



# Roll-out of the COP guidelines and related materials in Bosnia and Herzegovina



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“ITU Forum for Europe on Child Online Protection”

26.11.2020.



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# Communications Regulatory Agency

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- Communications Regulatory Agency of Bosnia and Herzegovina (CRA) is a convergent regulator
- Active in the field of Media and information literacy (MIL) since 2009
- Since end od 2019 CRA has a Department for Content and Media Literacy and has been significantly more active in this field



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# CRA and Child Online Safety

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- Child online safety has also been a topic for us in the past
- Cooperation with other stakeholders on different strategical documents aimed at combating child abuse and exploitation through ICT
- Changes of the Rule on ISP – inclusion of provisions related to protection of minors
- Safer Internet Day celebrations
- Cooperation with various stakeholders (ministries, NGO, international organizations, industry)



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# CRA and Child Online safety

- IGF BaH Forum 2017: Child online safety
- Consortium BH Child - “Guidelines for social responsible ICT companies for protection of children from sexual exploitation and abuse”



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# CRA and Child Online Safety

- Media campaign „Gdje je Buco?“ (Wo ist Klaus?)



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# CRA and Child Online Safety

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- For 2021 a big project „Child online safety“ has been planned
  - New regulatory framework for ISP-s
  - Public campaign targeting children, parents and caregivers and educators on various topics related to COS, including promotion of the new regulation of video-sharing platforms VSP



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# MIL activities

- CRA is coordinating a network of ca. 50 MIL stakeholders in Bosnia and Herzegovina
- Facebook page Media and Information Literacy in BaH



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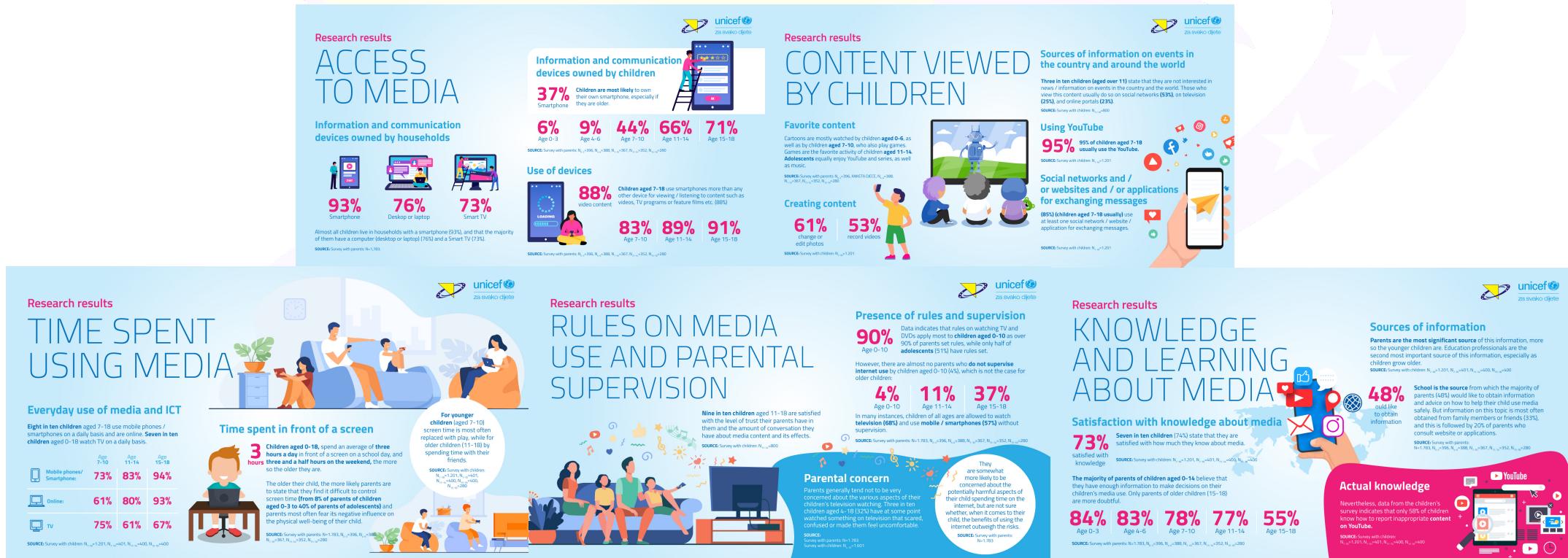
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# MIL activities

- In 2020 Research „Children’s Media Habits and Parental Attitudes“ in Cooperation with UNICEF



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- Very useful for different kind of activities and will be shared with our partners and used in our COS activities next year
- Are currently being adapted into our three official languages
- Set of roll-out activities planned for December in cooperation with ITU and Prime Communications
- Three main components



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# COP guidelines and related materials

