

Annual Public Report SAFE-SI

March 2007 - February 2008



Safer Internet Plus Programme in Slovenia

ANNUAL PUBLIC REPORT

SAFE-SI

March 2007 — February 2008

Consortium:



ARNES
(Academic and Research
Network of Slovenia)

Univerza
v Ljubljani Faculty
of Social Sciences



University of Ljubljana,
Faculty of Social Sciences



Project No: SIP-2006-AN-41 002 SAFE-SI 2

Project title: Awareness Node on promoting safer use of the Internet and new online technologies among young people in Slovenia

Start Date: March 1, 2007

End Date: August 31, 2008

Project Duration: 18 months

*The **Safer Internet plus programme**¹ aims to promote safer use of the Internet and new online technologies, particularly for children, and to fight against illegal content and content unwanted by the end-user, as part of a coherent approach by the EU.*

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A. EXECUTIVE SUMMARY

SAFE-SI promotes the protection and education of children and teenagers using the Internet and new online technologies through a carefully designed awareness-raising campaign based on positive experiences from running previous Awareness project. The project is oriented towards informing the following target groups: teachers, parents, children and teenagers as regards the benefits and hazards of ICT use.

SAFE-SI continues implementing an information campaign, focusing on even more direct involvement of parents and youngsters. It provides information materials about safer use of the Internet, organises events in close cooperation with non-partners and works closely with Slovenian hotline SPLETNO OKO.

SAFE-SI thus significantly contributes to raising the

awareness as regards Internet safety of the Slovenian society as a whole. The project activities aim at wider public precaution regarding harmful content in the context of media and information literacy in Slovenia.

The Ministry of Higher Education, Science and Technology of the Republic of Slovenia is fully aware of dangers of new online technologies and strives to promote safer use of the Internet and new online technologies. In that light, it also co-finances the activities of existing Slovenian Awareness Node SAFE-SI and hotline SPLETNO OKO.

B. THE CONSORTIUM

The SAFE-SI project consortium has been formed by two academic and research organisations: University of Ljubljana, the Faculty of Social Sciences and ARNES.



ARNES (Academic and Research Network of Slovenia) was established as an independent public institution

in 1992. It is a public institute which provides network services for research, educational and cultural organizations and enables them to connect and cooperate with each other and with related organizations abroad. The main tasks of ARNES are development, operation and management of the communication network for education and research in Slovenia. As a NREN, ARNES operates the national backbone for R&E and provides all

standard and a variety of premium network services to Universities, Secondary and Primary schools, Private Research Institutions, Libraries and Cultural Institutions. The ARNES network links over 1000 Slovenian organizations and makes Arnes' services available to nearly 200,000 people.

Univerza
v Ljubljani Faculty
of Social Sciences



The Faculty of Social Sciences is one of the largest academic units of the **University of Ljubljana** with over 4.000 students and more than 20 undergraduate and graduate programs. The Faculty is heavily involved in international publications and projects. An important component of its reputation is related to the Research on Internet in Slovenia project (RIS), which has been running since 1996. This is non-profit project, which regularly distributes research results on information society developments (www.ris.org)

and is considered to be central for information society issues in Slovenia.

The Faculty contributes to the project rich knowledge on a variety of ICT related topics, including digital content information and research on Internet usage among children, as well as experience with research on cyber security and on-line privacy. It also coordinates existing Slovenian hotline SPLETNO OKO and participates in another Safer Internet Plus Programme projects: »EU Kids Online« and »Youth Protection Roundtable«.

