

Final public report SAFE-SI
2005 - 2007



Safer Internet Programme in Slovenia

Final Public Report

March 2005 – February 2007

Consortium



ARNES (Academic and research network of Slovenia)



University of Ljubljana, the Faculty of Social Sciences



Safer Internet Programme in Slovenia

Safer Internet Programme

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Deskaj varno



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A. EXECUTIVE SUMMARY

Introduction

The Slovenian Awareness Node SAFE-SI (<http://www.safe.si>) has made a significant start in contributing to the objectives of Safer Internet Programme and the relevant action line.

A Safer Internet Awareness Network was established within the framework of the Safer Internet Programme of the European union, focused on protecting children from illegal and harmful content. In Slovenia, SAFE-SI project started with the aim to establish a national awareness node on the safe internet usage among youngsters. The project began on 1st of March and lasted until 28th of February 2007.

Mission

The SAFE-SI project was about safe use of the communication and information technologies for youngsters in Slovenia in terms of raising public awareness of parents and children, as well as teachers. We aimed to help educate and empower internet users to be able to communicate in a safe way, to recognise and avoid Internet fraud, crime, privacy abuse, and unwanted content.

The campaign has been implemented based on the fact that awareness should be raised without raising a fear. Awareness raising should thus promote a positive use. The activities of the project were oriented towards developing websites, preparation and dissemination of promotional materials (brochures, posters, etc.), organization of media presentations and concern for overall media coverage. Target groups that received special attention were: youngsters, parents and teachers.

B. THE CONSORTIUM

The SAFE-SI (the Safer Internet Programme in Slovenia) project consortium has been formed by two carefully selected academic and research organisations: University of Ljubljana, the Faculty of Social Sciences and ARNES (Academic and Research Network of Slovenia).




ARNES (Academic and research network of Slovenia)

was established as an independent public institution in 1992. 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. It is estimated that there is a total of 100.000 individuals and 1.200 institutions connected to the ARNES network and using ARNES services.



University of Ljubljana, the Faculty of Social Sciences covers a variety of areas, from social informatics to cultural studies, from defence studies to marketing, journalism and management and has

been in existence since the early 1960's. The Faculty has over 3.000 students (undergraduates and graduates) enrolled in over 20 programmes. The Faculty is heavily involved in international publications and international projects. Research on Internet in Slovenia  is a project within the Centre for Methodology and Informatics at the Faculty of Social Sciences, University of Ljubljana. RIS systematically studies all aspects of the information society from early 1996

onwards and its data serves as a major source for official statistics in this field. The representative telephone surveys are conducted among households, companies and educational institutions on an annual basis. So far over 60 substantial reports on a variety of ICT and information society related topics have been written: from security, addiction, usability, mobile phones, hardware/software studies, e-commerce to e-banking, web-site visitation, e-government, telework, digital divide, ITC indicators, etc. The research activities of RIS are public, results of the RIS work are continuously disseminated through the RIS web site (www.ris.org), and they are archived in the central Social Science Data Archives in Slovenia (<http://www.adp.fdv.uni-lj.si/>).

C. THE USE OF ICT IN SLOVENIA

a) In general

Slovenia boasts a share of Internet users that is higher than in many EU member states. According to a data provided by the *Statistical Office of the Republic of Slovenia*¹ in the first quarter of 2006, 54% of the households had access to the Internet; more than 900,000 individuals aged 10 to 74 used the Internet. 90% of the households had at least one mobile phone and 65% had a personal computer. The Internet connection is getting faster. In the first quarter 2006 the percentage of the households who access the Internet via broadband connection (e.g. ADSL, VDSL, and cable) was 34%.

According to the ways of communication via the Internet in the first quarter of 2006, 20% of individuals aged 10 to 74 visited and participated in forums, 17% at chat-rooms and only 5% at blogs. Individuals aged 16 to 24 are the biggest users of

¹ Statistical Office of the Republic of Slovenia: Usage of Information-Communication Technologies (ICT) in households and by individuals, 1st quarter 2006 in: <http://www.stat.si/doc/statini/29-SI-105-0702.pdf>.

forums (45%). On the other hand, chat-rooms are most popular among individuals aged 10 to 15 years (50%).²

Among Youngsters

In the first quarter of 2006, 99% of households with children had a mobile phone, whereas in households without children the percentage was 86%. 75% of households with children have Internet access compared to 47% in households without children³.

