SI-2009-SIC-123906

Safer Internet DE SIC

Final assessment report

Deliverable number	*D-2.3*
Dissemination level	*PU*
Delivery date	*29 February 2012*
Status	*Final*
Author(s)	*LMK, LfM, eco, FSM, jugendschutz.net, NgK*

Safer Internet *plus*

---

[1] OJ L 149, 11.6.2005, p. 1.

About the Assessment Platform

Assessment Platform for Safer Internet Centres

'Together, we are making a difference...'

This template was developed as a joint document based on earlier separate versions in use by awareness centres and hotlines which underwent major revisions in 2010, supported by a Working Group and individual experts, to meet the requirements and aspirations of the 2009-2013 Safer Internet Programme. It was approved by the EC on 31 July 2010.

This document has two purposes:

- *Self-assessment* : to provide the combined Safer Internet Centres (and/or individual hotlines and helplines) with the tools, methods and systems by which the progress made towards the project goals can be monitored and the impact of the project in key areas of internet safety awareness be assessed

- *European level comparison* : to provide a common assessment template that members of the various respective European networks will use for conducting their intermediate and final assessments, to facilitate accountability, decision-making, learning, drawing lessons, improvement and cross-European comparison by the European Commission. Key words: assessment, evaluation, impact, indicators, methodology, output, progress, project goals

Part A: About you and the context in which you are working

This tab should only be completed by the authorised Safer Internet Centre Coordinator.

Please **remember to save your input at regular intervals** using the save button at the bottom of the screen. Your session will timeout after a period of two hours, and any work unsaved at that time will be lost.

Please do not complete or save on other tabs within this form as you will risk overwriting input from other parts of the Safer Internet Centre.

Once all parts of the form are complete, the SIC Coordinator should submit the form using the final tab.

Your project's name (acronym): *	Safer Internet Centre DE
Unique reference number: *	SI-2009-SIC-123906
Country: *	Germany
Reporting period from: *	01/09/2010
Reporting period to: *	29/02/2012

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Some key indicators about your country

Total population of your country (in millions):	81.75
How many children and young people under the age of 18 live in your country (in millions)?	19.2
Number of children as a percentage of the total population:	23.48
Major language group(s):	German
Other important language groups in your country:	Turkish, Russian, Arabic

Number of schools in your country (obtainable from Eurydice)

Primary/elementary level (approx. ages 5-11):	17.999
If your country uses alternative age divisions, please give brief details:	
Secondary level (approx. 12-16):	16.611
If your country uses alternative age divisions, please give brief details:	
Number of teachers in your country (from Eurydice):	664.288

What is the level of use of the internet and new online technologies?

Percentage of internet penetration (i.e. access to the internet) by adults:	74.7
Percentage of internet penetration (i.e. access to the internet) by children (schools):	97.7
Percentage of internet penetration (i.e. access to the internet) by children (home):	
Percentage of mobile phone penetration by adults:	78
Percentage of mobile phone penetration by children (all):	97
If known, by 12-16 year-olds:	96
If known, by 5-11 year-olds:	54
Number of Public Internet Access Points (PIAPs) - these are public places where people can access ICT technology (to report the data available through official statistics):	
Number of Libraries:	10.855
Number of Internet Service Providers based in your country:	315
Number of mobile phone providers based in your country:	170

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

About your organisation

Organisation details

The information in this section should relate to A2 - Proposal Submission Form.

| **Have any of the organisation's (not the project's) details changed since your application was submitted?** | No |

If **yes** , please state:

Website URL:	www.saferinternet.de
The main contact for the organisation (title, first name, surname):	Peter Behrens
Position in organisation/job title:	Head of department at LMK, Coordinator Safer Internet DE
Other relevant changes:	

Project details

Main contact for the project (project coordinator) (title, first name, surname):	Peter Behrens
Position in organisation/job title (if applicable):	Head of department at LMK
Work address:	Turmstraße 10, P.O. Box 217263, 67072 Ludwigshafen
Telephone number:	+49 621 5202-270
Mobile number:	+49 170 544 04 76
Email address:	Behrens@lmk-online.de
If any of your project coordinator's contact details have changed since your last report (if applicable), please say what has changed and why. Also use this space to report any other relevant changes.	

If your project consists of a consortium, please give details of the organisations and key participants.

Name of consortium member organisation	Name of contact person	Year when organisation was created (YYYY)	Key area(s) of expertise/contribution/responsibility regarding the project	Comments (if any)

Landeszentrale für Medien und Kommunikation (LMK) Rheinland-Pfalz	Peter BEHRENS	1984	Awareness Centre (klicksafe), Coordinator Saferinternet DE Coordinator – CO
Landesanstalt für Medien Nordrhein-Westfalen (LfM)	Mechthild APPELHOFF	1987	Awareness Centre (klicksafe)
Verband der deutschen Internetwirtschaft e.V. – eco	Frank ACKERMANN	1995	Hotline (IBSDE)
Freiwillige Selbstkontrolle Multimedia-Diensteanbietere.V. (FSM)	Sabine FRANK	1997	Hotline (IBSDE)
LPR-Trägergesellschaft jugendschutz.net gGmbH	Friedemann SCHINDLER	1997	Hotline (jugendschutz.net)
Nummer gegen Kummer e.V.	Beate FRIESE	1980	Helpline

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

National cooperation

This section relates to **Work Package 3:** "Ensure networking with relevant actors at national, regional and local levels."

Details of meeting/events held (Advisory Board meetings and other meetings/events relevant to the project):

Date (DD/MM/YYYY)	Type of meeting	Comments
07-08/09/2011	Advisory Board Meeting	Meeting with 21 members of the Safer Internet DE Advisory Board in Berlin.

Youth/children's panel

Please give details of the children and young people's stakeholders in the Youth Panel.
(If age groupings differ, please keep consistent with your country's divisions as indicated above)

	Details	Comments
Total number of children and young people	10	all 15-17 years old
Gender: Female	5	
Gender: Male	5	
Age group: 17+		
Age group: 12-16		
Age group: 5-11		

Thank you for completing this part of the form.

Please remember to **Save** your input (at bottom of page) before progressing to the next part of the form.

Part B: Hotlines

This tab should only be completed by an authorised member of staff from the Hotline.

Please **remember to save your input at regular intervals** using the save button at the bottom of the screen.
Your session will timeout after a period of two hours, and any work unsaved at that time will be lost.

Please do not complete or save on other tabs within this form as you will risk overwriting input from other parts of the Safer Internet Centre. The final form submission must only be made by the SIC Coordinator.

Please click here for notes and background information on completing Part B (opens in a new browser window).

Hotline organisation

In which year was this hotline established (YYYY): 2004

Please give brief details of any previous internet hotline(s) in your country of operation, if applicable: IBSDE is a joint project run by eco and FSM as independent organisations. Both eco and FSM had successfully been operating a hotline for several years before in 2004 they set up a joint website (www.internet-beschwerdestelle.de) as single non-governmental contact point to which all kind of illegal and harmful content and activities on the Internet can be reported.

Is the hotline:	part of a larger organisation e.g. Save the Children?
If the hotline is part of a larger organisation, please give details of the 'parent' organisation (name, sector, nature of support for hotline, nature of oversight of hotline).	eco is the German ISPA and represents around 230 'backbone' organisations of the German Internet, as well as all enterprises that make commercial use of the Internet. It represents these companies in political and international arenas, encourages communication amongst market participants and supports the marketing of their products. Fighting and tackling illegal and harmful content online is an important issue at eco and the hotline is one of the major projects run by eco for more than 10 years now. The excellent contacts to ISPs are key for eco's successful hotline work. Financial support to the hotline is given by eco e.g. by running member services related to self regulation and tackling illegal content and behaviour online (such as ICTF and CSA). FSM is the self regulatory body for the German content providers and represents a variety of multimedia service providers as well as mobile phone network operators. The FSM is accredited by the Commission for the Protection of Minors in the Media (Kommission für Jugendmedienschutz - KJM), the joint body of the German Federal States to deal with youth protection in the media. FSM is a registered association founded in 1997 by e-commerce alliances and companies and is dedicated to the protection of youths and minors. By establishing several codes of conduct for different groups of industries and/or services, the FSM has contributed significantly to the improvement of youth protection especially on websites and in internet services in Germany. These codes of conduct have proved to be a reliable means of self regulation as they help to achieve major improvements in a very short time and thus can render complicated legislation unnecessary. Signing these codes of conduct has helped companies and services to convince their users and customers of both the necessity of youth protection and the advantages over other services that refrain from affiliating to the FSM and its codes.
Please use this space if required to give an overview of the hotline's relationship with the 'parent' organisation (if applicable).	
Do any other hotlines which operate in your country deal with reports of illegal online content (e.g. police hotlines)?	Yes
If yes, please give brief details:	Jugendschutz.net; NAAIN (No Abuse on the Internet)

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 1 - Resources

About your inputs - some of the resources available to you
Input indicators are the resources allocated to your project, such as the number of people, the time spent (person months), and revenue and funding sources.

1.1 Human resources

1.1.2 Staff

How many staff (full-time equivalent) work as hotline operators i.e. handling reports?   3.23

How many staff (full-time equivalent) work in other capacities for the hotline (e.g. management, lawyers, media liaison)?   1.85

1.1.3 Professional operational support

Please note here any key persons who have contributed to the project in an unpaid capacity e.g. as experts/advisors etc (if any) - not consortium members.

Name	Key area(s) of expertise	Contribution to project (role)	Number of hours/days contributed

1.1.4 Staff support and development

COUNSELLING (i.e. one-to-one psychological support for the staff)

Is counselling available for hotline staff?   Yes

If yes, is this: optional?

How frequently does counselling take place?

Please add any further comments about counselling if required: Frequency: when the need arises
Counselling is available during working hours.

TRAINING

Does the hotline have a structured training programme to improve staff skills and keep knowledge current?   Yes

Do members of staff receive training on relevant national legislation?   Yes

Do members of staff receive training on   Yes

relevant international conventions and protocols?

In the reporting period, have members participated in internal (I) or external (E) training opportunities?

Yes

If yes, for each training opportunity please note the following:

Title and theme	I / E	Date(s) (DD/MM/YYYY)	Number of staff attending	Key learning points
INHOPE Tracing Course	E	28/09/2010	2	Tracing Internet content; use of IHRMS
Operational Training and Headsup	I	29/07/2011	4	Comms w/ LEAs and Partner Hotlines, update on use of IHRMS, exchange on assessment practice
Inhope Advanced Training – Amsterdam/Holland	E	13-14/12/2011	2	INHOPE URL Database
INHOPE Regional Training - Bucharest, Romania	E	15-18/01/2012	1	Tracing, IHRMS, Statistics & Hotline operations

Please describe how key learning points are cascaded internally, i.e. how are they passed on to other members of staff who did not participate but would benefit from the lessons learned.

Sharing relevant information by reporting (orally or in writing); sharing documents

INDUCTION AND MENTORING FOR NEW STAFF

Please describe how new staff are introduced and supported.

Before new staff members start working for the hotline, training takes place (training is also provided during their work on an ad-hoc basis when the need arises). The kind of material IBSDE deals with makes it necessary to introduce new staff very carefully and to make them aware of long-term consequences of dealing with illegal and sometimes very disturbing Internet content. Initial training also covers instructions on the implications of data protection legislation and other legal rules applying to the hotline work as well as instructions on new technological and market developments which have an impact on the hotline work.
Technical training is provided by 'senior' analysts and/or during INHOPE training courses.

A staff welfare policy is in place which is introduced to staff members before they get employed. Psychological coaching / counselling is offered to hotline analysts.

CONTINGENCY AND SUCCESSION PLANNING

Please describe what arrangements are in place to ensure smooth and seamless operation of the hotline in the event of management or staff absence or resignation.

Sufficient capacities are in place to ensure redundant competent manpower at any time on both staff- and management-level. Should staff members resign, successors are introduced as early as possible so enough transitional time is available.

1.2 Policies

Which of the following policies are in place for your hotline? Please give links to online content if available.

Staff welfare (concerning issues such as staff recruitment and selection, induction, training, counselling, physical safety, mental and emotional wellbeing)?

Yes

Link to online content (if available):

Privacy (concerning the secure acquisition, storage and disposal of (sometimes sensitive) personal data about individuals and about reported content)?

Yes

Link to online content (if available):

http://www.internet-beschwerdestelle.de/en/complaint/dataprotection/index.htm

View the notes and background information on completing Part B to see an example privacy policy from the Czech hotline.

Other?

No

If yes, please give details:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 2 - Operation

2.1 Remit

TYPE OF CONTENT

Please indicate the types of content handled by the hotline and the approximate volume of workload represented.

