GROWING UP DIGITALLY

SAFER INTERNET FORUM Brussels, 6-7 November 2014
INDEX

Foreword by Robert Madelin, Director General, DG CONNECT  4
Intended outcomes  5
Agenda
  Thursday 6 November  6
  Friday 7 November  8
Meet the speakers  9
  Biographies, photos and a handful of ‘thought bytes’...
Poster sessions  42
What youth think  50
FOREWORD

It's high time to prepare our kids for tomorrow's digital reality

Children today grow up digitally. The youngest ones play and interact with apps on their parents’ tablets and smartphones. As they grow older the online world becomes the place where they interact in social networks, in online games, and in creating their own apps and content. And the boundaries between the digital and physical worlds are becoming increasingly seamless in the way young people play, socialise and learn.

Technology changes very fast and we see the constant arrival of new services which were not even on the radar a year ago. There are unprecedented opportunities for business development and children themselves are becoming online creators and start-up entrepreneurs. Yet such opportunities often bring with them new risks, such as those relating to apps purchases, personal data and offensive behaviour.

We all - teachers, family, civil society, government and industry - must help our children to avoid and to manage these risks. Our challenge is how do we raise a generation of truly digital natives – able not just to identify and deal with the risks they find online, but to be active participants and creators in the digital society in an environment that guarantees trust and confidence?

The Safer Internet Forum is a great multi-stakeholder platform for us all, including young people, to debate emerging trends and challenges and to share good practices across Europe and beyond.

Engaging today in a trusted Internet for European kids prepares us for the digital economy and society of tomorrow!

Robert Madelin
Director General
Directorate General for Communication Networks, Content and Technology (DG CONNECT)
SAFER INTERNET FORUM 2014

Intended outcomes

The Safer Internet Forum is an international conference in the field of Better Internet for Kids that actively involves young people, parent and teacher representatives, industry and government policy makers, technological and awareness-raising experts, and both European and national political, educational and social leaders.

This year’s forum aims to:

• Offer a platform for discussion and debate on how children and young people of different ages across Europe can get the best out of their online experiences, accessing and creating quality online content within an environment that fosters trust and confidence and stimulates their creativity.

• Investigate topics of concern to youth, schools and families, ranging from the challenges of apps and online advertising and the impact of technology on very young users to self-expression, creativity and more in order to provide young users with the tools they need to thrive in the digital era.

• Explore, through interaction between industry, academics, psychologists and media experts, as well as youth and their parents and carers, the opportunities and potential risks that online technology brings.

• Empower every participant – youth, carer, policy maker, academic, researcher, industry or civil society representative – to voice their ideas and explore ways to scale up good practices across Europe for the youngest users and for young digital creators, in the interests of shaping a better internet for youth.

• Ensure that all participants leave the Forum with a better understanding of their role and responsibility in ensuring that children and youth benefit from a better internet, and continue to promote such experiences in their own countries.
**SAFER INTERNET FORUM 2014**
Growing Up Digitally

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.30 – 09.30</td>
<td>Registration</td>
</tr>
<tr>
<td>09.30 – 10.45</td>
<td>Plenary session</td>
</tr>
<tr>
<td>09.30 – 10.00</td>
<td><strong>YOU(th) can make a difference in the digital society</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Keynote from the European Commission</strong></td>
</tr>
<tr>
<td></td>
<td>Roberto Viola, <em>Deputy Director-General, DG CONNECT</em></td>
</tr>
<tr>
<td>10.00 – 10.45</td>
<td><strong>“Generation M” (mobile): what does it mean growing-up digitally?</strong></td>
</tr>
<tr>
<td></td>
<td>What are the new ideas put forward by the youth manifesto? Panel discussion with:</td>
</tr>
<tr>
<td></td>
<td>1. Youth ambassadors from the <em>youth manifesto</em> initiative</td>
</tr>
<tr>
<td></td>
<td>2. Representative from <em>industry</em>: Jacqueline Beauchere, <em>Microsoft</em></td>
</tr>
<tr>
<td></td>
<td>3. Representative from <em>academia</em>: Lelia Green, <em>Edith Cowan University</em>, (Australia)</td>
</tr>
<tr>
<td></td>
<td><strong>Chair</strong>: Patricia Manson, <em>Head of Unit, DG CONNECT</em></td>
</tr>
<tr>
<td>10.45 – 11.15</td>
<td>Coffee break</td>
</tr>
<tr>
<td>11.15 – 12.00</td>
<td><strong>iRights – a broad based coalition</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Keynote</strong></td>
</tr>
<tr>
<td></td>
<td>Baroness Beeban Kidron, OBE, <em>Youth Advocate and Film Director</em>, (UK)</td>
</tr>
<tr>
<td>12.00 – 13.00</td>
<td><strong>Advertising – what’s too much?</strong></td>
</tr>
<tr>
<td></td>
<td>Panel discussion on online advertising targeting (directly/indirectly) kids.</td>
</tr>
<tr>
<td></td>
<td>1. Ben Williams, <em>Eyeo / Adblock Plus</em>, (Germany)</td>
</tr>
<tr>
<td></td>
<td>3. Rocco Renaldi, <em>EU-Pledge Initiative</em>, (Europe)</td>
</tr>
<tr>
<td></td>
<td>4. Martin Schmalzried, <em>COFACE</em>, (Europe)</td>
</tr>
<tr>
<td></td>
<td>5. Guy Parker, <em>Advertising Standards Authority</em>, (UK) and <em>European Advertising Standards Alliance</em>, (Europe)</td>
</tr>
<tr>
<td></td>
<td><strong>Chair</strong>: Prof. Sonia Livingstone, OBE, <em>London School of Economics</em>, (UK)</td>
</tr>
<tr>
<td>13.00 – 14.15</td>
<td>Lunch break</td>
</tr>
</tbody>
</table>
SAFER INTERNET FORUM (Brussels, 6-7 November 2014)

14.30 – 18.00  Parallel workshops – one led by youth, one led by industry
Parallel poster sessions will run in the Langevin room

**Strand A: Self-expression**
Youth-driven panel (14.30-16.00)

“Is that really me?”
Panel session led by young people to provide insight on self-expression online.

