

**Safer Internet Programme in Slovenia**

**FINAL PUBLIC REPORT (English Summary)**

**March 2012 – December 2014**

**Project No: SI - 2011- SIC - 1231109**

**Project title: Safer Internet Centre Slovenia**

**Start Date: 1<sup>st</sup> March 2012**

**End Date: 31<sup>st</sup> December 2014**

**Project Duration: 34 months**

*The Safer Internet Programme, set up for the period 2009-2013, which co-funds projects to ensure awareness of children, parents and teachers on how to stay safe online, is based on four actions:*

- *ensuring public awareness;*
- *fighting against illegal content and tackling harmful conduct online;*
  - *promoting a safer online environment;*
  - *establishing a knowledge base.*

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## B. KEY RESULTS - ENGLISH SUMMARY

### D1. SAFE.SI

*The summary of the most successful activities carried by NAC in the reporting period provided in English:*

Thanks to renewed training system and with successful recruitment of the new youth trainers as well as parent trainers we were able to carry out a large number of trainings. The figures show that in the period from March 2012 to December 2014 SAFE.SI youth trainers visited more than **265 primary and secondary schools** where **895 workshops** were conducted and attended by around **20,300 pupils and students (aged 6-19 years)**. In the same period SAFE.SI experts carried out **145 trainings for parents** that were attended by around **5.400 parents**.

With many partners, especially telecommunication operators, and other institutions participating we were able to create a very rich programme for the **Safer Internet Months of February 2013 and 2014 in Slovenia**. For SID 2013, we have to stress very fruitful collaboration with the national telecommunication operators. **On Safer Internet Day, 5<sup>th</sup> February 2013, CEO of all major national telecommunication operators (8) signed the renewed "Code of practice of Slovene Telecommunication Operators for user protection"**« The main added value of this document is that it ensures not just the minimum protective measures for safer mobile use by children and the under-18s but also for all other users, especially the elderly ones. For the promotion of SID 2013, SAFE.SI in cooperation with the national telecommunication operators carried out a **joint promotional advertisement campaign »Let's encourage safe and responsible use of mobile devices«**. This advertisement has been included on the printed version of the monthly telecommunication operator's phone bills. To our estimations we reached around 1.000.000 people, which is more than 50% of active population aged **10 - 75 through this campaign**.

As part of the celebration of Safer Internet Day 2014, Slovenian Awareness Centre Safe.si organized an educational seminar about the role of teachers and social workers in the prevention of cyberbullying. Five-hour seminar took place at the Faculty of Social Sciences, on 13 February 2014. The seminar was designed primarily for teachers and social workers as their role in the prevention of

cyber-violence is very significant. From among 262 registered participants, 218 attended.

Just before the end of year 2013 Slovenian Safer Internet Centre has launched a new website, joining all three components: awareness centre, helpline and hotline at one URL [www.safe.si](http://www.safe.si). Besides functioning as the joint portal, the new website has other exiting novelties: helpline chat service on the site, switch from target-group-oriented to topics-oriented website architecture, very user-friendly Help center, featured stories at the top of the home page for easy access to new topics, trends, activities of SIC and a special subpage dedicated to children from 3 to 10 years old.

**Successful FB promotion:** NAC successfully operates with two separate Facebook pages, the first one is intended for parents and the second one for teenagers. Thanks to the successful promotion of both pages we were able to **reach almost 10.000 fans on each page**. Moreover, with the successful promotion of the Facebook application “**Are you smarter than your smartphone**” we have achieved the largest fan increase so far, ever since we are running our Facebook Pages for both adolescents and parents. In February 2013 we have gained **725 new fans** on our Facebook page for adolescents Deskam varno through advertising this new Facebook application prepared for SID 2013.

In this period we have also been **successful in gaining media attention**. Our representatives have cooperated and given statements for **25 TV reports and shows** on three biggest national TV channels (including **prime time news** of all three stations), for **32 reports and shows on national and regional radio stations**, for **60** articles in national and regional **magazines, newspapers and press agencies** (including **first page SID article** in third biggest daily newspaper), and **210 articles in online media**.

## D2. TOM TELEFON

*The summary of the most successful activities carried by TOM TELEFON helpline in the reporting period provided in English:*

- **Number of cases**

The Helpline for Children and Youth is a general helpline intended for all children and youth with any kind of question or problem that they wish to discuss.

