Safer Internet Day 2023
Public report on campaign activities and successes
March 2023

Further information on Safer Internet Day can be found at www.saferinternetday.org.
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Introduction

On Tuesday, 7 February 2023, the 20th edition of Safer Internet Day (SID) took place under the continuing campaign slogan of “Together for a better internet”. This annual celebration aims to raise awareness of the importance of both a safer and a better internet, where everyone is empowered to use technology responsibly, respectfully, critically and creatively. Through a diverse array of actions, across Europe and the globe, the campaign aims to reach a wide range of benefactors and stakeholders – children and young people, parents and carers, teachers, educators and social workers, as well as industry, decision makers and politicians – with a call to action to encourage everyone to play their part in creating a better internet.

Organised within the framework of Better Internet for Kids (BIK) activities by the Insafe network (coordinated by European Schoolnet (EUN)) and INHOPE (the International Association of Internet Hotlines), on behalf of the European Commission1, Safer Internet Day 2023 was celebrated in almost 190 countries and territories worldwide. Through a distributed model – including Safer Internet Centres in Europe, Safer Internet Day Committees across the globe, and many international organisational and industry supporters – a range of exciting events, activities and resources were delivered to promote the safe and positive use of digital technologies.

While this report further highlights some of the successes of the Safer Internet Day 2023 campaign, a few key features include:

- This edition was particularly special as it marked the 20th anniversary of the celebration of this milestone event, and served as an opportunity to reflect upon the impact of this observance over the last two decades, as well as the recent important developments in EU legislation, such as the new European strategy for a better internet for kids (BIK+), the Digital Services Act (DSA) and the European Declaration on Digital Rights and Principles.
- Vice-President Šuica and Commissioner Breton both acknowledged the day with dedicated video messages addressing children’s digital rights and habits, online opportunities and risks, the importance of media literacy skills, and urging policymakers, young people themselves, and all other stakeholders involved to gather and continue discussing how to concretely make the internet a better place for children.
- An updated SID celebratory video was launched, gathering over 2,500 views on YouTube alone, and over 20,000 views through dissemination on the SID social media channels over the course of just one day.
- On SID, Better Internet for Kids (BIK) launched the new BIK Teacher corner, a special section of the Better Internet for Kids website meant for teachers, educators and other adults working with children and young people, where they

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1 Safer Internet Day would not be possible without the support of the European Commission (EC), which has been providing financial and logistical support for the campaign since the very first edition as part of a range of wider initiatives, currently delivered under the Better Internet for Kids (BIK) activity line. As such, the EC also co-funds the joint Insafe-INHOPE network of Safer Internet Centres in Europe (typically comprising awareness raising, helpline, youth participation and hotline functions). Currently, funding is provided by the Connecting Europe Facility programme (CEF). In the future, actions will be funded through the Digital Europe Programme (DIGITAL). Find out more about the EC’s European strategy for a better internet for kids (BIK+) on the European Commission website.
can find free information, advice, and suggested resources to help to educate and support youth to safely and positively navigate their digital world. These resources are split into two key types – learning modules and deep dives – and will be regularly updated to reflect emerging issues, and offer appropriate support to teachers and educators.

- A **series of videos** were published featuring BIK Youth Ambassadors and youth panellists from different countries in Europe exchanging views on their priorities online, and their perspective on how to ensure safer online experiences for all in the future.
- Furthermore, the **Better Internet for Kids annual report 2022** was published on the occasion of SID outlining the ongoing commitment to keeping Europe’s children and young people safe online through long-standing programmes and funding. As 2022 was declared the **European Year of Youth**, a **child-friendly infographic** was also published, summarising the main highlights of youth involvement and participation in 2022.

News stories on how various SID stakeholders marked the day are available from the newsfeed of the [Safer Internet Day website](https://www.saferinternetday.org). Many are also included in the Annex to this report too.

Also on the Safer Internet Day website, you’ll find detailed campaign profile pages for all **Safer Internet Centres, SID Committees** and **SID Supporters** who marked the day, including a statement on how each of them supports the ongoing creation of a better internet, both through targeted SID actions and in their day-to-day work programmes, along with many country-specific resources.

In addition, the **Safer Internet Day resource gallery** provides access to almost 2,400 educational resources from Safer Internet Centres in Europe, in a range of languages and for a range of target groups.

Further information on the history and development of the Safer Internet Day campaign is available from the [campaign archive](https://www.saferinternetday.org)
Coordination and planning of Safer Internet Day 2023

As in previous years, planning for Safer Internet Day (SID) 2023 commenced as soon as the 2022 campaign ended. Following the long-established formula of celebrating Safer Internet Day on the second day of the second week of the second month, the date for Safer Internet Day 2023 was set as Tuesday, 7 February.

Prior discussions with the EC and various SID stakeholders had already established that the previously used campaign slogan of “Together for a better internet” would continue to be used for the foreseeable future to provide familiarity and continuity in campaign planning. Accordingly, “Save the date” logos were created and circulated on social media immediately following the close of the SID 2022 campaign to allow supporters to already register the next campaign date and share it with their own networks and partners.

As always, a Safer Internet Day Working Group was convened to lead on campaign planning, with membership drawn from across the Insafe-INHOPE network of Safer Internet Centres, along with representation from the European Commission. The wider network of Safer Internet Centres was kept updated on network plans and actions through weekly communication activities.

As is typical, wider stakeholders, including global SID Committees and SID supporters, were kept updated on planned actions through regular campaign mailings. Various social media plans and assets were developed, shared through these mailings, and published on the SID website which supporters were welcome to adapt for their own purposes. Additionally, the Safer Internet Day helpdesk was widely promoted for direct campaign enquiries, with requests redirected to national SID contact points for further information and localised assets when relevant. A number of online calls took place to further facilitate direct support with some SID contacts, most notably industry stakeholders for this edition.

Promotion of the SID campaign to the wider public was facilitated primarily through the Better Internet for Kids (BIK) portal and Safer Internet Day website, social media channels, and the quarterly BIK bulletin. Promotional activities for SID 2023 started in earnest in September 2022, gathering pace over the following months leading up to the day itself.

Key messages

This edition’s key messages reflected on the new European strategy for a better internet for kids [BIK+]. Adopted in May 2022, this new strategy aims to ensure that children are protected, respected and empowered online in the new Digital Decade, in line with the European Digital Principles. The vision is for age-appropriate digital services, with every child in Europe protected, empowered and respected online, and no one left behind. Conversations around Safer Internet Day 2023 therefore considered how, collectively, we can achieve this.

- **Children and young people** can help to create a better internet by being kind and respectful to others online, by protecting their online reputations (and those of others), and by seeking out positive opportunities to create, engage and share online.
• **Parents and carers** play a crucial role in empowering and supporting children to use technology responsibly, respectfully, critically and creatively, whether it is by ensuring an open dialogue with their children, educating them to use technology safely and positively, or by acting as digital role models.

• **Teachers, educators and social workers** can help to create a better internet by equipping their pupils and students with digital literacy skills and by developing their critical thinking skills, which will allow them to better navigate the online world. They can empower them to create their own content, make considered choices online, and can set a personal example of positive online behaviour for their pupils and students.

• **Industry** can help to create a better internet by creating and promoting positive content and safe services online, and by empowering users to respond to any issues by providing clear safety advice, a range of easy-to-use safety tools, and quick access to support if things do go wrong.

• **Decision makers and politicians** need to provide a culture in which all of the above can function and thrive – for example, by ensuring that there are opportunities in the curriculum for children and young people to learn about online safety, ensuring that parents and carers have access to appropriate information and sources of support, and that industry is encouraged to self-regulate its content and services. They must also take the lead in governance and legislation, and ultimately ensure the safety and well-being of children and young people through effective child protection strategies for the digital world.

• **Everyone** has a responsibility to make a difference online. We can all promote the positive by being kind and respectful to others and by seeking out constructive opportunities to create and connect. We can all respond to the negative by reporting inappropriate or illegal content and behaviour online.

Accompanying the key messages was an infographic, including other pertinent information, which was shared via the Safer Internet Day website and campaign social media channels.
Safer Internet Day website

The Safer Internet Day website – www.saferinternetday.org – is promoted to stakeholders and the wider public as “the home of all things SID”, acting as a focal point for all campaign activity. In addition to providing access to detailed SID in your country and SID supporter profile pages, typically listing events, activities and resources along with contact information, the Safer Internet Day website also hosts downloadable campaign assets to allow others to join in the campaign activity, and a resource gallery to provide schools and educators with year-round access to resources and materials for teaching online safety and associated concepts within the classroom, and similarly guidance and tips for parents and carers to access. The resource gallery can be searched by language, age range or keyword.
A map-based navigation tool allows site visitors to easily locate national Safer Internet Day contact points

Further information on traffic to the Safer Internet Day website over the main campaign period is provided in the section on [Measuring impact](#) below.

**Social media**

Social media always plays a significant role in the planning and delivery of the annual Safer Internet Day campaign, with activities starting well in advance of the day of SID. Although a social media presence is maintained all year round, campaign activities typically ramp up from the September of the previous year onwards through to the close of campaign period (end of February/early March).

For the Safer Internet Day 2023 campaign, social media was once again crucial. Thanks also to the efforts of Safer Internet Centres (SICs), SID Committees and SID Supporters, as well as of industry partners, institutions and other organisations acting as multipliers, Safer Internet Day 2023 messages were spread worldwide to millions of people via social media.
Throughout the social media campaign, several assets, including logos, banners, animations, countdowns, an infographic and a social media plan, provided added value for dissemination purposes.

Further information on the reach of the social media campaign is provided in the section on Measuring impact below.
Safer Internet Day 2023

This edition was particularly special as it marked the 20th anniversary of the celebration of this milestone event, and served as an opportunity to reflect upon the impact of this observance over the last two decades, as well as the recent important developments in EU legislation, such as the new European strategy for a better internet for kids (BIK+), the Digital Services Act (DSA) and the European Declaration on Digital Rights and Principles.

As in previous years, children and young people’s involvement was a crucial element of the SID celebrations. Indeed, they are the main benefactors of the Safer Internet Day campaign – and the Better Internet for Kids (BIK) agenda more generally – as we unite across the globe to provide a safer and better internet for them, and seek to equip and empower them with the skills, knowledge and support to benefit from all of the wonderful opportunities that the online world has to offer.

Furthermore, the Insafe network of Safer Internet Centres did not hold back when it came to the celebrations of the 20th anniversary of Safer Internet Day. For the occasion, many new resources – including lesson plans, videos and other materials – were published all over Europe. Find a recap of the most recent network resources on the BIK portal.

New SID video

To kick start the celebrations, on Safer Internet Day, an updated version of the Safer Internet Day video was launched. On the day itself alone, the video gathered over 2,500 views on YouTube, and over 20,000 views through the dissemination on the SID social media channels.

The video is now available with subtitles in a range of European languages to be turned on and off directly on YouTube.
Commissioner videos

Vice-President Šuica and Commissioner Breton both acknowledged the day and the anniversary with dedicated video messages addressing children’s digital rights and habits, online opportunities and risks, the importance of media literacy skills, and urging policymakers, young people themselves, and all other stakeholders involved to gather and continue discussing how to concretely make the internet a better place for children.

BIK Teacher corner

On Safer Internet Day, Better Internet for Kids (BIK) launched the new BIK Teacher corner, a special section of the Better Internet for Kids website meant for teachers, educators and other adults working with children and young people, where they can find free information, advice, and suggested resources to help to educate and support youth to safely and positively navigate their digital world. These resources are split into two key types – learning modules and deep dives – and will be regularly updated to reflect emerging issues, and offer appropriate support to teachers and educators.

Learning modules provide teachers and educators with a broad knowledge base to understand the opportunities, risks and educational approaches related to digital citizenship and online safety. Across the resources, teachers and educators will develop an understanding of how to protect, empower and respect children and young people online. They will learn about the key online safety risks that can affect the safety and well-being of youth online, explore how children’s rights apply to the digital world, and will gain a greater understanding of why children and young people value the use of digital technology and the internet so highly.

Deep-dive articles provide teachers and educators with more in-depth information, advice and resources to understand specific topics/areas of risk, such as cyberbullying, sexting and misinformation. New topics will be added on a regular basis.
The overall objective of the BIK Teacher corner is to become a one-stop shop and a point of reference for European primary and secondary teachers and educators. It provides a mix of easy-to-digest topical information and hands-on tips and guidance on the evolving nature and range of potentially harmful content, contact, conduct and contract risks that children and young people may experience in the digital world.

Access the [BIK Teacher corner](#) or [find more information on the BIK portal](#).

**Listening to YOUth**

Additionally, Better Internet for Kids Youth Ambassadors and youth panellists from different countries in Europe were featured in three short videos where they exchanged views on their online opportunities and challenges, and their perspectives on what would make their digital experiences safer. The videos are available on YouTube.

![Click on the image to access the playlist on YouTube](#)

Visit the [BIK Youth website](#) to learn more about how young people are getting involved in the Better Internet for Kids (BIK) agenda, in Europe and beyond.

**BIK annual report 2022**

Furthermore, the Better Internet for Kids annual report 2022 was published on the occasion of SID outlining the ongoing commitment to keeping Europe’s children and young people safe online through long-standing programmes and funding. As 2022 was declared the European Year of Youth, a child-friendly infographic was also made available, summarising the main highlights of youth involvement and participation in 2022.

The efforts undertaken in 2022 to include children and young people at the table when policymakers are discussing future measures, and the need to ensure their opinions and thoughts are voiced and heard, continue in 2023. As such, a child-friendly version and a videogame inspired by the European Declaration on Digital Rights and Principles were launched by the EC on the occasion of SID, to help young people better assimilate this piece of legislation.
Read and download the PDF of the BIK annual report 2022 on the BIK portal.

As can also be seen throughout the many case studies in the following sections of this report, children and young people were often at the heart of country-led activities also, with youth panels shaping the preparation of activities, leading presentations on the day, delivering peer-led activities in schools, or participating in industry initiatives, among many other actions.

On Safer Internet Day and always, we thank young people for sharing their views on these important topics, and helping to shape the digital space now – alongside policy makers and industry – for the benefit of future generations.

Visit the BIK Youth website to learn more about how young people are getting involved in the Better Internet for Kids (BIK) agenda, in Europe and beyond.
Stakeholder engagement

Safer Internet Day in 2023 was, once again, celebrated in many countries across the globe, further building on efforts from previous years to engage stakeholders worldwide. In addition to the celebrations of the joint Insafe-INHOPE network of Safer Internet Centres in Europe (comprising awareness raising, helpline, hotline and youth participation functions), Safer Internet Day Committees across the globe again helped to raise awareness of safer and better internet messages, participating with national and localised campaigns, events and activities.

Each participating country has a profile page within the In your country section of the Safer Internet Day website, which is updated for each campaign. While some countries convene full Safer Internet Day Committees and have celebrated Safer Internet Day for several years now, other countries are still in the early stages of their safer and better internet journeys and so are working towards full SID Committee status. Equally, it is evident that many other countries and territories participate in very localised actions without yet having a national lead. Furthermore, there are also countries that hold small-scale celebrations with no accompanying country profile, such as when local businesses or schools observe the day.

