

# Safer Internet programme in Poland

- report on implementation of Awareness and Hotline projects 2005 - 2006



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# Safer Internet

Dear Sirs,

After two years of implementing the European Commission *Safer Internet* programme in Poland, we have a pleasure to present a report summing up our efforts for children and youth's safety on the Internet.

The *Safer Internet* programme was launched primarily to help young Internet users, for whom the new media play an increasingly important role, and who are often unaware of the threats that may result from combining two worlds - the virtual and the real one. Another major aspect of the European Commission's programme is combating illegal and harmful content on the Internet.

To become most effective in achieving the objectives of the programme, the *Nobody's Children Foundation (FDN)* and the *Research and Academic Computer Network (NASK)* decided to join their efforts. In 2005 *NASK* - an institution that deserves credit for connecting Poland to the worldwide Internet and has always worked for improving Web security, and *FDN* - an NGO with many years' experience in caring for children's safety and rights - joined a European network of projects aimed at raising public awareness of threats related to new communication technologies. Also in 2005 a hotline was launched by *NASK* - named *Dyżurnet.pl* - to receive reports concerning illegal content on the Internet.

During our two-year activity we have gained support from Polish governmental bodies, including the Ministry of National Education, the Ministry of Science, the Ministry of Labour and Social Policy, the Ministry of Internal Affairs and Administration, as well as other institutions, such as the Polish Committee for UNESCO, the Office of Competition and Consumer Protection, the Children's Ombudsman, and the National Police Headquarters.

Thanks to the engagement of numerous governmental agencies and NGOs, the Consortium has won a valuable advisory body - since the beginning of 2006 representatives of all these institutions have taken an active part in the work of the Consultative Committee established within the *Safer Internet* programme in Poland.

In the years 2005 - 2006 *FDN* and *NASK* organized 16 provincial conferences under the "Safer Internet" banner, targeted at professionals working with children and at representatives of the justice system and the police. A nationwide educational and media campaign - *Child in the Web* - was another major component of the programme.

2005 and 2006 were also a period of intense international cooperation. Programme participants from all over Europe shared their knowledge, improved their competence, and made use of each other's accomplishments. One of such joint projects was the annually celebrated Safer Internet Day.

In October 2006 the *NASK-FDN* Consortium began to implement another two-year edition of the European Commission's *Safer Internet* programme. We hope that, just as in the previous years, we may rely on your favour and assistance in pursuing our goals.

You are kindly invited to read this report, which presents the major efforts and activities performed in the years 2005-2006 within the *Safer Internet* programme in Poland.

With kind regards,

**Monika Sajkowska**  
Director of Nobody's Children Foundation

**Maciej Kozłowski**  
Director of NASK

# Safer Internet Action Plan (SIAP)



The Council of the European Union undertook its first initiative against illegal content on the Internet in July 1996, by adopting the action plan for combating racism and xenophobia. In 1997 the EU Telecoms Council adopted the resolution on illegal and harmful content on the Internet. In January 1999 the European Parliament and the Council of the European Union adopted the Action Plan on promoting safe use of the Internet by combating illegal and harmful content on global networks. By force of this document the European Commission launched a new programme - **Safer Internet Action Plan (SIAP)** - to promote safe use of the Internet and other new technologies, including the new generation of mobile phones, online games, chatrooms, and instant messaging software.

The first edition of the *Safer Internet* programme was scheduled for the years 1999 - 2002. During this period 37 projects were co-funded within SIAP. Within the second edition of the programme, implemented in 2003 and 2004, another 52 projects were financed. The third edition of the *Safer Internet* programme has been scheduled for 2005-2008.

One of the major goals of the *Safer Internet* project is to raise the awareness among all Internet users on how to use the Web safely and efficiently. Within the programme national Awareness nodes are set up across Europe, focused on raising the Internet users' awareness of the threats which may be potentially encountered in the Web. At this point the Awareness network (INSAFE) consists of 25 countries. At the European level their cooperation is coordinated by the coordinating node called Insafe ([www.saferinternet.org](http://www.saferinternet.org)).

Another initiatives funded under *Safer Internet* programme are Hotlines dedicated to receiving reports about illegal content on the Internet. Hotlines from different countries are united in the INHOPE (International Association of Internet Hotlines), that was founded in 1999.

SIAP: [www.europa.eu.int/information\\_society/activities/sip](http://www.europa.eu.int/information_society/activities/sip)

## Safer Internet programme in Poland - 2005-2006

In Poland *Safer Internet* programme is realized by a Consortium comprising the *Nobody's Children Foundation* and NASK (the Research and Academic Computer Networks).

Since January 2005 the *Nobody's Children Foundation* and NASK have been acting as Polish Awareness Node, realizing *Safe IT* project. The *Foundation* has been designated the coordinator of the Awareness project in Poland.

The *Safe IT* project has the following major goals:

- To assess and diagnose threats related to new media in Poland;
- To educate children and their parents on safe Internet use;
- To enhance professionals' competence in improving Internet safety;
- To initiate activities aimed at improving safety on the Web;
- To promote the NIFC Hotline in Poland.

Within NASK in October 2004 NIFC Hotline for receiving complaints about illegal and harmful Internet content was established under the name of *Dyżurnet.pl*. The content-related operations of the team started in January 2005.

SIAP in Poland: [www.saferinternet.pl](http://www.saferinternet.pl)

# Internet

## FDN-NASK Consortium

### Nobody's Children Foundation



The *Nobody's Children Foundation* is a non-profit non-governmental organization which provides a broad scope of assistance for abused children, their families and caregivers. The Foundation runs several advocacy centres for abused children and has organized and implemented a large number of projects related to the problem of child abuse, including conferences, training programmes, and social campaigns. Since 2003 the *Nobody's Children Foundation* has undertaken a variety of initiatives aimed at reducing Internet-based threats, targeted primarily at the youngest Internet users. The Foundation has conducted numerous surveys on children's behaviours on the Internet, as part of FDN's research programme. Since February 2004 the Foundation has carried out a national social campaign: *Child in the Web*. Moreover, FDN has provided numerous training programmes for professionals, focusing on the problem of Internet-based child sexual abuse, and has published a range of materials related to this issue. All of the above activities are conducted within FDN's programme: *Academy of Internet Safety*. Since January 2005 the Foundation has been the national coordinator of the Awareness project implemented within the European Commission's *Safer Internet* programme.

More information is available at: [www.fdn.pl](http://www.fdn.pl)

### Research and Academic Computer Network (NASK)



NASK is a research and development unit which has been active in Poland since December 1993. NASK - once a pioneer of the Polish Internet - is currently one of the leading telematics operators in Poland. NASK employs a team of highly qualified experts, named CERT Polska - the Computer Emergency Response Team. The teams' responsibilities include registering, handling and categorizing network security incidents, as well as conducting research and publishing reports on Internet users' safety in Poland. The team develops expert opinions, organizes training programmes on Internet safety and joins international initiatives for enhanced security of networks and IT systems, including active cooperation with the European Network and Information Security Agency (ENISA). The team's experience and know-how provided the basis for creating a contact point for combating illegal content on the Internet, *Dyżurnet.pl*, which was set up at NASK within the *Safer Internet Action Plan*. Furthermore, NASK is the administrator of the national registry of .pl domain names and conducts research and implementation activity in the field of telematics, in collaboration with the Faculty of Electronics and Information Technology at the Warsaw University of Technology. For many years NASK has been creating the resources of the Polska.pl portal and its English version, Poland.pl - websites that provide important informative background for the implementation of the Awareness programme.