Type of content	Approximate % of hotline workload
Child sexual abuse images (see definition 1 below)	46.41
Online grooming (see definition 2 below)	less than 0.1
Hate speech (see definition 3 below)	1.52
Child erotica	6.2
Free accessible adult porn	5.68
Harmful content	7.14

Note: Percentage is based on incoming reports
(excluding complaints about spam not containing or

referring to illegal content), not on time spent by dealing
with the reports as this is not measured

Definitions:

1: Child pornography has different legal definitions in different countries. The minimum defines child pornography as a picture that shows a person who is a child and engaged in or is depicted as being engaged in explicit sexual activity.
(http://www.inhope.org/gns/internet-concerns/overview-of-the-problem/child-pornography.aspx)

2: The use of the Internet by adults with a sexual interest in children to initiate conversations with likely victims with a view to establishing a sexual relationship.
(http://www.inhope.org/gns/internet-concerns/overview-of-the-problem/online-grooming.aspx)

3: Differences in national legislation exist, but typically the common ground across countries is where websites encourage individuals to act on the views presented. Incitement to action as a result of hate speech may then be classified as illegal.
(http://www.inhope.org/gns/internet-concerns/overview-of-the-problem/hate-speech.aspx)

LOCATION OF CONTENT

Please indicate the online applications and platforms handled by the hotline and approximate proportion of reports received.
(*NOTE: this relates to the area of the internet or type of device on which an incident has occurred, rather than the method used to contact the hotline about the problem*)

Location of content	Approximate % of reports received
Websites	17.69
Email	78.00
Social networking services	
Peer 2 Peer	0.64

Mobile phones	0.01
Newsgroups	1.48
Chat	0.04

Note: Percentage is based on incoming reports (excluding complaints about spam not containing or

referring to illegal content), not on time spent by dealing with the reports as this is not measured

LANGUAGES

Please indicate which languages can be supported by the hotline:

a) for submission of reports via the online form German, English

b) for submission of reports via email German, English

c) for reviewing of reported content German, English, Dutch, French, Spanish, Russian, Polish, Bulgarian, Arabian, Latvian, Italian

d) to communicate with its target groups via German, English, French, Russian, Bulgarian, Arabian, Latvian, Polish

events, publications, the website and the media

2.2 Procedures

Please give a link to an online copy of your http://www.internet-beschwerdestelle.de/beschwerde/verfahrensordnung/index.htm

procedures manual if available or append a

copy of a report process chart or outline.

View the notes and background information on completing Part B to see an example of a report process from the Austrian hotline.

Are operational protocols in place relating to Yes

law enforcement authorities, including

agreement with the police on a standard

operating procedure for notice and take-down?

Are operational procedures based on national No

and international certified quality systems eg

ISO 9000:2008; UNI 11200:2006; ISO 27001?

Yes

Can reports be submitted to the hotline on a 24/7 basis?

If no, please indicate the hours during which reports can be submitted:

Please indicate the channels by which reports can be made to the hotline and the approximate proportion of reports represented:

Channel	Approximate % of reports received
Online form	More than 95% of the reports have been received by online form, email or IHRMS.
Email	
Other (please specify and add more rows as necessary)	

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 3 - Key audiences

Please use the table below to rank the key stakeholders and audience(s) to whom you need to communicate information about the hotline. For each audience type use a scale of 0 to 5, where 0 indicates that the audience is not relevant to the hotline and 5 indicates that the audience is extremely important to the hotline.

Key audience	Ranking (0 to 5)
Individual Internet users	5
Multiplier organisations eg schools, parents' organisations	5
Law enforcement	5
ISPs and mobile operators	5
Press and media	4
Policymakers	5
Other (please specify)	

Please indicate the methods by which you most frequently communicate with your key audiences:

Electronic newsletter
Press release
Twitter

Meetings or events
Other

If other, please specify:

Lectures

Please indicate any groups within your country who may be particularly vulnerable to online risk, and explain why. What measures does the hotline take to communicate with these specific audiences?

All Internet users can access illegal and harmful content while minors are considered especially vulnerable. Measures taken by IBSDE: Training seminars for multipliers (e.g. for teachers); give information on the occasion of events (e.g. information desk at the CeBIT) and on the website.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 4 - Outputs

About your OUTPUTS – the resources you are creating and disseminating

In order to try to assess the impact of your hotline's activity, please provide the information requested in the sections below. These are your **output indicators** .

View the notes and background information on completing Part B for further information on **challenges** for hotlines in assessing increases or decreases in reporting levels.

4.1 Reports

INHOPE will continue to request your statistics via monthly submission of the standard template. Please append to this document copies of your statistics templates during the period covered by this assessment (as a single file below). Please also complete the summary table in Section 6 below.

In addition, please provide the following information:

Please note any increase (+) or decrease (-) in the total number of reports processed by the hotline since the start of the reporting period.

No significant increase or decrease

Please note any increase (+) or decrease (-) in the number of instances of illegal material hosted in your country of operation since the start of the reporting period.

No significant increase or decrease

Please note any increase (+) or decrease (-) in the number of instances of illegal material forwarded to an INHOPE partner hotline since the start of the reporting period.	No significant increase or decrease
Please note any trends relating to the production, hosting and distribution of illegal content as identified by your hotline's operation.	
Please give details of any success stories - police operations, prosecution and convictions - associated with your hotline's activity during the reporting period.	Such feedback from LE is unfortunately not given. Other success stories: A new, reviewed MoU with the German Federal Criminal Police Office has been signed in March 2011 which also includes NTD procedures. CSAM hosted in Germany has been removed by the hosting provider in a short period of time after notification. In 95% the hotline of eco determined that the ISP has taken down the content within 2 working days after notification (1.9.2010-29.2.2012). During the reporting period 01.09.2011 – 29.2.2012 the hotline of FSM determined, that in the average, it took 3 days between receiving a report about CAM and the content being taken down. The findings of eco for the period 01.09.2011 – 29.2.2012 are that on average it took 2,4 days after the hotline received the report.

4.2 Visibility

Note: it is primarily the responsibility of the awareness centre to disseminate information to end users and multiplier organisations about all aspects of the Safer Internet Centre. However, according to section 4.1 Action 2.1 of the Safer Internet Work Programme 2010 , hotlines are required to actively inform users of the hotline's remit and how to contact it. There will therefore be occasions when it is appropriate for hotlines to attend or organise events, distribute promotional material or liaise with the media about their specific role and function. Similarly the hotline website is an extremely important interface with the public and other relevant stakeholders.

4.2.1 Events

Number of events attended by the hotline during the reporting period in order to raise awareness of its operation:	38

For each event please note the following:

Title	Organiser	Date(s) (DD/MM/YYYY)	Target audience	Staff attending	External participants
Conference „Ein Netz für Kinder"		09/09/2010		Katja Lange	
Annual Assembly Bundesprüfstelle für		22-23/09/2010		Otto Vollmers	

Jugendgefährdende Medien			
Medien Impuls „Digitalisierung sozialer Beziehungen – Wie Social Communities die Kindheit verändern"	Event organised by FSM in cooperation with FSF (Self-regulatory organisation for Television)	23/09/2010	Katja Lange, Gregor Schwarz, Otto Vollmers
Training Course for teachers on the safe and legal use of the Internet	organised by eco and lo-net GmbH	24/09/2010	Frank Ackermann, Alexandra Koch-Skiba
Junge Presse Köln		24/09/2010	Frank Ackermann
saferinternet.pl / Klicksafe Conference Warsaw		27-28/09/2010	Frank Ackermann
Eltern-Medien-Trainer, Hannover		02/10/2010	Martin Drechsler
„Machtlos gegen Hass im Internet – Instrumente und Strategien zur grenzüberschreitenden Zusammenarbeit",	Deutsche Richterakademie Wustrau	13/10/2010	Martin Drechsler
Visit of Mr. Kensuke Nishimura (Interview for the Japanese Cabinet Office)		13/10/2010	Frank Ackermann, Alexandra Koch-Skiba
	Hochschule der populären Künste	22/10/2010	Katja Lange, Sandra Walter
Seminar	Universität Leipzig	10/11/2010	Otto Vollmers
Regulation of Internet Content	University of Edinburgh	12/11/2010	Frank Ackermann
White IT Symposium, Hannover		23-24/11/2010	Frank Ackermann, Gregor Schwarz
Klicksafe / EU-Kids-Online Conference,		07/12/2010	Frank Ackermann

Berlin

Medienimpuls	event in cooperation with FSF „Regulierung mit begrenzter Wirkung - Jugendschutz in der modernen Mediengesellschaft", Berlin Bertelsmann-Stiftung	15/02/2011	Sabine Frank, Katja Lange
CeBIT, information desk promoting the hotline and its work to the public		01-05/03/2011	Frank Ackermann, Rita Busa, Alexandra Koch-Skiba
	Academy of European Law	16-18/03/2011	Frank Ackermann
DigitalRoundTable, presentation on children's rights and parents' obligations, promoting the hotline and its work		23/03/2011	Martin Drechsler
World Hosting Days, promoting IBSDE at an info stand		23-24/03/2011	Frank Ackermann
IT Trends Sicherheit, presentation on a safe Internet use and the hotline work as well as IBSDE to schoolchildren and teachers		30/03/2011	Alexandra Koch-Skiba
Cybercrime Conference Budapest, presentation of IBSDE		11-12/04/2011	Frank Ackermann
JMStVCamp, promoting the hotline and its work, setting		30/04/2011	Martin Drechsler

IBSDE into the context of the German system of regulated self-regulation		
Medientreffpunkt Mitteldeutschland, discussion on regulatory issues, promoting the hotline and its work	03/05/2011	Sabine Frank
Convention of Experts, Federal Criminal Police Office, introducing the hotline and its work to high rank police representatives and prosecutors	17-18/05/2011	Martin Drechsler
Bits21 Fair, promoting the hotline and its work	26/05/2011	Katja Lange
Deutscher Präventionstag, presentation of IBSDE	30-31/05/2011	Frank Ackermann
, LAFP Neuss: presentation of IBSDE	16/06/2011	Frank Ackermann
Akademie des Deutschen Buchhandels, Munich, seminar on youth protection in new media	28/06/2011	Martin Drechsler
Berlin House of Representatives, introducing the hotline and its work to Representatives of the Green party	30/06/2011	Martin Drechsler
gamescom, promoting the	17-19/08/2011	Otto Vollmers, Gregor Schwarz,

hotline and its work			Martin Drechsler
SaferInternet: Keeping Children and Younf People Safe Online, Warschau		20-21/09/2011	
White IT Symposium Vortrag Internetnutzung v. Kindern und Jugendlichen – Hannover		21-22/09/2011	Gregor Schwarz, Frank Ackermann
Web 3.0 – Challanges for Media Pedagogy and Youth Protection – Stuttgart		11/10/2011	
	Medienimpuls, event organised by FSM and FSF including presentation of IBSDE work.	08/11/2011	
Symposium Cybercrime: Possibilities and boundaries of investigations in the internet, particulary in social networks – Oranienburg		15/11/2011	
Seminar Youth protection on the internet	MediaDesign Hochschule, Berlin	28/11/2011	
Seminar „Youth protection in the new media and voluntary self control– Akademie des deutschen Buchhandels München		09/12/2012	
Seminar „Youth		18/01/2012	

protection on the internet" – Universität Leipzig		
participation: nordmedia-Talk spezial: "Gute Seiten, schlechte Seiten" ("Good Sites, Bad Sites")	SID 2011 08/02/2011	
contribution to 2011 Klicksafe dossier "Pubertät – Aufwachsen in sexualisierten Lebenswelten" ("Puberty – growing up in sexualised living environments")	SID 2011 08/02/2011	
Martin Drechsler as an expert in a simulated parliamentary debate of the Landtag Brandenburg for minors on the subject of Youth media protection online http://www .landtag .brandenburg.de /sixcms/detail.php /bb1.c.273990.de? _referer=. http:/ /www.landtag .brandenburg.de/de /Bildergalerie /538130?skip=8 The activities of IBSDE were presented in the session	SID 2012 07/02/2012	Martin Drechsler
Activities on the media awareness platform „internauten" (website for awareness for children): Parents	SID 2012 07/02/2012	

were offered the possibility to ask questions about media education to the editorial department. With a help of a mother and a pedagogue parents got counselling. The most important questions and answers were published on the parents- and educators area of the website. Additionally a chat for children with one of the characters of the Internauten „Nina" took place on the subject of „Fit on the i

Story board related to children and teenager promoting the hotline work has been developed and sent out to several radio and tv stations such as "logo" and "lilipuz radio".

SID 2012
07/02/2012

Is the Safer Internet Programme appropriately acknowledged at all presentations or events relating to your hotline?

Yes

Please give details of any activities undertaken by the hotline during the reporting period to mark Safer Internet Day.

4.2.2 Publications

Number of printed/digital publications relating specifically to the hotline (please append a

1

hard copy or provide link to online version below):

Link to online version (if available):

For each publication please note the following:

Title	Date (DD/MM/YYYY)	Target audience	Hard copies distributed	Digital copies downloaded
leaflet "Internet Beschwerdestelle"		all	1500	

Is the Safer Internet Programme appropriately acknowledged in all hotline publications?   Yes

4.2.3 Hotline website

Please give the URL of your hotline's website: www.internet-beschwerdestelle.de

If your hotline has a presence on Facebook, Twitter or other social networking services, please give details.   Twitter: @FSM_de, @eco_de

Is your hotline report button or link available on or clearly signposted from every page of your hotline website?   Yes

Please provide the following website statistics for the reporting period:

URL (including Facebook, Twitter, other)	Unique visitors	Total page views	Average time spent on website	Number of referring sites
www.internet-beschwerdestelle.de	24.238	78.961	00:01:26	1.143
09/2011-02/2012	11.160	17.858	00:00:51	528

Please indicate the most popular page on your   http://www.internet-beschwerdestelle.de/beschwerde/einreichen/spam/index.htm

hotline website according to the number of page views.

Please indicate the most popular page on your hotline website according to the average length of time spent on the page.

http://www.internet-beschwerdestelle.de/beschwerde/einreichen/spam/index.htm

Please note any increase (+) or decrease (-) in the number of unique visitors to your hotline website since the start of the reporting period.

Please note any other website patterns or trends which have been identified during the reporting period.

Is the Safer Internet Programme appropriately acknowledged on your hotline website?