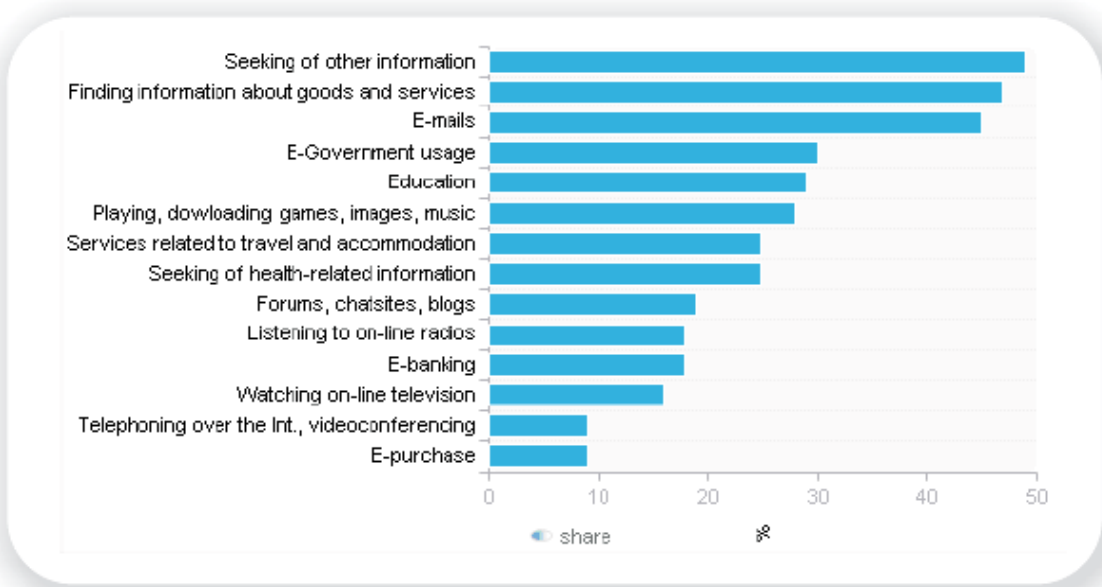
C. THE USE OF ICT IN SLOVENIA

a. IN GENERAL

According to data provided by the Statistical Office of the Republic of Slovenia² in the first quarter of 2007, 58% of households have Internet access . 44% of the households use broadband Internet access, 56% of persons aged 10 to 74 are Internet users.

Slovenia is also very developed regarding mobile phone usage. According to the data of the last RIS survey on PC and mobile Internet use 2005/2006³, the most common activity among mobile phone users is (besides voice call ant text messages) the use of digital camera. At least once a month this service is used by 41,7 % of users aged 12-65. The next are videogames (12,8 %), downloading music, pictures and videogames and listening to music (11,3 %).

Figure 1:
Purpose of the Internet use
within regular Internet
users, 1st quarter of 2007,
Source: Statistical Office of RS



According to the above mentioned research of the Statistical Office persons aged 10 to 74 years used the Internet for a wide range of activities: for the search for information, e. g. finding information about goods and services (47%), health related information (25%) and other various information (49%). 47% of population used the Internet for different ways of communication. Approx. 19% visited and participated in a forum, chat or blog.

b. ICT AMONG YOUNGSTERS

An Eurobarometer⁴ survey from January 2006 confirms that Slovenia is on the EU average with respect to general Internet usage, however, usage among children is reported to be much higher. (Slovenia at 58%, ranked 8th among 25 EU countries); the similar is also true for ownership of mobile phones (96 % of teenagers own at least one).

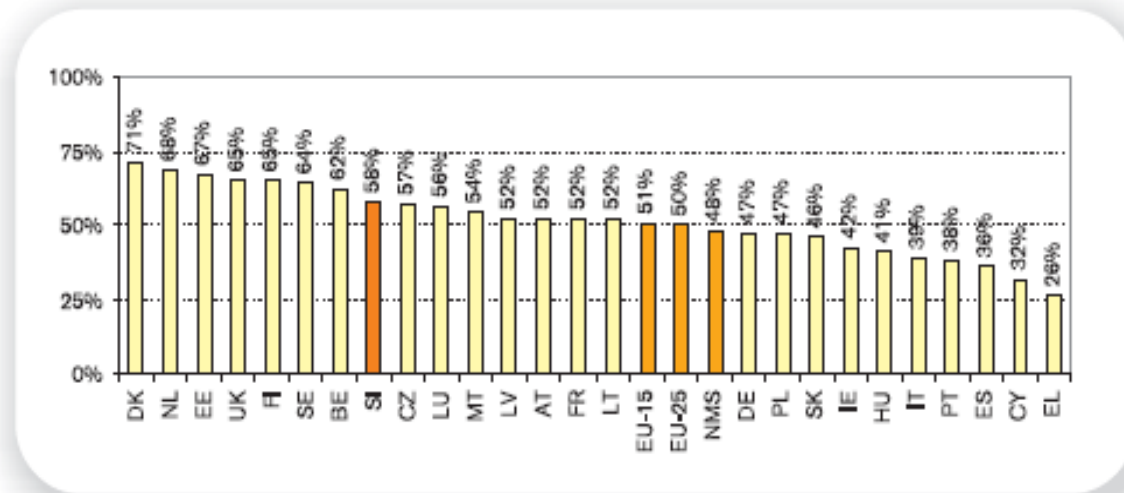
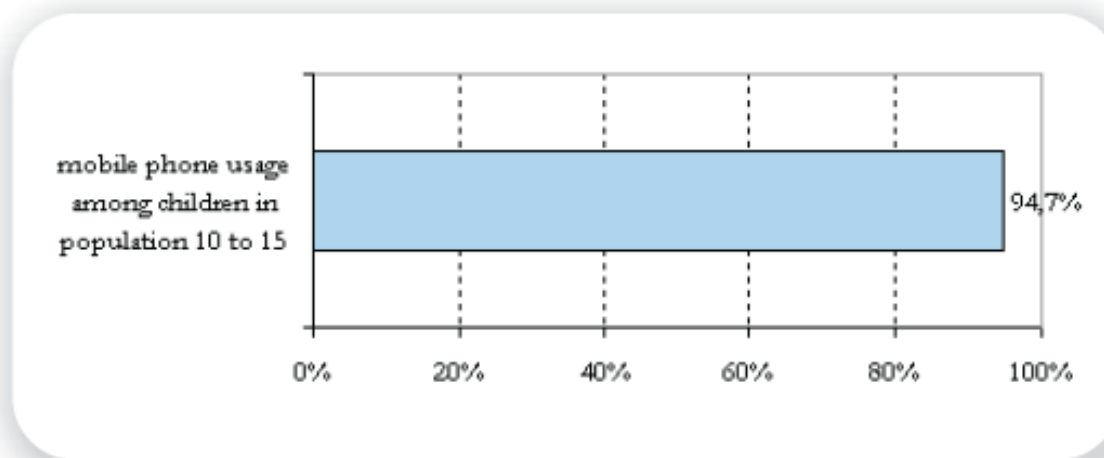