During the Safe Internet Use project, from March 2012 to December 2014, we were posed 75,175 questions in total, out of which 18,219 questions were of a counselling nature and are subject to further analysis. Out of those, **1,369 questions referred to questions regarding safe internet use**, as illustrated in the table above.

Period	Phone calls	Questions posed via website	Questions posed via online chat room	Total
March 2012-February 2013	400	19	4	423
March 2013-October 2014	696	139	111	946
<b>Total</b>	<b>1096</b>	<b>158</b>	<b>115</b>	<b>1369</b>

Out of the total of **1,369 questions regarding safe internet use**, 1,096 were answered via telephone, 158 via e-mail and 115 via the online chat room. Most of the youth, whose ages were provided, were between 12 and 16 years of age. We were never called by a parent.

- **Topics discussed**

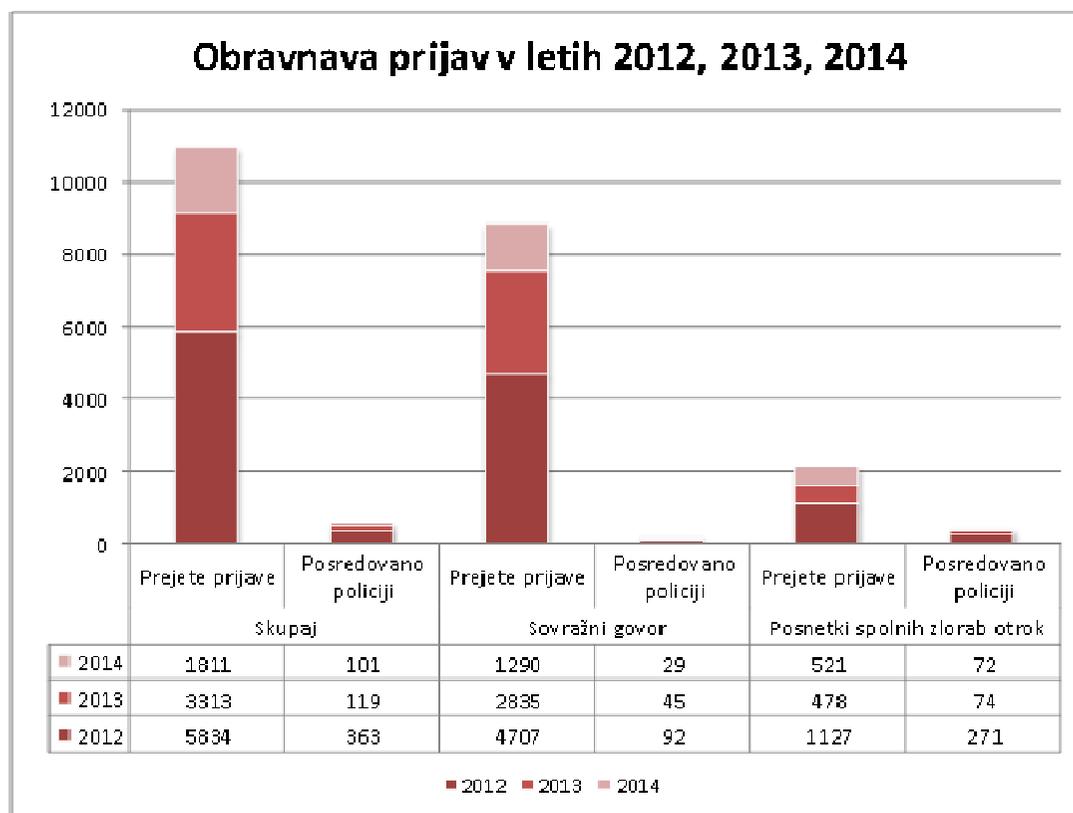
Topics discussed	Number (March 2012- February 2013)	Number (March 2013-December 2014)
Internet addiction, online games addiction	28	64
Peer violence on the internet	97	181
Privacy (identity theft, personal data safety, unauthorised use of personal photographs)	15	161
Potentially harmful content (violence, pornography, hatred, eating disorders, suicide, self harm)	277	250
Establishing contact online	0	269
Other	6	21

