

annual report

POLISH SAFER INTERNET CENTRE ANNUAL REPORT

1 APRIL 2012 – 31 MARCH 2013

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SAFER INTERNET PROGRAMME



The European Commission's Safer Internet Programme was launched in 1999 and aims at promoting the safer use of the Internet and new online technologies, particularly for children. The main objectives of the Programme include the following:

- fighting illegal content,
- tackling harmful content,
- promoting a safer environment,
- raising awareness.



http://ec.europa.eu/information_society/activities/sip/policy/programme/index_en.htm

The European Commission's Safer Internet plus Programme (2005-2008) covered all new online technologies including mobile and broadband content, online games, peer-to-peer file transfers and all forms of real-time communication (chat rooms and instant messaging). The scope of the programme for 2009-2013 has been expanded to include emerging online technologies and to cover harmful conduct, like grooming and cyberbullying.

POLISH SAFER INTERNET CENTRE

The Polish Safer Internet Centre (PSIC) was established in 2005 within the European Commission's Safer Internet Programme. The Centre is run by the Nobody's Children Foundation (Fundacja Dzieci Niczyje – FDN) and by the Research and Academic Computer Network (Naukowa i Akademicka Sieć Komputerowa – NASK) – acting in the capacity of the Centre's coordinator.

The Centre undertakes a number of comprehensive efforts aimed at improving the safety of children and young people using the Internet and new technologies. Most projects of the Centre are implemented in cooperation with the Orange Foundation.

NOBODY'S CHILDREN FOUNDATION (FDN)

is a non-profit non-governmental organization. It has been providing, since 1991, a broad range of assistance services targeted for abused children, their families and caregivers. The Foundation runs an advocacy centre for abused children, organizes and implements many projects related to the problem of child abuse and provides training courses to different groups of professionals. Since 2004 FDN has been working in the field of online safety for children and young people.



www.fdn.pl



RESEARCH AND ACADEMIC COMPUTER NETWORK (NASK)

is a research institute which conducts scientific, research and development activities in the area of security, reliability and efficiency of ICT networks. NASK is the Polish national registry of Internet names in the .pl domain. It also serves as the data networks operator. In the framework of NASK operates CERT Polska – a team dedicated to responding to network security breaches. NASK is the institution that connected Poland to the Internet in 1991.



The Polish Safer Internet Centre implements three projects:




Comprehensive awareness-raising activities aimed at promoting safer use of the Internet and new technologies by children and young people.

 www.saferinternet.pl

Project implemented by FDN and NASK in cooperation with the Orange Foundation.

Project under which support and advice are offered to young Internet users, parents and professionals encountering threats related to the use of the Internet and mobile phones by children and young people.

 www.helpline.org.pl

Project implemented by FDN and the Orange Foundation.

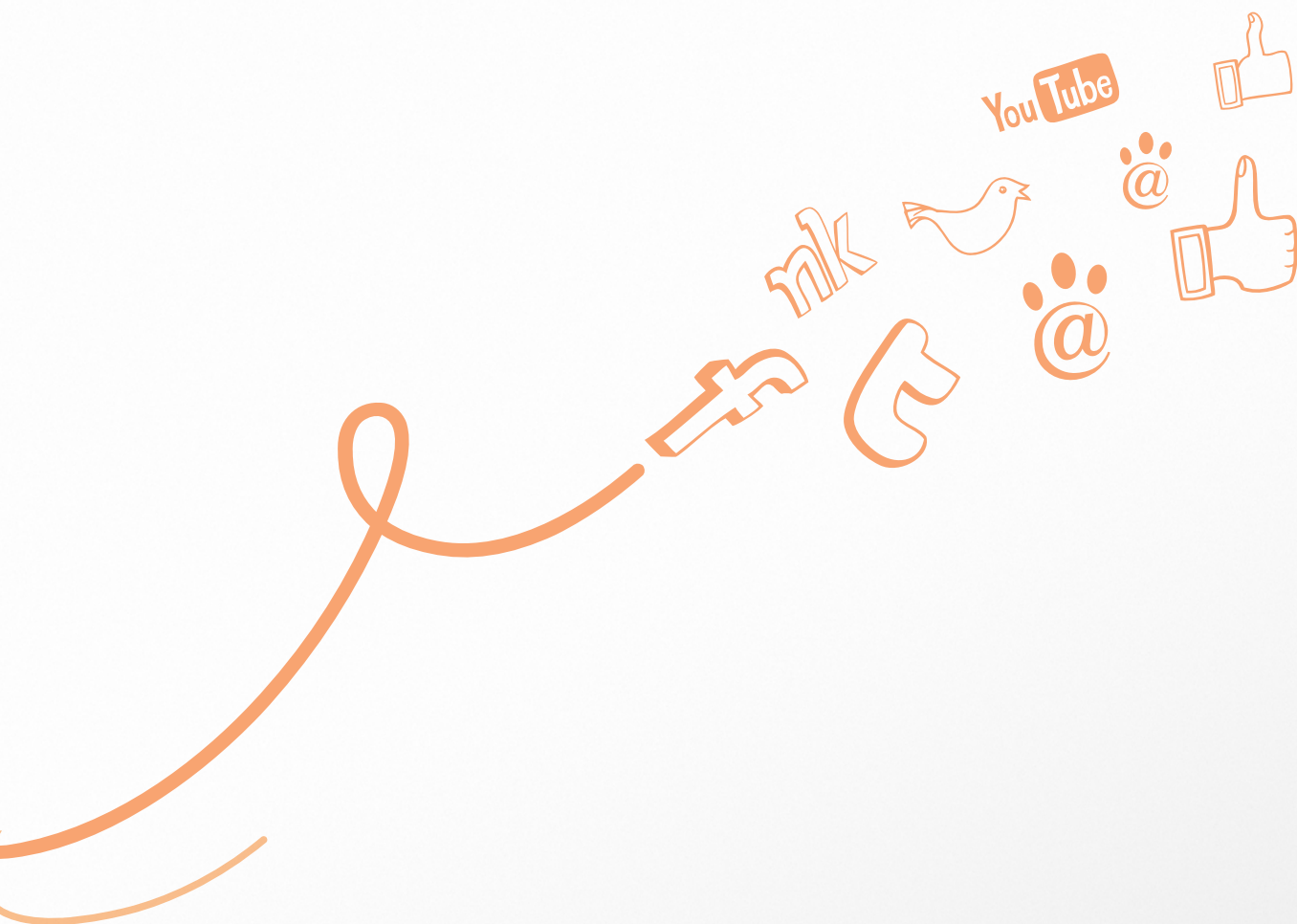
Hotline receiving reports about illegal Internet content, such as child sexual abuse images, racism and xenophobia.

 www.dyzurnet.pl

Project implemented by NASK

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SAFERINTERNET.PL





Safer Internet

For Parents

The Saferinternet.pl project comprises comprehensive awareness-raising activities promoting safe and responsible use of the new media by children and young people.

The project is coordinated by FDN and is run jointly by FDN and NASK. Most actions undertaken within the project are carried out in cooperation with the Orange Foundation.

Social campaigns

"WHICH WORLD DO YOU LIVE IN?" campaign

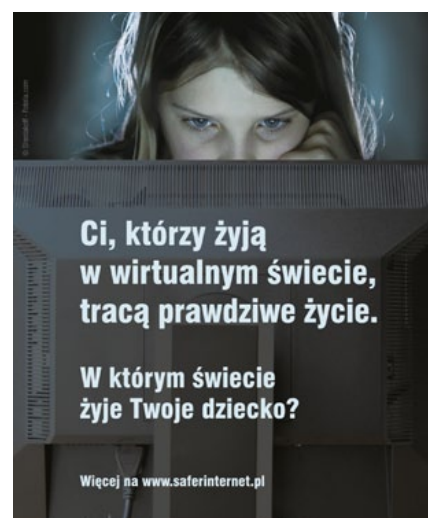


During a press conference held in July 2012 the Polish Safer Internet Centre launched, in cooperation with the Orange Foundation, a social campaign dealing with the problem of excessive Internet use by children and youths.