More information is available at: [www.nask.pl](http://www.nask.pl)

# Safe It

## Project implementation in 2005-2006

Dear Sirs,



The threats faced by children and youth on the Internet have only recently become a focus of attention in Poland. Despite the relatively short time, this problem has been widely considered an important social issue, and has been generating more and more interest among parents, teachers, professionals working with children, and the media.

It has been two years since the *Nobody's Children Foundation* and *NASK* joined the European *Safer Internet* programme. When joining the programme in 2005, we assumed that providing safety for the youngest Internet users was possible through comprehensive educational activities, addressed not only to children themselves, but also to parents, teachers and professionals who work with children. All the

educational activities performed by *FDN-NASK* in 2005-2006 were based on systematic research findings about Polish children's behaviours on the Internet.

Within those two years *Sieciaki.pl* (Web Kids) - a website designed for the youngest Internet users - has attracted more than 50 thousand users. The website's storyline was used as the basis for a nationwide educational campaign. One extremely positive signal is a visibly increased commitment of schools to improving children's safety on the Internet, as well as their growing contribution to the organization of the Safer Internet Day. Last year an impressive number of 350 local initiatives designed to promote the idea of Web safety were reported in relation to the Safer Internet Day.

Our activities were also targeted at adults responsible for children's Internet education. During the two years, in cooperation with our local partners, we organized 16 provincial conferences addressed to a broad audience - teachers, educators, employees of the justice system, providers of Internet services and content, as well as representatives of NGOs and the police. The conferences were accompanied by open-air events, which made it possible to convey the educational messages directly to children. The enthusiasm and commitment of volunteers enabled us to continue the educational picnics project during holidays, as an action titled "Sieciaki on Holiday".

During the past two years we have also performed intensive media activity, continuing the nationwide *Child in the Web* campaign, which was launched in 2004 - one of the first Polish initiatives for improving the youngest Web users' safety. At the initial stage of the campaign we drew adults' attention to threats related to children's contact with strangers on the Internet. The second stage, implemented in 2006, focused on illegal content children may encounter while surfing the Internet on their own.

As participants in a European programme we became convicted that it is worth making use of other countries' experiences and solutions. However, we still have a long way to go, as we are facing new, difficult challenges generated by recent developments in mobile telephony and by growing popularity of Internet blogs and social communities. We need your help to meet these new challenges. In the past two years the commitment of teachers, volunteers, NGOs, police, and industry organizations have helped us publicize the problem of children and youth's safety on the Internet and to complete successfully several educational actions across Poland. One of the key elements of our comprehensive efforts for children's safety was our cooperation with the *Dyżurnet.pl* Hotline - the Polish contact point for reporting illegal content on the Web, which has been run by *NASK*.

We would like to thank our existing Partners for their valuable support, and encourage you to become actively involved in our future efforts for the youngest users' safety on the Internet.

Agnieszka Wrzesień  
Project Coordinator  
Polish Awareness Node



## Conferences and training

The major goals of the Awareness programme in Poland involve publicizing the problem of Internet threats and improving the competence of professionals who work with children or deal with Internet offending. To meet these goals in 2005 and 2006 the Consortium *FDN-NASK* organized several conferences and training programmes addressed to professionals such as teachers, childcare providers, psychologists, law enforcement staff, ISPs and ICPs.

The *FDN-NASK* Consortium and its local partners have organized conferences on children's safety on the Web, under the "Safer Internet" banner. Such conferences have been held in provincial capitals in Poland, under the patronage of the Polish Minister of National Education and Sport, the Minister of Internal Affairs and Administration, the Minister of Justice, the Minister of Science and Information Technology, the Children's Ombudsman, the Office of Competition and Consumer Protection, the National Police Headquarters, the Polish Committee for UNESCO, and the Polish National Committee for UNICEF.

The conferences consisted of plenary sessions and workshop sessions. The educational workshops on safe Internet use were addressed to teachers and guidance counsellors, while the workshops on combating harmful and illegal content on the Internet were targeted at police and law enforcement staff.

The 16 "Safer Internet" conferences were attended by nearly 3000 professionals from all over Poland.



Thanks to the organizers' cooperation with the Association of Polish Consumers, the conferences were complemented with presentations on Internet users' consumer rights.

During the "Safer Internet" conferences held in 2006, representatives of the Association of Audio-Video Producers discussed issues related to protection of intellectual property on the Internet.

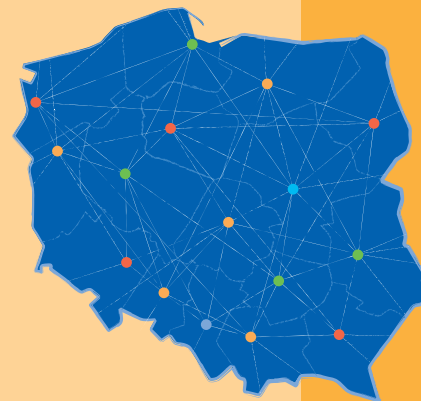
The provincial conferences were accompanied by outdoor educational events for children and their parents, co-organized with local partners.

Main Partner of conferences was Polish Telecommunication.



### "Safer Internet" conferences in 2005:

- 3 June 2005  
**Mazowieckie Province**  
Warsaw, Hotel Radisson,  
Patronage: President  
of the Capital City of Warsaw
- 20 September 2005  
**Świętokrzyskie Province**  
Kielce, Akademia Świętokrzyska  
Patronage: President of Kielce  
Partners: Stowarzyszenie  
Edukacja przez Internet  
(Association for Internet  
Education), Centrum  
Wolontariatu (Volunteer Centre)



