

Norway

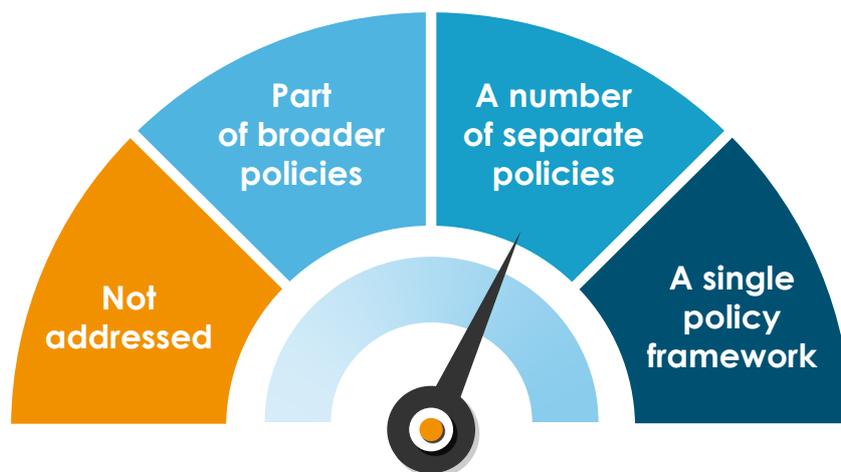
The Better Internet for Kids (BIK) Policy Map is a tool used to compare and exchange knowledge on policy making and implementation in EU Member States on the themes and recommendations of the European Strategy for a Better Internet for Children (or BIK Strategy) first set out by the European Commission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

- [White paper on Culture: Meld. St. 8](#) (2018–2019) Kulturens kraft – Kulturpolitikk for framtida; 23.11.2018.
- [Requirements and statutes for public broadcasters.](#)

Pillar 2: Stepping up awareness and empowerment

- [National curriculum for primary, lower secondary and upper secondary school](#); commencement date 01.08.2020.
- [Strategic plan Norwegian Media Authority 2018-2020](#).
- Grant agreement and management plan for the [Norwegian Safer Internet Centre](#).
- The [Ombudsman for Children strategy 2019-2021](#); 2019.

Pillar 3: Creating a safer environment for children online

- [Act relating to protection of minors against harmful audiovisual programmes](#); 01.07.2015.
- The [Act on the Processing of Personal Data](#) (the Personal Data Act); 15.06.2018.
- [Act relating to the control of marketing and contract terms and conditions](#), etc.; 05.07.2019.

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

- [Criminal code on sexual offenses](#) (chapter 26).
- [Report on online sexual exploitation of children and young people](#); March 2019.
- In 2016 the Norwegian government launched an Escalation Plan against Violence and Abuse (2017-2021), the plan contains both short-term and long-term measures and strategies to meet these challenges across sectors. A cross-sectoral national strategy against online child abuse is part of the follow-up of this Escalation plan, to be launched in 2020. The strategy aims to improve the work towards many identified challenges and follows the recommendations of the National Response Model developed by the WePROTECT Global Alliance against online child sexual abuse and exploitation.

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 Norway, 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. Co-operation is primarily conducted through more informal meetings. Previously, an inter-ministerial

coordination body worked through a joint action plan with the goal of a comprehensive effort, which should not be limited by the individual ministry's area of responsibility. One objective is to formalise such a cooperation once again – including establishing a uniform national strategy in the field.

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 include:

- Under Pillar 1: High-quality content online for children and young people, this is primarily overseen by the Norwegian Ministry of Culture and Equality.
- For the topics of Pillar 2: Stepping up awareness and empowerment, the Norwegian Safer Internet Centre, a public agency, is responsible.
- When it comes to Pillar 3: Tools and regulation for an online safe environment, the Norwegian Media Authority, a public agency, oversees the activities.
- In the area of Pillar 4: Legislation and law enforcement against child sexual abuse and exploitation, the Norwegian Ministry of Justice and Public Security is responsible.

Regarding inter-departmental communication mechanisms, the Ministry of Culture coordinates regular informal meetings with other ministries involved in the policy making regarding children and media. The Norwegian Safer Internet Centre coordinates regular network meetings and has created an Expert Group/Advisory Board with key 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 [National Survey on Children and Media](#) collects quantitative data on children's media use and online experiences. The survey is carried out by the Norwegian Media Authority every second year.
- Norway participated in the international data collection for EU Kids Online. The data collection was conducted in 2018 and a [report with the overall results from Norway was published in 2019](#).
- [Report on online safety](#) (June 2019) by the youth expert panel of the Ombudsman for Children.
- In 2019, the Consumer Research Institute (SIFO) conducted a [multi-method study with children as co-researchers on marketing and privacy in social media](#).