Figure 2:
The usage of the Internet among children,
Source: Eurobarometer 2006

A RIS survey among 1700 high school graduates (18-19 years old) in May 2007⁵ showed that they routinely use the Internet and mobile phones. Almost 60% of them visit blogs (14% daily), 40% watch TV over the Web (8% daily), 54% play on-line games (8% daily), 83% visit chats and forums (43% daily), 94% use email (60% daily) and 88% of them use instant messaging (58% daily). One quarter of them already have their own web page. Since Internet penetration is very similar (around or over 90%) also for the age group of 10-18 years, we can conclude that young generations in Slovenia are intensively involved in using modern technology.

The results of the RIS surveys (www.ris.org), conducted in 2005 and 2006, show that more than 90% of children in the age group 10-15 use mobile phones. A typical teenager in Slovenia makes some 5-10 calls per day and has the device usually on person. He uses the silent mode and SMS messages.



*Figure 3:
Mobile phone usage among children/young people in the age group 10 to 15 (RIS 2005).*

c. SAFETY CONCERNS

In general, young people in Slovenia are enthusiastic Internet users, particularly of various interactive services like e-mail, chat forums and Instant Messaging.

Picture galleries, such as <http://www.glasujzame.com/> (Slovenian version of Hotornot.com) and online dating services (<http://frendiinflirt.24ur.com/>) as well as online social networking sites, such as Facebook, are also becoming very popular among youngsters in Slovenia.

According to the qualitative results of the Eurobarometer study 2007⁶ Slovenian kids assess Internet chatrooms as being the most dangerous because of the possibility of talking to strangers they know nothing about.

The youngsters also feel that on-line game

competitions can be risky because they could pose a threat of paying for services or giving out personal information that could be misused. The girls tend to think of their own personal endangerment more than boys.

The younger girls are aware that communicating too much of their personal information is wrong because someone could bother, threaten or blackmail them afterwards.

In general intolerance (including bullying) is very high. An indication of this is the fact that some nationwide on-line media had to close down (daily newspaper Dnevnik.si) or radically restrict registration for (Mladina.si) their on-line forum because of heavy intolerance.

A similar intolerant atmosphere is also often present among younger generations.

Until recently, mobile phones in Slovenia have been largely used to make voice calls or to send text messages. However, the usage of all sorts of products and services, such as picture messaging, video clips, games and Internet access, among young people in Slovenia is growing very rapidly.

Schools report having problems with mobile phones in their premises: pupils are recording teachers, each other in fights and other inappropriate circumstances and then distributing the videos through mobiles or the Internet.

Thus, the danger of being harassed or groomed via mobile phone or to access harmful content is increasing. There is a relatively high degree of agreement about the necessity of limiting access to harmful content for children through mobile phones, although the concern is lower than in case of the Internet.