Conference in Warsaw  
Conference in Łódź  
Conference in Gdańsk

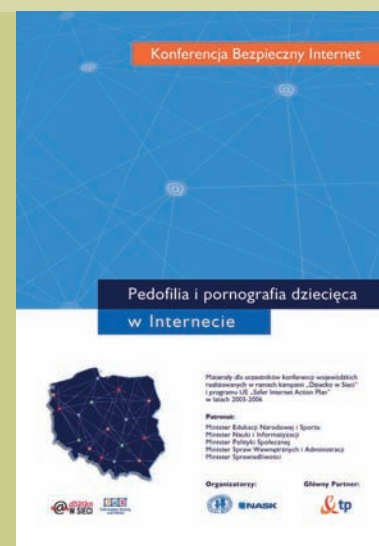
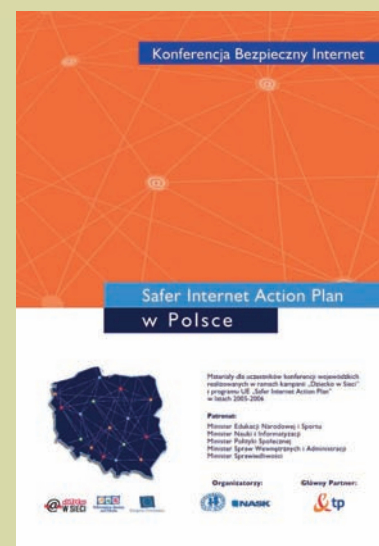
- 10 October 2005  
**Pomorskie Province**  
Gdańsk, Dwór Artusa  
Patronage: President of Gdansk, President of Gdynia  
Partner: Eurodesk
- 18 October 2005  
**Dolnośląskie Province**  
Wrocław, Training Centre of the National Labour Inspectorate (PIP)  
Partners: Stowarzyszenie dla Dzieci i Młodzieży „SZANSA” (“OPPORTUNITY” Association for Children and Youth), Dolnośląski Ośrodek Polityki Społecznej (provincial social policy centre)
- 3 November 2005  
**Kujawsko-Pomorskie Province**  
Bydgoszcz, “Łuczniczka” Show and Sports Hall  
Patronage: President of Bydgoszcz

## “Safer Internet” conferences in 2006

- 13 January 2006  
**Małopolskie Province**  
Cracow, Pedagogical University (Akademia Pedagogiczna) in Cracow  
Patronage: President of Cracow, Marshal of Małopolskie Province  
Partner: Turlej Foundation
- 17 January 2006  
**Śląskie (Silesian) Province**  
Katowice, Higher School of Information Technology in Katowice  
Patronage: President of Cracow, Marshal of Małopolskie Province  
Partner: Turlej Foundation
- 2 March 2006  
**Podkarpackie Province**  
Rzeszów, Higher School of Management and Information Technology  
Patronage: President of Rzeszów, Marshal of Podkarpackie Province  
Partner: Turlej Foundation
- 30 March 2006  
**Zachodniopomorskie Province**  
Szczecin, University of Szczecin  
Patronage: President of Szczecin, Marshal of Zachodniopomorskie Province  
Partner: Turlej Foundation
- 24 April 2006  
**Lubelskie Province**  
Lublin, Higher School of Enterprise and Administration  
Partners: Educational Office in Lublin, Higher School of Enterprise and Administration, W. Fijałkowski Specialized Clinic of Psychological Prevention and Family Therapy, methodology advisors for teachers in Lublin, Primary School No. 21 in Lublin.
- 23 May 2006  
**Łódzkie Province**  
Łódź, Office of the City of Łódź  
Patronage: President of Łódź, Marshal of the Łódzkie Province  
Partner: Regional Centre for Social Policy



- 12 June 2006  
**Opolskie Province**  
Opole, Higher Seminary  
Patronage: President of Opole, Marshal of Opolskie Province, Chief Educational Officer in Opole  
Partners: Teachers' Training Centre in Opole, Higher Seminary, Public Secondary School No. 4 in Opole
- 29 September 2006  
**Podlaskie Province**  
Białystok, Provincial Office in Białystok  
Patronage: President of Białystok, Governor of Podlaskie Province  
Partner: Centre of Teachers' Education in Białystok
- 27 October 2006  
**Wielkopolskie Province**  
Poznań, Provincial Office in Poznań  
Patronage: President of Poznań, Governor of Wielkopolskie Province  
Partner: Local Committee for Children's Rights Protection in Poznań
- 15 November 2006  
**Warmińsko-Mazurskie Province**  
Olsztyn, Provincial Office in Olsztyn  
Patronage: President of Olsztyn, Governor of Warmińsko-Mazurskie Province  
Partner: Provincial Teachers' Training Centre in Olsztyn
- 5 December 2006  
**Lubuskie Province**  
Gorzów Wielkopolski, Public Higher Vocational School in Gorzów Wlkp.  
Patronage: Governor of Lubuskie Province  
Partner: Provincial Methodology Centre in Gorzów Wlkp.



Conference publications

Furthermore, representatives of the Polish Awareness Node presented the project and conducted seminars on children's safety on the Internet during several conferences and training sessions, including:

- **Abused Child** - workshops for the police, Legionowo, a series of sessions 2005-2006
- **The problem of child sexual abuse on the Internet**: classes for students of Law Faculty at the Warsaw University, Warsaw, 23 May 2005
- **Combating child abuse images on the Internet** - training for police officers Szczytno, Police Academy, 8 February 2006
- **Conference of School Computer Labs Administrators** Mrozy, 19-21 May 2006
- **National conference: Helping Child Victims of Crime** Warsaw, 24-25 October 2005, 27-28 November 2006
- **10th SECURE Conference** promoting knowledge about security of IT networks and systems, Warsaw, 17-18 October 2006
- **2nd National Scientific Conference: Social Aspects of Internet** Warsaw, Warsaw School of Social Psychology, 8-10 December 2006

# Child in The Web Social Campaign

The *Child in the Web* social campaign was launched in February 2004 by the *Nobody's Children Foundation*. Its main goal was to draw adults and children's attention to threats related to meeting strangers online and to educate them on how to use the Internet safely. The media part of the campaign was carried out under the slogan: "You never know who is on the other side". In the years 2005-2006 the campaign was conducted within the *Awareness* project by the *FDN-NASK Consortium*. The campaign's main partner was the Foundation of the Polish Telecom (TP) Group. The campaign was carried out under the patronage of the Minister of National Education and Sport.

In 2005 the campaign focused on educational activities conducted by teachers and volunteers among elementary and secondary school students across Poland. For campaign purposes class scenarios on Internet safety were created, drawing on the storyline of the educational Web project for children [www.sieciaki.pl](http://www.sieciaki.pl). The class scenarios, together with a detailed discussion of the problem of children's safety on the Internet and guidelines on how to conduct the classes, were published in a form of a manual in September 2005. Teachers could order the manual online on the campaign website: [www.dzieckowsieci.pl](http://www.dzieckowsieci.pl)



Class scenarios on Internet safety

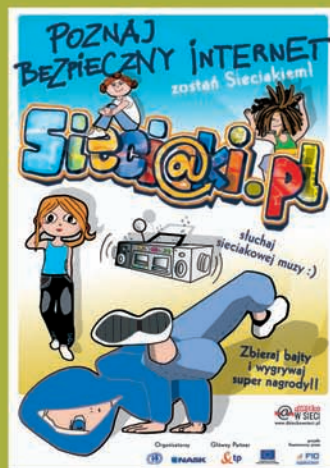
By the end of 2006 the organizers of the campaign distributed more than 4260 class scenarios. They are also available in the electronic form (as a PDF file) on: [www.dzieckowsieci.pl](http://www.dzieckowsieci.pl).