The table below indicates the geographic spread of Safer Internet Day celebrations, by continent:

<table>
<thead>
<tr>
<th>Continent</th>
<th>Number of countries/territories represented by updated SID profile pages</th>
<th>Number of additional countries/territories posting about SID picked up through press and social media monitoring during the 2023 campaign</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>17</td>
<td>21</td>
<td>38</td>
</tr>
<tr>
<td>Antarctica</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Asia</td>
<td>19</td>
<td>17</td>
<td>36</td>
</tr>
<tr>
<td>Europe</td>
<td>36</td>
<td>15</td>
<td>51</td>
</tr>
<tr>
<td>North America</td>
<td>7</td>
<td>21</td>
<td>28</td>
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<tr>
<td>Oceania</td>
<td>4</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>South America</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>87</td>
<td>92</td>
<td>179</td>
</tr>
</tbody>
</table>

There is a coordinated annual approach to establishing contact with as many countries and organisations as possible in support of SID; much of this activity takes place throughout the course of each year, ramping up in the core campaign period of September to February. In addition, the campaign also continues to grow organically year on year with many email and social media approaches from interested parties. While these activities didn’t necessarily
translate into an increase in profile numbers during the Safer Internet Day 2023 campaign, that is not to say that the reach, awareness of or interest in the campaign has not grown.

As always, press and social media monitoring play a significant role in assessing the global impact of SID. As such, monitoring of the SID 2023 campaign allowed for the identification of a number of countries and territories which took part in celebrations of the day in some shape or form, even though there is not yet a formal SID Committee or contact in place. This year, more than half of the countries that celebrated Safer Internet Day were found through social media. As every year, a key aspect of our work is to identify relevant participants for new Safer Internet Day committees and engage them more fully in the 2024 Safer Internet Day campaign preparations.

If there is not yet a SID Committee in your country, but you would be interested in forming one, please get in touch via the Safer Internet Day helpdesk at saferinternetday@betterinternetforkids.eu.

Safer Internet Day and the Insafe-INHOPE network

The joint Insafe-INHOPE network of Safer Internet Centres (SICs) in Europe is always very active around Safer Internet Day, with many Centres releasing new tools, resources and research, hosting events, launching new campaigns, and generally working with stakeholders – including their youth panellists – to raise awareness of their services as a means of accessing high-quality information and support on safer and better internet issues, not just on SID but all year round.

A selection of activities focusing on awareness raising, helpline and youth participation strands are highlighted below, showing the diverse range of topics which Safer Internet Centres engage with:

- **Belgium** organised several different activities for Safer Internet Day. The main event was organised together with the Federal Ministry of Economy, the Cabinet of Minister Petra De Sutter and the Belgian Cyber Security Coalition, and was dedicated to a better and safer internet environment for all children in Belgium. Through demos, panel discussions and a presentation of good practices on both media literacy and e-safety, the mission was to inspire, support and bring together professionals in Belgium who accompany children online.

- For Safer Internet Day 2023, the **Croatian** Safer Internet Centre organised various activities for experts, parents, and children regarding safer internet use. The estimated number of participants for all activities combined is more than 56,000, but the number of viewers is expected to grow as recordings of the various activities become available. The focus topic for this edition of Safer Internet Day in Croatia was online challenges.

- Safer Internet Day in **Denmark** focused on algorithms and their consequences for young people’s well-being and communities. A group of young people was invited to attend a seminar in Copenhagen about how algorithms are increasingly shaping the way we see the world. This was the first in a series of three seminars on the consequences of algorithms for young people’s well-being and communities.
During 2023, The Media Council for Children and Young People and the Centre for Digital Youth Care will travel to other regions of Denmark with the seminar to involve young people from several parts of the country.

- In Finland, Safer Internet Day is celebrated as part of Media Literacy Week (MLW). The aim of the week is to advance the media literacy skills of children, young people, and adults, as well as to support professional educators, guardians, and other adults in their important media educational tasks. In 2023, the week was carried out together with 58 partner organisations from all sectors of society, increasing the number of partners by 10 when compared to last year. 2,300 professionals registered for the week. Each of them strives to take media skills forward in their own field, even after the end of the Media Literacy Week. In this way, thousands of children, young people, adults, and senior citizens are reached.

- More than 30,000 students in Greece, from all educational levels across the country, participated in the festivities organised by the Greek Safer Internet Centre (SIC) for Safer Internet Day 2023. Thousands more set up small celebrations in their classrooms with material provided by the Greek SIC, sharing updates on their actions with the centre. The main goal of the day was to raise awareness for a safer online experience for all through a plethora of fun and entertaining activities created by children themselves, such as storytelling for the youngest ones and gaming for the older ones. Misinformation was at the forefront of actions, and it was chosen as the general theme for this year’s SID celebrations in Greece.

- The International Children’s Safety Service in Hungary organised a special internet safety programme at the Ludovika-UPS on 7 February 2023. In one of the rooms, some of best professionals in the country delivered presentations to parents, teachers and fellow experts. At the same time, in a different lecture hall, children, supported by mentors, took part in interactive tasks related to the smart use of the internet. Furthermore, the ceremonial announcement of the results of a LEGO building contest and a short video competition were highlights of the day.

- This year marked the biggest ever Safer Internet Day in Ireland with almost 200,000 children and young people taking part in activities to mark the occasion. Hundreds of events took place all over the country to celebrate #SID2023. The Irish Safer Internet Centre’s main Safer Internet Day event explored the theme of building empathy and respect online.

- For Safer Internet Day 2023, young people were the focus of the SID event in Italy. The day was split up into several different sessions to target different kinds of audience. The audience consisted of young people from all over Italy and representatives from institutions and companies, while many schools connected remotely. Topics discussed included online safety, network economy, online violence, online well-being and algorithms.

- Safer Internet Day was celebrated in Luxembourg with a range of events. The second edition of the BEE SECURE Radar was presented, an information session on cybercrime was held, and 300 children took part in MOVIE TALK sessions. During these practical workshops, children watched Ralph 2.0 before discussing with a BEE SECURE expert the various topics related to online security that are depicted in the film. Moreover, European Commission DG CONNECT (Directorate-General
for Communications Networks, Content and Technology) invited pupils from Lycée Michel-Rodange to take part in some **virtual reality experiences**. The workshop also introduced the concept of the metaverse.

- **Malta** started the celebrations two weeks before and continued for a week after the official day of SID (7 February). The celebrations started with a **public awareness campaign** in the country’s capital city, where children and families were encouraged to learn more about **online safety**. Other activities leading up to and on Safer Internet Day included a fair, an event for students to create art depicting **cyberbullying and internet safety**, and a music competition.

- **Portugal** focused on the **metaverse** to celebrate Safer Internet Day 2023. Most people have heard of the metaverse, but how many of people can understand it? To find some answers on this “new world,” the Portuguese Safer Internet Centre made the metaverse the topic of focus and **offered a seminar “Safer internet: metaverse vs. reality”** as the main event.

- Safer Internet Day 2023 events in **Spain** broke records with more than 84,000 attendees. The **practical workshops and school routes** were attended by more than 4,050 classrooms in educational centres.

Read more about these actions, and those of other Safer Internet Centres in Europe, in **Annex 1: Overview of Safer Internet Centre Actions for Safer Internet Day 2023** (below) and in the **In your country section** of the Safer Internet Day website.

### Safer Internet Day Committees across the globe

Beyond the network of Safer Internet Centres in Europe, global Safer Internet Day Committees help to spread SID messages. The concept of Safer Internet Day Committees was introduced in 2009 to help take the campaign beyond its European roots, recognising the fact that the online world is itself without borders and hence awareness raising to promote a safer and better internet should follow the same logic.

A Safer Internet Day Committee is an organisation or consortium in third countries or territories (outside of the EU) that has obtained government support for leading on Safer Internet Day actions. It is therefore recognised as the contact point and awareness-raising body for SID within that country and is offered support in terms of access to contacts and resources for developing localised campaign activities. Safer Internet Day Committees are encouraged to work collaboratively with other stakeholders in their country, so upholding the SID ethos that we all have a role to play.

Some examples of global SID actions follow:

- **Ghana** successfully organised **Africa Safer Internet Day 2023**. In collaboration with the [ITU Regional Office for Africa](https://www.itu.int/itu-r/roafrica) (the International Telecommunication Union is the United Nations’ specialised agency for information and communication technologies) and other partners with similar interests. The campaign was organised to **create awareness of Africa’s developing digital ecosystem** with the public and **enhance the digital skills and capabilities of young people across Africa**. This way, it built on the existing #SID2023 campaign taking account of the new BiK+ strategy also, while reflecting the
uniqueness of the African continent. Moreover, for Safer Internet Day 2023, a special hashtag of #ASID2023 was used. To launch the campaign in Africa, an online event was organised where the Safer Internet Day Coordination Team gave a short presentation. The theme of the event was ‘Empowering the African Child on Safer Internet’. Even though Ghana took a lead in organising Africa Safer Internet Day 2023, many other African countries were involved in celebrations.

- In Mexico, the Mexican Safer Internet Day Committee, Fundación PAS, oversaw the organisation of Safer Internet Day 2023. To celebrate the day, several events were organised in collaboration with stakeholders and influencers. One of the events the Mexican Safer Internet Committee participated in was the “International meeting for a digital world free of child sexual abuse materials”. The Safer Internet Day Committee also presented its virtual and free reporting line to cybersecurity experts and Commissioners for the rights of children and young people. This was presented during a worktable called “Analysis of the regulatory framework on digital sexual violence against children and teenagers”. Moreover, to educate children and young people on online risk and to prevent violence within digital environments, the Committee organised several live events on social media platforms such as TikTok, Facebook and Instagram. Topics included sextortion, sexual practice, and child sexual abuse. In addition, a podcast was launched to talk about risks on the internet.

- While simultaneously facing the war in Ukraine, schools, libraries, and non-governmental organisations recently took part in the traditional annual Safer Internet Day (SID) celebrations. The Ukrainian Safer Internet Day Committee, Better Internet Centre, has been working all year long to reinforce the efforts of all stakeholders to bring the celebration of Safer Internet Day to each region of Ukraine. 512 Ukrainian organisations officially registered their activities for Safer Internet Day and received an Open Badge of SID supporter 2023. Over 45,000 children, young people and teachers took part in these local activities in offline, online and hybrid formats. They discovered the internet as a tool and a space for development, becoming familiar with the ways to protect themselves from online threats. Trainings, extra curriculum activities, games, web quests, lessons online and offline, board games, and the creation of newspapers where all part of the celebrations across the country. At national level, in addition to the hashtags #SID2023 and #SaferInternetDay, the Ukrainian version of #ДеньБезпечногоІнтернету was also used to raise visibility of the celebration across the country.

- In Australia, the Office of the eSafety Commissioner supports Safer Internet Day (SID) each year with a national campaign, providing online safety resources and activities for parents and carers, educators, policymakers, businesses and community organisations. In addition, a dedicated Safer Internet Day web page offers online safety tips, parent webinars, virtual classrooms, and promotional materials to help spread the word. For the 2023 Safer Internet Day campaign, the Office of the eSafety Commissioner encouraged everyone to Connect. Reflect. Protect: “We can connect safely by keeping our apps and devices secure, and by using social media in a positive way. We can reflect by considering how our actions might affect others. And we can protect ourselves and others by taking action – by telling family, friends or colleagues about eSafety and visiting esafety.gov.au for advice and support”. Supporters were also encouraged to share video messages on social media, and
make use of the campaign assets to promote online safety messages at work and school.

Find out more about the actions of other global Safer Internet Day Committees in the In your country section of the Safer Internet Day website.
Organisation and industry support for Safer Internet Day

Alongside the country-based celebrations outlined above, dozens of organisational and industry supporters – many with a global presence also – maintain [SID Supporter profiles on the Safer Internet Day website](#).

Additionally, many of the large platform providers help to amplify SID messages through direct actions or in collaboration with the established Safer Internet Day community. Some examples include:

- **Google** posted a blog article titled [Creating a safer internet for everyone](#). In it, it shared the latest ways in which it aims to protect users when they go online. An additional Google education blog offered [5 tips to keep students safer online](#), authored by the lead contact point from the US Safer Internet Day Committee.

- **Meta (Facebook)** announced that they were launching Meta’s first pan-European Design Challenge on Safer Internet Day 2023. Meta also hosted a post on [Facebook for Creators](#), encouraging a detailed conversation on how users can create safe and supportive online communities. In extended actions, Meta announced its partnership with India’s Ministry of Electronics and Information Technology (MeitY) for the G20 Stay Safe Online Campaign. As part of the partnership, Meta will create resources in multiple Indian languages to educate the public on how to stay safe online.

- New research issued by [Microsoft](#) on the occasion of Safer Internet Day 2023 illustrated the online risks and value of safety tools to keep kids safer in the digital environment.

- **Snap Inc.** released its inaugural [Digital Well-Being Index (DWBI)](#), a measure of Generation Z’s online psychological well-being.

- Among its actions, **TikTok** partnered with Webwise ([part of the Irish Safer Internet Centre](#)) to support its #SilentWitness campaign. As part of the campaign, TikTok worked with some of Ireland’s leading creators, including Chris Murphy, Mary-Claire Fitzpatrick, and Shanice Griffin, who shared content highlighting the importance of calling out negative online behaviour.

- **YouTube** published a blog article titled [4 ways we’re empowering viewers of all ages to experience a safer internet](#), encouraging users to make time spent on YouTube safer and more mindful.

Hundreds more organisations liaised directly with their country-based SID contacts through Safer Internet Centres in Europe or national SID Committees across the globe. See [Annex 1: Overview of Safer Internet Centre Actions for Safer Internet Day 2023](#) (below) for some examples of such collaborations in Europe, or see [the individual county profiles on the Safer Internet Day website](#) for a global perspective.

It is worth noting also that anecdotal evidence and press and social media monitoring indicates that many more organisations across the globe actively participate in actions to support the day, even if they haven’t formally engaged with the Safer Internet Day Coordination Team or their national Safer Internet Centre or Safer Internet Day Committee.
This type of organisational support is key in helping to spread Safer Internet Day messages further still, often reaching different target audiences and demographics than are possible through typical campaign channels.

If your organisation would like to be involved in future editions of Safer Internet Day, please get in touch via the Safer Internet Day helpdesk at saferinternetday@betterinternetforkids.eu where we can further advise you and/or direct you to a national point of contact.
Measuring impact

Social media
This section analyses the social media figures achieved during the Safer Internet Day (SID) campaign reporting period (typically from 7 January 2023 to 11 February 2023, unless otherwise stated).

