

# Denmark

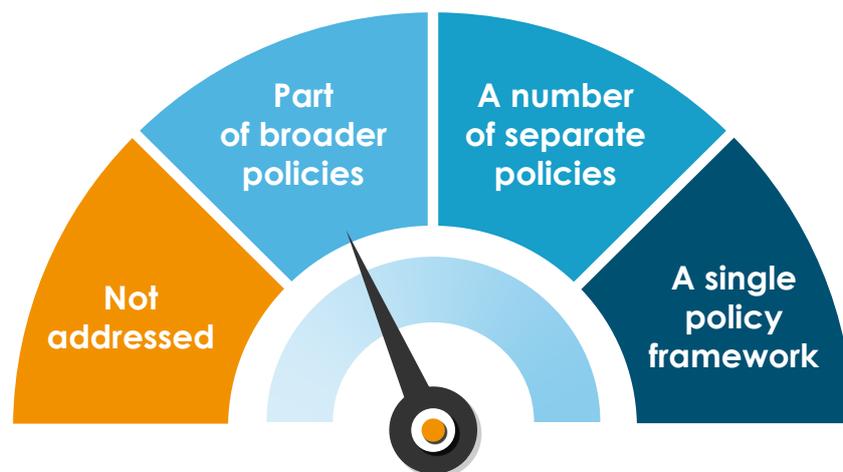
The Better Internet for Kids (BIK) Policy Map is a tool used to compare and exchange knowledge on policy making and implementation in EU Member States on the themes and recommendations of the European Strategy for a Better Internet for Children (or BIK Strategy) first set out by the European Commission in May 2012. The third BIK Policy Map report (2020) examines the implementation of the BIK Strategy in 30 European countries, including all EU Member States, Iceland, Norway and the United Kingdom.

For each country in the BIK Policy Map study, we outline findings for Policy frameworks, Policy making and Policy implementation, and conclude by providing a selection of good practices.

Download the full [BIK Policy Map report](#) from the Better Internet for Kids website.

## 1. Policy frameworks

Policy frameworks refer to the organising principles and long-term goals for policies, guidelines, decisions and other statements made at the national level in the course of putting into practice the BIK Strategy.



In Denmark, the European Strategy for a Better Internet for Children has not featured in national policy debates on the subject of children's use of the internet. This topic is covered as part of broader policies which address the four different pillars of the BIK Strategy. Some examples are given below.

### Pillar 1: High-quality content online for children and young people

- The national broadcasting company DR – as stated in the Public Service contract – is obliged to strive for variety, diversity and excellence and to present information factually and objectively. The strategy of DR is to provide quality content to children at all ages, while maintaining diversity and original information for younger users. An

example includes the [Ultra app](#) and website for children, which is also accessible from various social media platforms.

## Pillar 2: Stepping up awareness and empowerment

- As part of the [National Cyber and Information Security Strategy](#) (NCIS) 2018-2021 (NCIS), a new strand on the [National Education platform](#) was established to offer educators tools and materials to support and inspire their work on cyber security and digital judgment. As a part of NCIS, the Agency for IT and Learning created a small-scale competition called Protect:IT, where students competed in coming up with the best solution to a cyber security issue from their everyday life.
- [The Film Act, No 186](#), Chapter 6 Media Council for Children & Young People (1997) states that the Minister for Culture shall appoint the Media Council for Children and Young people. Its objective is to provide guidance for parents and educators on the suitability of films and similar for children and young people. At the beginning of 2020, the Danish government established an inter-ministerial workgroup which focuses on strengthening the digital skills and competences of young people and how to limit children' exposure to harmful content on the internet. The aim is broadly for corporations to come up with new solutions which requires the involvement of citizens, organisations, experts and industry representatives.