**Strand B: Suitable content and behaviour**
Industry-driven panel (14.30-15.15)

Industry Best Practice: Positive Tools & Initiatives for an Empowered Generation.
1. Patricia Cartes, Twitter
2. Maria Jose Cantarino, Telefonica
3. Paul Cording, Vodafone
4. Rosa Birch, Facebook
**Chair:** Dave Miles, FOSI

Industry-driven panel (15.15-16.00)

**Using technology to resolve conflict on and off line.**
1. Eleanor Cooper, Princess Diana Award, (UK)
2. Lewis Hickmott, Anti-bullying Youth Ambassador, (UK)
3. Justine Atlan, e-Enfance, (France)
4. Industry representatives (tbc)
**Chair:** Giovanna Mascheroni, Net Children Go Mobile, (Italy)

16.00 – 16.30  Coffee break

**Strand A: Self-expression**
Youth-driven panel (16.30-18.00)

“You only have one online life!”
World café session led by young people on self-expression and online reputation.

**Strand B: Suitable content - apps**
Industry-driven panel (16.30-18.00)

How to find the right apps for your kids: labelling and trusted review.
1. Sabine Frank, Google
2. Bruno Jakic, Al Applied, (Netherlands)
3. Simon Little, PEGI, (Europe)
4. Sonja Emmert, iPhoneKinderApps, (Germany)
**Chair:** Agnes Uhereczky, COFACE, (Europe)

18.15  Cocktail reception in Bar 31
Friday 7th November 2014

09.00 – 10.30
Parallel poster sessions will run in the Langevin room
Parallel workshops with participatory leadership methodology
Attendees to decide on the day which of the identical sessions they wish to attend.

**You Decide: Apps, Advertising and Positive Content**

<table>
<thead>
<tr>
<th>Session A</th>
<th>Session B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chair:</strong> Eric Krier, National Youth Service/BEE SECURE, (Luxembourg)</td>
<td><strong>Chair:</strong> Marjolijn Durinck, Safer Internet Centre, (Netherlands)</td>
</tr>
<tr>
<td><strong>Speaker:</strong> Dieter Carstensen, LEGO, (Denmark)</td>
<td><strong>Speaker:</strong> Elyna Nevski, Tallin University, (Estonia)</td>
</tr>
</tbody>
</table>

| 10.30 – 11.00 | Coffee break |
| 11.00 – 13.00 | Round table plenary session |
| 11.00 – 12.30 | **Young Creators - Good practices across Europe**
Panel discussion on creativity, coding and positive experiences for and by youth.
1. Jonas Carlssson, TOCA BOCA, (Sweden)
2. Namik Delilovic, Catrobat, (Austria)
3. Koen Pellegrims, CoderDojo, (Belgium)
4. Doug Belshaw, Mozilla Foundation, (UK)
5. Nina Devani, Young Entrepreneur, (UK)
**Chair:** Grace Kelly, Youth Ambassador, (Ireland) |

| 12.30 – 13.00 | Closing remarks - what youth, parents and policy makers will take from the SIF |
| 13:00 | Close of Safer Internet Forum 2014 |
MEET the SPEAKERS

Biographies, photos and a handful of ‘thought bytes’
Roberto Viola holds a Doctorate degree in Electronic Engineering (Dr. Eng.) and a Masters in Business Administration (MBA). He is Deputy Director-General of DG CONNECT in the European Commission, with responsibilities for the Electronic Communications Networks and Services Directorate, Cooperation Directorate - International and Inter-institutional relations, Stakeholders cooperation, Coordination Directorate - Growth and Jobs, Innovations and Knowledge Base, Media and Data Directorate.

From 2005 to 2012, he was the Secretary General in charge of managing AGCOM (Italian media and telecom regulator). He was Chairman of the European Radio Spectrum Policy group (RSPG) from 2012 to 2013, and Deputy Chairman in 2011 and Chairman in 2010. He was a member of the BEREC Board (Body of European Telecom Regulators) and he was Chairman of the European Regulatory Group (ERG) in 2007.

Roberto served as Director of Regulation Department and Technical Director in AGCOM from 1999 to 2004. From 1985-1999 he served in various positions as a staff member of the European Space Agency (ESA) and, in particular, he has been Head of Telecommunication and Broadcasting Satellite Services.
Jacqueline F. Beauchere is the Chief Online Safety Officer at Microsoft. In this role, Ms. Beauchere is responsible for all aspects of Microsoft’s online safety strategy, including cross-company policy creation and implementation, influence over consumer safety features and functionality, and communications to and engagement with a variety of external audiences. She also currently serves as the chair of the National Cyber Security Alliance (NCSA) Board of directors, and is Microsoft’s representative to the Family Online Safety Institute (FOSI) board, and INHOPE’s Advisory Board.

Ms. Beauchere has spent almost 15 years at Microsoft leading various groups and efforts that evangelize the company's commitment to help create a safer, more trusted Internet experience for people of all ages and abilities.

Before joining Microsoft in December 1999, Ms. Beauchere was an attorney in private practice in New Jersey, New York and Washington, D.C. A second-career lawyer, she spent 12 years as a real-time financial news correspondent and Editor in Charge, most recently with Reuters America Inc. in New York.
Dr. Doug Belshaw is Web Literacy Lead for the non-profit Mozilla Foundation, best known for the Firefox web browser. Doug works on the Web Literacy Map, defined by the Mozilla community as “the skills and competencies required to read, write and participate online.” He has experience in many educational sectors as a former teacher, senior leader and researcher/analyst. Doug works from home in Northumberland, England with his wife and two young children.

