FINAL PUBLIC REPORT
Safer internet centre
Slovenia

September 2010 - February 2012

www.safe.si

Nasvet za Net 080 80 22

SPLETNO OKO

Safer Internet Programme in Slovenia

FINAL PUBLIC REPORT

September 2010 – February 2012

Project No: SI-2009-SIC-123905

Project title: Safer internet centre Slovenia

Start Date: September 1, 2010

End Date: February 29, 2012

Project Duration: 18 months

Table of Contents

A. Introduction 4

B. The consortium 5

C. The use of ICT in Slovenia 7

D. SAFE SI 9

E. Nasvet za net 46

F. Spletno oko 56

G. Project Advisory Board 85

H. The road ahead 87

I. Further information 88

A. INTRODUCTION

»Young people, parents, carers and teachers must be informed of the potential risks that youngsters may encounter online. Fighting illegal and harmful content and conduct online should be a priority. These have been the objectives of the EU's successive Safer Internet Programmes since the first one was created in 1999[1].«

The Safer Internet Programme, set up for the period 2009–2013 with a € 55 million budget, co–funds projects to:

- ensure awareness of children, parents and teachers on how to stay safe online;
- provide citizens with national contact points to report illegal and harmful content and conduct, especially on child sexual abuse material and grooming;
- foster self–regulatory initiatives in the field;
- stimulate children to become involved in creating a safer online environment;
- establish a knowledge base on the use of new technologies and related risks by bringing together researchers engaged in online child safety at European level.

The main goal of Safer Internet Centre Slovenia is to act as a central point for safer Internet issues in Slovenia. The awareness centre SAFE-SI, the hotline Spletno oko and the helpline Nasvet za Net continues to enable Slovenian Internet users to report illegal contents, acquire knowledge about the safer use of the Internet and other communication technologies and help children and adolescents when encountering any kinds of trouble online through a carefully developed and implemented work plan.

The activities of the consortium, originating in 2005 and led by the University of Ljubljana, Faculty of Social Sciences (UL) in co–operation with the Academic and Research Network of Slovenia (ARNES) and the Slovenian Consumers' Association (ZPS), are widely accepted and appreciated.

B. THE CONSORTIUM

The Faculty of Social Sciences is one of the largest members of the University of Ljubljana. It has over 5.100 students in 30 undergraduate and graduate study programmes. The Faculty is heavily involved in international publications and international projects. An important component of its reputation relates to the Research on the Internet in Slovenia project ('RIS'), which has been running since 1996. This is a non–profit project which regularly distributes research results on information society developments (www.ris.org) and is considered to be central for information society issues in Slovenia. The Faculty thus contributes to the project's rich knowledge on a variety of ICT–related topics, including digital content information and research

on Internet usage, as well as experience with research on cyber security and online privacy.

ARNES (Academic and Research Network of Slovenia) was established as an independent public institution in 1992. It is a public institute which provides network services for research, educational and cultural organisations and enables them to connect and co–operate with each other and with related organisations abroad. The main tasks of ARNES are the development, operation and management of the communication network for education and research in Slovenia. As a national research and education network ('NREN'), ARNES operates the national backbone for R&E and provides all standard and a variety of premium network services to universities, secondary and primary schools, private research institutions, libraries and cultural institutions. The ARNES network links over 1.000 Slovenian organisations and makes ARNES' services available to nearly 200.000 people.

The Slovenian Consumers' Association is an independent and autonomous non–governmental organisation established in 1990. It is dedicated to protecting and representing consumer interests, as well as providing impartial advice and education to consumers. The Slovenian Consumers' Association actively strives to improve the quality and safety of products and services, in co–operation with non–governmental and expert organisations in Slovenia, the EU and globally.

C. THE USE OF ICT IN SLOVENIA

1. IN GENERAL

In general, according to ICT indicators Slovenia is positioned around the average in Europe. The latest data from the Statistical Office for 2010[2] reveal that 68% of households have Internet access, and 62% have broadband access. Most regular users are among young people: 97% of persons aged 16 to 24 years and 96% of persons aged 10 to 15 years regularly use the Internet.

Also 94% of children 10–15 years old use a mobile phone and an amazing 99% of young people aged 16–25.

The Slovenian Statistical Office data also show that in 2010 24% of people aged 10 to 74 used mobile devices to access the Internet, and they are most often used by people aged 16 to 24 (54%).

2. AMONG YOUNGSTERS

Children's use of the Internet in Slovenia is particularly high. The EU Kids Online survey[3] show that 95% (EU: 93%) of the total 154.063 children aged 9–16 in Slovenia use the Internet, 73% (EU: 60%) of them every day or almost every day. While the average age of children across Europe upon their first use of the Internet is 9 years, in Slovenia it is 8. Slovenian children spend 99 minutes (EU: 88 min) per day online and 74% (EU: 59%) of them have profiles on SNS, including up to 47% (EU: 26%) of 9–10 year olds and 67% (EU: 49%) of 11–12 year olds.

The EU Kids online survey findings that almost 57% (EU: 49%) of Slovenian children have Internet access in their own bedroom is quite worrying. Parent mediation is also quite low. Only 27% (EU: 50%) of children in Slovenia say their parents monitor their Internet use. When parents were asked the same question, 42% (EU: 64%) said they monitor their

children's use of the Internet. Only 17% (EU: 33%) of parents in Slovenia use filtering software, 9% use monitoring software and 9% use computer time restriction software. The RIS research report Safe Internet Use 2010[4] confirmed very different perspectives between children and parents regarding house Internet safety rules: while a big majority (83%) of parents claimed the existence of such rules at home, only 45% of children confirmed this.

The EU Kids Online survey shows that one–quarter (EU: 14%) of Slovenian children have seen sex–related images on the Internet in the last year. Moreover, 18% of Slovenian children have been bothered by something online and 44% of them claim that there are things online that bother children of their age. Yet only 10% of parents report that their child has been bothered online. This shows that Slovenian parents are not fully aware of what is going on with their children online.

The Mladi na netu survey[5] shows that cyberbullying and sexual comments were received by a quarter of Slovenian children and a quarter of those have responded to cyberbullying with equally hurtful messages. 24% (EU: 28%) of children have a public profile in SNS, 16% (EU: 14%) of children have published their home address or phone number on the profile, 21% (EU: 16%) show an incorrect age in their profile. The Mladi na netu figures reveal that 43% of young boys have sent photos of themselves naked over a mobile phone to others. All of these figures demonstrate that children in Slovenia still do not behave responsibly and safely online.

The EU Kids Online research for Slovenia shows that 42% (EU: 22%) of Slovenian children aged 9 to 16 go online via an ordinary mobile phone.

D. SAFE SI

1. WHO ARE WE?

SAFE-SI has been a national Awareness Node/Centre since 2005. Over the last six years the Centre has become a central national reference point regarding Internet safety issues. In 2009, awareness–raising activities were improved by adding a helpline component to provide counselling (via telephone and email) for children and adolescents who have come across various issues on the Internet.

a. Mission and role

The mission of the national awareness–raising campaign is to inform users about how they can protect themselves and their children from dangers posed by use of new interactive technologies such as the Internet and mobile phones.

b. Goals

The project is oriented towards informing the following target groups: teachers, parents, children and teenagers as regards the benefits and hazards of ICT use through a carefully designed awareness–raising campaign and to raise awareness of safer, responsible and ethical use of the Internet and other communication technologies.

In close co–operation with national stakeholders we develop information material, organise events, such as Safer Internet Day, organise educational sessions such as workshops for parents, children and teachers, maintain a fully informative web page at http://www.safe.si and work closely with all Slovenian projects in the area of safer Internet usage.

2. AWARENESS RAISING ACTIVITIES

- ☺ List of Awareness tools
- ☺ Online and offline promotion
- ☺ Awareness–raising campaigns
- ☺ Trainings for target groups
- ☺ Youth panels
- ☺ SAFE-SI in media

a. List of awareness tools

SAFE-SI web page – http://www.safe.si

The web page provides specific and detailed information and tips as regards safer use of the Internet and mobile phones for selected target groups: parents, teachers, children and teenagers. Through our web page visitors can also access the Slovenian Hotline Spletno oko and the Helpline Nasvet za net.

SAFE-SI website is becoming a key reference point, broadly used by the target groups to find information and advice on Internet safety and is also positioned very high **(first places) in search engines** on relevant key words.

On our website target groups can access a big pool of user–tailored information, advice, tips (94 items), explanations, instructions, news (approx. 25 per month), tests (6), quizzes (3), resources (47), tutorials (13), videos (80), games and fun activities (14), etc.

SAFE-SI homepage *(http://www.safe.si)*

Promotional and educational products

Project members were very active in designing useful and attractive educational and promotional materials for youngsters as well as parents and teachers.

Offline resources

➢ Resources for young people

Activity book "Play and learn: Being Online" *(adaptation and synchronisation of the INSAFE resource)*

SAFE-SI mouse pads

How to protect your computer in 3 steps

How to create safe online passwords

Think before you post yourself online

Family rules for safe Internet use

➢ Resources for parents

Leaflets with basic tips for parents how to protect their children online

➢ Resources for schools

SAFE-SI educational materials are broadly used at various seminars and trainings performed by national educational institutions, especially within E–education project. The Centre aims to reach increased usage of our materials by teachers in the classroom.

Poster for classrooms with TOP 10 Internet safety tips

➢Resources for all

Travel package containing toothbrush and toothpaste *(awareness–raising campaign on protecting online privacy)*

Practical travel toothbrush packages are being used to promote both the "Safe on the Internet" campaign and the National Awareness Centre, SAFE-SI. This package is intended to present two clear metaphors: toothbrushes are used to emphasise the meaning of a safe password, because "Your password is like your toothbrush – you never lend it and you change it on a regular basis". The toothpaste on the other hand represents the problem of how personal information can quickly get out of hand on the net, since: "As with toothpaste – once it's out of the tube, it's nearly impossible to get it back in".

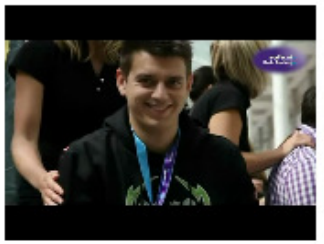
Online resources

➢ Resources for young people

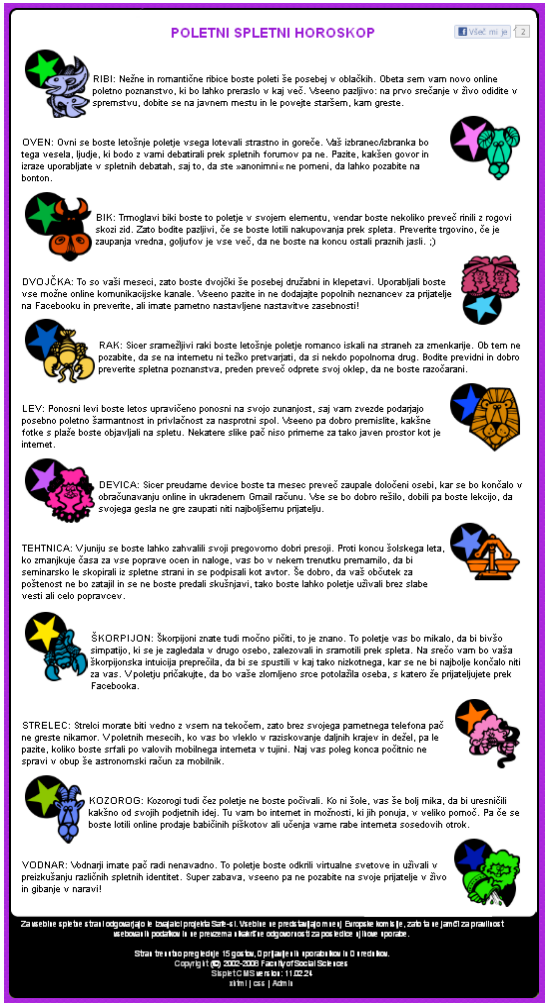
Based on experiences working with young people we decided to increase the production of online interactive materials and to strengthen our presence on the social networking sites massively used by young people. The collection of online resources for youngsters has been constantly improved by adding new videos, tutorials, Facebook applications and other interactive and fun resources, such as summer horoscope for teens.

Examples of videos

Safe.si in Rok Terkaj na Gamescomu - 1. del

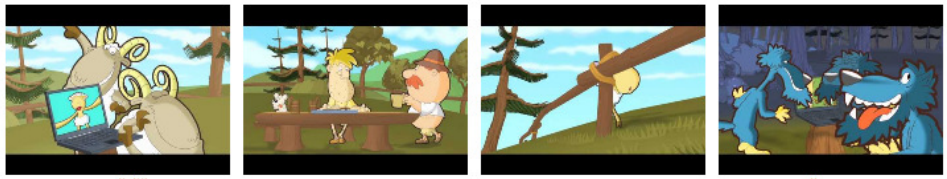


Safe.si in Rok Terkaj na Gamescomu - 2. del



Summer online horoscope for teens

OVCE.sk animated stories



On SAFE-SI Playground we have included all games appropriate for children that we offer and also games from other organisations on the topic of the Internet safety. Currently, there is 9 educational games for children available, among which are also three new games from the Ovce.sk portal.

SAFE-SI Playground (http://www.safe.si/c/1506/SAFESI_IGRISCE/)

In August 2011 we created ***a Set of interactive activities for children: "Internet safety for the youngest"*** that have been also added to the SAFE-SI Playground. Nine fun and educational interactive activities are now available for children that can be completed directly online. The collection of activities contains hidden and missing words, crosswords, labyrinths, rebuses related to the use of the Internet and computers in general. Each activity is also accompanied by advice for a child how he/she should react in a certain situation online, how to check the reliability of information found online, importance of protecting personal data online, etc.

Internet safety for the youngest

➢ Resources for parents

Vklop starševskega nadzora v Windows 7

Kako zamenjati svoje geslo v Gmailu?

SAFE-SI video tutorials

Vklop zasebnega brskanja v Internet Explorerju

Kako zasebno brskati v Firefoxu?

Video: Adults, learn from digital natives

Odrasli, učite se od digitalnih domačinov - otrok ;)

➢ Resources for schools

For the purposes of SID 2011 as well as SID 2012 celebrations within schools SAFE-SI has created a

special online package with ppt presentations, classroom activities and other goodies for schools each year.

➢ Resources for all

Prijava osebe na Facebooku | Kako zaščititi svojo zasebnost na Facebooku? | Kako deaktivirati ali izbrisati Facebook profil?

Kako ustvariti sezname prijateljev na FB? | Kako preprečiti pojavljanje svojega imena v FB oglasih? | Prijava komentarja na Facebooku

Prijava videa na Facebooku | Prijava strani/skupine na Facebooku | Prijava fotografije na Facebooku

9 Facebook tutorials

The purpose of created tutorials is to teach the Facebook users regardless of their age and gender how to use Facebook safely: how to protect their accounts, using advanced security settings, how to report abuse, inappropriate photos, comments, etc. Due to changes over the summer 2011 in Facebook settings and with introduction of Timeline on Facebook, new video guides have been made in the period from December 2011 to February 2012.

b) Online and offline promotion

SAFE-SI has used various offline and online promotional channels in order to reach as broader audience as possible.

Offline promotion

Inclusion of project ads in printed media

The "Think before you post" ad has been included on the periodic table of the chemical elements which are given to the students in the first year of the secondary education. This material published in

21.000 copies is intended to target teenagers in the age group 14–15 and is handed out to the students on the first day of a new school year (1st September 2011).

Example of ad

Furthermore, all three Centre's components were also promoted through the advertising supplement "We go to school" that was added to popular magazines Lisa, Cosmopolitan and Lea in August 2011. Our Centre contributed an ad article entitled "Safely crossing the information highway" in which the major Centre's activities are described. This material was published in 62.500 copies reaching various segments of general population.