D. AWARENESS RAISING ACTIVITIES

- ☺ **SAFE-SI special campaigns targeting young people**
- ☺ **Workshops/seminars for target groups**
- ☺ **Awareness tools**
- ☺ **Safer Internet Day 2008**
- ☺ **SAFE-SI in media**



SAFE-SI special campaigns targeting young people

In April 2007 Slovenian Awareness Node developed two posters warning youngsters about the consequences of imprudent publishing of different personal materials on the Internet and also encouraging them to stop mobile bullying. In total, 500 posters were developed. This campaign was primarily designed for secondary school pupils, so the posters were mostly present in school facilities.

a. LET'S STOP MOBILE BULLYING



The full message of STOP MOBILE BULLYING is as follows: Harassment and any other form of violence are intolerable – the same goes for mobile harassment.

The choice of this particular message for this particular age group was as a direct result of current events in Slovenia. The media were giving great exposure to the problem of mobile bullying that was happening in one school at the beginning of the year 2007. Awareness node SAFE-SI in

cooperation with sponsors responded with its **“STOP MOBILE BULLYING”** message which promotes the ethical use of internet and mobile phones.

This campaign gained a lot of media attention in spring 2007. One of the most popular radio stations in Slovenia with national coverage: Radio Slovenia, VAL 202 invited us to present the whole campaign in the 15-min radio show. Furthermore, a short statement on the mobile bullying given by SAFE-SI was broadcasted in the central daily information programme of the largest commercial TV station POPTV.

b. THINK BEFORE YOU POST ON-LINE



*SAFE-SI recommends:
Watch your space.
Post once – online forever.
Stay in control.
Think before you upload.*

SAFE-SI closely cooperates with Information Commissioner in its efforts to raise awareness as regards the protection of personal data online. Poster dealing with this topic that was developed within SAFE-SI Node is also included on the website of the Information Commissioner.

Furthermore, SAFE-SI has been actively participating in the campaign launched in January 2008 by the Information Commissioner »Only you decide« stressing the importance of responsible publishing of personal data on the internet and raising general awareness of one's rights in terms of personal data protection.

Workshops / seminars for target groups

a. TRAININGS FOR TEACHERS

In September 2007, very successful trainings for the Mentors of children's parliaments (mainly teachers from primary and secondary schools) in cooperation with the Slovenian Association of Friends of Youth (largest youth organisation in Slovenia) were organised. 4 training sessions in 4 different towns around Slovenia were conducted in the fourth week of September. Since this year's parliament theme was "Fun and Spare Time of Young People" SAFE-SI decided to provide mentors with basic knowledge and information relating to the aspects of fun and safe Internet usage. In total, more than 160 participants attended these training sessions.

b. WORKSHOPS FOR CHILDREN

Slovenian Awareness Node SAFE-SI also in cooperation with Slovenian Association of Friends of Youth organized a set of workshops for children, youngsters and their parents as regards Children's Week event dealing with the topic of Fun and Spare Time. Since Internet presents big part of fun and spare time activities for Slovenian children and teenagers, awareness node SAFE-SI prepared a workshop that covers this topic.

The main objective of the workshop was to encourage the dialog about Internet use between children and their parents. Such workshops stimulate the safe use of the Internet at home. During the process of the workshop children and parents exchange the knowledge and understanding of the role the Internet in their family life. The estimate duration of the workshop is

2 hours. Workshops took place in several towns around Slovenia:

- 1. 10. 2007:** **IDRIJA**, ZPMS club
- 2. 10. 2007:** **PTUJ**, Center for spare time activities
- 4. 10. 2007:** **ČRNOMELJ**, Library Črnomelj
- 5. 10. 2007:** **ŠKOFJA LOKA**, Primary school Ivan Grohar
- 16. 10. 2007:** **ŠKOFJA LOKA**, Primary school Cvetka Golarja
- 23. 10. 2007:** **ŠKOFJA LOKA**, Primary school Škofja Loka mesto

*Photos from
workshops*



c. SEMINARS FOR PARENTS

To help parents meet the challenge of educating children about the Internet SAFE-SI has developed a practical interactive seminar. The main aim of such trainings is to provide parents with basic knowledge how to protect their children against potential harmful online content. It is important to educate parents since they have a crucial role in shaping a healthy and also to some degree critical attitude of their children towards modern technology.