He holds a BA (Hons) Philosophy, MA in Modern History, PGCE (Secondary History), and Ed.D. with the focus of his doctoral thesis being upon digital literacy. He argues for a pragmatic, plural, context-based approach. Doug has authored the book, *The Essential Elements of Digital Literacies.*
Rosa Birch is Head of Policy Programmes EMEA for Facebook and manages strategic partnerships, special projects and programmes for the EMEA Public Policy Team. Before this, Rosa was Associate Manager on Facebook’s UK & Ireland Public Policy team. Rosa joined the company in June 2010 and has worked on a range of policy issues including safety, privacy and working with public sector organisations helping them to maximise their use of Facebook. Prior to joining Facebook, Rosa managed a UK Member of Parliament’s office focusing on community engagement.
María José Cantarino joined Telefonica in 1997, developing her career in areas directly related and focused on the international projection and expansion of Telefonica. Since 2008 she has been the Corporate Responsibility Manager at Telefonica, S.A., with a special focus on social innovation, digital inclusion and new technologies, and the online behaviour of young people.

She is also Director of Special Projects at the Interactive Generation Forum and member of the International Advisory Panel for the EU Kids Online project.

She has a degree from the University Lille III (France), and two postgraduate degrees in Management and Administration at the University of Valenciennes (France) and in Telecommunication Business at the University of Catalonia (Spain).
Jonas Carlsson is VP, Brand & Marketing at Toca Boca, a play studio making digital toys. We believe in pure play, play for the sake of play and make products that kids love and parents trust.

He oversees where, when and how people should meet and interact with Toca Boca, now and in the future, including how to communicate with parents and kids, in a fun yet trustworthy and safe way. Prior to joining Toca Boca, he spent his time working for digital agencies.
Dieter is Head of Digital Child Safety at the LEGO Group, a position that sees him involved in defining policy frames for end-user safety, the development of age-appropriate consumer experiences, as well as ensuring compliant data collection from, and marketing to, children. In other words, he works across the digital value chain. He partakes in international work settings addressing marketing to children and digital governance on behalf of the LEGO Group.

Prior to working for the LEGO Group, he was a project manager at Save the Children, co-initiator of eNACSO and Chair of the Board, International Advisor to the EU KIDs Online project, and Vice President of the INHOPE Board.

Dieter lives with his wife and two children in Copenhagen, Denmark.
As the Head of Global Safety Outreach, Patricia Cartes works to define policy and to ensure user safety and security in the challenging realm of modern social media. Patricia’s team works 24x7 to defend and respect the voice of Twitter users and to fight online abuse including targeted harassment, child sexual exploitation, human trafficking and cyberbullying.

Patricia 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 as one of the founding members of the company’s operations in Europe, the Middle East and Africa (EMEA). During her time in their User Operations team, she managed Facebook’s Intellectual Property and Safety teams in EMEA, focusing on legal issues as well as on suicide prevention and child protection. In 2011 she joined their Public Policy organisation where she was appointed their Head of Safety responsible for maintaining relationships with online safety organisations, Law Enforcement & Military agencies, government hotlines and data protection authorities, across EMEA.

AN EMPOWERED GENERATION

POSITIVE TOOLS & INITIATIVES

USER TOOLS

TWITTER RULES

THE POWER OF THE COMMUNITY

REPORTING MECHANISMS

OUTREACH & PARTNERSHIPS
Paul has been part of Vodafone’s Child Online Protection team for over 10 years, overseeing both the development of tools such as the Vodafone Guardian App and Parental Filtering Controls as well as the national educational and awareness initiatives based on Vodafone Digital Parenting.
Namik Delilovic is the marketing director of the Catrobat project in Austria. He has a degree in Software Engineering and lectures on information technology at the Graz University of Technology. While working for Samsung as a Samsung Mobiler, he gained a considerable amount of experience in the field of Mobile Marketing. For his marketing achievements at Samsung, he was awarded as the “Best Samsung Mobiler 2010.”

Namik is also the founder of Mandelbrot Solutions, which released their first educational app for children called “Play With Marvin The Robot.” He says, “Our present education system for children will be completely replaced in the future. With the Catrobat project we want to be Europe’s front door of that change.”
Nina Devani is supergirl: in 2012, at the tender age of 14, she founded DevaniSoft as a new software design and development company, specialising in the development of unique applications. With her development partner, Creation Application, she is in the process of designing and launching a number of new applications that make usability of devices easier and simpler. She says of her product, “I designed the Prompt Me Nina application to offer everyone a secure and fast way to access their sensitive information without needing to actually give the data to a third party”.

Nina has also released Prompt Me Now, an application made especially for enterprises.
Marjolijn Durinck is the project coordinator of the Dutch Safer Internet Centre. She is responsible for a large programme on security and safety of which the ‘better internet for kids’ project is a part. She coordinates working groups on notice and takedown (NTD), privacy/big data, botnets, mobile safety and secure software, and is responsible for contacts with all national stakeholders.

She is also part of the editorial team of a new national website on internet safety together with the National Cyber Security Centre. She converts trends, ideas and input from stakeholders into concrete activity plans and is responsible for deliverable deadlines, and budget and financial controls.
Sonja holds a degree in International Business and Marketing Communications from Northumbria University. She has been working as a Sales Manager for a large IT company since 2008, with an overall industry experience of 10 years. She also has a keen interest in media literacy and runs her own blog, iPhoneKinderApps.de, where she discusses apps for German speaking children and families.

In her spare time, Sonja enjoys family life with her partner and their 4-year-old son, and is prone to shutting down all beloved Apple devices in favour of a good old-fashioned book. She says: “Apps for our children should complement the daily efforts of parents, schools and kindergartens. They should educate, stimulate creativity, be age-appropriate and safe - and of course they need to be fun to play with, too!”
Sabine Frank is a fully qualified lawyer working for Google as Policy Counsel: Media Literacy since January 2012.

Before joining Google, Sabine spent more than 10 years as the Managing Director of the Voluntary Self Monitoring of Multimedia Service Provider Association (FSM e.V.). Further to this she has held during her career various honorary positions, such as being Managing Director of fragFINN (a German search engine for children), Treasurer of the association ‘Deutschland sicher im Netz’, a member of the Advisory Board of klicksafe (the German Safer Internet Centre promoting media literacy) and Vice President of INHOPE, the International Association of Internet Hotlines.
Lelia Green
Edith Cowan University, (Australia)

Lelia is Professor of Communications at Edith Cowan University in Perth, Western Australia, and a foundation Chief Investigator with the Australian Research Council's Centre of Excellence for Creative Industries and Innovation, which started in 2005. Her publications include *The Internet* (Berg 2010), and *Communication, Technology and Society* (Sage 2002).

