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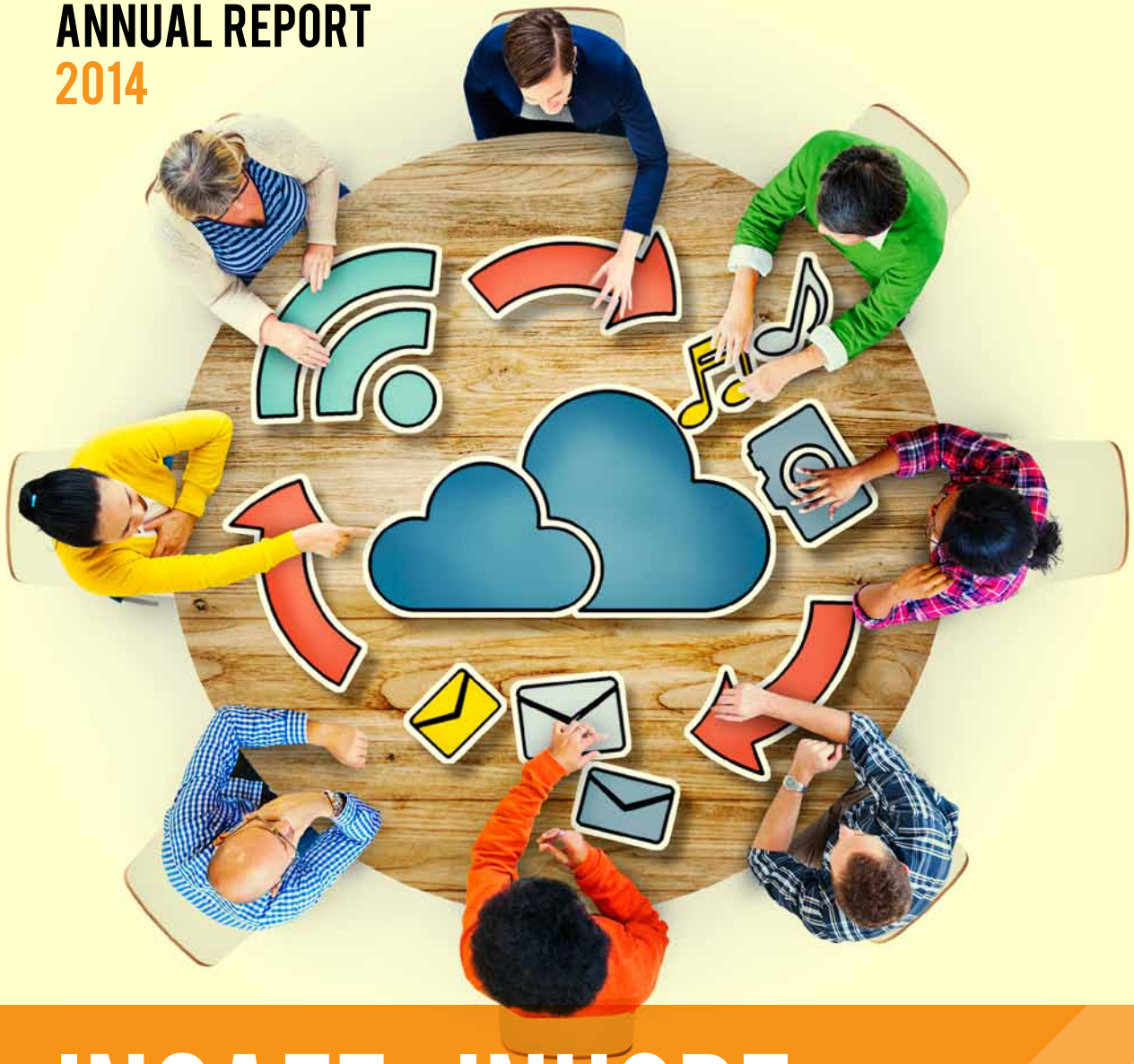

INSAFE-INHOPE

working together for a better internet
for children and young people

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European Schoolnet

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Foreword

Under the framework of the European Commission's Safer Internet Programme, Insafe and INHOPE have worked together for more than a decade to ensure a better and safer internet for young people. During this time, rapid technological change has transformed the way we create, communicate and even define ourselves. As a result, Insafe and INHOPE have vastly expanded the scale, scope and efficiency of their work, stepped up their engagement with youth and deepened their stakeholder partnerships.

