Final Public Report SAFE-SI
March 2007 - August 2008

Public Report

Safer Internet Plus Programme in Slovenia

FINAL PUBLIC REPORT

SAFE-SI

March 2007 — August 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 is Slovenian Awareness Node that promotes the protection and education of children and teenagers using the Internet and new online technologies through a carefully designed awareness-raising campaign. The Node is oriented towards informing the following target groups: teachers, parents, children and teenagers as regards the benefits and hazards of ICT use.

In the period 2007 - 2008 SAFE-SI continued implementing an information campaign, focusing on even more direct involvement of parents and youngsters. It provided information materials about safer use of the Internet, organized events in close cooperation with non-partners and worked closely with Slovenian hotline SPLETNO OKO.

SAFE-SI thus significantly contributed to raising the awareness as regards Internet safety of the Slovenian society as a whole. The project activities aimed 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-financed the activities of Slovenian Safer Internet projects: 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.

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«.
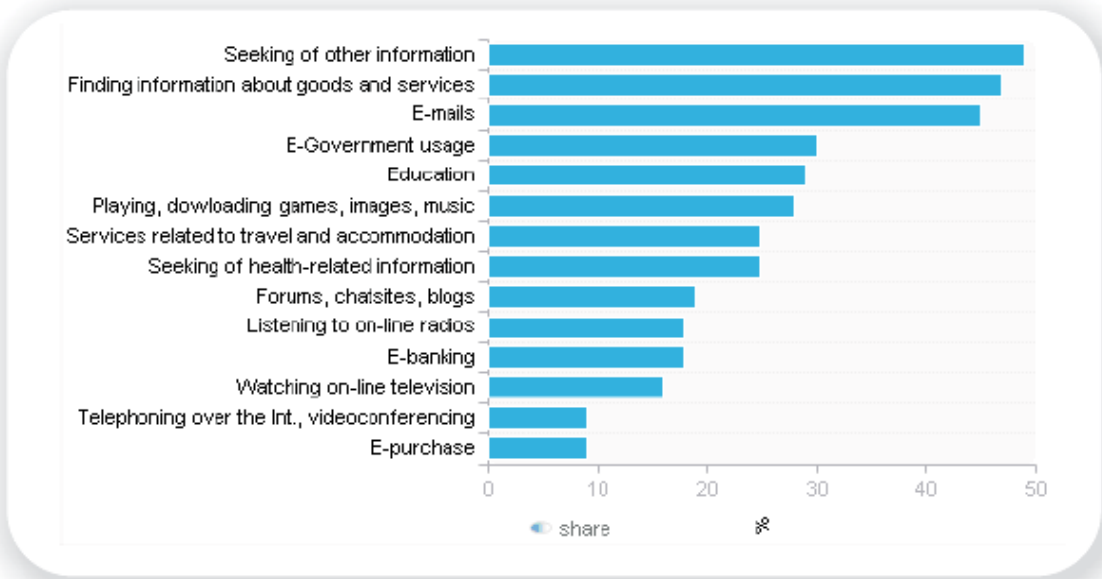
C. THE USE OF ICT IN SLOVENIA