Lelia’s primary research focus is the complex interplay between technology and social change, and she has been involved with the EU Kids Online network, primarily as a member of the International Advisory Panel, since 2006. Currently a Visiting Fellow at the London School of Economics and Political Science (LSE), Lelia has worked extensively with Dr Leslie Haddon and Professor Sonia Livingstone.

Lelia led the AU Kids Online research in Australia (2010-11), paralleling the EU Kids Online survey and is part of a collaborative team exploring very young children’s uses of the internet. She has also investigated the comparative influence of ‘Parents and Peers’ upon teen digital behaviours.
Bruno Jakic is an artificial intelligence engineer, entrepreneur and independent researcher at Ai Applied. His work and research is focused on the applications and implications of artificial intelligence to society. He has authored various articles, the most recent, “Galaxy and the New Wave: Yugoslav Computer Culture in the 1980s” appeared in Hacking Europe (2013).

His interests include history of technology, gamification, augmented reality, cybersecurity and cryptography, which led to the development of nonopticon.com, a free-to-use encryption and steganography algorithm. Jakić holds an MSc in Artificial Intelligence from the University of Amsterdam.
Jiami Jongejan is a 15-year-old blogger from The Netherlands. She started blogging 2.5 years ago. On her blog, Lifesplash.nl, she writes about fashion, beauty and lifestyle, and things that girls of her age are interested in.

In 2013 Jiami won the Dutch award ‘Gouden Apenstaart’ for her blog and in 2014 she won the ‘European Best Content’ award, which means that her blog was recognised as a ‘best website made for children by children’. Her blog and website have transformed into a business and Jiami now runs her own company while attending school.
Grace Kelly is a student of Trinity College Dublin who has worked with the Webwise Youth Panel of the PDST (Professional Development Service for Teachers) in Ireland for the past three years.

Having attended the Safer Internet Forum last year, Grace has since continued on as a Youth Ambassador with Insafe. This summer, the 18 year old attended and chaired an event at the annual Internet Governance Forum. With a passion for people; how we think, how we interact and a fascination for how we now do all of this online, has led Grace to the Safer Internet Forum again this year.

The English major strives to merge the ideas of the ‘real’ and ‘virtual’ world in the minds of users just as these worlds have united in our lives recently.
Beeban Kidron is a British filmmaker who has spent the last 30 years working in feature film, television drama and documentary. Her films range from commercial cinema to artists portraits and hard-hitting documentaries. They include Bridget Jones: The Edge of Reason, Too Wong Foo, Used People, Oranges are Not the Only Fruit, Antonia and Jane, Antony Gormley: Making Space, Carry Greenham Home, InRealLife among many others. She is Co-director of Cross Street Films.

In 2006 Kidron co-founded the educational charity IntoFilm (previously Film Club), which has set up over 8,000 film clubs across the UK. She is a Trustee of the Paul Hamlyn Foundation, a Council Member of the Institute of Contemporary Arts, a Patron of Law Action Worldwide and President of Voluntary Arts.

In 2012 she was appointed to the House of Lords where she sits as a Crossbench Peer. Baroness Kidron is also founder of iRights - a campaign to adopt a rights-based approach to young people online. The five iRights provide a common framework by which governments, corporations, adults and young people under 18 would design, deliver and consume digital technologies.
Eric Krier studied sociology at the University of Augsburg and worked on European youth projects in parallel, so that before the end of the last millennium (the times of mIRC and ICQ), ICT quickly became a common part of his work and life. Since 2002, he has been working for the National Youth Service (snj.lu) in Luxembourg where currently he is in charge of the department called ‘Youth work support’.

Since 2010 he has acted as brand manager for the BEE SECURE project, a governmental initiative of the ministries of Economy, of Education, Children and Youth and of Family. This project regroups staff from SNJ, SMILE g.i.e. and “KannerJugendTelefon” (the child helpline). Besides the national portal bee-secure.lu, a separate toolset for kids was developed in 2012 (bee.lu). Currently, he is developing a national project on eSkills, together with relevant partners.
As Managing Director of PEGI S.A., Simon is responsible for leading Europe’s self-regulatory content classification system for video games and apps. PEGI helps consumers and parents in more than 31 countries choose content appropriate games. Prior to joining PEGI S.A. and ISFE (the European trade federation for the video games industry and founder of PEGI) in 2009, he spent sixteen years in the interactive entertainment business, working for both publishers and developers.

His most recent role was as European Business Affairs Director, based in Switzerland, at the multinational publisher and developer, Take 2 Interactive. While working for Take 2, Simon sat on the board of ISFE as non-executive director for six years. He has an Honour’s Degree in Electronics and Computing from Abertay University in Dundee, Scotland and he now lives in Belgium with his wife and three children.
Prof. Sonia Livingstone, OBE
EU Kids Online, (UK)

Prof. Sonia Livingstone OBE is a full professor in the Department of Media and Communications at LSE. She is author or editor of eighteen books, including *Children and the Internet: Great Expectations, Challenging Realities* (Polity 2009), *Harm and Offence in Media Content: A review of the empirical literature* (with Andrea Millwood Hargrave, Intellect (2009), *Media Regulation: Governance and the interests of citizens and consumers* (with Peter Lunt, Sage 2012); *Children, Risk and Safety Online: Research and policy challenges in comparative perspective* (edited with Leslie Haddon and Anke Görzig, Policy 2012) and *Digital Technologies in the Lives of Young People* (edited with Chris Davies and John Coleman, Routledge 2014).

She directs the 33-country network, EU Kids Online, funded by the EC’s Safer Internet Programme (see www.eukidsonline.net) and serves on the Executive Board of the UK’s Council for Child Internet Safety (UKCCIS), for which she is the Evidence Champion.
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.
Giovanna Mascheroni is a Lecturer in Sociology of Communication and Culture in the Department of Sociology, Università Cattolica of Milan. She is the Director of Net Children Go Mobile, a research project co-funded by the Safer Internet Programme to investigate opportunities and risks of mobile media.

