

Finland

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.

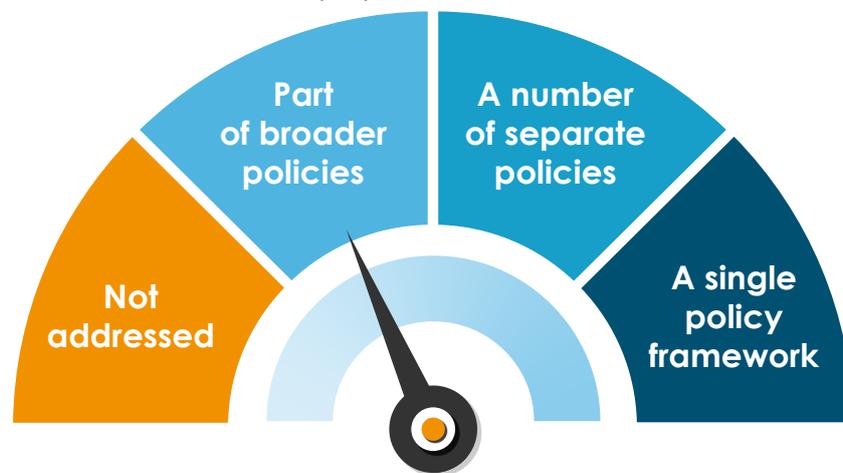
For each country in the BIK Policy Map study, we outline findings for Policy frameworks, Policy making and Policy implementation, and conclude by providing a selection of good practices.

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.

A barometer-style image to denote the country's approach to policy frameworks. The pointer indicates that Better Internet For Kids (BIK) concepts are covered as part of broader policies.



In Finland, the European Strategy for a Better Internet for Children has featured in national policy debates on the subject of children's use of the internet. This topic is covered in part of broader policies principally through laws and regulations 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

- [Act on Yleisradio OY](#) (Finnish Broadcasting Company) (1380/1993; amendments up to 635/2005 included) has indicated its responsibilities to bring education in its programmes and provide quality content for children and young people.

- [Yleisradio's own Children and Young People](#) guidelines (revised 2019) ensures that its content is safe and appropriate for children of all ages.

Pillar 2: Stepping up awareness and empowerment

- [National Core Curriculum for Basic Education](#) (22.12.2014); Pre-Primary Education (22.12.2014). This core curriculum for basic education is a national regulation issued by the Finnish National Board of Education, on the basis of which the local curricula are drawn up. The purpose of the core curriculum is to provide a common ground for the local curricula and thus promote equality and equity in education and the rights of the pupils within the whole country.
- Policy on [Media Literacy in Finland](#) (16.12.2019) aims to promote media literacy and related awareness and empowerment nationally and for all people in Finland.
- [General Upper Secondary Education](#) (7.11.2019) aims to increase the attractiveness of general upper secondary education as a form of education providing solid general knowledge and eligibility for further studies in higher education, enhance the quality of education and learning outcomes, and make the transition from upper secondary education to higher education smoother.
- Common units for [Basic Vocational Education Curricula](#) (1.8.2018) The 2018 vocational education and training (VET) reform reflects its holistic approach to lifelong learning: initial and continuing VET have been reorganised under the same legislation, underpinned by common principles. Using a competence-based approach, it caters for young people, adults, employees with upskilling or reskilling needs, and the unemployed. The objective of this most extensive reform in almost 20 years was to make VET more efficient and better match qualifications.
- [Early Childhood Education Act](#) (19.12.2018) lays down provisions on the rights of a child to early childhood education and care (ECEC). Early childhood education and care is provided as: 1) centre-based early education activities organised in early education centres; 2) family-based day care arranged in family day care premises; 3) open early childhood education and care activities organised in a suitable place.

Pillar 3: Creating a safer environment for children online

- [National development program for Youth Work and Youth Policy](#) 2020-2023 discusses youth empowering and participation, and well as preventing bullying and grooming.
- Policy on [Media Literacy in Finland](#) (16.12.2019) aims to promote media literacy and related awareness and empowerment nationally and for all people in Finland.
- [Childhood without violence Action Plan](#) 2020-2025 led by the Ministry of Social Affairs and Health (26.11.2019) discusses key issues such as sexual harassment and violence and includes task to raise children's awareness on internet safety.