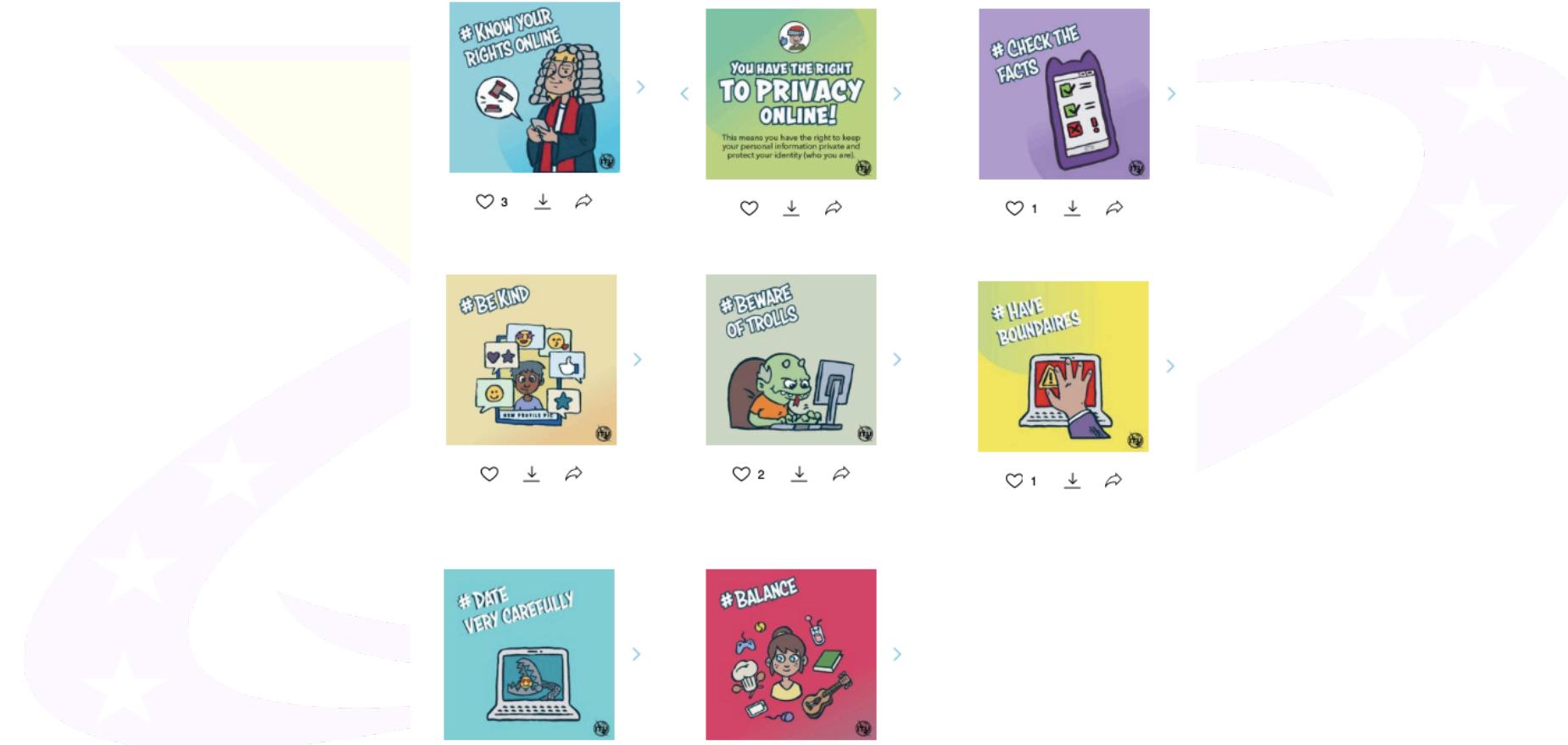
- **Social media campaign:**

- will target parents and educators in the first line, and then media and information literacy experts from institutions and NGOs, who are dealing with child protection, children and media and online safety.
- will last 4 weeks and will take place on CRA's Media and information Literacy Facebook page (<https://www.facebook.com/mipismenostbih>) and CRA's Facebook Page.
- All materials will be promoted in posts, with special focus on the Workbook, Storybook and the Social media Campaign materials. Visuals will also be created, especially for the guidelines. Some posts will be sponsored in order to reach as much parents and educators as possible.





# COP guidelines and related materials



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# COP guidelines and related materials

## Online presentation of the materials

- The presentation will take place online on 15.12.2020. at 10:00. The materials will be presented by the CRA. The ITU is invited to pre-record a few introductory words.
- To this presentation CRA will invite ca. 70 experts in the field of media and information literacy (MIL) from its MIL network and all Internet Service Providers in BH. These experts include online safety experts (Safer Internet Centre, Save the Children, UNICEF, etc.), as well as media educators and relevant institutions (Data Privacy Agency, Ministries of Education, Ministries of Transport, Ombudsmen for children).
- The presentation will be also promoted online on social media (FB, LinkedIn), and in CRA's closed Facebook group for media and information literacy experts.
- A media advisory and press release are also planned.
- The recording of the presentation will be posted on social media and will be made accessible on CRA's webpage with localized ITU Guidelines and materials.



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## Media campaign

- Cooperation with three popular web portals will be established and media content for the presentation of the ITU materials created. A banner with link to the source of the materials will be designed. Target groups of these activities are parents, educators and MIL specialists.
- Materials will be widely distributed to different media outlets, bloggers etc. in order to reach as many parents and specialists as possible. The CRA will be available to media for interviews etc.



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Thank you!

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