Since 2007, Giovanna has been the national contact of the EU Kids Online network. Her research interests include young people, the internet and mobile communication, online opportunities and risks, and online participation.

Education
Empowerment
Parental Support
Peer Culture & Support
Teachers & School Mediation
For the past 30 years, David has had a wide range of executive leadership roles in the technology and telecommunications sector including IBM, Compaq and Motorola. He is currently FOSI's Director for Europe, Middle East and Africa. FOSI is an international non-profit organisation which works to make the online world safer for kids and their families.

David is an Executive Board Member of the UK Council for Child Internet Safety (UKCCIS), the British Government’s principal advisory body for online safety for children and young people. Within UKCCIS, he chairs the Over Blocking Working Group. In addition, he is a member of the Internet Matters Expert Advisory Panel, an internet safety portal established by the UK’s four leading ISPs.

David is a member of the United Nations ITU Child Online Protection (COP) Working Council based in Geneva and the European Commission’s CEO Coalition Stakeholder Group, as well as being actively involved in a number of broader international initiatives related to online safety. David is also a Freeman of the Worshipful Company of Information Technologists, one of the City of London’s livery companies which was granted its Royal Charter in 2010.
Elyna Nevski is a PhD student at Tallinn University, Institute of Educational Sciences, and a lecturer at Tallinn University Pedagogical College. She obtained a MSc in multimedia and learning sciences from Tallinn University, and a BA in informatics. She has had several years’ experience in different media, technology and education areas and has spent the past two years teaching media education and educational technology to kindergarten teachers.

She is the author and co-author of a number of publications, and since 2012 she has been a member of the European Network POSCON: Promoting Positive Online Experiences for Young Children. Her doctoral dissertation will focus on toddlers and babies 0-3 and how they use touch devices.
Guy became Chief Executive Officer of the Advertising Standards Authority (ASA) in June 2009. He is responsible for executing the ASA’s strategy to make ads responsible, including through the development of regulatory policy, the provision of CAP advice and training, the investigation of complaints, proactive monitoring, enforcement activity and the system’s communications, marketing, public affairs and research activities.

In April 2013, Guy became Chairman of the European Advertising Standards Alliance, the single authoritative voice on advertising self-regulation comprising national advertising self-regulatory organisations and organisations representing the advertising and media industries in Europe and beyond.

Guy is a member of the government’s Cosmetic Interventions Advisory Board, the ACEVO Commission on Better Regulation of the Third Sector, the International Chamber of Commerce’s UK Marketing and Advertising Committee and a Fellow of the Institute of Promotional Marketing.

Married with three children, he lives in North London.
Koen is a father, entrepreneur and teacher. He has an MSc from Antwerp University and an MBA from Flanders Business School and Kellogg School of Management. After a 10-year career as an IT consultant, he co-founded Flow Pilots, a company specialised in mobile app development that serves the mobile needs of large enterprises. He also teaches courses on mobile development at Thomas More College.

In 2012, on a business trip to Ireland, he learned about Coderdojo, a global volunteer-led movement of coding clubs. Together with Martine Tempels of Telenet, he kickstarted Coderdojo in Belgium. In less than two years, the Belgium chapter has exploded into 35 regular clubs, where 150 coaches teach over 1,000 children, between the ages of 6 and 17, how to imagine, create and tinker in the digital world.

In his spare time, Koen fiddles and hacks in Scratch, Python, Arduino and other electronics with his 3- and 5-year-old sons.
Rocco Renaldi manages the secretariat of the EU Pledge initiative, a major commitment on advertising to children by leading food companies to the EU Platform for Action on Diet, Physical Activity and Health.

He is founder and Managing Director of Brussels-based Landmark Europe, an independent public affairs and strategic communications agency, specialised in helping organisations understand and engage effectively with the external environment in which they operate.
Martin Schmalzried holds a Master's Degree from the ULB (Brussels) in Political Science and is a licensed sociology teacher in upper secondary education. He has been working at COFACE (Confederation of Family Organisations in the EU) as a Policy Officer for over five years. His areas of expertise include safer internet and new technologies.

He has been involved in a number of EU projects and initiatives linked with safer internet issues. He is currently the chair of the SIP BENCH III project (review of parental control tools), a member of the POSCON (Positive Online Content and Services for Children in Europe) network and represents parents and families in DG CNECT meetings such as the CEO and ICT Coalitions. He was also responsible for the policy content of the #DeleteCyberbullying project.

Martin has supervised the development of a variety of tools such as Nutri-médias which aims at raising awareness of parents regarding advertising and nutrition and the #DeleteCyberbullying app that is designed to help teenagers, parents and teachers to deal with cyberbullying.
Ben Williams grew up in Kentucky in the southern United States. After working in public television and college radio for a short stint, he moved to the nation's capital to do a Master’s Degree in International Affairs at George Washington University, during which he took part in a study abroad at the Free University of Berlin.

Since then he has worked in non-profits, for-profits and the German Embassy in Washington, DC, but he enjoys the creative culture of new businesses, not to mention their habit of busting up old ideas. Since last July he has been doing just that at Eyeo GmbH, the company that makes Adblock Plus, as a Director of Operations. Otherwise, he collects records, writes, reads and runs. He lives in Bonn, Germany.
Agnes studied in Budapest and has a BA Degree in Business Economics and a Master’s Degree in European Affairs from the Budapest University of Economic Sciences and State Administration. She was the Director of AVSO, a European organisation active in the field of volunteering.

Agnes’ experience lies with European Integration, and influencing European level decision and policy-making processes. She wrote a number of legislative and policy proposals, mainly on the issue of civic engagement, European citizenship, active citizenship and volunteering. In addition, she participated as an expert in a number of United Nations working groups and contributed to UN publications.