At the time of reporting, the main campaign social media accounts count the following support:

- **Safer Internet Day Twitter account** – 49,494 followers (up from 48,398 at the close of SID 2022).
- **Insafe network Twitter account** – 11,755 followers (up from 11,551 at the close of SID 2022).
- **Safer Internet Day Facebook account** – 26,994 followers (up from 25,171 at the close of SID 2022).
- **Insafe Facebook account** – 6,097 follows (up from 6,090 at the close of SID 2022).

**Safer Internet Day hashtag performance**
Over the reporting period and beyond, the hashtag #SaferInternetDay was used extensively across various online platforms, such as Twitter, Facebook, YouTube, Instagram, and various websites to promote the campaign.

Posts, articles and other media activity with the hashtag #SaferInternetDay has reached over **5,000 mentions** in the week preceding SID, with a highest peak on SID itself with **4,100 mentions**. Thanks to this activity, the hashtag gained over **42 million impressions** on the day of SID alone.
Examining distribution of the #SaferInternetDay activity, it was reconfirmed that Twitter remains the most resourceful social media channel gaining over 80 per cent of the total number of mentions across the internet.
#SaferInternetDay and #SID2023 hashtags trended at different points during the day

Source: Twitter

<table>
<thead>
<tr>
<th>Belgium trends</th>
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<tr>
<td>#SaferInternetDay</td>
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| Trending with #earthquake | |}

**Multiplier effect on social media**

As always, one of the main features of Safer Internet Day is the support the campaign receives from influential stakeholders. This is instrumental in multiplying the reach of the campaign. Some examples can be seen in the following pages.
Six tweets supporting the SID 2023 campaign from the most influential Twitter accounts in terms of followers:

(Click on the images to view the tweets)
Safer Internet Day Twitter account

As usual, for the Coordination Team, the bulk of the campaigning for Safer Internet Day 2023 focused on the Twitter @SafeInternetDay account. Some key promotional assets were disseminated on social media to raise awareness of Safer Internet Day including the SID video, customary SID infographic and many other visual and video assets.

According to Twitter analytics, over the 2023 reporting period (7 January 2023 – 11 February 2023), the @SafeInternetDay account earned 1.8 million impressions, including both organic and paid impressions.

![Impressions on the @SafeInternetDay Twitter profile during the 2023 reporting period](image)

Source: Twitter Analytics

On the day of SID itself (7 February 2023), the SID Twitter profile page earned 145,226 organic impressions and over 1.2 million promoted impressions.

The SID campaign’s top tweet was posted with the SID video on the morning of SID and collected 109,823 impressions and 4,210 engagements, as well as 16,781 media views alone, according to Twitter.

Other top-performing tweets include It’s #SaferInternetDay! post (which, at the time of reporting, has earned 44,243 impressions), and a #SaferInternetDay is just around the corner! (24,919 impressions at the time of reporting).

As a result of the Safer Internet Day social media strategy, the SID Twitter profile gained over 830 followers on Safer Internet Day alone, and currently counts over 49,493 followers.

According to analytics provided by Twitter, engagement rates, link clicks and likes on posted content performed well over the reporting period too.
In total, there over **38,000 clicks on links** during the reporting period. Most clicks were during the week leading up to Safer Internet Day, with the peak being **over 35,000 clicks** on 6 February 2023.

The total number of **retweets without comments was 1,500** with the highest number of retweets on Safer Internet Day (694). During the reporting period, the @SaferInternetDay account **received 2,500 likes from users**. The most likes were received on Safer Internet Day itself (1.1k).

**Facebook**

Globally, the Facebook strategy was broadly aligned with the approach taken on Twitter. Over the 2023 reporting period, the @SaferInternetDay Facebook page organically reached **97,260 accounts**.

The volume of SID fans also increased steadily during the reporting period, with the page gaining **461 new page likes** over the timeframe. At the time of reporting, the SID Facebook page has a total of **23,856 fans**, compared to 22,216 at the time of reporting in 2022.
Audience growth on the @SaferInternetDay Facebook page over the 2023 reporting period
Source: Meta

According to Meta, the most successful post over the entire reporting period was posted on the day of SID – a "It's #SaferInternetDay!" post (reaching 39,253 users, collecting 334 reactions, 121 shares and 127 link clicks). Among other popular posts there were a SID video promotion post (reaching 19,973 users, collecting 198 reactions, 102 shares and 123 link clicks) and a "What is #SaferInternetDay? infographic" post (reaching 15,641 users, collecting 108 reactions, 58 shares and 26 link clicks).

@SaferInternetDay Facebook page visits over the 2023 reporting period
Source: Meta

Other platforms where Safer Internet Day was celebrated

**Instagram**

Although the SID Coordination Team does not currently host a dedicated Safer Internet Day Instagram account, the campaign already has a presence on the platform thanks to SID supporters that are active there. At the time of reporting (March 2023):

- The #SaferInternetDay hashtag has been used in a total of **54,573 posts**, compared to 41,346 posts in 2022.
- The #SaferInternetDay2023 hashtag has been used in **1,875 posts**, compared to 2,538 posts in 2022 (with the #SaferInternetDay2022 hashtag).
- The #SID2023 hashtag has been used in **5,211 posts**, compared to 6,908 posts in 2022 (with the #SID2022 hashtag).

**TikTok**

Safer Internet Day enjoys significant visibility on this platform thanks to the support of a wider global SID community. At the time of reporting (March 2023):
The #SaferInternetDay hashtag has been viewed 75 million times in total, compared to 67.7 million times in 2022. It is worth noting, however, that is not possible to determine which of these views specifically relate to the SID 2023 campaign.

The #SaferInternetDay2023 hashtag been viewed over 214,500 times, compared to 12,800 times in 2022 (with the #SaferInternetDay2022 hashtag).

The #SID2023 hashtag has been viewed 822,300 times, compared to 526,600 times in 2022 (with the #SID2022 hashtag).

Support on social media for Safer Internet Day 2023
On social media, Safer Internet Day enjoyed widespread support from the EU institutions, with posts including (in alphabetical order for ease of reference):

- BetterNet4EU
- Caterina Chinnici, Member of the European Parliament
- Child Rights Intergroup in the European Parliament
- DG Migration and Home Affairs
- Digital EU
- Dubravka Suica, Vice-President of the European Commission
- ENISA (EU Agency for Cybersecurity)
- EPP Group
- European Commission
- European Parliament
- European Union Agency for Law Enforcement Training
- Europol
- Greens/EFA in the EU Parliament
- HaDEA
- Hilde Vautmans, Member of the European Parliament
- Roberto Viola, Director General of DG CONNECT (Directorate General of Communication, Networks, Content and Technology) at the European Commission
- Thierry Breton, European Commissioner for the Internal Market

Many other influential and international supporters also helped spread the word about SID across a range of social platforms, a selection of which follow (in alphabetical order for ease of reference):

- 5Rights Foundation
- Anti-Bullying Pro
- Australian eSafety Commissioner
- Australian Prime Minister
- BBC
- Belgian Federal Police
- Canadian Centre for Child Protection
- Children’s Society
- French President Emmanuel Macron
- Google
- INHOPE
- Internet Matters
- ITU (International Telecommunication Union)
- LEGO
- Melbourne City FC
- Microsoft Learn
- Twitch
- UN Cyber
- UN Development
- UN Women
- UN Youth Envoy
- UNICEF
- United Nations (UN)
- University of Oxford
- Vodafone UK
- Voices of Youth
As can be seen by the variety of stakeholders, the different sectors represented, and the diverse range of focus topics in their respective messaging, Safer Internet Day is truly a multi-stakeholder campaign with various actors uniting under the common theme of Together for a better internet.

Web analytics

During the 2023 reporting period, the levels of activity on the Safer Internet Day website are overall as high as in the previous years. It is worth mentioning, however, that this report will solely focus on data gathered this year, rather than referring to the last year’s statistics. Due to the migration to the new analytical tool (Matomo), which provides more privacy features than the previously used tool, it is not possible to compare the statistics with the ones collected in the previous year. Given that each analytical tool uses its unique algorithms and methods to track user activity, comparisons between the two sets of data may not be accurate.

Over the 2023 reporting period, the number of visits, that represent the number of times users have interacted with the SID website, has shown a progressive growth gathering approximately 2,500 visits daily which comes to 148,240 visits over the full reporting period. A high peak was observed on the SID itself with a number of 28,409 visits. This reflects the aim of the Safer Internet Day campaign that, armed with prior information, Safer Internet Day supporters and stakeholders are engaging in their own awareness-raising activities on the day itself.

The number of pages that were viewed on the SID website during the 2023 reporting period is 418,379 page views. The home page received the most visits from users, while the second most popular page, with 20 per cent of traffic, was a subpage featuring a gallery of resources. This indicates users’ interest in exploring and engaging with the available resources on the SID website. On the SID day itself, the website gathered 73,459 page views and 25,968 unique visitors.

It is worth mentioning that the traffic on the SID website has been driven by various channels. While most of the audience has been acquired through direct entries and search engines, the website received over 15,000 visits from social networks and campaigns. This metric reflects the social media strategy implemented over an extended period of time, with the
objective of driving traffic to, and encouraging users to engage with, the SID website over the course of the month leading up to SID.

**Media activity**

Several SID-related articles appeared in both national and international media during the reporting period, right across the globe. Additionally, many Safer Internet Centres mention national media collaborations as being an element of their localised campaign activities. For more information, see [Annex 1: Overview of Safer Internet Centre Actions for Safer Internet Day 2023](#) (below).

In addition to this extensive coverage across Europe, Safer Internet Day was referenced in the press in many countries including, to list just a few:

- Dominican Republic – dpl News
- Egypt – [Ministry of Communications and Information Technology](#)
- Ghana – [Esports Africa News](#)
- India – [Outlook India, News18, Times Now](#)
- Malaysia – [Tech Wire Asia](#)
- Russia – [Ria.ru](#)
- South Africa – [Media Update, IT-ONLINE](#)
- Tchad – [Le N’djam Post](#)
- UAE – [Zawya](#)
- Uganda – [Chimpreports](#)
- USA – [CBS News NY, Spiceworks](#)

Moreover, many stakeholders also published SID-related press releases or articles on their corporate websites. Some examples include:

- Apple – [Apple marks Safer Internet Day by spotlighting features and tools to protect children online](#)
- EU Digital Strategy – [Policies | Safer Internet Day](#)
- European Commission – [20th edition of Safer Internet Day: making the Internet better and safer for children and young people](#)
- European Health and Digital Executive Agency (HaDEA) – [Safer Internet Day 2023 – Together for a better internet](#)
- Google – [5 tips to keep students safer online](#)
- Snap Inc. – [Introducing the Digital Well-Being Index](#)
- YouTube – [4 ways we’re empowering viewers of all ages to experience a safer internet](#)
Conclusions

The 2023 edition of Safer Internet Day can still be considered a great success.

As always, awareness raising of Safer Internet Day, its outcomes and successes, and its wider messaging of protecting and empowering children and young people online continues beyond the day. Many stakeholders and supporters continue to promote initiatives launched on the occasion of SiD, or will roll out programmes and resources in the coming months. This supports the ethos of Safer Internet Day that, while the day itself provides an annual global focus, online safety and digital literacy should be a year-round priority.

As one Safer Internet Day draws to a close, so planning commences for the next. The 2024 edition of Safer Internet Day will take place on Tuesday, 6 February 2024, when multiple stakeholders will again join forces across the globe to raise awareness of safer and better internet issues.

Campaign activity will start in earnest in September 2023 when we hope that you will again join us in our ongoing call to action to strive “Together for a better internet”.

Visit the Safer Internet Day website, the Better Internet for Kids portal, the BIK bulletin and our various social media channels (on Facebook, Twitter, and LinkedIn) all year round to stay up to date on the latest news, plans and developments in the field.
Annex 1: Overview of Safer Internet Centre actions for Safer Internet Day 2023
Austria

Building on a survey on fake news first conducted in 2017 carried out by the Austrian Safer Internet Centre (SIC), a recent study shows that, in 2023, online media and social networks are the most important source of information for young people on everyday topics. However, they hardly trust the information found there according to the Austrian SIC’s latest study.

Although social networks are the most important source of information for young people, they rate them as not very credible. In the latest study, only eight per cent of the respondents rate social networks as “very credible” (2017: ten per cent). The same applies to the second most important source of information, YouTube, which is only rated as “very credible” by ten per cent.

25 per cent find Wikipedia very credible (2017: 21 per cent). The other places in the trust ranking are occupied by the classic media radio (2023: 21 per cent, 2017: 32 per cent), television (2023: 20 per cent, 2017: 29 per cent), websites of the classic media (2023: 19 per cent, 2017: 23 per cent) as well as daily newspapers and magazines (2023: 12 per cent, 2017: 20 per cent). Particularly remarkable is the fact that classic media are judged to be more credible by young people but are used far less.

Influencers are more important than traditional media. They are seen as “modern journalists”. Already 63 per cent of young people get daily news from influencers.

In the daily use, search engines are primarily used by young people for school and job-related contexts. For private research on daily topics, search engines are only used by 48 per cent of young people. YouTube now dominates internet searches with 75 per cent and social networks with 80 per cent.

49 per cent of the interviewed people are often unsure whether information on the internet is true. For school-related issues, however, only 64 per cent of young people check the sources of information – and only if the information seems untrustworthy to them. Gut feeling is still the main guiding tool to recognise fake news. Fact-checking knowledge is lacking.

The majority of young people are interested in fact-checking. However, only 22 per cent of young people say they are familiar with websites for fact-checking (such as Mimikama and Correctiv). And only 12 per cent of young people use them. 54 per cent of young people said they compare information from different sources. Half of the young people say they send news on current topics unchecked; 53 per cent feel that checking information sources is arduous. For 56 per cent of 11-to-14-year-olds, parents are the first contact for questions about the truthfulness of information on the internet. The older the young people get, the more independently they act.

In everyday life, ignoring is the most important strategy for dealing with fake news (57 per cent). 7 out of 10 young people say that it is difficult to find out whether information from the internet is true or false. A quarter of young people (25 per cent) directly call attention to people spreading false information. A similar number (24 per cent) use the reporting tools of the platform operators. 21 per cent of young people try to warn other people about fake news with the help of comments.
About the study
The study "Young people and misinformation on the internet" was conducted by the Institute for Youth Culture Research and Cultural Mediation and the ISPA – Internet Service Providers Austria within the framework of the EU initiative Saferinternet.at. 400 young people aged 11 to 17 took part in the study. In addition, five focus group discussions were carried out with a total of 70 people between the ages of 13 and 19. The study (in German) can be downloaded from the website of the Austrian Safer Internet Centre.

Find out more about Safer Internet Day in Austria. Find out more about the work of the Austrian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services or find similar information for Safer Internet Centres throughout Europe.
Belgium

We cannot imagine life without the internet, as it provides so many opportunities. Therefore, it should also be a safe space where children and young people can be inspired, respected and protected. The Belgian Safer Internet Centre celebrated Safer Internet Day 2023 on the basis of these principle.