Screen shot of the article published

Varno čez informacijsko avtocesto

Kot v šoli se tudi na spletu lahko ogromno naučimo, družimo in zabavamo. Pomembno pa je, da vse to počnemo na varen in odgovoren način, da bomo res izkoristili možnosti, ki nam jih ponuja splet, ter se izognili morebitnim pastem.

Igrajmo se in učimo: Biti na spletu

CENTER VAM PONUJA TRI GLAVNE STORITVE:

Kaj morate vedeti o internetu, pa si ne upate vprašati svojih otrok?

Priročnik za starše

Da boste na tekočem, se lahko SAFE-SI pridružite tudi na Facebooku: za mlade www.facebook.com/deskamvarno za starše na www.facebook.com/safe.si

Kontakt: info@safe.si

Participation at events

SAFE-SI took part at many different events: fairs, conferences and festivals to inform the attendants about the project and to provide them with the educational and promotional materials. In some cases presentations were given by the members of the project team, on other occasions the project

was presented at the exhibition place:

- **At Children's Bazaars 2010 and 2011** – the biggest fair for children in Slovenia attended each year by almost 30.000 visitors, mostly parents and children under age of 10.

Exhibition at the Bazaar

- **At Training for the Mentors of Children's Parliament, 14th September 2010** – Mr. Tomi Dolenc, project member from ARNES, held a 45–min long presentation for teachers who attended this event on the influence of the Internet on the youth development.
- **At round table discussion: "Youth and the Internet", 4th November 2010** – organised by Pro et contra, institute for culture of dialogue, Slovenia. SAFE-SI was presented by Mr. Benjamin Lesjak, expert volunteer on the project.
- **At two editions of the Festival of Computer Science and Modern Communication (FRISK), in November 2010 and October 2011** – At both events NAC's experts gave lectures on different aspects of online safety.
- **At international conference SIRIKT in April 2011** – a prominent event on the incorporation of ICT in education. It brought together childcare workers, childcare assistants, teachers, laboratory assistants, headmasters, information specialists, computer experts, higher education teachers, librarians, pupils, high-school students, university students and other ICT users. The topic of online safety was thus also put on the agenda of this

event. Two presentations were given by "teacher counsellors" from E–education project, entitled: The school project day "All Internet traps" and Personal Data Protection in Social Networks.

- At event celebrating **World Telecommunication and Information Society Day, 17th May 2011** – organised by Association for Technical Culture of Slovenia where national successful projects connected with the Information Society were presented. The event took place at a promenade "Maximarket" next to the National Assembly in Ljubljana. Our Centre presented itself at a stand were project materials were disseminated to the people walking by.

Atmosphere at stand

- At event **"Young people and crime: victims or offenders" on 17th June 2011** organised by the City Municipality of Maribor and the Police where different experts, including the NAC representative Ajda Petek and the hotline coordinator Lija Mihelič, shared their expertise and knowledge regarding the different aspects of potentially dangerous everyday situations for children on the Internet. This event was attended by around 75 social workers and crime investigators.
- **At the seminar on the usage of ICT in school libraries, 4th February 2012** – organised by Society of School Librarians Slovenia; NAC's lecturer Domen Božeglav gave an online safety seminar for school librarians (100 participants) from across Slovenia – during Safer Internet Month in Slovenia.

Online promotion

The promotion through online portals and websites, social networking sites and other online communication channels is becoming extremely important.

Follow us!

FB for parents http://www.facebook.com/safe.si

FB for teenagers http://www.facebook.com/deskamvarno

Twitter https://twitter.com/#!/Safe_si

Youtube http://www.youtube.com/user/saferinternetsi

RSS http://www.safe.si/rss/rss.php

Promotion through Facebook

Our NAC successfully operates two **separate Facebook pages.**

Facebook page for parents accessible at http://www.facebook.com/safe.si provides information, links, videos and other resources that are mainly tailored to the needs of parents. Through this page we also highlight the news and resources that are published on SAFE-SI central webpage.

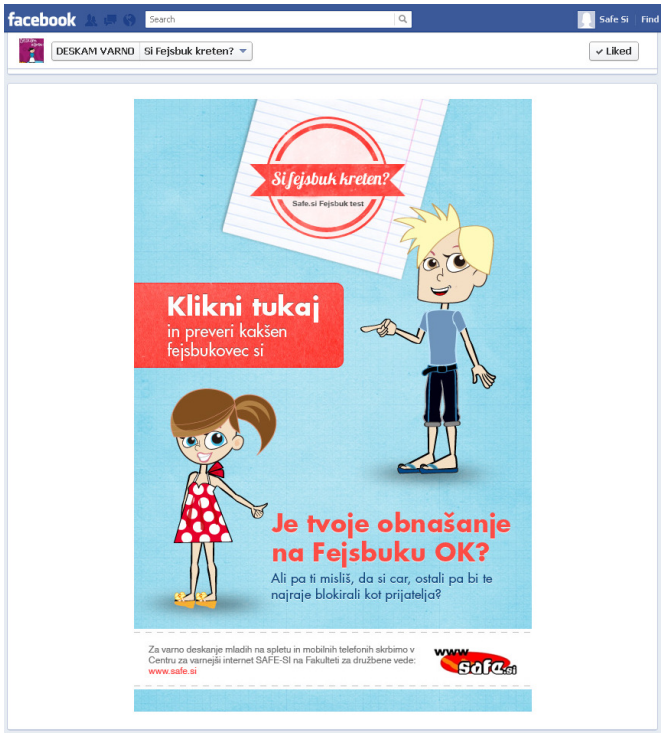
At the end of February 2012 the Facebook page for parents reached **3.155 fans** compared to 1.429 at the end of August 2011. The number of SAFE-SI Facebook fans has more than doubled since August 2011 thanks to very intense and carefully designed ads campaigns as well as qualitative posts and other announcements. The increased communication of our fans at the page can be observed as well through increased number of likes of our posts, comments and shared contents.

Examples of FB ads

In June 2011 a new **Facebook page for teenagers called "I surf safely"** has been created. It is available at: http://www.facebook.com/deskamvarno. Since it is quite challenging to attract this segment of population, we had to put a lot of effort in order to make the page interesting enough for the teens to visit it regularly. We thus publish short surveys, upload videos and other materials tailored to their needs and interests.

Similarly as in the case of the FB page for parents the number of our fans of "I surf safely" FB page has significantly increased from 1.100 in September 2011 to **3.602** in February 2012. Such an increase is mainly the consequence of the visible and well–accepted advertisement campaign inviting teens to check if they are Facebook jerks. We were thus able to take a full advantage of the existing FB viral application *"Are you a Facebook jerk?"* for teenagers created and published on Facebook at the end of summer 2011.

Test "Are you a Facebook jerk?"



Promotion through websites and search engines

SAFE-SI links and banners are introduced on several national websites and portals. SAFE-SI has continued to be in the last year actively promoted at the portal of Slovenian Education Network (SIO). The

short description of SAFE-SI can be found at: http://www.sio.si/sio/projekti/safesi.html.

SIO portal regularly publish news, press releases developed within SAFE-SI. Furthermore the virtual community on online safety has been also established within SIO portal and it is accessible to registered users through the link: http://skupnost.sio.si/course/view.php?id=3531. Through this community all relevant information about the project, its activities and campaigns are published.

SAFE-SI, helpline NASVET ZA NET and hotline SPLETNO OKO are also fully introduced at national portal on online security http://www.varnina internetu.si established in February 2011.

As regards the visibility of NAC on the school websites the current figures show that **168 primary schools of total 451** have already introduced link to SAFE-SI homepage on their school websites. Additionally, schools supported NAC's SID campaigns in 2011 and 2012 by publishing online badges "We are celebrating SID" on their websites.

Online badge

c. Awareness–raising campaigns

Safer Internet Day 2011 and 2012

Safer Internet Day (SID) is organised by INSAFE and national Awareness centres each year in February to promote safer and more responsible use of online technology and mobile phones, especially amongst children and young people across the world.

In 2011 SAFE-SI for the first time prolonged Safer Internet Day into a Safer Internet Month that was taking place with number of events and activities through the whole month of February. Based on positive experiences the same concept was used for SID 2012 celebrations as well.

On both occasions with many partners, experts and other institutions participating we were able to create a very rich programme. We have succeeded in preparing events and activities for all target groups: small children, pupils, teenagers, parents, teachers, social workers and other professionals and in 2012 also additionally school librarians and grandparents. We have organised and participated in live events, online promotions and events, reached all types of media, taken advantage of social media for promotion and contact with target groups, established joint actions with industry, NGO's and governmental institutions. Hereunder we would like to expose the most successful campaigns and events in 2011 and 2012.

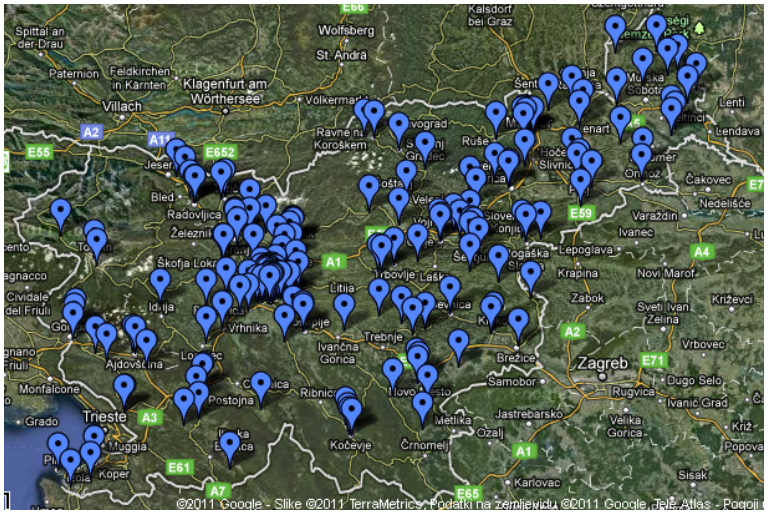
SID Campaigns 2011 and 2012 for schools

It is one of the Centre's objectives to increase the Centre's visibility among Slovenian schools and to encourage them to actively participate in as many different activities as possible. For this reason in school year 2010/2011 we launched a large SID campaign for schools for the first time. We have decided to involve schools in a way that they would receive from us all necessary resources to be able to organise themselves different activities, technical days, discussions etc. with their pupils and also parents. **Altogether 176 schools and 210 teachers registered for SID 2011 celebrations** and have been sent an online toolkit containing classroom activities, presentations, videos and an online badge to put on the school's website to indicate SID celebrations. **More than one third of Slovenian schools** got involved in the activities.

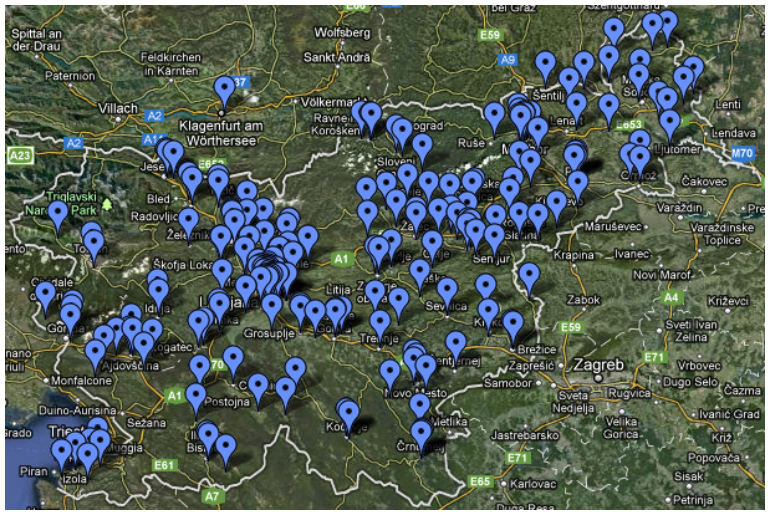
Based on the very positive feedback coming from schools we used a similar concept for scheduling the **SID 2012 campaign for schools**. We have prepared an interesting SID kit with activities and presentations mainly focused on including younger and older generations in learning about online

safety. **216 schools** have participated and **266 teachers** have registered for the online kit!

The increase in the number of schools involved in SID activities 2012 compared to the SID 2011 involvement can be observed on the attached Google maps. These figures clearly show that schools recognised the added value of participating in such campaigns and the usefulness of NAC resources for their educational process.



School participating in SID 2011



School participating in SID 2012

SID 2011 Event: round table "Ethical behaviour online"

On 2nd February 2011 NAC has organised in cooperation with hotline Spletno oko **a round table on the topic of netiquette and responsible behaviour online.** The main result of the discussion are 9 guidelines for ethical behaviour online that

were released to the media and are being disseminated through SIC channels (websites, workshops, seminars).

The President of the Republic of Slovenia dr. Danilo Türk strongly supported our efforts and has expressed his opinion that this is a very important issue. That is why he prepared a video address for the participants at the round table stressing the importance of this topic and hope for effectiveness of the results. The round table and its conclusions also attracted quite some media attention.

Video address of the Slovenian president

SID 2011 activity: Launch of OVCE.SK cartoons

Slovenian NAC has adapted and dubbed to Slovenian **4 animated stories** from the serial Ovce.sk designed by the Slovak Safer Internet Centre to raise awareness of pre–schoolers and primary school pupils about safe and responsible use of Internet and mobile phones. The cartoons have been publicly launched on 16th February 2011 with a press conference and a press release.

The cartoons are success also online: until end of February they have been viewed 115.244 times.

SID 2012 activity: Puppet show "Can computer be my friend?"

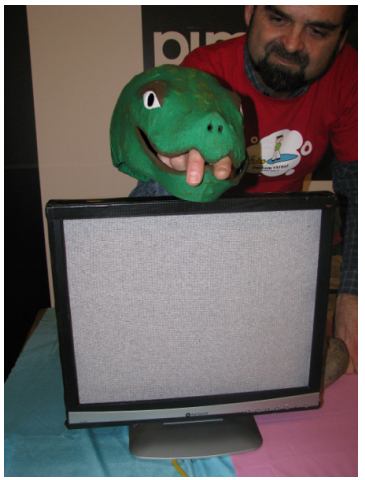
Slovenian Safer Internet Centre has prepared in collaboration with puppet performer Mladi Maj a fun and educational puppet show with significant title "Can computer be my friend?". The show premiered on Safer Internet Day in a shopping

centre in northern region of Slovenia and was staged three more times during February – Safer Internet Month in Slovenia in western, southern and eastern regions of Slovenia in shopping centres as well.

Parents and children watching the show

The puppet show displays the possible positive and smart Internet use and at the same time warns about the potential risks and how to avoid them.

Young children are a very important target group to reach and what could be a better way to do if not a puppet show?



In the computer also "troubles" can be hidden

Also grandpa can give you some smart advice about the computers: if you play with computer too long your head starts to hurt so you have to take a walk in the nature to clear you thoughts and get some healthy exercise.

SID 2012 event: "Connecting generations"

A special events focusing on main topic of this year's SID celebrations "connecting generations" were organised at primary school **Trnovo** in the capital Ljubljana and primary school **Louisa Adamiča Grosuplje**. In Ljubljana the event had two parts: first was a lecture by NAC expert Domen Božeglav about online safety combined with 9th grade student presentation of her and her generation's view and use of Internet. The second part of the event was a round table discussion including the expert, student, teacher, school's social worker and parents about the use of online technologies by young people: the positive, the risks, the challenges. The event was scheduled for an hour and a half and was due to interest of the participants prolonged for a whole hour.