The last 15 years have seen the rapid growth of the Insafe and INHOPE networks into global leaders in promoting a better and safer internet for young people and in combating illegal online content. In 1999, INHOPE was formed by just eight hotlines in five countries and tasked with responding to the growing global threat of child sexual abuse images and other illegal content on the internet. Today it coordinates the work of over 170 analysts from more than 50 hotlines in 45 countries around the world. Equally, since its launch by 11 European countries in 2004, the Insafe network has grown to encompass national awareness centres, helplines and youth panels in 27 EU member states plus Iceland, Norway, Russia and Serbia.

The networks' expansion has also been mirrored by the growing importance of its awareness-raising activities. From its modest 14-country launch in 2004 as the brainchild of the EU's SafeBorders project, Safer Internet Day has become the joint network's flagship event and a landmark in the global online safety calendar. Held every February, Safer Internet Day is currently celebrated in more than 100 countries, reaching thousands of schools and securing the online involvement of over 50 million people worldwide.

Since its inauguration in 2004, the annual Safer Internet Forum has evolved from a relatively small European event organised by the European Commission, for hotlines, industry, academics and government officials to a large international gathering putting the views of parents, teachers and especially young people at the centre of debate. Currently funded under the EC's Safer Internet Programme as part of the European Strategy for a Better Internet for Children, every year the Forum attracts between 250 and 350 participants from up to 65 different countries.

The last decade and a half has also seen an enormous increase in the capacity and effectiveness of the INHOPE network in responding to online child sexual abuse material (CSAM) and other illegal internet content. In the early days, the network processed some 250,000 public reports of suspected illegal content on the internet every year and it often took months for any material to be removed. Now, working with a massively expanded network of analysts using state-of-the-art technology, INHOPE hotlines process more than one million reports every year with over 90 per cent of confirmed illegal content removed within three days.

Another major development since the founding of INHOPE and Insafe has been the vastly increased involvement of young people in the development of appropriate online safety and empowerment strategies. All of the joint network's Safer Internet Centres now have youth panels who advise on policy, help create eSafety resources and disseminate key messages as youth ambassadors and peer-to-peer counsellors. Since 2009, these panellists have been brought together in a Pan-European Youth Panel which interacts using a variety of online platforms, leads discussions at the Safer Internet Forum and the Internet Government Forum, and is currently drafting a Youth Manifesto aimed at European policy makers and industry.

Finally, the joint network has seen an ever-broadening array of stakeholders become involved in its work. From early partnerships with law enforcement agencies, software companies and internet service providers, the joint network now has over 2,000 contacts with governments, regulatory bodies, research institutes and the world's leading technology and service provider companies. These organisations now advise, support and help fund the network in almost all its awareness raising, counselling and reporting activities.

However, online technology is constantly presenting new challenges and opportunities as we strive to ensure that every European can participate fully as digital citizens in the global world. How do we find sustainable solutions in an exponentially expanding environment, as technology rapidly pervades every domain of our life from earliest childhood? How do we respect the diversity of Europe while proposing common, shared solutions to emerging online safety issues? As a new decade opens for the joint Insafe-INHOPE network, it is poised to accept these challenges.

The European Network of Safer Internet Centres

Insafe and INHOPE work together through a network of Safer Internet Centres (SICs) across Europe – typically comprising an awareness centre, helpline, hotline and youth panel.

National **awareness centres** focus on raising awareness and understanding of safer internet issues and emerging trends. They run campaigns to empower children, young people, parents, carers and teachers with the skills, knowledge and strategies to stay safe online and take advantage of the opportunities that internet and mobile technology provides.

Helplines provide information, advice and assistance to children, youth and parents on how to deal with harmful content, harmful contact (such as grooming) and harmful conduct such as (cyberbullying or sexting). Helplines can increasingly be accessed via a variety of means – telephone, email, web forms, Skype, and online chat services.