Many people have a role to play in making the internet a better place for all, and especially young people: teachers, educators, librarians, social workers, policy makers, media actors, industry and all the professionals that work with and for youth. We all want our children to enjoy their digital life and become empowered citizens. This is why, on the occasion of the 20th anniversary of Safer Internet Day, Betternet, the Belgian Safer Internet Centre – coordinated by Child Focus in partnership with Mediawijs, CSEM and Media Animation, the Federal Ministry of Economy, the Cabinet of Minister Petra De Sutter and the Belgian Cyber Security Coalition joined forces and organised an event dedicated to a better and safer internet environment for all children in Belgium. Through demos, panel discussions and presentation of good practices on both media literacy and e-safety, the mission was to inspire, support and bring together professionals in Belgium who accompany children online.

A whole day was dedicated to the presentation of best practices developed in Belgium to support professionals, teachers, educators, and social workers, in addressing topics such as cybersecurity, gender stereotypes, and victim blaming. The event gathered more than 150 professionals, both online and on site, who work daily with children and young people in Belgium, and who feel concerned with their digital development.

Two panel discussions around cybersecurity/data protection and media education allowed multiple stakeholders to exchange on the topic, and to better understand what the future possibilities are to strengthen cooperation between industry, policy makers and civil society.

The participation of the two regional ministers for youth in the panel discussions on media education allowed the discussion to address media literacy not only in formal educational settings, but also in non-formal education settings, including youth centres. Despite the cultural differences in Belgium, when it comes to digital experiences and online media usages for children, one can observe the same challenges in both the Flemish-speaking and French-speaking regions of the country, thus common solutions can be found to strengthen the capacity of professionals and the support provided to children in their digital development.

The event was very successful in tackling these issues and, for the first time, it brought the considerable added value of addressing those issues from a federal perspective, allowing exchange of good practices and experiences between professionals working in the two different linguistic regions.

Find out more about Safer Internet Day in Belgium. Alternatively, find more information about the work of the Belgian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Bulgaria

The main event to mark Safer Internet Day 2023 in Bulgaria was organised by the National Centre for Safe Internet and included an online discussion dedicated to the topic "Screen time and its impact".

According to established tradition, the members of the Bulgarian Safer Internet Centre’s Youth Panel played a leading role in the event, as they actively participated in its planning and moderated the discussion panels. Experts and representatives of various state institutions, civil organisations and companies participated, including members of the Public Council on Safer Internet Use (the SIC’s Advisory Board).

The event was opened by Dr. Emanuil Georgiev from the Bulgarian Safer Internet Centre and Inspector Emil Iliev from the Cybercrime Unit of the General Directorate for Combating Organised Crime at the Ministry of Internal Affairs. The purpose of the panel discussions was to draw specific, practical conclusions and recommendations to institutions, parents, young people, and professionals working with children.

The first discussion panel, hosted by Elena from the Bulgarian SIC’s Youth Panel at the Center for Safe Internet, was dedicated to the topic "What is the optimal time for children to spend in front of the screen?". Psychologists Ivet Prokopova and Mirela Dimitrova took part in it as panellists. During the first panel, the physical and mental health risks to children from excessive screen time were discussed, as well as how parents can communicate the topic with their children and the question of the balance between the time spent online and the physical activities of adolescents.

During the second panel, hosted by Simona from the Bulgarian SIC’s Youth Panel, discussion focused on whether it is possible to develop an addiction to the internet and video games, alongside consideration of the benefits of online games and how can they develop useful skills in children. In addition to psychologists Ivet Prokopova and Mirela Dimitrova, Associate Professor Mihail Okoliyski, a representative of the World Health Organization, joined the discussion as a guest panellist.

The third discussion panel, hosted by Vanessa from the SIC’s Youth Panel, was dedicated to "The impact of the screen". Guest panellists were Ivaylo Spasov from UNICEF Bulgaria, Maria Bresnička from the National Network for Children and Assoc. Prof. Mihaii Okoliyski from the World Health Organization. During the discussion, participants reflected upon whether children adopt and copy models of behaviour they observe on social networks, what is the role of the so-called "influencers" as a model for young people, and whether online media and "traditional" media respect ethical and professional standards when covering cases involving children. It was also discussed whether the massive advertising of potentially harmful services and products for young people, such as gambling, could lead to serious consequences such as the development of gambling addiction.

Along with the main panellists, other participants in the event – professionals, experts, and young people – also took part in the discussions. Among the participants was also Eva Zhecheva, Head of the Children’s Rights Directorate at the Ombudsman of the Republic of Bulgaria.
This year, a number of schools, libraries and municipalities in Bulgaria also held their own parallel events to mark Safer Internet Day. Among them was “Hristo Botev” High School in Oryahovo, where the teachers provided thematic lessons to acquaint the students with a variety of information about the main online risks for children and young people, using video lessons and other resources developed by the Bulgarian Safe Internet Centre. Also, the Community Support Centre and Ivan Radoev Community Centre and Library in the town of Novi Pazar jointly organised discussions on the topic “Media literacy and safe surfing on the internet” with students from the 3rd and 5th grades of Khan Isperih High School and Vasil Levski High School, which were held between 6-10 February.

Find out more about Safer Internet Day in Bulgaria. Alternatively, find out more about the work of the Bulgarian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Croatia

For the past thirteen years, the Centre for Missing and Exploited Children Croatia has celebrated Safer Internet Day to raise awareness of a safer and better use of the internet by children and young people. Read on to discover this year’s activities.

For Safer Internet Day 2023, the centre organised various activities for experts, parents, and children regarding safer internet use. The estimated number of participants for all activities combined is more than 56,000, but the number of viewers is expected to grow as recordings of the various activities become available. The focus topic for this edition of Safer Internet Day in Croatia was online challenges.

The workshops
The total number of general applications to join the celebrations of Safer Internet Day 2023, granting access to preparations for workshops in four different age groups was 1,326 – mainly from Croatia, but the centre also received 78 from Bosnia and Herzegovina, 18 from Serbia, 13 from North Macedonia, and two from Montenegro.

The number of children and young people who participated in the workshops for which the centre provided preparations is 12,677, according to evaluations completed by experts. The feedback from the experts who conducted the workshops was excellent and provides an additional motivation for the centre to continue working on the topic of internet security.

The online quiz
An online quiz for children and young people was organised, with the luckiest 10 participants – who solved the quiz with at least 80 per cent of correct answers on the day of the quiz – were rewarded with a prize. In total, the game was completed 52,280 times on SID2023.

Other activities
The centre filmed a podcast for parents about sharenting featuring famous Croatian singer Marko Tolja as an example of good practice. He was also awarded with the “Like for a digitally responsible parent”.

The panel discussion “What is the price of one like?” was held with the Croatian Ombudsman for Children and representatives of the Croatian Regulatory Agency for Network Activities (HAKOM) and the Ministry of the Interior, a Croatian influencer, and an expert associate of Središće Elementary School. The centre also organised an expert conference “What is the price of one like?” with four interesting lectures.

Two workshops with children were organised by the Croatian Safer Internet Centre (SIC), involving experts and influencers on online games and online challenges. The workshops were organised onsite and also broadcast online.

The award ceremony
For the first time on SID2023, the Croatian SIC organised an award ceremony to recognise responsible use of the internet, covering four categories:

- Like for responsibility – Središće primary school
- Like for responsible reporting – Marija Lovrenc, journalist
- Like for a digitally responsible parent – Marko Tolja, example of good practice for sharenting, singer
Like for promoting responsibility on the internet – Domagoj Jakopović Ribafish, influencer whose son died due to an online challenge.

A recognition in the special category “Like for responsible business” went to A1 Croatia.

The centre plans to continue organising this award ceremony in the future, doing so in such a way that followers themselves will be able nominate people for certain categories.

**Educational materials launched for SID2023**

In addition, a range of educational materials were published for SID 2023 and are available on the [Safer Internet Centre’s website](#). According to feedback from various local schools and organisations, the resources were really useful. Of particular note with a glossary containing important terms in the field of internet security and advice on handling online issues, and a short manual for employees of educational on how to work with parents.

Find out more about [Safer Internet Day in Croatia](#). Alternatively, find out more about the work of the [Croatian Safer Internet Centre](#), including its awareness raising, helpline, hotline and youth participation services – or find similar information for [Safer Internet Centres throughout Europe](#).
Cyprus

In Cyprus, Safer Internet Day 2023 was celebrated on Tuesday, 7 February at the Olympic Hall (the Cyprus Olympic Committee), which hosted the last phase of the annual cyber safety video production contest. Read on to learn more about the contest and other activities to celebrate SID23.

The last phase of the contest was attended by students, teachers, policy makers, and filmmakers. The keynote speakers at the event were three members of the CyberSafety Youth Panel: they talked about the role and activities of the Cyprus Safer Internet Centre, they shared their own online experiences in promoting a better internet, and invited others to enrol in the youth panel to join their efforts. During the event, 11 student teams from both primary and secondary levels presented their animation films – along with the process, experiences, lessons learned and key messages – in front of the audience. They also responded to questions from the contest’s evaluation committee. At the end of the event, six films received an award.

The event was organised by the Cyprus Pedagogical Institute of the Ministry of Education, Sports, and Youth with the support of the Cyprus Safer Internet Centre, CyberSafety. The video production contest, which, for the second year, focused on creating animations, aims to develop skills related to media education but also important transversal skills, such as autonomy, learning, communication, collaboration, digital literacy, creativity, and innovation. In particular, children and young people need to go through an extensive research and production process tackling matters such as internet safety, opinion formation, message composition, informing peers and adults, contributing to effective learning, and the formation of attitudes on a safe use of the internet.

The contest is part of the activities organised in Cyprus for Safer Internet Day each year, which celebrated its 20th anniversary this year. Students participating in the competition were invited to demonstrate how, together, we can:

1. Fight online violence and bullying.
2. End hate speech and racism.
3. Say no to misinformation and fake news.
4. Protect our personal data and our digital identity.

Eleven student groups participated in the final phase of the competition, presenting their videos to an evaluation committee. The evaluation committee consisted of representatives from the Ministry of Education, the Pedagogical Institute, the Service of Educational Psychology, and the International Animation Film Festival Animafest “Views of the World”. The committee evaluated the videos according to predetermined criteria.

All films and animations have been posted on the YouTube channel of the Educational Technology Department of the Cyprus Pedagogical Institute. More information about the competition can be found on the Internet Safety website.

Find out more about Safer Internet Day in Cyprus. Alternatively, find out more about the work of the Cyprus Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Czech Republic

The coordinator of Safer Internet Day in the Czech Republic is the Czech Safer Internet Centre, managed by the CZ.NIC Association.

The day is becoming more and more important in the country and is being commemorated more and more by both companies and individuals. The event is not only intended for organisations that deal with security, prevention, education and intervention on the internet, but the participation is also welcome by the general public, including children, students and parents, or state and educational institutions.

For those who wanted to get involved and were looking for inspiration, the Czech SIC prepared – in cooperation with JSNS, the Police of the Czech Republic and the E-safety project – an online guide with dozens of tips and advice for different age groups. The manual can be used throughout the year as it contains a wide range of games, tutorials, courses and inspiration. The handbook reached dozens of schools that found the activities an interesting addition to their lessons.

Pupils from Mládí Orlová Primary School had a great idea. Class 9B were set a task to support this year’s Safer Internet Day with a presentation. They focused on basic topics about internet security, but also on tricky situations in the online world, and prepared materials for their younger classmates as well. They chose a format that suited the materials, and gave their classmates a business card with a QR code, which they then simply scanned and flicked through the prepared presentation. They could watch a video, compete against classmates, or learn something new. Pupils from Dyjákovic Primary School took a similarly creative approach to celebrating the day.

For Safer Internet Day, the Czech Safer Internet Centre also prepared a press conference and subsequent expert panel in cooperation with the Ministry of the Interior. One of the topics was the growth of cybercrime. Compared to 2021 alone, the number of reported crimes has increased from 9,518 to 18,554 (i.e. by almost 100 per cent). Media literacy, education and prevention were among the other topics we addressed in the expert panel. The importance of this day was underlined by the participation of Deputy Prime Minister for Digitalisation and Minister for Regional Development Ivan Bartoš, the Director of NÚKIB Lukáš Kintra, the First Deputy Minister of the Interior Lukáš Kolářík, and Brigadier General Tomáš Kubík representing the Police of the Czech Republic. The activities of
the Czech Safer Internet Centre were then presented by the Executive Director of the CZ.NIC Association Ondřej Filip.

On this day, project partner People in Need published a survey mapping the state of media literacy in schools. Social media was also lively with hundreds of posts under the official hashtags of #SID2023 and #SaferInternetDay.

Find out more about Safer Internet Day in the Czech Republic. Alternatively, find out more about the work of the Czech Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Denmark

For the 2023 edition of Safer Internet Day in Denmark, activities focused on young people and social media algorithms.

“It is our own problem to sort through the content we see on TikTok. After all, you are responsible for your own algorithm.”

The quote above is from an 8th grade student who participated in a seminar on algorithms on Safer Internet Day 2023 organised by the Media Council for Children and Young People with the Centre for Digital Youth Care. The quote illustrates very well that young people, unfortunately, often feel responsible when they are faced with content that they are not always comfortable with. At the same time, young people also express that they do not want all the content to be “clean and neat”. The driving force of many, especially the boys, is in fact to watch content that goes right to the limit of what they are comfortable with. Several of the young people at the seminar acknowledge that they may well know that they are “being tested” with the content they watch, but also that they are often offered videos that cross a line and are unpleasant. It is a difficult balance, they say.

The Media Council for Children and Young People and Centre for Digital Youth Care stress that this responsibility should not be placed solely on the children. It is of course highly relevant that we give children the skills so that they can critically reflect on the significance of algorithms for the content they see themselves, but it is also highly relevant to make it clear that the platforms have a responsibility to protect children.

The experiences and perspectives of children and young people must be highly valued in the work to create a better, safer and more secure digital world for children and young people, says the chair of the Media Council, Miriam Michaelsen, in this video.

From youth seminars to teaching material

At the seminar, the Media Council for Children and Young People and Centre for Digital Youth Care delved into algorithms on social media together with a group of 8th grade students and their teachers from three local schools. The programme consisted of a
presentation from expert in digital culture Maia Kahlke Lorentzen from ‘Cybernaute.net’ on how algorithms are shaping the way we see the world. The presentation was followed by workshops with board games and debating activities.

The seminar on Safer Internet Day 2023 was the first of three seminars on how algorithms are increasingly shaping the way we see the world. In May and August 2023, similar events will be held in different municipalities.

The purpose of the three youth seminars is to learn more about how we can prepare young people for a world of algorithms. Furthermore, the Media Council and Centre for Digital Youth Care wish to receive input from young people directly on how platforms can take more responsibility and action.

Afterwards, the Media Council and Centre for Digital Youth Care will convey experiences and statements from the young participants about their perspective on the consequences of algorithms for everyday life, well-being and communities. Activities and products for the seminars' workshops will be published for free use in schools at the end of the year.

Find out more about Safer Internet Day in Denmark. Alternatively, find out more about the work of the Danish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Estonia

This year, the focus of the Safer Internet Day (SID) campaign in Estonia was on data sharing, privacy and digital skills with the slogan “My data is my property”.

