact of COVID restrictions on children’s wellbeing and digital activities, the introduction of “remote education”, and the changes in digital consumption and communication for children and youth during and after main pandemic restrictions.

The next “central” event was for educators, retaining its classic format since it has been hosted online from its first edition back in 2009. This year, the traditional videoconference for educators was a complete success, covering 83 of 86 regions of Russia with approximately 3,000 connections. The key topic of discussion was positive content – criteria, production and popularisation. It was a pleasure to see regional projects for positive content created by local developers.

Children, youth and parents were active participants of Coddy Safety Week, held over the course of the weekend in 110 cities. This project is not just about awareness-raising, but also for experience exchange. Presentations were delivered by gurus and trainers, and also by youth teams.

The key event, as usual, was Digital Safety Forum – CSF 21, held on Tuesday, 9 February, the day of SID itself. This year, both online and offline participation was available. As always, the event gathered decision makers, LEA officers, digital industry experts, NGOs and researchers, educational projects and associations. The agenda included personal data issues, protection from fraud, dissemination of positive content, and combating illegal content, while a panel discussion reflected on the future of the internet.

As usual, Safe Runet Week covered schools, youth clubs and NGOs all over the country with a variety of local events including discussions, awareness lectures, contests and quizzes, presentations of new projects.

Find out more about Safer Internet Day in Russia. Alternatively, find out more about the work of the Russian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Slovenia

The main topic for Safer Internet Day 2021 in Slovenia was well-being and the internet; a topic which has been particularly pertinent during the COVID-19 pandemic when pupils are spending a significant amount of time in front of screens. The Slovenian national awareness centre, Safe.si, prepared an interactive online show for primary schools as the main Safer Internet Day event. A livestream of it was watched by more than 11,000 pupils.

Classes in primary and secondary schools, except the first triad of primary schools, were still being held online on Safer Internet Day in February; pupils and students had experienced almost four months of schooling from home by that time. Running an online event was therefore the only sensible choice.

The national awareness centre prepared, in collaboration with the improvisational theatre IGlu, two interactive online shows entitled “Well-being and the internet”; one for the second triad and one for the third triad of primary school. As the localised theme of this year’s Safer Internet Day in Slovenia was well-being and health on the internet, actors Vid Sodnik and Juš Mičinski prepared skits on healthy internet relationships, the impact of the internet on young people’s self-esteem, and the importance of proper screen time. Both shows contained entertaining and instructive sketches, for example what our return to “reality” will look like after the end of the COVID-19 epidemic, and the risks of using the internet and smart devices that can affect our well-being and health. Some attention was also given to the impact of influencers and online chatting. Both shows additionally involved the spectators who co-created the content by voting via the Mentimeter website.

The improvisers ended the show with the thought that we need to be careful on the internet as, despite being a great tool for both entertainment and exploration, it can still be full of traps. They also emphasised the importance of finding a balance between screen time and time spent in nature.

A total of 212 schools signed up to watch the shows which were livestreamed via YouTube, and more than 11,000 pupils watched both shows. The show for the second triad was watched live by more than 5,500 pupils, and the show for the third triad by more than 5,700 pupils. Recordings of both shows were made publicly available on the Safe.si website and YouTube on the same day, especially as some schools wanted to watch shows later in the day or in the following days. By the end of February, the recordings had jointly gained more than 30,000 views. An evaluation among students and teachers showed that they liked both shows very much.

Given the circumstances with COVID-19 restrictions, the interactive online show was a perfect solution, and the national awareness centre is satisfied with its implementation. Through the shows, pupils were reminded about risks on the internet that can affect our well-being and self-esteem.

Both shows are available in Slovene language as follows:

- 2nd triad
- 3rd triad

Find out more about Safer Internet Day in Slovenia. Alternatively, find out more about the work of the Slovenian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Spain

The traditional Safer Internet Day (SID) celebration in Spain was marked, for the first time, with an online event due to ongoing COVID-19 restrictions. INCIBE, the coordinator of the Spanish Safer Internet Centre (SIC), hosted the event over two days, 9-10 February 2021, under the slogan of “Together for a better internet: more connected, more secure”.

