

Cyberbullying First Aid App

A European Success Story for Protecting Young People Online

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CIS on Cybersecurity and Child Online
Protection, Odessa, Ukraine
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von der Europäischen Union*



klicksafe.de

Mehr Sicherheit im Internet durch Medienkompetenz

▶ Background

Better Internet for Kids

Safer Internet Centres



Awareness Centres
& Helplines

Hotlines



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▶ Background

A blue-themed graphic featuring a map of Europe with numerous orange location pins, each containing a paw print and an '@' symbol. The 'insafe' logo is prominently displayed at the top center. In the top right corner, there are icons for Facebook, Twitter, YouTube, and a small 'insafe' logo. On the left side, there is a text box with the heading 'FIND AN AWARENESS CENTRE IN YOUR COUNTRY' and two buttons: 'REPORT illegal content' (with a mobile phone icon) and 'HELPLINES contact now' (with a lifebuoy icon). Below this, a section titled 'WHAT IS INSAFE?' contains a descriptive paragraph and a 'Find out more' button.

insafe

f | t | v | insafe

FIND AN AWARENESS CENTRE IN YOUR COUNTRY

REPORT
illegal content

HELPLINES
contact now

WHAT IS INSAFE?

Insafe is a European network of Awareness Centres promoting safe, responsible use of the Internet and mobile devices to young people.

[Find out more](#)

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Source: www.ec.europa.eu/digital-single-market/en/safer-internet-centres

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▶ Where is Klaus?



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▶ About klicksafe

Content



Marketing



Network



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▶ Main Target Groups



Source: Thomas Meyer/OSTKREUZ;
pixabay

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Content for Different Target Groups

Children



Parents



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Source: www.klicksafe.de

klicksafe.de

Education Stakeholders



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▶ Content for Different Target Groups

Young People

WhatsApp-Flyer



Snapchat-Flyer



Instagram-Flyer



YouTube-Flyer



Facebook-Flyer



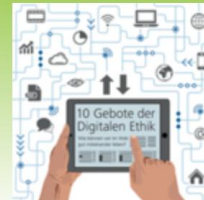
Musical.ly-Flyer



Tipps fürs Digitale (Über) Leben - Flyer des Klicksafe Youth Panels



Booklet "10 Gebote der Digitalen Ethik"



Cyber-Mobbing Flyer zur Erste-Hilfe App



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▶ Material Orders

- **1 million** orders last year!
- In January 2018: 100,000 orders
- Distribution only upon request



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klicksafe.de

Made by Young People for Young People



David Knauf & Lucas Wippert

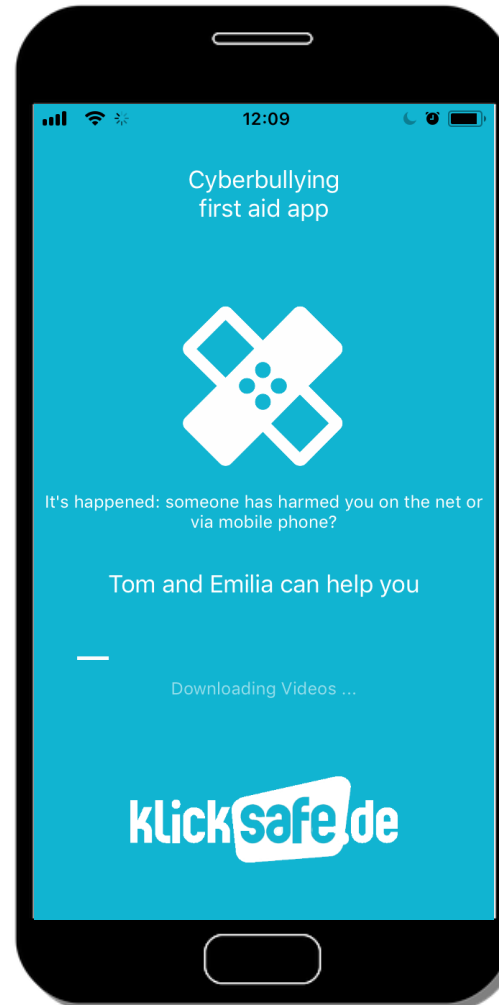
Source: www.klicksafe.de and app screenshots