By the end of 2006 the organizers of the *Child in the Web* campaign were informed about educational sessions conducted among more than 70 thousand elementary and secondary school students and nearly 17 thousand parents.

Moreover, the campaign involved the development and printing of high-circulation educational materials for children and parents. They were distributed among all the participants in the educational programmes and events organized within the campaign.



A series of Sieciaki.pl stickers  
Edition of 200,000 copies



Posters Get to know safe Internet  
Edition of 5000 copies



Leaflet for children Laptop  
Edition of 70,000 copies



A series of Sieciaki Rules stickers  
Edition of 40,000 copies



Leaflet  
10 guidelines for parents  
Edition of 120,000 copies



Posters Child in the Web  
Edition of 800 copies



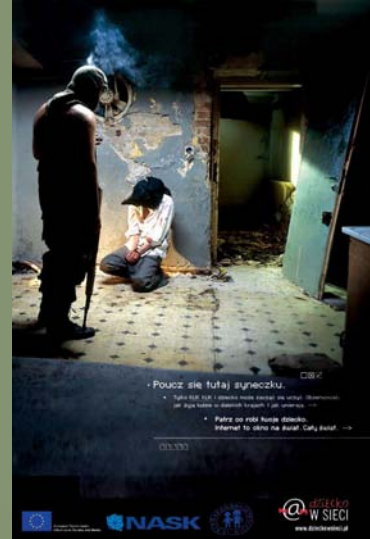
The project was also supported by hip-hop artists, who in 2005 recorded two pieces promoting the principles of safe Internet use: *Sieciaki* (Numer RAZ, DJ Zero) and *Do you like Internet?* (Arty, S.A.J.A., Kolso), which were broadcasted by several local and nationwide radio stations. In August and September 2005 a music video recorded for *Sieciaki* was broadcasted by TV stations: TVP1, TVP3, Jetix, and Jetix Play.

In September 2006 the second stage of the *Child in the Web* media campaign was launched under the slogan: "Internet is a window on the world. The whole world". The main goal of this part of the campaign was to draw adults' attention to dangerous content children may be exposed to when using the Internet on their own (pornography, drastic scenes, xenophobia, racism, etc.).

The campaign was developed in cooperation with McCann Erickson Agency.

Apart from messages targeted at adults, concerning children's exposure to dangerous content on the Internet, advertisements for children were developed within the campaign. The slogan: "Give safe answers to dangerous questions" was supposed to remind children about the safety rules in online interactions.

Media campaign inauguration - Press conference in On-Off club in Warsaw



Press ads

On 26 September 2006 a press conference was organized in the On-Off club in Warsaw, accompanied by the first show of the advertisements.



The following advertisements were created within the campaign: three TV ads, two radio spots, a press ad (three designs) and a citylight. The campaign was joined by 8 TV stations (including all the channels of the public TV), 22 radio stations, and 16 newspapers and magazines. The citylight was displayed in Warsaw, Cracow, Łódź, Poznań, and Toruń.

One of the radio spots - warning against racist content present on the Internet - won a prestigious award in the „social advertising” category of the “Golden Eagles” National Advertising Festival.

The advertisements were displayed in the media till the end of 2006.

Frames from the “War” spot  
Frames from the “Peepshow” spot  
Frames from the spot for children





## - Educational Project for Children

Sieciaki.pl is an educational project run by the *Nobody's Children Foundation* that was launched on Safer Internet Day 2005.

The project comprises two major elements: a website and a desktop application to be installed on registered users' PCs. Additionally, the project involved meetings with children, open-air events, concerts, and educational sessions. Films, songs, and multimedia materials have been prepared as well.

The Sieciaki.pl project pursues the following major goals:

- to educate children on safety on the Internet,
- to educate children on how to use the Web,
- to promote safe Internet use,
- to certify and promote safe websites.

The website was initially designed for children aged 9-15, but its registered users include younger children and older youth as well. The website's storyline is based on characters called Sieciaki (which could be loosely translated into "Web Kids") - children knowing the principles of safe Internet use and fighting the Web evil embodied by black creatures called Sieciuchy ("Web Goblins"). Endowed with special powers, Sieciaki have the fundamental task of disseminating knowledge about safe, efficient, and constructive use of the Internet. Designed to be attractive for children, Sieciaki are supposed to encourage the website user to become one of them. Children are asked to help NetRobi, a robot constructed to fight with the Web Goblins. The robot communicates messages, gives instructions, and looks after the team of Sieciaki and all the children wishing to join the team. The robot can communicate with Sieciaki, thus helping the website characters to fight the evil powers in the Web, and conveying guidelines and task instructions related to safe Internet use to all users of the website.

By the end of 2006 [www.sieciaki.pl](http://www.sieciaki.pl) had 50 142 registered users. The website was accessed more than 4 million times. The website administrators sent 755 messages and 112 guidelines, and organized 76 competitions.



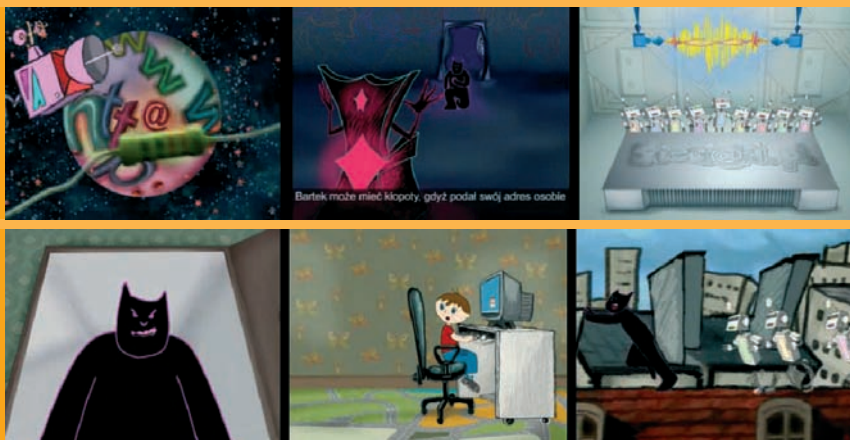
Sieciaki.pl website

In 2005 and 2006 the Sieciaki.pl website assumed patronage over several children's competitions and events, including:

- 8th Children's Music Videos Festival "Mały Jaś" (Little Johnny), at Yach Film 2005
- National competition "OK Internet", organized by Telekomunikacja Polska S.A.
- Artistic competition "Akademia Jetix"
- 9th "Mały Jaś" Festival, Yach Film 2006
- 37th International Artistic Competition "Pentel"

Furthermore, in 2006 the Sieciaki project involved the production of three episodes of a cartoon titled *Sieciaki* and two songs: *Sieciaki na wakacjach* (Web Kids on Holidays; by *Mamma Selita*) and *Ruszamy w misję* (We go on a mission; by *W Dobrym Świecie*). These cartoons and songs were broadcasted in the media and played during educational events for children.

Frames from the Sieciaki cartoon



Main Partner:





# Sieciaki.pl

na wakacjach!