The opening of the first day was marked by the words of Queen Letizia who launched a message boosting the positive use of technology. The Queen was accompanied by the Secretary of State for Digitalization and Artificial Intelligence, Carme Artigas, during the inauguration. The event enjoyed virtual support from 607 educational centres, in addition to families and educators, along with experts working in fields related to children and technology, and young representatives of online safety and security initiatives.

The agenda of the event included three different workshops, divided into three age groups (students aged 5 to 8, 9 to 14, and over 14). Topics covered included security and safety on the internet and first steps for kids to learn how to identify malware, online frauds and hoaxes, and critical thinking through game-based educational dynamics.

The agenda also included talks for adults about the development of digital skills at home and school, the prevention and treatment of addictive behaviours towards the internet and technology, and parental mediation on online issues, among other topics. A total of 18 speakers and professionals represented different voices on the protection and well-being of children online.

Industry partners also contributed to Safer Internet Day 2021 by sharing their visions and support of the cause by communicating improvements applied to services aimed at increasing the privacy and safety of children.

Moreover, it was also possible to bring the helpline 017 to the attention of participants, through short videos with examples based on real cases in which different common query scenarios were simulated. Thanks to these videos, the helpline has received an increase in calls since Safer Internet Day.

During the event, well-deserved recognition of the Cybercooperant of the Year 2020 was granted to the most active volunteer, as well as the Cybercooperant of Honour granted to a well-recognised influencer on cybersecurity matters. The awards also included recognition of the winners of the contest launched prior to the event: ‘Best initiative for the academic year
In summary, the shift to an online format motivated by COVID-19 restrictions meant that the 2021 edition of Safer Internet Day was able to reach many more classrooms and, thanks to the joint effort of the entities that supported the day in Spain, the celebration achieved greater follow-up and more impact in the media.

If you missed Safer Internet Day 2021 in Spain, or if you want to relive the experience, you can enjoy the celebration via INCIBE’s YouTube channel.

Find out more about Safer Internet Day in Spain. Alternatively, find out more about the work of the Spanish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services.
Sweden

This past year, we’ve really experienced how we, with the help of digitalisation, have created new and exciting opportunities in our everyday lives. Workplaces, schools and other businesses have been forced to take big digital leaps forward. Lessons have been recorded and made available digitally so that students can take part in them afterwards, for example if they have been ill. Youth centres all over the country have been digitised and offered online dance classes and yoga, e-sports, chats and other digital activities for children and young people. But, as we spend more and more time online, the dangers are also increasing. How are children and young people affected by a widespread digital everyday life where friends, school, games and dance videos are mixed with bullying and the exploitation of sensitive personal data? What kind of problems do they experience themselves and how can we, as adults, empower them so that they can navigate safely within their digital worlds? These questions, and many more, were discussed on Safer Internet Day 2021, in a webinar arranged by The Swedish Media Council and the children’s rights organisation Bris.

Participants in the panel included the Director of The Swedish Media Council, Anette Novak, the General Secretary of Bris, Magnus Jägerskog, a representative from The Ombudsman for Children in Sweden and Stockholm University, Kim Ringmar Sylwander, and a youth representative from Save the Children Sweden and The Swedish Federation for Lesbian, Gay, Bisexual, Transgender, Queer and Intersex Rights, Elias Artur Fjellander.

All of the panellists stressed the importance of adult participation online. Parents, teachers, youth workers and other adults that are in contact with kids need to increase their internet and media knowledge. It should be as natural for parents to ask their kids what they are doing online as to ask them what they are doing in school.

“The internet and being online is unavoidable for kids today. It's everywhere from the playroom to the schoolyard to the confidential conversation in the classrooms”, says Anette Novak, Director of the Swedish Media Council.

There are certain groups of kids and youths that are extra exposed to harmful online activities. One of these groups are, for example, girls with neuropsychiatric disabilities. According to a recent report by the Swedish Media Council, 65 per cent of girls aged 13-16 with a neuropsychiatric diagnosis have experienced that someone has asked them for lightly dressed pictures. These alarming numbers shows that this specific group might be of extra importance when it comes to developing materials and creating preventative measures.