Slovenian children have a great deal of access to the Internet. Approx. 40% of the children/young people in the population 10 to 15 use Internet every day or almost every day. Approx. 33% of children/young people use Internet at least once a week. Around 8% of children/young people use Internet at least once a month and around 2% of children/young people use Internet less than once a month⁴.

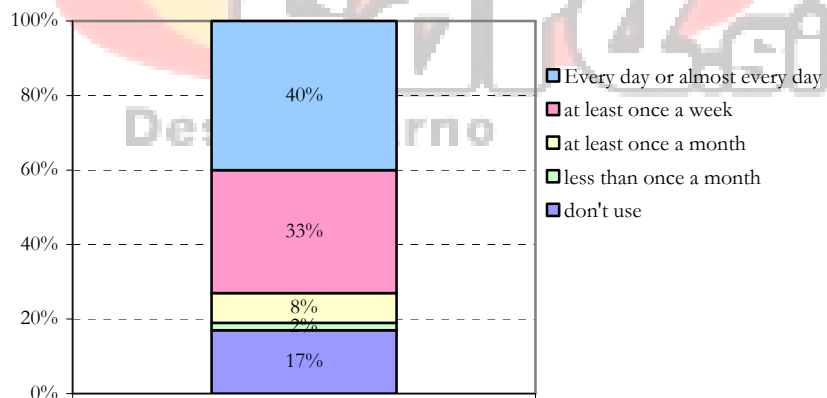


Figure 1: Internet usage among children/young people in the age group 10 to 15 (RIS 2005).

² Look reference 1.

³ Look reference 1.

⁴ RIS research: Survey on ICT usage in Households and by Individuals 2005 at: (<http://www.ris.org>).

Slovenia is one of the most developed countries with respect to the mobile phone usage. The results of the RIS survey, conducted in 2005⁵, show that more than 90% of children in the age group 10-15 use mobile phones.

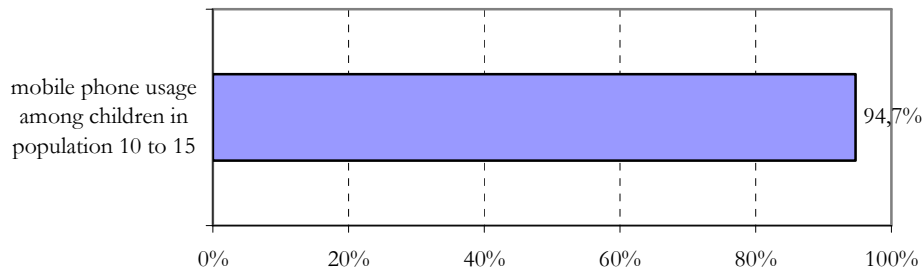


Figure 2: *Mobile phone usage among children/young people in the age group 10 to 15 (RIS 2005).*

b) Safety concerns

Young people in Slovenia are enthusiastic Internet users, particularly of the interactive services like e-mail, chat forums and Instant Messaging. Picture galleries are becoming very popular among youngsters in Slovenia. Youngsters are still unaware of dangers of publishing their pictures on-line. Furthermore, young people still do not know much about their rights and responsibilities as regards Internet and mobile phone usage, such as privacy, copyright issues, etc.

According to results of RIS survey conducted in 2006⁶ young Slovenians are mostly bothered by spam (40%) and other commercial messages (32%). They report having serious trouble with viruses (35%) and slowness of the websites loading (32%). It seems like not only parents, but young people as well are concerned about internet safety – 44% young people in a survey express this concern.

⁵ Look reference 3.

