SAFER INTERNET FORUM

CREATING TOGETHER A BETTER INTERNET FOR CHILDREN AND YOUNG PEOPLE

18 & 19 OCTOBER 2012

THE SQUARE, MONT DES ART-KUNSTBERG, 1000 BRUSSELS
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Biographies, photos and abstract with  
key points that you can count on one hand...
Making the internet better for children and young people is one of my main priorities as European Commissioner. For this reason we have set out a detailed plan this May to give children the digital skills and tools they need to benefit fully and safely from the digital world. This initiative brings all relevant stakeholders together so that children get more of the quality content, services and protection they need to enjoy a positive experience online.

The Safer Internet Forum is the main European Conference on online safety issues since 2004. It gives young people the opportunity to express how they see the internet and new technologies, what they mean for them and how they influence their lives. Parents and teachers will also attend, together with many industry representatives, law enforcement authorities, child welfare organisations, researchers and policy makers.

This shows that everyone is committed to the same goal: making the internet a safe and fun place for youngsters, while listening to what they need and what they want. And this is very important, because making the internet a better place for them is a shared responsibility between all of us - and this is what this year’s Safer Internet Forum will discuss. It will look to the present and the future, asking:

- How stakeholders from diverse sectors can contribute in harmony to build a Better Internet for Kids?
- How we, the ‘digital citizens’ can forge ahead taking joint responsibility to improve internet accessibility, encourage creativity, promote learning and the mastery of key competences?
- How can we boost the potential of the market for interactive, creative and educational content online?
- Last but not least how can we channel the innovative energy and cultural diversity of the EU’s 27 member states and its neighbouring countries to build European added value and ensure that every child can benefit from the advantages of the digital world and sidestep its pitfalls?

The Forum provides the place for us all to contribute to the answers and to help shape what needs to be done in the future. I look forward to reading the conclusions of the discussions, your suggestions and ideas on how we can make the internet better for the kids and therefore for everybody.

I wish you all a fruitful participation in this conference.

Neelie Kroes
Vice-President of the European Commission responsible for the Digital Agenda
Safer Internet Forum 2012

The Forum will be attended by young people and their parents/teachers who will be representing the 27 EU member states plus Iceland, Norway and Russia. The young people will intervene as panelists in most sessions throughout the Forum.

All sessions will be held in English. Interpretation in French, German, English will be available for the plenary sessions.

<table>
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<th>Thursday 18 October</th>
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<tbody>
<tr>
<td><strong>08.00 – 09.00</strong></td>
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<td><strong>Plenary sessions in Grand Hall</strong></td>
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| **09.00 – 09.45** | **Video presentation – “The voice of youth”**  
**Welcome address:** Creating a Better Internet for Children and Young People  
**Chair:** Patricia Manson, European Commission |
| **09.45 – 10.45** | **What services for A Better Internet?**  
**Panel discussion:** Heeding the voice of young people and their carers.  
Greg Gebhart, Australian Communications and Media Authority; Sonia Livingstone, EU Kids Online; Kristian Lund, Cyberhus.  
**Chair:** Janice Richardson, Insafe |
| **Coffee break** |
| **10.45 – 11.30** | **Exhibition and Catering Area**  
Participants move to break-out rooms: Grand Hall and Hall 400 |
| **11.30 – 12.45** | **World Café discussions**  
Blue sky thinking for the future of Safer Internet: expectations, resources and end goals – Table discussions with voting between rounds; wrap up by 3 table leaders per World Café.  
**Led by:** Karl Hopwood, Insafe network, in Grand Hall  
Fred Langford, INHOPE network, in Hall 400 |
| **Lunch break** |
| **12.45 – 14.15** | **Exhibition and Catering Area**  
Participants move to parallel workshops: Grand Hall and Hall 400 |
## Parallel workshops

**Strand A (Grand Hall): High quality online content for children and young people**

14.15 – 15.45

**A. Creativity & critical thinking – the essential pillars?**
A multi-perspective debate on the wide-ranging learning, creative and entrepreneurial opportunities online technology offers.