SAFE-SI Award Contest 2010/2011 for Schools

The 2010/2011 edition of the Slovenian Awareness Centre's competition for primary schools was again very successful. More than **60 schools, 100 teachers** and **700 students** created **400** interesting competition entries (drawings, poems, stories, comics and videos) that have delighted the jury.

The competition theme was linked to safe and responsible use of the Internet and mobile phones, from disclosing personal information online, online communication and socialising, social networking, use of mobile phones in free time and for learning, and so on. The main purpose of the competition is to encourage children and youth to consider how the Internet and other new technologies are shaping their everyday lives and, at the same time, to initiate conversation and learning about safe and responsible use of new technologies in schools.

The SAFE-SI competition was this year divided into

three categories: 6-9-year-olds created various products such as drawings, poems and stories, 9-12-year-olds created comics, while 12-15-year-olds produced 3–minute videos.

The competition concluded with a big event on 12th May in the Cineplex in Ljubljana where 150 authors and mentors of the best competition entries were invited.

Children with rapper Trkaj at the award ceremony

Rapper Trkaj with the group of winners

The event was streamed to other Slovenian schools all over the country through a video–conferencing system.

In October 2011 NAC launched the next–fourth edition of the competition.

Informative Campaigns for Schools

We would like to give a special attention to the largest distribution campaign ever carried out within our NAC. At the beginning of the school year 2010/2011 through the postage delivery channels of National Educational Institute all Slovenian primary schools, in total 791 (central schools as well as their affiliations) received a package with promotional leaflets for parents.

Each package was accompanied by the letter of support signed by the Director of National Education Institute in which the schools were asked to distribute the attached leaflets to the parents of

their pupils, preferably at the introductory school meetings for parents.

After the conclusion of the campaign in October 2010 we directly contacted each school via phone in order to check how they responded to our request. Based on the given responses, we can conclude that the schools in general reacted very well. In total, more than 630 of 791 schools disseminated the leaflets to the parents of their pupils. We can thus estimate that over 150.000 leaflets reached the parents of youngsters aged from 5 to 15.

Back to school campaign – dissemination of poster for classrooms with TOP 10 Internet safety tips

For 2011 Back to School campaign, the Slovenian Awareness Centre, SAFE-SI, has prepared a B2–size poster in 10.000 copies with the 10 most important online safety tips, for display in primary–school classrooms. This time we wanted to get closer to actual needs of schools, so we have created an online survey where schools could order as many posters as they need. The possibility for ordering posters was promoted to schools through different channels, mailing lists, teacher's portals, Ministry of education etc. National Education Institute once again offered its support in disseminating the orders to the postal addresses of primary schools and its affiliations free-of-charge. The primary schools were the main target group, however also a large number of secondary schools as well as other institutions ordered this resource recognizing its real educational value for young people.

This campaign can be considered a huge success that significantly contributed to the visibility of NAC in schools. Around **5.183 copies** were namely distributed to **430 primary schools and its affiliations** (In total there is almost 800 primary schools together with affiliations); Around 726 copies to 76 secondary schools (in total around 150

secondary schools) and more than 450 copies to addresses of other institutions (e.g. libraries, NGO's). We estimate that **around 6.360 copies** of posters are now hanging on the walls of school classrooms as well as libraries and other hanging places. We also received a very positive feedback from schools that appraised the whole campaign and expressed the interest to receive similar resources also in the future.

Poster hanging in the classroom

d. Trainings for target groups

Trainings for parents and young people

In Slovenia schools are very interested in trainings and workshops on the Internet safety for pupils/ parents. SAFE-SI has been actively involved in educating parents, teachers and youngsters about the opportunities and potential risks of the Internet usage since 2007. In the period from September 2010 to February 2012 almost **1.800 parents** attended SAFE-SI trainings. Furthermore, more than **4.700 young people** took part in around **230 workshops** conducted in this period of time. Regular updates of the central presentation for parents were made and more specialised presentations and workshop programmes for youngsters were created. This is necessary due to unpredictable and fast changes in this area. Nowadays parents need to be equipped with information on safe use of social networking sites,

especially Facebook on the other hand also youngsters need relevant and up–to date information about the most delicate issues. The most popular workshop programmes for youngsters are: the protection of personal data online, especially on social networking sites, e.g. Facebook, online bullying and addiction with modern technologies.

Most interesting statements made by schools that hosted trainings for parents:

»The trainer was able to encourage the parents to take part in the discussion. He explicitly described the Internet dangers, but at the same time he was also able to face the parents with the fact that the Internet is the reality of contemporary time and actually very useful tool« Primary school Rodica Domžale, 25th January 2011

»It was great, thank you« parents commented the lecture. »We want you to prepare something similar for the pupils.« Primary school Velika Nedelja, 10th February 2011

The collection of photos taken at trainings and workshops

Trainings for NGO's and social workers

Going one step further, starting in November 2011 our trainings have been improved by adding appropriate training programmes for multiplier groups, especially professionals working within NGO's and social workers in order to equip them with the information, knowledge and resources on the basics of online safety that they need in their every–day professional life. The training programme is suitable for various advisors and youth workers working with young people, for volunteers, therapists and other experts working at helplines and other child welfare organizations, etc. There were **two trainings** conducted for around **40** phone counsellors of the S.O.S. helpline in November 2011.

Central educational event on 15th February 2012

In February 2012 we organised a large educational event for professionals working within NGO's and social workers for the first time. It gathered together more than 90 participants, among them also more than 30 social workers.

Atmosphere at the event

At this event we addressed social workers, youth workers, psychologists, helpline advisors and other professionals who work with children with adequate information about all three components of the Slovenian Safer Internet Centre as well as with practical examples, information and tips how to handle the cases of online addiction, how to use mobile/smart phones safely and presentation on investigations of national online child abuse cases.

The lectures were given by the Safer Internet Centre's experts and invited guests.

Dr. Bojan Belec, pedopsycho–therapist, talking about online addiction

Mr. Boštjan Okorn, Slovene Consumers' Association, talking about safe use of mobile/smart phones

Mr. Borut Štok, the Police, talking about the cases of online child abuse

e. YOUTH PANELS

In Slovenia we do not have a permanent youth panel, but we organize different panels with children from different parts of the country – from cities as well as from rural areas – to give the opportunity to as many youngsters as possible to speak about their experiences online. The purpose of the youth panel is to give useful information to the Awareness centre on how to best raise awareness of all Slovenian children. This is why it is valuable for the centre to get as many different children's voices as possible.

In the period from September 2010 to February 2012 NAC organised five youth panels. Here we would like to point out some most interesting findings that have influenced our work:

- Discussion with both panels about experiences online and awareness of possible risk revealed, that almost all experiences children mention, are

connected with the use of social networking, mostly Facebook. They mentioned cases of identity theft, stolen passwords, cyberbullying (insults, nasty comments) and also intellectual property theft and even grooming. Primary school children reported cases that actually happened to them, while the secondary school children only reported about cases that happened to other peers and expressed their belief that such things could not happen to them.

- Both primary and secondary school children reported not having any Internet safety education in school. Both groups would like to talk in school about this issue. Especially secondary school children like the discussion format of the youth panel. Primary school children also claim that their parents don't talk to them about Internet safety. It can be concluded that all NAC's effort in developing a wide training system is very much in place, since children and young people also confirm they don't learn about this in school and workshops for them are needed. Also training, education and awareness raising is crucial for parents and teachers that obviously do not talk enough about Internet safety with their children.
- Since children and teenagers in the panel discussions showed a lack of understanding how big and public is the network of people that can access their information, pictures and videos once they post them online, we have identified the need to create new classroom activity concerning this topic to use in the centre's workshops for youth, and also to provide a resource for teachers to use with children in their classrooms. The Activity is entitled "Think before you put yourself online".

f. SAFE-SI IN MEDIA

Over the last two years NAC has been continuously successful in generating press and media coverage. SAFE-SI has been able to establish a strong connection with the media and therefore achieved continuity in releases of awareness–raising information. National Awareness centre is a reference point where the journalists turn to whenever they are preparing an article/story about Internet safety.

Media coverage for the period from September 2010 to February 2012

	Sept. 2010 - Feb. 2012
Number of TV appearances	14
Number of radio appearances	33
Press appearances	50
Online appearances	298

3. SAFE-SI AND NATIONAL COOPERATION

a. SAFE-SI WORKING GROUP

As already mentioned one of the Centre's priorities is to establish – with alliance of other stakeholders and experts – a sophisticated but effective training system that will be capable of serving all the requests that are coming from schools. For this reason SAFE-SI Working group has been re–established in November 2010 which gathers together institutions and individuals active in this field and willing to participate in designing and conducting trainings for relevant target groups.

List of WG members:

- **Office of the Information Commissioner**
- **Ministry of Education and Sport**
- **E–education project**
- **mag. Đulijana Juričić**, primary school teacher
- **ZPMS** (Association of Friends of Youth Slovenia)

- **mag. Benjamin Lesjak**, Faculty of Law, University of Maribor
- **MISSS** (Youth informative Counselling Centre of Slovenia)
- **Microsoft Slovenia**
- **ARNES** (Academic and Research Network of Slovenia)
- **ZPS** (Slovene Consumers' Association)

b. Other cooperation

Cooperation with the national E–education project (2009 – 2013) with the objective of educating teachers and other pedagogical workers about online safety. The project is co–financed by the Ministry of Education and Sport and European Social Funds. This channel is extremely important for spreading the awareness message and sharing experiences and best practices with teachers. SAFE-SI has been invited to actively participate in the project by preparing trainings and lectures for "teacher counsellors" as well as for teachers as end–users. Efforts have been made to find the best way how to fully exploit the available training resources outside the project.

NAC thus takes care of training the available trainers within E–education project and equipping them with the knowledge and resources. There is a group of around **30 fully trained trainers** on the online safety issues who can transfer the gained knowledge to teachers, headmasters and other school pedagogical workers.

On the other hand E–education project spreads the Centre's messages to schools and teachers through its available channels, conduct trainings for teachers and where possible also for parents.

At the beginning of the school year 2010/2011 E–education project introduced the virtual communities on its central webpage: http://www.

sio.si/. As a result, the virtual community on online safety has also been established and it is accessible to registered users through the link: http://skupnost.sio.si/course/view.php?id=3531.

SIO portal screen shot

Cooperation with the national project Varninainternetu.si (eng. Safe on Internet) dealing with the promotion of online security to the general audience and SMEs.

For the purposes of SID 2011 celebrations SAFE-SI has in cooperation with the project Varninainternetu.si launched an awareness campaign about protecting privacy online. A travel package containing toothbrush and toothpaste have been prepared and put in a box with an explanation of the metaphors and advice how to protect your password and privacy. In May we carried out a joint promotional activity that took place in four popular Slovenian shopping centres in May 2011. The visitors of these shopping Centres were given different informative materials on online safety produced within both projects.

This project also joined SID 2012 celebrations as well by launching a press release where the statistics

on the received reports of online frauds and identity thefts in year 2011 was published. They also created a Facebook application "Are you a web detective?"

Cooperation with Chamber of Commerce and Industry of Slovenia – SAFE-SI has joined the EC in organising the pilot competition Best children's online content 2010/2011 in Slovenia. For the adult category of the competition we have merged with the established and very well–known competition Netko for best websites in Slovenia that has been organised for more than 10 years by Slovene Chamber of Commerce. The organisers added a new category Best online content for children and the national winner in this field was selected for the first time in 2010. The Slovenian winner a nominee for European award become www.junior.si – website National Geographic Junior owned by publishing company Rokus Klett, awarded at the event on 9th November 2010.

In 2011 we worked together once again and the winner became http://www.cevko.si/ owned by "JP VODOVOD–KANALIZACIJA" and produced by ENKI that was awarded at the event on 11th November 2011.

Cooperation with Information Commissioner – This institution is one of the most active members of the Centre's Advisory Body as well as SAFE-SI Working Group that continuously participates in the Centre's Activities and also launches its own initiatives and creates online resources dealing mainly with the protection of personal data online.

In November 2011 the Information Commissioner launched a contest for the best short video clip focusing on the topic of the protection of personal data and social networking sites. The competition was intended for the secondary school students.

NAC has been invited by the Information Commissioner to participate in a jury for selecting

the best three entries. In January 2011 the jury selected the winning entries and the first prize was unanimously given to innovative and creative video clip under the title "The protection of personal data and social networking sites" created by the group of students from the Gymnasium and Secondary School Trbovlje.

Cooperation with the counsellors on Addiction with Internet and other Communication technologies:

There are some Slovenian psycho– and pedopsycho–therapists actively involved in giving lectures for parents and young people as well as in offering help and individual and/or group therapy connected with the issue of the Internet addiction. Here is the list of the most active experts that also fully promotes Centre at their lectures as well as offer channels for dissemination of the Centre's offline resources:

- **dr. Miha Kramli, psycho–therapist**, Head of Outpatient Clinic for Addicts in Nova Gorica
- **dr. Bernard Spazzapan, psycho–therapist**, Outpatient Clinic for Addicts in Nova Gorica
- **dr. Bojan Belec, pedopsycho–therapist**, Counselling Centre for children, youngsters and parents Ljubljana

In February 2012 dr. Belec upon the invitation of NAC held a lecture about the addiction with modern technologies at the educational event that we organised for the social workers and other professionals working with children at risk.

Cooperation with project Logout (http://www.logout.si/) which runs a campaign about cyber addictions in Slovenia and also offers counselling for those who need help in this area has volunteered to run 4 workshops for primary school children at a school Oskarja Kovačiča in Ljubljana free of charge in February, Safer Internet Month in Slovenia.

Cooperation with Lilibi.si: In December 2011 the NAC reached an agreement with the webportal Lilibi.si (http://www.lilibi.si) owned by Založba Rokus Klett Publishing on the inclusion of online safety resources for children on this portal. The special section entitled "Internet safety" has been created and included on the portal Lilibi.si. This section now contains 9 Ovce.sk cartoons as well as link and banner to NAC's website.

The content can be free-of-charge accessed through the following links:

- http://podium.gyldendal.no/lilibi/hisa-kulture/varnost-na-spletu
- http://podium.gyldendal.no/lilibi/hisa-kulture

Lilibi is a very popular webportal for teaching and educating children under the age of 10 and it is widely used in Slovenian schools as the part of regular school curricula.

4. SAFE-SI AND INTERNATIONAL COOPERATION

a. Participation with INSAFE

About INSAFE

INSAFE is a network of national Awareness centres that coordinate Internet safety awareness in Europe. The network is set up and co–funded within the framework of the European Commission's Safer Internet plus Programme. Further information can be found at http://www.saferinternet.org.

Sharing and exchange of resources

At European level, SAFE-SI has actively participated in INSAFE network activities by attending the events and training sessions, taking part in the Steering Committee, participating in working and thematic groups and sending contributions to the Community to be shared with other Centres.

Slovenian NAC has adapted and dubbed to Slovenian language 4 animated stories from the serial Ovce.sk that were designed by the Slovak Safer Internet Centre to raise awareness of pre–schoolers and younger pupils in primary school about safe and responsible use of Internet and mobile phones. The cartoons are now available at our website in the children section and were also be disseminated to teachers and youth workers. They were included in the workshops for children that the NAC is holding in schools.

Play and learn: Being online Activity Book created within the INSAFE network was adapted to Slovenian language. We have translated the resource and printed it in 5.000 copies.

b. Participation with the European Commission

Organising the national competition for European Award 2011: Best children's online content

The best content online competition was launched in October 2010. Between November 2010 and April 2011 the competition besides in Slovenia also ran at national level in Belgium, the Czech Republic, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, The Netherlands, Poland, Portugal and Spain.

The winners of the national competitions were nominated to compete for the European Award. The Slovenian winner in the adult category and the nominee for European award has become http://www.junior.si – website National Geographic Junior owned by publishing company Rokus Klett, produced by WMD. Additionally, the national winner was also selected in the youth category. Selection was made through SAFE-SI contest for schools and the award went to a short film Okužba (Infection),

prepared by primary school students from Naklo.