The campaign was targeted for adults, as well as children and youths. The campaign makes use of TV commercials produced by the German partner *klicksafe*, and comprises radio and press advertising materials designed by the Polish Safer Internet Centre.

The main slogan of the campaign: "Those who live in a virtual world, lose their real lives" draws attention to the problem of excessive use of the Internet, leading to alienation of young people and abandonment of other forms of activity. The message the media convey to children boils down to the following question: "Which world do you live in?", whereas adds ad-

dressed to adults ask: "Which world does your child live in?" Within the framework of the campaign educational toolkits addressing the issue of problematic Internet use have also been prepared and distributed in junior high schools throughout Poland.





"THINK BEFORE YOU POST" *campaign*



The "Think before you post" campaign was launched in September 2012 by the Nobody's Children Foundation and by Publicis – an advertising agency.

The main goal of the campaign is to make parents aware of the possible consequences of careless posting of photos of their children on the Internet. As millions of people across the world share photos of their children online every single day, mostly on their social networking sites, the campaign aims to point out how such an innocent activity can sometimes bring about very undesirable outcomes.

Parents who share photos of their children want to provide evidence of the nice moments they share together. However, they often do it without realising that a photo, once posted online, starts living its own life – and after some time, even many years down the line, can be used at a location or in a manner that we definitely would not agree for. Additionally, it might also be found by the child's friends and become a source of embarrassment for him or her in the future. That is why it is so important that parents think twice before posting images of their children on the beach, without clothes or in any other awkward situation.

The beginning of September has been deliberately chosen as the campaign's launch point, as the end of the summer holidays is the moment of intense photo sharing. The authors of the campaign have prepared leaflets using images of modestly dressed children and placed them behind car windshield wipers – a place normally used for leaflets of escort agencies.

More than 3,000 such leaflets were distributed all over Warsaw throughout September, and indeed, many of these leaflets ended up next to ones from escort agencies. Nobody's Children Foundation and Publicis hope that photos of children seen in such company made parents think twice before they post.



"SMART PURCHASE" campaign



"Smart purchase" is an information campaign that aims to raise the adults' awareness of the many safety aspects when purchasing electronic equipment for children.

It was launched before Christmas 2012.

As tablets, consoles, mobile phones have become, in recent year, an integral part of children's and adolescents' life, it is not surprising they are commonly considered Christmas gifts. Each year, right before the Holiday Season, many of these devices are included in the wish lists drawn up by children. It is very important, however, that everyone who wants to buy an electronic device or game checks first whether it is appropriate for their child. What functionalities and what characters should we focus our attention on? How to choose an appropriate electronic game? Is it safe to use Facebook on a mobile phone? Those and many other questions are answered within the framework of the "Smart purchase" campaign organised by the Polish Safer Internet Centre.

One of the campaign's objectives was to show that when used inappropriately, modern technical gadgets, such as smartphones, tablets or video games, may exert a negative impact on children's development. The campaign highlights challenges related to mobile Internet, e-commerce and privacy. It focuses on age relevance of many devices and downloaded applications. It also shows the importance of installing parental control software and antivirus programmes. The campaign's organisers also draw

the parents' attention to the problem of buying inappropriate video games for their children and to the importance of PEGI rating.

The campaign materials consist of a guide containing smart shopping information for adults, a leaflet with tips for parents and posters which were distributed in stores selling consumer electronics all over Poland.

✦ *All the materials are available on the project's website at www.saferinternet.pl/zakupkontrolowany for a free download. Information about the campaign was also posted on numerous websites and Facebook fanpages.*

The campaign was conducted under the auspices of the Office of Electronic Communications and the Polish European Consumer Centre. The campaign was supported by main CE shops in Poland: Media Markt and Saturn, as well as by E-commerce Poland, information portals and shopping centres. In addition, the campaign was promoted by regional consumer ombudsmen.



Educational projects

SIECIAKI.PL *educational portal*



The Sieciaki.pl portal has been in operation since 2005. In 2009 it was reorganised to form a social community for children aged 6-12.

The project is a response to the growing level of interest in the SNS that the youngest Internet users are showing.

The website is equipped with social networking functions (a profile, comments, friends etc.), is moderated and creates a space for educating children in the area of safe use of social networks. Due to safety reasons, the options that children may take advantage of for communicating are limited to emoticons and pre-defined phrases.

The plot of the website is based on the adventures of Sieciaki – “web wise kids” – who know how to use the Internet in a safe way and who fight with evil present online, represented by black creatures called Sieciuchy. The main task of Sieciaki – characters possessing special skills – is to promote information about safe, effective and constructive Internet use. Sieciaki.pl users take part in educational games, quizzes and competitions. Since February

2005 over 230,000 children have signed up with the portal. The website has around 2,222 unique visitors per day and 5,000 unique visits per day. During the reporting period, i.e. between 1 April 2012 and 31 March 2013, the website administrators sent 190 messages to children and 62 competitions with attractive prizes were organised.



"SIECIAKI ON HOLIDAYS" *summer campaign*



"Sieciaki on Holidays" is an educational summer campaign run by the Nobody's Children Foundation in cooperation with the Orange Foundation since 2006. A team of young animators travel around Poland and organise outdoor events ('picnics') on online safety at popular holiday destinations.

The main goal of the campaign is to teach children, through games and other fun outdoor activities, how to be safe online, as well as how to deal with dangerous situations on the Internet and where to seek help in the case of problems involving online activity. The idea of the Sieciaki tour is based on the www.sieciaki.pl educational platform designed for children, where 4 Sieciaki characters – web wise children – teach young Internet users how to stay safe online.

During the 4-hour "picnic" children participate in many activities prepared by the organizers in three huge, colorful tents. Each of the tents is transformed into a big amusement center for children: a cinema, an Internet café and an entertainment centre. Each child taking part in the picnic is offered a round disc on which they collect stamps after completing each activity. Based on the amount of the stamps collected, every child receives one of three awards prepared by the Sieciaki team.

In the 2012 edition the organizers added a new element to the campaign, allowing to reach children from locations that were not visited by the Sieciaki team. Educational kits consisting of the picnic scenario and materials have been prepared and could

be ordered or downloaded by local the organisers from the www.sieciakinawakacjach.fdn.pl website. This allowed various organizations (schools, centers of informal education, libraries, Internet cafes, NGOs working with children, local media) to join in and, by registering their picnics on the Sieciaki website, they could promote their initiatives and invite participants. The Nobody's Children Foundation offered valuable prizes to the organisers of the most interesting picnics registered online.

Inauguration of the 2012 edition of the "Sieciaki on holidays" campaign was held on 5 July in Warsaw, along with the launch of Warsaw's "Summer in the city" campaign. After that the Sieciaki team visited three other locations: Mrągowo, Mława and Włodawa. Each "Sieciaki picnic" was a part of a big family event run in the host city. Such an approach allowed the organisers to attract not only children, but also their parents.





"SIE WIE" *e-magazine for children*

"SieWie" is an e-magazine published every two weeks at the Sieciaki.pl portal. The aim of the magazine is to inform and educate young users of Sieciaki.pl.

In addition to information about newest features on the Sieciaki.pl portal, there are also regular columns dedicated to education addressing the issues of safe use of computers and the Internet. 25 issues of "SieWie" were published in the reporting period. In addition to the online format, one paper issue of "SieWie" (circulation of three thousand copies) was released on the occasion of the Safer Internet Day 2013.



"NECIO.PL" – *educational resource for preschool children*



In 2012 the Nobody's Children Foundation established, in cooperation with the Orange Foundation, a new educational project known as Necio.pl and targeting children aged 4-5, as well as their parents.