**Speakers:** Ollie Bray, Highland Council; Ewan McIntosh, Notosh; Emma Mulqueeny, Rewired State.

**Chair:** Simon Grehan, NCTE

**B. Coping strategies – how can content classification and parental control tools contribute?**
A user and technical perspective of the tools and processes involved and the challenges encountered.

**Speakers:** Eugene Kaspersky, Kaspersky; Martin Drechsler, FSM; Jürgen Bänsch, PEGi; Ann-Katrin Ageback, Swedish Media Council.

**Chair:** John Carr, eNACSO

### Coffee break
15.45 - 16.15 - Exhibition and Catering Area and Hall 400

16.15 – 17.45

**A. Stimulating positive online experience and behaviour**
Practically speaking – fostering take-up of high quality content and examining impact.

**Speakers:** Felix Barckhausen, German Federal Ministry for Family; Pascale Thumerelle, Vivendi; Conor Galvin, School of Education & Lifelong Learning; Filip Rozanek, Czech Radio.

**Chair:** Peter Behrens, klicksafe

**B. Content classification and parental control tools in action**
State-of-the-art and effectiveness for users; a closer look at roll-out of such tools and the concept of active choice.

**Speakers:** Diego Saez-Trumper Hackathon winner “Bo-doques;” Claire Rush, YouTube; Jutta Croll, SIP Bench; Ketill Berg Magnússon, Heimili og skoli; Bob W. Smagge, LG Electronics.

**Chair:** Sonia Livingstone, EU Kids Online

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Reception in Exhibition and Catering Area, 18.00
### Friday 19 October

**Parallel workshops in Grand Hall (A) and Hall 400 (B)**

<table>
<thead>
<tr>
<th>Time</th>
<th>A. Exploding the myths about a better internet for kids</th>
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<tr>
<td>09.00 – 10.00</td>
<td><em>Giving the floor to youth, parents and teachers – how does industry respond?</em></td>
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<td>Respondent: Patricia Cartes, Facebook</td>
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<td>Moderator: Will Gardner, Childnet International</td>
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<td>B. Exploding the myths about a better internet for kids</td>
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<td><em>Giving the floor to youth, parents and teachers – how does industry respond?</em></td>
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<td>Respondent: Jānis Palkavnieks, draugiem.lv</td>
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<td>Moderator: Ollie Bray, Highland Council</td>
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**Coffee break, 10.00 – 10.45**

Coffee served in Exhibition and Catering Area; Plenary session in Grand Hall

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<th>Time</th>
<th>Impact of technology on people and society</th>
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<td>10.45 – 12.00</td>
<td>How has internet changed the lives, learning and creativity of the younger generation and how does this impact society. What role does online safety play and how can we contribute to shaping the road ahead?</td>
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<td>Speakers: Sabine Verheyen, MEP; Dr Artemis Tsitsika, Adolescent Health Unit; Mary Aiken, Royal College of Surgeons.</td>
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<td>Chair: Verónica Donoso, Child Focus</td>
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<th>Time</th>
<th>Reporting back from the parallel sessions</th>
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<td>12.00 – 13.15</td>
<td>Chair: Janice Richardson, Insafe</td>
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<th>Time</th>
<th>Closing remarks – Patricia Manson, European Commission</th>
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<td>13.15 – 13.30</td>
<td>END OF SIF 2012</td>
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After you've viewed the agenda, please go to page 19 to find out more about our panelists and what they’ll be talking about at the SIF.
The following blank pages are for you to make notes.
38% of 9-12 year old and 77% of 13-16 year old European children have a social networking profile. 
http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/ShortSNS.pdf
Of children 8-15 who use the Internet at home to go to sites for schoolwork, 41% of those surveyed believe all the information they see is true, 44% believe most is true, 12% believe some is true. http://stakeholders.ofcom.org.uk/binaries/research/statistics/2012july/5-15.pdf
90% of children aged 12-15 reported that they have had lessons about the Internet at school. http://stakeholders.ofcom.org.uk/binaries/research/statistics/2012july/5-15.pdf
Nearly half of European children go online in their bedroom. http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/EU%20Kids%20III/Reports/ParentalMediation.pdf
80% of parents with children aged 5-15 agree that their child has been taught at school how to use the Internet safely.
13% of children who were upset by an online risk say they have used reporting tools. http://www.saferinternet.org.uk/Content/Childnet/Safer-Internet-Centre/downloads/Research_Highlights/UKC-CIS_RH37_EU_Kids_Online_Report_for_CEO_Coalition_Towards_a_Better_Internet_2012.pdf
Your notes...