Yes

4.2.4 Media coverage

Number of press releases issued by the hotline (please append a hard copy or provide a link to online version below):

2

Link to online version (if available):

For each press release please note the following:

Theme	Date (DD/MM/YYYY)	Target Audience	Copies (hard or digital downloads)	Instances of publication
Notice and Takedown	01/09/2010	General public		
Notice and Takedown	08/11/2010	General public		
SID 2012	29/02/2012	General public		SID 2012 (together with all partners within Saferinternet.de)

Number of media interviews or reports relating directly to the hotline:

For each interview or report please note the following:

Theme	Date (DD/MM/YYYY)	Programme or publication	Approximate size of audience or readership
Report Button	30/07/2011	ZDF	
The FSM and Internet-Beschwerdestelle	01/12/2011	Interview Radio B2	
Cybergrooming	26/02/2012	RBB	

Please highlight any key instances of media coverage of the hotline (please append a copy or give a link to online version below).

http://www.heise.de/newsticker/meldung/eco-Kampf-gegen-Kinderpornografie-im-Web-erfolgreich-1171092.html

http://www.maerkischeallgemeine.de/cms/beitrag/12138892/7249920/Der-gute-Ruf-im-Web-Unliebsame-Inhalte-entfernen.html

Link to online version (if available):

Please note and comment on any national media coverage or discussion that have been of special interest to the hotline.

http://www.dradio.de/dlf/sendungen/hintergrundpolitik/1346850/

http://www.zeit.de/digital/internet/2010-09/eu-netzsperren-kinderpornografie

Please note any steps taken to assess the level of visibility of the hotline among a) the general public, and b) key audiences.

An awareness survey across the public would be a very good possibility to assess the levels of the hotlines visibility. As such a survey would be very expensive there is currently no chance for carrying out.

4.3 INHOPE participation

Number of events organised by INHOPE in which the hotline actively participated (face to face, online, telephone):

For each event please note the following:

Title	Date(s) (DD/MM/YYYY)	Key learning gained	Number of hotline staff attending
INHOPE Tracing Courses	28/09/2010	Tracing Internet content, use of IHRMS	2
INHOPE Tracing Courses	13-14/12/2011	Inhope Advanced Training – Amsterdam/Holland	2
INHOPE Tracing Courses	15/01-18/01/2012	INHOPE Regional Training	1

- Bucharest, Romania

EHS Task Group Meetings	02/11/2010	1
EHS Task Group Meetings	17/05/2011	1
EHS Task Group Meetings	15/11/2011	2
Netex Task Group Meetings	02/11/2010	1
Netex Task Group Meetings	17/05/2011	1
Netex Task Group Meetings	15/11/2011	1
Alliances&Development Task Group Meeting	02/11/2010	1
Alliances&Development Task Group Meeting	15/11/2011	1
INHOPE Meeting	03/11/2010	3
INHOPE Meeting	16/11/2011	4
LE Conference	04-05/11/2010	2
LE Conference	17-18/11/2011	2
INHOPE Meeting & AGM	18-19/05/2011	3
Telco EHS Task Group	07/09/2010	1
Telco EHS Task Group	14/01/2011	1

Please indicate ways in which you have benefitted from the INHOPE network during the reporting period eg mentoring, bursary programme etc.

INHOPE Tracing Courses, bursary programm

Please indicate ways in which you have contributed to the INHOPE network during the reporting period eg presentation of INHOPE events, participation in task groups, hosting a bursary visit etc.

- Task Group participation: face to face
  - 02/11/2010, Amsterdam: Netex, EHS and Alliances & Development Task Group
  - 17/05/2011, Vilnius: Netex and EHS Task Group
  - 15/11/2011, Rome: Netex, EHS, Alliances & Development Task Group

- Task Group participation: telephone conferences
- EHS subgroup BPP Notice&Takedown: 07/09/2010, 14/01/2011
- NETEX: 27/10/2011, 04/11/2011, 05/01/2012

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 5 - Reporting and support

Using a scale of 0 to 5, please indicate how easy you have found it to gather the data required in this assessment template (0 = very difficult and 5 = very easy):

1

Using a scale of 0 to 5, please indicate how easy you have found it to contact your Project Officer or other Commission staff for advice or guidance (0 = very difficult and 5 = very easy):

Please use this space to make any comments about the reporting and review processes required by the European Commission.

Reporting process is very complicated and takes a long time to complete; as questions are aimed at a variety of instutions, IBSDE finds it difficult to answer appropriately in some cases; reporting and reviewing appear redundant to some extent

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 6 - Summary

	PLEASE GIVE CUMULATIVE FIGURES FOR THE REPORTING PERIOD
Total reports processed by hotline (excluding reports on spam) (take figure from INHOPE statistical report):	37.025
Increase (+) or decrease (-) in number of reports since start of reporting period (take figure from section 4.1):	
Confirmed reports relating to child sexual abuse images (take figure from INHOPE statistical report):	3.572 (CP)
Reports referred to law enforcement (take figure from INHOPE statistical report):	3.465
Reports forwarded directly to content host in your own country (take figure from INHOPE statistical report):	1.694
Content taken down as a result of notice to the provider or host (take figure from INHOPE statistical report):	2.913
Reports forwarded to INHOPE partner hotline (take figure from INHOPE statistical report):	1.909
Websites added to URL database (take figure from INHOPE statistical report):	1.450

Increase (+) or decrease (-) in number of actionable reports since start of reporting period (take figure from section 4.1):	
Unique visitors to hotline website (take figure from section 4.2.3):	35.398
Total page views of hotline website (take figure from section 4.2.3):	96.819

Please describe your hotline's approach to assessing the impact of your work.	Example for the hotlines impact: 89% of CSAM cases dealt with by the BKA have been forwarded by either eco, FSM or jugendschutz.net; only 1% have been received by the public directly.
Please describe how you identify and document activities or processes which have not been successful or of an adequate standard.	Controlling the analysts work; discussing the progress
Please describe what steps you take to improve activities or processes which have not been successful or of an adequate standard.	Discussing such issues, implement reviewed procedures
If the resources available to you were increased by 10%, what would you add to your project?	Incoming reports could be handled faster; LEA and ISPs could be notified faster than today.
If the resources available to you were reduced by 10%, what would you cut from your project?	Report handling would take more time due to less staff capacity; LEA and ISP would not be notified as fast as today; smooth and seamless operation of the hotline in the event of staff absence could not be guaranteed
Please use this space for any other comments you wish to make in relation to the assessment of your project during the reporting period.	
Looking back at Sections 1 to 5 above, please note areas where your project would benefit from improvement and give details of proposed steps and timescale to achieve this.	

THANK YOU FOR YOUR INPUT TO THIS ASSESSMENT TEMPLATE

Please remember to **Save** your input.

Part C: Helplines

This tab should only be completed by an authorised member of staff from the Helpline.

Please **remember to save your input at regular intervals** using the save button at the bottom of the screen.
Your session will timeout after a period of two hours, and any work unsaved at that time will be lost.

Please do not complete or save on other tabs within this form as you will risk overwriting input from other parts of the Safer Internet Centre. The final form submission must only be made by the SIC Coordinator.

Please click here for notes and background information on completing Part C (opens in a new browser window).

Helpline organisation

In which year was this helpline established? (YYYY)	1980
Please give brief details of any previous Internet helpline(s) in your country of operation, if applicable.	part of EU SI Programme since 2008 There is no other helpline that has been offering counselling services by phone nationwide. Our helpline services are the largest anonymous, toll-free counselling services for children, adolescents and parents in Germany.
Is the helpline:	stand alone/independent?
If the helpline is part of a larger organisation, please give details of the 'parent' organisation (name, sector, nature of support for hotline, nature of oversight of hotline).	Firstly, Nummer gegen Kummer e.V. (NgK) is a mantle organisation for more than 100 local non-governmental, non-profit organizations in Germany maintaining telephone helplines for children and adolescents (90 members) and/or for parents (47 members). The activities of this network "Nummer gegen Kummer" on the national and international level are organized, coordinated, and professionally guided by a team of employees at the head office in Wuppertal. Its organizational structure links NgK to numerous other initiatives like the German Association for the Protection of Children, the Diakonie (social work organization of the Protestant churches), the Arbeiterwohlfahrt and the Arbeiter-Samariter-Bund (workers' welfare organizations), and further organizations representing the interests of child and adolescents welfare on the local level. Secondly, NgK itself is a member in larger organizations, namely: 1) the German Association for the Protection of Children (Deutscher Kinderschutzbund, DKSB, www.dksb.de). At its founding in 1980, NgK proceeded from the DKSB and remains closely associated with it through its statute and in the mutual aim of improving the living conditions of children and adolescents in Germany. 2) Child Helpline International (CHI), the global member network of child helplines, working to protect the rights of children (www.childhelplineinternational.org).
Please use this space if required to give an overview of the helpline's relationship with the 'parent' organisation (if applicable).	
Do any other helplines which operate in your country deal with Internet-related concerns?	Yes
If yes, please give brief details:	There are helplines for children and/or adolescents and for parents offering only online counseling. They probably deal with Internet-related concerns among other topics but don´t focus on them. There are phone helplines for

parents that deal with Internet-related topics, but they are not anonymous or toll-free.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 1 - Resources

About your INPUTS - some of the resources available to you

Input indicators are the resources allocated to your project, such as the number of people, the time spent (person months), and revenue and funding sources.

1.1 Human Resources

1.1.2 Staff and volunteers

How many staff (full-time equivalent) work as helpline counsellors ie receiving and responding to helpline contacts?	1
How many volunteers (full-time equivalent) work as helpline counsellors ie receiving and responding to helpline contacts?	100
How many staff (full-time equivalent) work in other capacities for the helpline (eg management, lawyers, media liaison)?	5.75

1.1.3 Professional Operational Support

Please note here any key persons who have contributed to the project in an unpaid capacity e.g. as experts/advisors etc (if any) – not consortium members.

Name	Key area(s) of expertise	Contribution to project (role)	Number of hours/days contributed

1.1.4 Staff support and development

COUNSELLING

Is counselling available for helpline staff (including volunteer counsellors)?	Yes
If yes, is this:	mandatory?
How frequently does the counselling take place?	Once a month
Please add any further comments about counselling if required:	

TRAINING

Does the helpline have a structured training programme to improve staff skills and keep knowledge current?	Yes
Do members of staff receive training on relevant national legislation?	Yes
Do members of staff receive training on relevant international conventions and protocols?	Yes
In the reporting period, have members of staff participated in internal (I) or external (E) training opportunities?	Yes

If yes, for each training opportunity please note the following:

Title and theme	I/E	Date(s) (DD/MM/YYYY)	Number of staff attending	Key learning points
Workshop „Online-Counselling"	E	24/11/2011	1	further qualification and training on methods and rhetoric, necessary for online counselling; different services like mail, chat, forum

| Please describe how key learning points are cascaded internally, ie how are they passed on to other members of staff who did not participate but who would benefit from the lessons learned. | Key learning is continuously integrated into the trainings and training guidelines "Safer-Internet". If there are most important information (e.g. about security settings in facebook or reporting on YouTube) the Safer Internet-team of NgK informs all local telephone helplines via mailing or during meetings of members. |

INDUCTION AND MENTORING FOR NEW STAFF

| Please describe how new staff are introduced and supported. | Volunteers accomplish 70-100 hours of general training plus practical experience by observing advanced counsellors. Their first working hours at the phone are as well accompanied by advanced counsellors. Additionally, volunteer counsellors participate in advanced training (written down in the training guidelines) e.g. on Safer Internet-related topics. The multipliers who are doing the training in their local organization were trained by NgK´s Safer Internet staff beforehand. Since the Safer Internet training has not yet been fully integrated into the basic and general training, every new counsellor needed to learn the Safer Internet- related topics additionally (max. 20 h). |

CONTINGENCY AND SUCCESSION PLANNING

| Please describe what arrangements are in place to ensure smooth and seamless operation of the helpline in the event of management or staff absence or resignation. | Every counselling team at every member association is run by a coordinator who is responsible for ensuring minimum team attendance and certain amount of counselling hours. (They also make sure, that standards and rules of action of the mantle association Nummer gegen Kummer e.V. are met.)
To ensure that calls are being answered in case of staff absence, calls are being forwarded via call deflection to another member of the network maintaining a telephone (call forwarded twice at max.). |

1.2 Policies

Which of the following policies are in place for your helpline? Please give links to online content if available.

Staff welfare (concerning issues such as staff recruitment and selection, induction, training, counselling, physical safety, mental and emotional wellbeing?	Yes
Link to online content (if available):	
Privacy (concerning the secure acquisition, storage and disposal of (sometimes sensitive) personal data about individuals and about online incidents)?	Yes
Link to online content (if available):	https://www.nummergegenkummer.de/cms/website.php?id=/de/index/kinder_und_jugendtelefon/ruf_uns_an_oder_schreib_uns.htm https://www.nummergegenkummer.de/cms/website.php?id=/de/index/kinder_und_jugendtelefon/anonym_und_kostenlos.htm https://www.nummergegenkummer.de/cms/website.php?id=/de/index/kinder_und_jugendtelefon/email-beratung.htm https://www.nummergegenkummer.de/cms/website.php?id=/de/index/elterntelefon/unsere_beraterinnen_und_berater.htm

| **Child protection?** | Yes |

Link to online content (if available):

| **Other?** | Yes |

| **If other, please give details:** | anonymous, toll-free |

Please see the notes and background information on completing Part C for an example privacy policy from the UK helpline (opens in a new browser window).

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 2 - Operation

2.1 Remit

TOPICS

| **Does the helpline deal with general issues or is the remit restricted to online issues, ie contacts relating to content or conduct on the Internet or mobile phone technology?** | general |

| **If the helpline handles general issues, approximately what proportion of contacts related mainly or wholly to online issues?** | 1 |

Please indicate the types of topic handled by the helpline and approximate percentage of the calls related to online issues. It is recognised that in the course of a conversation the main theme may change or develop, therefore this analysis can only be approximate.