The Slovenian Best Children's Online Content competition winners

A European jury, led by Professor Sonia Livingstone, coordinator of the EUKidsOnline project, where Slovenian jury member Ms. Saša Eržen participated, selected the winners of the European Awards in June 2011.

Additional information available at: http://ec.europa.eu/information_society/activities/sip/events/competition/winners/index_en.htm.

Participating in Study–visit scheme for non–EU experts

Within Study–visit scheme for non–EU experts on 24th and 25th November 2010 our Centre hosted the Serbian expert from Fund B92. The goal of the exchange in general was to provide non–EU expert with the necessary information, guidance and practical knowledge how to run national Safer Internet Centre and to build the grounds for future cooperation.

Attending Safer Internet Forum in Luxembourg

Every year in October European Commission in the scope of Safer Internet Programme organizes Safer Internet Forum. It takes place in Luxembourg for 3 days and it is a European conference for representatives of industry, law enforcement authorities, child welfare organisations and policy makers to exchange experience and knowledge how to create a safer online environment for children and fight against distribution of illegal

content, such as child abuse material. National Awareness Centre has been attending this conference every year since 2004.

Slovenia was represented in the Forum 2010 by Centre's representatives, along with 16–years old girl Maja Tomič who participated in Pan–European Youth Panel and her mother Ms. Mateja Iglič that attended European Panel of Parents.

Group picture of youth panellists in 2011

The Safer Internet Forum 2011 was preceded by the third meeting of the Pan–European Youth Panel including young people as well as a European Panel of Parents and Teachers. Slovenian Centre sent 17–years old student Luka Ivartnik and Ms. Inge Ivartnik in the double role of parent and teacher. Ms. Ivartnik prepared a small exhibition of the art projects created by the pupils of the Slovenian primary school Jurij Vega, Moravče. The exhibition under the title "How do I use Internet" could be viewed in the conference room where the plenary sessions took place and as such gained a lot of positive feedback from the Forum attendants.

The exhibition place

Participation at non–EU events – CUC conference in Croatia

In November 2011 Ms. Maja Vreča, project member from ARNES, presented the activities and development of NAC in neighbouring Croatia. Croatia is in the process of joining the European Union, and Slovenia is providing assistance in this process in the accordance with the European Neighbourhood Policy. ARNES has on several occasions been invited to present Slovenian activities on raising awareness of online safety due to its close collaboration with the Croatian Academic and Research Network – CARNET. The presentation at the CUC conference was received with considerable interest, and we were informed that some delegates have already initiated school projects on the online safety. These projects are intended to fill a gap, as there is no central project in Croatia dealing with safer Internet use.

E. NASVET ZA NET

1. WHO ARE WE?

The telephone/chat/mail Helpline Nasvet za net was launched on the Safer Internet Day, 10th February 2009 in order to provide counselling for children and adolescents who come across inappropriate or offensive Internet content and contacts, have fallen victim to online harassment, identity theft or have other Internet related issues and dilemmas. The project has been carried out by Slovenian Consumers Association in the period from 1st September 2008 to 29th February 2012. On 1st March 2012 the helpline Nasvet za net was officially closed down and replaced by TOM TELEFON the largest and the oldest helpline for children in Slovenia.

a. Mission and role

Children and adolescents (10 to 18 years of age) were the principal target public, since they are the ones who are exposed to the biggest risk of inappropriate and harmful Internet content.

By providing a chat room and a telephone helpline, we would like to make sure children feel safer while using the Internet, and even more so, we would like them to look for information on what they can do should they come across inappropriate, unwanted or harmful Internet content even before they experience something of the kind.

In the last stage of the project parents also became important target group. It can be observed that approximately one third of all questions came from parents.

Our counselling was pro–active – we helped callers/ senders of e–mail to help themselves.

b. Goals

By providing the chat/telephone helpline service we

enabled children to start talking about how they use the Internet, to recognize the dangers and try to avoid them and in some cases also to provide assistance in resolving the problems.

We also tried to spread information that it is good to talk about problems on the Internet – with parents, peers and our counsellors. To our estimation it helped all to have a better experience using the Internet.

2. COUNSELLING

Counselling was provided

- on the toll–free telephone number: **080 80 22**
- through a special form on website http://www.nasvetzanet.si
- through chat room on website http://www.nasvetzanet.si

Telephone operated from Monday to Friday, from 4pm to 8pm. During the operating hours one counsellor was available.

There was also a chat room on the website, it operated from 9am to 4pm, Monday to Friday. By this we enabled almost all–day service for people who wanted to contact us. The counselling was anonymous and confidential.

Our counsellors have undergone basic training for telephone counselling aimed at children and adolescents, as well as additional training regarding the Internet safety, which was prepared together with our partners: the SAFE-SI – Slovenian national Awareness centre, ARNES – Academic and Research Network of Slovenia, as well as other experts.

We cooperated closely with the TOM Helpline in the fields of counselling and training.

Special training has been completed by 12 counsellors, six of them provided regular counselling via the helpline, and one counsellor provided answers to questions asked via the chat room.

3. NUMBER OF CASES AND SUBJECT MATTERS OF ADVICE GIVEN

a. NUMBER OF CASES

Contacts by month (from September 2010 to February 2012)

	By telephone	Email/chat	Total
September 2010	5	17	**22**
Oktober 2010	8	15	**23**
November 2010	4	25	**29**
Decebmer 2010	8	17	**25**
January 2011	5	17	**22**
February 2011	7	18	**25**
March 2011	7	22	**29**
April 2011	7	16	**23**
May 2011	2	33	**35**
June 2011	8	17	**25**
July 2011	7	5	**12**
August 2011	3	21	**24**
September 2011	9	17	**26**
October 2011	7	14	**21**
November 2011	7	16	**23**
December 2011	9	16	**25**
January 2012	7	15	**22**
February 2012	7	11	**18**
Total	**117**	**312**	**429**

Between September 2010 and February 2012, we received **429 questions** which is almost **three times more** than in the previous project cycle. That shows that visibility of the helpline has increased tremendously during second round of the project.

Almost 2/3 of all contacts came through chat room which shows that people feel more confident to chat about their Internet problems. About 1/3 of all contacts were adults.

b. ISSUES ADDRESSED

It is interesting that although things really change very fast on the Internet, questions asked remain the same as in the previous project cycle (2008 – 2010).

Most questions received were related to Internet addiction. Most commonly, it was a matter of enquiring as to how much time was "still considered normal" for someone to spend in front of the PC and

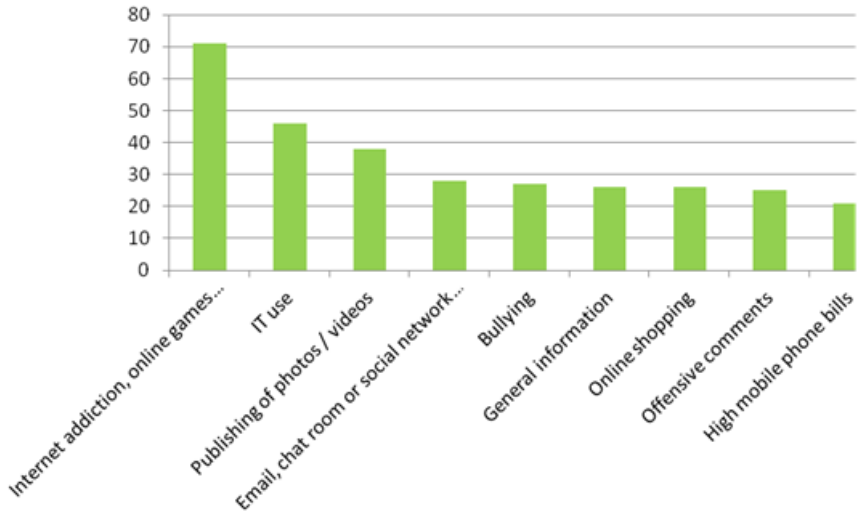
whether any aid was available for those addicted. The second most common type of questions was "Can I prevent having my photo published on an online social network?"

Parents mostly asked about IT use and general information about computer – how to prevent children to watch "inappropriate" content on web, how to limit time spent on Internet, how to set rules about use of Internet in the family.

The number of calls/emails by issues addressed

ISSUES ADDRESSED	NUMBER
Internet addiction, online games addiction	71
IT use	46
Publishing of photos / videos	38
Email, chat room or social network password stolen	28
Bullying	27
General information	26
Online shopping	26
Offensive comments	25
High mobile phone bills	21

In the last six months, from September 2011, questions about mobile phone bills occurred several times more than in previous periods. This shows that it is important to make much effort to raise awareness about (safe and appropriate) use of new smart phones.



4. WEBSITE

The website www.nasvetzanet.si was regularly maintained and updated with new contents. Almost every week something new was published – in particular the latest news about Internet and developments and advice on how to use the Internet in a safe way.

The site has been divided into nine content–related parts (sections) by taking into account two criteria:

- **The content:** Internet, mobile phones, current matters/latest news, about us, for the media;
- **The target groups:** children, parents, adolescents, teachers.

Just over **200 different items** of information was published on the website. The content has been conceived in such a way that visitors were able to find answers to many questions about the safe Internet use themselves. On the site there were also three quizzes about Internet addiction, social networks on the Internet and general use of Internet and computer.

There was also a special form available for sending questions and a chat room for those who wanted to seek for advise in that way.

NASVET ZA NET web page *(http://www.nasvetzanet.si/)*

5. HELPLINE PROMOTION

Also during this period of the project we devoted a lot of our time and effort to the promotion of the helpline. However due to planned changes in the project consortium, we limited the scope of our own promotional activities a bit.

NASVET ZA NET has been fully promoted through all available channels of Awareness Centre SAFE-SI that disseminated the helpline's printed resources, such as key straps and mouse pads, at all events including fairs and workshops for pupils and students.

Our helpline was also mentioned in Awareness Centre's media appearances: radio and TV shows, articles, press releases.

NASVET ZA NET was also mentioned in all press releases created for the promotion of SID 2011 and 2012.

a. PROMOTIONAL MATERIALS

We had prepared three different promotional materials:

- **Mouse pads re–printed** – with the most important information about the project (the telephone number, the operating hours of the helpline, etc.).
- **Rulers and pens with Nasvet-za-net contacts**
- **Promotional key straps**

The collection of NASVET ZA NET promotional materials

The periodic table of the elements, mathematical tables – The Nasvet-za-net logo and some of our project's essential information (the telephone

number, the website) have been included on the periodic tables of the elements and mathematical tables which are given to all pupils in grades 6 and 7 of Slovene primary schools (aged 11 and 12) at the beginning of the school year in September 2011. Both were published with a circulation of 19.000 copies.

b. PROMOTION ON THE SOCIAL NETWORK FACEBOOK

During the whole period of the project we promoted the project through the online social network Facebook. This resulted in a larger number of visitors to our website and consequently some more questions asked. We have prepared two different versions of adverts.

Different ads on Facebook

We also pointed people's attention to the contents of the www.nasvetzanet.si on the Facebook site and Twitter profile of the Slovene Consumers' Association.

Slovene Consumers' Association on Twitter

c. AT WORKSHOPS FOR PUPILS AND STUDENTS

In the period from September 2010 to February 2012 the National Awareness Centre SAFE-SI visited a large number of school where they conducted many workshops for young people and seminars for parents. Pupils and parents were given various offline treats, including rulers and mouse pads promoting helpline NASVET ZA NET. Helpline

NASVET ZA NET was always mentioned at the workshops as a reference point where the youngsters could seek advice/help. Furthermore, the parents also received information about the helpline at the trainings that are organised by NAC.

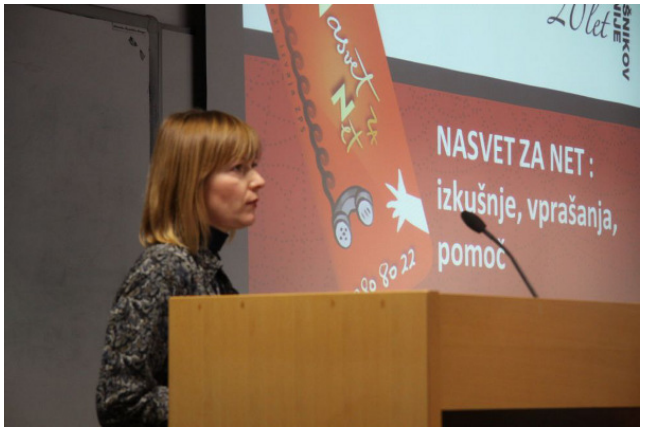
d. Promotion on other websites

NASVET ZA NET was promoted on the other websites with three different banners. They were included on websites of some Slovene primary schools (4% of them by research of SAFE-SI) and other websites aimed at children. The banner could be found also on websites of different institutions, like the Police.

The collection of banners

e. Collaboration with NAC on SID 2012

NASVET ZA NET was mentioned in all press releases created by NAC for the promotion of SID 2012. Furthermore, the helpline contributed to the creation and implementation of the educational event for social workers and professionals working within NGO'S held on 15th February 2012 at the premises of the Faculty of Social Sciences in Ljubljana. Ms. Urša Šmid Božičevič, the project coordinator, gave a lecture where the experiences of the helpline NASVET ZA NET were shared with the audience.



Presenting helpline's work

f. Promotion at events and various fairs

- **Promotion in schools:**
  - Biotehnic secondary school, Ljubljana, November 2010
  - Economic secondary school, Maribor, November 2010
  - Secondary school Veno Pilon, Ajdovščina, December 2010
  - Promotion to teachers, Secondary Economic School, March 2011
- **Children's parliament**, Ljubljana, 21st March 2011 – about 250 attendants received promotional material and information about helpline.
- **Campus of young historians**, Prekmurje, 21st May 2011 – about 300 attendants received promotional material and information about helpline.
- **Fairs**
  - **Children's Bazaar**, in cooperation with SAFE-SI, September 2010
  - **A fair celebrating World Telecommunication and Information Society Day**, May 2011
  - **Children's Bazaar**, September 2011
  - **Nature & Health**, October 2011
  - **Festival for the Third Age**, October 2011
  - **Students Arena**, October 2011

Photos from exhibitions

g. MEDIA

- **Promotion at the national radio:** Talk show in programme for children, 2nd October 2010.
- **Commercial TV "Net TV"**: Evening programme, talk show, 18th October 2010.
- **In newspapers, magazines:**
  - **Daily newspaper Večer**, 20th October 2010,
  - **Newspaper for youngsters Plus**, 5th August 2011,
  - **Daily newspaper Dolenjski list**, 5th August 2011,
  - **Weekly magazine Lisa,** 25th August 2011,
  - **Monthly magazine Cosmopolitan**, 25th August 2011,
  - **Weekly magazine Story**, 26th August 2011,
  - **Weekly magazine Lea,** 31st August 2011,
  - **Promotion of the project in VIP,** the Slovene Consumers' Association magazine, and on the website of the Association www.zps.si.

Advertisement in magazine VIP

- **Promotion in Europa Diary (Generation Europe)** – Each year in September this publication for the secondary school students is published. It should be mentioned that in the last two editions of the publication also the helpline NASVET ZA NET has been mentioned as well as other Safer Internet Centre's components, namely the National Awareness Centre SAFE-SI and the hotline SPLETNO OKO.