Hotlines exist to allow members of the public to report illegal content anonymously. Reports are then passed on to the appropriate body for action (internet service provider, Law Enforcement Agency in the country or corresponding INHOPE Association Hotline).

Youth panels allow young people to express their views and exchange knowledge and experiences concerning their use of online technologies, as well as tips on how to stay safe. They also advise on internet safety and empowerment strategy, help create innovative resources and disseminate eSafety messages to their peers.

Quick facts

In 2014, Safer Internet Centres operating as part of the joint Insafe-INHOPE network...

2,600 partners

Worked with approximately 2,600 partners (industry, regulatory bodies, research etc.).

12,000 youth participants

Worked with approximately 12,000 youth participants.

1,380 new resources

Produced 1,380 new resources.

22,500,000 people

Reached more than 22,500,000 people with its resources.

15,000 events

Had a presence at more than 15,000 events and trainings.

2,000,000 people

Reached more than 2,000,000 people through events and trainings.

72,000 reports

Received more than 72,000 reports via its helplines.

1,500,000 reports of illegal content

Received in excess of 1,500,000 reports of illegal content via INHOPE hotlines.

57%

57 per cent of reports received were confirmed by INHOPE analysts as child sexual abuse material.

98%

98 per cent of child sexual abuse reports received by hotlines were passed to law enforcement agencies within one day.

2014: the year in review

As the year 2014 marks the 10th anniversary of Insafe and the 15th anniversary of INHOPE, this annual report provides a great opportunity to look back at both some of the major achievements of the last year and indeed some of the background, activities and accomplishments made over the years which have contributed to their success. Some highlights are presented below.

Activity in focus: Safer Internet Day

Over the years, Safer Internet Day (SID) has become a landmark event in the global online safety calendar. Held every year in February, SID is currently celebrated in more than 100 countries reaching thousands of schools and securing the online involvement of over 50 million people worldwide. Each year's Safer Internet Day focuses on an emerging online issue such as combating cyberbullying, posting responsibly or protecting online identity. These themes are promoted through a range of activities including youth competitions, blogathons, multimedia online projects, awareness-raising events and lesson plans for teachers.

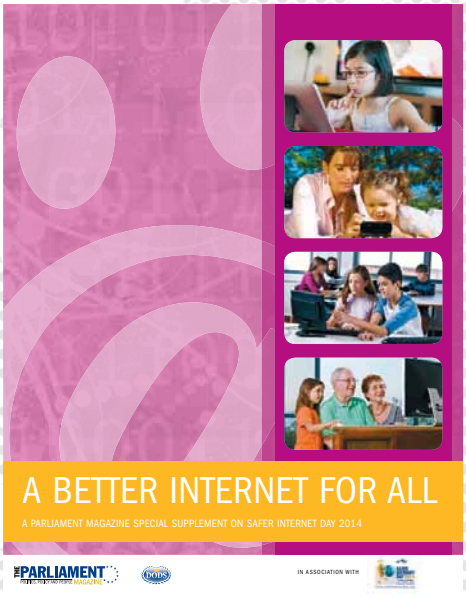
The event started as an initiative of the European Union SafeBorders project in 2004 and was taken up by the Insafe network as one of its earliest actions in 2005. However since its launch, SID activities have spread well beyond Europe. In 2009, the concept of Safer Internet Day Committees was introduced, to strengthen the bonds with countries outside the network and invest in a harmonised promotion of the campaign across the world. There are now around 70 committees working closely with the Insafe Coordination Team, which is based at the heart of the European Union in Brussels.

Safer Internet Day has a dedicated Facebook page, Twitter account and website. Saferinternetday.org provides a global online community platform where countries and international organisations can showcase events and actions conducted locally, nationally and internationally for Safer Internet Day. The website contains a wealth of multilingual resources empowering young people, their teachers and their families to make the best possible use of online technology. It is a space where leaders in the internet safety community can communicate with the public and exchange ideas, knowledge and experience with each other.