⁶ RIS research: Survey on PC and mobile internet use and web visits 2006 at: <http://www.ris.org>

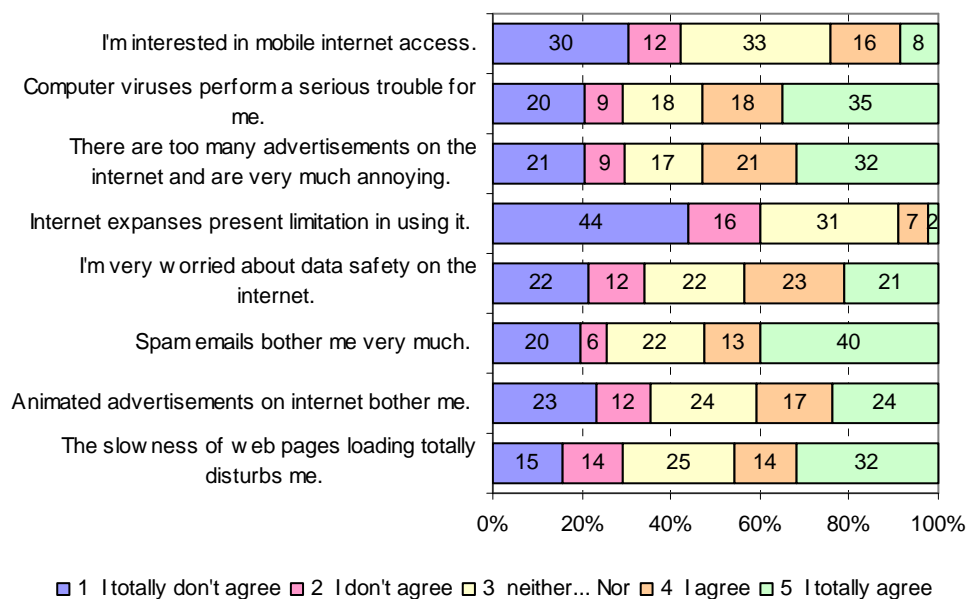


Figure 3: Obstacles when using Internet among youngsters 12 to 19 (RIS 2006)

The results of the RIS survey, conducted in 2004⁷, show that around 54% of Slovenian parents expressed the concern about the safety of their children using the Internet. According to the results of the last Eurobarometer survey⁸ the awareness level among parents in Slovenia is on average 45%. On average, 62% of Slovenian parents with children that use the Internet (EU25 average: 66%) declare that their child knows what to do if a situation on the Internet would make him or her feel uncomfortable. Around 40% of Slovenian parents (EU25 average: 44%) would like more information about how to protect their child from illegal or harmful content or contact. Slovenian respondents are most keen on receiving information about using the Internet in a safer way from the Internet providers (34%), schools (27%) and the media (TV, radio, newspapers) 22%.

⁷ RIS report: Web activities 2004 at: <http://www.ris.org>.

⁸ Safer Internet

At: http://ec.europa.eu/information_society/activities/sip/docs/eurobarometer/eurobarometer_2005_25_ms.pdf:

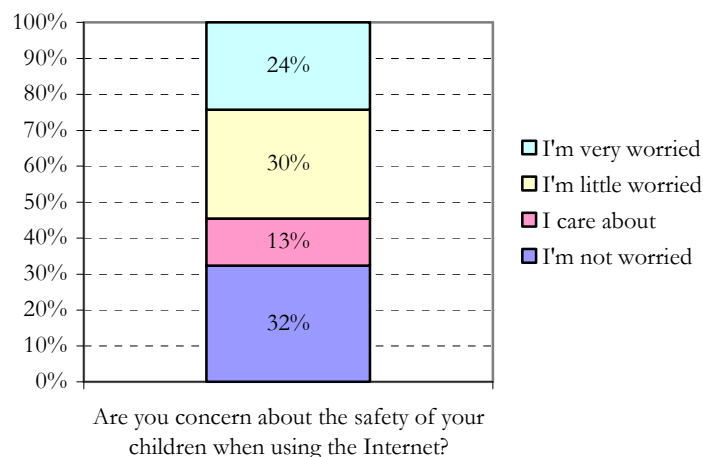


Figure 4: Parents concern about the safety of their children using the Internet (RIS 2005).

