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| Contribution from the Center for Global IT Cooperation | |
| ACTIVITIES OF THE ALLIANCE FOR THE PROTECTION OF CHILDREN IN THE DIGITAL ENVIRONMENT | |
| **Purpose**  To share the experience and best practices of the Alliance for the Protection of Children in the Digital Environment, an initiative that has been bringing together Russia's largest technology companies for three years to create a safe digital space for children.  **Action required**  This document is transmitted to the Council Working Group on child online protection **for information**.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **References**  [*https://internetforkids.ru/en/*](https://internetforkids.ru/en/)*,* [*https://cifrateka.ru/*](https://cifrateka.ru/)*,* [*https://cifrateka.ru/upload/iblock/22e/755vxtns1qqtg67fn0gfrl2456q0j0aw.pdf*](https://cifrateka.ru/upload/iblock/22e/755vxtns1qqtg67fn0gfrl2456q0j0aw.pdf)*,* [*https://internetforkids.ru/en/charter/*](https://internetforkids.ru/en/charter/) | |

The Center for Global IT-Cooperation (CGITC), being a representative of the Russian civil society and an ITU-D Sector Member is playing an active role to support activities of the Alliance for the Protection of Children in the Digital Environment (hereinafter, the Alliance).

The Alliance is a unique platform that was founded in 2021, by nine Russian major telecom, IT and media companies. Through the cooperation between them as well as in collaboration with numerous organizations representing government, private sector and civil society a systematic approach to cope with digital security challenges and threats for children has been created.

In the modern world, the Internet is becoming an important part of children's lives, opening up many opportunities for creativity, learning and communication. However, the digital environment is fraught with serious risks, from cyberbullying and data theft to destructive content and the recruitment of children for illegal activities. Solving these problems requires joint efforts of business, society and the government.

1 In 2022, the Alliance published the Digital Childhood Ethics Charter, one of the world's first “soft law” instruments in the field of children’s digital security, with more than 13 000 organizations that have joined it. One of the key points of the Charter is self-regulation of digital platforms in terms of proactive content moderation. This means that platforms vow to take steps to prevent the spread of negative content that could potentially harm children.

The creation of the Alliance and the Charter has become an important step in protecting children in the digital environment. What is more, this example demonstrates that, given the right conditions, major digital platforms are willing to admit their responsibilities and take action to shield children from negative content and other online threats without the government interference.

2 One of the Alliance’s most important achievements is the creation of the Digital Library (“TSIFRAteka”) educational portal. It provides children, parents, and teachers with access to cybersecurity materials that help develop skills to identify and protect against digital threats such as phishing, data breaches, cyberbullying, destructive content, etc.

3 The Alliance has also developed a guidebook “Risks in the digital environment”, which contains recommendations for working with children of various ages. This manual defines digital threats in detail for three key age groups —preschoolers, younger schoolchildren and adolescents— linking them to the psychological characteristics of age. It includes techniques to help parents and teachers identify and prevent digital risks, as well as up-to-date diagnostic tools. The methodology has been developed on the basis of numerous practical cases and will be translated into English in order to share such a valuable experience with the international community.

4 The Alliance has been implementing a number of technological solutions such as the “Hash Database” to identify and remove illegal content. This database allows digital platforms to transmit information about illegal content in the form of digital fingerprints (hashes) and links, verify them, mark controversial content, and automatically delete illegal content that has been added to this database on their websites. All connections are encrypted. The work is focused to prevent distribution of several categories of illegal content: Child Sexual Abuse Material (CSAM), illegal drugs promotion, promotion of deviant behavior.

5 These initiatives of the Alliance are complemented by public events such as the “Safe Digital” regional education marathons, Anti-Cyberbullying Days and the Digital Security Festival, that have attracted more than half a million participants.

6 Since international cooperation is a key to successfully combating global digital threats, the Alliance pays special attention to cooperation with like-minded organizations all over the world. The members of the Alliance actively share their best practices and participate in global forums such as the UN Internet Governance Forum, BRICS and SCO International IT Forum.

Such an example of fruitful cooperation of the private sector, government, and civil society, represented by the Alliance, confirms that the multi-stakeholder model can help effectively solve complex problems. United efforts of different stakeholders create an opportunity for synergy, where the experience, resources and ideas of the participants complement each other. Such cooperation allows not only to respond to the challenges of the digital era but also to create positive changes, ensuring the security, development and sustainability of the digital environment for children.

The Alliance for the Protection of Children in the Digital Environment is open to collaboration with ITU and other interested parties and stakeholders from all over the world and looks forward to sharing and exchanging technical solutions, recommendations and initiatives related to the protection of children in the online environment.

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