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 (for example, through hearings, consultations and specific surveys). Relevant organisations involved in supporting youth participation in policy making include:

- The Ombudsman for Children has its own Expert Group. The young people in the group have prepared a report on online safety, assessed different internet related topics and given their recommendations (see above).
- The Norwegian Safer Internet Centre (both the awareness centre and the Cross My Heart helpline) has youth panels/expert groups that are consulted and involved in panel discussions, workshops, gives feedback on tools and actions, and so on.

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. A public agency has a complementary role. However, Pillar 1 has not been emphasised to the same extent as the other pillars of the BIK strategy. Still, there are some public support schemes that promote content for children. In addition, there are some separate initiatives/measures as well as commitments for the public service broadcasters.

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 checked="" type="checkbox"/>	<input 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 a government ministry. Public agencies have a complementary role. There are a number of different initiatives and activities under this pillar, with public, private and NGO activities. The Norwegian Safer Internet Centre coordinates The National Online Safety Network which involves a number of actors. Examples include:

- New national curricula in all subjects and at all levels have been worked out and established. These will enter into force from autumn 2020, and emphasise (among other topics) digital skills, critical thinking and digital judgement.
- The fact check service [Faktisk.no](https://www.faktisk.no) has developed a dedicated learning site on teaching programmes for secondary schools in media literacy and critical thinking.
- The site [Du bestemmer](https://www.dubestemmer.no) (You Decide) is under further development. The site is run by the Norwegian Directorate for Education and Training together with the Norwegian Data Protection Authority. The site is a teaching resource about privacy and digital judgment.
- After many years of delivering an on-the-road school tour campaign on netiquette, in 2018, Telenor Norway developed the campaign into a digital resource for schools, to reach even more children, teachers and parents. The aim is to involve children and young people in online matters that concern them.
- The police are more involved when it comes to preventive actions online. They are present on the internet and in social media with a 'Police online patrol' where they provide advice and guidance on crime on the internet and answers questions from the public. In 2019, they also launched a teaching scheme to secondary school students to prevent sharing of sexualised images.
- An ombudsman for bullying is established in all counties. It offers low-threshold services for reporting bullying (online as well as offline).
- The Norwegian Centre for Information Security (NorSIS) offers the service [Slettme.no](https://www.slettme.no) (Delete Me) where people can report and get help removing unwanted or offensive material online.

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

Initiatives to monitor the effective functioning of reporting mechanisms at a national level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Pillar 3: Creating a safe environment for children online

Activities under Pillar 3 are led by a government ministry. The Safer Internet Centre has a complementary role. Examples include:

- When the new privacy rules (based on the GDPR) were introduced in Norway with the Personal Data Act in 2018, a lot of effort was put into informing children and parents about the age limits in social media. Among other things, the Norwegian Media Authority, in collaboration with the Data Protection Authority and the Directorate for Education and Training, developed a guide for parents about the topic. The brochures were co-financed by the Connecting Europe Facility (CEF).
- The largest telecommunications companies in Norway place a focus on this topic and are constantly offering new services. Among other things, Telenor offers a number of services for parents who want to secure their children online.
- In autumn of 2019, a special committee for influencer marketing (FiM) was set up in Norway. The purpose of FiM is to contribute to good and responsible marketing practices for players involved in influencer marketing. The goal is to reduce the pressures on appearance and body image. The committee enforces ethical guidelines set down by the industry (based on an outline developed by the regulators). These apply as a supplement to other marketing laws and regulations in Norway.

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 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 checked="" type="checkbox"/>	<input 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 a government ministry. The Safer Internet Centre has a complementary role. Examples include:

- On the operational side, establishing a National Cybercrime Centre (NC3) in 2019 with dedicated resources against online child abuse was an important part of stepping up the work.
- International cooperation is a priority, with increased sharing of information and resources. Preventive approaches like [Police2Peer](#) and [Shareable?](#) have been developed by NCIS (Kripos) and disseminated through Europol and Interpol. Furthermore, an important area for international efforts in the area is live-streamed abuse of children in other countries. Following reports from law enforcement concerning an increase in the number of live-streaming cases where offenders pay for the sexual abuse of children of any age from anywhere in the world via webcam, the Norwegian police aim to improve prevention and investigation of abuse instigated by Norwegian perpetrators, victimising children in the Philippines, by establishing a Norwegian law enforcement presence/liaison in Manila (2020).

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 Norway:

Talk about games

[Talk about games](#) is the name of a website/programme which encourages parents, children and young people to talk about games. The programme is one of several measures in the Government's Action Plan against Gambling Problems 2019-21. The campaign site is a collaboration between the Norwegian Media Authority and the Gaming Authority, both subject to the Ministry of Culture.

Think

[Think](#) is a website with lessons and teaching plans on media literacy, critical thinking and awareness of sources. It has been developed by teachers who work for [Faktisk.no](#), a non-profit organisation and independent editorial board for fact checking of the social debate and public policy in Norway.

Use your head

[Use your head](#) provides web tutorials on online bullying. It has been developed by Telenor, the largest provider of mobile and online services in Norway.