D. AWARENESS RAISING ACTIVITIES

The work carried out by partners in co-operation with supporters was extremely intense. The most successful were the following activities:

- ❖ Story- telling competition 2005
- ❖ Design of a website
- ❖ Trainings for school teachers as regards Internet safety
- ❖ Educational and promotional materials developed and distributed
- ❖ Dissemination activities
- ❖ Safer Internet Day 2006 and 2007

❖ Story- telling competition 2005

The Slovenian National Story-telling award ceremony



By the end of June 2005 SAFE-SI received 37 entries. The *Slovenian National Story-telling award ceremony* was held on 15 September 2005 at the Faculty of Social Sciences in Ljubljana.

Figure 5: *Group picture of all prize winners*

The participants at the event were children, parents and teachers also the jury, sponsors, representatives of the governmental institutions and journalists.

The first prize winner in the category 13 to 16 winner received a laptop computer. Second prize winners received USB key with MP3 player and third prize winners received subscriptions on children magazines.



Figure 6: *The first prize winner in the category 13 to 16*



Figure 7: 12- years old National winner

In the 9-12 years category, a 12-year-old boy Luka Ivartnik won first prize for "Internet robbery", a story about a “dirty business” on the Internet. "Internet robbery" was also declared the overall national winner and represented Slovenia at the International Award Ceremony in Paris.

European Awards Ceremony in Paris



Figure 8: Group picture of all national winners

The young writers of the 16 winning national stories, including Slovenian winner of the Insafe Friendship and Magic competition attended an awards ceremony in Paris on 9 December 2005. They were presented with copies of their book, which was officially launched at the same event.



Figure 9: Slovenian winning story print screen

❖ Website

Slovenian Awareness Node SAFE-SI launched a re-designed project website <http://www.safe.si> in May 2006. The website provides useful tips and information about the Internet and new technologies to youngsters, parents and educators in an easy and attractive way.

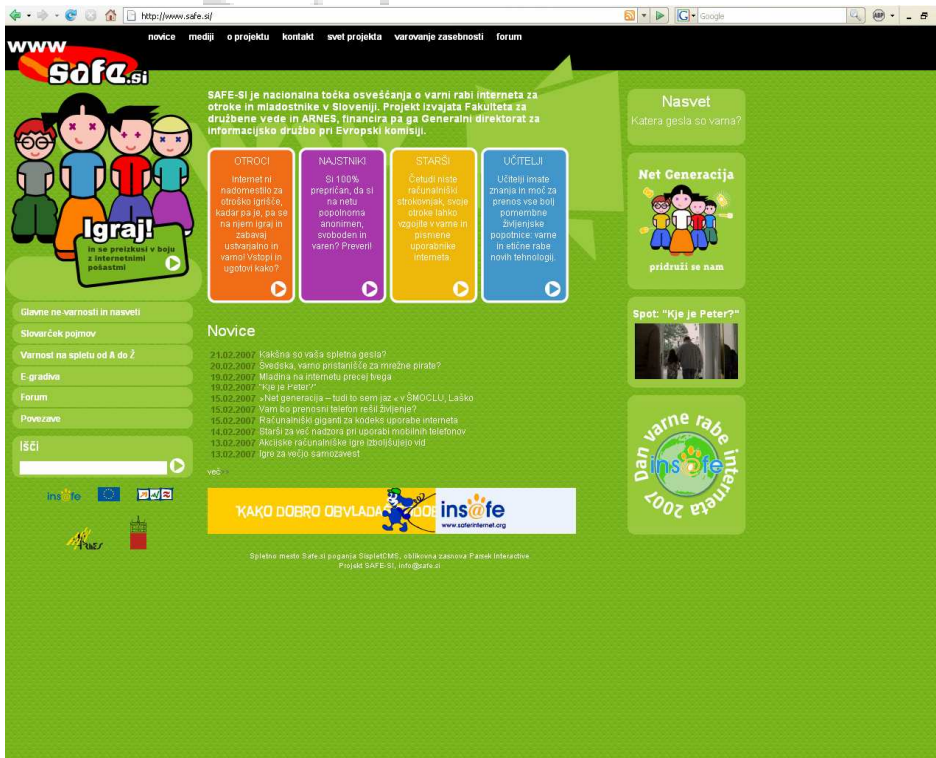


Figure 10: Screenshot of SAFE-SI website

❖ Trainings for school teachers as regards Internet safety

One of the most important objectives of SAFE-SI project was to provide trainings for school teachers as regards Internet safety. First seminars were successfully conducted in April 2006.