Children causing harmful experiences to others online are often those who are being bullied themselves. http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/EUKidsII%20(2009-11)/BullyingShort.pdf
34% of children 9-12 years old display the name of their school on a social networking profile, as do 47% of 13-16 year olds. 12% of children 9-12 years old display their address or phone number on a social networking profile, as do 15% of 13-16 year olds.
http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/ShortSNS.pdf
Your notes...

36% of children say their parents know “quite a lot” about what they do online. http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/EU%20Kids%20III/Reports/ParentalMediation.pdf
GETTING TO KNOW THE SPEAKERS AND THEIR IDEAS...
Patricia Manson, European Commission

Pat Manson is Head of the Inclusion, Skills & Youth Unit of the European Commission’s Directorate General for Communications networks, Content and Technology. The unit’s goal is to ensure that citizens, especially youth and those at risk of exclusion, are best able to benefit from the Internet and have the necessary skills to do so. It aims to promote a better internet for kids that will improve the quality of content, opportunity and experience of the internet for children of all ages, while ensuring that the services they encounter are trusted and safe. They support the use of ICT to develop the skills necessary for all for the 21st century with a special emphasis on making learning accessible and inclusive. Pat has a career background in the use of ICTs for learning and for creating and accessing digital content.

Sabine Verheyen, MEP

Sabine Verheyen has been a MEP for the German Christian Democrats (CDU) since 2009. She is a member of the European Parliament’s culture and education committee and a substitute on the internal market and consumer protection committee, where she focuses in particular on intellectual property and digital issues.

She took part in the conciliation committee on the telecom package and has been a member of the European Parliament’s annual delegation to the Internet Governance Forum since 2009.

From 1999 to 2009 she was mayor of Aachen. She has been a member of the Euregio Council since 1999 and a member of the council of WDR, the West German public broadcaster, since 2003. She is a member of the European Internet Foundation.

She studied architecture at Aachen Technical College.
Mary Aiken, Institute of Leadership
Royal College of Surgeons in Ireland

Mary is a Cyberpsychologist and Research Fellow at the RCSI Institute of Leadership. Cyberpsychology is an emerging field within applied psychology, focusing on Internet psychology. Other technologies are also considered; virtual environments, artificial intelligence, gaming, digital convergence, mobile telephones and networking devices. Mary’s research at RCSI is focused on Cyber Behavioural Analysis specifically concerning adolescent populations; her research in this area is supported by INTERPOL internationally. Prior to returning to academic life, for a number of years Mary worked at International board level in industry; specialising in youth focused consumer behavioural profiling, insight & innovation methodology, organisational psychology and future thinking. She has served on the board of the Rutland Centre, a leading addiction rehabilitation clinic. Mary is an experienced speaker, with an active interest in researching human behaviour impacted by technology. She has published and spoken internationally on this topic, she is an Observer to the INTERPOL Specialists Group on Crimes against Children.
Ann Katrin Agebäck, Swedish Media Council

Ann Katrin Agebäck is today the expert and senior adviser of the Swedish Media Council. She is on one of the most experienced experts in Sweden regarding children and media. Between 2001 and 2010 she was the manager of the Swedish Safer Internet Centre. She was also the director of the committee Swedish Media Council at the Ministry of Culture between 1995 and 2010. Thereby she has a long experience of raising media awareness and media literacy and of disseminating information and research in the field of media use and media impact.