The age of children going online continues to decrease. Research indicates that two thirds of Polish children (aged 3-6) use the Internet more than once a week, and the average time spent online is 45 minutes. There is, however, a scarcity of educational resources dedicated to preschoolers.

The project's main component is www.necio.pl, a website with child-friendly animation, games and

songs explaining the rules of Internet safety and the basics of computer use to children. The host of this site is Necio, a friendly little robot who guides young users through the process of learning what the Internet is, how to surf safely, how to communicate safely online, as well as where to find safe websites. While using Necio.pl, children will become familiar with Sieciaki and Sieciuchy (the main characters of Sieciaki.pl – the Nobody's Children Foundation's project for older children), characters which embody Internet-related risks, so that switching from Necio.pl to Sieciaki.pl will be a natural step for them in the future.

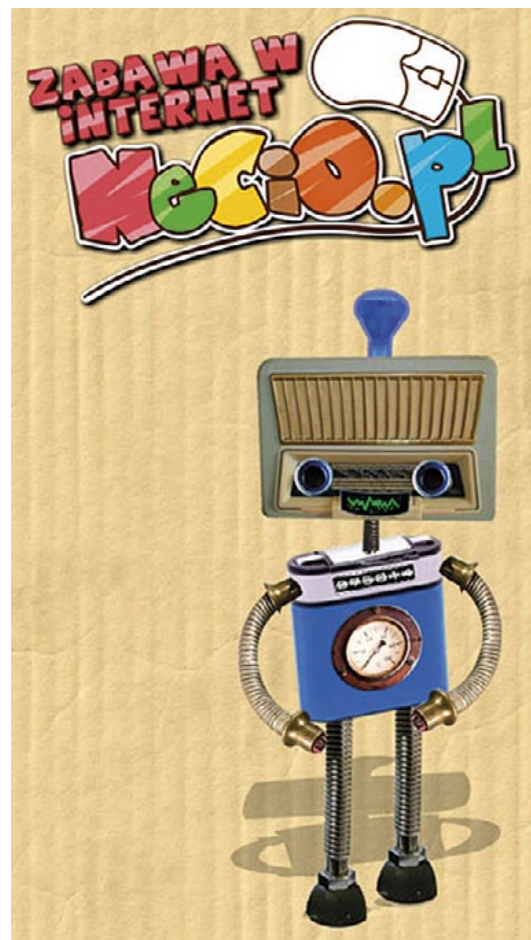


"NECIO.PL" – educational resource for preschool children

The project was created in such a way that allows parents to actively accompany their children while they discover the virtual world with Necio. At each step, the creators highlight the important role of parents in educating their children on the safe use of online technology. The website also includes a dedicated section for teachers. Here they can find educational resources specifically tailored for use with children. Materials are divided into three parts:

- class scenarios,
- multimedia resources comprising songs, interactive games and plays,
- printable materials.

✦ The materials are available for download from www.necio.pl, or can be ordered as toolkits from www.dzieckowsieci.fdn.pl. 450 copies of toolkits have been distributed to kindergartens in Poland since April 2012.



"BEST" application

On 4 October 2012 the Nobody's Children Foundation officially launched "BeSt" – an innovative application which combines functionalities of a web browser, search engine and parental control tool.

The application was produced by the PlikCenter company. It is based on a catalogue of child-friendly websites and contains, for the time being, hundreds of websites catalogued according to age and themes. BeSt is a pioneering application in Poland. It is targeted for children aged 3-10. Research indicates that 2/3 of Polish kindergarten children already use the Internet. The application enables children to search and surf only those websites that are appropriate for their age. Thanks to BeSt, parents and guardians

have access to a control panel which allows them to change settings related to the time spent online and to the history of websites browsed.

✦ The application has proven to be an immediate hit in Poland. It is available for download at www.best.fdn.pl.





"ADAYINLIFE" – *an educational resource for teenagers*

As a part of the "Which world do you live in?" campaign concerned with excessive use of the Internet, "A day in life" class scenario was prepared in September 2012.

It is aimed at junior secondary school students and its main goal is to show the risks associated with computer and Internet (as well as games) abuse. An integral part of this educational resource is a short video showing one day in the life of a young person who is a severe Internet abuser.

Classes taught according to the scenario provide an opportunity to discuss the amount of time young people spend online, and to talk about the activities they undertake online. Young people also learn how to react to online threats they may encounter.



NEW E-LEARNING courses

At the beginning of 2013 two new e-learning courses were released by the Nobody's Children Foundation.

The first one – "What happened to Mimi?" – is intended for children aged 10-13 and shows various aspects of cyberbullying from the perspective of the victim, bystanders and perpetrators. It also gives young people an opportunity to learn how to deal with such situations.

Suspected of writing an offensive blog, Mimi becomes a target of bullying, both in school and online. Unable to stand it any longer she runs away from home. The headmaster and Mimi's teacher try to find out what has really happened and try to determine the real reasons behind Mimi's disappearance and aggression towards her.

During the second course – "Safety Lesson" – junior high school students (aged 10-13) talk about their

experiences concerning privacy online. They discuss publication of pictures and videos online, privacy settings on social networking sites, online contacts, profile hacking, etc. Each story is summarized by a Helpline.org.pl consultant. Based on the newly acquired knowledge, students draw up a catalog of safety rules.

Both courses last 20-25 minutes.



"NUMA NUMA" e-zine for teenagers



Numa Numa is a magazine for teenagers aged 13 to 17. It addresses issues related to online safety, new technologies and various Internet phenomena, with an emphasis on the positive aspects and uses of the world wide web.

The name of the magazine refers to a viral video posted online as a joke, which unexpectedly acquired more than forty million views and remains one of the most popular videos in the history of the Internet. It illustrates the unpredictability of the web, its almost limitless possibilities and a huge – and still growing – number of users.


Each issue of the “Numa Numa” magazine tackles different online safety issues and provides information and ideas for the effective and creative use of the Internet.

Four issues of Numa Numa have been published since 2011, with the issues number 3 and 4 released during the 2012/13 reporting period.

The main theme the 3rd issue, published in September 2012, was the overuse of the Internet and computers. The magazine also promoted the “Which world do you live in?” campaign run at that time by the Polish Safer Internet Centre. Different aspects of the problem were discussed by a psychologist (practical advice on dealing with the problem)

and a researcher (definition, symptoms, scale of the problem). Consequences of the sedentary lifestyle were also illustrated. To keep the right balance, that particular issue promoted also the positive aspects of being online, such as using the web for travel planning, for instance. 5000 copies have been printed, with over 4400 already distributed among schools all over Poland.

The 4th issue published in January 2013 focused mainly on the Safer Internet Day 2013 theme: online rights and responsibilities, which have been discussed by experts from various fields. Out of 2000 copies published over 1800 have already been distributed in schools organizing local SID 2013 celebrations.

 All magazines are available online at www.numanuma.pl, printed copies can be ordered as well.





"THE WEB ADVENTURES OF FILE AND FOLDER"



"The Web adventures of File and Folder" is a 45-minute performance intended at introducing the youngest kids to the virtual world and at educating them on how to protect their privacy in the Internet and how to deal with online threats.

The content of the performance was prepared jointly by NASK and two actors from the Zygzaki.com.pl specialising in working with children. The performance accompanied a few conferences and events for children organised by the Polish Center.

"The Web adventures of File and Folder" has been also available, from the very beginning, in the form of a DVD movie. The video consists of six scenes and lesson plans which are based on web adventures of two characters – File and Folder.

In September 2012 the project was expanded by means of the "Let's meet the Internet" audio book – an aid developed for the youngest Internet us-

ers, including the visually impaired ones. The audio book consist of five episodes and lesson plans. The "Web adventures of File and Folder" movie and the "Let's meet the Internet" audio book go together as a single audio – visual package.