## Pillar 3: Creating a safer environment for children online.

Denmark addresses this area primarily through law and regulation, examples of which include:

- [The Film Act, No 186](#), Chapter 6 Media Council for Children & Young People (1997) states that the Minister for Culture shall appoint the Media Council for Children and Young people. Its objective is to provide guidance for parents and educators on the suitability of films and similar for children and young people. At the beginning of 2020, the Danish government established an inter-ministerial workgroup which focuses on strengthening the digital skills and competences of young people and how to limit children' exposure to harmful content on the internet.

## Pillar 4: Legislation and law enforcement against child sexual abuse and exploitation

- Law or regulation are the primary means for implementing Pillar 4. For example, Law no 1007 – [Criminal Code](#).

## 2. Policy making

Policy making refers to the general process by which policies are developed within each country, including how coordination and oversight is managed, the extent to which the policy agenda is informed by an evidence base, and whether there are arrangements for young people to be involved in the policy process.

## 2.1 How are policies coordinated?

In Denmark, more than one ministry, agency or body is responsible for coordinating policies addressing the BIK Strategy with four to six ministries involved in the process. These include the Ministry of Culture, Ministry of Children and Education, Ministry of Justice, and the Ministry of Industry, Business and Financial Affairs.

## 2.2 Who is primarily in charge of policy coordination?

Responsibility for coordination of BIK-related policies varies by each respective pillar of the BIK Strategy.

- Pillar 1 is primarily overseen by the [Ministry of Culture](#).
- The [Media Council for Children and Young People](#) has the main responsibility for Pillar 2.
- Under Pillar 3, the [Ministry of Culture](#) is the agency with responsibility for policy coordination.
- In Pillar 4, the [Ministry of Justice](#) has the primary responsibility for policy coordination.

Inter-departmental communication mechanisms include the inter-ministerial working group which was established at the beginning of 2020 to focus on strengthening the digital skills and competences of young people and how to limit children' exposure to harmful content on the internet. The aim is broadly for corporations to come up with new solutions which requires the involvement of citizens, organisations, experts and industry representatives. The Advisory Board of the [Danish Safer Internet Centre](#) is formed with the participation from a wide range of stakeholders.

## 2.3 Data collection in the last three years

Data collection to support policy making related to the BIK Strategy includes national and regional surveys with quantitative data specifically focused on children's use of the internet, quantitative data on some topics of children's use of the internet collected as part of a broader survey, and qualitative research specifically focused on children's use of the internet. Examples include:

- The Danish NGO "Children's welfare" in cooperation with the Media Council for Children and Young people released four reports on [Digital Education in Childhood](#) which examines digital education from a child perspective on a representative basis.
- [Strengthening data ethics and IT security in the field of education](#) by the Agency for IT and Learning which focuses on children and young people (12-25 years), teachers, and parents' knowledge of IT security and good data behavior. The study shows that social media is an integral part of children and young people's everyday lives and an important part of their communication with friends.
- [Young Peoples experiences with sexual assaults online](#) was conducted as part of Project deSHAME, a collaboration between Childnet (UK), Kek Vonal (Hungary), Save

the Children (Denmark) and UCLan (UK), and co-financed by the European Union. The purpose is to encourage young people who experience digital sex offences to tell about it and ask for help. The project focuses on strengthening the collaborations across school and police and on preventing and responding to digital sexual offences.

- [Development in Media](#) (2019), a full report produced by the Ministry of Culture which focuses on the development of the media in Denmark and analyses the three main themes: media use, media content and the media industry.

## 2.4 Involvement of young people in policy making

The involvement of young people in policy making is described as one whereby young people's interests are considered indirectly (for example, through analysis of existing surveys and data collections). Relevant organisations involved in supporting youth participation in policy making include:

- In 2016, the Danish Safer Internet Centre set up the [SoMe Youth Panel](#): a panel of youth ambassadors aged 13-17, who represent different demographic groups. In 2019, a new SoMe Youth Panel replaced the panel from 2016, comprised of approximately 15 young people aged 12-14 years.