As in recent years, the Estonian Safer Internet Centre invited schools and kindergartens, youth centres and libraries to organise thematic events for children and students on the occasion of SID. All the mentioned institutions received a package of thematic educational materials, available on Estonian Safer Internet Centre website. The package contains new thematic materials, for example lesson plans, competitions, online tests, games, exercises, videos and so on, to give ideas on how to celebrate Safer Internet Day with children and students.

All awareness-raising activities were registered on the Estonian Safer Internet Centre’s website and were placed on the Estonian map of Safer Internet Day events 2023. Altogether, more than 9,500 children and students participated in 100 Safer Internet Day awareness-raising events in 85 organisations. For example, teachers and youth workers organised thematic lessons and workshops for students, carried out online and offline quizzes and tests, watched thematic videos, and made posters with pupils, among other activities.

On Safer Internet Day 2023, a thematic webinar for teachers “Data protection and cybersecurity for teachers” was organised by the Estonian SIC. On the 9 February 2023, the Estonian Safer Internet Centre, together with Telia Estonia, organised a webinar for parents “How we are really doing online?” in order to discuss with parents and experts how to support the appropriate use of the internet and smart devices by their children. The webinars have been viewed 16,700 times to date and remain available for the target groups on the Safer Internet Centre website even after the end of the SID campaign.
The coordinating organisation of the Estonian Safer Internet Centre, Estonian Union for Child Welfare, regularly publishes the web journal ‘Notice a child’ (Märka last), the objective of which is to raise awareness of children’s rights in Estonian society. In the framework of the Safer Internet Day campaign, a special edition of the magazine ‘Smartly on the Web’ (Targalt internetis) was published. In the magazine, you can find articles about online privacy and risks, about datafication, data protection in schools, sexting, digital waste, parents as role models and how they can support their children in the use of online technologies, information about the helpline and hotline, and so on.

In addition, these articles were disseminated via the Estonian SIC social media channels and some of these articles were published on national news portals to reach even more people aiming to give knowledge for better understanding of online risks and challenges, and to support children’s positive use of digital technologies.

This year’s events attracted the attention of the general public. The topic was covered in various media portals, in different radio channels and in the evening news programmes of different TV channels, as well as in the Estonian Public Broadcasting TV show for children and young people, “Nova”.

All the above information, materials and articles are available on the website www.targaltinternetis.ee for children, parents and teachers for use beyond the Safer Internet Day celebrations.

Find out more about Safer Internet Day in Estonia. Alternatively, find out more about the work of the Estonian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Finland

The Safer Internet Day campaign was celebrated in Finland as part of the Media Literacy Week (MLW). This year, emphasis was placed on making media education visible and the timelessness of media education in such a way that events and materials can be enjoyed throughout the year.

Media Literacy Week is organised by the National Audiovisual Institute (KAVI) and it is part of the awareness-raising work done by the Finnish Safer Internet Centre. MLW aims to advance the media literacy skills of children, young people and adults as well as to support professional educators, guardians and other educators in their important media educational tasks. In 2023, the week was carried out together with 58 partner organisations from all sectors of society, increasing the number of partners by 10 when compared to last year. Partner organisations included, for example, those that develop libraries as well as the European Consumer Centre Finland.

Together with the partner organisations, 85 educational materials in Finnish, Swedish and the Sámi language were published for MLW, and 30 events were organised both online and onsite. 2,300 professionals registered for the week, including teachers from early childhood education, basic education for children under 15 years, youth workers, librarians, and representatives of various associations. Each of them wishes to take media skills forward in their own field, even after the end of the Media Literacy Week. In this way, thousands and thousands of children, young people, adults and senior citizens are reached.

During the week, the SIC organised numerous communication and dissemination activities on social media channels. By following social media, one could also follow the activities of the participants. To name a few: in a kindergarten, small children made their own news, which they broadcast on a cardboard television. Many youth centres had focused activities about cyberbullying, school children participated in an anti-advertising workshop in a library, a philosophical magazine published funny graphics about false conclusions in the media, and seniors learned digital skills.

Materials and events for everyone, covering the whole country

This year saw more participants from the Swedish-speaking minority in Finland than before, including the Aland Islands. Other linguistic and cultural minorities were also considered. The Sámi are indigenous people of Finland, Norway, Sweden and Russia. Partner organisations and KAVI published media education materials in different Sámi languages. Also, materials in plain language were published to support media education of those who need special support in learning.

Each year as part of MLW, a Media Literacy Magazine is published online. In the magazine, partner organisations can publish articles related to their current work with media literacy, media education and media skills. In addition, the magazine includes more general articles from the editorial team. Media Literacy Magazine 2023 had 1,563 readers by the end of February.

The Media Literacy Week is developed with the purpose of also gathering feedback. After the active campaign period, both participating professionals and organising partners were asked for feedback. The feedback has an important role in the development of the following
editions of the Media Literacy Week. This year, 198 participating professionals and 20 partner organisations answered the feedback form. According to the feedback, tips and materials are much appreciated, and the themes and topics were found useful and relevant.

This year, the Finnish SIC tested something new: it printed five brochures divided by age group, in which partner materials was presented. The total amount of printed brochures was 3,600. Participants could order the booklet for free, and it was also distributed at educational fairs. These brochures received positive feedback.

Find out more about Safer Internet Day in Finland. Alternatively, find out more about the work of the Finnish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
France

On the occasion of the 20th anniversary of Safer Internet Day, Internet Sans Crainte – with the support of its partners – built an ambitious and global campaign whose engaging baseline was “20 years... and tomorrow?” to celebrate the day in France.

With a focus on an intergenerational perspective, this slogan was intended to be the starter of a dialogue on the preconceived ideas of each person, to identify the challenges and to put in place the necessary measures to protect the youngest from harmful or unpleasant experiences online. Associations, institutions and industry players were encouraged to get involved by making their voices heard and, as a very enthusiastic result, many of them played along and participated in the online campaign.

Parallel to the key date of the 20th edition, this year was also a very special one for the French Safer Internet Centre at a national level as Safer Internet Day was included in the school curriculum for the very first time in France. This led to massive support from the French Ministry of Education in the spread of the campaign. Thus, all primary, middle and high schools were invited to organise special SID activities.

SID 2023 was therefore one of the highlights of the Ministry of Education’s pHARRe programme, the awareness programme in charge of tackling bullying at school. As a result, and all over the country, all primary and secondary schools were invited to carry out awareness-raising activities in their classrooms on Safer Internet Day and throughout February and March. Internet Sans Crainte produced free workshop turnkey kits for primary and secondary schools to enable teachers and extracurricular activities leaders to easily set-up awareness-raising workshops with young people on five main digital education themes: social networks, cyber-bullying, online information, screen time, and video games.

A special 20-year workshop kit was also developed to give young people a voice and invite them to express their vision of the internet. In accordance with the campaign theme, they were asked to consider how the internet was 20 years ago, compared to their use of the internet today, alongside what they would like to be improved in their digital life of the future. Dozens of classes participated and produced video material, web radio broadcasts, podcasts, articles, posters or comics.

Safer Internet Day 2023 for parents

Beyond the school audience, Safer Internet Day is also aimed at families to inform and advise parents, and to encourage dialogue at home about online practices. Several initiatives were carried out by Safer Internet France:

- Internet Sans Crainte conducted a survey with a polling institute of more than 1,000 parents of children aged 6 to 20 on their practices and their perceptions of the internet. The results showed that the while the digital world was considered to be rather positive and enriching for many, it was also considered to be ‘sometimes useless’ by 25 per cent and ‘dangerous’ by 56 per cent of parents.
- A series of webinars entitled “What do our children experience online?” brought together 12 experts in digital youth to advise parents on three key activities in the online lives of young people: having fun (video games, streaming), communicating
(smartphones and emotional relationships), and getting information (risks linked to fake news and hate speech).

- **Family kits** were created on the same themes as the school kits to enable parents to discuss the same subjects with their children and teenagers.

Finally, a major **Safer Internet Day kick-off event** was organised on 7 February with the Minister for Digital Affairs, Jean-Noël Barrot, and the Secretary of State for Children, Charlotte Caubel, at the Ministry of the Economy. The focus of the event was a debate between a hundred secondary school pupils and a hundred digital stakeholders (ministerial delegations, associations for the protection of minors online, social networks, equipment manufacturers, and internet and telephone service providers). The young people had prepared many questions and challenged the social networks present on their addictive power. They also asked for help from adults to better control their screen time.

Several initiatives are underway to respond to them. That debate can be considered as a real milestone in a context where France shows its will to pioneer the law enforcement proposals in strengthening regulations on the use of social networks for young people by this year. The three members of the French Safer Internet Centre consortium are very involved in these lobbying actions.

Find out more about **Safer Internet Day in France**. Alternatively, find out more about the work of the **French Safer Internet Centre**, including its awareness raising, helpline, hotline and youth participation services – or find similar information for **Safer Internet Centres throughout Europe**.
Germany

In Germany, Safer Internet Day 2023 was celebrated under the motto #OnlineAtTheLimit (“#OnlineAmLimit”). As the coordinator of the activities for this international day in Germany, klicksafe focused on the topics of digital balance and digital well-being.

klicksafe event in Mainz: #OnlineAtTheLimit?
In cooperation with the Media Authority Rhineland-Palatinate, klicksafe organised a Safer Internet Day event at the ZDF headquarters in Mainz on 7 February 2023. ZDF (Zweites Deutsches Fernsehen) is Germany’s second national public television broadcaster and is run as an independent non-profit corporation under the authority of the Länder, the sixteen states that constitute the Federal Republic of Germany.

The title of the event was “Are we #OnlineAtTheLimit? – How we can recognise addictions and strengthen digital well-being”. Around 60 students from three schools in Mainz firstly took part in a digital detox workshop. The subsequent panel discussion addressed the question of whether we are #OnlineAtTheLimit. The young people participated by taking part in interactive surveys via smartphone, asking insightful questions, and making lively contributions to the discussion.

Among other experts, Dr. Klaus Wölfling (Outpatient Clinic for Gambling Addiction of the Psychosomatic Clinic of the University Medical School Mainz) was part of the panel, as well as the popular content creator, model and anti-bullying ambassador Lijana Kaggwa.

Group photo of the students with State Secretary Heike Raab and the Director of the Media Authority Rhineland-Palatinate, Dr. Marc Jan Eumann.

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Landing page for SID 2023

As in previous years, a multimedia landing page was created to show the wide range of activities and offers around SID as well as to bring together different target groups in one central place.

To raise awareness and strengthen digital resilience, klicksafe provided numerous materials and created space for addressing the focus topic “OnlineAtTheLimit – your net. your life. your limits.” from different perspectives. Among others, the following resources can be found:

- **Digital Detox Box**: 16 exercises focusing on “digital detox” for the classroom or extracurricular youth work.
- **Forsa survey**: representative survey among 500 German parents and their children between the ages of 10 and 17.
- **Informational videos #OnlineAmLimit**: two videos with tips for a better digital balance.
- **Flyer for parents “Between apps and dinner”**: 10 tips for parents for a better digital balance.
- **Awareness-raising spots #OnlineAmLimit**: four new spots that aim to highlight everyday media-usage-situations.
- **YouthTalk video #OnlineAmLimit**: members of klicksafe’s Youth Panel talk about their experiences concerning digital balance.

The resources also include a generator for SID-branded profile pictures and a social media participation campaign focusing on everyday life situations where users found themselves wanting to do something specific and then getting stuck on, for example, social media or
online gaming. Users posted their “#expectation vs. #reality” moments using a special template.

To make all forms of engagement visible for this year’s Safer Internet Day, there was once again a SID social wall where all posts are archived. From pictures of individual events, to tips on media use, to contributions to the social media campaign, there’s a lot to discover.

**Hundreds of events throughout Germany**

315 events and actions were registered throughout Germany for Safer Internet Day 2023. Most of them took place on 7 February, and included varied actions such as online events, workshops at schools, and short film events. klicksafe has compiled an overview of all events in Germany.

**Nationwide media coverage**

Many television shows, radio stations, newspapers, and websites picked up on Safer Internet Day 2023. The coverage often focused on the national theme #OnlineAtTheLimit, but also on many other aspects around the topic of safety on the internet. The Germans Safer Internet Centre would like to thank everyone who took part in SID 2023, making the internet better for everyone – together!

Find out more about Safer Internet Day in Germany. Alternatively, find out more about the work of the German Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Greece

More than 30,000 students from all educational levels across the country participated in the festivities organised by the Greek Safer Internet Centre (SIC) for Safer Internet Day (SID) 2023. Thousands more set up small celebrations in their classrooms with material provided by the Greek Safer Internet Centre, sending then their creations to the SIC.

Once again, the main goal of the day was to raise awareness for a safer online experience for all through a plethora of fun and entertaining activities created by children themselves, such as storytelling for the youngest ones and gaming for the older ones. Misinformation was set at the forefront and chosen as this year’s general theme for the SID events and celebrations in Greece.

The SID live event

More than 2,500 educators and parents watched the SID live event organised by the Greek Safer Internet Centre that addressed online sexual assault and grooming as the main topics of discussion. During the event, among other activities, the outcomes from a survey of educators about cyberbullying, online grooming and sextortion were illustrated. The study surveyed 4,400 educators from all the educational levels in Greece, and was accomplished thanks to the contribution of the Pan-Hellenic School Network.

The results of the survey, which were made public on Safer Internet Day itself, were also shared via local radio and TV shows, and featured on the websites of major newspapers reaching thousands of readers all over Greece.

Additionally, the spotlight was placed on the new European strategy for a better internet for kids (BIK+), aiming to ensure that children and young people are the headliners in the effort for a safer and better internet in the future. A final session provided advice and guidance on how we can better protect children and young people from the dangers of the online world. The participants were notably impressed by an intervention from Greek Youth Panellist Electra who spoke about how young people perceive their relationship with the internet and what they want to hear from adults in case of potential online risks.
Watch the replay of the online SID event in Greece on YouTube

New material on misinformation
In addition to the above, new educational materials were created around the topic of misinformation. The material was welcomed and appreciated by both teachers of all educational levels and parents.

Social media and general support
Of course, social media platforms could have not been absent on a day such as Safer Internet Day, and, as expected, played an important role in the campaigning activities. The usual Safer Internet Day motto “Together for a better internet” was massively disseminated via social media. Actress Vaso Laskaraki, an Ambassador of the Greek Safer Internet Centre, shared a video message which exceeded 200,000 views on Instagram, whereas a video prepared by members of the Youth Panel for the 20th anniversary of SID exceeded 8,000 views on Facebook. Many other people joined the SID celebrations by uploading their own messages on social media.
The registered SID supporters in Greece exceeded the numbers collected in the previous editions of the campaign. 1,700 educators, stakeholders and representatives of various organisations put their pin on the map of Greek SID supporters for 2023.