Topic	Approximate % of helpline workload (online related issues)
Media education (to include technical advice, spam, advice on dealing with harmful content)	5.4
Unsolicited online contacts (receiving communications from unknown or unwanted persons)	0.4
Addiction	19.2
Cyber-bullying (being bullied through the medium of the	7.5

Internet or mobile phone)

Sexual harassment	2.1
Grooming (children and young people being approached by adults with a view to establishing a sexual relationship)	0.4
Privacy (identity theft, security of personal data, unauthorised use of personal images)	7.2
Potentially harmful content (violence, pornography, race hate, eating disorders, suicide, self-harm)	21.3
Fraudulent web service (fake auction sites etc)	0.6
Telephone / Internet costs	0
Social relationships on the internet	20.1
Internet communitties	15.8

LOCATION OF CONTENT

Please indicate the online applications and platforms handled by the helpline and the approximate proportion of reports received.
(*NOTE this relates to the area of the Internet or type of device on which an incident has occurred, rather than the method used to contact the helpline about the problem*)

Location of content	Approximate % of reports received
Websites	30
Email	5
Chatrooms	10
Social networking services	30
Peer 2 Peer	10
Mobile phones	15
Other (please specify and add more rows as necessary)	

LANGUAGES

Please indicate which languages can be supported by the helpline:

a) in receiving and processing calls and contacts	German
b) to communicate with its target groups via	German

events, publications, the website and the media

2.2 Procedures

Please give an overview of your helpline's operation. In particular please note whether or not the same organisation runs a helpline for non-internet issues, and if so, how does the interface between the online and the offline work in practice.

„Nummer gegen Kummer" is a general helpline. There are phone counsellors (adults and adolescents) and mail counsellors (adults and adolescents) counselling on every topic, specially trained on Internet-related topics.

Please give a link to an online copy of your procedures manual if available or append a copy of a report process chart or outline.

First N/A Please see statistics (pdf-documents) on https://www.nummergegenkummer.de/cms/website.php?id=/de/index/ueber_uns/zahlen_und_fakten/jahresstatistiken.htm

Can reports be submitted to the helpline on a 24/7 basis?

No

If no, please indicate the hours during which reports can be submitted:

*In the following, we are not sure what you mean by "report", we don´t deal with reports like hotlines do, we recommend hotlines in such cases. Here for us, "report" means Phone: Mon.-Sat. 2 p.m. - 8 p.m. email: any time

Please indicate the channels by which reports can be made to the helpline and the approximate proportion of reports represented:

Channel	Approximate % of reports received
Online form	
Email	5
Chat forums	
Telephone	95
Other (please specify and add more rows as necessary)	

Is the helpline able to distinguish between online and offline issues in its recording and reporting of contacts?

Yes

Does the helpline use call centre technology?

No

If yes, please give details of the system and

software in use:

Does the helpline record call time, waiting time or consulting time for the user?   Yes

Do you refer children or young people to a statutory authority or other agency if they are in distress or are perceived to be in danger?   Yes

If yes, please give further details: Besides offering support and relief, we provide information about institutions and organizations, who offer further help (e.g. near the childs´ home). Counsellors encourage help seeking callers to establish contact and assist in doing so as well, if desired. Depending on the age, we explain how the child can get help, either by itself or together with an adult it trusts in.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 3 - Key audiences

Please use the table below to rank the key stakeholders and audience(s) to whom you need to communicate information about the helpline. For each audience type use a scale of 0 to 5, where 0 indicates that the audience is not relevant to the helpline and 5 indicates that the audience is extremely important to the helpline.

Key audience	Ranking (0 to 5)
Individual Internet users (adults)	5
Individual Internet users (children)	5
Multiplier organisations eg schools, parents' organisations	4
Statutory authorities	3
Charitable organisations	3
Industry	2
Press and media	4
Policy makers	4
Other (please specify and add more rows as necessary)	

Please indicate the methods by which you most frequently communicate with your key audiences (please tick all that apply):

Press release
Meetings or events

Other

If other, please specify: Info-cards, giveaways, flyers, website, posters, sponsored advertisements in newspapers, city lights, new: trailer for cinemas and time-schedules for young children in elementary school; than 100 member associations distribute this package of information material.

Please indicate any groups within your country who may be particularly vulnerable to online risk, and explain why. What measures does the helpline take to communicate with these specific audiences? Children aged six to ten. Latest give-aways are specially fitted for this audience (pencil cases, info-sheet/cut-out-paper, time-table for elementary school).

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 4 - Outputs

About your OUTPUTS – the resources you are creating and disseminating

In order to try to assess the impact of your helpline's activity, please provide the information requested in the sections below. These are your **output indicators.**

CHALLENGE

Since helpline organisations are extremely varied in their structure and remit, the raw statistical data provided by helplines may need to be complemented by contextual information about overall trends and by comparative data from partner organisations in order to make a realistic assessment of the impact of their activity.

4.1 Contacts

Please provide the following information about contacts with your helpline:

Total number of contacts received relating to online issues or incidents	4.952
Increase (+) or decrease (-) in number of actionable reports since start of reporting period	+
Number of successful (answered) contacts	4.952

Number of unsuccessful contacts: attempted, answered, test (eg children trying out the system before committing themselves to a conversation), responded (Note: it is recognised that in the case of helplines dealing with a

combination of online and offline issues, it is not possible to estimate the number of unsuccessful contacts relating to either category)	
Number of contacts referred to law enforcement or statutory authorities if appropriate	
Number of contacts referred to Safer Internet Centre hotline if appropriate	111

Please note any trends relating to online risks to children as identified by your helpline's operation.	"Social relationships on the internet" (1) as well as "Internet communities "(2) are the biggest issues on the phone, followed by „Contact with/consumption of internet pages with pornographic contents" (3) and "Addiction to online games" (4). This information is fundamental to the trainings for the counsellors who are working for the parents' helpline.

4.2 Visibility

Note: it is primarily the responsibility of the awareness centre to disseminate information to end users and multiplier organisations about all aspects of the Safer Internet Centre. However, according to section 4.1 Action 2.3 of the Safer Internet Work Programme 2010 , helplines are required to actively inform users of the helpline's remit and how to contact it. There will therefore be occasions when it is appropriate for helplines to attend or organise events, distribute promotional material or liaise with the media about their specific role and function. Similarly the helpline website is an extremely important interface with the public and other relevant stakeholders.

4.2.1 Events

Number of events attended or organised by the helpline during the reporting period in order to raise awareness of its operation: 8

For each event please note the following:

Title	Organiser	Date(s) (DD/MM/YYYY)	Target audience	Staff attending	External participants
"Dialog Internet": Meeting of Experts "Online-Child-Prevention" at the Federal Berlin	Ministry of Family Affairs, Senior Citizens, Women and Youth (BMFSFJ)	05/12/2011	Experts	1	More than 50
Further Cooperation and Meetings with Deutsche Post/Einkaufaktuell,Wuppertal	NgK	31/01/2012	Deutsche Post/Einkaufaktuell	3	2
Network	(BMFSFJ) +	27-28/02/2012	Experts	1	100

conference "Actionplan in Dialogue 2011" - Child Protection against sexual abuse and exploitation", Berlin	Centre of Child Protection (Kinderschutz-Zentren).				
Regional consultation (Europe) in Athens	Child Helpline International (CHI)	17-19/10/2011	European Members of CHI	2	68
Annual Conference of Child Helpline International, working group "New Communication Technology", Berlin	CHI and NgK	30/11-02/12/2011	Selected members of CHI	3	20
Expert and Information Meetings	German Association for the Protection of Children North-Rhine-Westphalia and the Media Authority for North Rhine-Westphalia LfM	18/11/2011	Members in North Rhine-Westphalia	1	80
Safer Internet Day 2012: information meeting for Parents in Cologne	cooperation with member association in Cologne and NgK	10/02/2012	Parents and multipliers, social workers	3 of NgK and 1 of local member (multiplicator in charge of helplines)	20
Safer Internet Day 2012 Press conference in Berlin	klicksafe	07/02/2012	Press	2	50

Is the Safer Internet Programme appropriately acknowledged at all presentations or events relating to your helpline?

Yes

Please give details of any activities undertaken by the helpline during the reporting period to mark Safer Internet Day.

NgK asks who of its members would be interested next in preparing Safer Internet Day together with the Safer Internet Team of NgK (head office). Aim is to make the Safer Internet Day something special also for the network that communicates the remit of the helpline regionally. Date and theme will be communicated to the members.

4.2.2 Publications

Number of printed / digital publications relating specifically to the helpline (please append a hard copy or provide link to online version): 3

Link to online version (if available):

For each event please note the following:

Title	Date (DD/MM/YYYY)	Target audience	Hard copies distributed	Digital copies downloaded
flyer about the child helpline offering "em@il-counselling", "peer-to-peer-counselling" and "counselling concerning problems on the internet"	2011-2012	Children and adolescents, multipliers	2011: 14,530 2012: 3,750	N/A (not possicle to evaluate with Content management system;
info-sheet about additional service "counselling concerning problems on the internet"	2011-2012	Children and adolescents, multipliers	100	
info-cards about additional service "counselling concerning problems on the internet"	2010-2012	children and adolescents, multpliers	2010: 23.200 2011: 23.250 2012: 3.400	
Layout of a time-schedule for children 6-10 years old promoting the helpline and positive content Communicating the 116 111	2012	Children, teacher, parents	Will be printed and released on Child Helpline International Day, May 17th	

Is the Safer Internet Programme appropriately acknowledged in all helpline publications? Yes

4.2.3 Helpline website

Please give the URL of your helpline's website: www.nummergegenkummer.de

If your helpline organisation has a presence on Facebook, Twitter or other social networking services, please give details. In progress (Facebook). Our first meeting with the contact person of Facebook took place August 10th. Further consultation by klicksafe took place in December. Internal alignment procedures are still in progress.

Is your helpline contact button clearly accessible from each page of your helpline website? Yes

Please provide the following website statistics for the reporting period:

URL (including Facebook, Twitter, other)	Unique visitors	Total page views	Average time spent on website	Number of referring sites
www .nummergegenkummer .de links to project site and www.saferinternet .de	652.321 (May 1st 2011 – Febr. 29th 2012)			
Child helpline	50.091 (May 1st 2011 – Febr. 29th 2012)			
Parents' helpline	23.909 (May 1st 2011 – Febr. 29th 2012)			
Project site "Counselling on Web-Problems"	6.231 (May 1st 2011 – Febr. 29th 2012)			

Please indicate the most popular page on your helpline website according to the number of page views. Welcome page www.nummergegenkummer.de

Please indicate the most popular page on your helpline website according to the average length of time spent on the page.

Please note any increase (+) or decrease (-) in the number of unique visitors to your helpline website since the start of the reporting period. N/A because NgK startet new content management system

Please note any other website patterns or trends which have been identified during the

reporting period.

Is the Safer Internet Programme appropriately acknowledged on your helpline website? Yes

4.2.4 Media coverage

Number of press releases issued by the helpline (please append a hard copy or provide link to online version): 2

Link to online version (if available): https://www.nummergegenkummer.de/cms/website.php?id=/de/index/presse/sid-2012.htm
https://www.nummergegenkummer.de/cms/website.php?id=/de/index/presse/verantwortung_im_netz.htm

For each press release please note the following:

Theme	Date (DD/MM/YYYY)	Target audience	Copies (hard or digital downloads)	Instances of publication
Information about NgK's involvement in Berlin and Cologne on Safer Internet Day	05/02/2012	Press, Target groups, members, general public	See link above	
Announcement of information meeting for parents, organized by NgK and its member organization in Cologne on Febr. 10th	14/02/2012	Press, Target groups, members, general public	See link above	3 online 1 print

Number of media interviews or reports relating directly to the helpline: 13

For each interview or report please note the following:

Theme	Date (DD/MM/YYYY)	Programme or publication	Approximate size of audience or readership
Article on "Cybermobbing"	20/10/2011	magazine family, issue 6/2011	65.000
portrait about NgKs counselling on web	09/12/2011	guide-type book informing about several aspects by	

problems and statement by Rebecca Maier on Cybermobbing		drawing a colorful picture of the "world of social media"	
Article about NgK and helplines in general based on an interview with Beate Friese, with information about counselling on web problems	15/12/2011	Apotheken Umschau (magazine on health topics, distributed by pharmacies only, two issues per month, 10.038.144 copies)	10.038.144
Article dealing with being responsible online and covering the SID event of NgK together with its member in Cologne, published in the	25/02/2012	weekend issue of the local paper Kölner Wochenende	
Maike Workowski, interviewed on "counselling children who have been bullied"	20/10/2011	teleschau-der mediendienst	
Safer Internet Day 2012helpful links in case of "cyber-bullying"	07/11/2011	www.echo-online.de and www.swr.de	
report from SID press conference, photo of Laura Boß, representing NgK and her work as counsellor	07/02/2012	www.jugendnetz -berlin.de	
NgK´s SID event for parents in cooperation with the German Association for the protection of children member in cologne	14/02/2012	1. Köln Nachrichten (online magazine for Cologne), 2. Rodenkirchen.de (online magazine for a borough of Cologne) and 3. koelner-newsjournal.de	
statement of Laura Boß, counsellor working for the child helpline (peer-to-peer-project)	07/02/2012	tagesschau online	
Beate Friese interviewed on "how to help in case of cyber-bullying"	07/11/2011	Radio Thüringen (Thuringia)	
Rebecca Maier quoted – issue: cyber-bullying	05/01/2012	by Saarbrücker Zeitung (newspaper of Saarbrücken)	
statement of director of NgK on Safer Internet Day, concerning "facebook for children younger than 13"	02/02/2012	Evangelischer Pressedienst (epd), protestant news service	

| Beate Friese, interviewed about "responsibilities of the providers" | 07/02/2012 | Radio MDR |

Please highlight any key instances of media coverage of the helpline (please append a copy or give a link to online version).