a. IN GENERAL

According to data provided by the Statistical Office of the Republic of Slovenia[2] 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 2005/2006[3], 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 rage 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 Eurobarometer[4] 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).
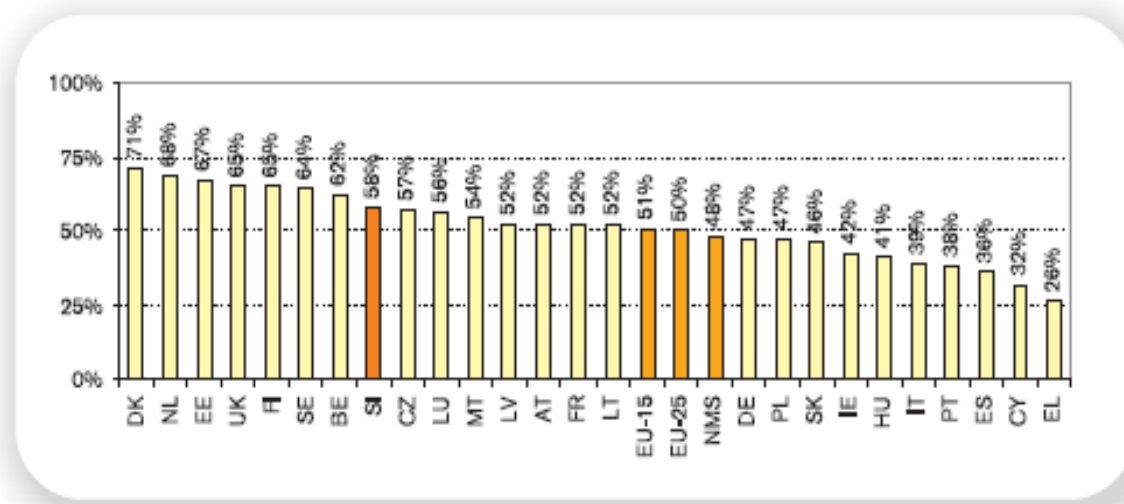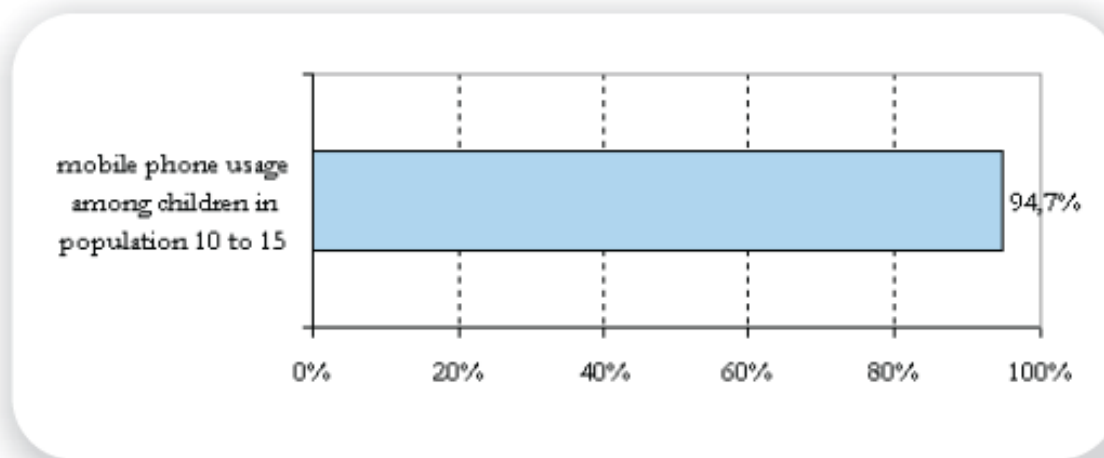

Figure 2:
The usage of the Internet among children,
Source: Eurobarometer 2006

A RIS survey among 1700 high school graduates (18 - 19 years old) in May 2007[5] 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).

mobile phone usage among children in population 10 to 15 — 94,7%

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 2007[6] 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.

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**

☺ **Competition for teenagers**

☺ **Awareness tools**

☺ **Safer Internet Day 2008**

☺ **SAFE-SI in media**

SAFE-SI special campaigns targeting young people

a. **Let's stop mobile bullying**

b. **Think before you post on-line**

c. **Campaign on addiction with modern ICT technologies**

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.

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

Awareness node SAFE-SI in cooperation with sponsors thus responded with its "STOP MOBILE BULLYING" message which promotes the ethical use of internet and mobile phones.

b. THINK BEFORE YOU POST ON-LINE

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.

The cover of the brochure "Only you decide"

c. CAMPAIGN ON ADDICTION WITH MODERN ICT TECHNOLOGIES

The main topic of Safer Internet Day (SID) 2008 campaign was addiction of youngsters with modern communication technologies. The following message was delivered through this campaign: **"Don't neglect off-line contacts with those you care about."**

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. In February 2008 the materials were furthermore distributed to youngsters in cinemas and shopping centres.

At **SID 2008** the project materials on ICT addiction were distributed in the main street of the Slovenian capital Ljubljana. At the stall youngsters were given the chance to take the test and see whether they are addicted to the 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).

At the stall in Ljubljana: interviews about addictions with ICT

In May 2008 the topic of ICT addiction was further promoted at the **"Festival of Creativity and Innovation in Education"** organized by the Ministry of Education and Sport and National School for Leadership in Education. The Festival gathered over 3.000 participants from more than 180 institutions, such as kindergartens, primary and secondary schools as well as NGO's.