Safer Internet Day 2014 was a huge success with 54 million people celebrating the day in Europe alone. Under the theme 'Let's create a better internet together'; thousands of events were celebrated in over 106 countries across the world. Safer Internet Day activities reached more than 7,000 schools and 213,000 individuals across Insafe network countries.

The SID video spot was viewed more than 21,500 times on YouTube with individual country versions accounting for many more views. Approximately 52.2 million people were reached worldwide on Twitter with the #SID2014 hashtag.

Safer Internet Day 2014 video spot:
Let's create a better internet together



SID 2014 supplement to the European Parliament Magazine

A School Involvement Kit was created and made available on the SID website during January 2014, providing schools with access to resources and materials drawn from across the Insafe network to help them celebrate Safer Internet Day within the classroom.

The joint Insafe-INHOPE network worked with Dods, in association with the ICT Coalition, Liberty Global, Google, Facebook and Vodafone, to create a 16-page supplement to the EU Parliament Magazine on Safer Internet Day 2014 entitled 'A better internet for all'. A total of 4,000 hard copies of the supplement were distributed to Members of the European Parliament and 52,000 digital versions were made available to trade associations and other organisations involved in EU decision-making.

Two high-level events took place on the day of SID at the European Commission, in Brussels: young people aged 12 to 17 years met with policy-makers, industry and academic experts while winners of the European Award for Best Content for Kids received their awards from Commissioner Neelie Kroes. The young people met Commissioner Kroes in her office prior to these events to launch the Youth Manifesto initiative (see Youth participation section below).

Young people addressed a high-level meeting of industry in Brussels (left), while winners of the European Award for Best Content for Kids received their awards from Commissioner Neelie Kroes (right).

Activity in focus: Internet Governance Forum

The Internet Governance Forum (IGF) serves to bring people together from various stakeholder groups as equals, in discussions on public policy issues relating to the internet. While there is no negotiated outcome, the IGF informs and inspires those with policy-making power in both the public and private sectors. At this annual meeting, delegates discuss, exchange information and share good practices with each other. The IGF facilitates a common understanding of how to maximise internet opportunities and address risks and challenges that arise.

The two networks attended the Internet Governance Forum (IGF) for the first time in 2007 (the second edition of the event). Held in Rio de Janeiro, this important event bought together leaders from almost every country in the world. At that event, Insafe and INHOPE were among the founding members of the Dynamic Coalition for Child Safety Online and, from that point onward, the IGF became a permanent fixture in the networks' annual calendar.

Recent years have seen several 'firsts' for the Insafe-INHOPE networks in relation to the IGF. Sponsorship from industry made it possible to include a 16-year-old entrepreneur in the 2013 delegation, while in the same year the networks organised their own workshop which proved highly successful and earned them a front-page article in the IGF daily gazette.

This practice has continued in 2014, where the joint networks were able to take two youth ambassadors to the IGF in Turkey. Grace and Nina changed the tone of youth participation at the event when they brilliantly led a pre-event on digital citizenship in the name of all five EC

Safer Internet networks (Insafe, INHOPE, eNACSO, EU Kids Online and Net Children Go Mobile). As a result of their session, they were invited to do a televised United Nations daily briefing on the second day of the IGF.

Grace and Nina, two of Insafe's youth ambassadors, attended the Internet Governance Forum in Turkey in September 2014 to promote the voice of youth on digital citizenship issues in a pre-event workshop.

Members of the Insafe and INHOPE Coordination Teams were also in attendance to promote the wider work of the two networks, establishing many new contacts with the global online safety community from countries as diverse as Afghanistan and Ukraine, to Colombia and Paraguay. A booth in the IGF village attracted much attention, with a selection of Insafe resources and an INHOPE infographic being in high demand while a Polaroid campaign, using a mix of old and new technology, proved to be a huge success.

Polaroid campaign at Internet Governance Forum 2014

Activity in focus: Youth participation

Over the 15-year development of first the INHOPE and then the Insafe networks, there has been an increasing appreciation of the importance of involving young people in the development of more effective online safety and empowerment strategies. In the early years, the focus of awareness raisers was on the impact of illegal and harmful content on young people but with the arrival of Web 2.0 and user-generated content in the mid 2000s, it quickly became clear that young people were also very much actors in this new digital world.