F. SPLETNO OKO

1. WHO ARE WE?

Spletno oko is Slovenian Hotline which enables Internet users to anonymously report online child sexual abuse images or hate speech. Hotline Spletno oko was established in September 2006. However, the possibility of reporting illegal contents was enabled in March 2007, when technical platform, webpage www.spletno-oko.si and cooperation with Police was re–established.

a. Mission

To work in partnership with the Police, Prosecutors, Ombudsman for Human Rights, Advocate of the Principle of Equality, ISPs, Public and other interested governmental and non–governmental organizations to minimize the availability of online child sexual abuse images and hate speech.

b. Role

To contribute in minimizing the availability of online child sexual abuse images and hate speech in Slovenia and abroad.

c. Goals

Hotline Spletno oko its mission and role achieves by realizing the following goals:

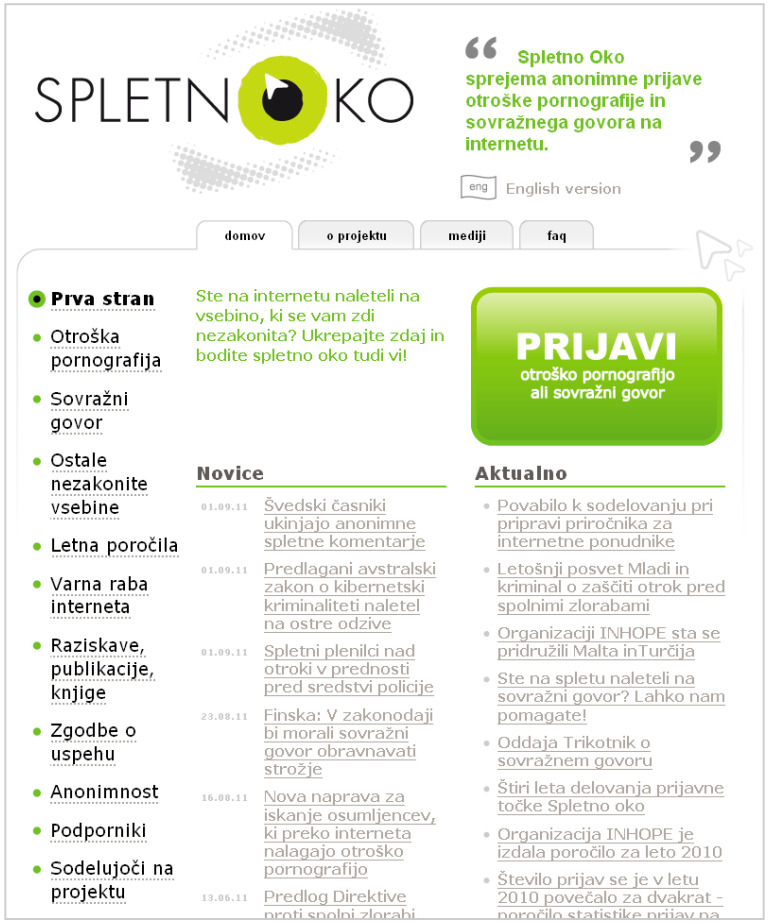
- Operating a Hotline to enable the public to report potentially illegal online child sexual abuse images and hate speech.
- Promoting wider education and awareness on illegal online contents.
- Promoting the possibility of reporting illegal content to Hotline Spletno oko.
- Fostering public and governmental and non–governmental organizations to cooperate with Slovenian Hotline Spletno oko.

2. SPLETNO OKO WEB PAGE

One of the most significant communication tools between Hotline and public is web page www.spletno-oko.si in Slovenian and English language. The most importantly, the site provides visitors with reporting form for reporting illegal online contents, such as hate speech and child sexual abuse images. Besides, the site contains relevant information about Hotline and its activities, current news and research regarding illegal online contents, general information on the Internet safety and also hates speech and child sexual abuse images' legal background.

The site provides visitors also with section FAQ, where visitors can find answers to specific questions regarding child abuse images, hate speech and also on the nature of hotline's work.

Spletno oko website is positioned on first place in search engines on key words sovražni govor (eng. hate speech) and otroška pornografija (eng. Child abuse images).



Spletno oko web page *(http://www.spletno-oko.si/)*

3. INHOPE

Hotline Spletno oko operates under the auspices of international organization INHOPE, which was established within the framework of the European Commission's programme "EC Safer Internet Action Plan" in 1999. Today INHOPE combines 41 Hotlines in 36 countries across the globe, including members from Europe, Asia, Africa, North America and Australia. With the aim of achieving an effective response to illegal content on the Internet, INHOPE organizes regular Hotline meetings and supports them in their activities in dealing with reports regarding illegal content. Efficiency of the organization INHOPE is shown in sum of all reports, received to all Hotlines all over the world.

Prior to 2010, statistics of child abuse material were collected and collated by each Hotline, then reported to INHOPE on a monthly basis. However, In 2010 INHOPE launched the INHOPE Report Management System. The INHOPE Report Management System (IHRMS) has been operational for the 12 months of 2010 with the number of participating Hotlines increasing each month to a total of 27 by December 2010. The number of Hotlines participating continued to grow in 2011 as other members Hotlines obtained domestic legal permission etc., to be included in the IHRMS project.

In 2010 INHOPE Hotlines recorded 24.047 reports to IHRMS relating to web based Child Sexual Abuse Material. Of a total of 24.047 reports submitted by members to the IHRMS of potentially illegal Child Sexual Abuse Material, 2.098 (9%) were duplicate reports (INHOPE 2010 Annual Report).

4. HATE SPEECH AND CHILD SEXUAL ABUSE IMAGES FROM SLOVENIAN LEGAL PERSPECTIVE

a. Child sexual abuse images

By Penal Code coming into force in November 2008, Slovenia has finally met requirements, defined in Optional Protocol to the Convention on the rights of the child on the sale of children, child prostitution and child pornography, Convention on Cybercrime and Council framework Decision 2004/68/JHA on combating the sexual exploitation of children and child pornography. Thus, from 1st November 2008 onwards, Slovenian Penal Code KZ–1 *defines a sentence to imprisonment of between six months and five years for everyone, who is convicted of production, distribution and also possession of child sexual abuse images or their realistic images*. Moreover, new Penal Code KZ–1 has introduced also the possibility of giving information of already annulled convictions to pedagogical and educational institutions. This is possible only in cases of specific sexual offences, such as sexual assault on a person below fifteen years of age, violation of sexual integrity by abuse of specific position and criminal offence of presentation, manufacture, possession and distribution of pornographic material.

Legal basis:

The Penal Code of the Republic of Slovenia KZ–1

Article 176 – Presentation, manufacture, possession and distribution of pornographic material.

1. Whoever sells, presents or publicly exhibits documents, pictures or audiovisual or other items of a pornographic nature to a person under 15 years of age, enables them to gain access to these in any other way or shows them a pornographic performance shall be issued a fine or sentenced to imprisonment of up to two years.

2. Whoever abuses a minor in order to produce pictures or audiovisual or other items of a pornographic nature, or uses him/her in a pornographic performance, shall be sentenced to imprisonment of between six months and five years.
3. Whoever produces, distributes, sells, imports, exports or supplies pornographic material depicting minors or their realistic images in any other way, or possesses such material, or uncovers the identity of minor in such material, shall be subject to the same sentence.
4. If an offence from paragraphs 2 or 3 was committed within a criminal association for the commission of such criminal offences, the perpetrator shall be sentenced to imprisonment of between one and eight years.
5. Pornographic material from paragraphs 2, 3 and 4 of this Article shall be seized or its use disabled in some other manner.

b. HATE SPEECH

Sentences of imprisonment are defined also for online hate speech perpetrators, who publically incite hatred, violence, intolerance or inequality towards specific group of people. It is important to note, that since 1st November 2008 besides incitation to racial, ethnic and religious hatred, dissention or intolerance, also incitation to other inequality shall be sentenced to imprisonment for not more than two years in Slovenia. Thus, also hate speech towards homosexuals or persons with other political beliefs is defined as criminal offence from 1st November 2008 onwards.

Legal basis:

1. The constitution of the Republic of Slovenia

ARTICLE 63: PROHIBITION OF INCITEMENT TO DISCRIMINATION AND INTOLERANCE AND PROHIBITION OF INCITEMENT TO VIOLENCE AND WAR.

Any incitement to national, racial, religious or other discrimination and the inflaming of national, racial, religious or other hatred and intolerance are unconstitutional.

Any incitement to violence and war is unconstitutional.

2. The penal code of the Republic of Slovenia KZ–1

ARTICLE 297 – PUBLICALLY INCITING HATRED, VIOLENCE AND INTOLERANCE.

1. Whoever publicly provokes or stirs up ethnic, racial, religious or other hatred, dissention or intolerance, or incites to other inequality shall be sentenced to imprisonment for not more than two years.
2. Whoever publicly disseminates ideas on the supremacy of one race over another, assists in racist activities or denies, reduces the significance of, deride, approves of or advocates genocide, holocaust, crime against humanity, war crime, aggression or other crimes against humanity, shall be subject to the same sentence.
3. If the offence under the preceding paragraphs has been committed by publication in media, editor or the person who has acted for editor shall be sentenced to sentence from first or second paragraph of this Article, except in the case of live broadcast when acts from previous paragraphs have not been able to thwart.
4. If the offence under the preceding paragraph has been committed by coercion, maltreatment, endangering of security, desecration of national, ethnic or religious symbols damaging of the movable property of another, desecration of monuments or memorial stones or graves, the perpetrator shall be sentenced to imprisonment for not more than three years.
5. If offences from first or second paragraph of this Article has been committed by official through the abuse of his position or rights shall be

sentenced to imprisonment for not more than five years.

6. Material and objects bearing messages from the first paragraph of this Article, and all devices intended for their manufacture, multiplication and distribution, shall be confiscated or their use disabled in an appropriate manner.

5. ILLEGAL ONLINE CONTENTS IN SLOVENIA – PROBLEMS AND TRENDS

The issue of illegal online contents in Slovenia is increasing year by year. The most problematical is the field of child abuse images, where steep increase of production, possession or distribution of pornographic material depicting minors has been noticed. The number of all investigative cases related to **child sexual abuse images** has increased from 12 cases in 2002[6] to 91 cases in 2010[7]. Moreover, according to Police Annual Statistics a steep increase in cases proceeded to prosecutors occurred between 2005[8] and 2008. Namely, there were 4 cases related to Article 176 of Penal Code PC–1, forwarded to prosecutors in 2005, while in 2008 this number increased to 56[9]. However, in 2009 and 2010 the number of preceded cases to prosecutors decreased to 48 cases in 2009[10] and to 37 cases in 2010, although it was still rather high regarding the low country's population.

Slovenian prosecutors on the field of Internet child sexual abuse images are confronted with similar trends. While prosecutors in 2006 dealt with 7 cases[11], there were 11 cases in 2007[12], 23 cases in 2008[13] and 22 cases in 2009[14]. However, in 2010[15], the number of cases of child sexual abuse images dealt by prosecutors decreased to 18 cases. Also, prosecutors in 2010 filed charges against seven accused persons, but only in one case Slovenian Court pronounced sentence, related on production, distribution, selling, importing, exporting or

supplying pornographic material depicting minors, or possession such material for one of stated reasons. The sentence was suspended.

On the field of **hate speech**, the number of investigated cases and cases proceeded to prosecutors increased tremendously in 2010[16]. Namely in 2010 Police investigated 66 cases related to Article 297 of Penal Code PC–1, out of which 28 cases forwarded to prosecutors. In the previous years, the numbers of all investigated cases of hate speech and criminal charges were lower. Thus, there were nine criminal charges related to Article 297 of Penal Code PC–1 proceeded to prosecutors in year 2009[17], 13 cases in 2008[18], eight cases in 2007[19] 5 criminal charges in 2006[20] and 8 criminal charges in 2005[21].

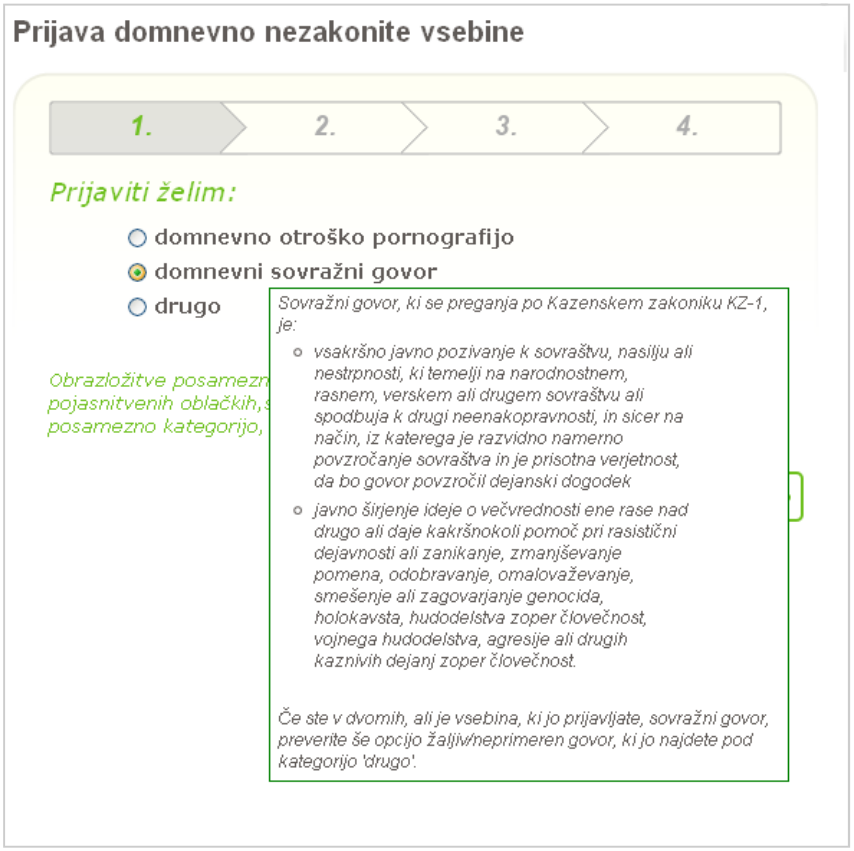
6. REPORTS

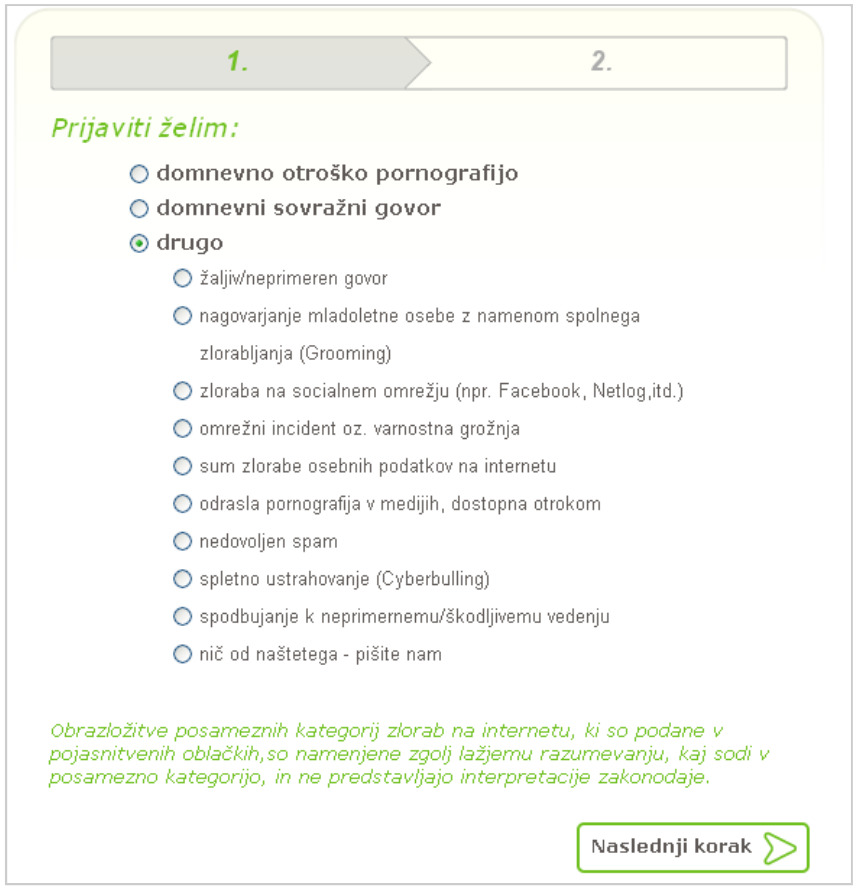
a. Reporting and processing of reports

Reporting allegedly illegal contents on www.spletno-oko.si

Hate speech and child abuse images can be reported to Hotline Spletno oko by using our online reporting form on www.spletno-oko.si, where also all information regarding these two forms of illegal content are provided. However, despite the possibility of reporting only hate speech and child abuse images, the reporting form provides user also with information on where to report other forms of abuse on the Internet, which are not under hotline remit. Thus, on our reporting form user finds advice regarding offensive and inappropriate speech, grooming and abuse in social networks, network security incident and abuse of personal data on Internet, adult pornography, accessible to children, spam, and cyber bulling. Users have also the

possibility to receive feedback on their report of child abuse images or hate speech. Moreover, they can also contact hotline directly through reporting form, if they have any additional questions.





