

Netherlands

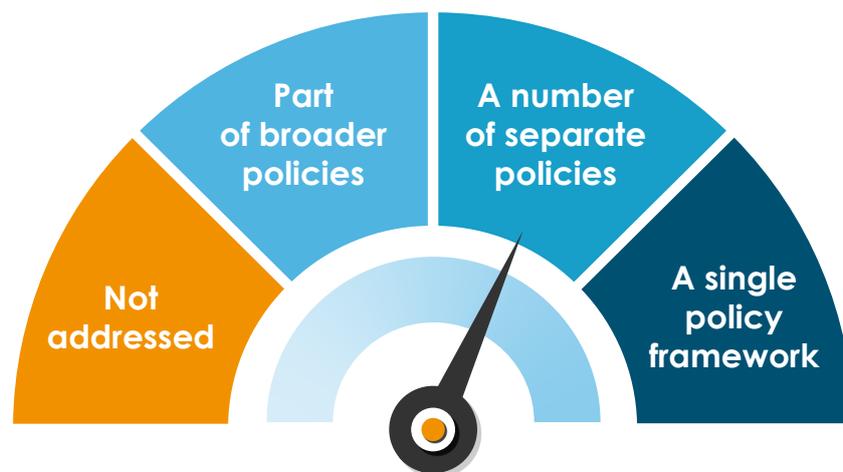
The Better Internet for Kids (BIK) Policy Map is a tool used to compare and exchange knowledge on policy making and implementation in EU Member States on the themes and recommendations of the European Strategy for a Better Internet for Children (or BIK Strategy) first set out by the European Commission 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 the Netherlands, 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, 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

- The [Dutch Media Authority \(Commissariaat voor de Media\)](#) monitors the implementation of the articles in the Media Act that deal with protection of children/minors. The Media Authority also monitors the activities of the NICAM/Kijkwijzer (Dutch Institute for the Classification of Audiovisual Media), that is responsible for Kijkwijzer, an instrument to help parents/educators to protect

children/minors by way of indicating age-categories for audiovisual products like TV programs, cinema films, games, and so on. See more at www.kijkwijzer.nl and www.pegi.nl.

Pillar 2: Stepping up awareness and empowerment

- [New legislation is almost ready](#) (download in Dutch).
- Financed by the Ministry of Education, a Media Literacy network in the Netherlands has lots of initiatives for media literacy in education – read more at www.mediawijzer.net and www.mediamasters.nl.

Pillar 3: Creating a safer environment for children online

- See www.mediawijzer.net, www.veiliginternetten.nl, www.meldknop.nl and www.helpwanted.nl.

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

- Dutch Hotline – www.eokm.nl.

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 the Netherlands, 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:

- Ministry of Education, Culture and Science for media and education related policies, including media literacy.
- Ministry of Economic Affairs and Climate for internet and telecommunication related policies.
- Ministry of Justice and Security for online crime related policies.
- Ministry of Health, Welfare and Sport for health issues and cyberbullying.

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

Inter-departmental co-operation takes place through a working group including the Ministry of Education, Culture and Science, the Ministry of Health, Welfare and Sport, the Ministry of Economic Affairs and Climate, the Ministry of Justice and Security, and the Ministry of Social Affairs and Employment.

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, and quantitative data on some topics of children's use of the internet collected as part of a broader survey. Examples include:

- [Vier in Balans](#).
- [Jeugd en Media](#).
- [Iene Miene Media](#).
- [CBS](#).
- [Monitor Digitale geletterdheid](#).
- [Media monitor 2019](#).

2.4 Involvement of young people in policy making

The involvement of young people in policy making is described as one whereby they are systematically and directly consulted and informed, inter alia through youth panels, youth participation and consultation of youth by ministries.

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 a government ministry. The Safer internet Centre has a complementary role. NICAM is leading with Kijkwijzer (a rating system in the Netherlands). The public service broadcaster uses Kijkwijzer.

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 a government ministry. The public service broadcaster has a complementary role. The Dutch Safer Internet Centre is leading on empowerment and awareness, co-financed by EC, ministries and privacy partners, who all play a role in raising awareness.

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 government ministry. The Safer Internet Centre plays a complementary role, leading on creating a safe online environment, co-financed by EC, ministries and privacy partners, who all play their role. Examples include:

- The implementation of the GDPR (General Data Protection Regulation) in national legislation in 2018 has been seen as an important step for this pillar.

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

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

Activities under Pillar 4 are led by a government ministry. The Safer Internet Centre has a complementary role. The battle against child sexual abuse material (CSAM) is led by the EOKM and the Dutch Ministry of Justice and Security. All other actors are very much involved and support whenever and wherever they can. Examples include:

- The amount of CSAM is exploding, with over 300,000 URLs being reported. The Netherlands has introduced new tools to work more effectively, including the development of AI (artificial intelligence) and tools like the hash database which carries out value based checks to prevent images being uploaded. The support of the Dutch Ministry of Justice and Security has been seen as significant.

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 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 the Netherlands:

Mediawijzer.net

[Mediawijzer.net](#) is a network with over 1,100 organisations in the field of media literacy. It leads on some very important activities such as Media Masters (a game for primary schools on all kind of digital topics in which over 200, 000 students participate yearly) and various campaigns (such as Media Literacy Week, Media Ukkie dagen, and so on).

Veiliginternetten.nl

[Veiliginternetten.nl](#) is a website funded by the Ministry of Economic Affairs and Climate and private partners, in close cooperation with the national cybersecurity centre, with general information on a safer internet. The website has over 1 million visitors a year.

Hashcheckservice

[Hashcheckservice](#) is a tool which can be used by internet service providers (ISPs) to prevent known CSAM being uploaded.