

Sweden

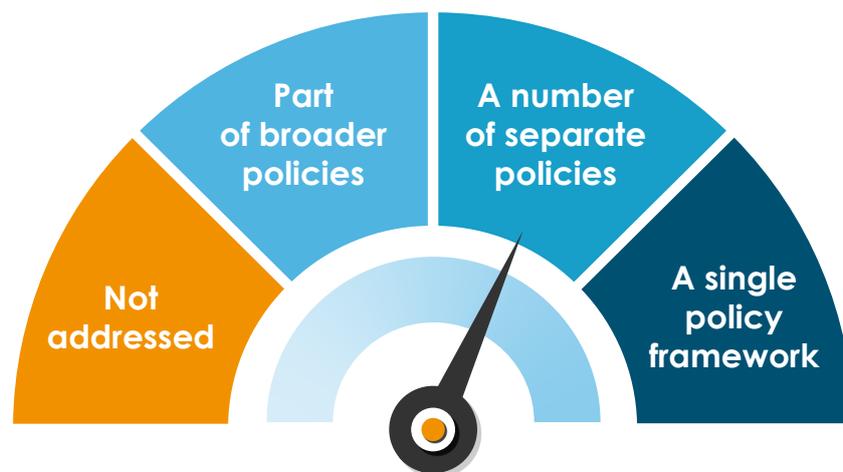
The Better Internet for Kids (BIK) Policy Map is a tool used to compare and exchange knowledge on policy making and implementation in EU Member States on the themes and recommendations of the European Strategy for a Better Internet for Children (or BIK Strategy) first set out by the European Commission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

- [UR](#), the Swedish Educational Broadcasting Company, part of the public service broadcasting group in Sweden, is [mandated](#) to produce and broadcast educational and general knowledge programmes which strengthen, broaden and complement the work of others active in education.

- [SVT](#), the Swedish public service television company, also has a [mandate](#) to produce high-quality content for children.
- The [National Agency for Special Needs Education and Schools](#) (SPSM in Swedish) ensures that children, young people and adults – regardless of functional ability – have adequate conditions to fulfil their educational goals. This includes producing accessible teaching materials and educational lessons.

Pillar 2: Stepping up awareness and empowerment

- The Swedish National Digitalisation Strategy for Schools (2017-10-19).
- Digital First, a national initiative on educating librarians for the promotion of digital competence, promotes MIL (media and information literacy) and digital competence via libraries 2018–2020 and aims to turn libraries into MIL hubs for citizens (2017-12-21).
- The Swedish Media Council, which has the government assigned task to enhance media and information literacy by facilitating national cooperation between stakeholders (2019-09-21).

Pillar 3: Creating a safer environment for children online

- Sweden addresses this area primarily through law and regulation, examples of which include [Law \(2018: 218\)](#) with supplementary provisions giving effect to the EU Data Protection Regulation.
- In 2020, Sweden also introduced a [Law on the United Nations Convention on the Rights of the Child](#) which requires that the rights of the child shall be taken into account in all considerations and assessments made in decision-making processes in cases and matters concerning children. The law is aimed at creating a basis for a more child rights-based approach in all public activities.

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, there are various sections of the Penal Code which relate to sexual abuse and child sexual exploitation. In 2018, a new law, [Unlawful infringement of integrity](#), came into effect, giving stronger protection against distribution and sharing of revenge porn or nude photos. In the same year, changes were made to an existing law, [Contact to meet a child with a sexual purpose](#), making it easier to sentence someone committing these types of crimes.

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 Sweden, 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 Education and Research](#) which oversees the Swedish National Digitalisation Strategy for Schools (2017) and, from 2018, revised curricula in schools regarding digital competence in the syllabus.
- The [Ministry of Justice](#) with responsibility for legal regulations regarding internet, child sexual abuse content online, cybercrime and integrity issues.
- The [Ministry of Culture](#) with responsibility for the government's democracy strategy, the Swedish Library Act, Defending Free Speech – measures to protect journalists, elected representatives and artists from exposure to threats and hatred (2017).
- The [Ministry of Infrastructure](#) which oversees the government's digital (2017) strategy.
- The [Ministry of Employment](#) which includes responsibility for the incorporation into law of the UN Convention on the Rights of the Child (UNCRC) as of January 2020.

