

Iceland

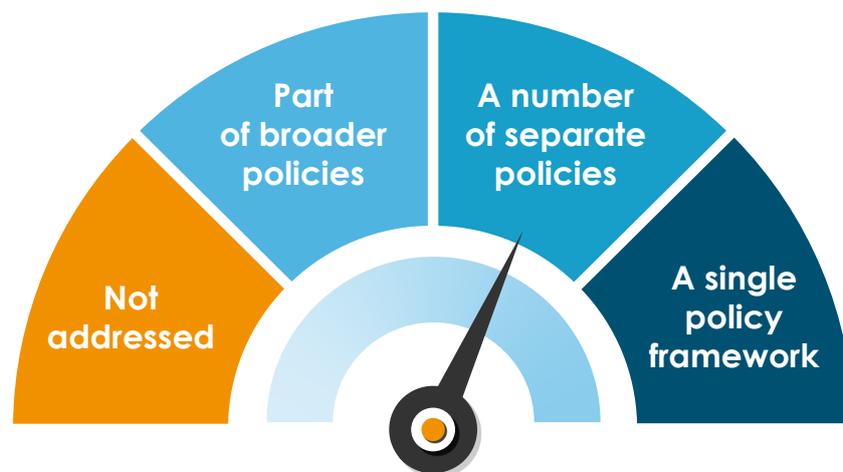
The Better Internet for Kids (BIK) Policy Map is a tool used to compare and exchange knowledge on policy making and implementation in EU Member States on the themes and recommendations of the European Strategy for a Better Internet for Children (or BIK Strategy) first set out by the European Commission 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 Iceland, 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 a number of separate 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 [contract](#) signed between the [Icelandic Safer Internet Centre](#) and three ministries concerning running the Better Internet for Kids programme in Iceland, including developing and adapting high-quality content for children and young people.

- The [Policy map](#) from the Ministry of Education (2014), addressing awareness raising, empowerment, media literacy and more regarding education of children and young people.

Pillar 2: Stepping up awareness and empowerment

- Media literacy - [Media Commission](#) (2020) which includes consideration of the need to maintain and strengthen the democratic debate and participation of the people by promoting media literacy, diversity, transparency and pluralism in the media.
- The [contract](#) signed between the [Icelandic Safer Internet Centre](#) and three ministries concerning running the Better Internet for Kids programme in Iceland, including developing and adapting high-quality content for children and young people. The Minister of the Interior, the Minister of Education and Culture, and the Minister of Social Affairs and Housing signed an agreement with representatives of Home and School - the national association of parents, the Icelandic Red Cross, the National Commissioner of Police and Save the Children in Iceland. The agreement includes financial support from the ministries for awareness-raising campaigns about the safe and positive use of the Internet and other new media among children and adolescents.
- The [Policy map](#) from the Ministry of Education (2014), addressing awareness raising, empowerment, media literacy and more regarding education of children and young people.

Pillar 3: Creating a safer environment for children online

- [General Penal Code law](#) (updated 2019).

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

- [General Penal Code law](#) (updated 2019).

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 Iceland, more than one ministry, agency or body is responsible for coordinating policies addressing the BIK Strategy with one to three ministries involved in the process.

The three ministries have a representative in the Steering Committee of the Icelandic Safer Internet Centre, as do several other governmental bodies (for example, the Media

Commission, the University of Iceland, the Data Protection Authority and more), and together are responsible for writing the policy for the centre. These bodies and ministries regularly consult the Safer Internet Centre on different issues related to children's welfare and education on online matters.

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 and Pillar 2: Stepping up awareness and empowerment, this is primarily overseen by the Ministry of Education.
- Pillar 3: Tools and regulation for an online safe environment is primarily overseen by the Ministry of Welfare.
- Pillar 4: Legislation and law enforcement against child sexual abuse and exploitation is overseen by the Ministry of Interior.

Inter-departmental communication mechanisms include the Steering Committee of the Icelandic Safer Internet Centre. In addition, there is a large consultation network that is called in regularly for consultations on emerging issues. The Steering Committee includes members who represent 31 different stakeholder groups such as government agencies, industry, research centres, different bodies within the educational system, and prevention measures agencies and groups.

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:

- Irregular surveys are carried out. While the latest data has not been published, [earlier surveys are available online](#).
- All pillars of the BIK Strategy have undergone some changes over the years and are updated according to emerging trends. In terms of new areas of policy development, media literacy is of growing interest, as is fake news. This is, for example, addressed by the Media Commission and Icelandic Safer Internet Centre.

2.4 Involvement of young people in policy making

The involvement of young people in policy making is described as one whereby young people and adults share decision-making.

The [Icelandic Safer Internet Centre's Youth Panel](#), which meets regularly, is consulted on an ongoing basis with the centre supporting the creative ideas that they come up with.

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 the Ministry of Education which supports the Directorate of Education and Icelandic Safer Internet Centre in developing material.

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 checked="" 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 the Safer Internet Centre, with a government ministry or department in a complementary role. The Ministry of Educations supports the activities and awareness raising of the Icelandic Safer Internet Centre, and so do various industries and universities.

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

Activities to ensure adequate teacher training in online safety	<input type="checkbox"/>	<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"/>
“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 a public agency with a government ministry or department in complementary role. Three ministries plus several public agencies regulate the internet and support the activities of the Icelandic Safer Internet Centre. Industry has often been keen to help.

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 checked="" type="checkbox"/>	<input type="checkbox"/>
Awareness-raising activities regarding age-appropriate privacy settings	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>
Efforts to support industry implementation of parental control tools	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" type="checkbox"/>
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Pillar 4: Fighting against child sexual abuse and child sexual exploitation

Activities under Pillar 4 are led by a public agency with a government ministry or department in complementary role. The Ministry of Interior supports the activities of the Icelandic Safer Internet Centre on these topics, including running a 24/7 hotline (Save the Children Iceland and National Police) and reporting to INHOPE.

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 two selected examples of good practices in supporting children's use of the internet in Iceland:

Educational modules

For educational modules, teachers are really keen to receive short educational modules which they can adapt for a 45-minute class. They are also very happy when they receive short educational videos to use, both in the classroom and for parents. Examples of educational modules from the [Icelandic Safer Internet Centre](#) include [Ideas for projects for kids in the era of COVID-19](#), a [Handbook on bullying and friendship skills](#) and a [Handbook for parents of children of primary school age](#). Examples of videos are available on the [SAFI YouTube channel](#).

The Icelandic Safer Internet Centre Youth Panel

It has proven to be very beneficial for the Icelandic Safer Internet Centre to run an active [Youth Panel](#). The panel is really valuable in developing new content, giving advice on different levels, and informing the centre on emerging issues.

The youth council consists of kids aged 12-18 who come from all over the country. The council assists SAFT in designing the website at www.saft.is, comes up with ideas on how to teach enjoyable and safe internet use in the country's schools, and makes itself heard on issues concerning young people and the internet.