She has previously worked for fifteen years as a film classifier at the Swedish National Board of Film Classification. As a consultant in the field of media influence and media regulation she has also published reports on regulation and self-regulation systems. Before that she worked as a counsellor and teacher at the Department of Cinema Studies at the University of Stockholm.
Jürgen Bänsch, Pan European Game Information (PEGI)

Jürgen Bänsch is the EU Affairs Manager of PEGI S.A., the organization in charge of the day-to-day management, supervision and development of the pan-European age rating system for video games PEGI. He is responsible for the development and execution of the policy strategy. Previously, Jürgen worked for EAMTM, a Brussels trade federation representing the European machine tool industry, and IP-Globalnet, a large international communications company. Jürgen holds masters in History and European Politics from the Catholic University of Leuven, Belgium.
Felix Barckhausen studied Law in Potsdam. He has worked at the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth in Berlin since 2001.

Between 2006 and 2006 he acted as the head of the ministry’s section at the German Permanent Representation to the EU in Brussels. Since 2011 he has been the head of the newly created “Youth and Media” unit with responsibility for the promotion of media literacy and e-participation of young people and their parents as well as for youth protection on the internet.
Peter Behrens has education in political science, German literature and education science. From 1984 he was working as a scientific assistant at the University of Trier, in a project concerning private broadcasting. From 1988 he worked as a project coordinator in Company market and media research. From 1990 he dealt with protection of minors, research, TV and radio supervision, press and public relations for the Media Authority of Rhineland-Palatinate (Landeszentrale für Medien und Kommunikation, LMK), Rhineland-Palatinate. Since 2000 he is head of department for media literacy/ public access channels/ research. Further tasks include: Coordinator Safer Internet Centre Germany, Coordinator German Awareness Centre "klicksafe", Insafe Steering Committee member (all: EU Safer Internet Programme), directorate of Foundation Media Literacy Forum Southwest (MKFS), directorate of Media Education Research Association Southwest, directorate of Institute education public access channels (BZBM), member of film classification board Germany.
Ollie Bray, Highland Council

Based in the Scottish Highlands, Ollie Bray works internationally with teachers, schools and governments to improve education outcomes for learners through the appropriate use of technology.

He has been a senior policy adviser to Government, school leader, head of department and is an award winning teacher. His current interests include social media in schools, computer games in education, mobile technologies, school design, outdoor learning and 3rd millennium school leadership.

He blogs at: www.olliebray.com and tweets at: www.twitter.com/olliebray
**John Carr, eNACSO**

John Carr writes and consults about internet safety and security. He is one of the world’s leading authorities on children’s and young people’s use of the internet and associated new technologies. Based in London John works extensively across the UK and in many parts of the world.

John has been a Senior Expert Adviser to the United Nations (International Telecommunication Union), an Expert Adviser to the European Union, the European Network and Information Security Agency, and consultant to the Oak Foundation, Geneva. In June, 2012, John was appointed a Visiting Senior Fellow at the London School of Economics and Political Science.

At different times John has been engaged professionally to advise or assist several, major global high tech companies including NewsCorp, Fox Interactive Media (owners of MySpace) where he was a Vice President and later a consultant, Yahoo UK & Ireland, Google, Phorm (UK), Vodafone and O2. John is a Director of NetID Me Ltd., a company which has developed an innovative online identity authentication product.
Patricia Cartes started working in the technology industry in 2006 when she joined Google’s Webspam team. After building an expertise in site integrity, she joined Facebook’s User Operations team in February 2009 to lead the support efforts for Southern Europe. She’s also managed Facebook’s Intellectual Property and Safety teams in EMEA, focusing on legal issues as well as suicide prevention and runaway persons. She graduated from Universitat Pompeu Fabra with a degree in Translation and Interpreting and can speak Spanish, French, Italian, Catalan and sometimes, even English!
Jutta Croll is Managing Director of Stiftung Digitale Chancen/ Digital Opportunities Foundation since 2003. The Digital Opportunities Foundation is a German NGO working on overcoming the Digital Divide, promoting E-Inclusion and providing programs and tools to promote Digital Literacy for underserved groups. The Foundation is working under the auspices of the German Federal Ministry of Economics and technology and the Federal Ministry of Family Affairs.