By 2008, many Insafe national awareness centres began creating youth panels to advise them on online safety and empowerment strategies and in September 2009, Insafe took the concept a step further with the launch of a Pan-European Youth Panel. Composed of 14-17 year olds from all member states of the Insafe network, the panel was charged with making recommendations for how the teaching of internet safety could be improved. The following month, members of the panel were invited as moderators to share their views with participants at the Safer Internet Forum; a practice that has continued ever since.

In 2014, the role of youth panellists as contributors to Europe's safer and better internet strategy took a step further when the then European Commission Vice-President Neelie Kroes invited them to draw up a Youth Manifesto for a better internet. Launched as part of the Safer Internet Day celebrations in February, the initiative met with immediate success as more than 1,000 young people participated in a crowd-sourcing activity from February to April to gather ideas for a better internet. In a second phase, these were synthesised into 30 key principles, voting began to extract a 'top ten' and a resource exchange was opened to help teachers and peer ambassadors work on the manifesto with young people across Europe. The young authors of the best half dozen resources attended the 2014 Safer Internet Forum (see below) in Brussels to present their work. The final Youth Manifesto will be presented to European policy makers in 2015.

In November 2014, 25 youth representatives from 21 of the 31 network countries travelled to Brussels to participate in the Pan-European Youth Panel in the two days preceding the Safer Internet Forum. Young people worked together with two adult facilitators who are Youth Participation Coordinators in the Maltese SIC and Irish SIC respectively. Two youth moderators who are also Insafe Youth Ambassadors offered support and acted as a link between the moderators and the young people. During the preparatory Pan-EU Youth Panel sessions, four key areas were covered, mirroring the programme for the SIF, as follows: 'Young people as creators of online positive content', 'Growing up digitally and building your online reputation', 'Guidelines for positive content' and 'Youth Manifesto'. Pan-EU Youth panellists' feedback on their experience was very positive with a lot of friendships being made and contacts being established. The ideas exchanged and the exposure to the overall discussions on growing up digitally gave young people an important toolkit of information to be shared with their schoolmates and friends.

The Pan-EU Youth Panellists at Safer Internet Forum 2014

One of the highlights of this year's SIF was the youth-led session on self-expression and online reputation where all young people had the opportunity to take the floor and express their viewpoint throughout the two events. Young people were very active in the sessions with senior industry leaders and policy makers and were confident in asking questions and providing food for thought to these parties.

Two sessions at the Safer Internet Forum 2014 were hosted by youth panellists as they led the discussions about online self expression

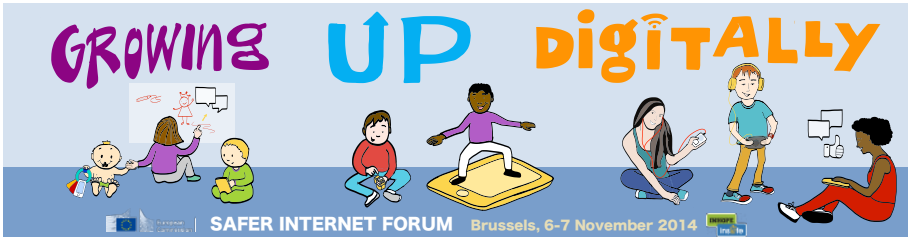
Activity in focus: Safer Internet Forum

The Safer Internet Forum (SIF) is the main European conference on online safety issues and is organised and funded by the European Commission (EC) with the assistance of the Insafe Coordination Team at European Schoolnet. Since its inauguration in 2004, the annual Forum has evolved from a relatively small European event involving the EC, hotlines, industry, academics and government officials to a large international gathering putting the views of Safer Internet Centres, parents, teachers and especially young people at the centre of debate. Currently funded under the EC's Safer Internet Programme as part of the European Strategy for a Better Internet for Children, every year the Forum attracts between 250 and 300 participants from up to 65 different countries.

Over its eleven years in existence, the Forum has broadened its focus from technical issues like the development of ISP codes of conduct and blocking access to illegal content to promoting internet safety in schools, creating a better internet for young people and debating what it means to grow up in a digital world.