Three Slovenian schools offered their premises to host this event:

25.10.2007 - Gymnasium and Secondary School of Economics Trbovlje

13.11. 2007 - Primary school France Prešeren, Kranj

15. 1. 2008 - Primary school Ivan Cankar, Ljutomer

This seminar takes approximately 90 minutes to deliver and touches briefly on many key Internet issues.

Lecturers and their audience in Ljutomer



Awareness tools

a. SAFE-SI WEBSITE

The website provides specific information as regards safer use of the Internet and mobile phones for selected target groups: parents, teachers, children and teenagers. Visitors can through our website also access the Slovenian hotline “SPLETNO OKO”.

This website also enables the visitors to download online versions of promotional and educational products developed by SAFE-SI and to participate in different games, tests and quizzes.

The node’s website is mentioned in almost every media appearance on the radio, television and in the press with the invitation to the audience to find more information and advice. It is confirmed

by our observation that more media appearance result in better site visitation.



SAFE-SI homepage
(<http://www.safe.si>)

b. PROMOTIONAL AND EDUCATIONAL PRODUCTS

The goal to provide project target groups: young people, parents and teachers with a wide range of relevant information on the Internet and mobile safety according to their preferences and needs was fully accomplished. Project members carefully designed useful and attractive educational and promotional materials for youngsters as well as parents and teachers.

Materials for young people

- Posters and postcards on addiction with ICT technologies

The main topic of this year national campaign on Safer Internet Day 2008 was addiction of youngsters with modern communication technologies.

The following message is delivered through these materials: **"Don't neglect off-line contacts with those you care about."**



Layout of posters



Layout of postcard on computer games addiction

➤ T-shirts



Different motives on T-shirts



Materials for parents

➤ Bookmarks for parents



- Odkrivajte razsežnosti in bogstvo interneta skupaj z vašim otrokom!
- Skupaj oblikujte družinska pravila za rabo interneta in računalnika doma!
- Opozorite svojega otroka na pazljivost pri razkrivanju osebnih podatkov na internetu!
- Pogovarjajte se o možnih posledicah srečevanja prijateljev iz netax v živo!
- Bodite kritični do vsebin pridobljenih s svetovnega spleta – preverjanja informacij naučite tudi svoje otroke!
- Ne pretiravajte z ostrimi ukrepi, kadar ugotovite, da je vaš otrok prišel v stik s pornografsko vsebino – pogosto na takšne vsebine naletijo po naključju oz. so jim vsiljene.
- Prijavite nezakonite vsebine pristojnim organom. Spletne vsebine, ki vsebujejo otroško pornografijo ali sovražno govor, lahko anonimno prijavite preko spleta na www.spletno-oko.si.
- Dovolite si vprašati – spoznajite otrokove spletne navade. Šele tako lahko ocenite, kako tvegane so.



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The layout of bookmarks

➤ SAFE-SI brochure for parents – updated version

The main purpose of brochure “What you ought to know about Internet but you dare not ask your children” is to help parents understand the issues and provide them with necessary knowledge on how to deal with safety concerns and to empower them to be able to support young people who intensively use the Internet. In total, almost 10.000 copies of this updated version of the brochure have been already distributed. It can be considered as one of the key and best-known products created within SAFE-SI.



Coverpage of the brochure for parents

➤ Promotional leaflet



Invitation for parents to attend interactive seminars organised by SAFE-SI

➤ Educational leaflet

Layout of leaflet



For the purposes of awareness raising as regards addiction of youngsters with modern communication technologies SAFE-SI developed leaflets for parents who are often concerned that their children spend too much time online. It is namely important to provide parents with all information and tools that can help them to respond effectively if such problems occur.

➤ Banners



For the promotion purposes various banners were developed that were included in relevant

promotional materials developed, such as brochures, leaflets and posters. Furthermore, the banners were also placed on different Slovenian websites and magazines helping increase the visibility of the project.

SAFE-SI in child magazines



Safer Internet Day 2008



The fifth annual edition of Safer Internet Day took part on 12th February 2008. It has surpassed all records, with 55 countries taking part across the world from New Zealand to Costa Rica and Taiwan to Greenland.

Slovenian Node SAFE-SI actively participated in celebrations of SID. The high level of involvement by industrial stakeholders: Microsoft, UPC Telemach and Si.mobil-Vodafone as well as governmental bodies - the Ministry of Higher Education Science and Technology, Human Rights Ombudsman and Information Commissioner - in national activities is a clear sign of the importance of this topic in Slovenian society.