Jutta Croll has worked as a researcher in several projects concerning the use of media and digital literacy. She holds a university degree in political science, media science and German literature and is member of several steering groups of European and national projects in the field of e Inclusion and Digital Literacy. Recently she has been appointed as a speaker of the working group ‘Knowledge, research, technological impact assessment’ at the German I-KiZ, Zentrum für Kinderschutz im Internet. As an expert for e-inclusion, youth protection and digital literacy she works also in close co-operation with UNESCO, the European Commission and the Council of Europe.
Verónica Donoso, CHILD FOCUS

Verónica Donoso (PhD) has a BA in English Language and Linguistics and a master’s degree in Education from the Universidad de Chile. In 2007 she obtained a PhD in Social sciences from the Katholieke Universiteit Leuven. Since the beginning of her PhD (2002), Verónica has carried out research on the impact of online technologies on children and young people as well as on e-safety. Since 2006 she has been a member of the EU Kids Online network. In 2007 Verónica became Senior Researcher at the Centre for User Experience Research at the Katholieke Universiteit Leuven where she researched users’ experiences of new digital applications and, in particular, e- and mobile learning. In 2010, she was appointed by the European Commission as Research Coordinator of the Second Assessment of the Safer Social Networking Principles for the EU. In the same year she held a post-doc position at the Media & ICT in Organisations & Society research group from the University of Antwerp. In October 2011 Verónica joined Child Focus, the Belgian Safer Internet Center, as project manager e-safety. She is currently Research fellow at the Katholieke Universiteit Leuven.
Martin Drechsler, FSM

Martin Drechsler studied law in Berlin and Hagen. After his admission to the Bar he worked for a law firm in Berlin. Since he joined the FSM (Voluntary Self-Monitoring of Multimedia Providers) in 2008, he has focussed on legal questions of youth protection on the Internet. He is responsible for the FSM age classification system (www.altersklassifizierung.de) and advises FSM members about age rating, labelling of web content and the use of parental controls. Martin gives lectures on youth protection and media.
Dr Conor GALVIN teaches and researches at UCD Dublin College of Human Sciences where he works on various education, development practice, ICT and research programmes. He speaks regularly at conferences and events on the information society, education policy, the politics of education, new literacies, and technology enhanced learning. Dr Galvin is also the UCD Coordinator for the Global Classroom strands of the Masters in Development Practice programme – a unique, co-awarded programme with Trinity College Dublin - which has been developed in conjunction with the MacArthur Foundation and Columbia University, New York. Dr Galvin has been an on an advisory group to the Mindster for Educaiton on ICT usage in educational settings and advised the National Centre for Technology in Educaiton (Ireland) on schools ICT usage - including safety and equitability in access issues.

Before coming to UCD, Dr Galvin worked at the University of Wales, Swansea and at the University of Cambridge, England.
Will Gardner is the CEO of Childnet International, a children’s charity working with others to help make the internet a great and safe place for children. Will has been at Childnet for just over 11 years, and has been the CEO since 2009. He is a lead partner at the UK Safer Internet Centre (see www.saferinternet.org.uk), and in this role, organises Safer Internet Day in the UK. He is a member of the Executive Board of the UK Council for Child Internet Safety, and is also on Facebook’s Safety Advisory Board.
Greg Gebhart, Australian Communications and Media Authority

Greg Gebhart is the senior Cybersafety education trainer for the Australian Communications and Media Authority (the Australian Government’s broadcast regulator). He is one of Australia’s leading experts on Cybersafety and is a much sought after presenter. In his role he has delivered presentations to over 200,000 students, teachers, educators and parents. Greg has provided keynote addresses throughout Australia and internationally and has receiving many of awards for his achievements at a national level. Greg was recently recognised for his services to technology and education at an international level, by the International Society for Technology and Education.
Simon Grehan manages all aspects of the development and delivery of the Webwise safer internet initiative that promotes safer, more effective use of the internet by children in Ireland. This initiative involves the design and development of curriculum-specific educative resources for use at primary and post-primary levels, the delivery of continuing professional development to teachers, the delivery of seminars for parents, and other awareness raising activities. Simon conducts research into children’s use of technologies using quantitative and qualitative methods, monitor emerging technologies and write reports for governmental, academic, and other stakeholder audiences. He has been commissioned by the National Council for Curriculum and Assessment to write a digital literacy short course for the new Junior Cycle curriculum. Simon also raises awareness of internet safety issues through media and public relations campaigns. He is responsible for establishing and maintaining relationships with key statutory, industry and community stakeholders.
Eugene Kaspersky graduated from Moscow’s Institute of Cryptography, Telecommunications and Computer Science in 1987 to start work at a multi-disciplinary research institute. It was there that Eugene first began to study computer viruses.