It is of strategic importance to incorporate the content that covers the aspects of safer use of ICT technologies in the classroom into the regular curriculum of ICT seminars for teachers. Interest in the presented topics among teachers attending seminars was high, since many teachers have experience with the use of ICT in schools, and are familiar with network technologies. SAFE-SI thus actively participated at special seminars for multipliers, organised by the Ministry of Education and Sport and by the National Education Institute of the Republic of Slovenia held in June and August 2006. In December 2005 SAFE-SI reached an informal agreement with National Education Institute of Republic of Slovenia dealing with the inclusion of the most relevant Internet safety themes to the special ICT seminars for multipliers. The following Internet safety themes were offered to the trainers:

- Privacy and security on the Internet
- Harmful and illegal content
- Technical aspects of protection
- Copyright

❖ Educational and promotional materials developed and distributed

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 teachers, parents and general audience.

➤ Materials for young people

- An interactive online game »Make the Internet a safer place« for kids and teenagers”



Figure11: Banner

SAFE-SI has developed an interactive online game » Make the Internet a safer place« for 7-12 year olds, complete with interactive questions. The game is designed so that the player has an option to choose first his/her favourite

character. While the player is surfing through the Internet he/she has to collect emoticons, safe e-mails and to answer as many questions relating to the Internet safety as possible. On the other hand, the player has to avoid viruses, spam and worms. The player is obliged to use antivirus shield during the game, protecting him/her against all potential online dangers.

Available at: <http://www.safe.si/igra/>

- An Online interactive Quiz: » Make the Internet a safer place«



Figure12: Invitation to quiz

This quiz targeting especially children is designed so that individual player has to answer 35 questions on safer internet usage divided in three sections. Once the player has got all 35 questions right they can then print out a special SAFE-SI diploma confirming their membership in a «Secret Society of Safer Internet Knights »

Available at: <http://www.safe.si/kviz/>

- A checklist asking youngsters if they are »Web aware«

This checklist is designed so that individual internet user has to fill in the checklist with 10 questions on safer internet usage. Participants can receive a special prize for filling in the checklist and the winners are announced every three months.

Available at: <http://www.safe.si/preveri/otroci/> (checklist for children)

<http://www.safe.si/preveri/najstniki/> (checklist for teenagers)

- Promotional leaflets inviting youngsters to participate in Safer Internet Story-Telling Contest 2005



Figure 13: Leaflet



Figure 14: Poster

- Leaflets with tips on safer Internet chatting 2006

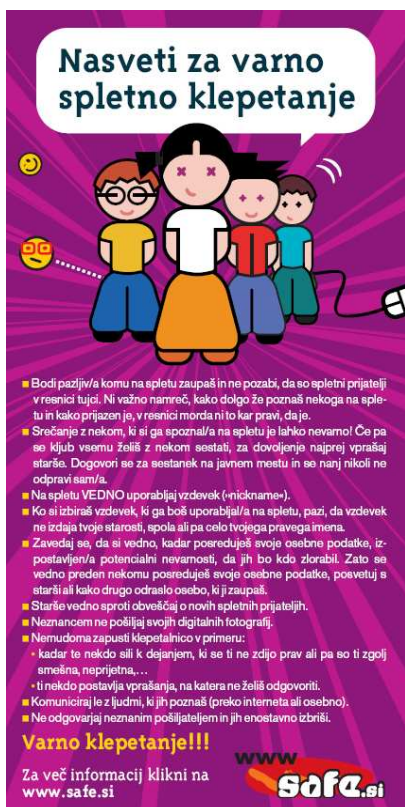


Figure 15: leaflet for teenagers

Two versions of leaflet adapted to different age of youngsters were developed within the project team. First version of leaflet addresses children in the age group from 6 to 12 and the second one addresses teenagers in the age group 12 to 18. Leaflets inform and teach children especially how to use chat rooms, forums and instant messaging in a safer way.