Since the launch of the first Pan-European Youth Panel in 2009 (see Youth participation section above), young people, accompanied by their parents and teachers from all the Insafe member states, have participated as moderators and panellists at the Forum. Alongside them, industry representatives, child-welfare organisations, researchers, policy makers and experts from across the globe share, investigate and express how they see the internet and new technologies, what they mean for young people and how they influence their lives.

Today the annual Safer Internet Forum is a central part of the European Commission's commitment to better quality content, services and protection to encourage a more positive online experience for young people.

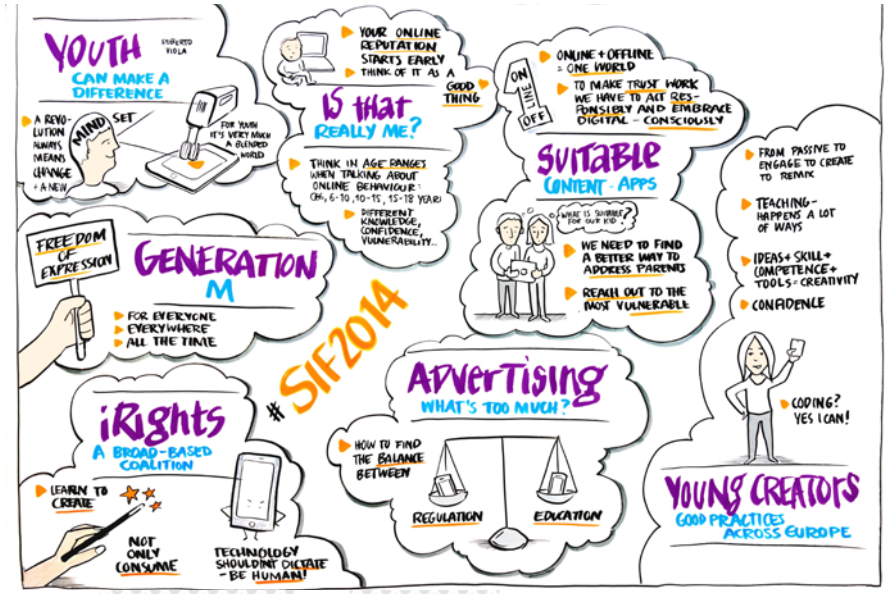


The 2014 edition of the Safer Internet Forum (SIF), entitled 'Growing Up Digitally', took place in Brussels in November. The more than 260 participants from around 40 countries included youth ambassadors as well as academics, industry, NGOs, the European Commission and government representatives. During widely-varied sessions, the two-day meeting investigated topics such as very young users, child development, online advertising, mobile apps, self-expression and creativity.

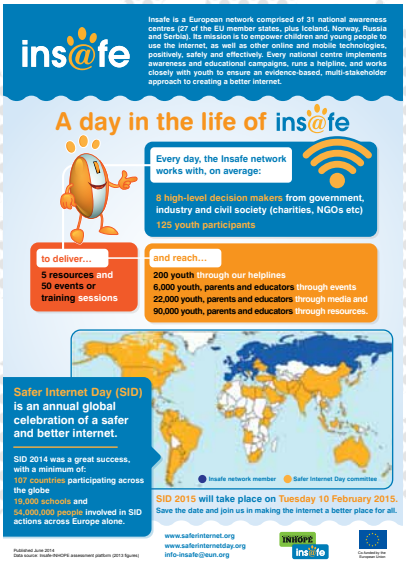
Panel discussions at the Safer Internet Forum saw representatives from policy, industry and the research sectors coming together with youth to express different viewpoints on what it means to grow up digitally.

The youth panellists' parents were also present at the Safer Internet Forum and were keen to share their experiences and challenges for parenting in a digital world.

For the first time at SIF, the discussions were followed by a graphic recorder – the result proved that more than ever in the digital age 'an image is worth more than a thousand words'.



A graphic recorder summarised discussions from Safer Internet Forum 2014 in a visually appealing way.



Activity in focus: Raising awareness through information and resources

Across the course of each year, the two networks produce a range of information and resources to both raise awareness of their work, and to disseminate information on the safe and responsible use of technologies to wider stakeholder audiences.