In January 2013 NASK produced 500 copies of the package. It will be distributed among primary schools and during PSIC events. NASK has also prepared, within the project, exercises for children, including crosswords, puzzles and coloring books with two characters – File and Folder.

 *The movie, audio book, school lessons and exercises are available online for download at www.plikifolder.pl.*



"BECOME A FRIEND OF YOUR CHILD" – *educational material for parents*

"Become a friend of your child" is an educational project prepared by NASK. The new campaign has been prepared with the obstacles that parents encounter while trying to enter the virtual environment of their children taken into consideration.

The difficulties related to "connecting generations" in the era of new technologies have been addressed as well. The tool is targeted for parents of primary school children. Nowadays children spend more time online and are often more proficient in the use of multimedia devices than adults. The digital world is their reality. It may be difficult for parents to get in touch with their own child. Hence, it is crucial to be alongside the youngsters when they are making their first steps in the Internet.

The educational material consists of five animated cartoons which depict several Internet-related issues that parents may be faced with in their daily parental lives. The tool addresses, inter alia, such virtual topics as dangerous contacts, malicious online content, parental control programs, balance between children's online and offline activity, and mutual learning of new technologies.

The series is presented with the use of a funny, vivid and entertaining formula and the goal is to make parents more familiar with the virtual habits of their



children, and thus to provide better understanding. The project also aims at raising the youngsters' awareness concerning the Internet and at assisting the parents' in becoming friends of their children. The five movies are distributed along with special leaflets offering advice for parents.



Training and events

Training events and conferences devoted to children's online safety have always formed an important part of the activity of the Polish Safer Internet Centre. They are targeted at the representatives of the educational sector, parents, NGOs, law enforcement agencies, government and industry, as well as children and young people themselves.

The training modules cover topics such as: online risks, grooming, educational tools, social networks, mobile phones, cyberbullying, legal aspects of online safety, psychological portraits of a young Internet user, computer games and virtual worlds. Training modules are regularly updated and expanded to include new subjects. Participants are provided with educational materials relevant to a given training topic. At each event they are also requested to fill in the evaluation form.

Training activities are conducted using different methods and tools: presentations, large and small group discussions, break-out groups, brainstorming and application of case study examples relevant to the training theme, as well as practical exercises and simulations. Training for children and youths includes visually attractive content tailored to the needs of each of the age groups, with cartoons and other multimedia. Outdoor events with spherical tents, hip-hop bands and prizes are organised every summer to promote online safety in a funny and entertaining way.

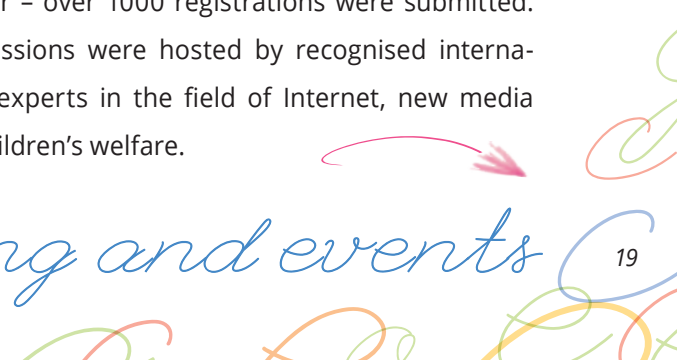
THE 6TH INTERNATIONAL CONFERENCE "KEEPING CHILDREN AND YOUNG PEOPLE SAFE ONLINE"



Every year an International Conference known as "Keeping Children and Young People Safe Online" is organised by the Polish and German Safer Internet Centres, addressing a wide variety of issues relating to children and young people's online safety.

The conference aims at raising the level of awareness of the new challenges and opportunities in fighting Internet threats and helps share best practices across different sectors.

The 6th edition of the conference was held on 20-21 September 2012 at the Novotel Airport Hotel in Warsaw. The event featured 57 speakers and gathered approximately 600 representatives of the educational sector, NGOs, law enforcement agencies, government and industry, including many foreign delegates from 20 countries. The proved to be enormously popular – over 1000 registrations were submitted. The sessions were hosted by recognised international experts in the field of Internet, new media and children's welfare.



THE 6TH INTERNATIONAL CONFERENCE "KEEPING CHILDREN AND YOUNG PEOPLE SAFE ONLINE"

The Conference's agenda offered a comprehensive approach to the issue of Internet use by children and young people. PSIC representatives responsible for all project components contributed to the various sessions as speakers. The conference addressed a wide variety of issues relating to children and young people's online safety, such as Internet abuse, e-commerce and privacy issues, social networking sites and fighting illegal online content. It also presented results of the latest research and highlighted the best education strategies aimed at keeping children and young people safe on the Internet.

The conference recognised that no single institution is capable of being responsible for children's online safety and highlighted the need for organisations from various sectors to cooperate to offer children a safer Internet. The Conference provided also

an additional stimulus for further intensification of cooperation between EU and non-EU players present during the event.

The event was held under the honorary patronage of:

- *prof. Barbara Kudrycka, Minister of Science and Higher Education,*
- *Magdalena Gaj, President of the Office of Electronic Communications,*
- *Michał Boni, Minister of Administration and Digitization,*
- *Krystyna Szumilas, Minister of National Education.*

✦ *The Orange Foundation acted as the conference's main partner. Those unable to attend the event could participate thanks to a live webcast offered by NASK at www.konferencja.saferinternet.pl.*

EXPERT SEMINARS FOR PROFESSIONALS



In July 2012 and March 2013 the Polish Safer Internet Centre organised, in Warsaw, two expert seminars for professionals working in children.

The first one was held along a press conference launching the "Which world do you live in?" campaign and was dedicated to the topic of Internet abuse. The meeting featured a presentation of the

most renowned Polish addiction expert Mr. Bohdan Woronowicz.

The second one focused on safety aspects concerning the use of Google tools (e.g. SafeSearch, YouTube reporting, privacy settings) and was organised in cooperation with Google Poland. Each event was attended by approximately 60 participants.



"SAFE JUNIOR ACADEMY"

Since 2011 the Nobody's Children Foundation has been partnering Poland's largest Internet auction service – Allegro – in the development of a new training programme for adolescents.

Allegro also specialises in offering e-commerce and IT training for businesses. Its "Safe Junior Academy" educational programme focuses mostly on safe online trading and different aspects related to children as consumers online.

Training sessions for schools have been offered within the programme as well. Experts from the Nobody's Children Foundation were engaged in designing and running the training courses. The programme available until June 2012. Over 1000 students and 40 teachers took part in the programme in the course of the reporting period.

THE CONGRESS OF YOUNG INTERNET USERS

The Congress of Young Internet Users is an initiative established by NASK in order to create a platform of communication for professionals, students and teachers from all over the country.

The members of the Congress are actively involved in the PSIC project. On 16-19 October 2012 two members of the Congress (a teacher and a student) represented PSIC in the Parents' Panel and Youth Panel during the Safer Internet Forum in Brussels. Moreo-

ver, two young people from the Congress took part in the debate that accompanied the Safer Internet Day 2013 conference. During the debate the issue of rights and responsibilities online was discussed by experts and youths.



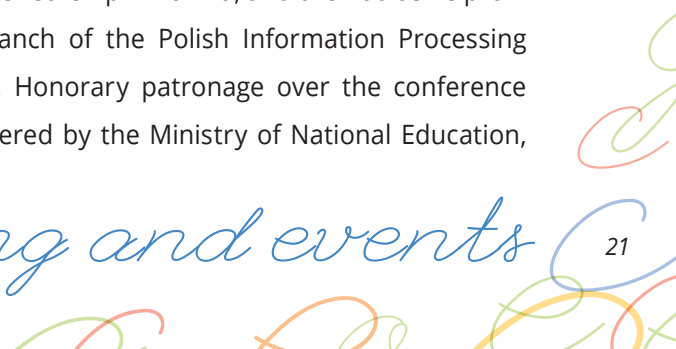
"INFORMATION AND COMMUNICATION TECHNOLOGIES FOR EDUCATION" conference



The "Information and communication technologies for education" conference was organised in Łomża on 5-6 October 2012. The event was aimed at teachers and educators.