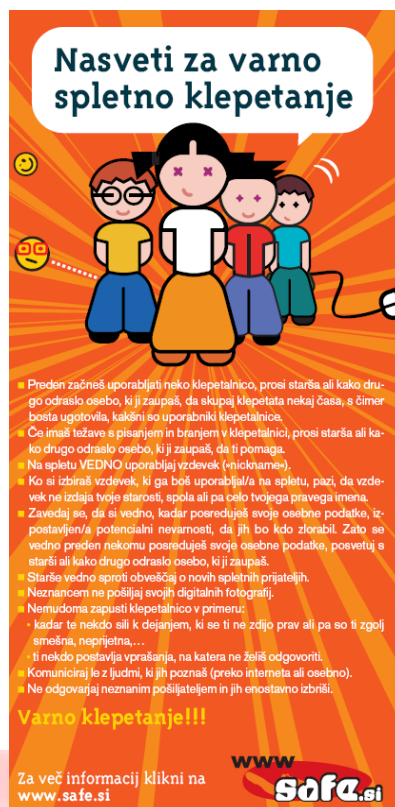


Figure 16: leaflet for children

Furthermore, a checklist asking youngsters if they are »Web aware« is also part of the leaflet. The results can be checked at www.safe.si.

- Promotional materials, such as t-shirts, key-chains, wrist bands



Figure 17: wrist-bands



Figure 18: key-chains



Figure 19: t-shirt

➤ Materials for parents and general audience

Brochure for parents, entitled “Safer Internet surfing and chatting - tips and recommendations for parents about safer use of the Internet and mobile phones.” Available at:

http://www.safe.si/uploadi/editor/1159442818brosuraA5_elektronska_verzija.pdf



The main purpose of this brochure is to help parents understand the issues and knowledge how to deal with safety concerns. In such a way they are better able to support young people who use the Internet and encourage them to be safe online.

The brochure covers the following topics:

- Useful tips for parents
- Privacy and security on the Internet
- Harmful and illegal online content
- Young people and mobile phones

Figure 20: brochure for parents

- Poster for general audience



The main purpose of this poster is to promote SAFE-SI project and its mission and objectives to the general public.

Figure 21: poster

- TV clip “Kje je Peter?” (Wo ist Klaus?)



A video clip »Kje je Peter?« can be viewed on the website of the project SAFE-SI as well as on several TV stations. The clip illustrates in a fun and also ironical way the kinds of dangers that are lurking on children and youth on the Internet.

Figure 22: scene from the clip

➤ Materials for teachers

- **VARNA RABA INTERNETA – priročnik za učitelje (Safer Internet use- Teachers Manual) – available online as pdf**



Figure 23: Teachers manual

This material has been offered to Slovenian educators to assist and support them when teaching students about the safe and responsible use of the Internet.

Available at:

http://www.safe.si/uploadi/editor/1157005228prirocnik_za_ucitelje%20final.pdf

- **KAKO VARNO UPORABLJATI INTERNET? – Gradivo za učitelje (How to use Internet in a safe way?- Handbook for teachers)- available online as pdf**



Figure 24: Handbook for teachers

This handbook covers the most important topics focusing on the internet safety, privacy and security issues, copyright, harmful and illegal content on the Internet as well as recommendations on safe and “smart” online content. It was developed for the purposes of teacher’s trainings.

Available at:

http://www.safe.si/uploadi/editor/1157005150gradiva_za_ucitelje_final.pdf

❖ Dissemination activities

For the website, for the promotion purposes and for printed materials special SAFE-SI logo was developed:



The logo can be downloaded from the SAFE-SI website.



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 increasing the visibility of the project.