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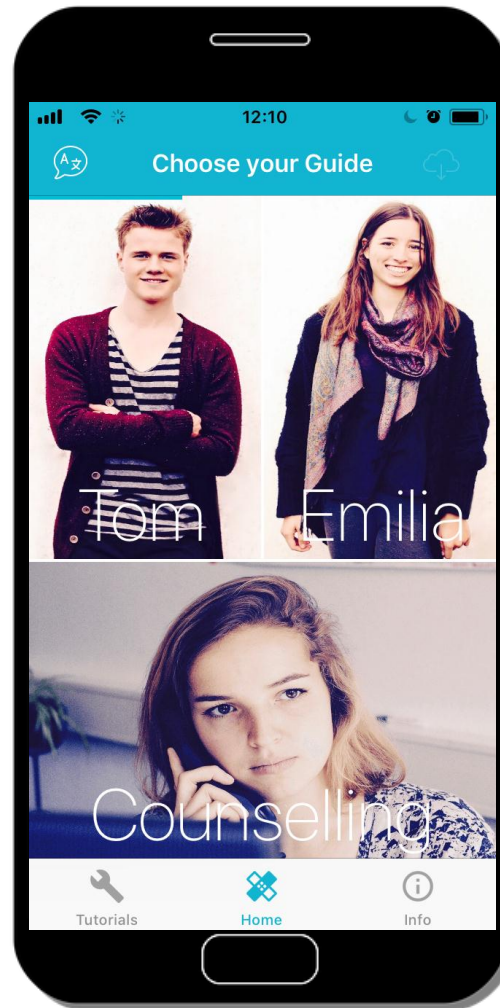
- App currently available in:
 - German
 - English
 - Luxembourgian
 - French
 - Lithuanian
 - Slovenian



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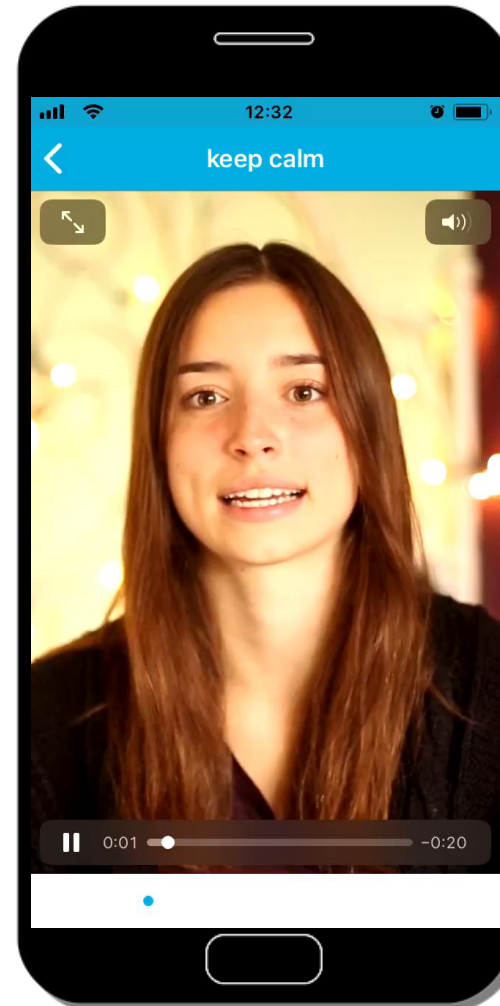
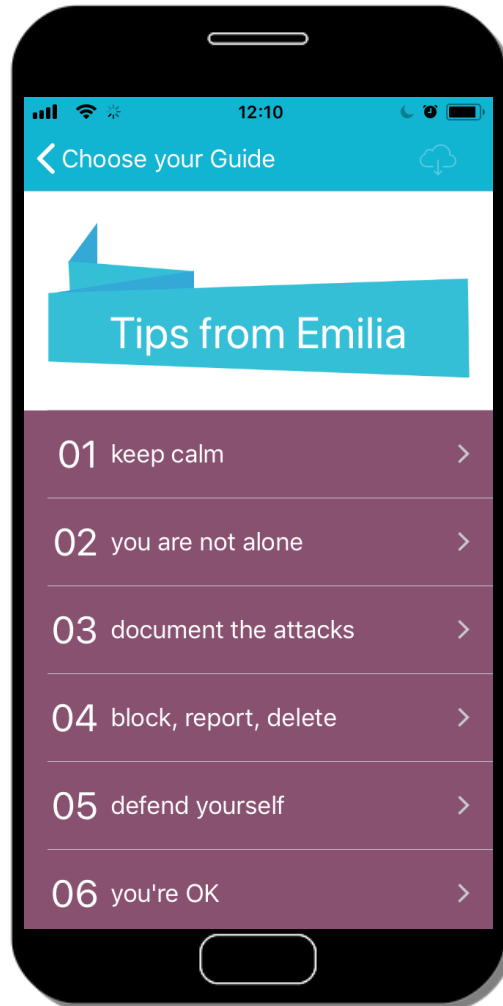
Videoguides