At the stall in Ljubljana: interviews about addictions with ICT.

a. CONFERENCE "PROTECT YOUR CHILDREN AGAINST THE PLOTS OF WEB"



Promotional banner

On 7th February 2008 SAFE-SI organized in cooperation with Microsoft Slovenia and hotline Spletno oko a conference »Protect your children against the plots of web«. The Minister of Higher Education Science and Technology, Ms Mojca Kucler Dolinar, held an opening speech at this conference. In her speech the Minister stressed the importance of the safer internet environment for the users and gave full support to the Slovenian safer Internet projects SAFE-SI as well as SPLETNO OKO.

Part of the conference was also round table »On-line safety of children«, where different prominent guests and stakeholders shared their experiences and views on the topic. Discussion was led by Ms Vida Petrovčič (known Slovenian journalist) and invited prominent guests: Ms Zdenka Čebašek Travnik (Slovene Ombudsman), Ms Nataša Pirc Musar (Slovene Information Commissioner), Mr Matej Kovačič (Spletno Oko and Safe.si expert), Ms Tatjana Mušič (General Police Directorate), Mr Peter Sterle (ARNES), Mr Borut Čampelj (Ministry of Education and Sport), Mr Matjaž Medvešek (MISSS) and Mr Matej Potokar (Director of Microsoft Slovenia).

Main objective of the round table was to highlight the problem of possible threats of the Internet for our children, present the possibilities of dealing with problems on the Internet and open ground for public discussion.

b. CAMPAIGN ON ADDICTION OF YOUNGSTERS WITH MODERN ICT TECHNOLOGIES

The main topic of this year campaign was addiction of youngsters with modern communication technologies. Therefore, posters and postcards for youngsters and leaflets for parents on the topic of Internet addiction, addiction with videogames and addiction with mobile phones were created and delivered to all Slovenian primary and high schools for further distribution among children and parents.

The key event celebrating Safer Internet Day in Slovenia was a **round table discussion** hosted by Trnovo primary school (OŠ Trnovo) in Ljubljana. Experts, teachers, youngsters shared their experience and advice on the topic of ICT addiction.

The main target group of the event were parents. The most prominent guests were well-known Slovenian writer Mr. Bogdan Novak, Higher State Prosecutor Ms. Vlasta Nussdorfer, who is also very active in the field of child protection, and Mr. Miha Kramli, a leading psychotherapist dealing with internet addiction.



Round table participants

The main conclusion on which all the participants agreed was that parents must play their role as a breeder and must seize being their child's best friend. Parents are there to set limits also in the virtual worlds. There must be clear rules about how, when and how much of technology young people can use and what other activities and responsibilities they must also be part of.

Higher State Prosecutor Ms. Vlasta Nussdorfer has summarized this with a quote from Jean-Jacques Rousseau:

"Do you know the surest way to make your child miserable? Let him have everything he wants."





Atmosphere at event

Media interest in the round table was very high –all major national TV and radio stations and internet media carried reports of the event.

In general SID 2008 in Slovenia generated a lot of media attention. The event was receiving coverage in all major digital and printed media as well as in

national and regional TV and radio stations. Moreover, the event was covered greatly on national television with live participation of the project leader in information TV show ODMEVI in primetime.

c. OTHER ACTIVITIES

The project materials were distributed in the main street of the Slovenian capital Ljubljana. At the stall youngsters were given the chance to take a test and see whether they are addicted to mobile phones or internet or video/online games, there was also a prize winning contest: those who have written an advice how to prevent ICT addictions entered the contest (the advices were then published on Safe-si web site) and additionally those who made a statement in front of the camera about their use of ICT received a reward (the clips are also available on our web site).

The new SAFE-SI materials about ICT addictions were distributed to youngsters also in cinemas and shopping centres (along with the Family toolkit).

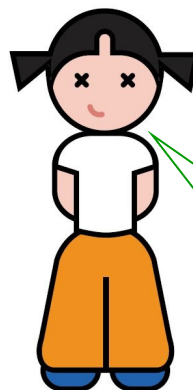


Youngsters and other passers were very interested in the market stall in Ljubljana at SID

Moreover, the topic of young people's addiction to modern communication technologies was in the spotlight of media attention during the whole month. Several articles focusing on the addiction

to ICT were published in the written media reaching young people as well as parents and broader audience. A special 45- minutes long TV show focusing on this topic and targeting teenagers up to 18 was broadcasted on the national television on 28th February 2008. SAFE-SI was also invited to participate and to contribute to the debate.