30 June 2006 Warsaw  
4 July 2006, Władysławowo  
9 August 2006, Karpacz

In July and August 2006 a summer campaign was carried out within the project - "Sieciaki on Holidays". A group of professionals and volunteers working for the *Nobody's Children Foundation* organized a series of 17 educational picnics in popular holiday resorts at the sea, at Mazury lakes, and in the mountains.

The campaign was inaugurated in the Pola Mokotowskie park in Warsaw. The events organized within the "Sieciaki on Holidays" campaign were attended by more than 5000 children.

The "Sieciaki on Holidays" campaign was closed with an exhibition of photographs from the picnics, which was held in the Jabłkowski Gallery in Warsaw between 20 August and 30 September 2006.

#### Partners:

Cartoon Networks, Cyber Mycha, Gemius, Gratka, IM Partner, Jetix, Komputerowa Kumpel, NASK, Victor Junior



26 July 2006, Giżycko  
7 July 2006, Ustka  
4 July 2006, Władysławowo  
5 July 2006, Jastrzębia Góra



## Educational events for children and parents

Educational events held within the project allowed the organizers to convey Web safety messages directly to children and young people. The participants took part in Internet-related competitions and games, attended presentations about safety on the Web, used a cyber café, and could obtain educational materials and prizes funded by the sponsors. Such events accompanied the “Safer Internet” conferences.

Additionally, the FDN-NASK Consortium accepted invitations to participate in other large open air events for children. These included:

- Internet Users' Picnic, Warsaw, Agrykola Park, 4 June 2005
- Summer in the City, Warsaw, Pole Mokotowskie Park, 30 June 2005
- Internet Farewell Summer Party, Sochaczew, Integrative Games and Sports Open Air Centre in Sochaczew, 27 August 2005
- Scientific Picnic of the Polish Radio BIS, Warsaw, Pole Mokotowskie Park, 3 June 2006
- Family Picnic: Be Safe in the City, Office of the Capital City of Warsaw, Warsaw Police Headquarters, Warsaw, 9-10 September 2006



Inauguration of Sieciaki in Praga campaign

## „Sieciaki.pl na Pradze”

attended by more than 1500 people. For the whole day music bands performed live on stage and competitions and games were held related to Web safety.

The picnic inaugurated the educational campaign “Web Kids in Praga” (“Sieciaki na Pradze”), within which all the children attending elementary and secondary schools in the Warsaw district of Praga Południe participate in classes on Internet safety (more than 12000 children participating in the programme).

On 24 September 2006 the FDN-NASK Consortium, in cooperation with the Office of Warszawa-Praga Południe District and the local Social Aid Centre, organized a family picnic - Sieciaki in Praga - in the Skaryszewski Park in Warsaw. The event was

Educational poster



## Safer Internet Day

Initiated by the European Commission, the Safer Internet Day (SID) has been celebrated since 2004. This initiative aims at drawing the public's attention to the issue of children and youth's safe access to Internet resources. The organization of SID is one of the tasks faced by the participants of Awareness project.

On **8 of February 2005** Poland organized the Safer Internet Day celebrations for the first time. On this occasion the [www.dbi.pl](http://www.dbi.pl) website was launched (DBI is the Polish acronym for Safer Internet Day), presenting the idea of SID and the available ways of joining its celebrations. The organizers encouraged schools, local social/civic organizations, cultural centres, local authorities, owners of cyber cafes, etc. to undertake initiatives for Internet safety. The website provided access to a range of support materials for local organizers of the Safer Internet Day. The website was publicized not only through messages in conventional media, but also through an intensive Internet campaign (pop-ups with more than 3 million displays).

As part of the SID celebrations, the *Nobody's Children Foundation* and *NASK* organized a conference on the youngest Internet users' safety. Strong media coverage of the conference contributed to the success of the SID initiative.

**By the end of February 2005 more than 200 local initiatives were implemented across Poland.**

The celebrations of the 2005 Safer Internet Day were accompanied by the launch of the European Storytelling contest on Internet safety. In each participating country the main prize in the competition was a trip to Paris and a visit to Disneyland. From the Polish authors of the 185 stories entered in the contest the jury selected six finalists who took part in the awards ceremony held on 25 October in the Palace of Culture and Science in Warsaw, during a national conference on children's rights. The main prize was awarded to Ania Pieśnin (11 yrs old) for the story titled *My journey*. Accompanied by her father, the winner took part in the official award ceremony in Paris (8-11 December 2005).

In **2006** Safer Internet Day was celebrated on 7 February. From the very beginning of 2006 information about SID was published at [www.dbi.pl](http://www.dbi.pl). Just as in the preceding year, the University Library in Warsaw hosted a conference for the media and stakeholders of the *Safer Internet* programme in Poland. During the conference the project team presented its achievements and plans for 2006. Special conference guests were Terry Jones and Paul Griffiths from the National Crime Squad UK. They presented the British system of combating Internet-based paedophilia, and the following day they conducted a training session at the Police Academy in Szczytno for 60 police officers representing provincial police headquarters from all over Poland.

The 2006 SID celebrations involved promotion of local initiatives for Internet safety. Such initiatives were implemented all across the country between the beginning of January and the end of February 2006. Detailed descriptions of those actions were available on [www.dbi.pl](http://www.dbi.pl) website.

**In 2006 nearly 400 local initiatives were implemented across Poland within the SID celebrations.**

### Partners of 2005 and 2006 Safer Internet Days:

British Embassy  
University Library in Warsaw  
Gemius S.A.  
Polish Educational Portal "Interklasa"  
Children's Ombudsman  
Association of Polish Consumers  
Polish Telecommunication  
Office of Competition and Consumer Protection  
and others



SID conference 8 Feb. 2005 - Warsaw University Library



SID conference 8 Feb. 2005 - Warsaw University Library,  
Paul Griffiths from the National Crime Squad UK,  
SID conference 7 Feb. 2006



## National Coalition for Internet Safety (OKBI)



The National Coalition for Internet Safety is a platform of cooperation between government agencies, NGOs, schools and other educational institutions, and industry organizations for children and youth's safety on the Internet. The launch of OKBI was announced during the Safer Internet Day celebrations, on 7 February 2006.

The Coalition's main goals include:

- to raise public awareness of Internet-related threats;
- to exchange experiences related to efforts for Internet safety efforts;
- to cooperate in the implementation of initiatives aimed at raising the level of Internet users' safety;
- to distribute information about activities undertaken in Poland and in Europe within the Safer Internet programme.

Information about the National Coalition for Internet Safety (OKBI) and the application form are available at [www.saferinternet.pl](http://www.saferinternet.pl). Members of OKBI have a chance to promote their initiatives for Web safety, are invited to conferences and specialist trainings organized within the project, receive a monthly bulletin and have access to a discussion forum.

By the end of 2006 the Coalition had 127 members, mostly schools, but also representatives of the media and industry organizations.