Accordingly "Safer Interne Day 2012" also was a highlight for NgK, because promotion of the helpline was successful. Especially the member organization in Cologne achieved good media coverage which is not always easy to achieve for social institutions in the regional press

Link to online version (if available):

http://www.rodenkirchen.de/html/shownews.php?id=6237
http://www.koeln-nachrichten.de/gesellschaft/vereine-und-initiativen/vereine-news/article/sicherheit-im-internet-kinderschutzbund-hilft-eltern
http://www.koelner-newsjournal.de/lifestyle/verantwortung-im-netz-uebernehmen-sicherheit-im-internet?print=1&tmpl=component
http://epaper.koelner-wochenende.de/book/read/id/00006881D5DEF571

Please note and comment on any national media coverage or discussions that have been of special interest to the helpline.

In October the award-winning tv-movie "Homevideo", broadcasted by ARD and arte (http://www.daserste.de/unterhaltung/film/filmmittwoch-im-ersten/sendung/2011/homevideo-102.html), led into a nationwide discussion about cyber-bullying. In this context NgK was asked for interviews and statements by the media. NgK noticed once more that the helpline seems to be perceived as expert and "speaking tube" for online issues relevant to children and adolescents. Politicians, social institutions and especially schools refer help seeking children and parents or the media to the helpline.

Please note any steps taken to assess the level of visibility of the helpline among a) the general public, and b) key audiences.

advertisements for general public/ giveaways and kino-spot for key audiences / being interview partner for multiplicators (social workers, teachers)

4.3 Participation in the European network

Number of events organised by the EU helpline network in which the helpline actively participated (face to face, online, telephone):   3

For each event please note the following:

Title	Date(s) (DD/MM/YYYY)	Key learning gained	Number of helpline staff attending
Insafe Training Meeting in London	14-15/09/2011	"challenge Facebook", privacy and security settings are hard to understand for children and for parents; NgK needs to think about establishing a profile	2
Online Meeting of helplines dealing with "Sexting	18/12/2011	Polish helpline informed about young children	1

		consuming pornographic content	
Safer Internet Forum in Luxemburg	20-21/10/2011	workshop "my mobile in my pocket" showed how parents will have no more control over the "good" or "bad" sites their children will visit on the internet and how important media education is from the very beginning on to keep good communication and understanding running.	1

Please describe your participation in the network activities: eg sharing of good practice, presentation, preparation of background documentation, other.

Presentation of major achievements and challenges, sharing case studies, sharing information about upcoming trends (among others communication and cooperation with Facebook, online counseling systems)

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 5 - Reporting and support

Please describe your participation in other networks for helplines, eg Child Helpline International (CHI).

The child helpline in Germany was one of the first such counselling services in Europe, and many other countries have since followed suit. In 2003, the international organisation Child Helpline International (CHI) was founded, with its seat in Amsterdam. NgK has been a member from the outset. All over the world, countries are being asked to establish on a permanent basis helpline services quickly and easily via telephone and internet.

Using a scale of 0 to 5, please indicate how easy you have found it to gather the data required in this assessment template (0 = very difficult and 5 = very easy):

4

Using a scale of 0 to 5, please indicate how easy you have found it to contact your Project Officer or other Commission staff for advice or guidance (0 = very difficult and 5 = very easy):

5

Please use this space to make any comments about the reporting and review processes required by the European Commission.

Sometimes the wording was not clearly defined for us (report/help- or hotline?) or did not fit our helpline structure/work (e.g.: staff/volunteers).

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 6 - Summary

	PLEASE GIVE CUMULATIVE FIGURES FOR THE REPORTING PERIOD
Total contacts received relating to online issues or incidents (take figure from section 4.1):	4.952 (phone+online)
Increase (+) or decrease (-) in number of contacts since start of reporting period (take figure from section 4.1):	+
Number of events attended to promote visibility of the helpline (take figure from section 4.2.1):	8
Number of publications relating to the helpline (take figure from section 4.2.2):	4
Number of media interviews or reports relating directly to the helpline:	13
Unique visitors to helpline website (take figure from section 4.2.3):	652,321 1st of May 2011 – 29th of Febr.
Total page views of helpline website (take figure from section 4.2.3):	

Please describe your helpline's approach to assessing the impact of your work.	There are annual statistics for each of NgKs counselling services (child helpline with peer-to-peer and email-counselling, parents' helpline; Media coverage and the amount of linkings is increasing; we get requests of press or other multipliers like publishers for school books or heath insurances who ask for interviews and information.
Please describe how you identify and document activities or processes which have not been successful or of an adequate standard.	
Please describe what steps you take to improve activities or processes which have not been successful or of an adequate standard.	At the moment, NgK monitors internet related counseling cases by evaluating the statistical data sent by each counsellor. NgK is working on a more sophisticated feedback system to gather detailed information about counseling cases related to internet., e.g. as asked for during the online meeting concerning "Sexting".
If the resources available to you were increased by 10%, what would you add to your project?	1. more sophisticated evaluation of statistical material and documentation e.g. to keep up with new issues 2. higher amount for public relations, e.g. for giveaways addressing the target group for every member association (more than 100), then dissemination nationwide would be much easier.
If the resources available to you were reduced by 10%, what would you cut from your project?	We would prefer one longer but intense international meeting and longer reporting periods

Please use this space for any other comments you wish to make in relation to the assessment of your project during the reporting period.

Documenting the assessment for the second time it was done more easily.

Looking back at Sections 1 to 5 above, please note areas where your project would benefit from improvement and give details of proposed steps and timescale to achieve this.

Please see above our explanation concerning the question what we would add to our project if the resources available to us were increased by 10%.
We would benefit from an exchange about statistics and evaluation of safer internet-related issues documented by general helplines as NgK is, working also with volunteers.
Since we can modifiy our statistics only with the beginning of a year, we assume we would need a year and a half.

THANK YOU FOR YOUR INPUT TO THIS ASSESSMENT TEMPLATE

Please remember to **Save** your input.

Part D: Awareness Centres

This tab should only be completed by an authorised member of staff from the Awareness Centre.

Please **remember to save your input at regular intervals** using the save button at the bottom of the screen.
Your session will timeout after a period of two hours, and any work unsaved at that time will be lost.

Please do not complete or save on other tabs within this form as you will risk overwriting input from other parts of the Safer Internet Centre. The final form submission must only be made by the SIC Coordinator.

Please click here for notes and background information on completing Part D (opens in a new browser window).

1 - Resources

About your INPUTS – some of the resources available to you

Input indicators are the resources allocated to your project, such as the number of people, the time spent (person months), and financial.

Key persons who have contributed to the project in an unpaid capacity e.g. as experts/advisors etc (if any) – not consortium members:

Name	Key area(s) of expertise	Contribution to project (role)	Number of hours/days contributed

Do you have an info-desk for the project or designated staff member(s) to deal with enquiries?	Yes
If no, how are enquiries handled, and by whom?	

Quality assurance and inclusive practices, policies and good practice

(for examples and model policies, see Appendix 2 - Sources of information)

Do you operate any of the following policies:

Children's and/or Vulnerable People Safeguarding policy?	Yes
Such a policy shows your organisation's commitment to protecting children, giving clear signals that you take safeguarding children seriously in all aspects of your activities. Comments/reasons:	Interstate Treaty on the protection of minors – "Jugendmedienstaatsvertrag": The Interstate Treaty provides for the consistent protection of children and adolescents against content in electronic information and communication media which impairs or harms their development or education, and for the protection against content in electronic information and communication media which violate human dignity or other legal goods protected under the German Criminal Code.
Children's Rights policy (UNCRC)?	No
Does your organisation actively seek to give expression to children's rights? If no, why not? If yes, please give an illustration. Comments/reasons:	The children rights policy (UNCRC) has not been a direct subject to current online child discussions in Germany yet. However, in order to cover possible aspects of "children´s rights policy" the following relevant German interest groups are member of the Safer Internet Advisory Board: - German Association for the Protection of Children - Children's Charity of Germany Both organisations are well known in Germany and contribute to the Safer Internet Centre in all aspects of children's rights policy and safety.
Quality assurance programme – does your organisation/project use an internal quality assurance system (e.g. PQASSO or other European)?	No
Please provide reasons for your answer, and if 'yes', give details of the programme.	The Awareness Centre does not follow any quality assurance programme in particular. However, the project manager monitors progress of all active sub-projects by means of progress reports and revised time plans prepared by other project members. Quality assurance during the project is made by a "four-eyes principle" and written approval through the project manager.
Do you have an operational procedures manual	Yes

(i.e. a description of any processes used to conduct activities in your Awareness Centre)?

Does it address issues of management continuity, in case key personnel leave?

Comments/reasons:

Tasks and responsibilities of project members are stipulated in a document. If key personnel intends to leave the project, a handover/takeover phase is initiated to ensure a smooth continuity of the project. During this takeover/handover period the goal is to:
- Acquire full knowledge of the activities involved in Klicksafe services
- Acquire full knowledge of administration and coordination details of the project and thus become fully acquainted with the policies and standards
- Get in contact with the other project partners

How else is knowledge retained and transferred within the project (for example, if someone becomes ill and has to be replaced)?

Information on project status, time planning and project details are continuously exchanged within the project team. Regular project meetings allow the project members to share their experiences by reporting on lessons-learned and best-practices.
In case of illness of a project member, designated colleagues will take over all activities seamlessly.

Training

In the reporting period, has there been participation of project staff in internal (I) or external (E) training opportunities? Do not include training by the European project coordinator here (these will be reported in Section 6).

Type of training	I/E	Date(s) (DD/MM/YYYY)	Staff involved	Key learning gained	Comments
Child protection					
Children's rights (including participation)					
Communication skills, media skills	E	27-28/05/2011	Dilek Atalay, Martin Müsgens	Moderation of events, Intensification of Presentation skills	
Data analysis					
Monitoring and evaluation (impact)					
New tools, new media/services					
Events organisation/ Campaigning					
Communication skills, media skills	E	23/08/2011	Peter Behrens, Stephanie Klahn, Stefanie Rack,	Intensification of Presentation skills, voice	

			Gudrun Melzer, Sebastian Holtz	training
Press work	E	22/09/2011	Gudrun Melzer	How to deal with press inquiries
Business etiquette	E	17/10/2011	Stefanie Rack	Etiquette in a business environment

Project management

Induction and mentoring for new staff

Please describe how new staff are being supported:

As described previously, a takeover phase is initiated to acquaint new personnel to their tasks and responsibilities. The project manager acts as a "mentor" and is the contact person for all further enquiries.
If deemed necessary, additional internal/external training courses may be attended in order to gather special know-how.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 2 - About your key audiences and target groups

Your Safer Internet Centre's key target groups are (these abbreviations will be used later):
1) Parents (P)
2) Children's age groups
5-11 (C)
12-16 (TN)
3) Teachers (T)
4) Schools (S)
5) Social Workers (SW), if applicable
6) Others (O)

How do you generally communicate with your target group(s)? (please tick all that apply)

Regular newsletter or similar?   Yes

If yes, please indicate frequency: Monthly

If other, please specify:

How many copies are printed (if appropriate)?

Is the newsletter: sent by email?

Newsflash or update?   Yes

If yes, is this:	sent by email?
If other, please specify:	
Social media?	Yes
If yes, is this by:	Facebook? Twitter? Other?
If other, please specify:	YouTube
Face-to-face meetings?	Yes
If yes, please indicate frequency:	Quarterly

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 3 - Impact of Safer Internet Centre awareness activities

About your OUTPUTS – the resources you are creating and disseminating
To assess how well you are reaching your target groups, please provide all relevant numbers so as to see how you are doing, and to be able to compile them at European level. These are your **output indicators.**

Please see Part D - Notes and background information for information and case studies to help you complete this section (opens in a new browser window).

Summary of outputs

In this reporting period, our Safer Internet Centre has, as a minimum:

Trained this number of trainers/peers:	1370
Of which, this number were primary:	
Of which, this number were secondary:	
Of which, this number were other:	
Visited this number of schools:	7
Of which, this number were primary:	
Of which, this number were secondary:	

Of which, this number were other:

Reached this number of children aged 5-11 years (or alternative depending on your country's usage, as consistent with other sections):

Reached this number of children aged 12-16 years (or alternative depending on your country's usage, as consistent with other sections):

Reached this number of parents:	100
Reached this number of teachers:	750
Recorded this number of visits to our website:	168856
Distributed this number of tools online/offline:	1703179

To approximately this number of people:

Now, we would like to know about the **tools** you have developed and distributed. Afterwards (in the Visibility section), you will have an opportunity to report on your regular, ongoing campaign activities.

Please note : By tool, we mean an **item** of awareness/information resource regardless of how the material is produced or disseminated (e.g. printed, digital, training session). If you have produced a **package** – or toolkit – consisting of several individual tools, please report on each of these components separately, to make it possible to compare like with like. Please use the relevant comments box to explain, as appropriate.

Work Package 5 requires you to develop awareness tools and methods (online and offline): "Devise inventive, attention-grabbing and informative awareness campaigns using the most appropriate media, taking into account good practice and experience in other countries, which may involve the participation of children and young people."

Work Package 8 also applies, requiring you to "Ensure that the hotline and helpline are known by decision makers, relevant stakeholders and by the general public."