- [National Core Curriculum for Basic Education](#) (22.12.2014); Pre-Primary Education (22.12.2014). This core curriculum for basic education is a national regulation issued by the Finnish National Board of Education on the basis of which the local curricula are drawn up. The purpose of the core curriculum is to provide a common ground for the local curricula and thus promote equality and equity in education and the rights of the pupils within the whole country.

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

- [Criminal code of Finland](#) on combating the sexual abuse and sexual exploitation of children and child sexual abuse material (CSAM).
- [National development program for Youth Work and Youth Policy](#) 2020–2023 discusses youth empowering and participation, and well as preventing bullying and grooming.

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 Finland, 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.

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.

- Under Pillar 1: High-quality content online for children and young people, this is primarily overseen by the [Ministry of Education and Culture](#).
- Under Pillar 2: Stepping up awareness and empowerment, the [National Audiovisual Institute](#) is the public agency providing access to a range of resources and policy initiatives.
- Under Pillar 3: Tools and regulation for an online safe environment, the [Ministry of Education and Culture](#) is the leading organisation.
- Under Pillar 4: Legislation and law enforcement against child sexual abuse and exploitation, the [Police of Finland](#) (a national government agency) primarily has responsibility for this policy coordination.

Inter-departmental communication mechanisms include the [National Audiovisual Institute](#) which facilitates conversation between different stakeholders regarding media literacy and

internet safety (including the [Finnish Safer Internet Centre](#)). In relation to CSAM and sexual exploitation online, there is a formal Memorandum of Understanding (MoU) between [Save the Children Finland](#) and the [National Bureau of Investigation](#).

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 [EU Kids Online survey](#) is national survey of children funded by the [National Audiovisual Institute](#). The report maps the internet access, online practices, skills, online risks and opportunities for children aged 9-17 years old.
- The [School Health Promotion](#) in 2019 was a public-funded survey. The School Health Promotion (SHP) study monitors the well-being, health and schoolwork of Finnish children and adolescents. The aim of the SHP study is to strengthen the planning and evaluation of health promotion activities at school, municipal and national levels. It covered 85 per cent of children in the 4th to 5th grade, 75 per cent of children in the 8th and 9th grade, and 69 per cent of children in upper secondary schools.

Evaluation of relevant policies has taken place by the [Finnish Education Evaluation Centre \(FINEEC\)](#) on the [National Core Curriculum for Basic Education](#) and [Early Childhood Education](#). However, these evaluations discuss curricula in general and are not focusing specifically on the area of media literacy and/or ICT.

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, or data collections). Relevant organisations involved in supporting youth participation in policy making include:

- The Union of Upper Secondary School Students was an Advisory Board member organisation in the [General Upper Secondary Education](#) curriculum revision.
- A total of 581 young people around the country were consulted (through interviews etc.) during the preparation phase of the [National development program for Youth Work and Youth Policy 2020-2023](#). According to the [Finnish Local Government Act](#), the local executive must set up a youth council representing young people's views. Youth councils must be given the opportunity to influence the planning, preparation, execution and monitoring of the activities of the municipality's different areas of responsibility and also in other matters that the youth council considers to be significant for children and young people. Youth councils must be involved in the municipality's work to develop children's and young people's participation and the opportunities for their views to be presented.

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 public service broadcasters. Government ministries have a complementary role. Examples include:

- The public broadcaster leads in terms of high-quality content for children while government ministries provide grants for development projects and disseminating information. The majority of content provided for children and young people is produced by media companies (public service broadcasters included). Governmental bodies support by providing grants for development projects, disseminating information, and so on. NGOs are important especially by giving teaching and publication forums for children and young people to publish their own productions. Universities and other higher or vocational education providers have a complementary role, for example by providing professional training for those who produce online content for children and young people.
- In 2020, the [Ministry of Education and Culture](#) launched a special grant for the implementation of innovative projects in children's culture. The grant supports innovative projects aimed at strengthening good practice and creating new ways for children and young people under the age of 18 to participate in arts and culture. The total amount of the grant was 1 million euros.