SAFE-SI distributed project materials, invited attendants to provide advices to their peers having problems with addiction and to test their level of addiction with modern ICT technologies through special questionnaires.

SAFE-SI stall at the Festival

Moreover, the topic of young people's addiction to modern communication technologies was in the spotlight of media attention during the last six months. Several articles were published in written media, SAFE-SI participated with their statements and through interviews on several TV and radio stations with national coverage.

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Workshops / seminars for target groups

a. TRAININGS FOR TEACHERS

Trainings for the mentors of children's parliaments

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.
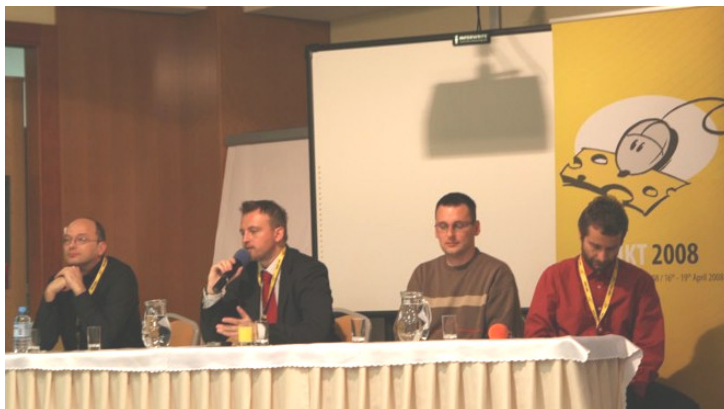
Participation at the SIRIKT conference 2008 (Enabling Education and Research with ICT)

SAFE-SI project was fully presented at International Conference SIRIKT 2008 (Enabling Education and Research with ICT) that was organized in Kranjska Gora by ARNES in the period from 16. - 19. 4. 2008. This conference, the second successively, is mostly attended by educators, teachers and school principles, who are interested in innovative teaching and learning.

SAFE-SI project presented itself in many different ways:

- **through a market stall** where project materials, such as brochures, leaflets, posters were distributed to the participants of the conference;

- through participation of the project representatives at **round table debate dealing with the problems of protecting the privacy on the Internet,** focusing on popular web services, social networks and concepts of Web 2.0;

Round table participants

- through **presentations** focusing on the network protection, safe usage of on-line services and the "hygiene" of the network;

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.

Four 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

18. 3. 2008 - Primary school Domžale, Domžale

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

Lecturers and their audience in Ljutomer
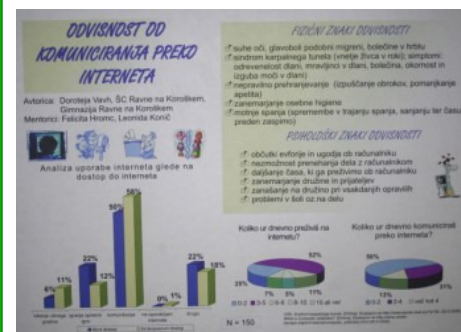
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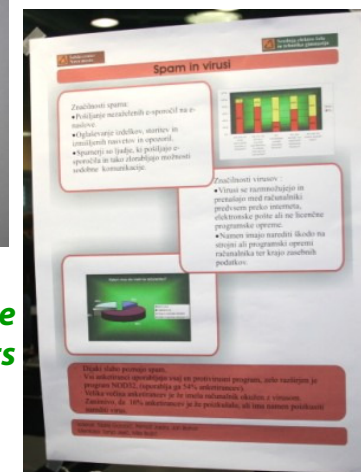
Competition for teenagers

In the period October 07 – May 08 SAFE-SI in cooperation with the project entitled **"Science to youth"** (organized by Association of Technical Culture of Slovenia) organized a contest among secondary schools pupils for the best research on aspects of the information society. SAFE joined the competition with participating in a jury that selected the winners and with giving special awards to the groups of young researchers, who developed the best project covering the aspects of safer usage of ICT technologies. The award ceremony was organized in May 2008.

The first prize was given to the research entitled: "Respond of the high-school girls on mobile phone harassment" made by the group of students from Secondary School Jesenice.