Reporting form on www.spletno-oko.si

Reporting hate speech on web portals

Since January 2011 users can report hate speech to Spletno oko also via reporting form on eight web portals. Namely, by signing Memorandum of understanding for hate speech regulation on web portals these web portals decided to work in partnership with hotline on the field of hate speech. Thus, users have the possibility to report hate speech on particular web page to hotline and also to moderator of this web portal.

[Zapri okno

ANONIMNO PRIJAVI SOVRAŽNI GOVOR

Gumb 'Prijavi sovražni govor' je znak sodelovanja med prijavno točko Spletno oko in portalom. Vse prijave so anonimne.

Prijava domnevno nezakonite vsebine bo posredovana prijavni točki Spletno oko in upravitelju portala. Upravitelj portala bo prijavljeno vsebino pregledal, ter jo v primeru kršitve pravil uporabe portala odstranil. Prav tako bodo prijavljeno vsebino pregledali na Spletnem očesu, ter jo, v kolikor bo prijavljena vsebina vsebovala elemente kaznivega dejanja po 297.čl. KZ-1, posredovali policiji.

PODATKI O SPORNEM KOMENTARJU

Uporabniško ime kršitelja: (*Na primer: Janez Hudogovornik*)

Datum in ura poslanega komentarja: dd.mm.llll uu:mm (*Na primer: 19.01.2010 ob 16:35*)

Vsebina komentarja (kopiraj in prilepi):

Vsebina komentarja je domnevno nezakonita (kršitev 297.čl. KZ-1) ker:

- javno spodbuja k narodnostnemu, rasnemu, verskemu ali drugemu sovraštvu, razdoru ali nestrpnosti, ali spodbuja k drugi neenakopravnosti, in sicer na način, **s katerim pisec jasno izraža svoje naklepe zoper določeno skupino ljudi**
- javno širi ideje o večvrednosti ene rase nad drugo ali daje kakršnokoli pomoč pri rasistični dejavnosti
- zanika, zmanjšuje pomen, odobrava, omalovažuje, smeši ali zagovarja genocid, holokavst, hudodelstvo zoper človečnost, vojno hudodelstvo, agresijo ali druga kazniva dejanja zoper človečnost

PODAJ PRIJAVO

SPLETNO OKO

Reporting form on web portals

Processing of reports

Processing of reports depends on the fact if the reported content is allegedly hate speech or child abuse image.

Processing the reports on child abuse images

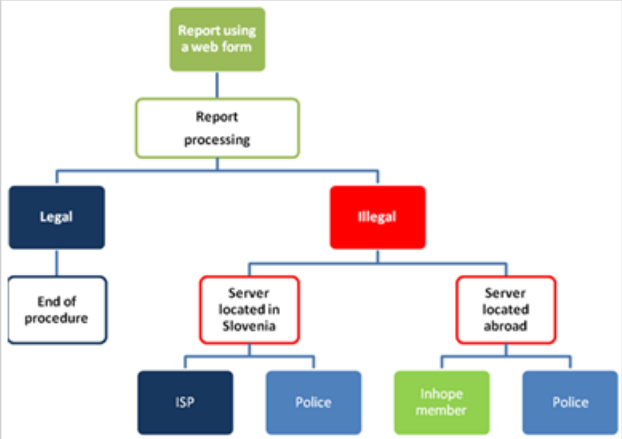
The first step of report processing is to estimate whether the reported content violates Article 176 PC–1. In case of assessed reported content as illegal, content analyzers attempt to locate the host, e.g. the server, where the illegal content is located.

If the server is located in Slovenia, analyzers forward the report to Slovenian Police, where the report is further investigated. In case that Police confirms the illegality of the reported content, they inform Hotline about the status of the report and give the Hotline the permission to notify relevant ISP about the allegedly illegal content. Afterwards, Hotline steps in contact with Internet Host provider and notifies them about illegal content on their

server. Each report to an ISP is solely informative. The ISP has to decide for himself how to react to the content.

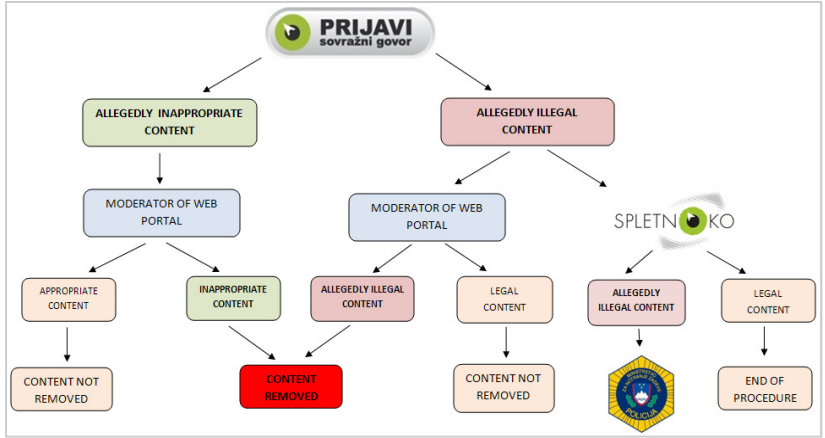
If the server is located outside Slovenia, a report of illegal content is sent to Slovenian Police and to INHOPE URL Reports Management System, which assures that the report is processed by the Hotline in the country, where suspected illegal content is based. The partner Hotline then commences their own procedures in accordance with their legislation and reporting procedures.

The flow of the reports of child abuse images *(received on www.spletno-oko.si)*



Processing of reports on hate speech

The first step of report processing is to estimate whether the reported content violates Article 176 PC–1. In case of assessed reported content as illegal, content analyzers attempt to locate the host, e.g. the server, where the illegal content is located. After that, content analysts forward the report to police. All reports of hate speech are at hotline Spletno oko processed in the same way, regardless by which reporting forms have been forwarded to the hotline.

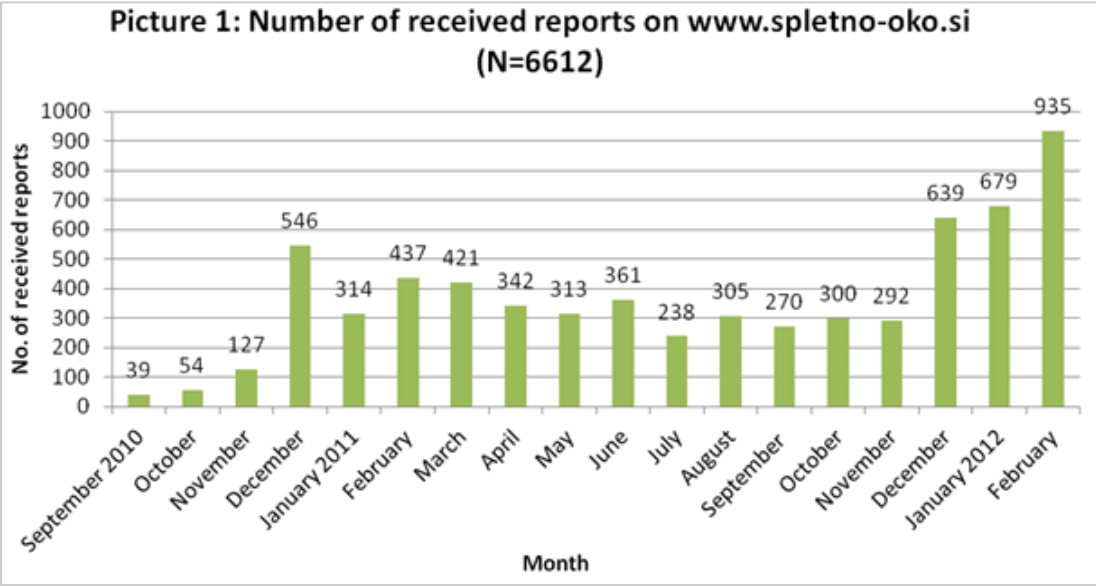


The flow of the reports of hate speech
(received by form on web portals)

b. Statistics and trends of reports recieved to Spletno oko

In the whole period of Hotline's operation (March 2007 – February 2012), Spletno oko received 9.219 reports of allegedly illegal content on the Internet, what is an average of 154 reports per month. In these 5 years of the project duration 1.240 reports were handed to Police and 847 reports were forwarded to other INHOPE members and to INHOPE Report Management System.

Below are statistics, referring to the period since the start of a new project round in September 2010 to February 2012.



Picture 1: In the reporting period September 2010 – February 2012 hotline received 6.612 reports of allegedly illegal content, what is 367 reports per month.

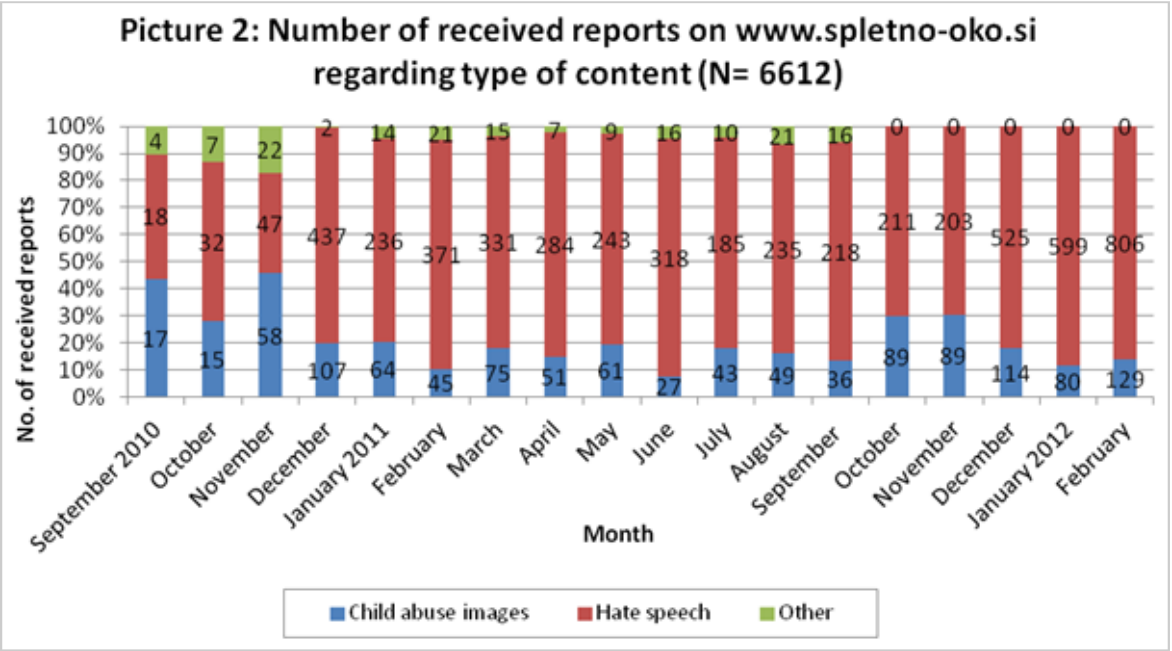
First steep increase of reports was noticed in December 2010, due to starting cooperation with web portals and the possibility to report hate speech by reporting form on six web portals.

Second steep increase occurred in December 2011, because of actual political situation in Slovenia, when we received many reports of hate speech.

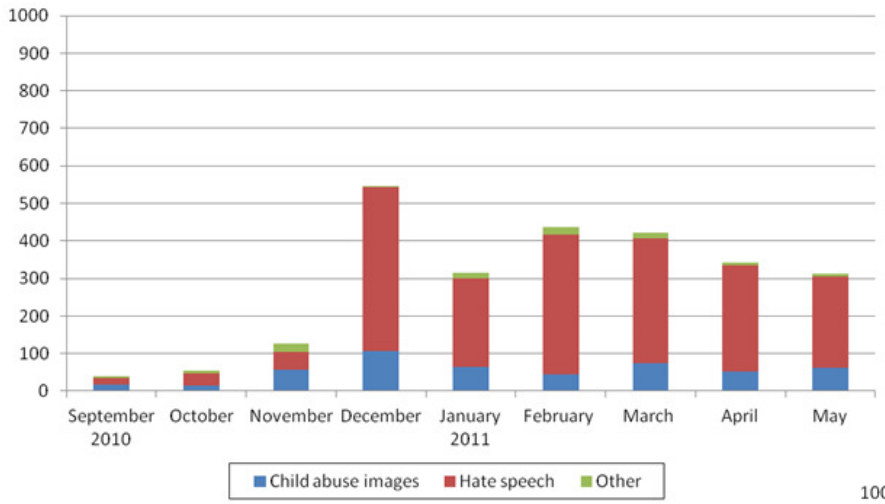
The increase of reports continued in January 2012 and February 2012, due to two new web portals included in reporting system of hate speech via web portals.

Each increase of received reports in last 18 months occurred because of steep increase of hate speech reports.

Picture 2: In last 18 months we have received 1.149 reports of child abuse images, 5.299 reports of hate speech and 164 reports of other content.