## Consultation Committee

The Consultation Committee was established in January 2006, as an advisory body supporting the implementation of the *Safer Internet* programme in Poland. The Committee's tasks include providing help in planning activities aimed at improving safety on the Internet, the evaluation of the *Awareness* and *Hotline* projects, and contributing to the optimization of efforts. Moreover, members of the Committee actively participate in selected components of the two projects. In 2006 the Consultative Committee had 4 sessions. Apart from the executors of the *Safer Internet* programme, the *Nobody's Children Foundation* and *NASK*, representatives of the following institutions and organizations contributed to the Committee's work:

- Central Teachers' Training Centre,
- National Police Headquarters,
- Warsaw Police Headquarters,
- Ministry of Education and Sport,
- Ministry of Science and Information Technology,
- Ministry of Justice,
- Ministry of Internal Affairs and Administration,
- Ministry of Labour and Social Policy,
- Polish Chamber of Information Technology and Telecommunications,
- Children's Ombudsman,
- Polish Committee for UNESCO,
- Office of Competition and Consumer Protection,
- Association of Audio-Video Producers.

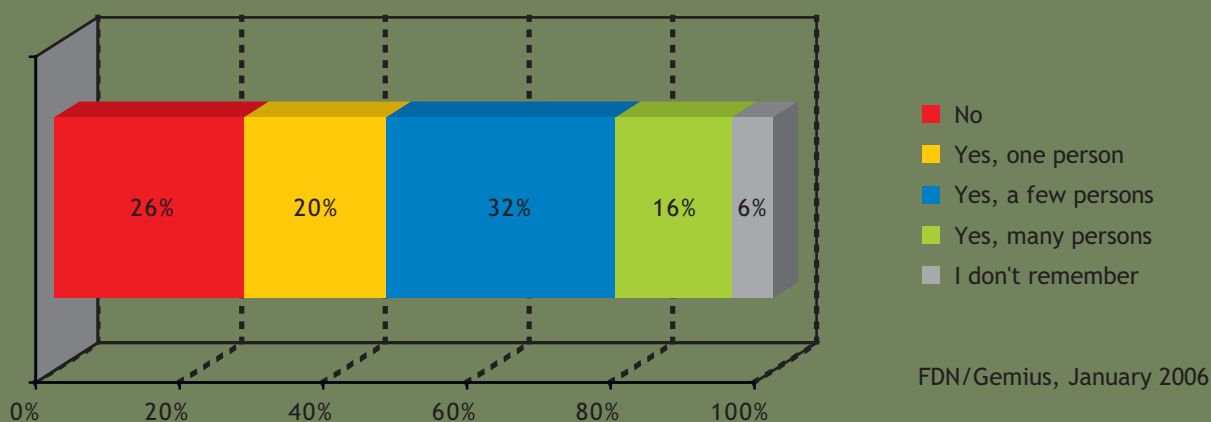


## Research

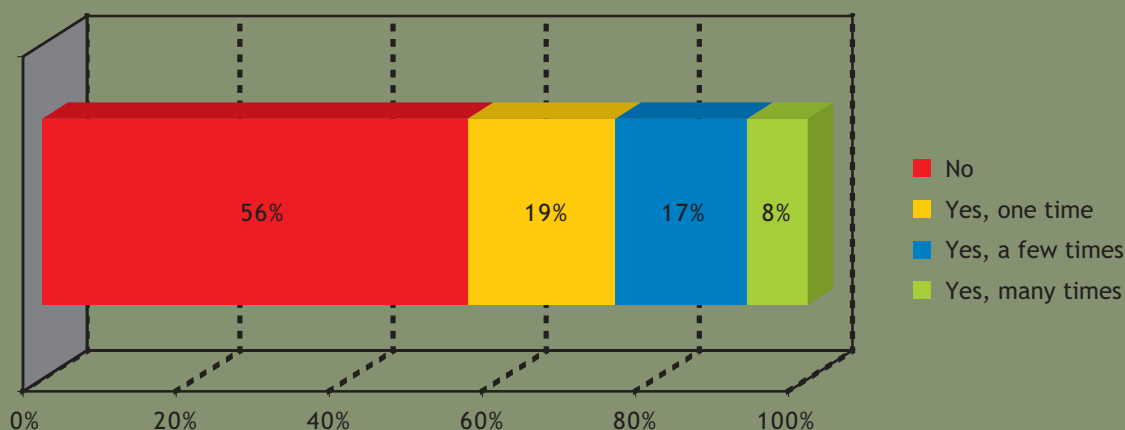
Within the *Safer Internet* programme in Poland, the *Nobody's Children Foundation* and the *Gemius S.A.* agency conducted two online studies on children's behaviours on the Internet. The respondents in those studies were children aged 12-17. Some of the questions in the survey were also addressed to the parents of young Internet users. The findings were used to plan educational programmes and media campaigns and proved helpful in the evaluation of projects.

The first research programme, conducted in January 2006, concerned children's risky behaviours on the Web, especially online and real-world interactions with persons met on the Internet (N=1779 children, N=687 parents). The studies found that a vast majority (68%) of young Internet users were invited to meetings with persons known from the Internet, and often accepted such proposals (44%), failing to observe the fundamental safety rules. The study also showed that nearly 30% of parents could not see any threats to children on the Internet!

Has anyone that you met online wanted to meet you in a real world? (N=1139)



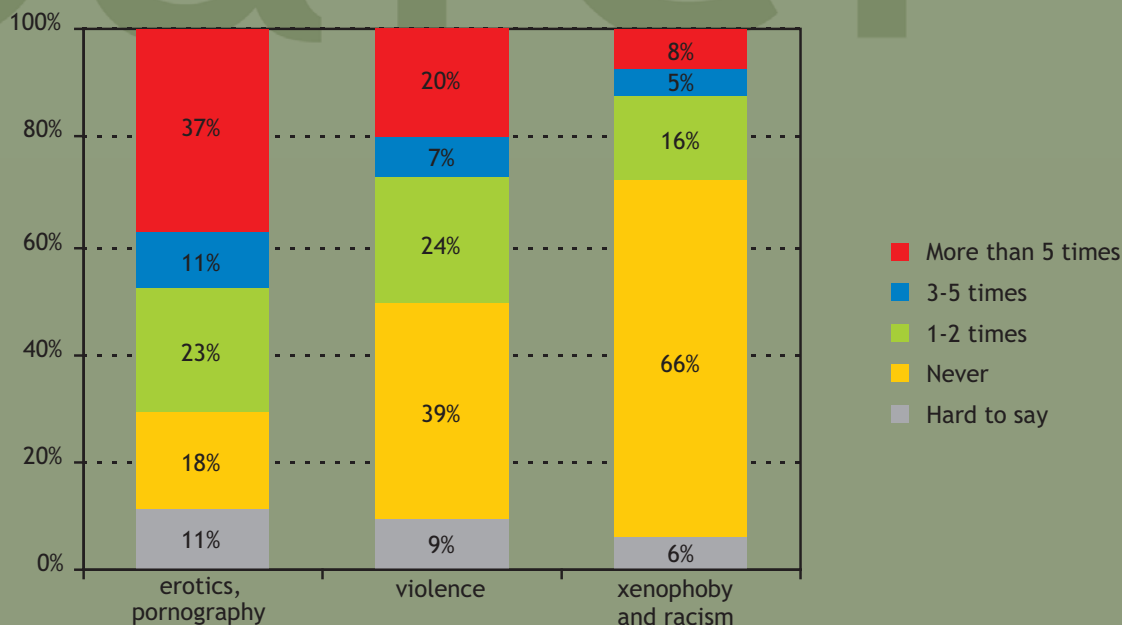
Has the meeting taken place? (N=772)