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 [UR, the Swedish Educational Broadcasting Company](#).
- The [Ministry of Culture](#) has the main responsibility for Pillar 2: Stepping up awareness and empowerment.
- Under Pillar 3: Tools and regulation for an online safe environment, the [Ombudsman for Children in Sweden](#) is the agency with responsibility for policy coordination.
- In Pillar 4: Legislation and law enforcement against child sexual abuse and exploitation, the [Ministry of Justice](#) has the primary responsibility for policy coordination.

Inter-departmental communication mechanisms include the government's assignment of responsibility for enhancing media and information literacy to the [Swedish Media Council](#) by facilitating national cooperation between stakeholders in a network, and by carrying out regular mapping.

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:

- [Kids & Media 2019](#) (Ungar och medier 2019), a bi-annual survey conducted by the Swedish Media Council since 2005, covering media use and attitudes towards media among children aged 0-18 and attitudes towards children's media use among parents. The sample size is 13,000 individuals. The study is financed by the Swedish Media Council and conducted by Statistics Sweden.
- [Media use among youth with intellectual disabilities](#) (Medieanvändningen bland unga med intellektuell funktionsnedsättning, 2019) is a quantitative study comparing 1,161 individuals from the Kids & Media Study (see above) with data collected at schools for children with intellectual disabilities (95 individuals). The study is co-financed between the Swedish Media Council and University of Linköping.
- [Young people reporting threat and hatred in social media 2019](#) (Ungas anmälningar av hat och hot på sociala medier 2019). The study is financed and conducted by the Swedish Media Council in cooperation with the Youth Barometer. The study compares data collected on reports on misconduct in social media 2016-2018. Respondents vary from 2,691 to 4,873.
- [News use among Swedish children and adolescents](#) (Nyhetens behag: Svenska barns och ungdomars nyhetsanvändning, 2019) is a report on news use and attitudes on news conducted by the Swedish Media Council. The study uses a qualitative and quantitative approach, combining data from Kids & Media (see above) with focus group interviews and news logbooks written by the studied children. The study is financed by the Swedish Media Council.
- [Between authority and autonomy: Media use, parental mediation and conflict in family life](#) (Mellan auktoritet och autonomi: Medieanvändning, föräldramedling och konflikter i familjelivet, 2017) is a report on media-related areas of conflict between children and their parents conducted by the Swedish Media Council. The study uses a qualitative and quantitative approach, combining data from Kids & Media (see above) with interviews with children and their parents. The study is financed by the Swedish Media Council.
- The [Media Barometer](#) (Mediebarometern, 2019) is an annual survey focusing on how the Swedish population between ages 9 and 79 uses media on traditional and digital platforms on an average day. The survey was first conducted in 1979 and has since been conducted every year; this makes the Media Barometer the oldest study of its kind in the world. The study is financed and conducted by Nordicom, a non-profit organisation financed by the Nordic Council of Ministers, the Swedish Ministry of Culture and the University of Gothenburg that deals with collecting and communicating media and communication research and facts. The sample size in the latest data collection was approximately 15,000 individuals.

- [Swedes and the Internet](#) (Svenskarna och internet 2019) is a yearly study conducted and financed by the Swedish Internet Foundation since 2010. The study is the Swedish component of the World Internet Project, an international research project involving some thirty countries. The study covers individuals from 11 years and up. Roughly 3,000 people were interviewed with a response rate of 16 per cent among respondents over 15 years, and 6 per cent in the 11-15 year age span.