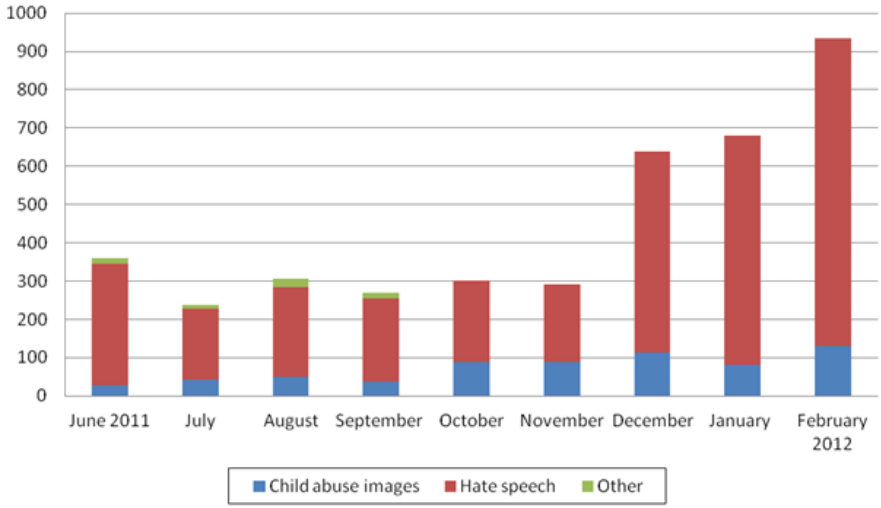
Picture 3: Period 1- received reports
September 2010 - May 2011 (N=2593)

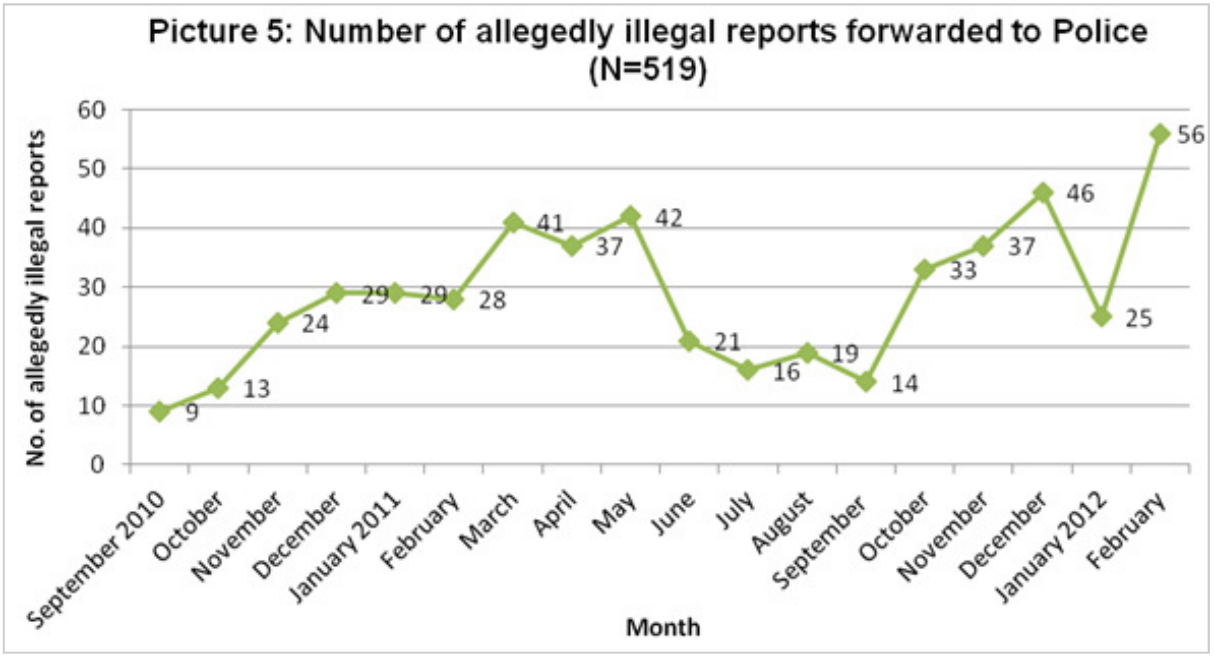


Picture 3 and 4: Comparison between the periods September 2010 – May 2011("period 1") and June 2011 – February 2012 ("period 2") shows the general increase of received reports in last period. Namely, in period 2 the number of received reports almost doubled.

The reason is in 165% increase of hate speech reports and 133% increase of child abuse images reports in period 2. Huge increase of hate speech reports occurred due to easier handling of hate speech reports via web portals as well as because of wider awareness of existence of hotline.

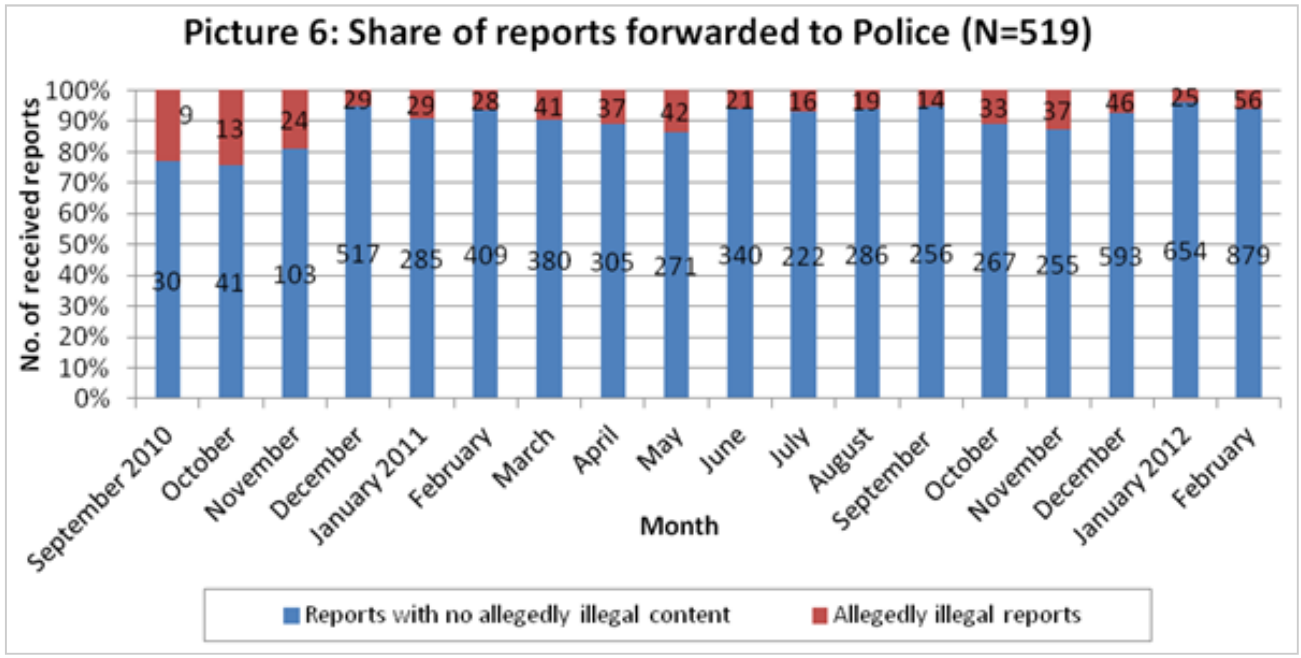
Picture 4: Period 2 - received reports
June 2011- February 2012 (N=4019)





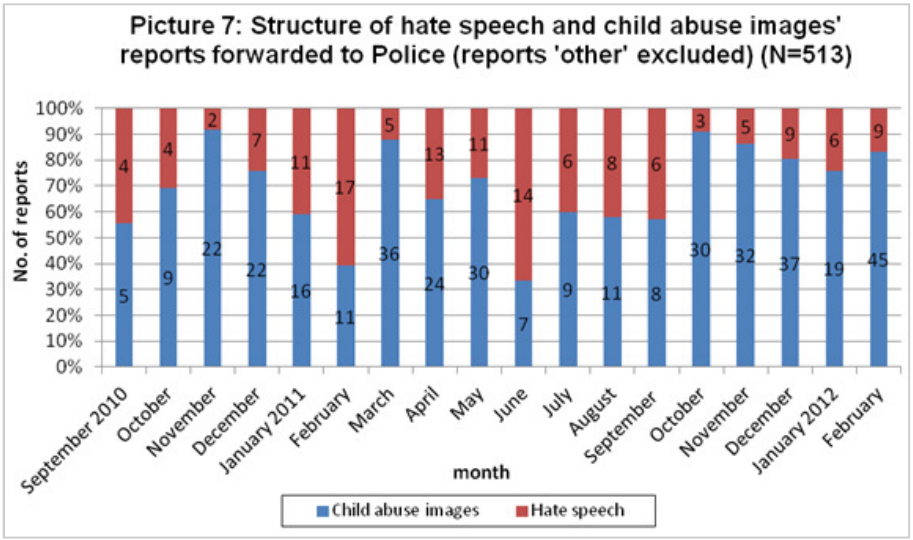
Picture 5: All the received reports were processed by Spletno oko content analysts, who then decided whether the content is allegedly illegal or not. Some reports could not be checked, since the web pages were not available or required payment. In the entire reporting period the content analyzers in 519 cases assessed that the reported content was allegedly illegal and forwarded them to the Police (that is approximately 29 reports per month).

The highest number of reports, 56, was sent to the Police in February 2012. The comparison between the period 1 and period 2 shows 6% increase of reports, forwarded to Police; while in period 1 the average of 28 reports per month were forwarded to Police, in period 2 this number is 29 reports per month.



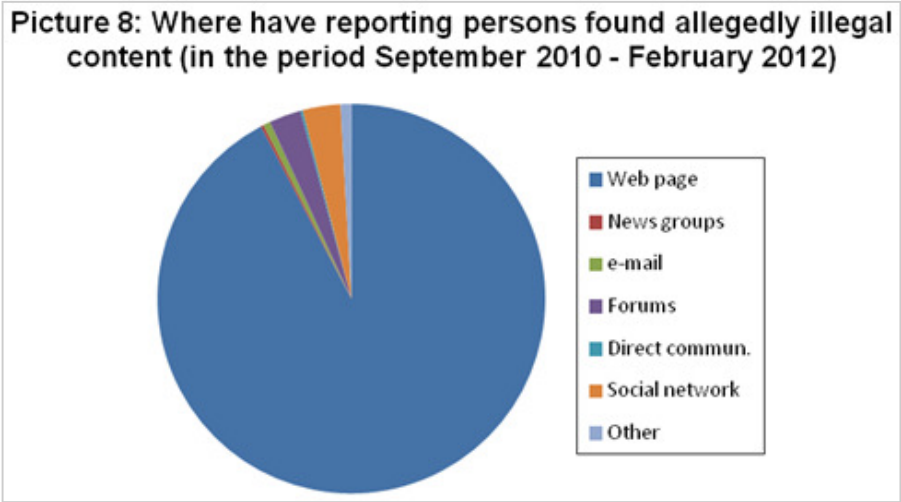
Picture 6: All the reports that have been assessed by content analyzers as allegedly illegal have been handed over to the Police. Reports, for which it was assessed that the content is located on foreign servers in countries that are members of INHOPE network, were also automatically sent to INHOPE URL Reports Management System.

In the whole reporting period there were 347 reports, forwarded to INHOPE URL Reports Management System. Slovenian Hotline Spletno oko received one report from Turkish INHOPE member, but was assessed as legal by our content analyst. In the whole period of the project duration, since March 2007 Slovenian Hotline forwarded 898 reports of allegedly illegal content to other INHOPE members and received two reports from other INHOPE member.

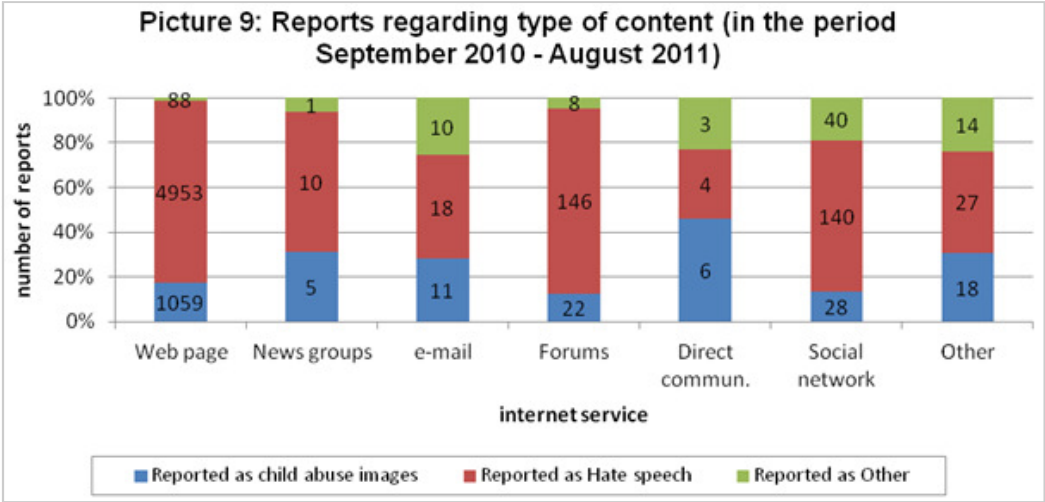


Picture 7: The structure of the reports which were assessed as allegedly illegal shows that of all reports forwarded to the Police, reports on child sexual abuse images were in majority. In the entire reporting period the content analyzers handed to the Police 202 reports of child abuse images and 102 reports of alleged hate speech.

Picture 8: Most of reported allegedly illegal content was found while browsing on the web pages and social networks.



Picture 9: Child abuse images and hate speech were mostly found on web pages, while "other" content was mostly found on web pages and social networks.



Picture 10: The majority of the allegedly illegal content (according to reports received to Spletno oko) was present on American servers (36% of all reports – in 164 cases there were child abuse images and in 19 cases allegedly hate speech), the next are servers in Slovenia (23% of all reports – in 10 cases there were child abuse images and in 105 cases allegedly hate speech), Netherlands (21% of all reports), Ukraine (6% of all reports) and Russia (1%). All illegal content on foreign servers was forwarded also to local INHOPE Hotlines.

7. COOPERATIONS

a. Cooperation with police

Slovenian Hotline Spletno oko works in collaboration with Slovenian Police from its very beginning. Our cooperation was officially confirmed on 12th February 2007, when Hotline Spletno oko and Slovenian Police signed Operational Procedures Manual and thus defined guidelines for processing reports. Cooperation between Police and Hotline Spletno oko is based on several joint activities and support on the field of illegal content on the Internet.

In addition to core Police support with investigating reports they receive from hotline Spletno oko and informing Hotline about the status of investigated reports, Police actively cooperate with Spletno oko also on other fields, such as establishing cooperation with ISPs, dealing with reports hosted on Slovenian servers, consultation on legal questions, active participation at the meetings organized by Hotline and INHOPE, help with organization of different events, and consultation on individual cases. Thus, in 2010 the representative from Police took active part at the Event on signing Memorandum of understanding for hate speech regulation, which was held on 14th December 2010. Mr. Albert Černigoj from Counterterrorism and Extreme Violence Section at the general Police Directorate had a short speech on necessity of civil society participation in hate speech regulation as well as on good cooperation between police and hotline.

Mr. Albert Černigoj from General Police Directorate had a speech at the Event on signing Memorandum of understanding for hate speech regulation

In October 2011 hotline Spletno oko in cooperation with Criminal investigation department of the General Police Directorate organized two day conference entitled **Child abuse on the Internet: the role of LEA, ISPs and Safer Internet Centre Slovenia.** Ms. Tatjana Mušič, the previous Head of Juvenile Crime section at the General Police Directorate, was of a great help and support to hotline in organizing this event, especially on preparing the agenda and inviting speakers and guests from LEA field. The conference was attended by more than 80 participants and was of great success.

National conference ***Child abuse on the Internet: the role of LEA, ISPs and Safer Internet Centre Slovenia*** *– first day*

Mr. Toni Kastelic, head of Computer investigation centre at General Police Directorate, gave a lecture on cooperation between LEA and ISPs in Slovenia

Mr. Tomaž Jakše from Computer investigation centre at Police Directorate Ljubljana, together with his collegue Toni Košnik participated at round table discussion on the second conference day

Moreover, representatives from Counterterrorism and Extreme Violence Section at the General Police Directorate participated also at two meetings of Advisory Board for hate speech regulation on web portals, meeting of working group Spletno oko and

on Project Advisory Board, which was attended also by Mr. Anton Toni Klančnik and Ms. Vesna Kern Pandev from Juvenile Crime Section at the General Police Directorate. Moreover, Ms. Tatjana Mušič, head of Juvenile Crime Section at the General Police Directorate, took part at the INHOPE Industry & Lea conference on 4th and 5th November in Amsterdam, while Mr. Borut Zalokar from Police Directorate Maribor attended INHOPE Law Enforcement & Industry Conference, which was held on 17th and 18th November 2011 in Rome in Italy.

b. Cooperation with the Office of the State Prosecutor General

The Office of State Prosecutor General of the Republic of Slovenia and Hotline Spletno oko closely cooperate in the field of consultation on legal questions, in the field of status of reports and in the field of hate speech issues. They are very cooperative at events organized by hotline.