Deskaj varno

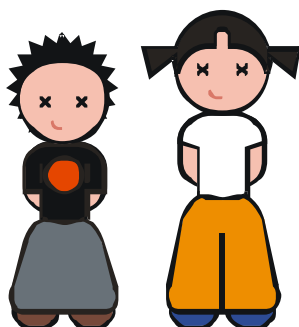


Figure 25: SAFE-SI promotional banners

a) Promotion at the national events

- The annual international conference MIRK held from 19th to 21st of May 2005.
- The project and the Safer Internet Story-telling Contest were also presented at the annual international fair and educational event HEVREKA held from 24th to 28th of May 2005.



Figure 26: *Exhibition place at Hevrekka*



Figure 27: *Poster*

- The project was also presented at the Conference: Research of the Information Society held on 2 June 2005 at the Faculty of Social Sciences.

- SAFE-SI in co-operation with MISSS (Youth Informative Counselling Centre) participated at Twelfth Computer festival organised by Association of Technical Culture of Slovenia held on 8 April 2006.



Figure 28: "ABCD Internet for adults- we know, what about you?" quiz held at Computer festival



Figure 29: Former Human Rights Ombudsman Matjaž Hanžek participated in quiz

- SAFE-SI was introduced at event “Research of the Information Society” held on 8 June 2006 at the Faculty of Social Science
- SAFE-SI participated at the ICT seminar for multipliers, Celje, 17 June 2006
- SAFE-SI participated at the ICT seminar for multipliers, Celje, 30 August 2006
- Fair “Children’s bazaar”; 14 – 16 September 2006



Figure 30: Exhibition place at »Children's bazaar«



Figure 31: Lecture for teachers on Bazaar given by Gorazd Božič, ARNES

- Premiere of the movie “Hard candy”, 25 September 2006;
- Conference on combating hate speech: “Words are deeds, speech is action” , 27 September 06;
- Conference Celebrating 20th anniversary of the Social Informatics study programme”, 28 September 06;
- VIVID 2006: 13 – 14 October 2006;
- Peace Festival in Slovenj Gradec celebrating UN day, 24 October 06;



Figure 32: Youngsters at SAFE-SI exhibition place in Slovenj Gradec

- INFOSEK Conference 2006; 23 – 24 November 06

b) Broad media coverage

Press and the media have been of strategic importance from the very start in March 2005. Therefore, we have been present on most TV, radio and press channels of the country with national coverage. We also helped journalists to develop several articles, which were published in the most important Slovenian newspapers and magazines. The most high-profile events for journalists were Safer Internet Days 2006 and 2007 that gained a lot of media attention.

❖ Safer Internet Day in 2006 and 2007

a) SID 2006



In February 2006 SAFE-SI officially celebrated the Safer Internet Day for the first time. A total of 37 countries, and around 100 organisations took part in Safer Internet Day on 7 February 2006. Safe Internet Day was a high-profile event in Slovenia.

At the European level Slovenian Node successfully participated in the “global blogathon”, which was organised by Insafe, the EU network for internet safety awareness. Slovenian Awareness Node invited the Office of the Slovenian Human Rights Ombudsman to post a special entry on the blog relating to the topic of the ethics on the Internet.

- Round Table: »Education & Ethics of Young people on the Internet«



Figure 33: *Participants at round table*

On 7 February 2006 Slovenian Awareness Node SAFE-SI organised a successful and well-attended round table entitled »Education & Ethics of Young people on the Internet«.

Participants at the round table were both experts from the field of the Internet safety and media literacy and teachers,

who discussed this interesting topic focusing on the phenomena of the media literacy and behaviour of youngsters using Internet.

b) SID 2007



Almost 40 countries including Slovenia participated in the fourth edition of Safer Internet Day (SID) which this year took place on 6 February. Slovenian Awareness Node successfully participated in several activities at the European as well as national level.

Slovenian Awareness Node once again participated in the “worldwide bloghaton” relating to the theme “Crossing borders.” Furthermore, SAFE-SI actively promoted Crossing borders Safer Internet Day 2007 Competition among Slovenian schools that successfully participated in this competition.

- Opening of exhibition “[Net generacija - tudi to sem jaz](#)” (Net generation – that’s also me) in Cyberpipe

Opening of this exhibition was a key event celebrating Safer internet Day 2007 in Slovenia.