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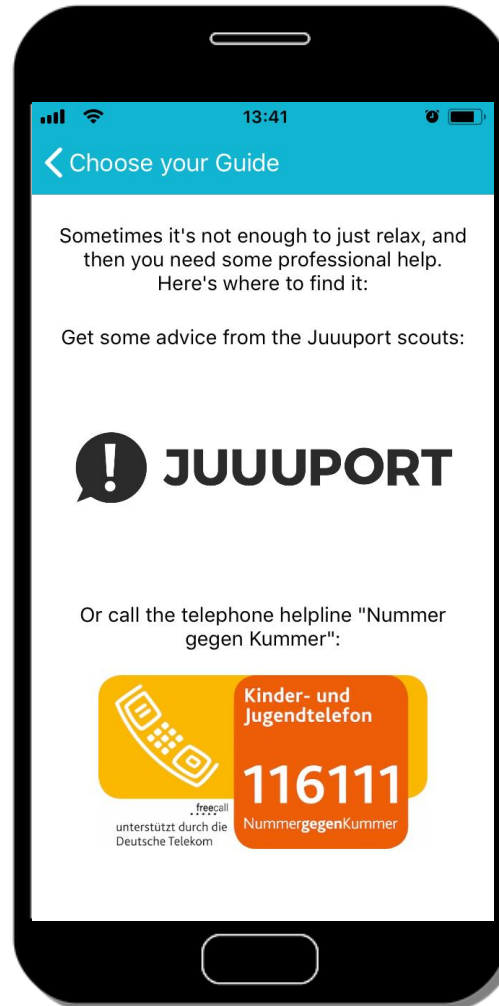
Video Tutorials



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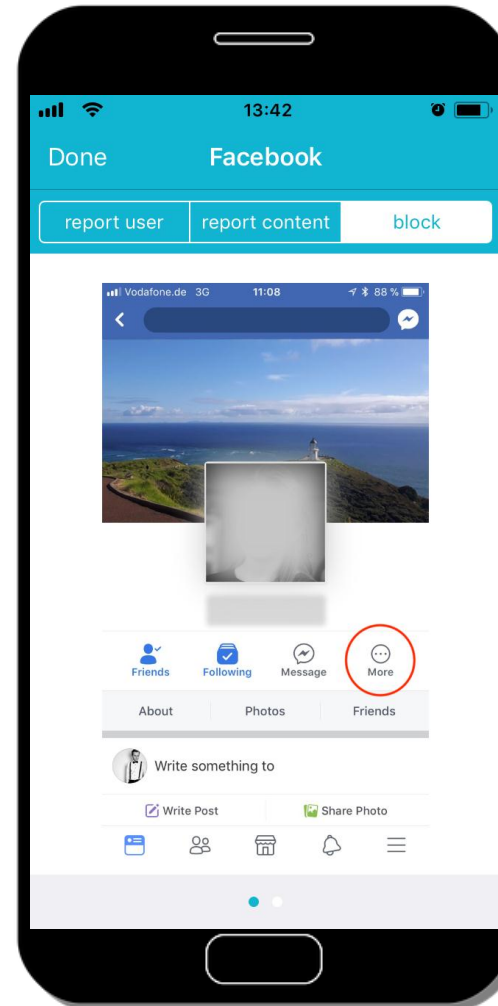
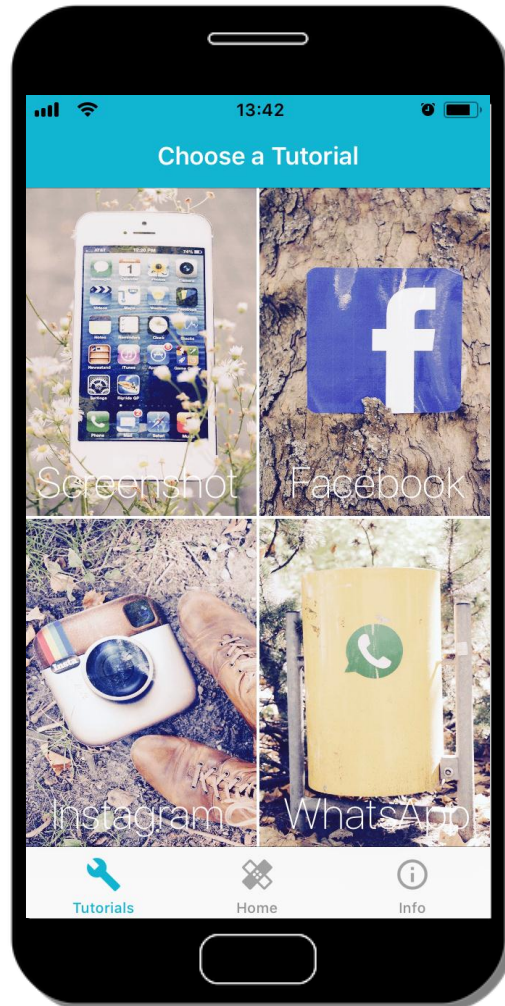
Real Life Help Available