The aim is to create (public) debate on children and young people's online behaviour to achieve higher awareness among children and young people on the need for critical thinking of their own digital behaviour, and to provide recommendations on how parents and adults in general can engage in and contribute positively to children and young people's life with digital media. Efforts are concentrated on advocating the youth perspective both in the agenda setting of national and international forums, as well as actual participation of Danish youth representatives where possible.

Corresponding to the activities in the SoMe Youth Panel, a close collaboration is carried out with the helpline regarding facilitation of youth participation activities on "Cyberhus".

## 3. Policy implementation

Policy implementation refers to the involvement of the relevant stakeholders in the delivery of initiatives and the spread of activities as envisaged under each of the four pillars of the BIK Strategy.

### Pillar 1: High-quality content online for children and young people

Activities under Pillar 1 are led by government ministries, NGOs and civil society organisations have a complementary role. Examples include:

- [Filmcentralen/Undervisning](#) (Filmcentralen/Education) is the Danish Film Institute's online film service aimed directly at education. The service includes a large archive of films for streaming and a wide selection of educational resources. The purpose of the

service is to promote the use of quality film in the classroom and in education in general.

- [The national broadcasting company DR](#) is obliged to strive for variety, diversity and excellence and to present information factually and objectively. The strategy of DR is to provide quality content to children at all ages, while maintaining diversity and original information for younger users. An example includes the [Ultra app](#) and website for children, which is also accessible from various social media platforms.

**Summary of Pillar 1 actions:**

	Introduced in the last 12 months	Existent before last year	Not available
Initiatives to stimulate the production and visibility of quality content for children	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Initiatives to encourage children's creativity and to promote positive use of the internet	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Initiatives to implement standards for quality online content for children	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other relevant activity (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Pillar 2: Stepping up awareness and empowerment**

Activities under Pillar 2 are led by government ministries, NGOs and civil society organisations have a complementary role.

- In recent years many NGOs, interest groups, public agencies (especially the [Media Council for Children and Young People](#) as a public agency), and private companies in Denmark have taken significant responsibility when it comes to children's online safety and media literacy. For example, the [helpline](#), the [hotline](#), the [Centre for Digital Youth Care \(CDYC\)](#), among others. These organisations host hotlines, educate children and educators, provide educational material, make hackathons and campaigns, and so on. It is very important and of great value for the Ministry of Children and Education to take part in networks, development of educational materials and campaigns. Equally, the Ministry takes part in numerous Advisory Boards and networks where children's safety online is addressed.
- Youth participation and the perspective of youth is generally core to the activities conducted by the Danish Safer Internet Centre (Media Council for Children and Young People, Save the Children and Center for Digital Youth Care). Young people are included in national and internationally organised public events and initiatives. A smaller permanent group of young people regularly participates in the centre's activities. However, the method of including youth in awareness-raising activities varies.

**Summary of Pillar 2 actions:**

	Introduced in the last 12 months	Existent before last year	Not available
<b>“Teaching online safety in schools”</b>			
Strategies to include teaching online safety in schools	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activities to reinforce informal education about online safety	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activities to provide for online safety policies in schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities to ensure adequate teacher training in online safety	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Activities to support public-private partnerships in online safety	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>“Digital and media literacy activities”</b>			
Activities to support young people’s technical skills required to use online media content and services	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activities to encourage critical thinking around media industries and evaluating content for truthfulness, reliability	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activities that encourage interaction, engagement and participation in the economic, social, creative, cultural aspects of society through online media	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activities that promote democratic participation and fundamental rights on the internet	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activities that challenge radicalisation and hate speech online	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>“Scaling up awareness activities and youth participation”</b>			
National support for public awareness-raising campaigns	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Involvement of children when developing national campaigns	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Involvement of children when developing legislation with an impact on their online activities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Activities or initiatives to match the Commission’s support for the national Youth Panels	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Industry funding and technical support for NGOs and education providers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Industry dissemination of awareness material either online or at the point of sale	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>“Simple and robust reporting tools for users”</b>			
Mechanisms for reporting content and contacts that may be harmful for children such as cyberbullying or grooming	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Initiatives to facilitate cooperation between helplines and law enforcement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Initiatives to monitor the effective functioning of reporting mechanisms at a national level	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