Agnes wrote the lead article for the work-family life balance section of the UN landmark publication that has been prepared in relation to the 20th anniversary of the International Year of the Family in the United Nations in 2014. For the last 2.5 years, at COFACE, she has been leading the 2014 Year of Reconciling Work and Family Life in Europe advocacy campaign.
All poster sessions will be held in the Langevin room.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Organization</th>
<th>Nov 6 afternoon</th>
<th>Nov 7 morning</th>
<th>Page</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyberbullying: there is a way out!</td>
<td>COFACE, Belgium</td>
<td>13:00</td>
<td></td>
<td>43</td>
<td>Martin Schmalzried</td>
</tr>
<tr>
<td>What can a child under 8 do with a tablet?</td>
<td>JRC European Commission</td>
<td>13:25</td>
<td></td>
<td>43</td>
<td>Stephane Chaudron</td>
</tr>
<tr>
<td>Online open education for teachers in Arkhangelsk</td>
<td>IPI RAN Russia</td>
<td>13:50</td>
<td></td>
<td>44</td>
<td>Diana Bogdanova</td>
</tr>
<tr>
<td>Children’s Internet Use in Europe: shifts, risks and policy recommendations</td>
<td>EU KidsOnline, UK</td>
<td>14:15</td>
<td></td>
<td>44</td>
<td>Sonia Livingstone</td>
</tr>
<tr>
<td>Search engines for children as gateways to positive content and services</td>
<td>fragFINN.de, Germany</td>
<td>14:40</td>
<td></td>
<td>45</td>
<td>Lidia de Reese</td>
</tr>
<tr>
<td>Empowering youth through self help strategies</td>
<td>i-Kiz, Germany</td>
<td>15:05</td>
<td></td>
<td>45</td>
<td>Jutta Croll</td>
</tr>
<tr>
<td>Be Deadly Online: meeting cybersafety needs of indigenous Australians</td>
<td>Australian Communications and Media Authority</td>
<td>15:30</td>
<td></td>
<td>46</td>
<td>Sharon Trotter</td>
</tr>
<tr>
<td>Automatic Monitoring for Cyberspace Applications</td>
<td>AMICA Univ of Antwerp, Belgium</td>
<td>15:55</td>
<td></td>
<td>46</td>
<td>Guy De Pauw</td>
</tr>
<tr>
<td>Empower the parents!</td>
<td>Vodafone Netherlands</td>
<td>16:20</td>
<td></td>
<td>47</td>
<td>Joyce Sint Nicolaas</td>
</tr>
<tr>
<td>From Internet Safety to Media Literacy Week - Finnish Approach</td>
<td>National Audiovisual Institute of Finland</td>
<td>16:45</td>
<td></td>
<td>47</td>
<td>Saara Pääjärvi Leo Pekkala</td>
</tr>
<tr>
<td>Clever klicken - Campaign on scams in Luxembourg</td>
<td>BEE SECURE, Luxembourg</td>
<td>17:10</td>
<td></td>
<td>48</td>
<td>Nadine Schirtz</td>
</tr>
<tr>
<td>#SuperCoders - Pan-European workshops for children aged 10 to 13 to experience coding</td>
<td>Orange, France</td>
<td>17:35</td>
<td></td>
<td>48</td>
<td>Yves Boillot</td>
</tr>
<tr>
<td>Jungle Web</td>
<td>Child Focus, Belgium</td>
<td>09:30</td>
<td></td>
<td>48</td>
<td>Katrijn Van den Abeele</td>
</tr>
<tr>
<td>Towards more positive content and services for children in Europe</td>
<td>POSCON, Germany</td>
<td>09:55</td>
<td></td>
<td>49</td>
<td>Lidia de Reese</td>
</tr>
<tr>
<td>Kaspersky lab parental control technologies</td>
<td>Kaspersky Lab, Russia</td>
<td>10:20</td>
<td></td>
<td>49</td>
<td>Ignatev Konstantin</td>
</tr>
</tbody>
</table>
Title: Cyberbullying, there is a way out!
Project: #DeleteCyberbullying
Organisation: COFACE

The poster session will include two posters and leaflets about the #DeleteCyberbullying project.

The first poster summarises the four main objectives and outcomes of the project: a EU wide conference about cyberbullying, awareness-raising videos, the Big March and an interactive Android app.

The second poster illustrates the different features of the #DeleteCyberbullying app: an interactive ‘test your knowledge’ quiz: an interactive “How about you?” quiz that redirects the user to relevant resources based on his/her profile and the possibility to get help quickly with information that is based on the country/language of the user.

The leaflets include QR codes that redirect the user to the relevant app store and basic information about the #DeleteCyberbullying project.

Title: What can a child under 8 do with a tablet?
Project: Young children (0-8) and digital technologies
Organisation: European Commission

This study aims at leading the way in Europe for exploring young children and their families’ experiences with digital technologies such as smartphones, tablets, computers and games. The specific goal of the study is to collect information on 1) how children between 0 to 8 years old engage with (online) technologies, 2) how family members perceive new (online) technology, 3) to identify potential benefits and risks associated with their (online) interactions with new technologies and 4) but as well to draw recommendations on what should be looked at when launching larger studies across the EU for benefits and challenges of young children and digital technologies. The main aim of the project is to generate data to address the overall question: In what ways, if any, are children and/or their families being empowered by the use of new (online) technologies? In other words, what benefits or risks can be identified from the research, regarding young children’s use of digital technologies at home?

Qualitative interviews have been conducted in families of children under 8. In total, this study involves seventy families and has been simultaneously implemented in seven European countries and Russia, and has been performed by researchers from selected universities: KU Leuven (Belgium), Masaryk University Brno (Czech Republic); University Medical Center Mainz (Germany), Future School Research Center (Finland), Università del Sacro Cuore Milano (Italy), Moscow State University (Russia), University of Edinburgh (UK), London School of Economics (UK), University of Sheffield (UK).
**Title:** Online open education for teachers in Arkhangelsk  
**Project:** Safe use of online learning possibilities  
**Organisation:** IPI RAN

The ‘Safe Use of Online Learning Possibilities’ project is aimed at teaching teachers, parents and children the online safety basics. The project is the result of more than three years cooperation between the Institute of Informatics Problems of the Russian Academy of Science (Moscow) and Arkhangelsk Regional Institute of Open Education. The Arkhangelsk region is a vast territory in the north of Russia and the project involves pupils of primary classes and younger pupils of secondary classes of five schools in the region. Some teachers use the internet in the classroom.