This year, Insafe created various infographics to illustrate the reach and impact of its work such as this one showcasing a day in the life of the network.

Insafe infographic: Highlighting a day in the life of the Insafe network and the global reach of Safer Internet Day

INHOPE also expanded its communications toolkit in 2014 with a range of new informational material including an eye-catching infoleaflet. With a focus on the statement 'We do what matters. Do you?', this resource emphasises the partnership between Insafe and INHOPE and their respective roles in empowering and protecting an online generation in the context of the Safer Internet Programme. The 'Don't ignore it, report it!' section, coupled with quick facts and success indicators, highlights the role and importance of reporting in the fight against child sexual abuse material (CSAM): how one report can make all the difference and is the start of an investigation.

INHOPE infoleaflet:
We do what matters. Do you?

All such resources are widely disseminated on the respective websites of the two networks, via social media and in hard copy at key stakeholder events such as the Safer Internet Forum (SIF) and the Internet Governance Forum (IGF).

In terms of informing wider stakeholder groups on issues, again a range of approaches are taken. As an example, each year, Insafe publishes a Good Practice Guide focusing on a prominent issue within the field and how that issue is (or could be) addressed by the network of Safer Internet Centres. Past reports have looked at online safety resources for the youngest users, online safety resources for teens, and resources addressing mobile device use.

The 2014 Good Practice Guide focused on how the network deals with online relationships, including issues related to friendship, love, dating sites, sexting and sextortion, as well as gender violence and stereotypes. The report was based on data collected from the SICs in all 31 countries in the Insafe network, with the aim of detecting emerging trends and their evolution across Europe. The data in the report shows that, for the period October 2013-March 2014, issues related to online relationships remain a major area of concern for young internet users.

The report analyses the issue and also provides useful recommendations for the organisations that work in this domain. It sheds light on different aspects of online relationships and looks at it from different perspectives taking into account cultural attitudes, gender stereotypes, harassment, and so on. It also catalogues the various resources which are available to support discussion and dialogue on this issue from across the network. The topic opens a vast terrain of issues that impact on the work of both Insafe and INHOPE and underlines the growing importance of their mission in a world that is always online and ever connected.

The 2014 Insafe Good Practice Guide addressed the issue of online relationships

2014 has also seen a big focus on educational resources on online safety issues. Following a successful resource competition and exhibition which took place at the Insafe network training meeting in Vilnius (see section on Training meetings below), a number of network-produced resource were selected for translation and subsequently shared and disseminated across all network countries.

Equally, the annual Insafe Digipack brings together the best eSafety resources from around the EU. The resource, produced in DVD format contains videos, handbooks, lesson plans and games as well as posters, comics and reading books which can be used in the classroom. It is primarily aimed at teachers and offers the highest quality new resources for helping children and young people of all ages to develop the necessary skills and competencies to understand how to use the internet and online technologies safely. A special edition of the Digipack was produced for 2014, comprising the best resources of the last 10 years from across the Insafe network.

The 2014 edition of the Insafe Digipack of educational resources

Activity in focus: Sharing experience and expertise through network training meetings and staff exchanges

The Insafe network organises two training meetings each year, offering its national awareness centres and helplines the opportunity to delve more deeply into current safer internet issues. Best practices from across the network are shared and participants engage in discussion on emerging themes. The meetings also benefit from the contribution of outside experts, researchers and representatives from leading technology and service providers such as Google, Facebook, Microsoft and Telefónica.

Since the first training meeting was held in 2006, topics have included youth panels and youth participation, cyberbullying, gaming and gambling, online sexual behaviour, the special needs of vulnerable users and online reputation and privacy.

The first meeting of 2014 took place in Bratislava, Slovakia in March. The first day delivered a theme cluster meeting which focused on online advertising, while the training meeting itself focused on 'shaping the narrative' for future priorities for the network, touching on topics such as privacy in the age of big data, working with young people, and gender violence among minors, while industry contributions provided information on Facebook's new reporting flows and an update on Instagram. The meeting also provided an opportunity to discuss network representation at key annual events such as the Safer Internet Forum (SIF) and the Internet Governance Forum (IGF), as well as allowing for working session on Safer Internet Day preparations. As is now customary for training meetings, a resource competition took place, allowing Safer Internet Centre representatives to pinpoint the most effective resources produced within the network and investigate the most effective ways of promoting these.