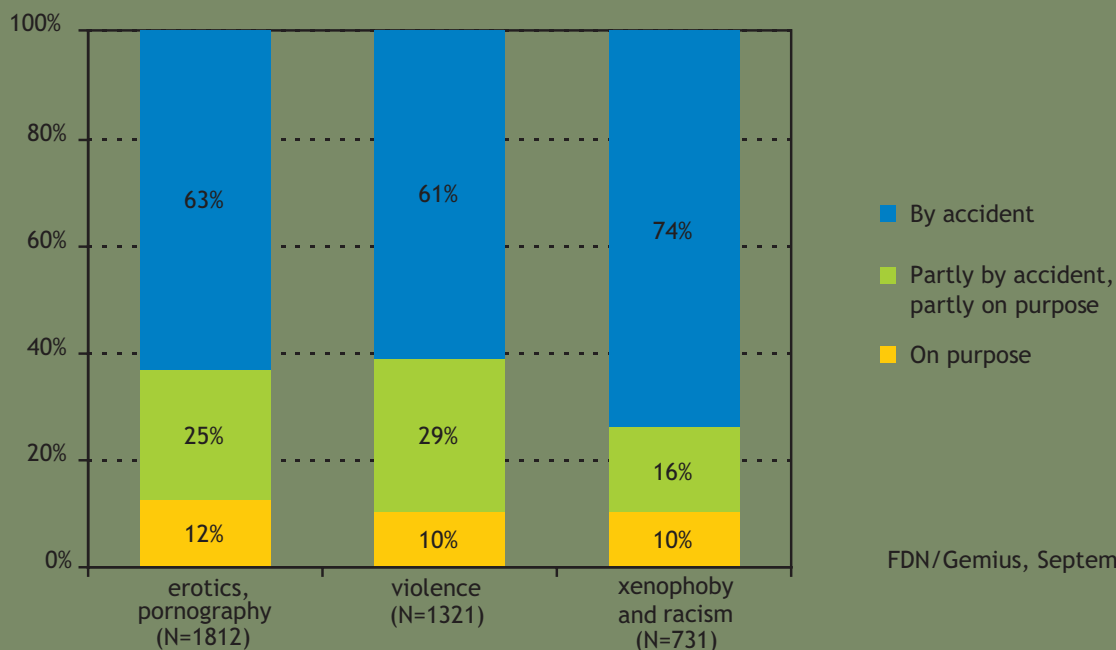
The results of this survey were used to verify the underlying assumptions of the educational part of the *Child in the Web* campaign and to draw more attention to safety issues related to children's meetings with people on the Internet.

The other research project was conducted in September 2006 and focused on the problem of dangerous content on the Internet (N=2559 children). The study found that young Internet users were very frequently exposed to pornographic and erotic images and to violent content on the Web. A vast majority of the respondents reported that this was mostly casual contact.

Contacts with illegal content (N=2559)



How children and young people encounter illegal content on the Internet



FDN/Gemius, September 2006

The subject of the studies was related to the problems emphasized at the second stage of the *Child in the Web* media campaign, carried out under the slogan: „Internet is a window on the world. The whole world”. The research findings were first presented during the press conference that inaugurated the campaign.

## International Cooperation

Carrying out the *Safer Internet* programme, the *Nobody's Children Foundation* and NASK have actively cooperated with many organizations working on similar projects in other European countries.

National coordinators of the *Awareness* project from all over Europe are united within the INSAFE network coordinated by the European Schoolnet in Brussels. By the end of 2006 there were organizations from 26 countries in the INSAFE network.

In 2005 and 2006 members of the *FDN-NASK Consortium* participated in several training sessions, where they shared their experience and made use of the achievements and knowledge of organizations in other countries. In June 2005, as an event accompanying the 1<sup>st</sup> provincial *Safer Internet* conference in Warsaw, a training session was held for representatives of all the member organizations of INSAFE. Some foreign experts conducted workshops for the participants of the Safer Internet conference.

The Polish project was presented during numerous international conferences and meetings, including:

- “How to organize social campaign on the prevention of child abuse”  
- seminar for professionals from Eastern Europe,  
Warsaw, Poland, 6 March 2005
- Seminar Working Group for Cooperation on Children at Risk  
(WGCC) in the Baltic Sea States  
Warsaw, Poland, 17 March 2005
- X ISPCAN European Regional Conference on Child Abuse and Neglect  
Berlin, Germany, 11 September 2005
- “Protecting children on-line” - an EU and Virtual Global  
Taskforce conference  
Belfast, UK, 16-17 November 2005
- The International Forum “Baltic IT&T 2005: eBaltics”  
Riga, Latvia, 6-9 April 2006
- European Commission Info Day  
Tallinn, Estonia, 12 May 2006
- EC Safer Internet Forum  
Luxembourg, 21 June 2006
- LMK MedienColloquium 2006  
Mainz, Germany, 29 June 2006
- XV ISPCAN International Congress on Child Abuse and Neglect  
York, UK, 3-6 September 2006
- Child Pornography Focus Group: Slovenia, Croatia, Czech Republic, Slovakia  
Ljubljana, Slovenia, 20-21 September 2006
- Pan-European Forum on “Human Rights in the Information Society:  
Empowering children and young people”  
Yerevan, Armenia, 5-6 October 2006



LMK MedienColloquium, Mainz, Germany, June 2006  
Training Seminar, Amsterdam, March 2006



Poster from *Child in the Web* campaign in Bulgaria

The Polish Awarenode has been also cooperating with organizations from Central and Eastern Europe, which are just initiating their efforts for children and youth's safety in the Internet. The research based on the methodology prepared by the *Nobody's Children Foundation* was conducted in Bulgaria and the Czech Republic. In 2006 the *Child in the Web* media campaign was carried out successfully in Bulgaria.

# *Dyżurnet.pl*

## - Project implementation 2005-2006



In the recent years popularity of the Internet has grown rapidly. Using the Web has become an integral part of our work and everyday life. Unfortunately, this impressive development often fails to be matched by control mechanisms and the awareness of Internet-related threats. The most serious threats include not only technological traps, but also - and most importantly - dangerous content which may be more and more easily encountered, when using the Internet. Children's uncontrolled access to such content has become an increasingly serious problem. The latest research conducted within the *Safer Internet* programme in Poland shows that a vast majority of children are exposed to pornography and violent images on the Web, often against their will. Another global problem, which has also plagued Poland, is constant growth of the child pornography market.