As the table shows, the majority of the questions on the topic of safe internet use were in the both reporting periods related to **potentially harmful content and from March 2013 also the content for establishing contact online**. These topics show that the virtual world is very important to young people. They use the internet to establish and shape contact with other people. While doing so, they are exposed to a variety of harmful content, as the people on the other side may not be who they claim. However, even if they are real people, an individual may not interpret their messages the way they were intended, leading him or her to consider or attempt different kinds of potentially harmful actions or behaviour. The questions young people have when it comes to establishing contact online are mostly about finding out what the other person is thinking and finding possibilities to create a more satisfying relationship. Where potential harmful content is concerned, young people are mainly interested in how to solve the situations in which they have found themselves. In terms of internet and online games addiction, youth recognise their behaviour as harmful and are interested in how to stop it. In terms of questions related to privacy, youth are interested in things like how to protect their Facebook profile and how to proceed if someone publishes a photograph without their permission.

### D3. SPLETNO OKO

*The summary of the most successful activities carried by SPLETNO OKO hotline in the reporting period provided in English:*

SPLETNO-OKO.SI is a Slovenian hotline which provides the possibility for anonymous reporting of illegal internet content. Our mission is to **decrease the amount of child abuse images and hate speech on the internet** through cooperation with various partners.



- Report statistics for 2012 – 2014 period

In 2012 - 2014 period we have received and analysed more than 10.900 reports. The majority of reports we have received via our reporting platform on web page [www.spletno-oko.si](http://www.spletno-oko.si) or via reporting form on news web portals. We have received 8.832 reports of allegedly hate speech and 2.126 reports of allegedly child sexual abuse images (10.958 reports altogether). The amount of allegedly illegal content is significantly higher in the category of child abuse images. The vast majority of reports (98%) on hate speech do not meet the legal criteria for illegal hate speech, whereas 20 % of reports on child abuse images contained signs of illegal acts and were forwarded to the Police (417 in total).

Most of the illegal content (hate speech and child sexual abuse images) in 2013 and 2014 was located on servers in the United States. According to our statistics, the majority of the potentially illegal content of child sexual abuse was located on servers in United States, Netherlands and Japan

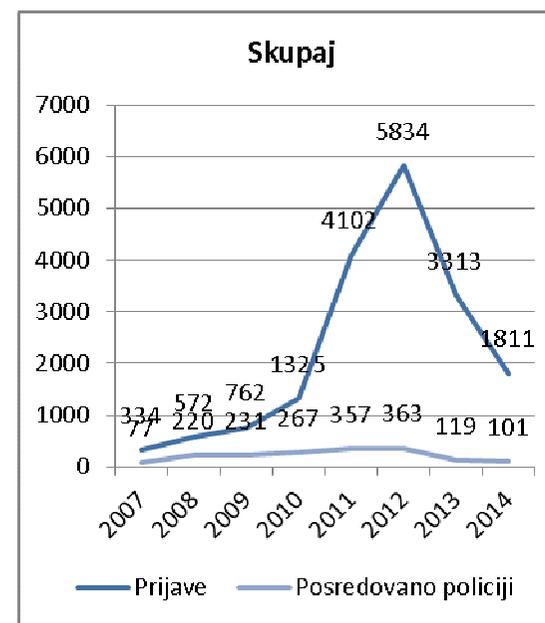
- **Report trends 2007-2014**



**Hate speech**



**Child sexual abuse images**



**Together**

The number of received reports of child sexual abuse images and hate speech was growing steadily and reached its peak in 2012, when the number of received reports reached 5834 reports in one year. However, in year 2013 we have faced significant decline in received reports. The reason for this could be in a) changed legislation, which in 2012 started criminalizing also intentional accessing child sexual abuse images, and b) clearer definition of illegal hate speech, which was published by State Prosecutor Office.

- **Other activities in 2013 and 2014**

1. **Conference 2013: Child abuse online: dimension of the phenomenon and effective action**