Within the project, teachers organise common events for children and their parents such as discussions and quizzes aimed at testing their knowledge of online politeness rules, and school and at-home internet safety issues. They teach kids to properly formulate their search requests, to be wary of online strangers, how to analyse if a site is trustworthy, and so on. The tasks and lesson scripts are created in Moscow and sent to Arkhangelsk Regional Institute of Open Education.

---

**Title:** Children’s internet use in Europe: shifts, risks and recommendations  
**Project:** EU Kids Online  
**Organisation:** London School of Economics

EU Kids Online is a multinational research network. It seeks to enhance knowledge of European children’s online opportunities, risks and safety. It uses multiple methods to map children’s and parents’ experience of the internet. It sustains an active dialogue with national and European policy stakeholders. This poster session offers an opportunity to present the final report of this 33-country network of researchers and research users. The final report has three main parts:

- The comparison of survey data from 2010 (EU Kids Online) to 2014 (Net Children Go Mobile) reveals a subtle but telling picture of how children’s internet use is shifting towards more personalised use and more user-generated content engagement, with clear implications for risk and safety.
- These findings are complemented by our recent individual and group interviews with children across Europe. Children are struggling to understand and navigate these risky opportunities and they are calling for better support and guidance in ways that we will identify.
- As this is the final report of EU Kids Online III, we will map our key policy recommendations to all stakeholder groups, showing how these are underpinned by evidence.

Additionally, we will demonstrate the main research-related resources of EU Kids Online: our research toolkit (to be launched at the SIF) and our European Evidence Database (with 1,500 studies).
Title: Search engines for children as gateways to positive content and services (safe surfing environment www.fragFINN.de, fragFINN browser app)

Project: fragFINN.de

Organisation: fragFINN e.V.

fragFINN aims at establishing a secure place on the internet that allows children (aged 6 to 12 years) to surf the web without any risk of them finding harmful content. Building up a whitelist and secure search engine for children, fragFINN is promoting the positive diversity of the internet for children. In this respect, children can pursue their interests over the full length and breadth of the internet and learn how to use the medium responsibly and on their own.

This poster session will look at children’s use of search engines in general and how the fragFINN search engine for children online and on mobile devices functions as a gateway to more than 11,000 websites of positive content and services.

We will raise and discuss questions such as: How do children search and find information online? How do search engines for children work and how can they help families and schools? How is the fragFINN whitelist set up and maintained? How do you ensure safety, topicality, diversity and acceptance with children? What role do whitelists play for technical child protection solutions/parental controls?

Title: Empowering youth through self-help strategies

Project: Prevention, Education & Reporting

Organisation: German Centre for Child Protection on the Internet – I-KiZ

Using the internet is both a daily routine and a challenge for today’s children and youth. Younger children may be guided by their parents and kept safe via parental control tools to a certain degree. But when turning into teenagers, children will need to become strong enough to cope with the online world on their own. This poster session will present the new ‘help and advice system’ set up by the German Centre for Child Protection on the Internet – I-KiZ.

Addressing 10 to 16 year olds, the platform is built on three pillars: information, advice and reporting. Thematic areas reach from cyberbullying to self-harm and sexual assault, violence and legal aspects. For each topic, the young users will find valid information in text and video formats on how to deal with potential conflicts and how to solve the problem on their own if possible. In addition there will be a range of high potential partner organisations connected to the system, providing advice to young people directly either face-to-face and on the phone or via online channels such as email or chat. Young people themselves will decide whether they prefer to talk to a peer or an adult. For reporting emergencies, a direct line to law enforcement and immediate response teams will be available.

In the poster session the platform will be presented and its content and self-empowering strategies will be discussed, both with the target group and with adults in charge of minors.
**Title:** Be Deadly Online: Meeting cybersafety needs of indigenous Australians  
**Project:** Cybersafety for Indigenous Australians  
**Organisation:** Australian Communications and Media Authority

Be Deadly Online is Cybersmart's new, award winning cybersafety programme for indigenous Australians. Covering cyberbullying, sexting and digital reputation, the programme is the first of its kind in being developed by and for indigenous communities. This poster session will highlight the programme itself, and tell the story of the unique design process the ACMA undertook in order to develop genuinely engaging material for these audiences.

While similar cybersafety issues are in play for indigenous Australians as for mainstream audiences, the nature of indigenous communities means that issues manifest in different ways, and that traditional channels used to target audiences (such as schools) are less likely to be effective.

The Be Deadly Online programme responds to these challenges, with everything from workshop content to delivery style being developed in close consultation with indigenous communities. The programme, which comprises a series of animations, web-content, posters, workshop content and lesson plans, was launched in April 2014, and it has already gone on to win a number of national and international awards. Most positively for the ACMA, feedback from the indigenous communities has been strongly positive.

The user-focused design process followed in programme development has provided insights into targeting programmes to hard-to-reach audiences, and a platform on which to build to extend relationships with these important communities.

**Title:** Automatic monitoring for cyberspace applications  
**Project:** AMiCA  
**Organisation:** University of Antwerp; Ghent University; KU Leuven

Although most of the time, children's internet use is perfectly safe and enjoyable, there are also risks associated with the use of the internet, and more specifically social networking sites (SNS). Several regional, national and European initiatives have been set up to protect children from potential cyberthreats in terms of prevention and curation but, given the massive information overload, it has become unfeasible for stakeholders to keep track of potentially harmful situations, such as cyberbullying, suicidal behaviour or grooming by paedophiles.

The AMiCA project will address the core needs of the stakeholders in a scientifically innovative way. First of all, the availability of a cross media system for efficient, automated social media analysis, geared towards the detection and filtering of unwanted and illegal content, will be a valuable resource for all stakeholders. Furthermore, by working on aggregated data, the AMiCA project will also provide quantitative information on risk incidence by relying on survey data, reported cases of online breaches and on the automatic detections made by the AMiCA technology.
Title: Empower the parents!
Project: WISE in the Online World
Organisation: Vodafone Netherlands

At the age of 12, about 96 per cent of children have a mobile in the Netherlands. Parents are often not aware of how to guide their children in safe usage. Our goal is to empower parents and there are numerous initiatives regarding media safety for children in the Netherlands. However, as cohesive information for parents was lacking, various civil organisations confirmed that a magazine covering different themes and ages in media use would fulfil the information need of parents.