The goal of the conference was to raise the level of and expand the knowledge about the newest trends concerning the application of information

and communication tools and technologies in education. The event was organized by NASK, the Polish University of Information Technology and Entrepreneurship in Łomża, and the Podlaskie province branch of the Polish Information Processing Society. Honorary patronage over the conference was offered by the Ministry of National Education,



"INFORMATION AND COMMUNICATION TECHNOLOGIES FOR EDUCATION" conference

Ministry of Science and Higher Education, the President of Łomża and the Chief Education Officer of the Podlaskie province. During the conference the Polish Safer Internet Centre was given an opportunity

to present its educational projects, activity of the Dyzurnet.pl service and practical methods of counteracting cyberbullying at school.

"SAFER INTERNET ALLEY" in Kraków



The project is supervised by NASK and the Zygzaki.com.pl group specialising in working with children. The event is aimed at the youngest Internet users and their parents.

The Alley may be visited by the target group in shopping malls. The aim of this event is to introduce children to the virtual world and educate them how to protect their privacy on the Internet and how to deal with online threats. The formula of the event is based on the "Web adventures of File and Folder" performance. Children and parents visiting the alley meet two characters – File and Folder – who have prepared a performance for the youngest,

and who offer many other educational activities, such as quizzes, puzzles, crosswords and computer games. Parents meet the experts from PSIC who answer their questions, give practical safety tips and present educational projects that may be used by adults in discovering the Internet together with their children.

PSIC plans to organise three "Safer Internet Alley" events. The first took part in Kraków on 22 January 2013 at the Bonarka City Center. The event in Kraków gathered dozens of children and their parents. The co-organisers of the Alley in Kraków include the Siemacha Association and the Bonarka City Center.



CONFERENCES AND PROJECTS FOR THE POLICE AND LAW ENFORCEMENT AGENCIES



Dyżurnet.pl organised a series of training sessions devoted to “Online threats. Selected aspects, outline of the issues”, for representatives of law enforcement agencies and judicial authorities – representatives of the police, prosecutor’s office and courts.

The first meeting was held in April 2012 in Warsaw, subsequent meetings were held in Kraków (May 2012), Łódź (November 2012) and Gdańsk (March 2013). Approx. 100 people from each region participated in each of the meetings. The sessions focused on Internet crime, especially sexual abuse of children and child pornography. They were attended by representatives of the local police units, the Police Headquarters, the Forensic Lab, the General Prosecutor’s Office and Dyżurnet.pl. CERT Polska and Helpline.org.pl teams presented various aspects of their operations, sharing their experience, and discussed trends in combating CSAM. The Saferinternet.pl awareness team presented the latest research in the field of children Internet safety, as well as an overview of educational undertakings of PSIC.

Representatives of NASK also participated in “Online threats – prevention, response – educational projects” event organised in cooperation with the Małopolska Province and Małopolska Province Police (training for the Police, 8 November 2012, 26 March 2013). The objective of the project led by NASK was to prepare selected officers to conduct prevention classes concerned with online risks at schools in the Małopolska region and to provide them with the educational tools. Each of the sessions was attended by more than 100 officers.



THE FESTIVAL OF SCIENCE

On 24 September 2012 PSIC took part in the Festival of Science which is organised each year in Poland by the Association of Friends of the Festival of Science with the aim to promote science and education in a different manner.

"SENIOR FOR SENIOR" project

The main objective of the project was to promote knowledge about the Internet and computers among senior citizens above 50 years of age, and to encourage them to convey that information further – an approach that fits within the concept of preventing digital exclusion of seniors.

The first stage of the campaign had the form of a seminar entitled "Internet and computer are seniors' friends", during which experts shed some light on the fundamentals of safe Internet use. During the second stage, the participants were trained

Within the festival the Center organised a lesson for about 40 primary school pupils to promote online safety. The children took part in an interactive workshop where they were introduced to the issue of privacy, cyberbullying, as well as to other online threats.

in smaller groups, within the framework of "Senior online" workshops. The third stage – "Senior – Leader" – consisted of ten meetings during which seniors acquired knowledge on the use of new technologies and on online safety. The last stage was aimed at preparing the participants for their new role of ambassadors of modern technologies in their local environments.



Safer Internet Day 2013

February is a very important month for online safety education in Poland. As it was the case in previous years, the Polish Safer Internet Centre organised a central Safer Internet Day (SID) event in Warsaw on 5 February 2013.



The celebrations started with a press conference, followed by an event for professionals working with children that consisted of an interactive debate and presentations of educational initiatives on Internet safety. Over 200 professionals took part in the conference, and each of them received a package of educational materials that could be used in schools.

The Polish Safer Internet Centre has been actively promoting the Safer Internet Day 2013 since last September, both at national and local level. A SID-related competition aimed at youths and their teachers was launched during the 6th International Conference „Keeping children and young people safe online”. Prizes were offered in two categories: for the best video showing how young people understand their online rights and responsibilities (young people), and for best class scenario that covers the topic of online rights in schools (teachers).

In December 2012, a number of SID promotional articles and adverts appeared in various magazines for

teachers and professionals working with children. Also in December a request was sent to schools to discuss the topic of online rights and responsibilities with students and to submit the top 10 ideas following these discussions. From all of the submissions received, the most important ones were chosen and combined into a poster which was then sent to all UPC (a Polish Internet and cable TV provider) clients. Various organisations and institutions (schools, kindergartens, libraries, organisations working with children, and so on) could register ideas for their own SID celebrations at the www.dbi.pl website hosted by the Saferinternet.pl team.



In total 1216 initiatives taking place all over Poland have been submitted to celebrate the SID 2013!

Experience from previous years shows that many of the undertakings are based on the awareness-raising



Safer Internet Day 2013

materials created by PSIC, which are all available for download from the project's websites: www.dbi.pl and www.dzieckowsieci.fdn.pl. This year, after registering a SID initiative, there was also an option to order educational materials by mail.

This year, in connection with the SID, the Nobody's Children Foundation prepared classes for children in hospitals. The Sieciaki.pl team, together with Orange volunteers, visited three hospitals for children and conducted classes on online safety:

- 13 February 2013 – Mother and Child Institute, Children Clinic – Warsaw,
- 28 February 2011 – Children's Hospital – Dziekanów,
- 11 March 2013 – Children's Hospital – Konstancin Jeziorna.

Each child also received a package of educational materials and was given an opportunity to chat with Netrobi – a friendly robot.



YOUTH PANEL

The UN Convention on the Rights of the Child states that children and young people should be involved in the decisions that affect their lives. In accordance with article 12 of the UN Convention on the Rights of the Child, stating that “Every child has the right to express his or her views and those views must be taken seriously”, the commitment to child participation is reflected in various activities of the Saferinternet.pl project.

Consultations with children and young people, held on a regular basis, allow to design effective educational tools and media campaigns, and to evaluate the actions in progress. Such consultations are held during meetings of the Youth Panel and within the framework of the Congress of the Young Internet Users.