In 1989 Eugene detected and analysed the ‘Cascade’ virus on his computer, and developed a disinfection utility for it. He started collecting malicious programs and disinfection modules for them, and this exotic collection would go on to become the foundation of the Kaspersky Anti-Virus database, which today includes more than eight million records and 94 million samples of malware, and is one of the most complete antivirus databases in the world.

In 1997, Eugene and his colleagues decided to establish an independent company, becoming the founders of Kaspersky Lab. From that moment, he has headed the company’s antivirus research and was named CEO of Kaspersky Lab in 2007. At the moment Kaspersky Lab is an international group that registered its holding in Great Britain and employs over 2,400 highly-qualified specialists. The company currently operates in more than 200 countries and territories across the globe and has its own regional offices in 30 countries.

Eugene holds a large number of national and international awards for his long track record of technological, scientific, and business achievements. He voted the World’s Most Powerful Security Exec by SYS-CON Media in 2011.
Food for thought for the World-café style sessions…
with Fred Langford and Karl Hopwood

• What online issues are not currently being given sufficient attention e.g. rating systems for online games?!

• How can online safety be promoted in a way that appeals to younger users to establish appropriate behaviour at an early age rather than later on when habits have been formed? e.g. Kidsmart http://www.kidsmart.org.uk

• What is a ‘better internet’ to you?

Fred Langford, Internet Watch Foundation

Having previously worked in technical roles for Tier 1 ISP’s and The Ministry of Defence and as technical consultant for the NHS and Cambridge University Fred joined the IWF (www.iwf.org.uk) in 2004. He is accountable for all technical, hotline operations, information security and international aspects of the IWF. He is also responsible as a member of the Directors Management Team for the future strategy of IWF and liaising with our funding members on relevant technical initiatives. In April 2012 I was elected as president of the INHOPE association (www.inhope.org) which is the umbrella organisation for hotlines internationally. Fred continues to advise various UK-based and international associations in self-regulation and partnership working to combat the distribution of criminal child sexual abuse content online. He has advised and participated in initiatives with the UK Government, European Commission, Commonwealth, international industry and law enforcement agencies. He is also a Certified Information Security Systems Professional with a particular interest in internet backbone technologies and cyber security.

Karl Hopwood, Insafe

Karl Hopwood is an esafety expert. He is a member of UKCCIS (UK Council for Child Internet Safety) and sits on several working groups including the expert research panel. Karl is a trustee of Childnet International and is a member of the advisory board for the UK Safer Internet Centre. As an ex headteacher, he continues to work closely with children, young people, parents and teachers to develop safer online behaviours and the promotion of digital literacy. Karl works as an in-house consultant for INSAFE which is the coordinating node of the EU safer internet programme and is responsible for the coordination of the helpline network.
Sonia Livingstone, EU Kids Online

Sonia Livingstone is Professor of Social Psychology, Department of Media and Communications at LSE, where she teaches MSc courses on media and communications theory, methods, and audiences. She is author or editor of seventeen books (see below) and many academic articles and chapters. She has held visiting professor positions at the Universities of Copenhagen, Stockholm, Bergen, Illinois, Milan, and Paris II, and is on the editorial board of several leading journals. She was President of the International Communication Association (2007-8) and served for six years on ICA’s Executive Committee. Currently, Sonia Livingstone directs a 33-country network, EU Kids Online, funded by the EC’s Safer Internet Programme.
Kristian Lund is working in the Centre for Digital Youth Care that deals with social work in new media, imparts knowledge of digital education and offer collaborative projects. In the past four years Kristian Lund has been working to develop projects to help parents, teachers and educators to support children and young people using cell phones and social networks. He is a trained philosopher from the University of Aarhus in Denmark, and has most recently been the author of the book “Digital Youth Care - working online with children and young people”.