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 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 have a complementary role. Examples include:

- Government ministries are developing legislation and providing funding (including to NGO's and other agencies) The [Finnish Safer Internet Centre](#) is coordinated by a public agency.
- Teaching ICT skills including safety has been a part of all curricula from early childhood education (since 2016) to basic (since 2014) and upper secondary education (since 2015). More than 1 million euros were granted during 2019 by the Ministry of Education and Culture for projects promoting online safety and rising awareness about grooming and sexual harassment online.
- New national media literacy policy was introduced by the Ministry of Education and Culture (2019). In 2020, the Ministry of Education and Culture assigned its subordinate agencies, the National Audiovisual Institute and the National Agency for Education, to conduct a new national development programme, New Literacies (estimated budget 3 million euros in 3 years), to develop children and young people's media literacy and digital competencies.

Summary of Pillar 2 actions:

	Introduced in the last 12 months	Existent before last year	Not available
"Teaching online safety in schools"			
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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities to ensure adequate teacher training in online safety	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Activities to support public-private partnerships in online safety	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
"Digital and media literacy activities"			
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"/>
"Scaling up awareness activities and youth participation"			
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 checked="" type="checkbox"/>	<input 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"/>
"Simple and robust reporting tools for users"			
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. Examples include:

- The national [Police of Finland](#) is the leading operator in crime prevention and investigation. The [National Audiovisual Institute](#) (KAVI) supervises the provision of audiovisual programmes (age ratings, also video on demand (VOD)) and coordinates the [Finnish Safer Internet Centre](#).

Summary of Pillar 3 actions:

	Introduced in the last 12 months	Existent before last year	Not available
“Age-appropriate privacy settings”			
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 type="checkbox"/>	<input type="checkbox"/>
Awareness-raising activities regarding age-appropriate privacy settings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
“Wider availability and use of parental controls”			
Activities to promote the availability of parental control tools	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tests and certification for parental control tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efforts to support industry implementation of parental control tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
“Wider use of age rating and content classification”			
Activities to promote the adoption of age rating and content classification among relevant stakeholders	<input type="checkbox"/>	<input checked="" 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"/>
“Online advertising and overspending”			
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 checked="" type="checkbox"/>	<input type="checkbox"/>

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

Activities under Pillar 4 are led by government ministries. Industries have a complementary role. Examples include:

- The [National Bureau of Investigation](#) (NBI) is one of national units of the National Police, operating in the whole territory of Finland. They are responsible for crime

investigation related to child sexual abuse material (CSAM). The related [hotline](#) service is operated by NGO Save the Children Finland as part of the [Finnish Safer Internet Centre](#). Industry contributes by cooperating with police when needed.

- In 2018, Save the Children Finland created, in cooperation with the Finnish Criminal Sanctions Agency and the Hospital District of Helsinki and Uusimaa (HUS), a cognitive behavioural therapy (CBT) based [online self-help programme](#) for people who are worried about their sexual interest in children.

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 checked="" type="checkbox"/>	<input 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 Finland:

Media Literacy in Finland

Led by the Ministry of Education and Culture, [Media Literacy in Finland](#) policy (16.12.2029) aims to promote media literacy and digital skills for all people in Finland. The policy was made in wide cooperation with different stakeholders and addresses both general policies (such as curricula starting from early childhood education) and specific related policy.

Safer Internet Centre Finland

The [Safer Internet Centre](#) focuses on media literacy, online safety, digital skills and takedown of child sexual abuse material (CSAM) in cooperation with different government agencies and stakeholders. The Finnish Safer Internet Centre exists to promote a safer and better use of the internet and mobile technologies among children and young people.

Self-help programme

Save the Children Finland has, in co-operation with the [Criminal Sanctions Agency](#) and the [Hospital District of Helsinki and Uusimaa \(HUS\)](#), created a self-help programme otanvastuun.fi (I take responsibility) for adolescents and adults who are concerned about their sexual

interest in children. The programme was published in January 2018 and can be used anonymously and free of charge. It is available on Mental Hub (mielenterveystalo.fi) which has approximately 80,000-90,000 users per month and is maintained by HUS. Mental Hub already has different self-help materials, for example on coping with depression and anxiety.