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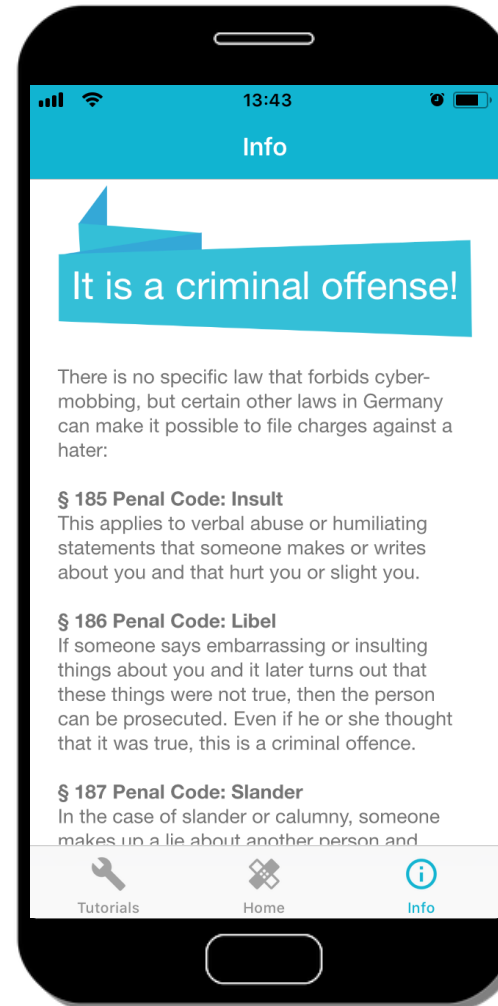
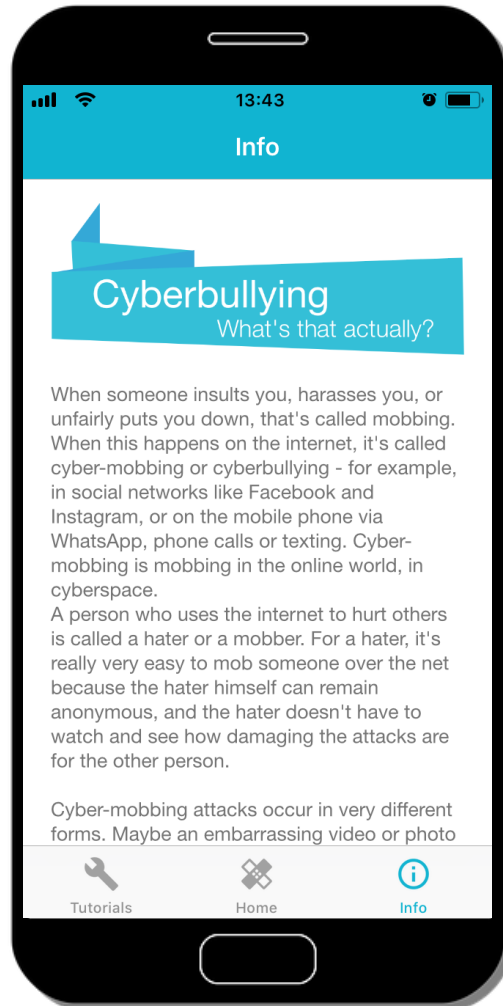


Tutorials on Reporting Mechanisms



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Additional General and Legal Information



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Positive Responses

- Android downloads: 2105
- iOS downloads: 5803
- Award at international software competition “Enable Hackathon” 2015 in London
- Award at INSAFE-Training-Meeting 2016 “Resource Competition”



Winners of the Enable Hackathon; Source: www.klicksafe.de

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Thanks for your attention!

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