### Pillar 3: Creating a safe environment for children online

Activities under Pillar 3 are led by government ministries. Public broadcasters have a complementary role. New initiatives in this area include:

- The introduction by private companies and public service institutions of protective measures for their online platforms.
- The Media Council initiative, although not specifically aimed at age-appropriate privacy settings, promotes general awareness regarding data protection and privacy.
- Desktop research on available parental control tools and their relevance and impact for children, young people and parents.
- As part of the implementation of the AVMSD (Audiovisual Media Services Directive), the Danish Film Classification model will be enforced for broadcast television and on demand audiovisual services.
- A further development of code of conduct models to protect minors in the digital field regarding online advertising is being discussed at government level.

#### Summary of Pillar 3 actions:

	Introduced in the last 12 months	Existent before last year	Not available
<b>“Age-appropriate privacy settings”</b>			
Activities to ensure the implementation of EU legislation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Self-regulatory measures by industry about age-appropriate privacy settings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Awareness-raising activities regarding age-appropriate privacy settings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Wider availability and use of parental controls</b>			
Activities to promote the availability of parental control tools	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tests and certification for parental control tools	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Efforts to support industry implementation of parental control tools	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>“Wider use of age rating and content classification”</b>			
Activities to promote the adoption of age rating and content classification among relevant stakeholders	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A complaints process for the effective functioning of such systems	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>“Online advertising and overspending”</b>			
Activities at the national level to ensure that legislation regarding online profiling and behavioural advertising is observed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support industry in developing codes of conduct regarding inappropriate advertising	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Monitor implementation of codes of conduct at the national level	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

#### Pillar 4: Fighting against child sexual abuse and child sexual exploitation

Activities under Pillar 4 are led by government ministries. Public agencies have a complementary role. New developments include additional public funding to the hotline (hosted by Save the Children) and the Danish Cyber Crime Center.

#### Summary of Pillar 4 actions:

	Introduced in the last 12 months	Existent before last year	Not available
Increased resources for law enforcement bodies that fight against child abuse material online	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Effective safeguards in place to ensure democratic accountability in the use of investigative tools to combat child sexual abuse	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Activities to support the functioning and visibility of hotlines at the national level	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Activities to support the improvement of cooperation between hotlines and industry for taking down child abuse material	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## 4. Good practices

The following are three selected examples of good practices in supporting children's use of the internet in Denmark:

### Joint collaboration between NGOs and public agencies

Safer Internet Centre Denmark is a partnership between three independent organisations with each their core task as, respectively, awareness centre (The Media Council for Children and Young People), national hotline (Save the Children Denmark) and national helpline (Centre for Digital Youth Care). Together the three partners have created a common network and knowledge platform. The aim is to support children and young people's digital competences and well-being by creating a dialogue about the digital youth culture in the school, leisure and regulatory environment and facilitate a hotline and helpline for children and youngsters.

- <https://sikkertinternet.dk>
- <https://www.medieraadet.dk>
- <https://redbarnet.dk>
- <https://cfdp.dk>

### Coding Pirates

[Coding Pirates](#) is a non-profit organisation, which aims to develop children's technological daring by focusing on technological imagination, ingenuity and creative power. It offers a range of activities where children can be creative with IT, meet like-minded people and be part of Coding Pirates across age, gender, culture and abilities.

### DigiPippi

[DigiPippi](#) is a digital and social platform created for girls between the ages of 7 and 13, the primary purpose of which is to generate interest and convey knowledge of engineering, IT and digital media (the TID) by voluntary female role models.