Figure 34: Discussion at opening ceremony

The exhibition was opened by famous Slovenian blogger Mojca Mavec, who was also kindly ask to participate in short discussion with the members of the project team and guests. The main theme of this discussion was the influence of new technologies on people lives.

Young people have been invited to present their view on information society in different creative ways. »Net generation« is a message of young people in the society of modern technologies, explosion of information and virtual relationships. More than 60 young authors contributed to the exhibition their art-projects, such as: posters, graffiti, poems and video clips. Net generation« thus becomes everyone that contributed to the exhibition, votes for the most original contribution, sends an e-card, spreads the idea or just views the selected contributions at website: www.netgeneracija.si. Link: <http://www.netgeneracija.si>



Figure 35: art-project made by teenager

Check art projects at:
<http://www.netgeneracija.si>

SID 2007 was high-profile event in Slovenia. More than 70 different media traditional as well as digital published the news on SID. Several radio interviews were made with the members of the project team.

E. NATIONAL COOPERATION

We need to work hand in hand with all stakeholders, including government agencies, NGO's, media and industry, to actually encourage (safer) usage of internet by exposing its positive aspects. The interest among relevant Slovenian stakeholders to raise awareness as regards safer Internet use seems to be relatively high.

SAFE-SI Advisory Body was officially established in December 2005. At the moment it consists of representatives of 23 institutions representing majority of entities associated with the problem of safer Internet use in Slovenia. The goal is to ensure long-term cooperation of different institutions in activities relevant to this area.

Advisory Body membership: (28.02.2007):

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

Several institutions were included in various project activities. The majority of them actively participated in the dissemination of the materials (**Microsoft, UPC Telemach, Slovenian Police, Telekom, Mobitel, APEK, Human Rights Ombudsman, National Education Institute, Youth informative Counselling Centre of Slovenia, UNICEF, Slovene Consumer's Association, SISPA, Information commissioner, Slovenian libraries and schools**) and in the promotion of the project through their websites by posting links, project banners and news. Special attention must be given to the following very successful partnerships.

Youth informative Counselling Centre of Slovenia actively participated in several project activities, such as Twelfth Computer Festival 06 (developing special quiz: *"ABCD Internet for adults- we know, what about you?"*) and Children's Bazaar 06.

We participated in cooperation with **NAJDI.SI** at fair "Children's Bazaar. Furthermore, a special agreement on mutual cooperation among NAJDI.SI and SAFE-SI was reached focusing the promotion of SAFE-SI on Najdi.si website.

In December 2006 we reached an informal agreement with **National Education Institute of RS** dealing with the inclusion of the most relevant Internet safety themes to the special ICT seminars for multipliers (teachers trainings) organised by Ministry of Education and Sport and National Education Institute.

Furthermore, **MICROSOFT** sponsored a special competition for pupils and students dealing with presentation of different views on information society in different creative ways at the end of 2006. **University of Maribor, the Faculty of Electrical Engineering and Computer Sciences**, adapted and synchronised TV spot »Kje je Peter?« (Wo ist Klaus?) free- of charge. **UPC TELEMACH, MMC Portal of RTV Slovenia, Human Rights Ombudsman** and **Information Commissioner** were actively involved in various activities at SID 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 “Safer Internet Day 2007” working group and sending articles to INSAFE newsletter and contributions to the Community to be shared with other Nodes.

G. THE FUTURE

The Slovenian Awareness Node SAFE-SI has made a very successful start in promoting awareness aimed at the protection and education of children and teenagers using Internet and new online technologies in Slovenia.

The goal of SAFE-SI 2 Awareness Node is to continue empowering selected target groups (young people, parents and teachers) to use the Internet, as well as other information and communication technologies, safely and effectively. SAFE-SI 2 project activities will guide to wider public recognition of harmful content in the context of media and information literacy in Slovenia.

The project will promote 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 SAFE-SI Awareness Node. The project will be oriented towards informing the following target groups: teachers, parents, children and teenagers as regards the benefits and hazards of ICT use.

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 can be found and is downloadable at the website <http://www.safe.si>.

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