Mr. Aleš Butala, Supreme State Prosecutor, participated as speaker at Event on signing Memorandum of Understanding for hate speech regulation on Internet, which was held on 14th December 2010. At the event, he spoke about the importance of preventive mechanisms in fighting hate speech on the Internet, while repressive instruments can be used only in extreme cases. "Not only the repression, but also the prevention, education and awareness has to be combined goal of all efforts in fighting online hate speech", stressed Mr. Butala.

Mr. Aleš Butala, Supreme State Prosecutor, participated as speaker at Event on signing Memorandum of Understanding for hate speech regulation on Internet

He also participated at round table "Ethical behaviour online", which was as opening event for Safer Internet Day organized by Safer Internet Centre Slovenia on 2nd February 2011.

Mr. Gregor Pirjevec, the prosecutor from State Prosecutor Office General, is an active member of Advisory Board for hate speech regulation on web portals and cooperative on all other hotline's activities regarding hate speech on the Internet. In year 2010/2011 Mr. Gregor Pirjevec participated at two meetings of Advisory Board for hate speech regulation on web portals. Also, he was main lecturer on the seminar for moderators on web portals, which was held on 26th January 2011.

c. Cooperation with Slovenian Internet Service Providers (ISPs)

According to the nature of Hotline's work, the importance of its cooperation with Internet Service Providers in fighting against child sexual abuse images is essential. In the first project round in years 2006 – 2008 Spletno oko collaborated with **Slovene Internet Service Provider Association (SISPA),** which unfortunately didn't bring expected results. In the second project round in years 2008 – 2010 Spletno oko thus established cooperation with Academic and Research Network of Slovenia (ARNES), which has proved as successful stroke. Besides regular meetings and opinion exchanges, ARNES provides Spletno oko with needful help in the process of re-establishing the cooperation with other Internet Service Providers. Namely, in last two years Spletno oko in cooperation with Police and ARNES strives to establish successful partnership with Slovenian Internet Service providers on the field of report processing, experience exchanging and advertising the fight against child sexual abuse material. According to achieve this aim, Spletno oko has especially for ISPs prepared Study of legal and other content aspects of Internet use, performed

induction appointments, endeavoured to establish triple cooperation between Spletno oko, Police and ISPs, and organized meeting with ISPs and other Hotline's stakeholders in 2009. Moreover, in March 2010 another meeting with ISPs was organized with our project partner ARNES. The aim of the meeting, which was attended by representatives of all biggest ISPs, was to discuss the possibilities of **Slovene Internet Service Provider Association** re–establishment. Also, legal changes, which affected the work of ISPs, were discussed. In 2011, the strongest cooperation with ISPs was regarding the reports of allegedly child abuse images on their servers. They were notified about the potentially illegal content and advised to remove it.

8. EVENTS ORGANIZED BY SPLETNO OKO

a. MEMORANDUM OF UNDERSTANDING FOR HATE SPEECH REGULATION ON WEB PORTALS, 14TH DECEMBER 2010

Slovenian hotline Spletno oko and six biggest web media in Slovenia have signed a Memorandum of understanding for hate speech regulation on the Internet. By signing the memorandum, web portals have agreed to cooperate with Spletno oko and implement guidelines defined in memorandum. Besides the obligatory registration and moderation of comments written by users, the web portals also implemented blocking system for repeated violators and placed the report button on web portals, which enables users to report hate speech directly to Spletno oko and moderator of the portal. Most importantly, by signing Memorandum of understanding a task group for hate speech regulation has been established, which aims to

define guidelines for hate speech regulation on web portals in the future.

The event organized by Spletno oko to celebrate the beginning of collaboration between hotline and six biggest media in Slovenia, was attended by many journalists and got great attention in the country. Moreover, many discussions on the boundaries between regulation of hate speech on one side and freedom of speech on the other side have been opened in the week after the event.

Six editors of web media portals are signing Memorandum of Understanding for hate speech regulation on web portals

b. HATE CRIME ON INTERNET: SEMINAR ABOUT HATE SPEECH ON WEB PORTALS, LJUBLJANA, 26TH JANUARY 2011

Hotline organized half day seminar for moderators of web portals on hate speech moderation. The title of the seminar was "Hate Crime on Internet" and was held on 26th January 2011. The lecturers were Mr. Aleš Završnik, PhD form Institute of Criminology at the Faculty of Law Ljubljana, Mr. Gregor Pirjevec from the Office of the State Prosecutor Office General, and Mr. Boštjan Berčič, PhD from Institute for economics, law and informatics. The seminar was attended by moderators of several web portals and representatives from the Office of Human Rights Ombudsman. The discussed topics of the seminar were as follows:

- Hate crime and hate speech: American, European and Slovenian fight against hate crime on the Internet (Mr. Aleš Završnik, Institute of Criminology at the Faculty of Law Ljubljana)

- Crimes on web portals with practical cases (Mr. Gregor Pirjevec, Office of the State Prosecutor Office General)
- Dilemmas of moderating user generated content (Mr. Boštjan Berčič, Institute for economics, law and informatics)

c. Round table "Ethical behaviour online", 2nd February 2011

Round table "Ethical behaviour online" hotline organized in cooperation with awareness centre SAFE-SI to celebrate Safer Internet Day 2011. We have invited many prominent speakers to this event: Deputy Ombudsman Jernej Rovšek, High State Prosecutor Aleš Butala, Internet and online media experts Mišo Alkalaj, editors of two largest media portals Saša Mrak and Sonja Merljak Zdovc, privacy expert Benjamin Lesjak and youth panel representative Luka Ivartnik. This event was attended by more than 70 participants, including 10 journalists. The topic of the round table discussion was the issue of hate speech online and the importance of raising awareness of children and teenagers but also adult users about ethical and responsible behaviour online. The main results of the discussion are 9 guidelines for ethical behaviour online.

Participants at Round table "Ethical behaviour online" on SID celebration 2011

d. Two day conference child abuse on the internet: the role of LEA, ISPs and Safer Internet Centre Slovenia

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, organized a two day conference, entitled "Child abuse on the Internet: the role of LEA, ISPs and Safer Internet Centre Slovenia." The conference was held in Ljubljana, Slovenia, on 5th and 6th October 2011.

The main aim of the conference was to inform public institutions, NGO's, ISPs and individuals about the opportunities and responsibilities they have in providing safer Internet for children and preventing the distribution of child sexual abuse material online. Speakers were mainly from public sector, such as representatives from LEA, prosecutors, and representatives from Information Commissioner office and Ministries, but also ISPs as representatives of industry and private sector. Special guests of the conference were Mr. Michael Moran, Assistant Director for Cyber Security and Crime at Interpol, and Andreas Wildberger, director of the Association of Austrian Internet service providers. Overall the conference was attended by over 80 representatives from the police, public prosecution, NGO's, academia, and industry.

Michael Moran

The conference was divided in two parts; on the first day the focus was mainly on issues regarding investigation, prosecution and legislation while dealing with child abuse images online, while the second day was dedicated to the role of ISPs in reducing illegal content online and their

cooperation with LEA. The main event of the second day was a round table of representatives from law enforcement, public prosecution, Safer Internet Centre, Information Commissioner office, Association for informatics and telecommunications, Ministry for higher education, science and technology, and ISPs. The focus of the discussion was cooperation between ISPs, LEA and Safer Internet Centre while dealing with child abuse material online. Participants presented and contested views on issues such as the current legislation, collaboration practices, regulation and self–regulation. One of the focal points of the discussion was also how to improve collaboration between law enforcement and ISP's.

First day of the Conference

Despite some issues, such as conflicting laws in the Slovenian legislation, the guest speaker Mr. Michael Moran acknowledged the collaboration of different organizations in battling child abuse images online in Slovenia as a big step forward. At the same time, the participants expressed the will to continue the discussions on how to work better together in order to curtail the problem of child sexual abuse online.

Second day of the conference: Round table on the role of ISPs in combating child abuse images on the Internet

9. PROMOTION OF HOTLINE SPLETNO OKO

We are aware how important good promotion is for success of Hotline Spletno oko; more people know about Spletno oko, more possibilities exist that found illegal content will be reported and thus further investigated. Thus we promote the Hotline through several advertising tools and means, such as distributing bookmarks, posters, leaflets, and pens, and performing banners and logotypes on web pages with high rates of visitation.

Also, some press releases, interviews and presentations on Hotline Spletno oko have been given to media, and articles on hate speech have been published in few publications.

Reporting button "Prijavi sovražni govor", which appears on six media portals and enables users to report hate speech

Posters, disseminated in all Slovenian libraries and youth organisations

Bookmarks, distributed to all Slovenian libraries for general users and students at the Slovenian faculties youth organisations

Banners Spletno oko, performed on various web pages

Leaflets, distributed at conferences and other relevant events

Spletno oko promotional pens

G. PROJECT ADVISORY BOARD

Cooperation at the national level with all relevant stakeholders goes in many different directions. Our Centre has built a strong network of national stakeholders consisting of institutions representing the majority of entities associated with the topic of safer Internet use in Slovenia.

We estimate that the strategy of a broad (all–inclusive) Advisory Board and number of smaller working groups is optimal for the specific Slovenian environment and will further expand our cooperation with all stakeholders.

In the period from September 2010 the Advisory Board members met at three occasions, on 24th November 2010, on 27th May 2011 and on 14th December 2011.

Current members in Advisory Board (29th February 2012):

Governmental bodies

- Directorate for the Information Society – Ministry of Higher Education, Science and Technology
- Office of the Human Rights Ombudsman
- Ministry of Education and Sport
- Office of the Information Commissioner
- Post and Electronic Communication Agency of the Republic of Slovenia
- General Police Directorate
- The Office of the State Prosecutor General of the Republic of Slovenia

Media

- RTV Slovenia

Non–governmental organisations:

- MISSS (Youth informative Counselling Centre of Slovenia)

- The Club of the Youth for the Creativity
- White Circle Association
- ZPMS (Association of Friends of Youth Slovenia)
- UNICEF Slovenia

National project:

- E–education project

Experts:

- Dr. Marko Hölbl, University of Maribor, the Faculty of Electrical Engineering and Computer Sciences
- dr. Bojana Lobe, researcher (EuKidsOnline project), Faculty of Social Sciences
- mag. Đulijana Juričić, Primary school teacher
- dr. Aleš Završnik, Institute of Criminology at the Faculty of Law Ljubljana
- mag. Danijela Frangež, Faculty of Criminal Justice and Security, University of Maribor
- mag. Benjamin Lesjak, Faculty of Law, University of Maribor

Companies:

- Microsoft Slovenia
- Najdi.si (Slovenian Search Engine),
- Telemach d.d.

Association:

- SISPA (Slovene Internet Service Provider Association) at Chamber of Commerce and Industry of Slovenia

H. THE ROAD AHEAD

The Centre for Safer Internet Slovenia is a central point in the country for the Internet safety issues. In the following years the Centre will continue its mission of raising awareness and fighting against illegal online content along with the active contribution to the objectives of Safer Internet Programme by intense involvement in the activities national and worldwide.

The competence and reputation obtained in the past six years will be further exploited in order to fulfil the mission entirely. We will strive for:

- The further development and implementation (with other stakeholders) of the training network system for educating target groups in schools.
- An improved online presence through the Centre's comprehensive website, social networking sites (e.g. Facebook) and other content–based alliances.
- Production of printed and online awareness–raising activities and resources for each target group and dissemination through all relevant offline and online channels.
- Implementing the concept of a large Advisory Board covering all key national stakeholders, while at the same time expanding and strengthening the operational activities of the Working Groups.
- The increased visibility and full integration of online safety topics in the existing national helpline TOM TELEFON.
- Maintaining the status achieved that Slovenia is a country where child abuse images are not hosted.
- Active involvement in activities to reduce hate speech on the Slovenian web.

- Proactive lobbying for the faster adoption, ratification and harmonisation of national legislation in the area of child abuse images and hate speech.
- Active cooperation and synergy with other projects, Centres in the European networks and non–EU countries in the Balkan region.

I. FURTHER INFORMATION

Contacts:

- prof. dr. **Vasja Vehovar**, project leader, University of Ljubljana, Faculty of Social Sciences, e–mail address: vasja.vehovar@guest.arnes.si.
- **Tanja Šterk**, SAFE–SI project coordinator, University of Ljubljana, Faculty of Social Sciences, e–mail address: tanja@ris.org.
- **Lija Mihelič,** SPLETNO OKO project coordinator, University of Ljubljana, Faculty of Social Sciences, e–mail address: lija@ris.org.
- **Urša Šmid Božičevič**, NASVET ZA NET project coordinator, Slovenian Consumers' Association, e–mail address: ursa.smid@zps.si.

SOURCES

1. http://ec.europa.eu/information_society/activities/sip/policy/programme/index_en.htm
2. Usage of information and communication technologies in households and by individuals, detailed data, Slovenia, 2010 – final data, accessible at: http://www.stat.si/eng/novica_prikazi.aspx?id=3604 (15.3.2011)
3. Few Parents in Slovenia Follow Children's Use of Internet, accessible at: http://www.sta.si/vest.php?s=s&id=1595473
4. Accessible at: http://www.safe.si/db/6/2385//Vecina_Slovencev_bi_otrokom_omejila_neprimerne_vsebine_na_spletu_in_mobilcih/
5. Internet in everyday life of Slovenian children and youth, accessible at: http://www.safe.si/uploadi/editor/1297947005MLADINANETU_porocilo.pdf
6. http://www.policija.si/images/stories/DelovnaPodrocja/Kriminaliteta/Statistika/PDF/delo-krim2002.pdf
7. http://www.policija.si/images/stories/DelovnaPodrocja/Kriminaliteta/Statistika/PDF/delo-krim2010.pdf
8. Statistical data in txt form; kd2005.zip. Available on http://www.policija.si/index.php/statistika/kriminaliteta
9. Statistical data in txt form; kd2008.zip. Available on http://www.policija.si/index.php/statistika/kriminaliteta
10. Statistical data in txt form; kd2009.zip. Available on http://www.policija.si/index.php/statistika/kriminaliteta
11. http://www.dt-rs.si/documents/Letno_porocilo_06.pdf
12. http://www.dt-rs.si/documents/Letno__POROCILO_2007_24.pdf
13. http://www.dt-rs.si/documents/POROCILO-2008-koncna8.pdf
14. http://www.dt-rs.si/uploads/documents/letno%20porocilo/POROCILO-2009.pdf
15. http://www.dt-rs.si/uploads/documents/letno%20porocilo/POROCILO-2010-koncno_III.pdf

16. http://www.policija.si/images/stories/DelovnaPodrocja/Kriminaliteta/Statistika/PDF/delo-krim2010.pdf
17. Statistical data in txt form; kd2009.zip. Available on http://www.policija.si/index.php/statistika/kriminaliteta
18. Statistical data in txt form; kd2008.zip. Available on http://www.policija.si/index.php/statistika/kriminaliteta
19. Statistical data in txt form; kd2007.zip. Available on http://www.policija.si/index.php/statistika/kriminaliteta
20. Statistical data in txt form; kd2006.zip. Available on http://www.policija.si/index.php/statistika/kriminaliteta
21. Statistical data in txt form; kd2005.zip. Available on http://www.policija.si/index.php/statistika/kriminaliteta

SAFER INTERNET CENTRE SLOVENIA IS CO-FINANCED BY:

EUROPEAN COMMISSION

REPUBLIKA SLOVENIJA
MINISTRSTVO ZA VISOKO ŠOLSTVO,
ZNANOST IN TEHNOLOGIJO

and supported by: