

# FINAL PUBLIC REPORT SIP-SI

September 2008 - August 2010

For safer internet!



**Safer Internet Plus Programme in Slovenia**

**FINAL PUBLIC REPORT SIP-SI**

**September 2008 — August 2010**

**Project No:** SIP-2007-CNH-143711

**Project title:** SIP-SI: Combined Safer Internet Node for Slovenia

**Start Date:** September 1, 2008

**End Date:** August 31, 2010

**Project Duration:** 24 months

*The **Safer Internet plus programme** 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. INTRODUCTION: THE DARK SIDES OF INTERNET

The Internet is frequently referred to as »fictional, virtual world«, yet the dangers we are exposed to on account of imprudent and unskilful use of the Internet are anything but fictitious. Research has shown that due to their inexperience children and adolescents behave much less carefully on the Internet than adults, and much less carefully than they would in the »real« world. In the real world they would not give out personal information concerning them or their families to someone they do not know. In the real world they would never have access to sex shops. In the real world they would not confide their feelings or fears to strangers. Yet in the virtual world they do.

Beside unpleasant feelings and annoyance experienced by the end-user who has hit upon

illegal contents, hate speech and child sexual abuse images inflict irremediable harm especially to the people referred to in illegal contents. The spreading of hate speech towards a specific group of people can result in the affected people's feelings of inferiority and even physical harm. The consequences of child sexual abuse images are even worse; images that depict child abuse must be understood as at least double victimisation of a child and leave an indelible mark on their future life. Due to the purpose of child sexual abuse images, recorded child abuse often means lifelong victimisation for the abused children. Namely, the child is re-victimised every time the image of their abuse is seen by someone.

Reflecting the seriousness of the issue and its far-reaching negative effects, the European Union has recently accepted various legislative frameworks which discuss risks on the Internet. Further, many national and European activities of establishing and



promoting safer Internet have been co-financed by the European **Commission's Safer Internet Plus Programme**, which has four main action lines:

- Fighting against illegal contents
- Tackling unwanted and harmful contents
- Promoting a safer environment
- Raising awareness



By setting up the Centre for a Safer Internet Slovenia is also participating in the fight against illegal contents, raising awareness of safer Internet use and preventing children from online grooming. Thus, the Awareness centre SAFE-SI, Hotline Spletno oko and Helpline Nasvet za net as three parts of the Centre for a Safer Internet enable Slovenian Internet users to report illegal contents, to acquire knowledge about safer Internet use and to help children and adolescents when encountering any kind of troubles online.


## B. THE CONSORTIUM

Univerza  
v Ljubljani  
Faculty  
of Social Sciences



**The Faculty of Social Sciences** is one of the largest members of the University of Ljubljana. It has over 5.100 students in 30 undergraduate and graduate study programmes. The Faculty is heavily involved in international publications and international projects. An important component of its reputation relates to the Research on the Internet in Slovenia project ('RIS'), which has been running since 1996. This is a non-profit project which regularly distributes research results on information society developments ([www.ris.org](http://www.ris.org)) and is considered to be central for information society issues in Slovenia. The Faculty thus contributes to the project's rich knowledge on a variety of ICT-related topics, including digital content information and research

on Internet usage, as well as experience with research on cyber security and online privacy.

**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 organisations and enables them to connect and co-operate with each other and with related organisations abroad. The main tasks of ARNES are the development, operation and management of the communication network for education and research in Slovenia. As a national research and education network ('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 1.000 Slovenian organisations

and makes ARNES' services available to nearly 200.000 people.

**ZPS** **The Slovenian Consumers' Association** is an independent and autonomous non-governmental organisation established in 1990. It is dedicated to protecting and representing consumer interests, as well as providing impartial advice and education to consumers. The Slovenian Consumers' Association actively strives to improve the quality and safety of products and services, in co-operation with non-governmental and expert organisations in Slovenia, the EU and globally.

## C. THE USE OF ICT IN SLOVENIA

### 1. IN GENERAL

The Internet penetration rate in Slovenia is around the EU average. Data from the Statistical Office<sup>1</sup> for the first quarter of 2009 show that 64% of households had access to the Internet. In the first quarter of 2009, almost 1.1 million or 64% of all people aged 10 to 74 used the Internet. The biggest share of Internet users was in the 10-15 age group (98%). In the last year, various forms of web communication have rapidly increased. Around 35% of Internet users read online discussion forums, 15% telephoned or used video calls and 13% posted messages to chat sites.

In the first quarter of 2008, between persons aged 10 to 74 years, 90% had already used a mobile phone. 24% used it for sending photographs, 11%

browsed the Internet via mobile phone and 8% uploaded photographs or video clips from their phones to web pages. 5% received information services on their mobile phones and 5% read e-mails via mobile phones.

### 2. AMONG YOUNGSTERS

Children's use of the Internet in Slovenia is particularly high. According to the results of 2005 Eurobarometer surveys<sup>2</sup>, 81% of parents of children aged 6-17 said their child had used the Internet. By 2008 this figure had risen to 88%. This same data also show that the Internet is used by 73% of children aged 6 to 10 years (EU-27 60.1%), which confirms that, from this aspect, Slovenia is above the EU average. It can be estimated that in Slovenia the Internet is used by approximately 70% of children aged 5 to 9 years, i.e. around 70.000 children.

With respect to social networking sites (e.g. Facebook, MySpace, Netlog), the potential consequences of the reckless revelation of personal data, such as publishing private photos and posting videos, are especially problematic. This is confirmed by findings of three youth panels with 32 participants conducted by SAFE-SI. Namely, teenagers aged 13 and 14 feel very safe on social networking sites, they think nothing unpleasant can happen there – they are unaware about the possible risks of social networking connected with the careless disclosure of personal information. Perhaps even more worrying is the fact that children openly confess they lie about their age to sign into social networks. Through the youth panels we also found that children aged 9 to 12 do not perceive cyberbullying as a problem, they think it is just a joke and fun. But, when they speak about their experiences, it is not as innocent as they would like to make it appear.

Slovenia is one of the most developed EU countries with respect to mobile phone usage. 98% of children in the age group 10-15 had already used mobile phones. Mobile phones are not only used for making phone calls and sending SMS/MMS but also for sending photos and videos. Around 46% of children sent photo or video in the first quarter of 2008.

## D. SAFE SI

### 1. WHO ARE WE?

SAFE-SI has been a national Awareness centre since 2005 with the aim to promote the protection and education of children and teenagers using the Internet and new online technologies. It received immediate and uniformly positive feedback from all stakeholders and the general public. In the 2007-2009 period SAFE-SI continued implementing an information campaign, focusing on the even more direct involvement of parents and youngsters in project activities. In 2009 awareness-raising activities were improved by adding a helpline component to provide counselling (via telephone and email) for children and adolescents who have come across inappropriate or offensive Internet content and contacts, have fallen victim to online

harassment, identity theft or have other Internet-related issues and dilemmas.

#### a. MISSION AND ROLE

The mission of the national awareness-raising campaign is to inform users about how they can protect themselves and their children from dangers posed by use of new interactive technologies such as the Internet and mobile phones.

#### b. GOALS

The project is oriented towards informing the following target groups: teachers, parents, children and teenagers as regards the benefits and hazards of ICT use through a carefully designed awareness-raising campaign. In close co-operation with national stakeholders we develop information material, organise events, such as Safer Internet Day, organise educational sessions such as workshops for parents, children and teachers and maintain a fully informative web page at [www.safe.si](http://www.safe.si).

## 2. AWARENESS RAISING ACTIVITIES

- ☺ **Awareness tools**
- ☺ **Online and offline promotion**
- ☺ **Safer Internet Day 2009 and 2010**
- ☺ **Award competitions for youngsters**
- ☺ **Trainings for target groups**
- ☺ **Youth panels**
- ☺ **SAFE-SI in media**





## a. AWARENESS TOOLS

*SAFE-SI web page — <http://www.safe.si>*

The web page provides specific and detailed information and tips as regards safer use of the Internet and mobile phones for selected target groups: parents, teachers, children and teenagers. Through our web page visitors can also access the Slovenian Hotline Spletno oko and the Helpline Nasvet za net.

The web page also enables visitors to explore video and audio materials, to download online versions of promotional and educational products developed by SAFE-SI and to participate in different games, tests and quizzes, send postcards or sign an anti-bullying pledge.

The website takes advantage of WEB 2.0 technologies and enables its visitors to share information they find useful/interesting with their friends, children, parents etc. through applications

like Facebook, Twitter, Delicious, Google, StumbleUpon.



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

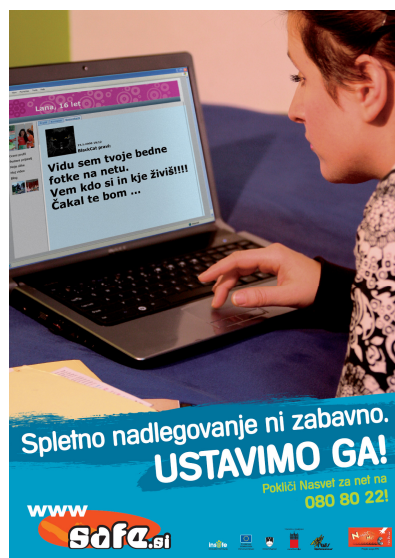
*Promotional and educational products*

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 has been fully accomplished. Project members were very active in designing useful and attractive educational and promotional materials for youngsters as well as parents and teachers.

**Printed informative materials**

- Materials for young

**Poster on cyberbullying delivering a message: »Cyberbullying is not fun. Say NO to cyberbullying.«**



**Leaflet on cyberbullying**



**Poster and leaflet »Think before you post yourself online!«**



Stickers for children



www.otroski.telekom.si

Tisk omogoča  
**Telekom Slovenije**

Through this campaign SAFE-SI has introduced a project mascot »SEJFKO« representing a young Internet expert who is full of smart advices about Internet safety.

➤ Materials for parents

**Kako izbrati igro, ki bo primerna za otroka?**

▶ **Odigrajte igro s svojim otrokom!**

▶ **Kako varno igrati prek spleta?**

**Oznaka Pegi Online na ovitku ali spletni strani igre zagotavlja:**

7 12 18

**Brochure for parents »What you ought to know about the Internet, but you dare not to ask your children.«- updated version**

One of the projects most popular products – almost 20.000 copies distributed so far!

**Kaj morate vedeti o internetu, pa si ne upate vprašati svojih otrok?**

**Priročnik za starše**

**Leaflet about computer and online games**

**Računalniške in spletne igre**

**INFO ZA STARŠE:**

- ▶ Katere igre so primerne za mojega otroka?
- ▶ Kako omejiti čas igranja?
- ▶ Je nasilje v igrah škodljivo?
- ▶ Kako varno igrati prek spleta?

www safe.si

**Na kaj paziti, ko otroci uporabljajo mobilnik?**

**DRAGI STARŠI!**

Da bi uporaba mobilnega telefona za vas in vaše otroke varna in kar se da prijetna ter funkcionalna, je nujno poznati tudi nekatere nevarnosti in težave pri uporabi mobilnih telefonov ter nactne, kako se s težavami uspešno spopasti.

APEK je zato v sodelovanju s slovensko točko osveščanja o varni rabi interneta in mobilnih telefonov SAFE-SI, Zvezo potrošnikov Slovenija, Uradom RS za varstvo potrošnikov, Informacijskim pooblaščencom in mobilnimi operaterji pripravil zloženko z uporabnimi informacijami, ki jo država v rokah.

**Leaflet on safer use of mobile phones**

➤ Materials for teachers

SAFE-SI educational materials are broadly used at various seminars and trainings performed by national educational institutions, especially National Education Institute and Ministry of Education and Sport. The Centre aims to reach increased usage of our materials by teachers in the classroom.

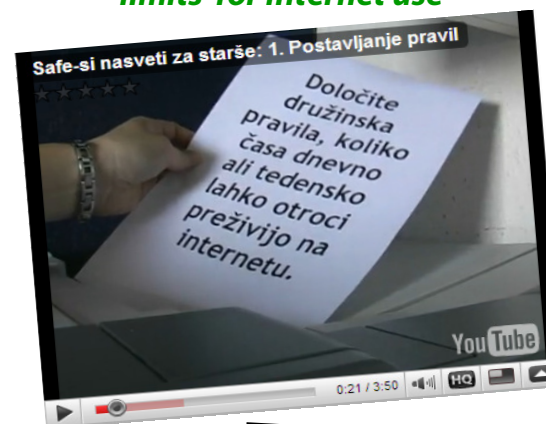


Cover of the Handbook and the enclosed CD



**Digital materials**

**Video: Setting the rules and time limits for Internet use**



**Video: Virus alert**





*Interactive guide (video) through the privacy settings on Facebook*



*»Think before you post« online clip – Slovenian adaptation of the Italian online clip »Posta con la testa«*



*Screen shot of online game for teenagers »Smart online surfers«*

### Promotional materials

*T-shirts*



*Pocket calendar*



*USB keys with SAFE-SI logo*



*Key chains with SAFE-SI logo*

➤ SAFE-SI mouse pads

**1** na računalnik nameštite antivirusni program, ki ga redno posodabljate

**2** računalnik zaščitite s vklapljenim požarnim zidom

**3** posodabljajte svoj operacijski sistem

WWW safe.si Za dodatno informacijo vam je na voljo [www.safe.si](http://www.safe.si)

*How to protect your computer in 3 steps*

**• KAKO LAHKO SVOJE GESLO OHRANIM VARNOP?**

WWW safe.si Za dodatno informacijo vam je na voljo [www.safe.si](http://www.safe.si)

*How to create safe online passwords*

WWW safe.si Za dodatno informacijo vam je na voljo [www.safe.si](http://www.safe.si)

*Think before you post yourself online*

WWW safe.si Za dodatno informacijo vam je na voljo [www.safe.si](http://www.safe.si)

*Family rules for safe Internet use*



*SAFE-SI promotional pens*

**b) ONLINE AND OFFLINE PROMOTION**

SAFE-SI has used various offline and online promotional channels in order to reach as broader audience as possible.

*Offline promotion*

We would like to point out the following most successful campaigns:

### ***Inclusion of project ads in written magazines***

SAFE-SI has made some successful advertisement deals with Slovenian printed media with the aim to increase the visibility of the SAFE-SI web page. In monthly magazine *Otok in družina* intended for parents SAFE-SI advertisement has been regularly placed in the period from November 2008 to October 2009.



***Example of the magazine advertisement***

### ***Inclusion of SAFE-SI banner in 2009 wall calendar of National Geographic Junior***

Two SAFE-SI advertisements were included in the 2009 wall-calendar of National Geographic Junior that was printed in 10.000 copies.



***SAFE-SI in National Geographic Junior***

### ***Distribution of materials through shopping centres and cinemas***

For the purposes of Safer Internet Day 2010 promotion almost 1900 leaflets »Think before you put yourself online« were distributed in **Slovenian multiplex cinema centres Kolosej** in Ljubljana, Maribor, Koper and Kranj. The distribution of SAFE-SI materials, especially the leaflet on the safer use of



mobile phones at **Qlandia shopping centres** in 2008 can be also considered very successful.

### ***Distribution of project materials through schools and libraries***

Slovenian schools and libraries were the main distribution points of project materials. SAFE-SI targeted schools with different materials on various occasions, especially for the promotion of SID 2009 and 2010 and for the promotion of two editions of SAFE-SI Award Contest that took place in the school years 2008/2009 and 2009/2010. With the support of National Education Institute we reached all Slovenian primary schools what can be considered for a huge success.

The Slovenian libraries also joined the celebrations of SID 2010. Through the central national library the project materials were distributed to around 50 major local libraries.

### ***Toilets poster campaign***

In the period from 1 to 14 February 200 posters for teenagers »Think before you put yourself online« were hanging in the toilets in Slovenian secondary schools and in the most popular meeting places for youth, such as cinemas and bars, in bigger cities all over Slovenia.



***Poster exhibition***

### ***Participation at events***

SAFE-SI took part at many different events: fairs, conferences and festivals to inform the attendants about the project and to provide them with the educational and promotional materials. In some cases presentations were given by the members of

the project team, on other occasions the project was presented at the exhibition place:

- At two editions of the **Festival of Computer Science and Modern Communication (FRISK)** in September 2008 and September 2009.
- **At Children's Bazaars in 2008 and 2009**, the biggest fair intended for children and young families that each year gathered more than 24.000 visitors;



*Exhibition at the Bazaar*

- At two editions of the international conference **SIRIKT** (Enabling Education and Research with ICT) that took place in April 2009 and 2010 in Kranjska Gora. That is the biggest event in Slovenia for teachers, headmasters, pedagogical workers and university researchers that promotes the use of ICT within schools and other educational institutions. Each attendant of the conference received a SAFE-SI handbook for teachers as well as other project materials.
- At two editions of **Scout Festival in April 2009 and 2010**, organised by Scout Association of Slovenia, attended by around 1.500 youngsters and children.



*Photo from Scout Festival 2010*



*Photos from Scout Festival  
2009*



- At **Primrose party**, Ljubljana, June 2009, organized by magazine for parents Otrok in družina, attended by around 30 children under the age of 10 and their parents, SAFE-SI materials were distributed and the participants were given the opportunity to surf and click around the [www.safe.si](http://www.safe.si) web page (play games, take quizzes, etc.).

### *Online promotion*

The promotion through online portals and websites, social networking sites and other online communication channels is becoming extremely important.

### ***Promotion through social networking communities***

SAFE-SI wants to be as active as possible in popular online social networking communities. SAFE-SI has created its own group on Facebook against cyberbullying, created and invited users to the Safer Internet Day 2009 event and made it possible to become a fan of the SAFE-SI web page, which is all already resulting in better web page visibility.

In June 2009 we started with first ad campaign on Facebook for teenagers that turned to be a huge success. In the period of the last twelve months several similar campaigns targeting different groups of Facebook users, especially teenagers and adults

over 30 were conducted. They all significantly contributed to the visibility of the project.

**Si zasvojen s spletom?**  
www safe.si  
SKRBNO NEGUJ TUDI NEVIRTUALNE STIKE Z LJUDMI, KI JIH IMAŠ RAD!  
Reši test na spletni strani www.safe.si in preveri svojo stopnjo odvisnosti od interneta!  
Všeč mi je

**Sodeluj v spletni anketi**  
Kako skrbiš za zaščito svojih osebnih podatkov na netu? Več na www.safe.si!  
Tanja Šterk likes this ad.  
Všeč mi je

**Brezplačna gradiva**  
SOS za varen internet!  
Starši, spoznajte osnove varne rabe interneta, ki vam bodo v pomoč pri vzgoji vaših otrok pri uporabi interneta! Kliknite za naročilo!  
Tanja Šterk likes this ad.  
Všeč mi je

**Different ads on Facebook**

During the summer period in 2010 we also placed our banners and text ads to **YouTube** and **Windows Live Messenger** that are very popular among young people.

**Promotion through websites and search engines**

Under a contract, Slovenia's largest search engine **Najdi.si** provided space for the project's specific

campaign ads and key words free-of-charge. In addition, in July 2009 we entered into a sponsorship deal with **Httpool**, an online advertising service provider, for cost-free promotion of the project's web page through Httpool's »premium-network« of web pages.

The company **IPROM** that is specialised in web media planning and organisation of advertising campaigns in web media offered the space for the promotion of SAFE-SI online research on the risks of using social networking sites free-of charge that took place in February and March 2010. Based on the results of this research SAFE-SI got valuable information how Slovenian Internet users handle with risks arising from using social networking sites.

www safe.si  
Deskaj varno  
Sodelujte v raziskavi o tveganjih pri uporabi socialnih omrežij  
KLIKNI IN SODELUJ!  
iprom

**Banner for the campaign**

### c. SAFER INTERNET DAY 2009 AND 2010

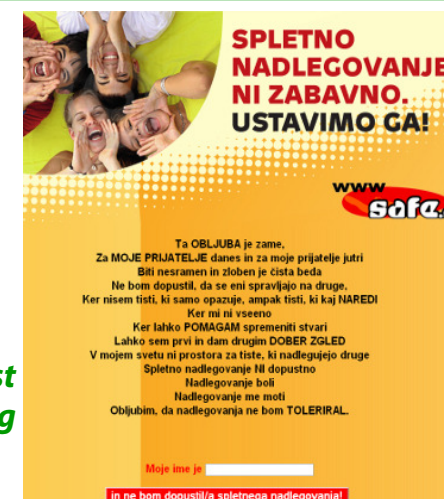
Safer Internet Day (SID) is organised by INSAFE and national Awareness centres each year in February to promote safer and more responsible use of online technology and mobile phones, especially amongst children and young people across the world.

#### *Safer Internet Day 2009*

SAFE-SI actively participated in celebrations of Safer Internet Day 2009 on 10 February. The Slovenian centre fully supported the pan-European communication campaign on cyberbullying and actively participated in delivering its message to the target group of teenagers aged 12 to 17.

The Centre's national activities were also oriented to the fight against cyberbullying. The following message was delivered through this campaign: *»Cyberbullying is not fun. Say NO to cyberbullying.«*

#### *Online pledge against cyberbullying*



#### *Conference »The safety of children online – Stop cyberbullying«*

On SID 2009 the Slovenian Awareness centre SAFE-SI in co-operation with Microsoft Slovenia and UPC Telemach organised the conference »The safety of children online – Stop cyberbullying«. The main objective of the event was to address the problem of cyberbullying. Conferences like this are an important step forward in raising awareness and encouraging action.

The Minister of Education and Sport, **dr. Igor Lukšič** delivered the opening speech at the conference. This was followed by a speech given by the State Secretary (Deputy Minister) at the Ministry of Higher Education, Science and Technology, **Dr. Jozsef Györkös**, who commended the work already done and expressed the Ministry's full support of the existing Safer Internet projects in Slovenia.

*Minister Lukšič at the conference*



The conference was well attended (around 70 attendants) by different stakeholding institutions, primary and secondary school teachers, kindergartens, industry representatives,

governmental bodies and journalists. The event was also well covered in the media, especially in the online media and radio programmes.



*Conference atmosphere*



### *Safer Internet Day 2010*

The main topic of the Centre's national campaign was the same as on the European level **protection of privacy online**. The following message was delivered through this campaign: *»Think, before you put yourself online!«* to make a point of importance of the Internet users taking responsibility for their own actions, behaviour and publishing of private data, pictures, videos online.



### **Educational fair »Think before you post yourself online«**

At a large primary school in Ljubljana SAFE-SI with partners organized a special educational fair targeted at 430 pupils of this school aged 10 to 15 years. At the school premises six institutions SAFE-SI, Information Commissioner of Republic of Slovenia,

MISSS (Youth Information and Counselling Centre of Slovenia), Helpline Nasvet za net, companies Varni Internet and Microsoft each had it's own corner where they presented themselves with leaflets, posters and also held a series of five 30-minute workshops.



*Pupils at workshop*

At the same school on Safer Internet Day a round table was organized at the school premises with interesting guests/panellists explaining and debating about protection of privacy online with the audience of older school pupils.



*Panelists at the round table*

2010 SID celebrations in Slovenia proved how rewarding it is to involve many different stakeholders and organizations in safer Internet

day's activities. Each organization contributing its resources, efforts, ideas, man power, distribution and communication channels really creates a multiple synergistic effects that make the activities and their results of better quality and wider reach. With joint efforts SAFE-SI and its partners have in the month of February educated more than three thousands pupils, three hundred teachers and two hundred parents about Internet safety, distributed around 9250 copies of leaflets and posters for teenagers »Think before you put yourself online« and around 5050 copies of leaflets for parents with information on computer and online games. The SID topic of protecting one's privacy online was also covered in the prime time and evening news on most viewed Slovenian television POP TV, on all major online news portals, on both channels of the national radio and in three national daily newspapers.

#### **d. AWARD COMPETITIONS FOR YOUNGSTERS**

Since Internet safety is not part of school curriculum competitions are a very smooth way of including online safety topics on the school agenda and raise awareness about the existence of the Awareness centre and its website. SAFE-SI thus organised two competitions for primary school children. The first was conducted in school year 2008/2009 and the second one in the school year 2009/2010. Both competitions were very successful and we can conclude that it is becoming from year to year better attended and more visible among schools. In school year 2009/2010 79 schools participated (which is every fifth school in Slovenia) with over 400 contributions received and created by 900 pupils under mentorship of 125 teachers. This is also a big increase comparing to the first competition when 400 pupils from 43 schools competed.

Young people prepared amazing contributions

(from posters, drawings, pictures, models, stories, computer graphics, PPT-presentations to video spots, movie clips board and computer games), many of which can be further used as tools for raising awareness of their peers, parents and also teachers.

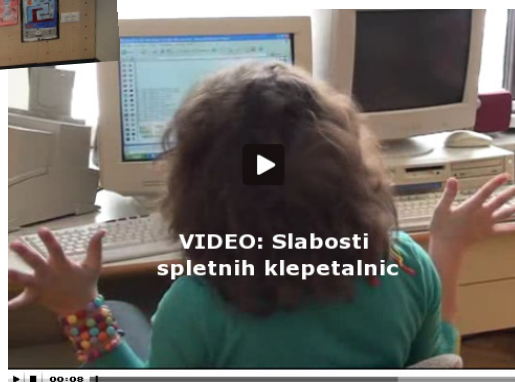
What became evident is that topics that young people find most interesting and relevant about Internet safety are: meeting people online (the benefit and hazards young people are facing when they are meeting people in online chats, networks, gaming sites etc.), excessive use of Internet (videos, photo stories, cartoons depicting young people who got lost in the world of technologies abandoning their friends, boyfriend/girlfriends, playing sports, school etc. The videos are exploring the ways how to bring them back to (real) life, positive use of Internet (showing how the young generation is benefiting from technologies in many everyday situations in comparison with the

generation of their parents who refuse to use the technology) and possible risks of sharing too much personal information online (many intuitive videos illustrating how fast information spread online and how it can hurt those involved).

*The winners of SEJFKO competition 2009*



*Exhibition at the Award ceremony 2009*



*Winning video*

*The winners of SAFE-SI competition 2010*



*Group picture at the Award Ceremony 2010*

### e. TRAININGS FOR TARGET GROUPS

#### *Trainings for parents*

SAFE-SI has been actively involved in educating the parents and teachers about the opportunities and potential risks of the Internet usage since 2007.



**Training at the  
Primary school  
Prebold, 14. 5. 09**



The main aim of such trainings is to encourage parents to take a more active interest in their child's Internet use and to provide practical information and advice about how they may help keep their child safe online. Trainings are mostly well attended by parents and in some cases even teachers. In total, more than 350 parents attended these trainings since September 2008.

**Workshops for children**

More than 550 children and teenagers took part in the workshops and youth panels organized in the period from October 2008 – May 2010. Schools are always very happy if they get a chance to host a

workshop on the online safety for their pupils. In last two years the workshops were mostly organised upon the invitation of individual schools. We also organised workshops in cooperation with youth organisations or companies such as Microsoft Slovenia.



**The collection of photos taken at  
the workshops**

Each year in SAFE-SI in cooperation with Slovenian Association of Friends of Youth (largest youth

organization in Slovenia) organises a set of workshop for children and teenagers to celebrate Children's Week.

#### f. YOUTH PANELS

The decision of the Centre was not to have a permanent panel but rather to involve different children each time. There are good reasons for this decision. It is important for the youth panel to give the opportunity to as many children as possible from different backgrounds, from both rural and urban areas, younger and older, net savvy and not so advanced users to speak their mind and share their experiences. The purpose of the youth panel is to give useful information to the Awareness centre on how to best raise awareness of all Slovenian children this is why it is valuable for the centre to get as many different children's voices as possible. Three panels with 32 participants have been conducted so far.

Most interesting statements made by participants:

*"I also put a picture of myself on a site where other users rate you. I was constantly o-line to check the ratings and answer to comments. I found that nothing good can come of this, it is a waste of time, so I stopped."*

*"I am automatically signed in MSN on my computer at home. So when my sister is on computer she writes insulting and embarrassing things to my friends."*

*"I share passwords (for e-mail, SNS) with my friends. Why not, they are my friend and I trust them!"*

*"Parents can not control me, although we have the computer in the living room. I can use the Internet in the library, at school, where they can not see what I do."*

**Youth panel at  
Domžale  
library, 9. 2. 09**



**g. SAFE-SI IN MEDIA**

Over the last two years SAFE-SI has been continuously successful in generating press and media coverage. SAFE-SI has been able to establish a strong connection with the media and therefore achieved continuity in releases of awareness-raising information. National Awareness centre is a reference point where the journalists turn to whenever they are preparing an article/story about Internet safety.

Thanks to the centre'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. The Safer Internet Day activities achieved excellent public awareness and media coverage. For illustration, Block Bullying online campaign's TV clip was in 2009 broadcasted more than 1.400 times on different TV channels.

Furthermore, the SID 2010 topic of protecting one's privacy online was covered in the prime time and evening news on most viewed Slovenian television POP TV, on all major online news portals, on both channels of the national radio and in three national daily newspapers.

Media coverage for the period from September 2008 to August 2010

	Sept. - Dec. 2008	2009	Jan. - Aug. 2010	Total
<b>Tv</b>	6	1429	373	<b>1808</b>
<b>Radio</b>	8	20	10	<b>38</b>
<b>Printed media</b>	15	28	20	<b>63</b>
<b>Online media</b>	93	131	102	<b>326</b>

### 3. SAFE-SI AND NATIONAL COOPERATION

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

- Over the period of last two years the central focus has been given to **promoting the topic of Internet safety to national education institutions as well as teachers**. Based on the conclusions of a national meeting regarding the promotion of Internet safety education in schools held in June 2009, SAFE-SI is now a vital member of the national working group on Internet safety established within the national e-education project (2009 - 2013). This project is partly co-financed by the European Social Fund and aims to establish a strategy for working in the area of school informatisation. The project represents an

opportunity to offer technical and teaching support to individual schools. The ultimate goal is to establish a standard for an e-competent teacher and school management. SAFE-SI thus takes an active part in educating »teacher advisers« who are responsible for supporting and advising schools about everything connected with the use of ICT in school, including support concerning safer Internet education. SAFE-SI plays a central role in developing relevant materials and workshops about Internet safety for those advisers who will further educate teachers in individual schools.

- In September 2008 **Telekom Slovenije d.d.** sponsored the design and printing of 30,000 sheets of stickers for children with Internet safety tips. The company also distributed 2,000 sheets through its own channels. SAFE-SI also participated with Telekom in the development of a fun and interactive computer game for children

that teaches them how to use the Internet and mobile phones safely and how to recognise and avoid possible threats and risks.



*Screenshot  
of the game*

- The cooperation with **Microsoft Slovenia** can be considered for very successful as well. Microsoft was one of the co-organisers of central SID events in 2009 and 2010. Furthermore, in the week around SID 2010 volunteers from Microsoft conducted 17 workshops for primary school pupils reaching almost 2000 youngsters.
- All Slovenian mobile phone operators (**Debitel, Izi mobil, Mobitel, Si-mobil, T2 and Tuš mobil**) that are the members of the working group on

safer mobile phone use ('WG') participated in developing the joint product of a leaflet for parents on safer mobile phone use. 100.000 copies of this leaflet were published in November 2008 and all the operators have been involved in actively distributing it through various channels. This WG operates under the leadership of **APEK** (the Post and Electronic Communication Agency of the Republic of Slovenia) and **SAFE-SI**. The Information Commissioner, the Slovenian Consumers' Association and the Consumer Protection Office of the Republic of Slovenia are also valuable members of the WG and active in disseminating the leaflet.


- Many successful advertisement deals were made with national search engines such as **Najdi.si** and with **Httpool**, an online advertising service provider. Such sponsorship deals have contributed to the greater visibility of the SAFE-SI web page. The company **IPROM** that is



specialised in web media planning and organisation of advertising campaigns in web media offered the space for the promotion of SAFE-SI online research on the risks of using social networking sites free-of charge that took place in February and March 2010.

- SAFE-SI was able to negotiate free air time with most important TV channel including **TV SLO, MMC TV SLO, POP TV, KANAL A, TV3, TV PIKA, KLIK TV** and **RTS** to broadcast the Safer Internet Day TV clips in 2009 and 2010.

#### 4. SAFE-SI AND 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 and sending contributions to the

Community to be shared with other Centres.

Insafe is a network of national Awareness centres that coordinate Internet safety awareness in Europe. The network is set up and co-funded within the framework of the European Commission's Safer Internet plus Programme. Further information can be found at [www.saferinternet.org](http://www.saferinternet.org).

Members of SAFE-SI project team actively participated in »EU Kids Online« project as well as »Youth protection Roundtable« project.

Slovenian Awareness centre contributed to successful implementation of INHOPE/INSAFE Central Regional Meeting in Bled, Slovenia on 25 and 26 March 2010. The meeting was attended by around 86 delegates from Austria, Czech Republic, Germany, Hungary, Poland, Slovakia and Slovenia.

## E. NASVET ZA NET

### 1. WHO ARE WE?

The telephone Helpline Nasvet za net was launched on the Safer Internet Day, 10. February 2009 in order to provide counselling for children and adolescents who come across inappropriate or offensive Internet content and contacts, have fallen victim to online harassment, identity theft or have other Internet related issues and dilemmas.

Project is carried out by Slovenian Consumers Association.

#### a. MISSION AND ROLE

Children and adolescents (10 to 18 years of age) are the principal target public, since they are the ones who are exposed to the biggest risk of inappropriate and harmful Internet content. By providing a

telephone helpline, we would like to make sure children feel safer while using the Internet, and even more so, we would like them to look for information on what they can do should they come across inappropriate, unwanted or harmful Internet content even before they experience something of the kind. Our counselling is pro-active – we help callers/senders of e-mail to help themselves.

#### b. GOALS

By providing the telephone helpline service we will enable children to start talking about how they use the Internet, to recognize the dangers and try to avoid them. However, if difficulties regarding the use of Internet have already arisen, we will try to provide assistance in resolving them.

## 2. COUNSELLING

Counselling is provided on the toll-free telephone number: **080 80 22** or through a special form on website [www.nasvetzanet.si](http://www.nasvetzanet.si).

**Operating hours:** Monday to Friday, from 4pm to 8pm. During the operating hours one counsellor is available. The counselling is anonymous and confidential.

There is also a chat room on the website, whereby an additional channel of communication with the counsellors was provided to the visitors of our website.

Our counsellors have undergone basic training for telephone counselling aimed at children and adolescents, as well as additional training regarding the Internet safety, which was prepared together with our partners: the SAFE-SI - Slovenian national Awareness centre, ARNES – Academic and Research

Network of Slovenia, as well as other experts. We are still cooperating closely with the TOM Helpline in the fields of counselling, training and promotion. Special training has been completed by 12 counsellors. At present, there are 5 counsellors providing regular counselling via the helpline, and one counsellor employed as part of the project providing answers to questions asked via the website.

## 3. NUMBER OF CASES AND SUBJECT MATTERS OF ADVICE GIVEN

### a. NUMBER OF CASES

Between March 2008 and August 2010, 149 questions were received and number of question significantly rises in every six months period. From March 2009 until the end of August 2009 we received 24 questions, from September 2009 until February 2010 46 questions were received and in



the last six months we received 79 questions. That all shows that visibility of the helpline has increased.

The number of calls and questions asked via the website (in year 2009)

	Telephone calls	Questions received via the website	Total
	2009		
March	1	2	3
April	2	1	3
May	3	1	4
June	5	2	7
July	4	1	5
August	2	0	2
September	3	1	4
October	4	4	8
November	3	6	9
December	6	7	13
<b>Total</b>	<b>33</b>	<b>25</b>	<b>58</b>

The number of calls and questions asked via the website (in year 2010)

	Telephone calls	Questions received via the website	Total
	2010		
January	3	3	6
February	3	3	6
March	8	3	11
April	6	7	13
May	8	7	15
June	6	8	14
July	4	10	14
August	4	8	12
<b>Total</b>	<b>42</b>	<b>49</b>	<b>91</b>

In general, advice was more commonly sought by women. The callers were aged between 9 and 15, around one third of callers/e-mail senders were adults, presumably parents.

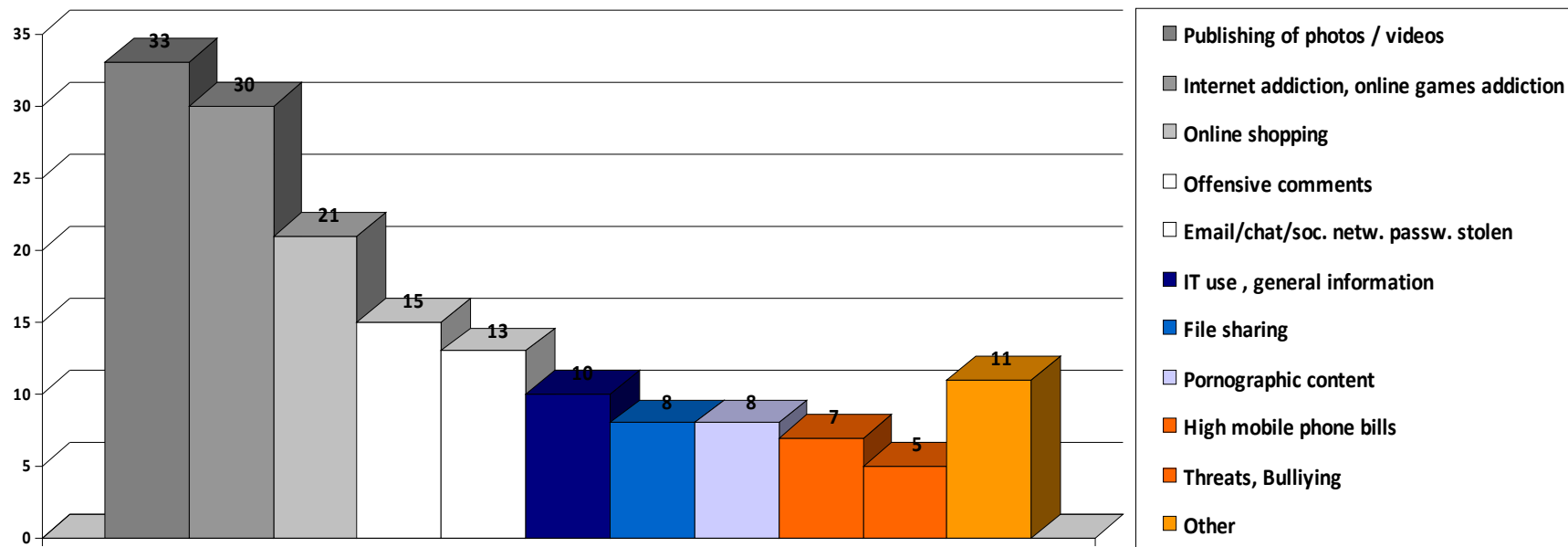
**b. ISSUES ADDRESSED**

Most questions received were related to Internet addiction and online games addiction. Most commonly, it was a matter of enquiring as to how much time was »still considered normal« for someone to spend in front of the PC and whether any aid was available for those addicted. The second most common type of questions was »Can I prevent having my photo published on an online social network?« Parents mostly asked about IT use and general information about computer – how to prevent children to watch »inappropriate« content on web, how to limit time spent on Internet, how to set rules about use of Internet in the family.

## The number of calls/emails by issues addressed

ISSUES ADDRESSED	NUMBER
Internet addiction, online games addiction	33
Publishing of photos / videos	30
IT use, general information	21
Offensive comments	15
Online shopping	13
Email, chat room or social network password stolen	10
File sharing	8
Pornographic content	8
High mobile phone bills	7
Threats	5
Other issues	11

*\* the number of issues addressed is slightly higher than number of total calls because sometimes caller asks about two or more different issues within one call*



**The number of calls/emails by issues addressed**

*Note: the total number of different issues addressed is larger than the total number of advice provided, as it is quite common a single caller/email sender has several different questions.*

## 4. WEBSITE

The website [www.nasvetzanet.si](http://www.nasvetzanet.si) undergoes regular maintenance and is updated with new contents on a regular basis. Almost every week something new is published – in particular the latest news and advice on how to use the Internet in a safe way.

The site has been divided into nine content-related parts (sections) by taking into account two criteria:

- The content: Internet, mobile phones, current matters/latest news, about us, for the media;
- The target groups: children, parents, adolescents, teachers.

Just over 150 different items of information are currently published on the website. The content has been conceived in such a way that visitors are able to find answers to many questions about the safe Internet use themselves. In June 2010, we also prepared a set of »Frequently asked questions«, as part of the Safe Internet Use Council. The questions

were focused on three different subject matters: online social networks, mobile phones, and parents and the Internet.

There is also a special form available for sending questions and a chat room for those who want to seek for advice in that way.

**Nasvet za net web page**  
(<http://www.nasvetzanet.si/>)



## 5. HELPLINE PROMOTION

During all 24 months of the project we devoted a lot of our time and effort to the promotion of the project. It was necessary, because there were no experience with this kind of helpline in Slovenia. Despite of all our efforts, promotion remains one of our main challenges.

In promoting the project, we cooperate closely with our partner SAFE-SI, both in planning promotional activities, as well as in carrying them out. We are also regularly involved in the SAFE-SI promotional activities. Our national Awareness centre prepared online game for teenagers in which question about helpline is included.

### a. PROMOTIONAL MATERIALS

We had prepared three different promotional materials:

- Mouse pads printed - with the most important information about the project (the telephone no., the operating hours of the helpline, etc.).
- Large poster (penguin, app 2meters x 1 meter) for promotion on different events, fairs, workshops.
- Promotional key straps.

*Penguin*

*Promotional  
key straps  
and mouse  
pads*



## b. PROMOTION ON THE ONLINE SOCIAL NETWORK FACEBOOK

We promoted the project through the online social network Facebook in November 2009 and June/July 2010, which resulted in a larger number of visitors to our website and consequently some more questions asked. We have prepared two different versions of adverts:

### *Different ads on Facebook*



We will carry on this campaign in the new project cycle as well.

We also regularly point people's attention to the contents of the [www.nasvetzanet.si](http://www.nasvetzanet.si) on the

Facebook site of the Slovene Consumers' Association.



## c. THE PERIODIC TABLE OF THE ELEMENTS, MATHEMATICAL TABLES

The Nasvet za net logo and some of our project's essential information (the telephone number, the website) have been included on the periodic tables of the elements and mathematical tables which are given to all pupils in grades 6 and 7 of Slovene primary schools (aged 11 and 12); both are published with a circulation of 19.000 copies. All

Slovene pupils aged 11 and 12 will thus be made familiar with the project. The materials are handed out to children on the first day of a new school year (1 September).



*Nasvet za net in periodic and mathematical tables*

**d. PROMOTION ON OTHER WEBSITES**

We prepared three different banners for promotion on the other websites that are still included on websites of some Slovene primary schools and other websites aimed at children. Also on websites of different institutions like Police.

*Banners for website promotion*



**e. PROMOTION AT EVENTS AND VARIOUS FAIRS**

- Children's parliament, National Assembly of the Republic of Slovenia, Ljubljana, 23 March 2009; attended by more than 200 youngsters.



- Scout Festival, organised by Scout Association of Slovenia, Ljubljana 18 April 2009; attended by more than 200 youngsters.
- Closing conference of the Researching the Information Society Project, part of which was also the so-called »Sejtko Competition« for primary school pupils aged 6 to 12; Faculty of Social Sciences; Ljubljana 27 May 2009.
- Young history researchers' camp, 29 and 30 May 2009, Poreč; attended by more than 100 youngsters.
- Primrose party, organized by Prešeren Bookshop for kids and their parents, Ljubljana, 4 June 2009; attended by around 30 children under age of 10 and their parents.
- Children's summer holiday organized by the humanitarian organization The Friends of Youth



**Association** (FYA), including a visit of Slovenia's first lady, Mrs. Barbara Miklič Türk, Zambratija, 15 July 2009.



- Awards for children who participated in the aforementioned »Sejtko Competition«.
- Safer Internet Day 2010: we have also participated in activities prepared by SAFE-SI to mark the Safer Internet Day. At the primary school Maks Pečar in Slovenia's capital Ljubljana, we have displayed information about the project and the safe use of the Internet. This promotional activity was aimed at pupils, who also took quizzes and the most successful ones got small prizes.





- Children's parliament, National Assembly of the Republic of Slovenia, Ljubljana, March 2010; attended by more than 200 youngsters.
- Scout festival: promotion of our helpline on Scout festival on 17<sup>th</sup> of April 2010.
- Secondary school for Economic, Maribor; May 2010.
- Agra Fair, August 2010.
- Slovenian Awareness centre SAFE-SI strongly promoted our helpline on their promotional events/workshops with children and teachers. Materials in which information about our helpline is included were distributed through public libraries.

#### f. MEDIA

- We started promoting the project more actively on 10th February 2009, the Safer Internet Day, when the project was presented at a press conference.
- We participated in the round-table discussion »Let's put a stop to online violence!«, on 10th February 2009.
- We presented the telephone Helpline Nasvet za net in brief on the online portal of the Slovenia's national radio and TV broadcaster, on 13th February 2009.
- We took part in the morning radio talk show aired on Channel 1 of Slovenia's national radio broadcaster, and presented the telephone helpline, on 16th February 2009.
- We presented the telephone helpline in brief in the daily paper Delo, on 16th February 2009.

- Promotion of the project in VIP, the Slovene Consumers' Association magazine, and on the website of the Association [www.zps.si](http://www.zps.si).

- In the May 2009 issue of the VIP Magazine we published a whole-page feature about the telephone helpline and the website. Number of readers: 68.000.

**Advertisement in magazine VIP**



- In May and June 2009 we had information regarding the project published on the website of the Slovene Consumers' Association, and what is more, the Nasvet za net Project has also

been featured as »the topic of the month of August« on the Association's website. Nearly 600 visitors to the web portal had a look at the feature.

- Information and logo about our helpline is included in book »Sex for dummies«.
- In September 2009, a feature about the Nasvet za net project was published in the Slovene daily Večer (a circulation of 75.000). In October, information about the project were featured in magazines for the youth PIL (a circulation of 20.000) and PIL Plus (a circulation of 10.500), and in November in the magazine Child and the Family (a circulation of 8.700).
- Our project has also been included in the brochure for parents, published by the Slovenia's second biggest mobile phone operator Si-mobil.

## F. SPLETNO OKO

### 1. WHO ARE WE?

Spletno oko is Slovenian Hotline which enables Internet users to anonymously report on-line child sexual abuse images or hate speech. Hotline Spletno oko was established in September 2006. However, the possibility of reporting illegal contents was enabled in March 2007, when technical platform, webpage [www.spletno-oko.si](http://www.spletno-oko.si) and cooperation with Police was re-established.

#### a. MISSION

To work in partnership with the Police, Prosecutors, Ombudsman for Human Rights, Internet Service Providers, Public and other interested governmental and non-governmental organizations to minimize the availability of online child sexual abuse images and hate speech.

#### b. ROLE

To contribute in minimizing the availability of online child sexual abuse images and hate speech in Slovenia and abroad.

#### c. GOALS

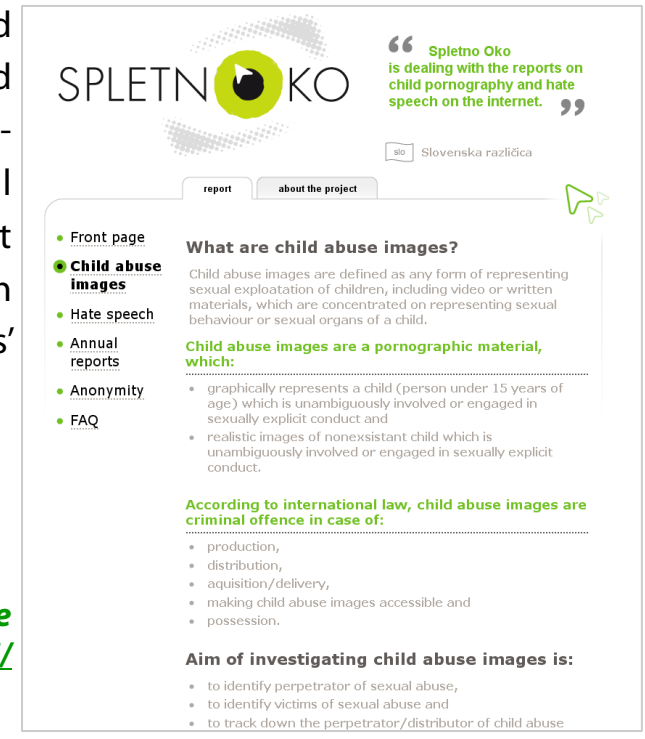
Hotline Spletno oko its mission and role achieves by realizing the following goals:

- Operating a Hotline to enable the public to report potentially illegal on-line child sexual abuse images and hate speech.
- Promoting wider education and awareness on illegal on-line contents.
- Promoting the possibility of reporting illegal content to Hotline Spletno oko.
- Fostering public and governmental and non-governmental organizations to cooperate with Slovenian Hotline Spletno oko.

## 2. SPLETNO OKO WEB PAGE



One of the most significant communication tools between Hotline and public is web page [www.spletno-oko.si](http://www.spletno-oko.si) in Slovenian and English language. The most important, the site provides visitors with reporting form for reporting illegal on-line contents, such as hate speech and child sexual abuse images. Besides, the site contains relevant information about Hotline and its activities, actual news and research regarding illegal on-line contents, general information on the Internet safety and also hates speech and child sexual abuse images' legal background.



**Spletno oko web page**  
<http://www.spletno-oko.si/>



### 3. INHOPE

Hotline Spletno oko operates under the auspices of international organization INHOPE, which was established within the framework of the European Commission's programme 'EC Safer Internet Action Plan' in 1999. Today INHOPE combines 38 Hotlines around the world, including members from Europe, Asia, Africa, North America and Australia. With the aim of achieving an effective response to illegal content on the Internet, INHOPE organizes regular Hotline meetings and supports them in their activities in dealing with reports regarding illegal content. Efficiency of the organization INHOPE is shown in sum of all reports, received to all Hotlines

all over the world. Thus, the INHOPE network in the period between 2004 and 2006 received 900.000 reports, while Hotlines analyzed as a total 1.9 million reports of allegedly illegal content. 160.000 reports of all received reports were forwarded to law enforcement authorities.

Working to make the  
internet **a safer place**

INTERNATIONAL ASSOCIATION  
OF INTERNET HOTLINES  
**INHOPE**

**SAYING  
NO**  
TO ILLEGAL  
CONTENT  
ON THE  
INTERNET

#### 4. HATE SPEECH AND CHILD SEXUAL ABUSE IMAGES FROM SLOVENIAN LEGAL PERSPECTIVE

##### a. CHILD SEXUAL ABUSE IMAGES

By Penal Code coming into force in November 2008, Slovenia has finally met requirements, defined in Optional Protocol to the Convention on the rights of the child on the sale of children, child prostitution and child pornography, Convention on Cybercrime and Council framework Decision 2004/68/JHA on combating the sexual exploitation of children and child pornography. Thus, from 1<sup>st</sup> November 2008 onwards, Slovenian Penal Code KZ-1 *defines a sentence to imprisonment of between six months and five years for everyone, who is convicted of production, distribution and also possession of child sexual abuse images or their realistic images*. Moreover, new Penal Code KZ-1 has introduced also the possibility of giving information of already annulled convictions

to pedagogical and educational institutions. This is possible only in cases of specific sexual offences, such as sexual assault on a person below fifteen years of age, violation of sexual integrity by abuse of specific position and criminal offence of presentation, manufacture, possession and distribution of pornographic material.

##### *Legal basis:*

##### ***The Penal Code of the Republic of Slovenia KZ-1***

ARTICLE 176 - PRESENTATION, MANUFACTURE, POSSESSION AND DISTRIBUTION OF PORNOGRAPHIC MATERIAL.

1. Whoever sells, presents or publicly exhibits documents, pictures or audiovisual or other items of a pornographic nature to a person under 15 years of age, enables them to gain access to these in any other way or shows them a pornographic performance shall be issued a fine or sentenced to imprisonment of up to two years.

2. Whoever abuses a minor in order to produce pictures or audiovisual or other items of a pornographic nature, or uses him/her in a pornographic performance, shall be sentenced to imprisonment of between six months and five years.
3. Whoever produces, distributes, sells, imports, exports or supplies pornographic material depicting minors or their realistic images in any other way, or possesses such material, or uncovers the identity of minor in such material, shall be subject to the same sentence.
4. If an offence from paragraphs 2 or 3 was committed within a criminal association for the commission of such criminal offences, the perpetrator shall be sentenced to imprisonment of between one and eight years.
5. Pornographic material from paragraphs 2, 3 and 4 of this Article shall be seized or its use disabled in some other manner.

## **b. HATE SPEECH**

Sentences of imprisonment are defined also for on-line hate speech perpetrators, who publically incite hatred, violence, intolerance or inequality towards specific group of people. It is important to note, that since 1<sup>st</sup> November 2008 besides incitation to racial, ethnic and religious hatred, dissention or intolerance, also incitation to other inequality shall be sentenced to imprisonment for not more than two years in Slovenia. Thus, also hate speech towards homosexuals or persons with other political beliefs is defined as criminal offence from 1<sup>st</sup> November 2008 onwards.

### *Legal basis:*

#### **1. The constitution of the Republic of Slovenia**

ARTICLE 63: PROHIBITION OF INCITEMENT TO DISCRIMINATION AND INTOLERANCE AND PROHIBITION OF INCITEMENT TO VIOLENCE AND WAR.

Any incitement to national, racial, religious or other discrimination and the inflaming of national, racial, religious or other hatred and intolerance are unconstitutional.

Any incitement to violence and war is unconstitutional.

## **2. The penal code of the Republic of Slovenia KZ-1**

ARTICLE 297 - PUBLICALLY INCITING HATRED, VIOLENCE AND INTOLERANCE

1. Whoever publicly provokes or stirs up ethnic, racial, religious or other hatred, dissention or intolerance, or incites to other inequality shall be sentenced to imprisonment for not more than two years.
2. Whoever publicly disseminates ideas on the supremacy of one race over another, assists in racist activities or denies, reduces the significance of, deride, approves of or advocates genocide, holocaust, crime against humanity, war crime,

aggression or other crimes against humanity, shall be subject to the same sentence.

3. If the offence under the preceding paragraphs has been committed by publication in media, editor or the person who has acted for editor shall be sentenced to sentence from first or second paragraph of this Article, except in the case of live broadcast when acts from previous paragraphs have not been able to thwart.
4. If the offence under the preceding paragraph has been committed by coercion, maltreatment, endangering of security, desecration of national, ethnic or religious symbols damaging of the movable property of another, desecration of monuments or memorial stones or graves, the perpetrator shall be sentenced to imprisonment for not more than three years.
5. If offences from first or second paragraph of this Article has been committed by official through the abuse of his position or rights shall be

sentenced to imprisonment for not more than five years.

6. Material and objects bearing messages from the first paragraph of this Article, and all devices intended for their manufacture, multiplication and distribution, shall be confiscated or their use disabled in an appropriate manner.

## 5. ILLEGAL ON-LINE CONTENTS IN SLOVENIA - PROBLEMS AND TRENDS

The issue of illegal on-line contents in Slovenia is increasing year by year. The most problematical is the field of child abuse images, where steep increase of production, possession or distribution of pornographic material depicting minors has been noticed. The number of all investigative cases related to **child sexual abuse images** has increased from 12 cases in 2002<sup>3</sup> to 90 cases in 2009<sup>4</sup>. Moreover, according to Police Annual Statistics a

steep increase in cases proceeded to prosecutors occurred between 2005<sup>5</sup> and 2009. Namely, there were 4 cases related to Article 176 of Penal Code PC-1, forwarded to prosecutors in 2005, while in 2008 this number increased to 56<sup>6</sup>. In 2009 the number of preceded cases to prosecutors was still rather high, although it decreased to 48 cases<sup>7</sup>. Slovenian prosecutors on the field of Internet child sexual abuse images are confronted with similar trends. While prosecutors in 2006 dealt with 7 cases<sup>8</sup>, there were 11 cases in 2007<sup>9</sup>, 23 cases in 2008<sup>10</sup> and 22 cases in 2009<sup>11</sup>. Prosecutors in 2009 filed charges against seven persons and in five cases claimed further investigation<sup>12</sup>. In 2009 Slovenian Court pronounced sentences in six cases, related on production, distribution, selling, importing, exporting or supplying pornographic material depicting minors, or possession such material for one of stated reasons<sup>13</sup>.



On the contrary, according to Police and prosecutor statistics the issue of on-line **hate speech** in Slovenia is not expanded as much as child sexual abuse images. In spite of several un-moderated web pages and various on-line forums that provoke hate speech, the number of known cases related to on-line hate speech, has stayed the same in last three years. According to Police Statistical Data for year 2009, there were nine cases related to Article 297 of Penal Code PC-1 proceeded to prosecutors in year 2009, 13 cases in 2008, and eight cases in 2007<sup>14</sup>.

*The number of proceeded cases to prosecutors, filed charges and pronounced sentences for production, distribution or possession child abuse images (Article 176 KZ-1, 3. paragraph)*



## 6. REPORTS

### a. REPORTING AND PROCESSING OF REPORTS

#### *Reporting allegedly illegal contents*

Allegedly illegal contents can be reported to Hotline Spletno oko by using our on-line reporting form on [www.spletno-oko.si](http://www.spletno-oko.si). The information needed for effective processing of a report is:

- accurate and clear URL of the page, where allegedly illegal content has been found
- the type of the content the user wants to report
- the date when the content was found
- the location where the content was found
- the source of founding out for Spletno oko (optional).

Moreover, the optional field for e-mail address is also available. Thus, if informer decides to enter the e-mail address he receives automatic reply

confirming the receipt of the report and the status of report on the basis of hotline estimation. However, a list of reporters' e-mails is secured and encrypted, thus complete anonymity is guaranteed.

**Report allegedly illegal content**

Please, fill in and check all the required fields (marked with \*).

- [Front page](#)
- [Child abuse images](#)
- [Hate speech](#)
- [Annual reports](#)
- [Anonymity](#)
- [FAQ](#)

**I wish to report \*:**

child pornography

hate speech

other

**Link \*:**

i.e. <http://www.spletni-naslov.com/>

**Date of finding content \*:**

[Today](#) | [Yesterday](#) | [Calendar](#)

**Where did you find the content? \*:**

On Web page (www)

In Newsgroups

Over e-mail

On Forum

On IRC

Using Instant messaging (MSN, Yahoo,...)

On social network (Facebook, Netlog,...)

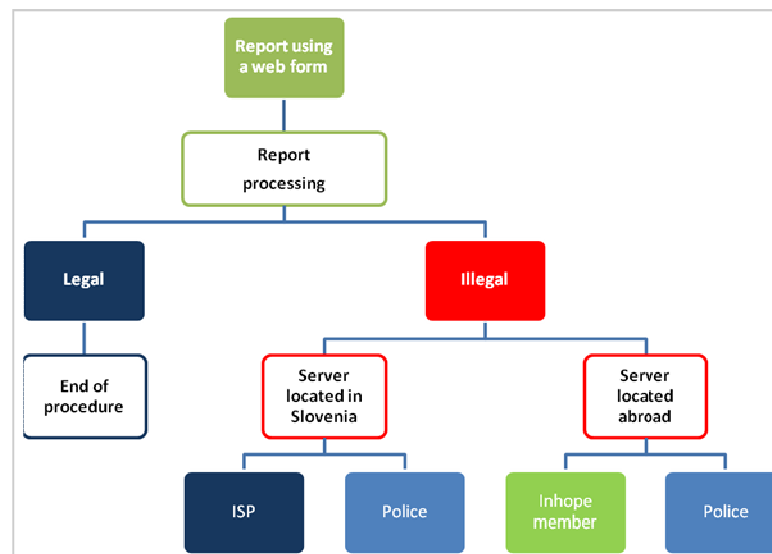
***Reporting form on [www.spletno-oko.si](http://www.spletno-oko.si)***

### Processing of reports

The first step of report processing is to estimate whether the reported content is illegal under the Slovenian laws. In case of assessed reported content as illegal, content analyzers attempt to locate the host, e.g. the server, where the illegal content is located.

**If the server is located in Slovenia**, analyzers forward the report to Slovenian Police, where the report is further investigated. In case that Police confirms the illegality of the reported content, they inform Hotline about the status of the report and give the Hotline the permission to notify relevant ISP about the allegedly illegal content. Afterwards, Hotline steps in contact with Internet Host provider and notifies them about illegal content on their server. Each report to an ISP is solely informative. The ISP has to decide for himself how to react to the content.

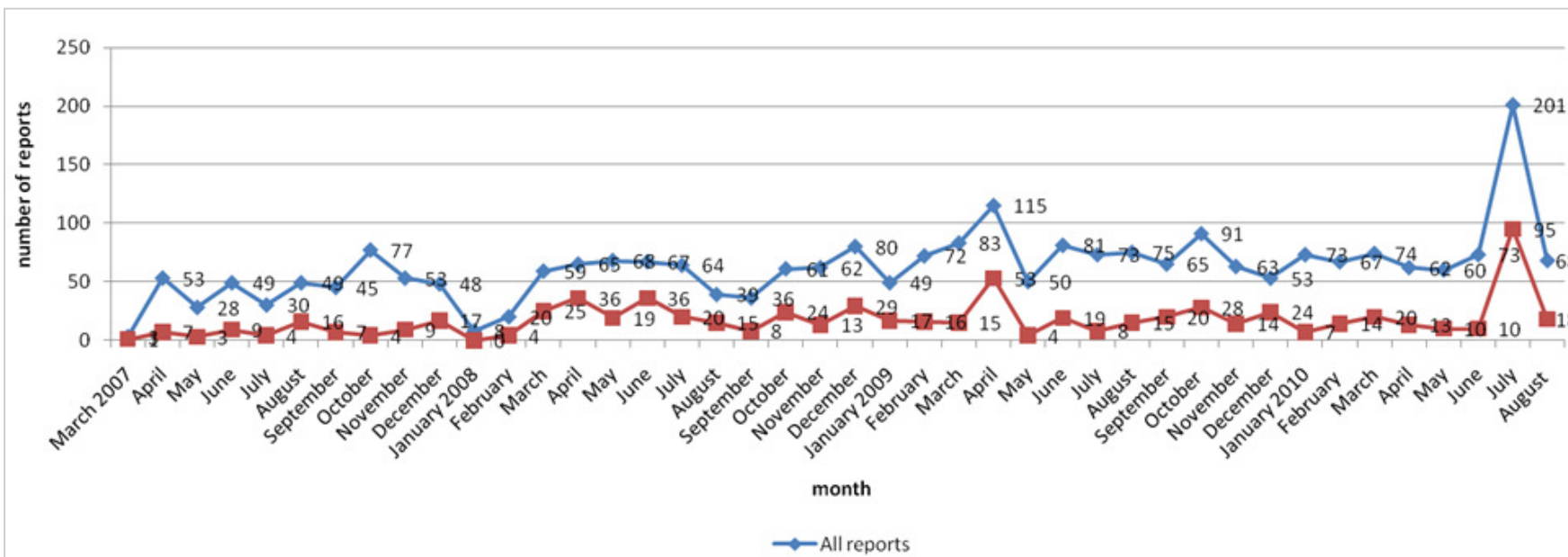
**If the server is located outside Slovenia**, a report of illegal content is sent to Slovenian Police and to INHOPE URL Reports Management System, which assures that the report is processed by the Hotline in the country, where suspected illegal content is based. The partner Hotline then commences their own procedures in accordance with their legislation and reporting procedures.



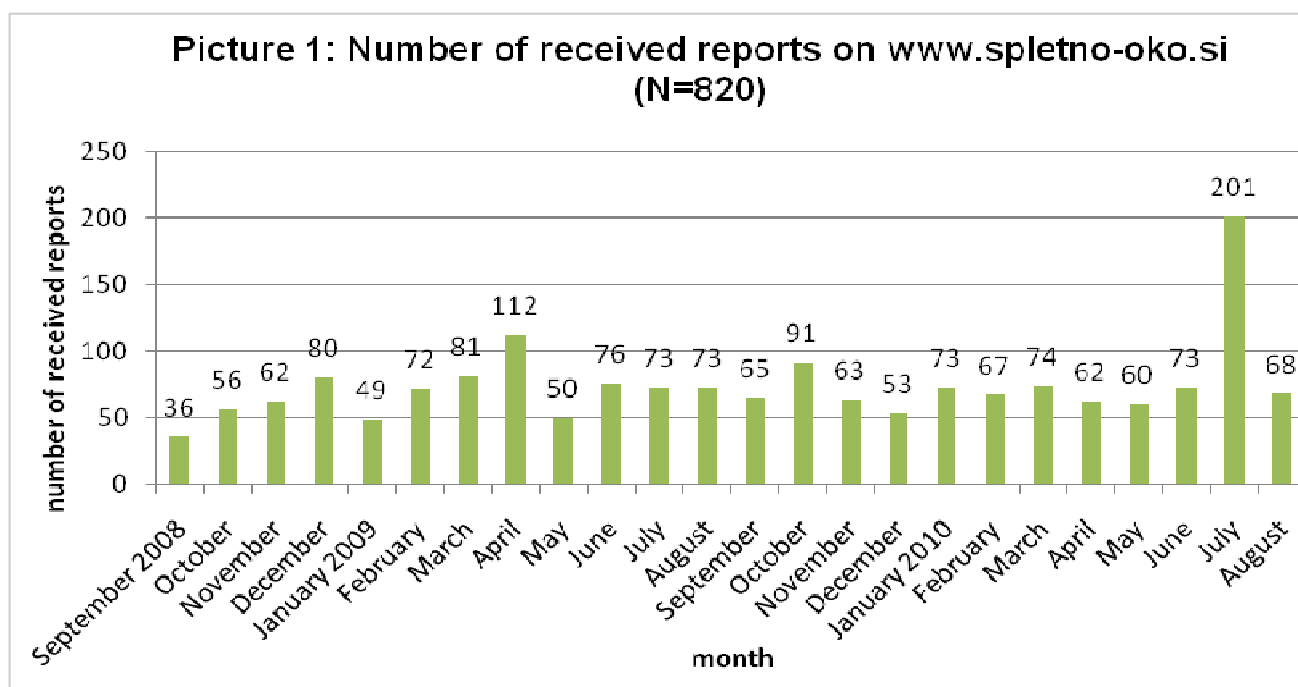
*The flow of the reports, received on [www.spletno-oko.si](http://www.spletno-oko.si)*

**b. STATISTICS AND TRENDS OF REPORTS RECEIVED TO SPLETNO OKO**

In the whole period of Hotline's operation (March 2007 – August 2010), Spletno oko received 2612 reports of allegedly illegal content on the Internet, what is an average of 62 reports per month. In these 30 months of the project duration 726 reports were handed to Police and 433 reports were forwarded to other INHOPE members.

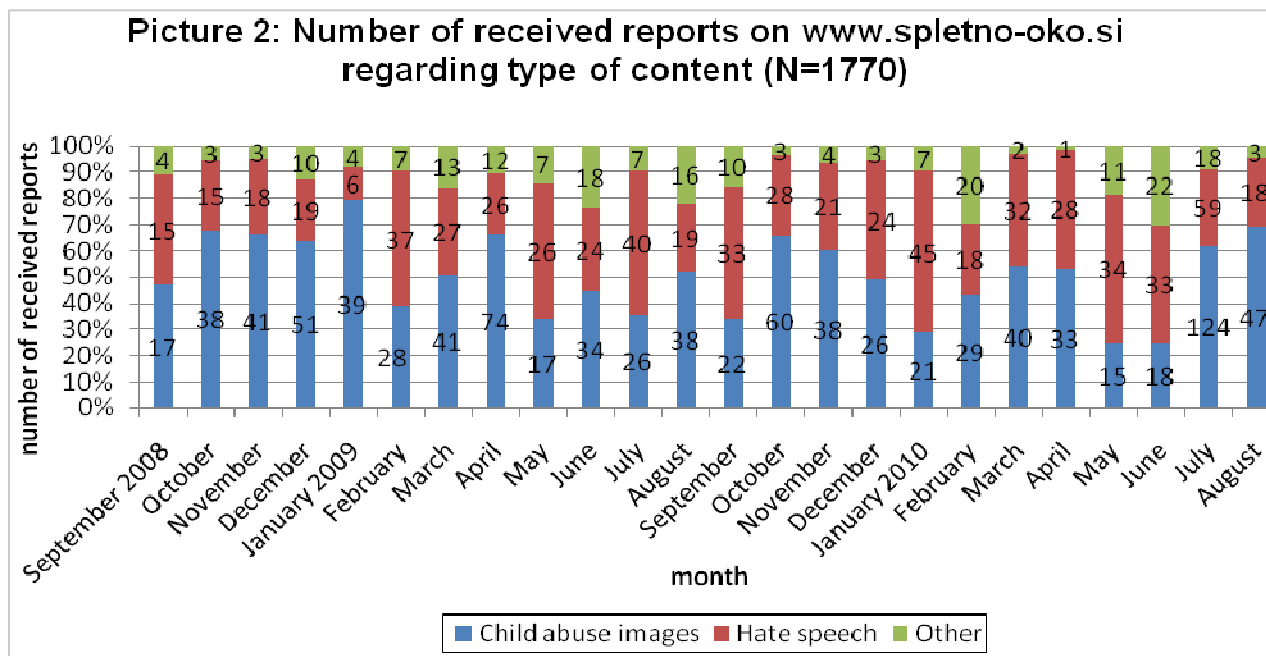


Below are statistics, referring to the period since the start of a new project round in September 2008 to August 2010.



**Picture 1:** Most reports (201) were received in August 2010, due to increased number of child abuse images reports. In two years of the project we have received 1770 reports of allegedly illegal content on the Internet, what is an average of 74 reports per month.

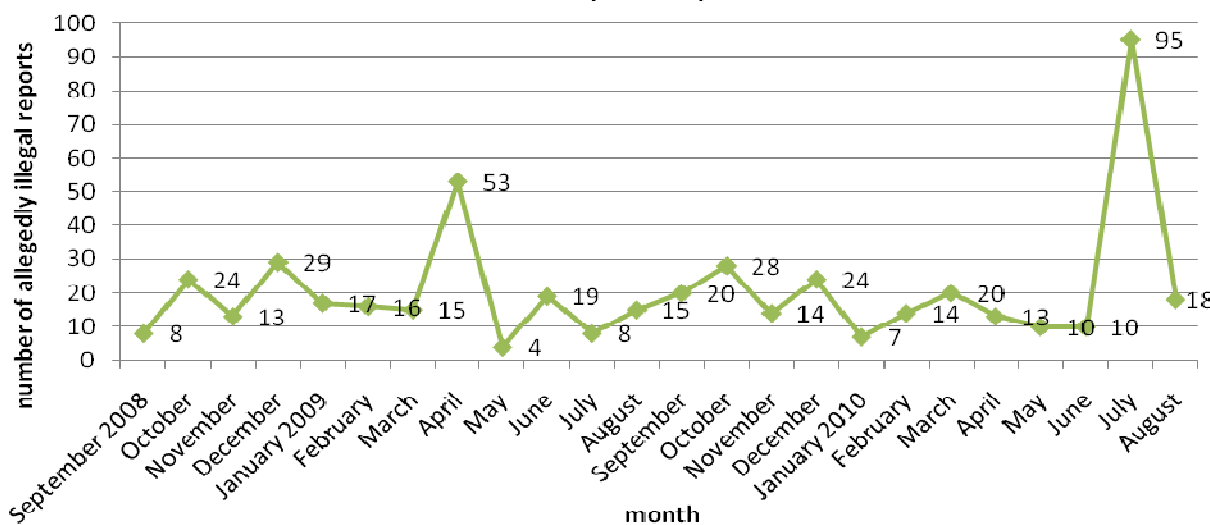




**Picture 2:** In last 24 months we have received 917 reports of child abuse images, 645 reports of hate speech and 208 reports of other content.

Comparison between the periods September 2008 – August 2009 (»period 1«) and September 2009 – August 2010 (»period 2«) shows the increase of reported child abuse images for approximately 5% per month (from an average of 27 reports to 39 reports per month). Bigger increase is present in reports of hate speech – from an average of 23 per month to an average of 31 reports per month, which is 26% increase of reported hate speech per month.

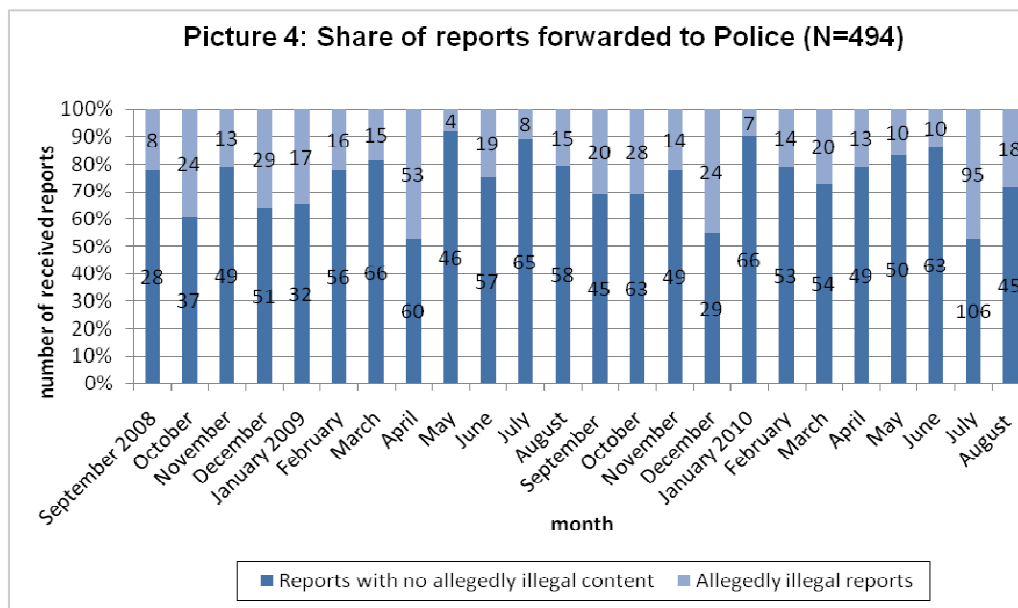
**Picture 3: Number of allegedly illegal reports forwarded to Police (N=494)**



**Picture 3:** All the received reports were processed by Spletno oko content analyzers, who then decided whether the content is allegedly illegal or not. Some reports could not be checked, since the web pages were not available or required registration. In the entire reporting period the content analyzers in 494 cases assessed that the reported content was

allegedly illegal and forwarded them to the Police (that is approximately 20 reports per month).

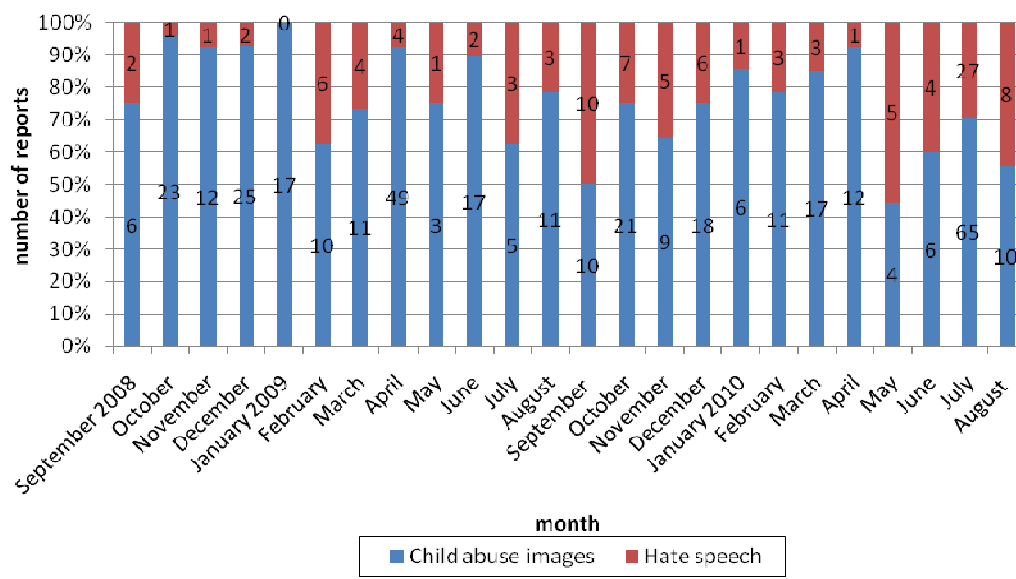
The highest number of reports, 95, was sent to the Police in July 2010. The comparison between the period 1 and period 2 shows 20% increase of reports, forwarded to Police; while in period 1 the average of 18 reports per month were forwarded to Police, in period 2 this number is 23 reports per month.



**Picture 4:** All the reports that have been assessed by content analyzers as allegedly illegal have been handed over to the Police. Reports, for which it was assessed that the content is located on foreign servers in countries that are members of INHOPE network, were also automatically sent to INHOPE URL Reports Management System.

In the whole reporting period there were 296 reports, forwarded to INHOPE URL Reports Management System. Slovenian Hotline Spletno oko has received one report from other INHOPE member. In the whole period of the project duration, since March 2007 Slovenian Hotline forwarded 433 reports of allegedly illegal content to other INHOPE members and received two reports from other INHOPE member.