Heeding the voice of young people and their carers

need for professional adults to rethink their way of meeting and working with children and young people.

children and young people have good digital skills, but some of them lack the digital competencies that is requires in order to participate.

how can you as a professional intervene and support and improve the digital skills and competencies of youths.

professional intervention is the most important part or phasen the flow of a child’s digital development.

approach digital questions or dilemmas through dialog and involving the child or young person in the process.
Ketill Berg Magnússon, Chairman, Icelandic Parents association

Ketill lives with his wife and three children, an 18 years old boy and girl, and a 7 years old daughter, in an old house in the center of Reykjavík.

Ketill is Chairman of Iceland’s National Parents Association. He is a lecturer at Reykjavik University Business School. Has over 10 years experience as an HR manager in a large telecom in Iceland. He has been on the board of many companies and NGOs and has an MBA degree from ESADE in Spain and an MA in Philosophy, Business Ethics from the University of Saskatchewan, Canada.
Ewan Mcintosh, Notosh

Ewan Mcintosh is the founder of NoTosh Limited, an Edinburgh-based company with a global reputation for researching and delivering new learning opportunities for some of the world’s top creative companies and school districts.

Ewan is also advisor on the digital agenda to the Vice President of the European Commission, Mrs Neelie Kroes, and sits on the ICT Excellence Expert Group advising the Cabinet Minister for Education in Scotland. Mcintosh’s company, NoTosh Limited, develops products and services with creative companies on the one hand, and then takes the processes, attitudes and research gained there to the world of education. The company works with hundreds of schools and districts, providing ideas, inspiration and research on how to better engage kids.

Ewan was a French and German High School teacher, before moving from the classroom into technology research and leadership as Scotland’s first National Advisor on Learning and Technology Futures. He later helped set up one of the most ambitious investment funds from a public service broadcaster in the UK, the $100m 4iP Fund from Channel 4 Television.

As well as heading up NoTosh’s work globally with creative corporations, Governments and school districts, Ewan is a “Digital Angel” advisor on the digital agenda to the Vice President of the European Commission, Mrs Neelie Kroes.
Emma Mulqueeny, Rewired State

Emma is the founder of Rewired State and Young Rewired State: Coding a better country.

Rewired State is the largest independent developer network in the UK with over 800 software developers and designers, bringing about digital innovation and revolution through rapid prototyping events (hack days).

Young Rewired State is its philanthropic arm and is the only developer network of young UK programmers aged 18 and under who have taught themselves how to code. Both networks work together to prototype solutions to real world problems.

Emma has recently been voted onto the Wired 100 list, writes regularly for the Guardian and on her own blog and is best known for her campaign to ‘Teach our kids to code’, relentlessly pushing the potential of the UK digital industry.
Jānis Palkavnieks, draugiem.lv

From 2011 Spokesperson of the social media platform draugiem.lv and the company group DraugiemGroup.com and is a social media consultant.

Jānis Palkavnieks’ career started 10 years ago by heading the development of the public relations department of the University of Latvia and leading as the director.

Later he offered PR consultations to members of the European Parliament. Afterwards he worked as the editor of politics at Diena.lv, and created and lead the first Latvian internet television, Diena.Tv. His career continued in the Latvian Basketball association as the director of Marketing, organizing the women’s European championship, and later worked at Lattelecom as a PR specialist, blogger, and creator of the social media communications strategy.