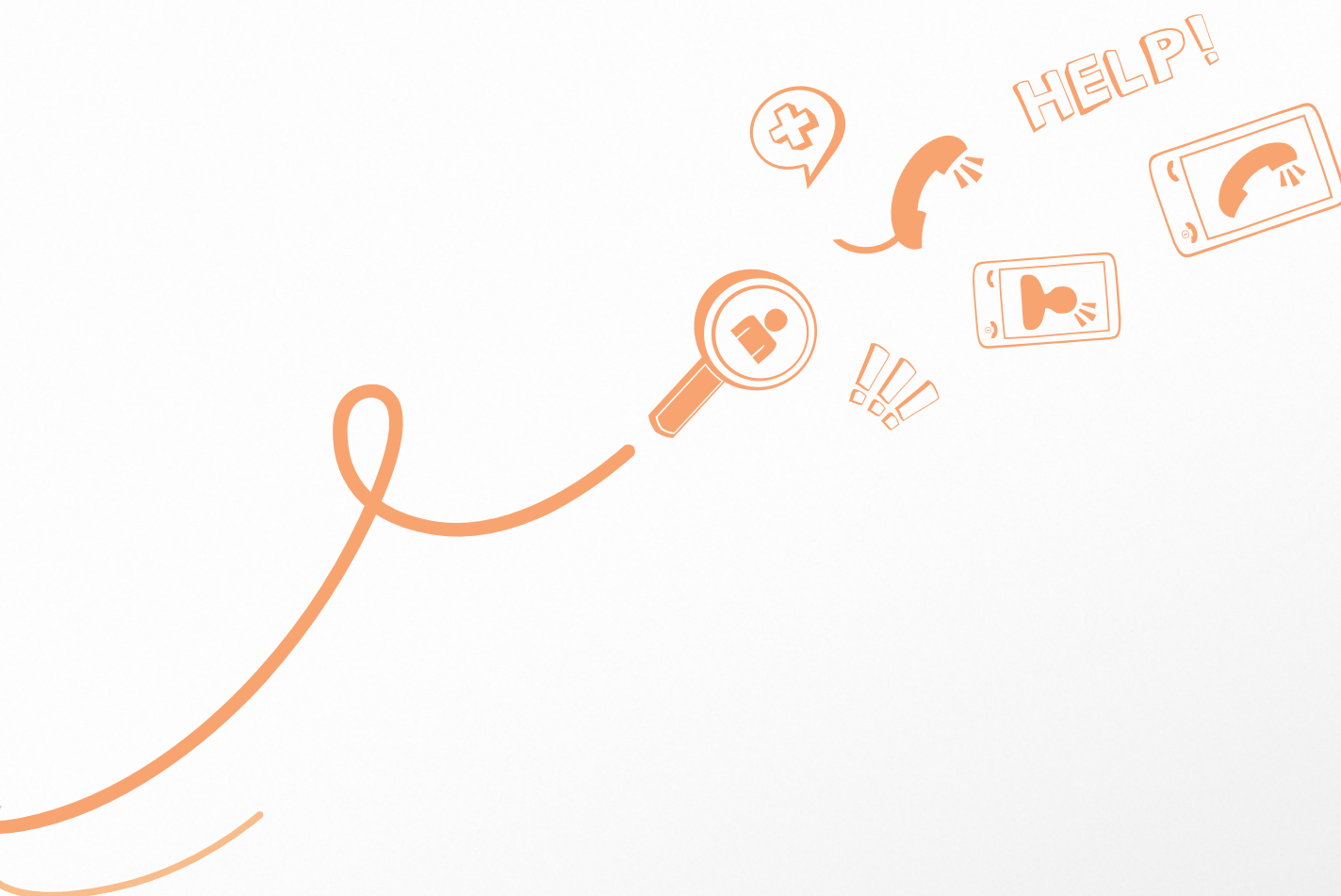
The Youth Panel is made up of twelve 13 and 14-year-old students from all over Warsaw. It is designed as a consultation group where young people can express their views and exchange knowledge and experiences concerning their use of online technologies. Young people are also asked to contribute to the design of awareness raising actions, tools and materials, and thus to contribute to defining future activities of the Polish Safer Internet Awareness Centre. The Youth Panel reviews existing materials on online safety and provides feedback as to how useful the tools are.

In the reporting period four Youth Panel meetings were held, which focused on the following topics:

- *May 2012 – a meeting dedicated to the problem of Internet overuse among youths,*
- *December 2012 – discussion on online rights and responsibilities and the Safer Internet Day idea,*
- *February 2013 – consultations on new online trends and inspirations for future campaigns,*
- *March 2013 – a meeting focusing on the Numa Numa magazine and on opportunities for involving youths in the process of its preparation.*

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HELPLINE.ORG.PL



POLISH SAFER INTERNET CENTRE

www.saferinternet.pl



Helpline.org.pl

Helpline.org.pl was launched by the Nobody's Children Foundation on 6 February 2007 during the Safer Internet Day. The Orange Foundation is the main partner of the Helpline project.

The Helpline's services are targeted for children and young people, parents and professionals working with children or in the area of children's Internet safety. Services provided by Helpline.org.pl include the following:

- counselling in the field of children and youths' Internet safety,
- providing help in cases of suspected or confirmed threats to children on the Web,
- interventions in cases of child abuse via the Internet,
- improving professionals' knowledge and skills related to children's safety on the Web,
- counselling in the field of prevention of Internet-related child abuse.

The Helpline consultants are available on weekdays, from 11.00 a.m. to 5.00 p.m.:

- via a toll-free telephone line 800-100-100. The telephone line has been provided by the Orange Foundation,
- online (communicator) at www.helpline.org.pl (after working hours the communicator offers the opportunity to leave messages). The online communicating facility has been provided free of charge by LiveChat,
- through e-mail. During the Helpline's working hours messages are read and answered as they are received. E-mails received after working hours are responded to on the next working day,
- through a contact form at www.helpline.org.pl.

In justified cases Helpline.org.pl provides also individual consultations for children and young people.

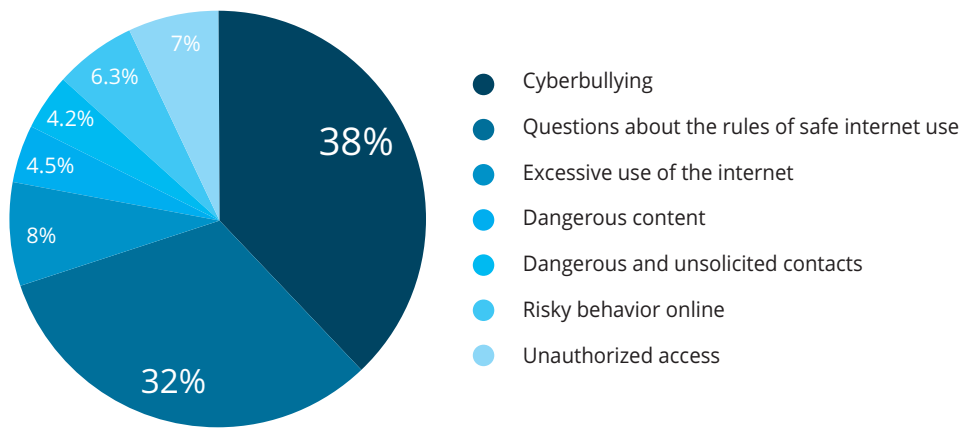
Statistical data

The increase in the number of reports observed over the reporting period has been significant. Between the 1 April 2012 and 31 March 2013, Helpline.org.pl accepted 3208 eligible reports. Some of them involved more than one form of Internet-based threats to children.

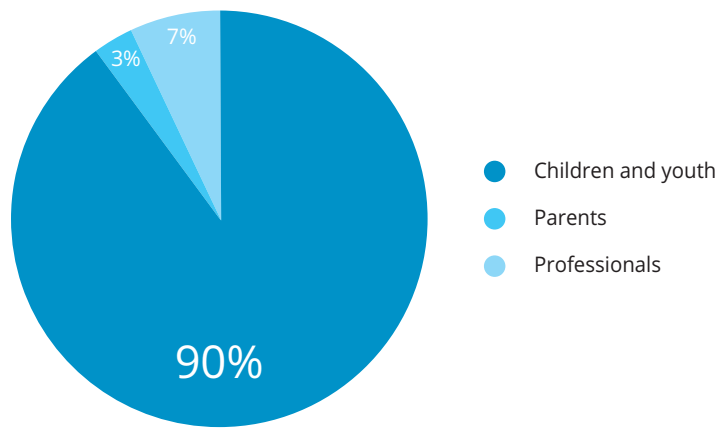
The Helpline continued to be contacted primarily by children and young people (2735 reports). Parents and professionals were less likely to submit their reports to the Helpline (97 parents, 203 professionals). 38% of the reports concerned the problem of cyberbullying, 32% were general inquiries about staying safe online, 8% reports were related to excessive use of the Internet, 4,5% to children's contact with harmful content and 4,2% to dangerous contacts online. 7% of reports concerned unauthorized access, and 6,3% risky behaviour of children online.