The second training meeting of 2014 was held in September in Vilnius, Lithuania. Being the last meeting of the current project, it provided a perfect opportunity to reflect on the successes of the 10 years of Insafe operation. Sessions looked at the co-evolution of online and offline life, covering topics such as gender roles and issues online, sexting, revenge porn, and young people accessing adult content online. Other sessions looked at latest research findings on bullying and very young users online. This time the resource competition focused on showcasing the best resources of the last 10 years, with several of the winners being selected for network-wide translation.

The INHOPE network also provides a range of specialist training courses for its member hotlines at regular intervals throughout the year, focusing on technical challenges faced by hotlines including tracing techniques and networking technology. Beyond its face-to-face sessions in a classroom environment, INHOPE launched in 2014 its series of webinars. The webinars are delivered via a dedicated e-learning platform, with the contents designed by the membership and regular interventions by key partners. The e-learning platform will gradually be expanded in the future to include learning materials, learning pathways, learner tracking, testing and ultimately certification.

INHOPE's online platform

Representatives of each network attend all events organised by the other network.

Both networks have also developed bursary, mentorship and exchange schemes.

Since 2001, INHOPE has operated a bursary programme which allows staff from one hotline to visit a more experienced hotline and work with their staff and management for a short period of time. Where the bursary programme finishes, the mentor programme takes over. This programme was created to provide one-to-one assistance from a more experienced INHOPE member to a new hotline initiative.

Equally, awareness centres and helplines within the Insafe network can apply for an exchange bursary. Similar to the INHOPE bursaries, these allow staff to visit another awareness centre or helpline's premises to learn first hand from their experience. For example, a bursary exchange tool place between Bulgaria and Luxembourg in December 2014 which focused on how to develop effective public campaigns.

Conclusions and looking to the future

Since the creation of INHOPE 15 years ago and Insafe 10 years ago, both networks have had to continually evolve to meet the challenges of an extraordinarily fast-changing online landscape.

A decade or so ago, YouTube and Twitter did not exist and Facebook was still a glint in the eye of university student Mark Zuckerberg. In Europe, mobile and broadband internet had still to take off and indeed less than half of EU households even had dial-up internet connection. Today, broadband is the norm, almost every mobile phone sold is a smartphone, Facebook has over 1.3 billion active users, 500 million Tweets are sent everyday and 100 hours of video are uploaded to YouTube every minute.

In response, both networks have had to broaden their focus from protecting youth against illegal or harmful content, contact and conduct on their PC to working with youth in their digital world of 24/7 mobile online connectivity, user-generated content, marketing and advertising, coding and app creation.

With the support of the European Commission, the joint Insafe-INHOPE network has met these challenges by moving to promote a better and not just safer internet; where young people are at the centre of society's response and where industry is a partner in the ever faster process of change.

Over the next decade, the only certainty is that the online landscape will continue to evolve. The 'Internet of Things' with its wearable and non-wearable sensors connected to 'big data' machines may well throw up whole new challenges for the online safety of young people but also, given the right skills, enormous opportunities for their future.

Or it may be something else! Over the years the joint Insafe-INHOPE network has learnt that predicting the future is a risky business. Even so, we can be fairly certain that an informed but positive approach to new technology, greater youth participation and wider stakeholder engagement will still be part of the solution.

The challenge continues to grow, demanding new ideas, new resources, new approaches and greater efforts on the part of every sector of society. The joint Insafe-INHOPE networks are well positioned to meet this challenge, each bringing in their own area of expertise, ranging from innovation in teaching and learning, over combatting illegal content, to the delivery of core content and services to help raise awareness of the issues, risks and opportunities online. In this way, we will work with a range of stakeholders to build both offline and online communities of practice, all striving together to create a better internet.

We look forward to working with YOU on this challenge too!

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