Find out more about Safer Internet Day in Greece. Alternatively, find more information about the work of the Greek Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Hungary

The International Children’s Safety Service (ICSS) – as the consortium leader of the Safer Internet Programme (SIP) in Hungary – organised a special internet safety programme at the Ludovika-UPS on Safer Internet Day 2023, Tuesday 7 February.

In one of the rooms, some of leading professionals in the country made presentations to parents, teachers and fellow experts. At the same time, in another lecture hall, the children, supported by mentors, took part in interactive tasks related to the smart use of the internet. Furthermore, the ceremonial announcement of the results of a Lego building contest and a short video competition was one of the highlights of the day.

This year, the ICSS co-organised the annual SID celebrations along with the Institute of Cyber Security. Besides the two co-organisers, the Hungarian partners of SID included OTP Bank, Telekom Hungary, Microsoft Hungary, National Cyber Security Centre Hungary, Google, the Prosecution Service of Hungary, the Hungarian Police, the Digital Trade Association, the Digital Lions Club, Fortix Consulting Ltd., and Quadron Cybersecurity Ltd.

The event of the day was opened by Péter Edvi, the founding president of the International Children’s Safety Service. He emphasised in his speech that establishing Safer Internet Day was extremely important, because it was time to take responsibility and action on the direction in which the internet is developing, and confronting the areas that require the protection of children and families. He pointed out the importance of including rules about the internet and IT in the national curricula.

The guests were welcomed by event host Csaba Krasznay, Head of the Institute of Cyber Security and an Associate Professor. He stated that since children are starting to use their own digital devices at an increasingly young age, digital safety education should be started sooner: it should be almost compulsory in lower elementary schools. Csaba Krasznay then gave a presentation on “Cybersecurity in social media, or good advice for both active and less active TikTok/Instagram/YouTube/Facebook users”.

Péter Szabó, Managing Director of Microsoft Hungary, gave a presentation on “Education, awareness, responsibility – keeping children safe online and in the digital world”. Ádám Ruszczoński, Cyber security consultant at Telekom Hungary, asked what we should do in case we are afraid that our child is engaging in suspicious online activity or is involved in cybercrime. Enikő Bereczki, Intergenerational and Mental Health Expert at generationdilemmas.com, spoke about the impact of social media on children’s and young people’s self-esteem and body image. According to her, the constant stimuli often lead teenagers to compare themselves to models and influencers and, as a result, they are frequently anxious. She emphasised the generational aspect that is implied, because these issues mainly affect Generation Z youngsters, as they are the ones who have been mostly left alone in the online space by their parents.
Tatjána Turányi, Education Consultant on Cyberpsychology and Cybersecurity Awareness at Quadron Cybersecurity Services, also stressed the importance of responsible internet use. She advised the following two things: check your own internet habits and view your screen time report. Then do the same with your child and understand their needs. You should develop a set of rules and time limits together, and remember to reward the kids for sticking to them.

According to Zoltán Szabó, Information Technology Security Specialist at Fortix Consulting Ltd, the secret to achieving a safer internet experience lies in communication, education and security awareness. Our future depends on the younger age groups being prepared for the security challenges posed by internet use. To achieve this result, the help of professionals, teachers and parents is essential.

György Kálmán, Information Security Advisor at OTP Digital Division, drew attention to the potential danger of smartwatches with tracking devices for children. He said that these watches contained unknown factors that could have been used easily against the wearer by attackers. For example, they could be used to track children’s geolocation or even falsify their position as seen by their parents.

Other speakers and presenters at the event were Anna dr. Balogh (Prosecutor at the Prosecution Service of Hungary), György Szigeti (Head of Division at the Hungarian police), Tamás Kiss (Head of Department delegated to the National Cyber Security Centre Hungary).

Safer Internet Day 2023 was not only of interest for education professionals, teachers and parents, it also included exciting quizzes, games and surprises for children. The winners of the Lego building contest were invited to the event, and a short video competition took place in a multi-round internet safety game under the guidance of mentors. In five teams, the children completed activities based on the modules of the Be Internet Awesome curriculum, for example with quizzes, storytelling, cyber activity, word search and an escape room game. The mentors were: Tamás Boros (the National Cyber Security Centre Hungary), Zsombor Fekete (Digital Lions Club), Tamás Tossenberger and Dorottya Bohus (Google Hungary), Zita Vadász (Digital Trade Association), and Bernadett Molnár and Miklós Ungvári (OTP Bank). The children and young people present really enjoyed the creative activities.

The most awaited moment of the day was the ceremonial announcement of the results of the competitions and the awarding of gifts. Smart glasses, power banks, Bluetooth speakers, wireless headphones and mice were put into the winners’ backpacks. Two country-wide competitions related to the celebration of this milestone event had been previously
Safer Internet Day 2023 was launched, culminating at the SID event. The contestants could choose to create either a short video or build a scene with Lego bricks based on Google’s Interland online game. For the Lego building contest, 81 constructions were submitted, while 29 entries were submitted for the short film competition. Safer Internet Day 2023 was a memorable day for all participants.

Find out more about Safer Internet Day in Hungary. Alternatively, find more information about the work of the Hungarian Safer Internet Centre, including their awareness raising, helpline, hotline and youth participation services – or find similar information for other Safer Internet Centres throughout Europe.
Iceland

For the 2023 edition of Safer Internet Day, the Icelandic Safer Internet Centre (SIC), SAFT, focused on collaboration. SAFT is a part of a new network focused on media literacy in Iceland with more than 40 other partners, including the Icelandic Media Commission and the national broadcasting company.

A new website about media literacy was launched (www.midlalaesi.is), and new educational videos were produced and premiered on the website and on the national broadcasting company’s main channel for schools to show to their students. The videos were well-received by schools and teachers alike, with many teachers stating that they used them to start a conversation about online security and digital citizenship. The videos were especially good as the voices of the children within them were just as important as the voices of the experts.

In addition to the launch of the website and the video premieres, a media literacy conference was held in Reykjavik, where many experts hosted a talk about the importance of media literacy with regards to the challenges that come with new technologies. The conference was also streamed online for those that were not able to attend in person.

On Safer Internet Day 2023 itself, a Q&A session for parents was also organised. A few days prior, the Iceland SIC advertised that parents and carers could join them at SAFT, and they would answer their questions on SID 2023. Parents were very interested and sent in a variety of questions about children’s online safety. The questions were answered via SAFT’s Instagram Stories. The questions and answers received many views, and the Iceland SIC plans to do another Q&A session in the coming months as a result of its success.

Find out more about Safer Internet Day in Iceland. Alternatively, find out more about the work of the Icelandic Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Ireland

This year marked the biggest ever Safer Internet Day in Ireland with almost 200,000 children and young people taking part in activities around the country to mark the occasion. Hundreds of events took place all over the country to celebrate #SID2023, and these are some of the highlights.

The Irish Safer Internet Centre hosted a special Safer Internet Day event exploring the #SID2023 theme of building empathy and respect online.

The event was led by the Webwise Youth Advisory Panel members, together with other students, and gave young people the space to reflect and discuss respect and empathy online. Ombudsman for Children, Dr Niall Muldoon and colleagues from the DCU Anti-Bullying Centre contributed to the discussions, and presented key findings from a recent survey on bystander behaviour online, including:

- 45.3 per cent of teenagers surveyed report witnessing some kind of mistreatment online over recent months, with most of the mistreatment happening at the hands of strangers.
- Among those who reported witnessing online mistreatment, 31.3 per cent said a stranger started the mistreatment and 25 per cent said other strangers joined in.
- Of those surveyed, 22.9 per cent of participants who witnessed online mistreatment had used at least one kind of privacy or reporting tool to help others.

Complementary interactive stakeholders’ discussions explored some of the opportunities and challenges as they relate to protecting, empowering, and respecting children and young people online, while also looking to future priorities. This event also officially launched the Webwise #SilentWitness awareness campaign.

The #SilentWitness campaign

The #SilentWitness campaign explores the topic of online bullying and abuse. Developed in consultation with young people, incorporating the latest research, this campaign aims to spark conversations inside and outside the classroom, in homes, online and in the wider community.

The campaign comprises three powerful short films which explore the nuances of online friendships, peer pressure, the notion of banter, and the impact bullying can have on young people. High profile TikTokers Shanice Griffin and Mary-Claire Fitzpatrick made TikTok videos to raise awareness of the #SilentWitness campaign and key messages.

SID Ambassador Programme

140 students from schools across Ireland took part in this year’s Webwise SID Ambassador Programme. This year, the training programme had a hybrid format with two online training sessions, and an in-person training day which took place at Google’s headquarters in Dublin. The training day also featured a youth-led discussion about the opportunities and challenges of the online world, with special guests TikTok content creator Jacob Donegan and journalist Roe McDermott. Over the course of the training sessions the peer-led programme equipped
students with the skills and knowledge to lead their own online safety campaigns in their schools and communities.

The young people led an incredible range of initiatives to raise awareness of the #SID2023 theme of promoting respect and empathy, and many other online safety and digital literacy topics including image-sharing and consent, big data, false information, and privacy.

#WebwiseParents

For Safer Internet Day 2023, Webwise hosted #WebwiseParents, a series of online safety webinars for parents of younger children, and for parents of teens.

Supporting children online

For Safer Internet Day 2023 Webwise, the Irish internet safety awareness centre in partnership with the National Parents Council Primary, organised an online safety webinar for parents of young children. The webinar discussed the opportunities and risks for children online, offered practical advice to support parents, and answered some frequently asked questions. The Apple team also provided a short explainer on parental controls and some key safety features.

Supporting teens online

Webwise hosted a Talk, Listen, Learn online safety webinar for parents and guardians of teens. The webinar explored the opportunities and risks for children online, offered practical advice to support parents, highlighted key resources and support tools, and answered some frequently asked questions. The TikTok safety team also provided a short explainer on how TikTok works and some key safety features.

Safer Internet Day around Ireland

Hundreds of events in schools, clubs and organisations took place right across the country for Safer Internet Day.

A huge amount of hard work and creativity was involved in the events. Some highlights include:

- Ballymakenny College, Co. Louth, made videos to show the impact of bullying online.
- Coláiste na Carraig, Co. Donegal learned about the importance of respectful communications online. The Student Council organised The Nana Test, an internet-themed scavenger hunt, and a poster competition to promote being safe online.
• St. Joseph’s Girls NS Clonakilty, Co. Cork, invited a Garda to provide a talk on how to be kind online.
• Ard Scoil Muire Limerick’s Safer Internet Day team prepared resources, activities, and information for all the school community to access through the website they built.

Safer Internet Day supporters in Ireland
More organisations than ever supported Safer Internet Day in Ireland. To name just a few: Trend Micro announced the winners of their annual internet safety video competition What’s your story?; Microsoft Dream Space hosted a special event to celebrate Safer Internet Day, which included an exploration of a brand new world found within Minecraft Education; the Irish Film Institute, with the support of the BAI and Media Literacy Ireland, offered free films as part of a special media literacy bundle for schools; the Gaelic Players Association presented information, education and support on social media usage at a GPA Rookie Camp.

Find out more about Safer Internet Day in Ireland. Alternatively, find more information about the work of the Irish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for other Safer Internet Centres throughout Europe.
Italy

On Safer Internet Day (SID) 2023, young people were the focus of the SID event in Italy. The day was split into several different sessions to target different kinds of audience.

The SID event started by celebrating the 20th anniversary of the observance. On stage, two presenters from Skuola.net, the media partner of the Italian Safer Internet Centre (SIC) for SID2023, hosted the event and interacted with the audience, consisting of young people from all over Italy, institution and company representatives, while a range of schools also connected remotely. At the end of the first part of the event, 100 young people were divided into 10 discussion tables, two for each focus topic chosen from the following:

1. Online risks and online safety
2. Network economy
3. Online violence
4. Online well-being
5. Algorithms, AI and democracy

Together with experts, the young people explored these topics and shared experiences with their peers. The final goal was to build a “solution tree” which the youth panel would then propose to policy makers.

The event was broadcast live on the pages of the Italian Ministry of Education, Skuola.net and the YouTube page of Generazioni Connesse (the Italian Safer Internet Centre), while dissemination through local newspapers was notable. Rewatch the SID event on YouTube.

In addition, during the event, the youth panel designed and used a media kit to report and share their online experiences. You can see the results of this exercise in this Instagram post and this Instagram post.

Moreover, Italian influencer Nikolais also narrated his Safer Internet Day experience through a beautiful video with a vlog dedicated to the event, in which he interviewed not only kids, but also celebrity guests and various stakeholders.

The SID event was also largely disseminated on Instagram, and the SIC also launched a trailer for the new season of the mini webseries We are fearless.

Last but not least, the Italian SIC presented data from research conducted by Skuola.net, the University of Rome and the University of Florence.

Find out more about Safer Internet Day in Italy. Alternatively, find out more about the work of the Italian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Latvia

On Safer Internet Day (SID) 2023 schools, libraries and youth centres in Latvia were invited to raise awareness of a better internet for kids and safer internet use among children. Anyone could join and get involved in SID activities – on 7 February and throughout the month of February 2023 – by organising educational events and activities on internet safety in their counties, cities, municipalities and villages, involving children, young people and parents.

The Latvian Safer Internet Centre registered a record number of 184 national events for the first time since the start of the SID initiative. The events were organised across Latvia and reached more than 17,000 participants. All events are marked and available on the Latvian Safer Internet Day 2023 event map.

Activities in the region were mainly based on the topics and information disseminated by the Latvian SIC about the social campaign “You are what you are doing on the internet” aimed at raising awareness among children and young people on how their online activities can influence them.

To encourage young people to think about their online activities and how they can affect their present life and future, the Latvian SIC – with the involvement of representatives of the Youth Panel, talented copywriter Reinis Piziks and popular Latvian influencers Niklovs and EdgarFresh (these are their nicknames) – developed six campaign videos on topics such as: respect for one another, daily obsession with social media, balance between the real and virtual worlds, and so on. The videos have reached more than 12,700 views on YouTube and have been promoted in both of the influencers’ channels on TikTok and Instagram. You can watch the video on the Latvian SIC website.

The videos were disseminated in schools within the SID lesson plan for pupils of grade 5-12 including exercises, short advice with recommendations for teachers, and a step-by-step guide on how to organise a SID-themed lesson. At the end of the lesson, pupils could complete six assessment tests to test their knowledge and understanding of the main topics of the social campaign. The tests were completed by more than 22,200 pupils. The most active schools received campaign souvenirs as well.
The youngest children in grades 1-4 got involved in the SID celebrations by engaging in five fun activities, filling out riddles about internet safety and media literacy, and decorated their classrooms with their teachers using a special colouring flag with the Safer Internet Day logo on it.

In many Latvian school libraries, Safer Internet Day was celebrated by using a package of printed internet safety resources received from the Latvian SIC, which were delivered to school libraries with the support of the Latvian National Library and the Riga Central Library. In total, around 350 school libraries used the resources to inform their visitors, reaching children, teachers and parents. A further 350 school libraries, who did not receive the set of posters in the first round, expressed their interest in receiving the materials.