Jānis has studied religion and law sciences at the University of Latvia, and has interned in crisis communication management at Akademie Führung und Kommunikation and brand management MBA at the London Business School.
Janice Richardson is Senior Adviser at European Schoolnet, a consortium of 30 national Ministries of Education, as well as Coordinator of the Insafe safer Internet awareness raising network. Insafe was set up by the European Commission in 2004 to promote responsible and effective use of online technology by children and young people. Janice has previously worked as teacher, university lecturer, educational researcher and consultant in Australia, France, Luxembourg and Belgium. Author of two books and many articles on ICT in education and the development of e-literacy, she led Council of Europe editorial teams to create and revise its Internet Literacy Handbook (2003, 2005, 2008); in 2009 she wrote Guidelines for Teachers to support implementation in class of the online game, WildWebWoods, based on the CoE Handbook and highlighting safety and human rights issues. From 2001-2004, Janice worked in the eLuxembourg Task Force, to assist the national government to implement ICT at all levels of society.
Filip Rozanek, Czech Radio

Since 2006, Filip has worked as online content editor in the new media division of Czech radio. Filip has prepared many internet and cross-media projects for the Czech public service radio, including the newest one focused on children up to age 12. The project, which started in September 2012, takes aim on modern radio production for children with strong support of new media technologies, including smartphones, tablets and web streaming. Filip has written several books about media landscape in Czech Republic, too. He is also a member of New Radio Group in the European Broadcasting Union.
Claire Rush, YouTube

Claire is a policy strategist based in Dublin and has been working with YouTube for two years. Claire works on ensuring that YouTube’s Community Guidelines are respected and enforced on a global level. Over the past year, Claire has also been making efforts to educate users on tools and resources which are on hand including a class-based curriculum which can be found at www.google.com/edu/youtube/curric. Before starting at Youtube, Claire worked with Ireland’s Department of Foreign Affairs, Dublin.
Diego Saez-Trumper is a PhD Student at Universitat Pompeu Fabra in Barcelona. His main research interests are in the field of social media, information diffusion models and multidisciplinary studies. At present, he is visiting the Computer Laboratory in University of Cambridge working in project about information diffusion in a city context.
Bob W. Smagge, LG Electronics

Born in The Netherlands but privileged to have been living a major part of his 50+ life abroad. Southeast Asia, the Middle East, the Caribbean, it all added to enlarging his awareness of social and cultural diversity.

After a half-hearted attempt to study Social Geography and a job in International Insurance he finally proceeded with studying International and European Law at Groningen University. After a couple of years working for telecom providers, he spent a considerable period at the Dutch Ministry of Economic Affairs for one of its Market Surveillance Authorities supervising the telecommunications market before switching back to a more commercial environment.

Since 2008 he has been working as the Regulatory Affairs manager at LG Electronics’ European Standards Center. That’s also the year he delved deeper into the issues related to a Safer Internet for Children. Though having to deal with technical compliance stuff for consumer electronics lots of time, the most fulfilling part of his current job is precisely that part of participating in the creation of a safer internet environment for youngsters.
Pascale Thumerelle is Vice President, Sustainable Development at Vivendi. She leads the group’s sustainable development strategy and policy. Vivendi’s contribution to sustainable development consists of enabling present and future generations to fulfil their need to communicate, to feed their curiosity, to develop their talents and to encourage intercultural dialogue. In this role since 2003, she defined three strategic issues for Vivendi: protection and empowerment of youth, promotion of cultural diversity, sharing of knowledge.

In 2012, Pascale launched “Culture(s) with Vivendi: A journey through cultural diversity”, a new website (www.cultureswithvivendi.com) which aims to facilitate access to knowledge, encourage the expression of talent and participation in cultural life, and promote a spirit of openness.

Artemis Tsitsika, Adolescent Health Unit

Artemis K. Tsitsika, MD, PhD is a lecturer in pediatrics and adolescent medicine at the Athens University in Greece and supervisor of the Adolescent Health Unit (AHU) of the Second Department of Pediatrics, University of Athens. She has received the 2000 award of the Greek Society of Adolescent Medicine for her contribution to the development of Adolescent Health in Greece, and also 10 scientific awards. She is an active member of the European Board of the International Association for Adolescent Health (IAAH). She is a visiting professor in Michigan State University and University of Kentucky in the United States. She is the scientific supervisor of intense courses on youth with special needs and the State of the Art Adolescent Medicine Course, which takes place yearly in Greece. She is heading one of the leading programs on safe internet use in Greece, as well as various others on youth eating disorders, obesity and sexuality issues.