**Picture 5: Structure of hate speech and child abuse images' reports forwarded to Police (reports 'other' excluded) (N=487)**

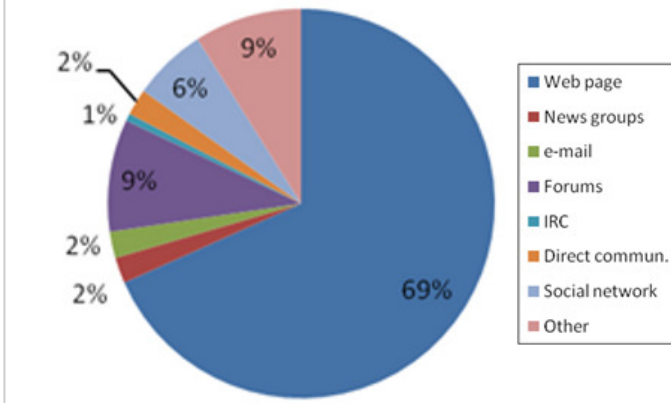


**Picture 5:** The structure of the reports which were assessed as allegedly illegal shows that of all reports forwarded to the Police, reports on child sexual abuse images were in majority. In the entire reporting period the content analyzers handed to the Police 378 reports of child abuse images and 109 reports of alleged hate speech.

A closer look at picture 2 shows that 52% of all received reports are connected to child abuse images. On the other hand 77% of all reports forwarded to the Police

are in connection to alleged child abuse images. Furthermore, 36% of all received reports are connected to hate speech, while 22 % of all reports forwarded to the Police are in connection with hate speech. The comparison between period 1 and period 2 shows in both periods 16 reports of child abuse images forwarded to Police per month and 36% increase of reports of alleged hate speech, forwarded to Police per month.

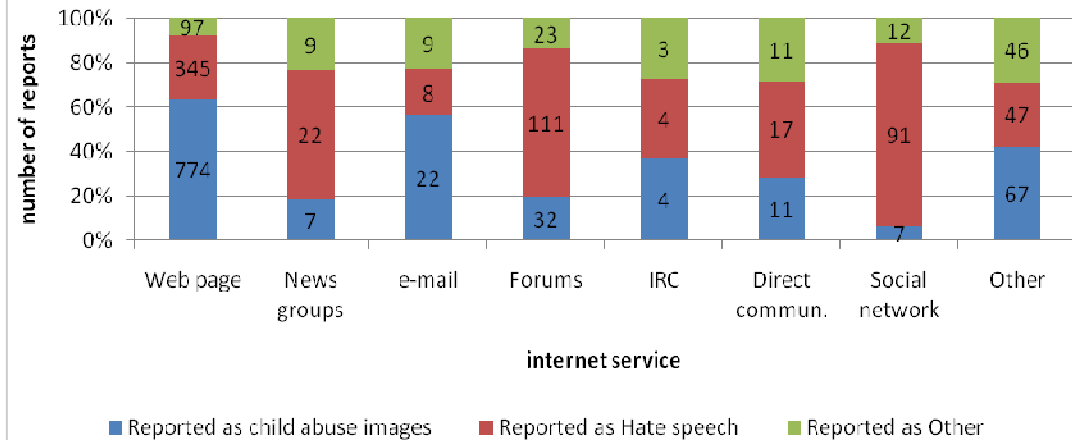
Picture 6: Where have reporting persons found allegedly illegal content (in the period September 2008 - August 2010)



Picture 6: Most of reported allegedly illegal content was found while browsing on the web pages and Internet forums.

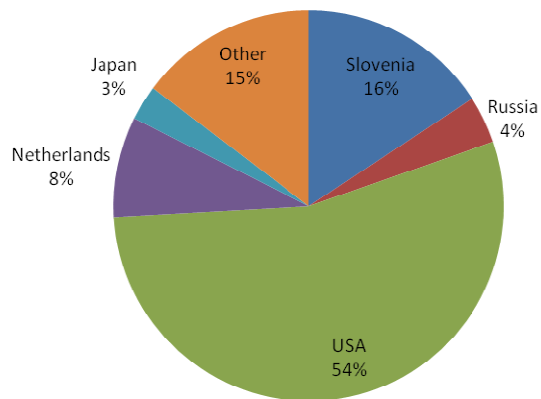
Picture 7: Child abuse images were mostly found on web pages, while hate speech content was mostly found on web pages, forums and social networks.

Picture 7: Reports regarding type of content (in the period September 2008 - August 2010)





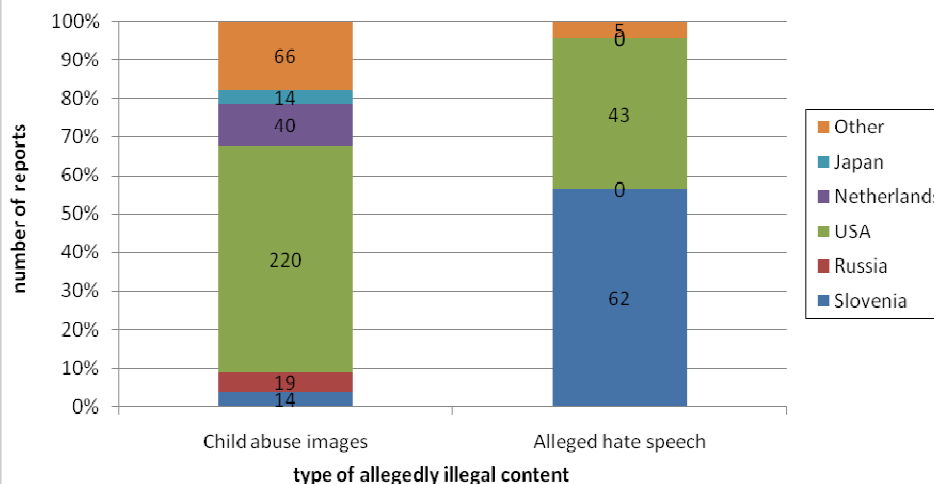
Picture 8: Location of servers with allegedly illegal content (period September 2008- August 2010, N=483)



Child abuse images were, among others, found also on servers in Japan, Germany, Canada, South Korea, Sweden, and Portugal. All illegal content on foreign servers was forwarded also to local INHOPE Hotlines.

**Picture 8 and 9:** The majority of the allegedly illegal content (according to content analyzers of Spletno oko) was present on American servers (54 % of all reports – in 220 cases there were child abuse images and in 43 cases allegedly hate speech), the next are servers in Slovenia (16% of all reports– in 14 cases there were child abuse images and in 62 cases allegedly hate speech), Russia (14% of all reports) and Netherlands (8% of all reports).

Picture 9: Location of servers with allegedly illegal content (period September 2008 - August 2010, N=483)



## 7. COOPERATIONS

### a. COOPERATION WITH POLICE

Slovenian Hotline Spletno oko works in collaboration with Slovenian Police from its very beginning. Our cooperation was officially confirmed on 12. February 2007, when Hotline Spletno oko and Slovenian Police signed Operational Procedures Manual and thus defined guidelines for processing reports. Cooperation between Police and Hotline Spletno oko is based on several joint activities and support on the field of illegal content on the internet.

In addition to core Police support with investigating reports they receive from Spletno oko and informing Hotline about the status of investigated reports, Police actively cooperate with Spletno oko also on other fields, such as establishing cooperation with ISPs, consultation on legal questions, active participation at the meetings

organized by Hotline, and consultation on individual cases. Thus, in year 2009 Spletno oko and Police with all our efforts endeavored to invite Slovenian Internet Service Providers (ISPs) to triple cooperation in fighting against child sexual abuse images. However, in 2010 the main stress of cooperation between Spletno oko and police was active participation at the meetings organized by Spletno oko, as well as improvement of actions against hate speech on the Internet. Thus, Mr Matjaž Vidic from Hate Speech section at the General Police Directorate took active party at the seminar about hate speech which was held on 3<sup>rd</sup> March 2010. Mr Matjaž Vidic had a presentation on hate speech legal background and its police investigation.

*Mr Matjaž Vidic from  
General Police  
Directorate had a  
presentation on the  
Seminar on hate speech*



Moreover, Mr Robi Ribič from Hate Speech section at the General Police Directorate participated at the meeting with the representative from **Directorate for Media** and inspector from **Culture and Media Inspectorate**. **The meeting was held** on 18<sup>th</sup> June 2010 at the Faculty of Social Sciences. At the meeting the issue of hate speech on web portals and draft of new Media Act were discussed. As a result of this meeting, the Police and Hotline prepared the remarks on new Media Act draft, which proposed more effective regulation of hate speech in web media.

The Police actively participated also at the Inhope/ Insafe Regional Meeting, which was held on 25<sup>th</sup> and 26<sup>th</sup> March in Bled, Slovenia. Ms Tatjana Mušič from Youth Criminal section at the General Police Directorate namely participated at the meeting as a lecturer, while presenting cooperation between Hotline Spletno oko and Slovenian Police.



*Ms Tatjana Mušič, head of Youth Criminal section at the General Police Directorate, had a presentation at Inhope & Insafe Regional Meeting, on 25<sup>th</sup> and 26<sup>th</sup> March in Bled, Slovenia*

## b. COOPERATION WITH THE OFFICE OF THE STATE PROSECUTOR GENERAL

The Office of State Prosecutor General of the Republic of Slovenia and Hotline Spletno oko cooperate on the field of consultation on legal questions as well as on the field of status of reports. In December 2009 the first meeting between Police, The Office of State Prosecutor general and Hotline Spletno oko was carried out. At the meeting the agreement on feedback processing on reports, sent by Spletno oko, was accepted. Thus, since February 2010 the Hotline Spletno oko has the possibility to gain the information on the status of all reports, which are forwarded from the Police to the Office of Public Prosecutor as criminal proceedings.

The representatives from The Office of State Prosecutor General of the Republic of Slovenia cooperated with Spletno oko also as participants at our events. Namely, prosecutors Mr Gregor Pirjevec and Mr Uroš Divjak took active part in the Seminar

on hate speech on Slovenian web portals, which was organized by Hotline Spletno oko on 3<sup>rd</sup> March 2010. They presented the nature of hate speech cases in Slovenia in the past as well as they were trying to explain the reasons for difficulties in prosecution of such cases.



*The representatives from The Office of State Prosecutor General of the Republic of Slovenia presented the nature of hate speech cases in Slovenia at the Seminar on hate speech in March 2010*

### C. COOPERATION WITH SLOVENIAN INTERNET SERVICE PROVIDERS (ISPs)

According to the nature of Hotline's work, the importance of its cooperation with Internet Service Providers in fighting against child sexual abuse images is essential. In the first project round in years 2006-2008 Spletno oko collaborated with **Slovene Internet Service Provider Association (SISPA)**, which unfortunately didn't bring expected results. In the second project round in years 2008 - 2010 Spletno oko thus established cooperation with Academic and Research Network of Slovenia (ARNES), which has proved as successful stroke. Besides regular meetings and opinion exchanges, ARNES provides Spletno oko with needful help in the process of reestablishment the cooperation with other Internet Service Providers. Namely, in last two years Spletno oko in cooperation with Police and ARNES strives to establish successful partnership with Slovenian Internet Service providers on the

field of report processing, experience exchanging and advertising the fight against child sexual abuse material. According to achieve this aim, Spletno oko has especially for ISPs prepared Study of legal and other content aspects of Internet use, performed induction appointments, endeavoured to establish triple cooperation between Spletno oko, Police and ISPs, and organized meeting with ISPs and other Hotline's stakeholders in 2009. Moreover, in March 2010 another meeting with ISPs was carried out and was organized with our project partner ARNES. The aim of the meeting, which was attended by representatives of all biggest ISPs, was to discuss the possibilities of **Slovene Internet Service Provider Association** re-establishment. Also, legal changes, which affected the work of ISPs, were discussed.



## 8. EVENTS ORGANIZED BY SPLETNO OKO

### a. SEMINAR ABOUT HATE SPEECH ON WEB PORTALS, LJUBLJANA, 3<sup>RD</sup> MARCH 2010

Seminar about hate speech on web portal was held on 3<sup>rd</sup> March 2010 at the Faculty of Social Sciences in Ljubljana. The seminar was attended by the representatives of the biggest portals as well as the representatives from Human Rights Ombudsman Office. The aim of the seminar was to discuss the issue of hate speech on the Internet and to find the solution, which would lead to reduction of hate speech on web portals. The invited lecturers that presented their views and experiences on hate speech on the Internet, were Mr Matjaž Vidic from General Police Directorate, Mr Uroš Divjak and Mr Gregor Pirjevec from Office of State Prosecutor General, journalist Alma M. Sedlar, and author of research on hate speech on web portals Mr Andrej Motl. The result of the seminar is the Code for hate

speech regulation on web portals, which is in preparation and will be available to sign since October 2010.