Slovenian hotline Spletno oko in cooperation with Criminal investigation department of the General Police Directorate and Association for informatics and telecommunications at the Slovenian chamber of Commerce, on 25<sup>th</sup> September 2013 organized a one day conference, titled "Child abuse online: dimension of the phenomenon and effective action". The conference was held in Ljubljana, Slovenia, at the Faculty of Social Sciences. This year, more than 200 participants attended the conference. Participants were from police, courts, prosecutor's offices, social workers, school representatives, NGOs, and industry. The conference was opened by Mr Vasja Vehovar, manager of Safer Internet Centre Slovenia, Marjan Fank, director of Criminal police directorate, and Mr Jernej Pikalo, minister of education, science and sport. The conference was divided in two parts; first part was dedicated to plenary presentations, while the second part was intended for practical work and collaboration between different organizations. In the first part the main speaker was Adele Desirs from Interpol, who spoke about child abuse images online and victim identifications. In the plenary session we also had session dedicated to work on motivation of employees, who deal with difficult cases on daily basis. In this respect we organized lecture on motivation at working place, which was carried out by one of the best lecturers from this field. **On the conference also documentary video "The role of organizations in cases of child abuse on the internet" has been performed.** The video was made especially for the conference purposes.

2. **Conference 2014: Child abuse online: Are there any limits of the internet freedom?**

Slovenian hotline Spletno oko in cooperation with Criminal investigation department of the General Police Directorate and Association for informatics and telecommunications at the Slovenian chamber of Commerce, on 24<sup>th</sup> and 25<sup>th</sup> September 2014 organized a two day conference, titled "Child abuse online: are there any limits of internet freedom?". The conference was held in

Ljubljana, Slovenia at the Faculty of Social Sciences.

The conference was organized **for the fourth time** in last four years. The main aims of the conference were to educate representatives from public institutions, NGO's, academy, ISPs and individuals about child abuse on the internet and to connect them in preventive and curative activities while dealing with this issue. This year, **around 230 participants attended the conference in two days**. Participants were from police, courts, prosecutor's offices, social workers, school representatives, NGOs, and industry. The conference was opened by Mr Vasja Vehovar, head of Safer Internet Centre Slovenia, Marjan Fank, director of Criminal police directorate, and Mr Dušan Zupančič, director of Association for informatics and telecommunications at the Slovenian chamber of Commerce.

The conference was divided in two parts; plenary part, which was on the agenda on the first day and partly on the second day, was dedicated to plenary presentations, while the workshop part, which was on the agenda on the second day, was intended for practical work and collaboration between different organizations. For the plenary sessions we invited **four experts from abroad**: Ms. prof. Julia Davidson from Middlesex University, Mr Brian Webb from IWF, Mr. Dave Jansen from Police of Netherlands and Mr Bjorn - Erik Ludvigsen from Police of Norway. Prof. Julia Davidson had the presentation about Child online victimization and offender identity deception, Mr. Dave Jansen presented The Dutch Approach in dealing with child sexual abuse online, Mr Brian Webb presented the Internet Watch Foundation and its multi-stake holders, and Mr Bjron- Erik Ludvigsen has spoken about Access blocking of child sexual abuse material on the Web.

### 3. Annual report Spletno oko 2012/2013

**Annual report Spletno oko** has been published in 2013 and distributed to 700 relevant stakeholders – NGOs, police, Centres for social work, state prosecutors offices, and schools. The publication was disseminated also on our last conference “Child abuse online: are there any limits of internet freedom?”, that is to more than 230 participants from different working areas.

#### 4. **Manual “Smart moderator moderates”**

Manual was prepared and published for administrators of web portals in August 2013 and have been disseminated to all web portals who deal with user generated content on their webpages. Manual was also available at no hate speech event and on the meeting with representatives of web portals.

#### 5. **Organization of educational event “Hate speech is not the answer.”**

Hotline together with National youth council of Slovenia organized educational event for administrators of web portals, who moderate user generated content. The event took place in M hotel in Ljubljana, Slovenia, on 22th May 2014. Speakers who were invited to the event to give their excellent speeches, were: Brigit O’Loughlin from Council of Europe, Alfred Lela from Albanian web portal Mapo, Aleš Butala from The Office of the State Prosecutor General of RS and Albert Černigoj from General Police Directorate. Representative from Council of Europe presented No hate speech campaign, Mr Butala and Mr Černigoj presented the definition of criminal hate speech and in what cases speech could be illegal, while Mr Lela presented their practice of moderating user generated content. Within the event also roundtable was organized which was moderated by Ms Brankica Petković from Peace institute. The participants from different area of operation with hate speech were discussing about hate speech in wider context and tried to answer the questions who is responsible for it and which are the solutions for reduction of offensive forms of online speech. Within the event also working groups were organized, where participants searched for best solutions on real online hate speech cases.