Creating an equitable Information Society

The Human Factor

*Theme of World Telecommunication Day 2005
What is safety awareness?

- Access
- Knowledge of risks
- Technical skills to apply solutions
- Identity management (stranger danger)
- Information quality control
- Ethical & effective use
A double-edged strategy - EC Safer Internet programme

- European level: a coordinator for seamless, effective synchronisation of actions
- National level: awareness nodes to coordinate national initiatives
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## National Nodes

<table>
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<tr>
<th>*Spain</th>
<th>*Belgium</th>
<th>*Denmark</th>
<th>*Finland</th>
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<tr>
<td>*Germany</td>
<td>Greece</td>
<td>Iceland</td>
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<td>United Kingdom</td>
<td>*Italy</td>
<td>*Poland</td>
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<td>*Portugal</td>
<td>Netherlands</td>
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<td>Austria</td>
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<td>Slovenia</td>
<td>*Lithuania</td>
<td>Hungary</td>
<td><em>(Other nodes will officially join in coming months)</em></td>
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*Linked to national Hotline*
Activity sectors

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- Consumer Protection: 21%
- Humanitarian: 15%
- ISP: 14%
- Education Authority: 12%
- Other non-Profit: 7%
- Media Authority: 6%
- Private Sector: 25%
Actions

- Coordinate, strengthen & raise visibility of national Internet safety actions
- Provide a European gateway to information, tools, resources, organisations
- Promote a platform for information sharing & exchange of best practice between nodes & partners
- Design & implement a European approach adapted to cultural & linguistic preferences
- Foster development of Internet safety awareness & information literacy

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Achievements

• Annual Safer Internet Day 2005 celebrated by 65 orgs in 30 countries
• Multilingual portal & monthly newsletter
• Online tool and resource kit
• Pan-European monitoring of emerging risks
• Best-practice benchmarking and tracking of awareness-raising impact
• On- and off-line training for awareness raisers
• Staff-exchange for European added value
INTERNET MAGIC CONTEST

- THOUSANDS OF ENTRIES
- 19 NATIONAL ORGANISERS
- WINNING STORY PUBLISHED IN ILLUSTRATED CHILDREN’S BOOK
- 20 WINNERS MEET IN PARIS IN DECEMBER FOR AWARD CEREMONY AND BOOK LAUNCH
- UNDER PATRONAGE OF EUROPEAN COMMISSIONER

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http://www.saferinternet.org
European Schoolnet

Info-Insafe@eun.org

Tel: +32 2 790 7577