**Seminar about hate speech on web portals, Ljubljana, 3<sup>rd</sup> March 2010**

### B. INHOPE & INSAFE CENTRAL REGIONAL MEETING, BLED, 25<sup>TH</sup> & 26<sup>TH</sup> MARCH 2010

Hotline Spletno oko actively participated at the organization of INHOPE/INSAFE Central Regional Meeting in Bled, Slovenia on 25<sup>th</sup> and 26<sup>th</sup> March 2010. The meeting was attended by around 86 delegates from Austria, Czech Republic, Germany, Hungary, Poland, Slovakia and Slovenia. The theme of the two-day meeting was **»Sharing collaborative approaches in the fight against illegal & harmful online content and as speakers«**.

The INHOPE and INSAFE Associations together with the Slovenian Hotline Spletno Oko and Awareness centre SAFE-SI hosted the first Central European Regional Meeting in Bled, Slovenia, on 25 - 26 March 2010. The meeting, built on the theme **»Sharing collaborative approaches in the fight against illegal and harmful online content«**, brought together high-profile actors involved in online safety issues

from across the regions. The meeting was attended by 86 stakeholders from Austria, Czech Republic, Germany, Hungary, Poland, Slovakia and Slovenia. Together they addressed the opportunities and challenges facing Hotlines and the Insafe Awareness centres and Helplines in constant quest to meet the needs of the rapidly evolving environment of the digital world.

Representatives from international and national police forces, government, child protection agencies and industry explored and discussed both regional and global issues, strong in the belief that the multi-stakeholder approach is clearly the only way forward. Slovenian speakers at the meeting were Mr Vasja Vehovar (PhD), the head of Safer Internet Centre Slovenia, Mr József Györkös (PhD), State Secretary for the Ministry of Higher Education, Science and Technology, Ms Tatjana Mušič, Head of Youth Criminal section, Slovenian police, Mr Belizar Keršič, Mobitel Slovenia, Bojan Belec, Counselling

Centre for children, youngsters and parents Ljubljana, and Slovenian Youth Panel. For the Hotline Spletno oko, the great success and important contribution to this meeting was the participation of Law Enforcement Agencies representatives from Western Balkan Countries, who were invited by Hotline Spletno oko. The meeting was attended by LEA representatives from Croatia, Bosnia and Herzegovina (Republic of Srpska and Federation of Bosnia and Herzegovina), Republic of Serbia, Republic of Macedonia, Albania and Monte Negro.

The sponsors of the Central Regional Meeting were **biggest mobile operator Mobitel**, who had a presentation of their online safety activities for children, **Simobil**, and **Post Slovenia**. **All three stakeholders** supported the organization of INHOPE/INSAFE Regional meeting also from financial perspective.



*INHOPE & INSAFE Central Regional Meeting, Bled, 25<sup>th</sup> - 26<sup>th</sup> March 2010*



## 9. PROMOTION OF HOTLINE SPLETNO OKO

We are aware how important good promotion is for success of Hotline Spletno oko; more people know about Spletno oko, more possibilities exist that found illegal content will be reported and thus further investigated. Thus we promote the Hotline through several advertising tools and means, such as distributing bookmarks, leaflets, and pencils, performing banners and logotypes on web pages with high rates of visiting, broadcasting TV spot on several TV stations, broadcasting radio spot on radio stations, and advertising on social networks. In addition, Spletno oko has created its own profile on Facebook and has offered to Facebook users the possibility of becoming a member of a group Spletno oko.

Moreover, a few press releases, interviews and presentations on Hotline Spletno oko have been

given to media and articles on child abuse material have been published in some newspapers.

**Bookmarks, distributed to libraries, student centres and bookstores**



**Bag INHOPE & INSAFE Central Regional Meeting, which was distributed to all registered participants**



**Dejstva**

Proizvodnja in distribucija otroške pornografije trenutno ena izmed najbolj hitro rastočih internetnih industrij v svetu

- Otroci vključeni v kar 20% internetnih pornografskih vsebin
- Število strani z otroško pornografijo v Evropi se je v zadnjih petih letih povečalo za kar štirikrat
- Število kaznivih dejanj zoper otroško pornografijo narašča tudi v Sloveniji – leta 2007 policija vložila kar 31 kazenskih ovadbo zoper KD otroške internetne pornografije
- Spletna prijavna točka Spletno oko od začetka delovanja skupno zabeležila okoli 1100 prjav domnevno nezakonite vsebine
- Primerjava med letoma 2007 in 2008 kaže na:
  - 97% povečanje števila prjav otroške porno grafije na prijavno spletno točko
  - 150% povečanje števila prjav, posredvanih policiji

**Naletel na sovražni govor ali otroško pornografijo?**

prijavi na [www.spletno-oko.si](http://www.spletno-oko.si)

SPLETNO OKO

**Leaflets, distributed on conferences and other relevant events**

**O projektu**

SPLETNO-OKO.SI je edina slovenska spletna prijavna točka, kjer lahko anonimno prijavite OTROŠKO PORNOGRAFIJO in SOVRAŽNI GOVOR na internetu.

**SOVRAŽNI GOVOR**

**Kaj je?**  
Sovražni govor je izražanje mnenj in idej, ki so po svoji naravi diskriminatorne in uperjene proti različnim manjšinam.

**Kaj je kaznivo?**  
V Republiki Sloveniji je po 297. členu Kazenskega zakonika (KZ-1) kaznivo vsakršno spodbujanje ali razpohajanje narodnostnega, rasnega, verskega ali drugega sovražstva oziroma neenakopravnosti.

**OTROŠKA PORNOGRAFIJA**

**Kaj je?**  
Otroška pornografija je vsakršno gradivo, ki kakorkoli prikazuje

- otroka oz. mladoletno osebo, ki je udeležena v resničnih ali simuliranih spolnih dejanjih
- realistične podobe neobstoječega otroka v nedvoumih spolnih dejanjih
- otroške spolne organe predvsem za spolne namene

**Kaj je kaznivo?**  
V Republiki Sloveniji je po 176. členu Kazenskega zakonika (KZ-1) kazniva proizvodnja, posedovanje, razširjanje, prodajanje, uvažanje, izvažanje ali kakršnokoli drugo ponujanje pornografskega gradiva, ki vključuje mladoletne osebe ali njihove nerealistične podobe.

**Konec postopka**

**Domevno nezakonita** → POLICIJA, BIHOPE (Služba)

**Domevno zakonita** → Konec postopka

**Kako deluje?**

Prijava preko spletnega obrazca

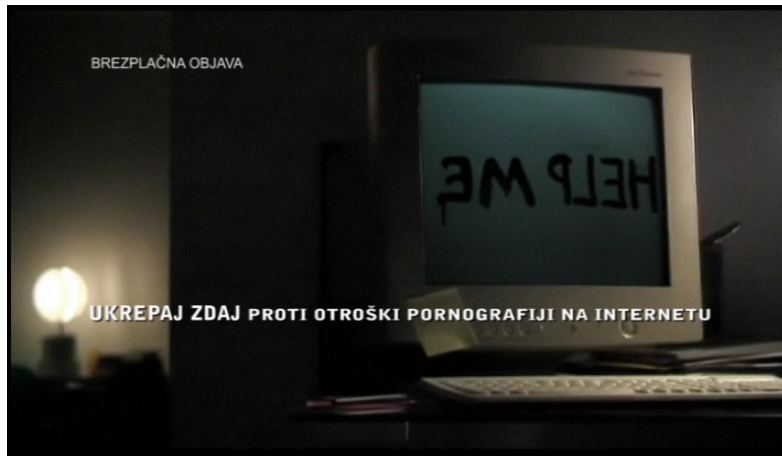
Sovražni govor / Otroška pornografija

Pregled prijavljene vsebine

Domevno zakonita / Domevno nezakonita

Konec postopka / POLICIJA / BIHOPE (Služba)

Vsaka prijava, oddana na [www.spletno-oko.si](http://www.spletno-oko.si), je strokovno prejeljsana in v primeru ugotovitve domnevno nezakonitosti posredovana naprej POLICIJI.



**Inhope TV spot 'Act now against child pornography on Internet' has been widely disseminated on national TV stations (TV Slo 1, TV Slo 2, TV Koper, TV Maribor) and on regional TV stations (TV Pika, TV Sport).**





*Banners Spletno oko, performed on various web pages, such as [www.24ur.com](http://www.24ur.com), [www.rtv slo.si](http://www.rtv slo.si) and [www.najdi.si](http://www.najdi.si).*



*Folders that promote all three projects (Spletno oko, SAFE-SI and Nasvet za net) under the slogan 'For safer Internet'.*

**Participation in different events** – every year Hotline promotes and supports Safer Internet Day and take the opportunity to distribute the materials on the conference, organized by Awareness centre.



**Spletno oko promotional pens**



facebook Domov Profil Prijatelji Prejeto Spletno Oko Nastavitve Odjava

**Prijavi otroško pornografijo!**  
Globalno

**Osnovni podatki**  
Vrsta: Organizacije - Splošno  
Opis: Spletno oko (www.spletno-oko.si) je edina slovenska spletna prijavna točka, ki sprejema anonimne prijave otroške pornografije in sovražnega govora na internetu.  
Si opazil/a otroško pornografijo ali sovražni govor? Prijavi na www.spletno-oko.si!

**Kontaktne informacije**  
E-pošta: info@spletno-oko.si  
Spletna stran: http://www.spletno-oko.si

SPLETNO OKO

- Pošlji sporočilo vsem članom
- Oglašuj skupino z oglasom
- Uredi skupino
- Uredi člane
- Povabite prijatelje v skupino
- Ustvari dogodek
- Zapusti skupino

**Facebook group »Prijavi otroško pornografijo« (eng. »Report child abuse images«)**

## G. PROJECT ADVISORY BOARD

Slovenian Awareness centre SAFE-SI and Hotline Spletno oko built a strong network of national stakeholders consisting of institutions presenting majority of entities associated with the problem of safer Internet use in Slovenia, such as governmental bodies, regulatory bodies, law enforcement agencies, Internet service and content providers, search engines, educators, NGOs and media. Advisory Board members met at four occasions, on 9. 12. 2008, on 22. 5. 2009, on 25. 11. 2009, and on 23. 4. 2010.

### Advisory BOARD membership (31. 08. 2010):

- **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-Faculty of Electrical Engineering and Computer Sciences, Đulijana Juričič- primary school teacher, dr. Bojana Lobe, researcher, Faculty of Social Sciences
- **Police/Law Enforcement:** Slovenian Police
- **Non-governmental organisations (NGOs):** MISSS (Youth informative Counselling Centre of Slovenia), The Club of the Youth for the Creativity, White Circle Association, Association of Friends of Youth Slovenia (ZPMS)
- **Media:** RTV Slovenia - Multimedia Centre
- **Other:** SISPA (Slovene Internet Service Provider Association); Microsoft d.o.o., Najdi.si (Slovenian Search Engine), UPC Telemach

## H. THE ROAD AHEAD

The Centre for Safer Internet Slovenia is a central point in the country for the Internet safety issues. In the following years the Centre will continue its mission of raising awareness and fighting against illegal online content along with the active contribution to the objectives of Safer Internet Programme by intense involvement in the activities national and worldwide.

Due to a lack of Safer Internet Centres in the Balkan region, Safer Internet Centre Slovenia will actively participate in their establishment in the 2010 - 2012 period. We will support the new centres by participating in the »Study visit pilot scheme for non-EU experts 2010« launched by the European Commission as well as in the INHOPE and INSAFE mentoring programme, which will be intended for sharing the Centre's knowledge, experiences and

best practices.

In the coming years SAFE-SI will continue its efforts to create general awareness among selected target groups of youngsters, parents and teachers as well as stakeholders about online safety. Due to unpredictable and fast technological developments, SAFE-SI will face different challenges such as the growing phenomenon of identity theft, issues arising from disclosing personal information, stalking, cyberbullying and the addictive nature of services. Awareness-raising activities combined with introduction of the subject of online safety in the regular school curricula are other important measures. In order to reach and attract young users of the Internet and other communication technologies, their parents and teachers, we will have to think of more innovative methods offered by the world of Web 2.0 services for developing future awareness-raising activities. Special attention will be further given to intense promotion of

Helpline Nasvet za net that needs greater visibility among children and teenagers as well as their parents.

Spletno oko will continue establishing and maintaining strong and effective collaboration with relevant stakeholders, especially with the Police, Prosecutors, Ombudsman for Human Rights, Internet Service Providers, Web portals, public and other interested governmental and non-governmental organizations with the aim to minimize the availability of online child sexual abuse images and hate speech on Internet.

## I. FURTHER INFORMATION

### Contacts:

- prof. dr. **Vasja Vehovar**, project leader, University of Ljubljana, Faculty of Social Sciences, e-mail address: [vasja.vehovar@guest.arnes.si](mailto:vasja.vehovar@guest.arnes.si).
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- **Urša Šmid Božičević**, NASVET ZA NET project coordinator, Slovenian Consumers' Association, e-mail address: [ursa.smid@zps.si](mailto:ursa.smid@zps.si).



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**SIP-SI project is co-financed by:**



EUROPEAN COMMISSION



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA VISOKO ŠOLSTVO,  
ZNANOST IN TEHNOLOGIJO

**and supported by:**