Since January 2005 the *Dyżurnet.pl* hotline has been an important component of the national and European system for Internet safety. Thanks to the contacts we have established and to active promotion of our activity, we accept a growing number of Web users' reports of illegal content, which makes our efforts for Internet safety more and more effective.

Marek Dudek  
Project Coordinator  
Dyżurnet.pl

*Dyżurnet.pl* is the Polish contact point for combating illegal and harmful content on the Internet. The hotline was established within the European *Safer Internet* programme. Since late 2004 it has operated within NASK - the Research and Academic Computer Network, being the first such undertaking in the new member states of the European Union. Since February 2006 it has been also a member of INHOPE - an organization comprising all the hotlines across the world.

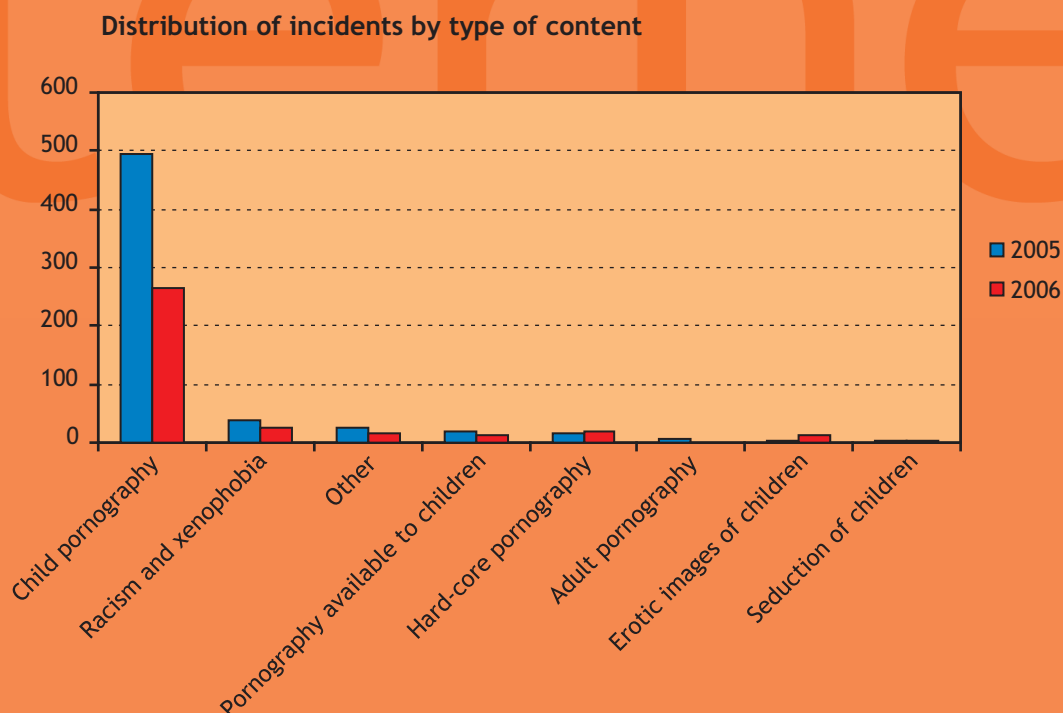
In its work for improving Internet users' safety *Dyżurnet.pl* cooperates with the Polish justice system and similar teams across Europe and all over the world. The hotline's task is not to seek illegal content on the Web, but to accept reports made by Internet users. The team reacts to signals of any illegal use of the Internet (child pornography, paedophilia, racist and xenophobic material).

**In 2005 and 2006 the *Dyżurnet.pl* team accepted 3692 reports, including 1049 qualified for further procedures.**

810 reports concerned child pornography, 68 - racism and xenophobia, and the remaining 169 - mainly hardcore pornography, erotic images of children, violence against children, and paedophilia-promoting material.

501 incidents were referred to the police and 486 were forwarded to other hotlines. Some cases were successfully resolved through contact with providers of Internet service and content providers.





The following chart shows the distribution of the reported incidents as a function of the type of content they concerned.

During the two years of its activity the team has conducted several training programmes, meeting with the police, prosecutors, and representatives of the justice system in order to work out effective rules of cooperation and procedures of handling the reported cases of illegal content on the Internet.

Some of the training sessions conducted by the team members of the Polish hotline were held within the local “Safer Internet” conferences, organized by the *Nobody’s Children Foundation* and *NASK* in provincial capitals all over Poland. On top of that, *Dyżurnet.pl* conducted classes at the Police Academy in Szczytno.

**Altogether, in 2005 and 2006 members of the *Dyżurnet.pl* team trained more than 1000 professionals from all over Poland.**

Furthermore, employees of the Polish hotline participated as experts in several conferences devoted to social issues, including:

#### **Conference of School Computer Labs Administrators**

*Mrozy, 19-21 May 2006*

#### **3<sup>rd</sup> National Conference: Helping Child Victims of Crime**

*Warsaw, 27-28 November 2006*

#### **Meeting at Family Service Centre**

*Łódź, 27-29 November 2006*

In 2005 and 2006 the team had 11 meetings with national providers of Internet content and services and took part in several international training programmes organized by INHOPE (in Helsinki, Dublin, Athens, and Warsaw).

# Safer Internet

## Plans for 2007 - 2008

In 2007 and 2008 the FDN-NASK Consortium will conduct the next edition of the European Commission's *Safer Internet* programme - under the name of *Saferinternet.pl*. The planned activities include:

### International *Safer Internet* conferences

The *FDN-NASK* Consortium - in cooperation with its foreign partners - is going to organize two international events devoted to a wide range of issues related to children's safety on the Internet. Groups invited to participate in the conference will include teachers, educational counsellors, social workers, police officers, and representatives of the justice system.

### Safer Internet Day

In 2007 and 2008, just as in the preceding years, national celebrations of the Safer Internet Day will be organized.

### Educational campaign

Educational activities addressed to children, youth, teachers, and parents will be continued, including the development of e-learning modules on Internet Safety, and a social campaign targeted at upper secondary school students.

### Research

The *FDN-NASK* Consortium will continue its research on children and youth's behaviour on the Internet. Furthermore, a national study will be conducted into the security level provided by cyber cafes, and filter software will be tested.

### Hotline

Established within *NASK*, the *Dyzutnet.pl* hotline will continue its efforts to combat illegal content on the Internet. A media campaign will be carried out to promote the hotline.

### Helpline

*Helpline.org.pl* - a helpline established by the *Nobody's Children Foundation* - will provide advice concerning Internet-related risks for children, parents, and professionals.

### Sieciaki.pl

The *Nobody's Children Foundation* will continue the *Sieciaki.pl* project designed to educate children and youth on safe Internet use. These plans include further development of the *www.sieciaki.pl* website, continuing the "Sieciaki on Holidays" campaign, as well as other educational and media activities.

# Contact

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