In the reporting period, we have produced and disseminated the following **offline/online tools for our target groups** .

Please use abbreviations for target groups in the following tables as follow: Parents (P), Children aged 5-11 (C), Teenagers aged 12-16 (TN), Teachers (T), Schools (S), Social Workers (SW), Other (O), All (A)

NEWSLETTERS

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated	Number of copies disseminated	Number of copies viewed/downloaded	If online, URL	Which language/translations

	by mail (M)	at events (E)	online
January 2010	2.234		
September 2010	1.996		
December 2010	2.263		
Special SID 11 Edition December 2010	2.196		
March 2011	2.493		
May 2011	2.647		
June 2011	2.689		
July 2011	2.731		
August 2011	2.811		
September 2011	2.756		
October 2011	2.876		
November 2011	2.998		
December 2011	3.029		
January 2012	3.375		
Feburary 2012	4.188		
Special Newsletter on SID 2012	3.655		

BROCHURES

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations
Rules of the Game on the Net	A		31.196		7.478	http://www.klicksafe.de/service/materialien	

Title		Number of copies produced		Number of copies viewed/downloaded online	URL
					/broschueren -ratgeber /spielregeln-im -internet -durchblicken-im -rechte-dschungel/
Not everything that's possible is allowed!	A	50.000	69.228	4.801	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/nicht -alles-was-geht-ist -auch-erlaubt -urheber-und -persoenlichkeitsrec hte-im-internet/
12 Golden Rules for Using Search Engines	A		370	444	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/12 -goldene -suchmaschinen -regeln-2-aufl/
12 Golden Rules for Booking Travel Online	A		900	1.275	
Chatting without Risk—Brochure	P, T, S, O		10.270	137	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/chatten -ohne-risiko-sicher -kommunizieren-in -chat-messenger-und -community/

LEAFLETS/FLYERS

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations
Computer Games - Tips for Parents	P	61.450	99.875		1.759	http://www .klicksafe.de /service/fuer	

					-lehrende /lehrerhandbuch/	
Internet - Tips for Parents	P	140.825	105.692	1.957	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/internet -tipps-fuer-eltern/	Arabic, Turkish, Russian, German
SNS - Tips for Parents	P	71.050	23.695	3.126	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/sicherer -in-sozialen -netzwerken-tipps -fuer-eltern/	
Data Protection - Tips for Teens	TN	50.000	101.586	4.416	http://www .klicksafe.de /service /materialien /broschueren -ratgeber /datenschutz-tipps -fuer-jugendliche -so-sind-deine -daten-im-internet -sicher/	
Internet - Tips for Teens	TN	126.600	135.941	9.059	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/internet -tipps-fuer -jugendliche/	Turkish, Russian, German
Internet - Tips for Teens Turkish	TN		7.595	255	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/internet -tipps-fuer -jugendliche/	Turkish, Russian, German
Internet - Tips for Parents Turkish	P		13.539	128	http://www .klicksafe.de /service /materialien /broschueren	Arabic, Turkish, Russian, German

					-ratgeber/internet -tipps-fuer-eltern/	
Rip-offs on the Internet Turkish	A		11.296	135	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/abzocke -im-internet-erst -durchblicken-dann -anklicken/	Arabic, Turkish, Russian, German
Internet - Tips for Teens Russian	TN		7.819	169	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/internet -tipps-fuer -jugendliche/	Turkish, Russian, German
Internet - Tips for Parents Russian	P		11.127	109	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/internet -tipps-fuer-eltern/	Arabic, Turkish, Russian, German
Rip-offs on the Internet Russian	A		7.820	168	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/abzocke -im-internet-erst -durchblicken-dann -anklicken/	Arabic, Turkish, Russian, German
Internet - Tips for Parents Arabic	P	15.000	3.837	43	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/internet -tipps-fuer-eltern/	Arabic, Turkish, Russian, German
Rip-offs on the Internet Arabic	A	15.000	3.387	32	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/abzocke -im-internet-erst -durchblicken-dann	Arabic, Turkish, Russian, German

			-anklicken/			
Music on the Net-Downloading without Tripping up!	A		77.750	2.082	http://www.klicksafe.de/service/materialien/broschueren-ratgeber/muik-im-netz-runterladen-ohne-reinfall/	
Rip-offs on the Internet	A		101.927	2.632	http://www.klicksafe.de/service/materialien/broschueren-ratgeber/abzocke-im-internet-erst-durchblicken-dann-anklicken/	Arabic, Turkish, Russian, German
Surfing – Children Safe Online	P	40.000	27.417	134	http://www.klicksafe.de/service/materialien/broschueren-ratgeber/surfen-kinder-sicher-online/	
Chatting without Risk—Chat Tips for Parents/Educators	P, T, S		1.531	129	http://www.klicksafe.de/service/materialien/broschueren-ratgeber/chatten-ohne-risiko-chat-tipps-fuer-jugendliche-und-elternpaedagogen/	
Chatting without Risk—Chat Tips for Young People	C, TN		30.095	137	http://www.klicksafe.de/service/materialien/broschueren-ratgeber/chatten-ohne-risiko-chat-tipps-fuer-jugendliche-und-elternpaedagogen/	
Who is Ana?	P, T		17.235	593	http://www.klicksafe.de/service/materialien	

					/broschueren -ratgeber/wer-ist -ana/	
Young People in Internet Communities	A	40.000	65.192	874	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/sicher -vernetzt-kinder -und-jugendliche-in -internet -communities/	
ICQ & Co.-Chatting Safe for Young Users	A		43.082	505	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/icq-co-so -chatten-junge-user -sicher/	
Cyber-Bullying!	P,T,S	121.000	72.491	142	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/cyber -bullying/	
Free Music on the Net	P,T,S		14.495	945	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/freie -musik-im-internet/	
Data protection tips for parents	P	40.000	30.053	958	http://www .klicksafe.de /service /materialien /broschueren -ratgeber /datenschutz-tipps -fuer-eltern/	Arabic, Turkish, Russian, German
Internet and computer game addiction: tips for parents	P	50.000	23.499	1.248	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/internet -und	

				-computerspielabhaen gigkeit/
Against mobbing	TN	19.455		http://www .klicksafe.de /service /materialien /broschueren -ratgeber/opfer -schlampe-hurensohn -gegen-mobbing/
Environmental tipps	TN	11.479		
Tipps for mobile phones	TN	13.430		http://www .klicksafe.de /service /materialien /broschueren -ratgeber/tipps-to -go-das-ist-mein -handy/

ANNUAL REPORT

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

BOOKS

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

OTHER PRINTED MATERIALS

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations
Teachers Handbook	T S	2.534	5.708		30.431	http://www .klicksafe.de /service/fuer	

					-lehrende /lehrerhandbuch/
Module on Cyber-Mobbing	T S	10.000	13.684	16.683	https://www .klicksafe.de/cms /upload/user-data /pdf/klicksafe _Materialien/LH _Zusatzmodul_Cyber -Mobbing.pdf
Module on Social Communities	T S		8.521	12.393	https://www .klicksafe.de/cms /upload/user-data /pdf/klicksafe _Materialien/LH _Zusatzmodul_Social _Communities.pdf
Module on Data Protection	T S	10.000	7.773	8.994	https://www .klicksafe.de/cms /upload/user-data /pdf/klicksafe _Materialien /Zusatzmodul_LH_ _Datenschutz _klicksafe.pdf
Module on the Use of Mobile Phones	T S		7.548	9.025	https://www .klicksafe.de/cms /upload/user-data /pdf/klicksafe _Materialien /klicksafe_LH _Zusatzmodul_Nicht _ohne_mein_Handy .pdf
Handbook "Let's talk about porn"	T S O	9.620	6.646	15.883	https://www .klicksafe.de/cms /upload/user-data /pdf/Pornografie /klicksafe_Modul _Lets_talk_about _Porno_Februar_2011 .pdf
Guideline for Parents' Meetings	P T S	1.500	3.074	4.307	http://www .klicksafe.de /service/fuer -lehrende /handreichung -elternabende/ #c2938
Conception	P O	1.374		2.307	https://www

for Training Speakers					.klicksafe.de/cms /upload/user-data /pdf/klicksafe _Materialien /elternabende _internethandy _schulung.pdf
Privacy Settings-Facebook	A			65.766	http://www .klicksafe.de /themen /kommunizieren /soziale-netzwerke /facebook -privatsphaere -schuetzen-durch -richtige -einstellungen/
Privacy Settings-studiVZ	A			1.142	http://www .klicksafe.de /themen /kommunizieren /soziale-netzwerke /studivz -privatsphaere -schuetzen-durch -richtige -einstellungen/
Privacy Settings-wkw	A			3.475	http://www .klicksafe.de /themen /kommunizieren /soziale-netzwerke /wer-kennt-wen -privatsphaere -schuetzen-durch -richtige -einstellungen/
Privacy Settings-schülerVZ	A			5.499	http://www .klicksafe.de /themen /kommunizieren /soziale-netzwerke /schuelervz -leitfaden-zum -schutz-der -privatsphaere-in -sozialen -netzwerken/
Module on copyright	T S	10.000	6.797	3.943	http://www .klicksafe.de /service/fuer

				-lehrende /zusatzmodule-zum -lehrerhandbuch/ #c1522
Teachers handbook Internet ABC	T S	887		http://www .klicksafe.de /service /materialien /broschueren -ratgeber/wissen -wies-geht-zeigen -wies-geht/
Information for Training speakers: media literacy for parents - how to accompany your child safely	P O		1.053	http://www .klicksafe.de /service/fuer -lehrende /materialien -elternkurs/#c2968
Facebook Module for Minors	P T TN O		5.758	http://www .klicksafe.de /themen /kommunizieren /soziale-netzwerke /facebook -privatsphaere -schuetzen-durch -richtige -einstellungen/
Facebook Module "Friends lists"	A		6.836	http://www .klicksafe.de /themen /kommunizieren /soziale-netzwerke /facebook -privatsphaere -schuetzen-durch -richtige -einstellungen/
Facebook Module "Profile infomration and content you share"	A		5.435	http://www .klicksafe.de /themen /kommunizieren /soziale-netzwerke /facebook -privatsphaere -schuetzen-durch -richtige

					-einstellungen/
Facebook Module: Chronic	A			2.586	http://www .klicksafe.de /themen /kommunizieren /soziale-netzwerke /facebook -privatsphaere -schuetzen-durch -richtige -einstellungen/
ICQ and Web ICQ settings	A			659	http://www .klicksafe.de /themen /kommunizieren /instant-messenger/
YouTube - how to complain about illegal and inappropriate content	A			548	http://www .klicksafe.de/index .php?id=2414
Guideline for Parents´Meetings: Computer games	T S P O	4.000			http://www .klicksafe.de /service/fuer -lehrende /handreichung -elternabende/ #c10728
Guidance for Parents: media literacy for parents - how to accompany your child safely	P			3.008	http://www .klicksafe.de /service/fuer -lehrende /materialien -elternkurs/#c2968
Elterntalk Card set and brochure "Internet - work with parents	P		350		http://www .klicksafe.de /service /materialien /broschueren -ratgeber/e -sicherheits-kit -fuer-die-familie/

CD/DVDs

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations
Internet ABC - CD ROM	P			610			

PROMOTIONAL MATERIALS/GADGETS eg Frisbees

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations
SID 2011 poster	T S O			600			
SID 2011 stickers	T S O			1500			
klicksafe note pads	A			1600			
klicksafe ball pens	A			1950			
klicksafe mouse pads	C TN			1650			
klicksafe Schlüsselbänder	TN			1000			
klicksafe Haribotütchen	A			3000			
klicksafe cotton bags	A			300			
klicksafe cd cases	A			300			

OTHER

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations
Clip Where is Klaus?	A				71.682	http://www.klicksafe.de/ueber-klicksafe	AT, CZ, DK, EN, ES, FR, GR, IS, IT,

				/downloads /klicksafe -werbespots /download-wo-ist -klaus/	LT, LU, NL, NO, PL, RO, RU, SI, TR, UK
Clip Where do you live?	A		33.771	http://www .klicksafe.de/ueber -klicksafe /downloads /klicksafe -werbespots /download-wo-lebst -du/	ES, UK
EU spot "Stop Cyberbullying"	A		21.581	http://www .klicksafe.de/ueber -klicksafe /downloads/weitere -spots/eu-spot -cyber-mobbing/	
klicksafe Dossier SID 2011: sexual environment	P T S O		1.183	http://www .klicksafe.de/ueber -klicksafe/safer -internet-day/sid -11/dossier-sid -2011/	
klicksafe Dossier SID 2010: data protection	P T S O		145	http://www .klicksafe.de /service /materialien /broschueren -ratgeber/klicksafe -datenschutzdossier /s/dossier/	

These tools were also advertised in the following social media: Youtube, Facebook, Twitter

Below, we distinguish between the impact achieved by different methods of dissemination – primarily through multiplier channels (education institutions), the media, public events and specific campaigns (e.g. road shows). You can use a range of numerical indicators to assess what difference you are making. (For information about Safer Internet Day (SID), see section on Visibility).

1. Dissemination of tool(s) via multiplier organisations

a. Trainers / peer supporters trained

During the reporting period, your Awareness Centre trained a number of **trainers** up to a level where they can go into various institutions and promote the tools and safer internet messages of the Safer Internet Programme with

confidence.