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:

- [LSU – The National Council of Swedish Youth Organisations](#) is a member of the European Youth Forum and is represented on the Advisory Council of Youth.
- [BRIS – Children's Rights in Society](#) has a method for children's influence called the Expert Group of Children.
- The [Ombudsman for Children in Sweden](#) holds regular dialogue with children, particularly those in vulnerable situations, to obtain knowledge of their conditions and their opinions on relevant issues. Panels of experts, including children, are linked to the Ombudsman for Children for varying amounts of time.
- The [Children's Advisory Panel \(CAP\)](#) was created by industry ([Telia Company](#)) in collaboration with child rights organisations and schools in the Nordic and Baltic countries to better understand children's own perspectives of online and digital aspects of life.
- The [Swedish Media Council](#) follows up the results in the national survey of media habits and attitudes to media among children between 0 and 18 years old, Kids & Media, voicing children and young people. For example, there has been youth involvement in the studies [Media Use among young people with intellectual disabilities](#) (2019) and [The attraction of news: The use of news among Swedish adolescents](#) (2019). The authority also runs a regular children's panel to provide information from children on issues relating to film classification and their perception of film.

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 agencies such as public broadcasting organisations. Government ministries have a complementary role.

Examples of recent initiatives include materials produced by the [Swedish Media Council](#) and the [Living History Forum](#) for children and young people within the framework of the Action Plan against Racism. The [Swedish Internet Foundation](#) promotes positive use of the internet and has increased its participation in digital lessons. [Mobile Stories](#), a start-up company with funding from Google, has produced a publishing platform that helps young people with source criticism. The [Swedish Educational Broadcasting Company \(UR\)](#) also invests in source criticism linked to media and information literacy.

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

Pillar 2: Stepping up awareness and empowerment

Government ministries or departments take the lead in implementing actions under Pillar 2, with complementary roles by NGOs and civil society organisations.

In relation to “Teaching online safety in schools”, online safety is not a separate school subject but is integrated into most school subjects. Digital skills are an essential part of the Swedish national curriculum in compulsory and upper secondary schools, emphasised during the last revision from 2018. In 2019, the [Swedish Internet Foundation](#) received government funding for developing local digital competence centres for citizens.

Digital and media literacy activities are comprehensively supported. In the period between 2017 and 2020, the campaign to run the No Hate Speech Movement was assigned by government to the Swedish Media Council.

A significant event was the holding of a national inquiry on media and information literacy and the democratic dialogue was introduced in 2018 until the end of 2020 (See Ulla Carlsson ed. [Understanding Media and Information Literacy \(MIL\) in the Digital Age: A Question of Democracy](#) (2019)).

With regard to “Simple and robust reporting tools for users”, ECPAT Sweden has run the national hotline since 2005 to which the public can report suspected child sexual abuse and exploitation. The hotline issues notices to service providers for takedown of child sexual abuse or exploitation images and videos. BRIS is the only Swedish member organisation of CHI (Child Helpline International), a global network with approximately 190 helplines for children in 145

countries. Since 2006, the Swedish police have engaged in cooperation with internet service providers and the hotline. They block child sexual abuse webpages at DNS level. The level of cooperation from online service providers varies greatly. There have been no government activities to specifically support a greater cooperation between the hotline and industry.

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 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Involvement of children when developing national campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" type="checkbox"/>
Industry funding and technical support for NGOs and education providers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industry dissemination of awareness material either online or at the point of sale	<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>
Initiatives to monitor the effective functioning of reporting mechanisms at a national level	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Pillar 3: Creating a safe environment for children online

Government ministries lead in the implementation of Pillar 3 with a complementary role played by the Safer Internet Centre.

There are various ministries dealing with these issues. Relevant public agencies include the Swedish Media Council, the Swedish Data Protection Authority, the Ombudsman for Children in Sweden, the Swedish Consumer Agency, the Swedish Press and Broadcasting Authority. The Swedish Media Council is the Swedish point of reference for the Insafe network of Safer Internet Centres in Europe.

Three government agencies with special responsibility for protecting children and young people and strengthening their rights, have chosen to jointly create guidance from their various areas of expertise, for stakeholders who create and are responsible for different digital environments. The guidance is intended as a general support and focuses on the implementation of the Data Protection Regulation (GDPR) and the Convention on the Rights of the Child (CRC). It is also partly based on the legislature's intentions to protect children from harmful media influence and content.