Another very useful contribution supporting SID celebrations in Latvia was from the Youth Panel members, who went to their schools and neighbouring schools to give a peer-to-peer lesson on internet safety to younger children. They are very closely involved in the work of the Safer Internet Centre on a daily basis, so they were able to share their knowledge and experience with younger kids and educate them on safe internet usage. They all enjoyed this experience and found it very useful. Some of them even took the SIC’s mascot, Vaifijs, with them to make the lesson more creative and engaging for small kids.

Find out more about Safer Internet Day in Latvia. Alternatively, find out more about the work of the Latvian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Lithuania

On 7 February 2023, the Martynas Mažvydas National Library of Lithuania hosted a conference to celebrate the 20th anniversary of Safer Internet Day. The conference was organised by a consortium of four partners of the Safer Internet Centre in Lithuania: the Lithuanian Centre for Non-formal Education of School Children, the Window to the Future Association, the Communications Regulatory Authority of the Republic of Lithuania, and the Children’s Line Public Institution.

Jūratė Šovienė, Chairperson of the Communications Regulation Authority, opened the event and shared her insights. The participants then listened to a conversation with Professor Roma Jusiene from the Institute of Psychology, Faculty of Philosophy, Vilnius University, who shared her thoughts on the relationship between the screen and the child, and the role of teachers in this relationship. Lauryna Rakickienė, psychologist and member of the Child Development and Psychoeducational Research Centre team, gave a presentation on “How to negotiate screens for parents, teachers and children”. Eglė Tamulionytė, coordinator of the No bullying campaign of “Vaikų linija”, spoke on the topic “Screens and school in conversations with children: the experience of “Vaikų linija””.

The presentations were followed by a discussion on “What do we do next?”. The speakers were joined by Dr Mindaugas Nefas, Director of Vytautas Magnus University Lyceum “Sokratus”, and Antanas Jonušas, teacher of History and Citizenship Fundamentals of Vilnius Waldorf School, and teacher of History of the International Baccalaureate Class of the Queen Martha School, Antanas Jonušas. The discussion was moderated by Kristina Mikoliūnienė, Member of the Council of the Communications Regulation Authority.

One of the main ideas expressed in the discussion on how to help children, educators, parents and carers to reach an agreement on the duration of the use of screens is by being a personal example. If we ask a young person to reduce their screen use, but we (teachers, parents, educators) don’t set an example ourselves first, there will be no constructive agreement.

At the end of the event, the winners of the student video competition were honoured. Watch the best videos made by the students here.

Find out more about Safer Internet Day in Lithuania. Alternatively, find out more about the work of the Lithuanian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Luxembourg

BEE SECURE, the Luxembourg Safer Internet Centre, looks back on the events that took place as part of #SID2023.

The 2nd edition of the BEE SECURE Radar unveiled
The second edition of the BEE SECURE Radar was presented at the Luxembourg House of Cybersecurity. The National Youth Service (SNJ) showcased key figures from the report which illustrates the observations made by BEE SECURE in the course of its activities during the 2021/2022 school year, exploring trends in the use of ICT and associated risks. View the BEE SECURE Radar online (in French only).

An information session on cybercrime
Around 30 people attended a session on online shopping scams at the Luxembourg House of Cybersecurity. Steve Muller, BEE SECURE’s cybersecurity expert, revealed how criminals attempt fraud and suggested some simple measures that everyone can take to avoid such scams. The event was organised by BEE SECURE, the GoldenMe non-profit organisation, the European Consumer Centre Luxembourg (ECC), and the Luxembourg Consumer Association (ULC). Members from all of these organisations were on hand to answer questions from the public. Rewatch the presentation on online scams.

MOVIETALK sessions for children
As part of #SID2023, 300 children (aged 8 to 12) took part in MOVIETALK sessions at Kinepolis cinema (Kirchberg and Belval). During these practical workshops, children watched Ralph 2.0 before discussing with a BEE SECURE expert the various topics related to online security that are depicted in the film. Find out more about MOVIETALK (in French or German only).

The winter edition of the DigiRallye for “maisons relais”
The 13th edition of the DigiRallye took place on 15 February 2023 at the Geesseknäppchen Forum. 80 children aged 8 to 12 took part in the event, together with their childcare assistants from various “maisons relais” in Luxembourg. As part of this initiative, BEE SECURE engaged the support of its partners to organise activities throughout the day.
A morning on the metaverse at Lycée Michel-Rodange
European Commission DG CONNECT (Directorate-General for Communications Networks, Content and Technology) invited pupils from Lycée Michel-Rodange to take part in some virtual reality experiences. The workshop also introduced the concept of the metaverse.

The following events also took place:
• Webinar #checkyourfacts, organised by Together.eu.
• Session on modern cryptography, organised by syn2cat asbl.
• Smartphone Café about the SIGNAL app, organised by Ervuessebildung.

Read more about the activities and events for SID2023 in Luxembourg.

Find out more about Safer Internet Day in Luxembourg.

Alternatively, find out more about the work of the Luxembourg Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Malta

The Maltese Safer Internet Centre, BeSmartOnline, was thrilled with the success they have achieved during this year’s celebrations of Safer Internet Day. The BeSmartOnline team started the celebrations two weeks before and continued for a week after the official day of 7 February.

On 4 February, the team conducted a public awareness campaign in the country’s capital city, where children and families were encouraged to learn more about online safety. The outreach featured a variety of activities for all ages, including informational stalls, photo opportunities, crafts, and resources for adults.

The outreach was widely covered by national media stations, including both TV and online platforms. In addition, the team conducted several TV and radio interviews, published an article in a local newspaper, and organised seven sessions in national schools to discuss online risks with 9- to 11-year-olds and their parents.

The BeSmartOnline team also worked with a vulnerable group to provide hands-on experiences and discuss online risks, including those with disabilities and mental health challenges. Additionally, the team made an appearance at the I Choose fair, which targets teenagers who are about to leave school to help them with their career choice. During the fair, the team took the opportunity to promote SID activities while also discussing their role within the Maltese Safer Internet Centre. The youth panel also created a video discussing cyberbullying and promoting kindness and respect.

The BeSmartOnline team also launched two activities for students to participate in. One event was for students to create art depicting cyberbullying and internet safety, with the possibility of their art being exhibited. The other was a music competition, with the same themes, and the possibility of having up to three songs selected for the next Safer Internet Day in 2024. BeSmartOnline will help record and produce the winning songs.

Overall, the campaign was a resounding success, with high levels of participation from the public, increased interest from schools, and a notable increase in social media traffic.

Find out more about Safer Internet Day in Malta. Alternatively, find out more about the work of the Maltese Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Netherlands

As fast as the internet develops, the years are also passing by fast. This year, on 7 February 2023, the world celebrated the 20th anniversary of Safer Internet Day (SID). What once started as a SafeBorders initiative in 2004 has now grown into a widely respected event celebrated in more than 180 countries. Read more about the SID celebrations in the Netherlands.

In the Netherlands, SID was celebrated under the coordination of the Dutch Safer Internet Centre (SIC), and its many official and unofficial partners. On the day, Dutch children, teenagers and adults were made aware of online security and digital safety issues. The Dutch SIC consists of three partners: the EOKM running a helpline and hotline; the ECP, one of the main digital educational platforms in the Netherlands, and Netwerk Mediawijsheid, a network of more than 1,000 partner organisations.

For the 20th edition of SID, the three partners organised several activities. First, the ECP developed a short, free class on digital safety and online privacy accessible online to any interested adult. The class consisted of a video, assignments, and a quiz to be presented to children, and could easily be downloaded. It provided an opportunity for parents, grandparents or any interested adult in the network working with children to attend a school and teach for a day. The class was designed to be given in-person, but with online resources. Network partners were also encouraged to share the class, spread the news, and hopefully engage as many schools as possible. Although teaching a class of children is not for the faint-hearted, the class was still downloaded 64 times. If we take that number and multiply it by 25 (the average class size), we can estimate that it might have reached 1,600 pupils in-person (being mindful that this might be an overestimation, as its not known if each downloaded class was used to teach).

Research results illustrated on SID2023
Both the EOKM and the ECP decided to conduct research and present the research results on SID. The EOKM conducted a research on inappropriate intimate content and discovered the following:

- 1 in 10 Dutch people has received an inappropriate image.
- Virtually none of the recipients had indicated that they wanted to receive such an image.
- Women are by far most exposed to this inappropriate content. A large majority (76 per cent) stated being disgusted by these images.
- More than half of the recipients (54 per cent) view receiving such inappropriate images as unwanted sexual interaction.

ECP conducted a small questionnaire amongst teens to research what they do after having a negative online experience. Findings included:

- Nearly 75 per cent of respondents between 16 and 20 indicated that they have had a negative online experience.
- Girls and young women are three times more likely to have a negative experience than boys and young men.
- 25 per cent of young people don’t share when experiencing something negative online, especially men.
• Of those who do decide to share their experience, 40 per cent seek contact with a parent and 35 per cent with a friend. Only 5.8 per cent contact a teacher.

• Independent organisations and the police are only contacted in 1.9 per cent of cases.

Although this year was the 20th anniversary of Safer Internet Day, the Dutch SIC did not undertake any additional, specific actions to promote this edition, but it did engage in the yearly promotional activities on social media channels and websites. Although deemed a successful SID edition overall, our promotional activities were overshadowed by the catastrophic events in Syria and Turkey as caused by the earthquake.

Find out more about Safer Internet Day in the Netherlands. Alternatively, find out more about the work of the Dutch Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Norway

Children have the right to freedom of expression, participation and information, privacy, and protection against harmful content. There are obviously many dilemmas that come with this for parents and carers. When is the right time to give your child their first smartphone? Which apps and services should your child have access to and at what age? What about the risk of encountering inappropriate or harmful content? This was the focus topic for Safer Internet Day 2023 in Norway.

Both children and parents face many digital dilemmas

More than nine out of ten children have their own mobile phone by the time they are ten years old, and approximately half of ten-year-olds use social media, according to the Norwegian Media Authority’s survey Children and media 2022, meaning that many young people start their digital experiences quite early. In a new report from the Norwegian Media Authority, parents with children aged 9 to 12 say that they allow their children to access social media, even though they are aware of the danger of being exposed to content and situations the children are not mature enough to handle. An important reason for this is the fear that the children will be left behind by friends. At the same time, parents and carers express that they feel alone with the dilemmas that arise, and some think they fall short when it comes to following up on their children’s digital everyday life.

In the interviews that form the basis of the report “Digital dilemmas”, both children and parents address specific challenges:

1. Self-regulation vs. rules. Many children find it difficult to regulate their own mobile phone use, and some say they suffer from using screens for long hours. Some believe that children get access to smartphones and social media too early.

2. Availability vs. the right to privacy. The children say they feel the pressure to be available to friends and to be digitally visible through maps or tracking apps.

3. Need for control vs. freedom. Over half of parents and carers of nine- and ten-year-olds use technology that tracks or shows where the child is, according to Parents and Media 2022. One reason for this is the perceived need to protect the children.

4. “Good, old-fashioned childhood” vs. to need to follow current developments. Many parents would like their children to have had a childhood more like their own – with more physical development, creative activities and physical togetherness. At the same time, it is generally accepted that much of the children’s social life and learning takes place via mobile phones nowadays.

5. Ideals vs. time crunch. Parents often feel inadequate or have a guilty conscience because they do not live up to the ideal of “exploring the web with the children”. Many people find it difficult to have the time, capacity and expertise to follow up on this advice in practice.

6. Following one's own principles vs. to do like “everyone else”. Even parents who had planned and were prepared for when their children would get a mobile phone, or
who planned to observe age limits for social media, later experienced that their choices were put to the test in the face of pressure from other parents.

**Responsibility on a societal level**
How do parents and carers deal with these dilemmas? Our interviews show that many parents give in to what they perceive as pressure, even if they are sceptical of early mobile phone and social media use. Those who are concerned about their children’s screen use would like to have more support, advice and common rules, for example through school and public recommendations. Others want this to be resolved to a large extent within the individual family.

The Norwegian Media Authority believes that the time is ripe to lift more of the responsibility up to societal level. Of course, it is still the parents who must make many choices for their children, including setting boundaries and standing by unpopular decisions. Engagement, conversations and continuing involvement are also important.

**We need stronger regulation to protect children**
It is felt that current regulation is no longer enough. The global tech platforms have great power and influence on children and young people’s everyday lives. These are fully commercial actors who, through their services, challenge children’s safety in several ways. Stronger regulation is needed. Fortunately, there will now be new regulations at EU level, which will also apply for Norway. National legislation to protect children online should also be reviewed and improved, as the Privacy Protection Commission has suggested.

**There is a need for clear and agreed advice**
Public authorities must realise that many parents and carers feel alone in the digital upbringing of children. All relevant public professional bodies should now join forces to prepare clearer and knowledge-based recommendations. This can be done as part of the follow-up of the national strategy for a safe digital upbringing. We also need more knowledge and research, as was pointed out by the Media Harm Committee back in 2021.

There is no “quick fix” to solve the digital dilemmas that children and parents find themselves in. But the issues must be discussed, both at societal level and within the individual family. There are many of us who must contribute to ensuring that children have an active, participatory, and safe digital everyday life.

Find out more about Safer Internet Day in Norway. Alternatively, find out more about the work of the Norwegian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Poland

More than 1 million children, youth, parents and professionals participated in the Safer Internet Day (SID) 2023 campaign all over Poland, with around 4,500 institutions actively involved in undertaking online safety-related initiatives.

About children’s safety online
February is a very busy month for online safety organisations in Poland. In 2023, as in previous years, the main Safer Internet Day conference in Warsaw marked the beginning of a month of awareness-raising activities around SID in the whole country. For this event, the Polish Safer Internet Centre (SIC) invited almost 700 participants to Palladium Theatre, which made the SID 2023 conference one of the biggest events on children’s online safety in Poland. The conference was also livestreamed online, reaching about 24,000 participants. A recording of the SID 2023 conference in Warsaw is available.

“The internet is a crucial component of the present of children and young people and – equally important – of their future. An occasion such as Safer Internet Day allows us to build awareness of the importance of joining forces in activities for a safe use of the internet, which will support the development of children and not pose a growing threat to them” said Anna Rywczyńska, Coordinator of the Polish Safer Internet Centre at NASK.

The SID conference featured an opening speech given by representatives of Safer Internet Day’s honorary patronage – the Chancellery of the Prime Minister – as well as the event’s industry partners Orange Foundation, Google, Meta, and TikTok. They were followed by seven TEDx-style presentations of recognised experts in the field of media education and prevention of online threats to children and adolescents. Presentations covered various internet safety topics such as threats related to the internet and AI (artificial intelligence), threats related to online games, the impact of social media and computer games on adolescent brain development, and creative education as prevention for cyber threats. Conference attendees also had the opportunity to visit the stands of the organisers and partners, at which the educational offer was furtherly presented.

A jazz music band was also present on stage and took care of the artistic setting of the entire conference. The conference was closed with a concert by Aga Zaryan, a recognised Polish jazz artist.