The authors of the rewarded projects with SAFE-SI T-shirts

The posters presenting the projects

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)
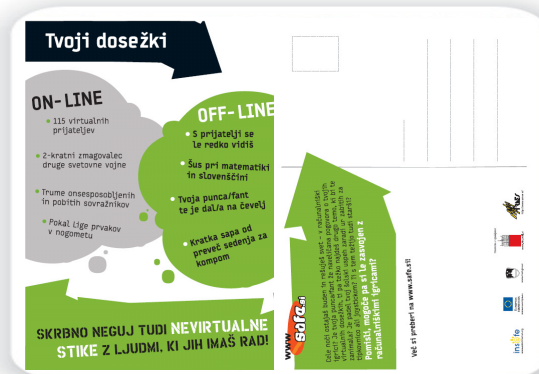
b. PROMOTIONAL AND EDUCATIONAL PRODUCTS

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

Layout of posters

Layout of postcard on computer games addiction
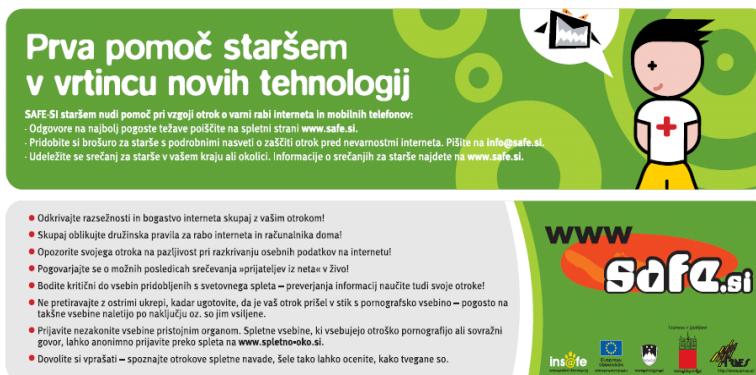
➢ Key chains and USB keyes

➢ T-shirts

Different colours and motives on T-shirts

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Materials for parents

➤ Bookmarks for parents

The layout of bookmark

➤ 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. 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

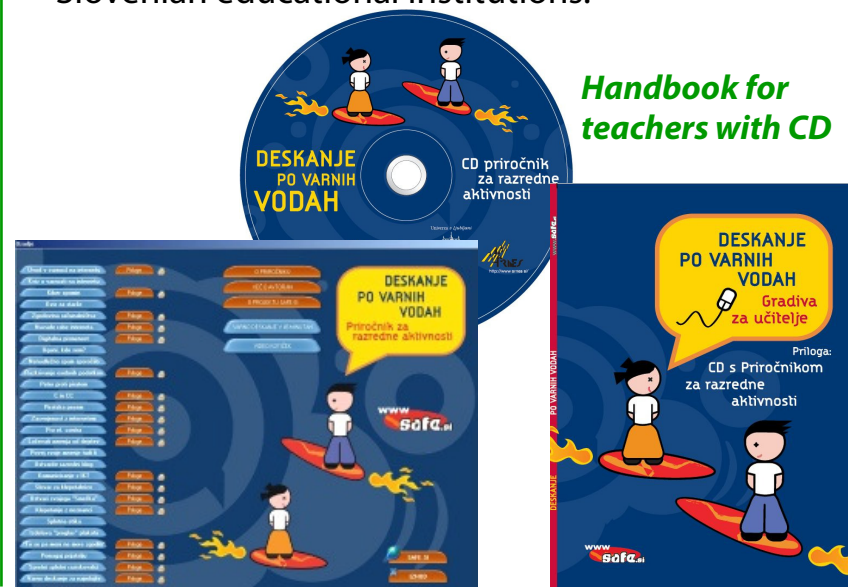➢ Educational leaflet

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.

Materials for educators

➢ Educational package: a handbook with a CD

Teachers are one of the most important source of safer internet education of youngsters. Therefore, SAFE-SI created a collection of teaching materials consisting of educational handbook and CD with practical exercises entitled **"Safe surfing on virtual waves".** The handbook is meant for teacher's self education – by reading its content the teacher is acquainted with all the important topics on new technologies, the use, the opportunities and risks they convey and is thus equipped with the necessary knowledge for classroom work with the activities on CD. The activities are planned to encourage active role of pupils and students. The educational handbook will be distributed to Slovenian primary and secondary schools in cooperation with the Slovenian educational institutions.