SAFE-SI in media

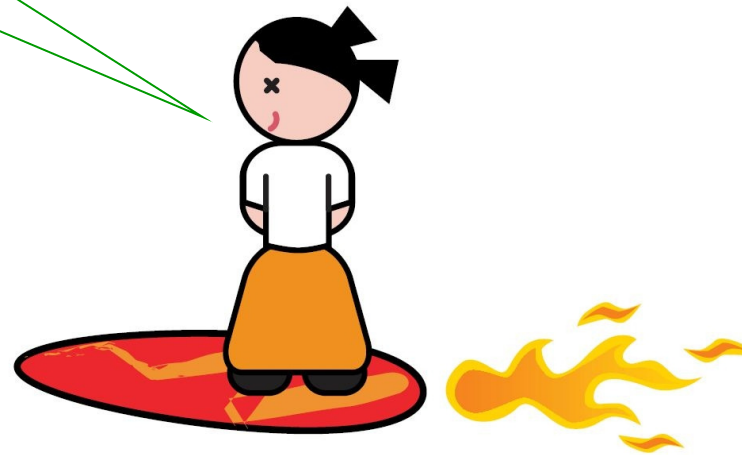


SAFE-SI has detected at least 31 radio appearances and 24 TV appearances in the period from March 07 to February 08 :)

Media are of the key importance for increasing visibility, credibility, recognition and public space of SAFE-SI project. Existing Awareness Node enjoys a positive reputation in the Slovenian media. During 2005-2007 Awareness Node established strong connection with media and therefore reached continuity in releasing awareness information. Awareness node also became a reference source for journalists when they are preparing their own articles on issues concerning safer internet. Upraise of public recognition of the awareness node was notable at Node's most important activities, such as Safer Internet Day or when special campaigns are launched.

In January 2008 some visibility of the node and its work was also acquired through nomination of SAFE-SI for a "Sunny personality" which is an annual reward by readers of four Slovenian magazines and portals focusing mainly on the spiritual aspects of life. We were given a chance to present and promote the project at the awarding ceremony, where also media were present.

Articles, around 40, were published in all relevant printed newspapers and magazines.



E. NATIONAL COOPERATION

Slovenian Awareness Node SAFE-SI and hotline SPLETNO OKO built a strong network of national stakeholders consisting of 23 institutions representatives presenting majority of entities associated with the problem of safer Internet use in Slovenia, such as governmental bodies, Ministries, regulatory bodies, law enforcement agencies, Internet service and content providers, search engines, educators, NGOs and media.

ADVISORY BODY MEMBERSHIP: (29.02.2008):

Governmental: Directorate for the Information Society, Ministry of Higher Education, Science and Technology; Office of the Human Rights Ombudsman; Ministry of Education of Sport; Office of the Information Commissioner

Regulatory Bodies: Post and Electronic Communication agency of the Republic of Slovenia

Educators/Teachers: University of Maribor, the Faculty of Electrical Engineering and Computer Sciences; Mirk (Society for Project and Research Work on Internet); Đulijana Juričič- primary school teacher; Andreja Trtnik Herlec- independent expert

Police/Law Enforcement: the Police; the Office of the State Prosecutor General

Non-governmental organisations (NGOs): MISSS (Youth informative Counselling Centre of Slovenia); The Club of the Youth for the Creativity; Slovene Consumers' Association; UNICEF; Peace Institute

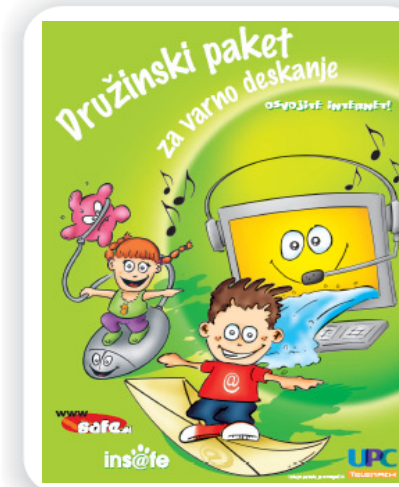
Media: RTV Slovenia, Multimedia Centre

Other: SISPA (Slovene Internet Service Provider Association); Society for Technical Culture of Slovenia; Microsoft d.o.o.; Najdi.si (Slovenian Search Engine); UPC Telemach

At this point we must also stress our most successful partnerships with different stakeholders that gave the Slovenian Awareness Node extremely high reputation in general public and increased visibility in the media.