This resulted in developing a magazine called WISE in the online world in partnership with three independent organisations active in online safety and media wisdom (Mijn Kind Online, Mediawijzer.net and Digibewust (ECP)). The purpose of the magazine was not only to educate carers but to raise awareness for the necessity of digital parenting as well. Therefore the magazine was printed and distributed via schools and libraries. Till this day, media coaches approach us for the magazine, which they want to hand out to parents at PTA meetings. For this reason, we decided to develop a second edition with the same partners which will be launched during the ‘Week of Media wisdom’ at the end of November. During this week, 3,000 school classes will play the game Media Masters. Parents are involved also and will be offered an edition of the WISE magazine. It’s all about empowering the parents!

Title: From Internet Safety Day to Media Literacy Week – the Finnish approach
Project: Media Literacy Week
Organisation: National Audiovisual Institute of Finland

The expansion and transformation of the well-known Internet Safety Day into Media Literacy Week (MLW) has been a real success story for the Finnish Safer Internet Centre. The aim of the annual MLW in February is to raise awareness and promote the importance of media literacy and media education in order to create a better and safer internet for everyone, especially children and young people.

Approximately 40 organisations (covering ministries, governmental agencies, telecom operators, data security companies, media companies and NGO’s) are engaged in the MLW every year. Themes, campaigns, awareness materials and events for MLW are planned in co-operation with participating stakeholders. The MLW also encourages stakeholders, as well as schools and libraries, to arrange events of their own. The Finnish National Audiovisual Institute carries the main responsibility for Media Literacy Week, but it is a joint effort of all participating organisations.
Title: Clever Klicken - Campaign on scams in Luxembourg  
Project: BEE SECURE  
Organisation: BEE SECURE

Each year, BEE SECURE runs a national campaign on a general security issue. Campaigns are always designed to pass over positive messages. The poster session will demonstrate the recent campaign on online scams. The session will address how the issue is handled, which media are involved and what are the first experiences from the field.

Title: SuperCoders – Pan-European workshops for children aged 10 to 13 to experience coding  
Project: SuperCoders  
Organisation: Orange

Orange has launched the “#SuperCoders” initiative, as part of the ‘EU Code Week’ run by the European Commission in order to raise awareness among young people of the importance and the opportunities linked to this new universal language. To this end, Orange invited budding coders to attend a unique day on Saturday, October 11, 2014, organized simultaneously in France, Poland, Romania and Spain.

The workshops offered in each of the four countries taking part in the #SuperCoders day brought together between 40 and 100 young girls and boys - aged between 10 and 13 years old - either total computer whizzes or complete beginners.

During this first running of the event, children worked together around a common theme, so that they had the opportunity to exchange ideas and compare their projects during the workshop. In pairs and with help from coaches, these trainee-coders were invited to create their own animation by using the “Scratch” platform developed by MIT. The challenge: Demonstrating their own “#SuperCoders” vision, by customizing it and/or making it perform actions.

Orange has launched the “#SuperCoders” initiative, intended for those people who consider themselves to possibly (?) or certainly (!) be among the leading players of the digital world in the future.

Title: Jungle Web  
Project: Jungle Web  
Organisation: Child Focus

Jungle Web: This poster session is a brief introduction of one of our tools called ‘Jungle Web.’ It is card game with questions (offline) and ‘To do’s’ (online), which can be played in groups of 2-8 players. Seeing the game played in a short session is a perfect way to start a conversation about everything that has to do with digital media.
Jungle Web is an interactive and funny game, where experiences and 'internet knowledge' can be shared among the participants. It can be played from the age of 9-99 years. In this poster session, people will actually get the chance to play, and become familiar with one of our most attractive pedagogical tools.

The questions and challenges are all related to social media, and the hourglass feature means that the players have to try to be the fastest and to collect as many cards they can.

**Title:** Towards more positive content and services for children in Europe  
**Project:** POSCON – Positive Content and Services for Children in Europe  
**Organisation:** POSCON c/o LMK

The thematic network ‘Positive Content and Services for Children in Europe’ (www.positivecontent.eu) brings together institutions, organisations and companies ranging from research, content production, awareness raising, national and international collaboration, non-profit and so on from 17 countries all over Europe in order to:

- exchange experience and bring forward the topic of ‘positive online content and services for children’ at a European level.
- discuss good practices, issues and challenges in provision of content to young children.
- provide concrete recommendations to enhance production and dissemination of positive content across Europe.
- contribute to an enhanced landscape of positive online content for children.

Throughout the poster session important outcomes and results of POSCON will be presented, including a checklist and concrete criteria for positive content as inspirational guidelines for producers and providers, as well as recommendations and a knowledge database towards accessibility of online content and services for everyone including children with special needs.

**Title:** Kaspersky lab parental control technologies  
**Project:** Parental Controls  
**Organisation:** Kaspersky Lab

This Poster session will focus on web content technologies and url categorization in Kaspersky lab. The session will provide an overview of client-side categorization, in the cloud categorization, and combinations of different types of categorization.

The session will also address the social aspect of web filtering for children as well as demonstrate how social networks analyse and discuss web-banners filtering.
WHAT YOUTH THINK

Luiza - Bulgaria

Costas - Cyprus
Juta - Estonia

SAFETY
NEW OPPORTUNITIES
KNOWLEDGE
SKILLS

Riikka - Finland

More internet games for children with ADHD
Understanding privacy settings
Sustainability
Computer protection, checkers
Safe, smart, proper

GROWING UP DIGITALLY
Quentin - Malta

Alexandra - Germany
Viktorija - Lithuania

Brigita - Lithuania
Vivianne - Netherlands

Katja - Slovenia
SAFER INTERNET DAY
Let's create a better internet together
www.saferinternetday.org