Handbook for teachers with CD

➢ 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 motives and banners

Safer Internet Day 2008

The fifth annual edition of Safer Internet Day took part on 12. 2. 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.

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

On 7. 2. 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 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.

Promotional banner

Main objective of the conference 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. ROUND TABLE ON ICT ADDICTION

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 conclusion of the debate on which all participants agreed was that parents must play their role as a breeder and must seize being 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 be part of.

Round table participants

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.
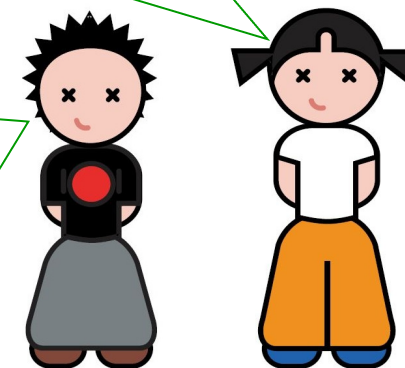
SAFE-SI in media

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 - 2008 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.

SAFE-SI has been very successful in generating press (both online and offline) and media coverage, particularly around Safer Internet Day and the ICT addiction and mobile bullying issues.

Thanks to the node's efforts the topics of internet safety are being more frequently and extensively presented in all types of media. Especially for television we observe that these issues are gaining more air time than they used to. Most journalist contact SAFE-SI team for statements, tips, interviews and materials when preparing their contributions for publishing.

SAFE-SI has detected at least 34 radio appearances and 30 TV appearances in the period from March 07 to August 08 :)

Articles, around 50, were published in all relevant printed news-papers 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 (31. 08. 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 an Research Work on Internet); Đulijana Juričič- primary school teacher, dr. Bojana Lobe, researcher, Faculty of Social Sciences;

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

Non-governmental organizations (NGOs): MISSS (Youth informative Counselling Centre of Slovenia); The Club of the Youth for the Creativity; Slovene Consumers' Association; UNICEF, White Circle Association, Association of Friends of Youth Slovenia;

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 e-safety kit 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 e-safety kit

Microsoft was actively involved in celebrating Safer Internet Day 2008. Thanks to the Microsoft we were able to organize a Conference "Protect your children against the plots of web."

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 as well as **Human Rights Ombudsman.**

SAFE-SI in cooperation with **Slovenian Association of Friends of Youth** organized 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.

In June 2008 SAFE-SI in cooperation with **APEK** and **mobile phone operators** founded a working group for monitoring and action in the focus of mobile phone services development and usage.

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 5. 11. and 6. 11. 07 in Prague under the organization 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 general public. In the period 2007-2008 it has made remarkable progress in raising awareness of safer use of the Internet and mobile phones by youngsters in Slovenia.

SAFE-SI will continue educating parents, young people and teachers through different events, seminars, workshops as well as wide range of printed and digital products. It is especially important to develop interactive digital materials for the youngest users of the Internet - children under 12 years old.

New component will be added to existing Node, a helpline where children can raise concerns about illegal and harmful content on the Internet. It is expected to offer this service to the young people at the beginning of year 2009.

In the period 2008 - 2010 SAFE-SI will continue its efforts to create general awareness among selected target groups of youngsters, parents and teachers as well as stakeholders about internet and mobile safety. Due to unpredictable and fast technological developments SAFE-SI will have to face different challenges, such as increased phenomena of identity theft, issues arising form disclosing personal information (troubles in school, in applying for a job, data storage by third parties for targeted marketing campaigns …), stalking and cyberbullying and addictive nature of the services.

Awareness activities combined with the introduction of the subject of ICT safety in the regular school curricula are important measures as well.

It is high time that topics of internet safety become a part of regular education. The ICT is omnipresent in the society and it is unthinkable that children should not have the education and upbringing necessary for safe, responsible and efficient use of ICT at school, in careers and everyday life. SAFE-SI will thus work very intensively on the efforts to achieve this objective.

SAFE-SI will further contribute to safer internet at a European level through active participation in INSAFE and the Eastern Europe regional network.

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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