To be subjected to violations online, especially when it comes to sexual violations, can cause feelings of shame. Children who have been in situations like these might not turn to a parent, or even a teacher, to talk about what they have been experiencing. Hence helplines where the kids can be anonymous are important. The children’s rights agency, Bris, which serves as the Swedish helpline within the Safer Internet Centre (SIC), has seen a big increase in internet-related questions from kids in the past five years.

“Adults who see, hear and understand. That is the most important protection factor for children and young people, both online and offline”, said Magnus Jägerskog, General Secretary of Bris.

Find out more about Safer Internet Day in Sweden. Alternatively, find out more about the work of the Swedish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services - or find similar information for Safer Internet Centres throughout Europe.
United Kingdom

In the United Kingdom, Safer Internet Day (SID) saw an absolutely incredible range of activities take place right across the country, coordinated by the UK Safer Internet Centre (SIC). With lockdown, the celebrations were a little different than usual, but we are delighted to see how many people got involved!

To us at the UK Safer Internet Centre, it’s clear that young people’s experiences have to be at the forefront of how we work together to achieve a better and safer internet for all young people. When we spoke to young people during 2020, many of them told us that they were navigating different types of unreliable content, particularly during national lockdowns as they were spending more time online for learning, socialising and entertainment. So, this year, we decided to focus on this issue and the theme in the UK was ‘An internet we trust: exploring reliability in the online world’.

The campaign saw so many people come together to help inspire a national conversation about using technology responsibly, respectfully, critically and creatively. Over 2,100 organisations across the UK delivered activities for the day, including schools, police forces, government, companies, football clubs, charities and others. Safer Internet Day was profiled on national TV and radio, and coverage included young people across the country being interviewed about their experiences and hopes for the future of the internet.

This Safer Internet Day we conducted brand new research looking at how young people are managing reliability and misleading content online. From surveying over 2,000 children, the report reveals that young people of all ages, from as young as 8, are regularly encountering misleading content and have experienced approaches, such as friend requests, from people they don’t know.

The research found that misleading content is an increasingly significant feature of young people’s online experience, with 51 per cent agreeing that they saw more misleading information online than they did before during 2020. 48 per cent of young people are seeing misleading content every day and more than 1 in 10 are seeing it more than six times a day. 60 per cent also report seeing either their peers or influencers, bloggers, celebrities or people in the public eye share misleading content.

This voice of young people was championed in virtual youth events across the UK, placing them at the centre of what needs to be done. At these events, young people met Government ministers, policy makers, industry representatives and more, with opportunities to share their experiences of being online and their recommendations for how this space can be improved for young people.

We also worked with young people to develop a Young People’s Charter for Safer Internet Day 2021 on how government and online stakeholders can help create a more trustworthy internet. We have produced this Charter from speaking to primary and secondary age children in focus groups, consulting members of the Youth Advisory Board, Childnet Digital Leaders and Digital Champions, surveying young people, and reviewing the findings from our latest research.
Throughout Safer Internet Day it was inspiring to see the impact of the campaign on social media. On Twitter we saw the #SaferInternetDay hashtag trending at number one in the UK throughout the day, accompanied by the hashtag emoji. It was amazing to see the huge number of schools, organisations, and even the Pope tweeting about the day! The #AnInternetWeTrust campaign also trended on the day with young people across the country sharing their offline templates decorated with the ways they could help create an internet they can trust.

We also saw millions engage with the day online in fun and creative ways from a unique emoji on Twitter, a filter on Snapchat, our Guinness World Records Attempt, and a #besafebehappy TikTok challenge. We saw schools, organisations, football clubs and wider express what they wanted from a better internet, including what they can do to help create #AnInternetWeTrust.

In the weeks leading up to and on the day itself, our educational resources have been downloaded thousands of times and used in schools across the country as well as the Safer Internet Day Films being viewed and our quiz being played. In fact – so many people took part in our virtual celebrations, it broke the UK Safer Internet Centre website!

Find out more about Safer Internet Day in the United Kingdom. Alternatively, find out more about the work of the UK Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.