Date (DD/MM/YYYY) and location of training	Total number of trainees participating	How many by target group: e.g. teachers, youth workers
15/09/2010, Kompetenz-team Borken, event "online upd@te"	80	40 parents, 40 teachers
23/09/2010, Thuringian State Media Authority (TLM), Erfurt	20	20 multipliers
18/11/2010, Muenster	150	100 teachers, 50 youth workers
29/09/2010, Kompetenz-team Borken, event "online upd@te"	80	60 teachers, 20 parents
20/11/2010, „Medien. Nutzen. – Leben und Lernen mit Medien", Essen	30	30 teachers
30/01/2011, MIGELO, Eitorff	30	30 parents
18/02/2011, 4. ELTERN-FORUM OWL „School related involvement of Parents", Paderborn	25	15 parents, 10 teachers
08/04/2011, Oberhausen	25	25 teachers
05/05/2011, Düsseldorf	20	20 multipliers
06/06/2011, Duisburg	60	10 youth workers, 50 teachers
28/06/2011, Muenster	35	10 multipliers, 20 youth workers, 5 teachers
30/06/2011, Düsseldorf	35	35 teachers
18/08/2011, Berlin	20	20 multipliers
03/03/2011, Karlsruhe	25	Teachers, pedagogues, media educators
05/04/2011, Stuttgart	22	Teachers, pedagogues, media educators
07/04/2011, Munich	9	Teachers, media educators
19/05/2011, Koblenz	19	Media educators, pedagogues
19/05/2011 Berlin	30	Therapists, students, sex pedagogues
24/05/2011, Mainz	65	Teachers
14/06/2011, Kiel	140	Teachers, social workers, media educators

31/10/2011, Bank Academy Waldthausen Castle, Mainz Budenheim	30		Teachers
24/11/2011, Evening Academy Mannheim	20		Teachers, soial educators
14/09/2011, Bielefeld	40		Members of addiction counselling teams
04/10/201, Educational Centre Neuss	15		youth commissioners, youth contact officers and counsellors working in the police area of protection of minors
05-06/10/2011, Marl			parent media counsellors
21/11/2011, Rostock	20		parent media counsellors
10/02/2012, Saarbruecken			parent media counsellors
29/09/2011, Oberhausen	30		teachers
16/11/2011, Schwerin	300		teachers, multipliers
25/11/2011, Weimar (Thuringia)	38		teachers, multipliers
07/02/2012, Mainz	39		teachers
23/11/2011, Landau, Integrated Gesamtschule (Part 1)	29		parents, teachers
23/11/2011, Landau, Integrated Gesamtschule (Part 2)	29		parents, teachers
27/10/2011, Ellerstadt	20		parents
24/11/2011, Mainz	25		teachers
27/02/2012, Landstuhl	50		parents

b. School-based activities

The Awareness Centre also initiated school-based activities to promote specific tools, reaching pupils, teachers, parents/carers, as follows:

Type of activity	Number and type of schools visited	Total number of hours spent in awareness raising sessions	Total number of pupil participants (by age group)	Number of other participants (by grouping)
Evening conference, lectures, workshops	Primary Secondary		5-11 years 12-16 years	Parents see a)

	3 Other	17+	Teachers see a) Others
Facebook & Co. – Safety on Social Networks, 1 – 2 December 2011	Primary Secondary 1 Other	5-11 years 12-16 years 500 17+	Parents Teachers Others
Lecture on Protection of Youth in the Media, 27 February 2012	Primary Secondary 1 Other	5-11 years 12-16 years 17+	Parents 50 Teachers Others
Workshop on Cybermobbing for Pupils of the Carl Bosch Gymnasium on 19 – 21 October 2011 in Ludwigshafen	Primary Secondary 1 Other	5-11 years 12-16 years 140 17+	Parents Teachers Others
Workshop for Winner of the YouTube Competition "361 Degrees Tolerance" on 8 December 2011 at the Helmbund School, Neuenstadt am Kocher	Primary Secondary 1 Other	5-11 years 12-16 years 32 17+	Parents Teachers Others
Peer-to-peer Action on SID 2012, 7 February 2012 in Ludwigshafen	Primary Secondary Other	5-11 years 12-16 years 150 17+	Parents Teachers Others

How many of these schools already teach

internet safety through dedicated ICT or media

awareness lessons?

Feedback
If you gather feedback via session evaluation reports, please report your results here (you may be using different scales or satisfaction indicators):

Pupils

Parents

Teachers

Others

Further comments (qualitative indicators, any follow-up actions after the school visit, feedback if not gathered systematically, anecdotes e.g. about improvements in test results etc).	All sessions have been evaluated as "very good / good" and some opinions rated the seminars even as "excellent". In general the multipliers, pupils etc. evaluated the presentations and topics of the NAC as very practical and useful for their work.

2. Dissemination of specific tool(s) via media

Please provide information on your success in distributing specific tools via the media, including **social media** and actions such as online tutorials.

Date (DD/MM/YYYY)	Tool	Disseminated in which media	Target groups (P/C/TN/T/S/SW/O/A)	Objective (i.e. what did you hope to achieve?)	Number within target group(s) reached e.g.via children's TV programme	Total size of audience reached (approximate) e.g. newspaper readership
	Clip "Where is Klaus?"	TV	A	Raise Awareness for internet safety and importance of parents' guidance, promote the awareness project		
	Clip "Where is Klaus?"	Online	A	Raise Awareness for internet safety and importance of parents' guidance, promote the awareness project		23.000
	Clip "Where do you live?"	Online	A	Raise awareness for excessive computer and internet use		12.720

EU Spot "Stop cyberbullying!"	Online	A	Raise Awareness for internet safety and importance of parents' guidance, promote the awareness project		5.960	
Online Tutorials	Online	A	To teach privacy and security online		28.000	

3. Dissemination of tool(s) via events and other activities

How many special public face-to-face events (excluding SID) has your Awareness Centre organised?

Date (DD/MM/YYYY) and location	Type of event/activity, brief description	Number of events/activities	Number of tools disseminated	Objective	Target group(s) (P/C/TN/T/S/SW/O/A)	Number of people reached (by target group P/C/TN/T/S/SW/O/A)
28-29/09/2010, Warsaw	International Conference	presentations in plenary: 18; parallel sessions: 6; presentations in workshops: 30	Print materials: ~ 1800 flyers, brochures and modules all together	Inform about internet safety & current development and issues; promote international exchange of expertise, bring together experts from different countries	T, O	500
08/12/2010, Berlin	International Conference	presentations in plenary: 4; parallel sessions: 2; panel discussion in plenary: 2	Print materials: ~ 1200 flyers, brochures and modules all together	Presentation of EU Kids Online results, bringing together experts, facilitate exchange	O	250
28-29/09/2010, Warsaw	International Conference	presentations in plenary: 19; parallel sessions: 6;	Print materials: ~ 1000 flyers, brochures and modules all together	Inform about internet safety & current development and issues; promote	T, O	500

	presentations in workshops: 31		international exchange of expertise, bring together experts from different countries		

Qualitative impact measures: cite three **most common themes** recorded on feedback forms:

1

2

3

...and three key **suggestions for improvement** :

1

2

3

Other events the Awareness Centre **co-hosted, participated in, presented at** etc:

Date (DD/MM/YYYY)	Type of event/activity, brief description	Organiser of event/activity	Location(s)	Target group(s) (P/C/TN/T/S/SW/O/A)	Objective	Number of participants reached (by target group P/C/TN/T/S/SW/O/A)
02/09/2010	workshop	State Media Authority of Saarland (LMS)	Saarbrücken	T O	Participation; focus on special needs of boys on the Internet	42
09-11/09/2010	expert conference	Ein Netz für Kinder	Berlin-Genshagen	O	Participation	120
11-12/09/2010	fair	FamilienWelt (Family World)	Berlin	P C TN	Inform the public about klicksafe offerings	
13/09/2010	information day	LfM	Düsseldorf	O	Introduction of klicksafe and its topical areas	30
14/09/2010	expert forum	m+b.com	Ludwigshafen	T O	Participation	80
15/09/2010	workshop for	Kompetenzteam	Borken	O	klicksafe	80

Date	Type	Organisation	Location		Description	Number
	multipliers	Borken			workshop for multipliers (parents meetings)	
21/09/2010	information day	Deutsche Welle Akademie	Bonn	O	Inform students about klicksafe, cyber-bullying, SNS	25
21-23/09/2010	conference	BPjM	Regensburg	O	klicksafe talk on filtering measures for the protection of young people	160
23/09/2010	workshop	Thuringian State Media Authority (TLM)	Erfurt	O	klicksafe workshop for multipliers (parents meetings)	15-20
23/09/2010	expert conference	Medienzentrum Rheinland, LWL-Medienzentrum	Aachen	O	Lecture and presentation of new klicksafe materials	60
29/09/2010	Workshop for multipliers	Kompetenzteam Borken	Borken	O	klicksafe workshop for multipliers (parents meetings)	80
29-30/09/2010	meeting	Ein Netz für Kinder	Berlin	O	participation	30
01-03/10/2010	fair	Messe Berlin	Berlin	A	Inform the public about klicksafe offerings	2000
01/10/2010	congress	MIGELO	Wuppertal	P O	Inform Russian-speaking parents and parent organisations about klicksafe offerings	200
05/10/2010	parents meeting	Gutenberg Gymnasium	Mainz	P T O	Inform parents about klicksafe materials on cyber-bullying	120
15-16/10/2010	conference	Youth Press Germany	Munich	TN O	Inform the public about	500

					klicksafe offerings	
19/10/2010	workshop	NRW State Police	Neuss	O	Talk about prevention through media literacy to state police	15
25/10/2010	information day	LMK	Ludwigshafen	O	Inform the public about klicksafe offerings	25
26/10/2010	working group meeting	Ministry of Education, Science, Youth and Culture Rhineland-Palatinate	Mainz	O	Inform state government stakeholders about klicksafe offerings	10
29/10/2010	expert conference	FH Köln, GMK, DGPuK	Cologne	T O	Presentation of new klicksafe handbook "Let's talk about porn"	300
10/11/2010	workshop	AfL Hesse	Gießen	T	Teachers training on the topic of SNS	15
10/11/2010	Workshop	State Institute for Pedagogy and Media	Saarbrücken	T	Teachers training on the topic of cyber-bullying	25
17-18/11/2010	Congress	Professional organisation of German Psychologists	Hameln	O	Workshop with psychologists on the topic of cyber-bullying	250
17/11/2010	workshop and world café	LAG Medienarbeit	Berlin	TN T	Inform teachers and students about klicksafe offerings	15
18/11/2010	expert conference	City of Münster (Jib)	Münster	T O	Talk and panel discussion on the topic of cyber-bullying	150
20/11/2010	conference	German Journalists Association (DJV)	Recklinghausen	O	Inform the public about klicksafe offerings	500
20/11/2010	congress	LfM, Media Counselling	Essen	T O	Workshop on the topic of	300

		NRW			communication on the net	
23/11/2010	meeting	Internet-ABC	Düsseldorf	O	Board Meeting	12
23/11/2010	conference	Grimme-Institut	Cologne	T O	Participation	
24/11/2010	conference	Stadtjugendring, pro familia	Mannheim	T O	Participation	40
25/11/2010	workshop	Digital Opportunities Foundation	Düsseldorf	O	Inform stakeholders about the klicksafe foreign-language offerings	25
02/12/2010	workshop	AfL Hesse	Marburg	T	Training teachers on the topic of SNS	15
15/12/2010	school event	Federal Ministry of Food, Agriculture and Consumer Protection	Berlin	C TN T S O	Inform young people, teachers and stakeholders about klicksafe offerings	50
16/12/2010	workshop	State Training Seminary for Secondary School Teachers in Speyer	Speyer	T	Training teachers on the topic of cyber-bullying	90
11/01/2011	expert roundtable	Federal Ministry of Food, Agriculture and Consumer Protection	Berlin	O	National stakeholder meeting	45
27/01/2011	expert roundtable	Federal Ministry of Family, Senior Citizens, Women and Youth	Berlin	O	National stakeholder meeting	55
27-28/01/2011	workshop	Pedagogical Institute Munich	Munich	T	Training teachers on internet topics	12
08/02/2011	workshop	State Media Centre Rhineland-Palatinate	Mainz	TN	Inform young people about klicksafe offerings	31

Date	Type	Organizer	Location	Target	Goal	Participants
10/02/2011	workshop	AKJS	Potsdam	T	Training teachers on internet topics	20
14/02/2011	symposium	Global Young Faculty	Duisburg	O	Inform stakeholders about klicksafe offerings	150
18/02/2011	symposium	UK NRW, Bezirksregierung Detmold	Paderborn	P	Inform parents about klicksafe offerings	300
14-18/02/2011	fair	Didacta Verband e. V.	Stuttgart	TO	Inform the public about klicksafe offerings	100
16/03/2011	Evening lecture	Heinz Nixdorf Museum	Paderborn	P, T	work of klicksafe, presentation klicksafe material	160
18-19/03/2011	Workshop on Social communities	Association of Child and Youth Psychotherapists	Frankfurt	O	presentation	16
24-25/03/2011	Congress/ klicksafe booth	Initiative "Keine Bildung ohne Medien"	Berlin	P, T, O	work of klicksafe, presentation klicksafe material	400
28/03/2011	fair	Hannah-Arendt-Gymnasium Haßloch	Haßloch	T O	Inform the public about klicksafe offerings	250
07/04/2011	Conference	Bavarian Central Authority for New Media	Munich	O	presentation	45
13/04/2011	speech	MBWJK	Mainz	S O	Inform the public about klicksafe offerings	40
02-03/05/2011	Congress/ klicksafe booth	Netzwerk der Lehrer mit Zuwanderungsgeschichte	Soest	T	work of klicksafe, presentation klicksafe material with a focus on the	70