In other relevant actions, the Swedish government has recently tasked the Ombudsman for Children to map knowledge about how the health and relationships of children and young people are affected by pornography. The assignment also involves developing methods to strengthen the resilience of children and adolescents to the negative impact of pornography. The initiative will further identify knowledge gaps and any need for further research in the area to protect children from information and materials that are harmful to the child's well-being.

The Swedish Consumer Agency introduced a guide for marketing in social media in 2019, primarily aimed at influencers who promote products and services in social media. Others who work with social media may also benefit from the guidance. It is not specifically about marketing to children and young people but they are mentioned as a particularly vulnerable target group in this type of marketing. A position has been drawn up by the Nordic Consumer Ombudsmen on trade and marketing on the internet (2010, rev. 2015) summarising rules and principles that should be followed to meet the common requirements of good marketing practice. Also in 2019, the Swedish government asked the Swedish Consumer Agency to investigate consumer protection issues related to gambling-like features in gaming (such as loot-boxes).

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 type="checkbox"/>	<input checked="" type="checkbox"/>
Self-regulatory measures by industry about age-appropriate privacy settings	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Awareness-raising activities regarding age-appropriate privacy settings	<input checked="" 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 checked="" type="checkbox"/>
Efforts to support industry implementation of parental control tools	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Government ministries lead in the implementation of Pillar 4 activities with a complementary role played by the Safer Internet Centre.

In 2018, the Swedish government provided special resources to investigate the status of the work against sexual abuse of children resulting in increased resources for the Swedish police authority and the creation of special regional forces to combat this type of crime in all Swedish regions. Since 2006, the Swedish police, internet service providers and the hotline have cooperated to fight against online child sexual abuse. This includes blocking child sexual abuse webpages at DNS level. ECPAT Sweden also runs a support line for children to provide them with advice and referral to professional services if needed. The support line is scheduled to expand during 2020 to include the service of removing the child's sexually exploitive or abusive images or videos from the internet.

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 Sweden:

Parkgömmet

[Parkgömmet](#) (the Park Hideaway) is a digital tool which combines a classic board game and a mobile game to play in the classroom. The Park Hideaway is based on research on

authentic chat logs where offenders have made contact with children for sexual purposes. It is initiated by Change Attitude, developed in collaboration with the University of Skövde, and funded by the World Childhood Foundation and the Swedish Postcode Foundation. The game is followed by a teacher-led conversation based on the children's experiences of the game and their own experiences from the internet. The material contains conversation cards, suggested further discussions and more information on grooming. Through play, the Park Hideaway allows the teacher to open up conversations about grooming, self-esteem, boundaries and rights.

Guidance on children's online rights

Three government agencies – the Swedish Media Council, the Swedish Data Protection Authority, and the Ombudsman for Children in Sweden – have jointly created guidance from their various areas of expertise for stakeholders who create and are responsible for different digital environments. The guidance is intended as a general support and focuses on the implementation of the Data Protection Regulation (GDPR) and the Convention on the Rights of the Child (CRC), but is also partly based on the legislature's intentions to protect children from harmful media influence and content. The guidance material was published in October 2020.

Network for Media and Information Literacy

A national [Network for Media and Information Literacy](#) (MIK Sverige) was formally established in November 2019, consisting of 17 stakeholders (public agencies and national organisations) organised and facilitated by the Swedish Media Council. Funding is from a government's assignment to the Council in 2019 on enhancing media and information literacy by facilitating national cooperation. During spring 2020, the network developed a response to the coronavirus crisis: it put together a three-piece listing of resources from its members for dealing with the pandemic and its by-product of an 'infodemic'. These were thematically divided into the following articles:

- [Safer digital life in times of corona](#)
- [Disinformation and infodemic in times of corona](#)
- [Education online in times of corona](#)

The articles were published during a three-day period and shared on various social media platforms, where members of the network helped spread them by sharing on their own accounts and networks.