Categories of Reports 1 April 2012 – 31 March 2013



Target groups contacting Helpline.org.pl



Activities of Helpline.org.pl

TRAINING ACTIVITY

Apart from report handling, the provision of training courses for professionals working with children, namely teachers, psychologists, social workers and representatives of the law enforcement agencies has continued to be one of the team's core areas of activity.

Between April 2012 and March 2013 Helpline.org.pl took part, in the capacity of an expert, in a wide range of national and international events related to online safety and provided training for:

- 667 professionals: teachers, psychologists, pedagogues and social workers,
- 425 police officers and representatives of the judiciary system,
- 2880 children and youths.



Details on the events are provided in the Training and Events section.

SELF-HELP SECTION ON WWW.HELPLINE.ORG.PL



800 100 100
helpline.org.pl

During the period in question a self-support section was launched on the www.helpline.org.pl website.

In the course of 2012 it was expanded with content explaining copying methods, but also with information on how to create a safe environment online. The self-support section of the website is entitled "Dowiedz się" (Find out). It is intended for those children, parents and professionals who are faced with online problems after the working hours of Helpline.org.pl.

It features a comprehensive range of information about cyberbullying, dangerous contacts and content, excessive use of the Internet, and also offers more technical guidelines on how to protect the computer, take care of one's own privacy and avoid online fraud. The guidelines have been developed in cooperation with TP CERT – the computer emergency response team of Orange Poland.





INTERNSHIP PROGRAMME

Helpline.org.pl has been running an internship programme since March 2010. In 2012 Helpline.org.pl maintained cooperation with 10 interns – university graduates or students of psychology (4th and 5th year).

The internship is planned for a period of one year. During this time the interns are expected to spend approximately 350 hours working for Helpline.org.pl. Each intern undergoes a training programme which discusses the topics such as threats to children online, technical aspects of online safety, introduction to psychological help offered in the form

of phone and online counselling, legal aspects of online safety, legal aspects of children's safety in Poland and how to work with clients in difficult psychological situations. Each intern works under the supervision of a tutor and according to an individually established internship plan.

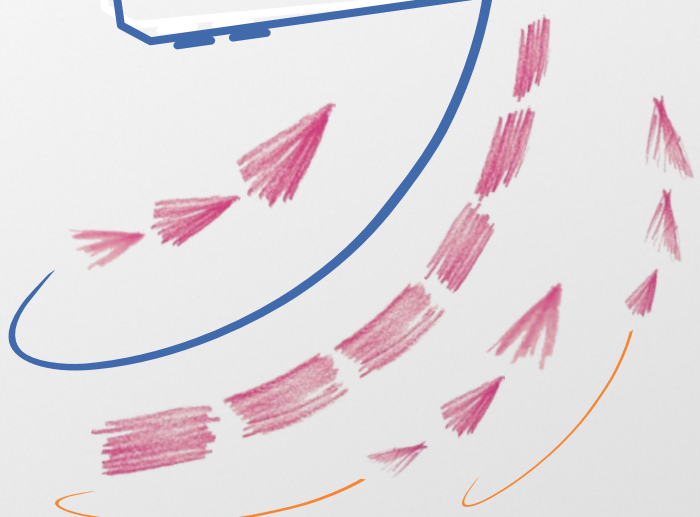
A new group of interns was recruited in October 2012. Currently, Helpline.org.pl cooperates with 10 interns.



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DYŻURNET.PL





Dyżurnet.pl



Dyżurnet.pl is a NASK hotline for Internet users, allowing them to anonymously report potentially illegal content. The team has been in operation since 2005.

The team's mission:

We act to build a safer Internet for everyone. We respond to illegal and harmful online content which abuses safety of children and young people. We popularize safe use of the Internet.

Activities performed by Dyżurnet.pl in accordance with the accepted report processing procedure pertain to:

- *Illegal content hosted on servers located on the territory of Poland – information is immediately reported to the Cybercrime Fighting Support Department of the National Police Headquarters,*
- *Illegal content hosted on servers located outside of Poland – to another hotline associated with INHOPE; specialists from respective national hotline services take suitable action – if the content is illegal they submit this information to the local Police,*
- *Illegal content hosted on servers located outside of Poland and outside of the area supervised by INHOPE – the Polish hotline submits information to the Polish Police, which then transfers this information to suitable local representatives of law enforcement authorities.*

Reports may also be forwarded to ISPs/ICPs or other competent bodies like Helpline.org.pl or CERT Polska.

Dyżurnet.pl handles four main categories of reports:

➤ **Child pornography**

According to the Polish Penal Code it is illegal to present and distribute pornographic materials

with minors under 18 (also computer generated images of children), as well as to possess pornographic materials with minors under 15 years old.

➤ **Extreme adult content**

According to the Polish Penal Code it is illegal to present and distribute zoophilic materials, as well as pornographic materials involving the use of violence.

➤ **Racism and xenophobia**

It is illegal to publicly promote fascist and other totalitarian systems, or to propagate hatred based on country or ethnic origin, race and religion, as well as to publish content insulting a group of people or individuals based on their country or ethnic origin, etc.

➤ **Other illegal content**

Other illegal content not classified above – e.g. adult pornography accessible to children.

Illegal content on the Internet may be reported to Dyżurnet.pl in three ways:

- *via e-mail at: dyzurnet@dyzurnet.pl,*
- *via an online form at www.dyzurnet.pl (absolutely anonymously),*
- *over the phone: 0-801-615-005 (local rate).*

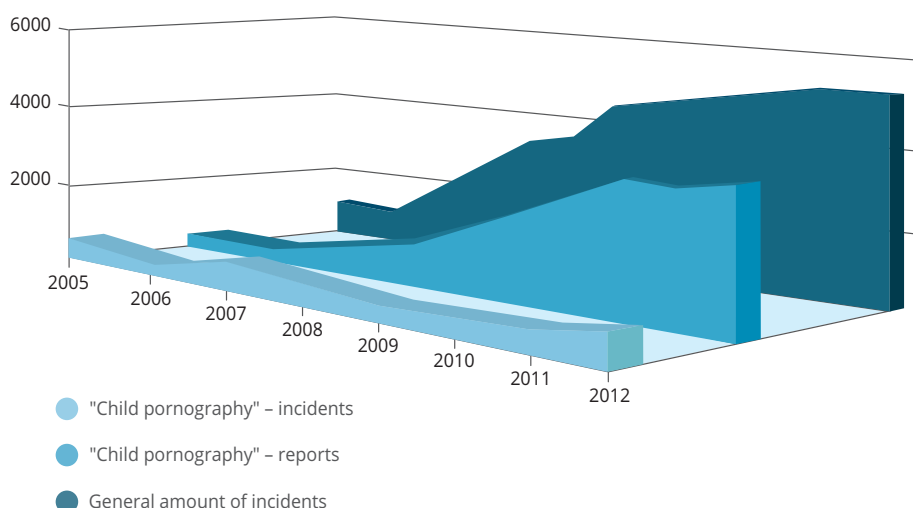
Dyżurnet.pl is a member of INHOPE – an international association of Internet Hotlines. The mission of the INHOPE Association is to support and enhance the performance of Internet Hotlines around the world, ensuring that swift action is taken while responding illegal content reports, making the Internet a safer place.