Local initiatives – the strength of SID in Poland
The main element of the Safer Internet Day celebrations in Poland were the local initiatives organised for the protection of young internet users. As in previous years, the organisers invited educational and cultural institutions – schools, libraries, community centres, as well as companies and individuals – to participate. This year, around 4,500 initiatives were organised throughout the country, in which over 830,000 children, young people and teachers were involved. Proposals could be submitted until the end of February at www.dbi.pl, which is the landing page for SID celebrations in Poland. Moreover, a contest for the most innovative initiative was organised with attractive prizes.

In addition, a special series of 19 webinars for professionals was prepared, taking place every week of February and March at around 17:00 CET. There was a high interest in the initiative, and overall more than 4,000 professionals took part. For school students, the Polish Safer
Internet Centre prepared a series of 32 online lessons and 10 online theatre performances for children with the participation of more than 7,600 schools.

“We are very happy to see that, every year, more and more schools join in with Safer Internet Day celebrations. Last year, there were over 5,000 of them, and nearly 3 million people were covered by all the activities related to SID! This year, we have prepared many more online lessons for schools, and webinars for professionals. They will be held practically every day until the end of March, so we hope that the reach of SID will be even greater by then” said Maciej Kępka from the Empowering Children Foundation, coordinator of the SID celebrations in Poland.

Safer Internet Day in Poland was coordinated by the Polish Safer Internet Centre, consisting of NASK National Research Institute, and the Empowering Children Foundation – implementers of the EU programme “Digital Europe”. The main partner of SID 2023 was the Orange Foundation. The other partners of this year’s edition were: Google Poland, Meta, TikTok, and Librus. SID 2023 was organised under the honorary patronages of the Chancellery of the Prime Minister of Poland, and the Minister of Education and Science. For further information on Safer Internet Day 2023 in Poland, visit www.dbi.pl.

Find out more about Safer Internet Day in Poland. Alternatively, find out more about the work of the Polish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Portugal

On Tuesday 7 February, the Portuguese Safer Internet Centre (SIC) celebrated the 20th edition of Safer Internet Day (SID). The Safer Internet Centre Consortium, coordinated by the National Center for Cybersecurity, promoted the commemorative event, which was held in Ponta Delgada, Azores.

With technological advances, the line between real and virtual is becoming increasingly blurred, and the metaverse is evolving into a futuristic reality that is already present. This parallel virtual world offers many opportunities and challenges that could impact our society and economy.

Most people have heard of the metaverse, but how many people actually understand it? To find some answers to this “new world,” the Portuguese Safer Internet Centre decided that this year’s Safer Internet Day would focus on the topic of the metaverse and offered the seminar “Safer internet: metaverse vs. reality” as the main event.

The meeting was held in the Aula Magna of the University of the Azores. Experts from different fields, both local and foreign, presented this technological wave and talked about its risks and challenges.

In addition to the seminar, several activities took place in Ponta Delgada: the “Safe Internet Workshops”, which sensitised students to a healthier, safer, and more aware use of the internet and social networks. This dynamic was aimed at students from 9th to 12th grade, including students from vocational training programmes.

Find out more about Safer Internet Day in Portugal. Alternatively, find out more about the work of the Portuguese Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Safer Internet Day 2023 (SID) was one of the most important moments in February for Save the Children Romania and the internet safety programme team that is part of the Romanian Safer Internet Centre (SIC). The occasion was used to emphasise, once again, that even though the internet is an important tool for children nowadays, it can hide a series of important online risks – with cyberbullying being one of the most common. This is the risk with the greatest impact on children’s well-being in Romania.

The Romanian Safer Internet Centre launched a campaign – as part of its Safer Internet Day 2023 activities – targeting the main cyberbullying victims: children and teenagers. Concerning data on the incidence of this phenomenon shows that it can have a strong emotional impact on young people.

According to an online survey conducted by Save the Children Romania among minors who have access to the internet, 40 per cent of them say that they have been offended or harassed on the internet, which constitutes an increase of about three percentage points compared to the previous year. 20 per cent of them state this happens at least once a week. Constantly encountering such behaviour can lead to depression and anxiety. But there is also hope: the first way in which you can fight against cyberbullying is by talking about it. The objective of the approach is to normalise discussions on this topic, both for young people and for teachers and parents.

Normalising and encouraging conversations about cyberbullying
The first step within the initiative consisted of an event organised by Save the Children Romania, comprising a panel dedicated to parents, authorities, teachers and the media to raise awareness about this problem. The chances of young people being affected by this phenomenon decreases if those around them have the necessary information to help them overcome it.

During the event, authority representatives gave interventions providing statistics and future plans to contribute to a safer online environment. The event, which benefited from the presence of the Ministry of Family and Secretary of State from the Ministry of Education showing their support for the programme, gathered a lot of media attention with more than 120 mentions on TV, radio, print and online outlets. A videoclip depicting cyberbullying was launched on the occasion.

The second step was entirely dedicated to young people, and for this approach a more authentic perspective was needed so that they would be open to the subject and to talk about it. This is how the campaign “Open your DM” was born. Together with Bianca Adam and Edi Brandabura, two well-known influencers in Romania, the children and teenagers realised that this phenomenon does not only happen to them, but also to those they admire. The campaign was centred around a live stream on social media where the two spoke together for the first time about examples of negative messages, the effects on their mental health when they receive such comments, the anxiety they feel, and the positive ways you can feel better and get back to who you really are. A psychologist took part in their discussion, offering advice for those at home. The power of bringing concrete examples really worked, because during the broadcast more than 1,000 comments were collected from
children and teenagers, who expressed their questions and concerns about the subject of cyberbullying.

Finally, a resource package on cyberbullying was also launched on the occasion of Safer Internet Day 2023. The package is aimed at teachers and children of all school levels throughout the country. Teachers were invited to conduct activities in their classes for an entire month to raise awareness about internet safety, while preventing and combatting cyberbullying. Up until now, more than 5,000 children have been directly involved in activities conducted in schools.

Find out more about Safer Internet Day in Romania. Alternatively, find out more about the work of the Romanian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Slovenia

Children and young people are exposed to a wide range of content online that is inappropriate or harmful to them and that they do not understand. Among the most problematic content are violent, hateful and radical content spread by some influencers, as well as online pornography to which young people are exposed at a very early age. Therefore, the Slovenian Awareness Centre, Safe.si, decided to celebrate Safer Internet Day 2023 by encouraging schools and young people to talk and think about these issues. The chosen topic proved to be very interesting, and a record number of schools, pupils and students participated in the activities.

Activity package for February, a month of safer internet use in Slovenia

A record number of 343 schools signed up for the online activity package and around 40,000 pupils and students were registered. The online activity package allows schools to organise their own lesson, technology or culture day, workshop, debate, consultation, meeting or other activity during February focusing on a safe and responsible use of the internet and digital devices, with a focus on inappropriate content and its impact on young people.

The Slovenian Safer Internet Centre (SIC) prepared worksheets aimed at the first three years of primary school with information on how to use the internet safely, along with a lesson plan for teachers. For the following years of primary school, a lesson on inappropriate content was prepared, where pupils can learn about the negative impact that online content can have on them, how to understand it properly, and what is problematic about violent content online. For the following grades of education, the focus was on the issue of online pornography, and especially about spreading the wrong messages about sexuality, love, violence and relationships between men and women. As part of the activity, participants also took part in a survey on the use of online pornography. The results of the survey are expected to be published in the second half of the year.

The main Safer Internet Day event

The main Safer Internet Day event took place on Valentine’s Day, 14 February 2023, as on Safer Internet Day itself, half of Slovenian youth were on winter holidays. It was a live webcast of a talk show entitled “Inappropriate content and its impact on young people”. The Safe.si studio hosted Rok Gumzej, an expert on working with young people and an expert on online content issues, and Ajda Petek, a Safe.si expert on online violence. The one-hour webcast was hosted by Neža Prah Seničar, a well-known journalist and presenter among teenagers from national television. With the help of Mentimeter, viewers could participate in the webcast by answering live surveys.

The event was supported by the Ministry of Education and addressed by the Minister.

The programme was divided into two parts. The first part was about online influencers spreading hate content, especially hate against women. In the second part, the main topic was online pornography.
The programme was watched live by the students of the registered schools and a recording was made available to the registered schools the following day. In total, more than 19,000 pupils registered to watch the programme, of which more than 4,000 registered for the live webcast. The recording of the webcast is publicly available.

**Webinar for parents**

Online pornography was also the topic of a webinar for parents on 23 February. As it was a very interesting topic, a record number of parents registered, and more than 1,500 views were recorded on the first day and 3,000 views in total. Those who watched the webinar live on YouTube were also able to ask questions before the end, which were answered by the participants. The recording of the webinar for parents is also available.

This year’s Safer Internet Day activities, which were slightly delayed due to school holidays, reached a record number of participants. This made the Slovenian Safer Internet Centre’s celebration of the 20th anniversary of SID a great success.

Find out more about Safer Internet Day in Slovenia. Alternatively, find out more about the work of the Slovenian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Spain

The Spanish National Cybersecurity Institute (INCIBE), a body linked to the Ministry of Economic Affairs and Digital Transformation, through the Secretary of State for Digitalisation and Artificial Intelligence, coordinates the Spanish Safer Internet Centre (SIC), Internet Segura for Kids (IS4K). This edition of Safer Internet Day (SID) saw a record participation, with more than 84,000 attendees from various educational centres, families and the senior population, compared to 32,000 from last year.

This year, under the slogan 'Together for a better internet', SID celebrated its 20th anniversary by encouraging children, young people and their families and friends to use digital technologies safely and positively, promoting their skills in this area and motivating them to be respectful, critical and creative, in line with European digital principles. Thus, INCIBE organised numerous activities, such as practical workshops and school routes that were attended by more than 4,050 classrooms in educational centres and more than 82,000 students.

The interactive online workshops were organised in collaboration with the National Institute for Educational Technologies and Teacher Training (INTEF), attached to the Ministry of Education and Vocational Training, with the aim of helping students to develop their digital skills in order to learn how to use the internet safely and responsibly.

The objective, therefore, was to demonstrate and facilitate teachers’ incorporation of online safety and security didactical content in their classroom planning, contextualising this content in relation to their experience and use, as well as the level of understanding of each group of students, trying to make it meaningful and encourage them to continue studying these subjects in depth, thanks to resources such as instructive units, educational games or activities to be applied in the classroom.

On 7 February, an awards ceremony was also held for the “What is 017 for you?” competition, in which more than 200 classrooms from different educational centres took part. The aim of the competition was to inform Spanish schools and their students about “your aid in cybersecurity”, the national, free and confidential helpline that INCIBE offers internet and technology users, including children and their families and educators, to help them solve any digital problem or concern that may arise in their day-to-day lives.

Workshops and games

Schools also participated in school routes that included practical cybersecurity workshops for students aged 10 and above, where they worked on verifying links and domains and learnt the main privacy and security settings on devices and digital accounts, among other things. The itinerary also included a theatre play about cybersecurity, which depicted a fast-paced scenario of video game scams, with different endings for the players. They could also enjoy a cybersecurity gymkhana, testing their skills in games and educational activities, such as the “encryption wheel”, “the internet ladder: zero tolerance for cyberbullying”, “comments go” on sending positive messages on social networks, or the interactive educational games “getting around the web” or “word roulette”.

Internet Segura for Kids (IS4K)
In addition, a programme of activities were organised for the general public to promote the safe and positive use of technology in a fun and family-friendly way, with different games to test the skills of young and old, a cybersecurity theatre play, a CyberScouts booth, and an information point where parents received guidelines and resources for parental mediation.

**Other activities**

Furthermore, INCIBE and the University of León signed a collaboration agreement on Safer Internet Day to promote the culture of cybersecurity through [CyberCamp-Unileón](#). This initiative facilitates the organisation of different events and activities in Spain, within the framework of the Recovery, Transformation and Resilience Plan, financed by the European Union (Next Generation). Six face-to-face workshops were held for senior citizens with the aim of increasing their computer skills and teaching them how to protect themselves when browsing the internet.

Finally, INCIBE organised technical conferences to promote talent in cybersecurity and an individual CTF (Capture The Flag) with different categories of point-based challenges, in which more than 20 people tested their knowledge of cryptography, reverse engineering and web exploitation, among other things.

Find out more about [Safer Internet Day in Spain](#). Alternatively, find out more about the work of the [Spanish Safer Internet Centre](#), including its awareness raising, helpline, hotline and youth participation services – or find similar information for [Safer Internet Centres throughout Europe](#).
Sweden

On the occasion of Safer Internet Day (SID) 2023, the Swedish Safer Internet Centre (SIC) highlighted the digital reality of children and young people today and, based on the Convention on the Rights of the Child, looked at how their rights can be successfully promoted in the place where a large part of their daily lives takes place. The aim was to provide increased knowledge to guardians and professionals who address children and young people as part of their work.

In Sweden, the Safer Internet Centre is a collaboration between the Swedish Media Council (the awareness-raising centre), the children’s rights organisations Bris (helpline) and ECPAT Sweden (hotline).

The Safer Internet Day 2023 webinar

One of several challenges in the work going forward is to create an understanding that the internet is not something separate from the offline world, but an integrated part of children and young people’s everyday lives. Another challenge is to raise awareness about the fact that children’s rights should also apply to the online world, and to explain what the different laws say so that online crimes are reported. In this situation, parents, carers and education professionals have a great responsibility to avoid that things that are against the law are being normalised, said Annika Engström, Safer Internet Centre Project Manager at the Swedish Media Council, after the webinar hosted on Safer Internet Day.

Max Horttanainen, from the non-profit organisation Sverok, was invited to act as moderator at the webinar. Sverok is one of Sweden’s largest youth associations with 44,000 members in a consortium of 1,700 associations developing and disseminating information on the gaming culture. Horttanainen was able to explain the youth perspective on issues regarding children and young people’s rights and their lives online.

The webinar featured three speakers in addition to the moderator: the Senior Investigator and Hotline Manager from ECPAT Sweden, the Senior Children’s Rights Lawyer from Bris and the Children’s Rights Officer from the Swedish Media Council.

We want our work to draw attention to vulnerabilities on the internet and highlight the support that is available through the Safer Internet Centres. Of course, we also want to listen to what needs and challenges different professional groups experience in this area, said Engström.

In addition to the webinar, the Swedish Media Council also launched a child- and youth-friendly brochure on the latest General Comment 25 of the UN Committee on the Rights of the Child, which highlights the rights of children and young people on the internet. This brochure was widely disseminated through the webinar and reached new audiences such as school librarians and school counsellors.

As the event was digital, people from all over Sweden could participate during the broadcast webinar or by watching the recording afterwards. The webinar will be used in future communication activities with the Swedish Safer Internet Centre as well. Having representatives from all three branches of the Swedish Safer Internet Centre also gave the viewers a better understanding of these important and complicated issues.
Find out more about Safer Internet Day in Sweden. Alternatively, find out more about the work of the Swedish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.