Thanks to **UPC Telemach** sponsorship we were able to print additional copies of SAFE-SI brochure for parents, which is one of the most recognisable products of SAFE-SI Node. SAFE-SI in cooperation with UPC Telemach launched also a Family toolkit on internet safety targeting children up to 12 years and their parents. UPC Telemach was actively involved in the celebrations of SID 2008 in Slovenia as well.

The company organized safety public awareness campaigns in shopping centres in five biggest Slovenian cities as well as teaching workshops about the Internet safety for 10 to 12 years old children in selected primary schools.



Cover of the Family toolkit

Microsoft as already mentioned above was also actively involved in celebrating SID 2008.

Si.mobil-Vodafone, one of the largest mobile phone operators in Slovenia, offered prizes for the national winners of the competition "Your life online is what you make of IT." It also enabled the distribution of SAFE-SI promotional and educational materials through the Slovenian cinema centres.

National Education Institution and Ministry of Education and Sport enabled the distribution of the project materials (posters and postcards for youngsters; leaflets for parents) to all Slovenian primary and secondary schools.

Primary school teacher Đulijana Juričič, who teaches computer science, actively participates with SAFE-SI team in identifying the relevant safety topics for teachers. She is involved in the process of developing educational materials for teachers as well as parents.

She participates with SAFE-SI team at seminars for parents, she was the moderator of SID 2008 round table about ICT addiction, etc.

SAFE-SI closely cooperates with **Information Commissioner** in its efforts to raise awareness as regards the protection of personal data online.

In the second half of year 2007 the **Human Rights Ombudsman** continued her active cooperation in SAFE-SI project.

SAFE-SI in cooperation with **Slovenian Association of Friends of Youth** organised trainings for the mentors of children's parliaments (primary and secondary school teachers) in September 2007 and workshops for children, youngsters and their parents in October 2007.

F. INTERNATIONAL COOPERATION

At European level, SAFE-SI has actively participated in Insafe network activities from Day One, by attending the events and training sessions, taking part in the Steering Committee, participating in working and thematic groups, sending articles to INSAFE newsletter and contributions to the Community to be shared with other Nodes.

SAFE-SI actively promoted international Safer Internet Day 2008 by broadcasting TV clip "Life on-line is what you make of IT" on all major TV stations in Slovenia. Moreover, the Node was actively involved in other international activities and events, such as SID Bloghaton 2008 and competition for young people "Life on-line is what you make of IT".

In light of Node's rich experiences in the field of national co-operation, the European Commission

invited a representative of our Node to be a speaker at the Safer Internet Forum 07 that took place in Luxembourg in June 2007.

SAFE-SI took part in the preparations of the "Central and Eastern European Safer Internet Conference" with the aim to bring together all safer internet projects from the region as well as the representatives of the law enforcement bodies, mobile operators, ISPs, Internet content providers and Industry to meet and discuss the relevant issues. The conference "Safer Internet, new media and the European Framework for mobile use by children" took place on 5th and 6th November 07 in Prague under the organisation of Czech Combined Node. It was the first working meeting of the national Safer Internet projects in the region to introduce the state-of-the-art of the safer internet issues in the different countries of the region.

G. THE ROAD AHEAD

Many successful partnerships with different stakeholders from the field of Industry, governmental bodies as well as NGO's gave the Slovenian Awareness Node extremely high recognition, reputation and project visibility in media and in general public. SAFE-SI is now a stable and well-established Node aiming to further contribute to higher level of awareness of ICT usage in Slovenia.

SAFE-SI will work on even increased media exposure with systematic generation of events and strategic delivery of news, press releases and newsletters.

It is important to continue educating parents, young people and teachers through different events, seminars and workshops as well as a wide range of printed and digital products.

There is a clear need to continue with the production of printed materials, especially for parents and teachers who still in most cases prefer paper to digital versions.

SAFE-SI will continue to work very intensively on the efforts to include the topic of ICT safety in the regular school curriculum of primary and secondary schools.

There is a need to re-define the membership of Advisory Body in the near future. It is planned to additionally include the representatives of mobile phone operators, Association of parents and university researchers in the re-defined and expanded Advisory Body.

Last but not least, the Node will further increase the visibility of Safer Internet Plus Programme as well as INSAFE network to key Slovenian players and Internet users.

H. FURTHER INFORMATION

Detailed information exceeding this report will be given by coordinator and its project partner on request. Most of the material produced within this project is downloadable at <http://www.safe.si>.

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