Statistical data

Since 1st of April 2012 till 31st March 2013 Dyżurnet.pl received over 5800 reports, of which 1270 presented illegal Child Abuse Materials and almost 600 presented Child Erotica or Child Nudism.

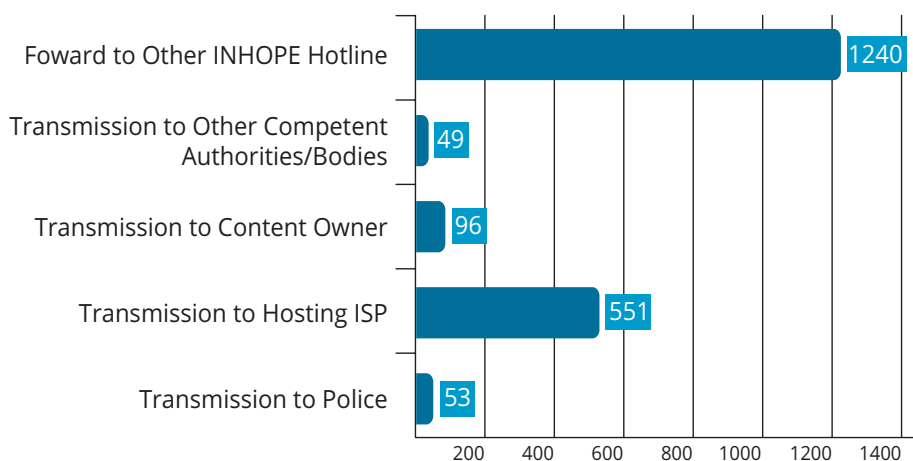
Fig 1 shows a number of reports (report submitted by users) and incidents (justified reports analyzed by the Team) involving "child pornography" as compared with the total number of incidents in the period 2005-2012. It demonstrates that the number of incidents classified by Dyżurnet.pl as "child pornography" has increased by as much as 30% since 2011. This increase goes hand in hand with an increase in the number of incoming reports pertaining to "child pornography". In 2012 the Team received 10% more of them than in the previous year. At the same time, the number of incidents classified as "other content" decreased.

Fig. 1. Reports and incidents pertaining to "child pornography" in the period 2005-2012



According to the procedure mentioned above, since 2012 April 1st till 2013 March 2013 Dyżurnet.pl forwarded more than 1200 cases to the other INHOPE Member hotlines, over 50 reports to the National Police, approximately 650 reports to ISP or ICP, and almost 50 to other competent bodies.

Time of availability of CSMA after reporting them to Dyżurnet.pl in 2012



Hotline activities

The Mission of the Dyżurnet.pl Team is to act to create a safe Internet by responding to illegal and harmful online content and by promoting knowledge on the safe use of the Internet.


Dyżurnet.pl experts participated in multiple and varied initiatives related to this field, conducted training and hosted representatives of foreign institutions, sharing their knowledge and experience.

They reached:

- almost 700 professionals: teachers and educators,
- over 400 police officers and representatives of the judiciary system (prosecutors and judges).



Details on the events are provided in the Training and Events section.



Zgłoś anonimowo nadużycia za pomocą formularza na stronie www.dyżurnet.pl.

Reaguj. Pomóż budować bezpieczny Internet.

Zespół Dyżurnet.pl działa w oparciu o polskie prawo.
Prowadzi również współpracę międzynarodową w ramach stowarzyszenia INHOPE.

NATIONAL COOPERATION – WORKING IN PARTNERSHIPS

Consultation Committee (Advisory Board)

The Advisory Board for the Polish Safer Internet Centre, operating under the name of the “Consultation Committee”, was established in January 2006. The Committee’s tasks include assistance in the planning of activities aimed at improving safety of the Internet, evaluation of the project and contributing to the optimization of efforts.

Stakeholders are often invited to take part in selected components of the project (such as distribution and evaluation of awareness raising tools, organization of events, etc.). In addition to the planned meetings, members of the Advisory Board are informed by the Coordinators, on a regular basis, about important developments within the individual projects and are invited to actively participate in selected undertakings.

The make-up of the Polish Advisory Board allows its members to represent various areas of activity, and thus provide a variety of perspectives on the wide range of issues to be dealt with in the field of Internet safety. PSIC has organised 18 meetings of the Advisory Board since 2006.

Currently, the Committee comprises the following bodies:

- ⇒ Orange Foundation,
 - ⇒ Google Poland,
 - ⇒ National Police Headquarters,
 - ⇒ Polish Committee for UNESCO,
 - ⇒ Polish Chamber of Information Technology and Telecommunication,
 - ⇒ Polish Society of the Phonographic Industry,
 - ⇒ Warsaw School of Social Sciences and Humanities,
 - ⇒ Centre for Education Development,
 - ⇒ Centre For Citizenship Education,
 - ⇒ European Consumer Centre,
 - ⇒ Education Office in Warsaw,
 - ⇒ Computer Assisted Education and Information Technology Centre,
 - ⇒ Educational Research Institute.
-
- ⇒ Ministry of National Education,
 - ⇒ Ministry of Administration and Digitization,
 - ⇒ Ministry of Science and Higher Education,
 - ⇒ Ministry of the Interior,
 - ⇒ Children’s Ombudsman,
 - ⇒ Office of Competition and Consumer Protection,
 - ⇒ Office of Electronic Communications,

National Coalition for Child Online Safety

The Polish Coalition for Child Online Safety is a multi-stakeholder online forum that gathers about 800 members such as schools, NGOs, governmental institutions, as well as industry partners who support activities of the Polish Safer Internet Centre.

Its aim is the widest possible dissemination of knowledge about safe use of the Internet and promotion of educational resources on online safety. Members of the Coalition have the possibility to download the logo of the Coalition from www.saferinternet.pl and to generate their own electronic certificate of participation.

INTERNATIONAL COOPERATION



Since 2005 Saferinternet.pl and Helpline.org.pl projects have been part of Insafe – a network of national awareness centres, and Dyżurnet.pl has been a member of Inhope – the International Association of Internet Hotlines.

Events

Over the past year the Polish Safer Internet Centre has been an active player on the international online safety scene.

Between April 2012 and March 2013 representatives of the Polish Safer Internet Centre took part in numerous international conferences and meetings, during which they shared experience and presented project achievements, i.e.:

- INHOPE Annual General Meeting, Task Groups & General Assembly, London – 24-26 April 2012,
- Insafe Annual Conference, Larnaca/Cyprus – 14-16 May 2012,
- EuroDIG, Stockholm/Sweden – 14-15 June 2012,
- Insafe Theme cluster meeting on impact assessment, Brussels/Belgium – 8 August 2012,
- Insafe Training Meeting, Budapest/Hungary – 26-28 September 2012,
- EC Safer Internet Forum, Brussels/Belgium – 17-18 October 2012,
- Internet Governance Forum, Baku/Azerbaijan – 6-9 November 2012,
- INHOPE Task Groups & General Assembly meeting, Amsterdam/The Netherlands – 19-22 November 2012,
- INHOPE Analyst Training Workshop, Amsterdam – 22-23 January 2013,
- Insafe Training Meeting, Tallinn/Estonia – 12-14 March 2013.

Study visits

The Polish Safer Internet Centre often hosts representatives of foreign organizations that conduct a similar activity, or plan to establish a hotline, a helpline or wish to launch awareness-raising campaigns.

During such meetings PSIC representatives share their views and provide advice on establishing cooperation with national stakeholders. Dyżurnet and Helpline present their procedures of cooperation as well.

- *Turkey (9 November 2012), representatives of the Turkish police,*
- *Denmark (17-18 December), Red Barnet – a visit under the INHOPE bursary project.*

In 2012 the Polish Centre was visited by representatives of the following countries:

- *Argentina (30 July – 1 August 2012),*
- *Chicos.net Georgia (28 August 2012), CERT,*
- *Latvia (6 November 2012), Rezekne Higher Education Institution,*

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