Date	Type	Organizer	Location		Objective/Content	Participants
					Foreign Language Content	
09/05/2011	Panel discussion, klicksafe presentation	Police Crime Prevention Agency	Mannheim	O	Work of klicksafe, presentation klicksafe material	120
13-14/05/2011	Conference, klicksafe presentation	Cologne University of Applied Sciences	Cologne	P, T	The topic of the networking conference was methodology in general and particularly as applied to the key issue of "gaming" in media education work.	50
20/05/2011	Congress/ klicksafe booth	Migelo, Migranten, Elten, Lotsen -Projekt	Dresden	P, T	work of klicksafe, presentation klicksafe material with a focus on the Russian Language Content	150
24/05/2011	speech	Arbeitskreis SCHULEWIRTSCHAFT Trier	Trier	T O	Inform the public about klicksafe offerings	70
25/05/2011	Conference, workshop	State Media Centre Baden-Württemberg	Karlsruhe	A	presentation	150
30-31/05/2011	klicksafe booth	Deutscher Präventionstag	Oldenburg	A	Inform the public about klicksafe offerings	2500
04/06/2011	speech	Evangelischer Kirchentag	Dresden	S O	Inform the public about klicksafe offerings	400
06/06/2011	Congress, klicksafe presentation	Landesregierung NRW in Cooperation with Zeitungsverlegerverband	Duisburg	T	klicksafe,	300

		NRW, den nordrhein-westfälischen Zeitungsverlagen, der Landesanstalt für Medien Nordrhein-Westfalen, der ZeusMedienwelten / WAZ Mediengruppe und allen weiterführenden Schulen				
06/06/2011	Annual conference	European Network Cities for Children	Stuttgart	O	presentation	400
07-08/06/2011	Conference, klicksafe presentation	IJAB	Erfurt	T, O	presentation	50
30/06/2011	Workshop	Düsseldorfer Studienseminar (Sek.1)	Düsseldorf	T	klicksafe	100
28-29/06/2011	Workshop	Landesjugendamt Westfalen and LfM	Münster	O	work of klicksafe, presentation klicksafe material with a focus on Social Networks	60
05/07/2011	Congress/ klicksafe booth	Mekonet	Schwerte	O	Work of klicksafe, presentation klicksafe material	90
13/07/2011	Panel discussion, klicksafe presentation	CDU Ortsverband	Haan	P, TN, O	Work of klicksafe, presentation klicksafe material	100
31/08/2011	speech	Landestelle Jugendschutz Niedersachsen	Hannover	S O	Inform the public about klicksafe offerings	60
01-03/09/2011	Conference	Federal Government Commissioner for Culture and	Genshagen Castle, Berlin-Ludwigsfelde	O	klicksafe took an active part in the framework of a	120

Date	Type	Organizer	Location		Description	Participants
		the Media, Project "A Net for Children"			workshop on the topic "Marketing of Children's Web Pages".	
08/09/2011	Lecture	State Media Authority Saarland (LMS)	Saarbruecken	T	Presentation of new klicksafe material "Let's talk about Porno"	60
13/09/2011	Congress	Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ)	Berlin	O	Participation	60
14/09/2011	Symposium, klicksafe booth	LWL-Koordinationsstelle Sucht in cooperation with the city of Bielefeld amd the Drogenberatungsstelle Bielefeld	Bielefeld	O	Presentation, work of klicksafe	120
16-17/09/2011	2-day course, klicksafe booth	Media Authority for North Rhine-Westphalia (LfM)	Marl	T	work of klicksafe	
18/09/2011	klicksafe booth	the city of Duesseldorf	Duesseldorf	A	work of klicksafe	
19-20/09/2011	conference, klicksafe booth	State Media Authority for Saxony-Anhalt (MSA), State Institute for School Quality and Teacher Training (LISA), Otto von Guericke University Magdeburg	Halle (Saale)	T O	work of klicksafe	200
23-24/09/2011	fair, klicksafe booth	Messe Berlin GmbH	ICC Fairgrounds Berlin	TN A	inform the public about klicksafe's work	approx. 1000 visitors at booth
24/09/2011	workshops, lectures,	Media Literacy Network for the	Kiel	T O	present klicksafe's	500

	booths	state of Schleswig-Holstein, which includes the Institute for Quality Development in Schools (IQSH) along with 14 other organisations including those working for the protection of minors, the libraries in the state, the Consumer Advice Centre, and state ministries			work, klicksafe workshop and klicksafe information booth	
01-03/10/2011	fair, klicksafe booth	the state of North Rhine-Wesphalia	Bonn	A	inform the public about klicksafe's work	
06/10/2011	workshops, lectures, booths	Lower Saxonian State Institute for Quality Development in Schools (NLQ), State Media Authority Lower Saxony, and the State of Lower Saxony	Hannover	T O	klicksafe booth	500
13/10/2011	annual members meeting	German Association for the Protection of Children	Soest	O	klicksafe presentation on cyber-bullying	50
14/10/2011	conference	"Violence towards Children"	Muenster	O	participation	
14/10/2011	conference	"Violence towards Children"	Muenster	O	participation, presenting the new cyber-bullying module	
17/10/2011	congress	, the Ministry of Employment,	Solingen	O	klicksafe presented, in	650

		Integration and Social Affairs NRW			particular, its foreign-language materials	
18/10/2011	training, workshops	Competence Team Borken	Borken	O	klicksafe booth, klicksafe workshop	
20/10/2011	expert forum	the Media Authority for North Rhine-Westphalia (LfM) in cooperation with the Occupational Union of German Privacy Officers e. V. (BvD)	Duesseldorf	T O	presentation of klicksafe's work	
20/10/2011	conference	National Association of Consumer Advice Centres	Berlin	O	participation	75
26/10/2011	Workshop	North Rhine-Westphalia State Police	Neuss	O	klicksafe workshop on crime prevention	15
02/11/2011	round table	Federal Ministry of the Interior	Berlin	O	participation	45
16/11/2011	workshop	Media Authority for North Rhine-Westphalia (LfM) and klicksafe	Duesseldorf	O	klicksafe workshop on "Social Networks", infromational material	15
18/11/2011	symposium	Media Authority for North Rhine-Westphalia (LfM) in cooperation with the German Association for the Protection of Children	Duesseldorf	O	klicksafe booth	
06/12/2011	symposium	University of the Media (HdM)	Stuttgart	O	participation	125

10/12/2011	Open School Day	Carl Bosch Gymnasium	Ludwigshafen	T P TN O	inform the public about klicksafe's work	200
12/12/2011	Kick-Off Event	State Government of Baden-Wuerttemberg and State Media Centre	Centre for Art and Media Karlsruhe	T O	inform the public about klicksafe's work, klicksafe booth	300
16-18/01/2012	Workshop	Institute for Medical Psychology, Heidelberg	Centre for Psycho-social Medicine of the University Hospital Heidelberg	T O	workshop participation	24
06/02/2012	anniversary event	Zartbitter (Bittersweet) e.V.	Comedia Cologne	T O	klicksafe attended and pursued contacts for cooperation.	200
06/02/2012	meeting	: Federal Government Commissioner for Culture and the Media, Project "A Net for Children"	Berlin, German Federal Film Board	O	participation	10
15-17/02/2012	fair	Deutsche Messe (German Fairs)	Hannover	T O	inform the public about klicksafe's work, klicksafe booth	875 exhibitors and 80,000 visitors
28/02/2011	conference	Free University Berlin	Berlin	O	presentation of klicksafe's work	60
29/12/2012	parents` meeting	Seckenheim School in cooperation with klicksafe	Mannheim Seckenheim	T P	distribution of informational material	60

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 4 - Special visibility activities (EU-co-ordinated)

The European Commission and the Safer Internet Programme should be acknowledged; here you can find out more about this contractual obligation:

Visibility of the European Commission/Safer Internet Programme

Is the Safer Internet Programme appropriately acknowledged in all of the following produced by your Awareness Centre?

Web site: home page, other pages, all pages?   Yes

Awareness material produced?   Yes

Presentation of the project in events –   Yes

including Powerpoint presentations; flyers, film

/video clips?

Other (please specify):

You are aware that as a Safer Internet Centre you are required in addition to this section of the Assessment Template Methodology to complete and submit regular Media Coverage Tables to EUN and also following significant activities in your calendar of events e.g. **Safer Internet Day** , conferences, resources launches. Visibility is at regional, national, European sub-regional (if appropriate) and pan-European levels.

You are not asked to provide detailed information here, simply some **headline numbers** .

Safer Internet Day (if held during the reporting period)

Please give the following activities ' **Highlights** ' about your SID: describe one action undertaken, e.g. young people's event e.g. concert; seminar; road show/bus tour; conference; other.

Name/title of the action	klicksafe press conference at school in Berlin
Target audience	Journalists, Media, Stakeholders, Partners
Number of participants	70
Description	Central element of the klicksafe activities was a press conference in Berlin at a school in Berlin under the slogan "More responsibility on the internet". The challenges and perspectives of a responsible togetherness online were discussed by Federal Minister for Families Dr. Kristina Schröder, Laura (19), youth advisor of Nummer gegen Kummer, TV moderator Jörg Pilawa, Albrecht Bähr (chairman of the Assembly of LMK), Dr. Jürgen Brautmeier (director of LfM), and Thomas Rathgeb from mpfs.
Lessons learnt from SID	- Decentral model works very well and leads to a wide range of events and activities nationwide - SID has become a landmark in many institutions', companies' and schools' calendars; more and more creative activities take place - Big amount of activities and events nationwide is becoming more and more difficult to handle (and to document) – with problems arising like: o not all activities are reported to klicksafe (esp. bigger companies etc.) – difficult to keep track o media coverage is enormous and thus hard to follow up - Combination of thematic focus with a consistent and effective marketing strategy is highly effective; in

comparison to last SIDs it showed this year that a more concrete topic (cyberbullying, data protection), accompanied by new materials from klicksafe, are more efficient for media coverage than a more general "societal" topic

Partner involvement

Education ministry?	Yes
Example (i.e. type of activity, type and level of involvement (active participation in dissemination)):	not directly involved in the NAC activity on SID, but several education ministries of the states participated in or held events and actions of their own / of SID partners
Parents' organisations actively involved?	Yes
Example:	not directly involved in the NAC activity on SID, but several parents' organisations on different levels participated in or held events and actions of their own / of SID partners
Hotline – nature of involvement? Example:	Both hotlines were actively involved in SID – jugendschutz.net published several interviews and press releases on internet safety and was involved in the workshops at the media scouts event in Mainz; FSM participated in the event at Brandenburg Parliament with a youth protection expert; eco offered concrete information with a "storyboard for children" for children's TV and radio shows.
Helpline – nature of involvement? Example:	The German helpline Nummer gegen Kummer not only supported the press conference in Berlin with a panel participant – Laura, 19, who works as phone counsellor at NgK – but also organised a very well-attended workshop on "responsibility and safety on the internet" together with the German Association for the Protection of Children in Cologne.

Media coverage of SID

Total number of press items:	350
Of which (if known) in:	
local media:	
regional media:	
national media:	
Number of TV items shown mentioning/reporting SID:	75
Number of radio items reporting SID:	380
Number of entries to SID competition, if applicable:	

Summary
Total number of Children (C) reached:

via school

via focused media

Total number of Teenagers (TN) reached:

via school

via focused media

Total number of Adults (A) reached:

Other campaigns (e.g. Block bullying campaign) in reporting period

A separate report will have been submitted – here are some key impact indicators:

Total number of Children (C) reached:

via school

via focused media

Total number of Teenagers (TN) reached:

via school

via focused media

Total number of Adults (A) reached:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 5 - General visibility of your Awareness Centre

This section explores the general visibility of your Awareness Centre by various factors such as locally, regionally, nationally, by linguistic groups of countries etc.

General visibility in the media

Based on the implementation of your mass media communication plan and media's own/additional initiatives, try to assess the impact of your message in terms of media reach.

Please select your most important media successes, including in **social media** and actions such as online tutorials.

Date	Type of media	Language(s)	Objective i.e.	Type of	Numbers	Total size of

(DD/MM/YYYY)	activity e.g. press release; article placed in publication; interviews		what did you hope to achieve?	audience reached (use above abbreviations P/C/TN/T/S/SW/O/A)	within target group(s) reached e.g. via children's TV programme	audience reached (approximate) e.g. newspaper readership
08/02/2011	Press release, press conference	German	Presentation of new pedagogic module "Let's talk about porno", making it known to media pedagogues, social workers, teachers, institutions, partners			
05/11/2010	Press release	German	Information about new klicksafe brochure "The rules of the internet - Perspectives in the jungle of duties			
24/11/2010	Press release	German	Information about Positive Content Competition, call for competition entries;			
14/01/2011	Press release	German	Information about Positive Content Competition, call for competition entries;			
20/04/2011	Press release	German	Information about Positive Content Competition, call for competition entries; information			

			about winners on national and European level
17/06/2011	Press release	German	Information about Positive Content Competition, call for competition entries; information about winners on national and European level
17/01/2011	Press release	German	Information about klicksafe Prize for internet safety; call for entries;
08/03/2011	Press release	German	Information about klicksafe Prize for internet safety; call for entries;
19/05/2011	Press release	German	Information about klicksafe Prize for internet safety; call for entries;information about nominees and winners
22/06/2011	Press release	German	Information about klicksafe Prize for internet safety; call for entries; information about nominees and winners
11/02/2011	Press release	German	Presentation of and Information about new teaching module on mobile phones
22/07/2011	Press release	German	Presentation of

				and Information about new information offerings (website, flyers) in Arabic language
16/08/2011	Press release	German		Information about klicksafes' participation in "gamescom"
23/09/2010	Press release	German		Presentation of and Information about new teaching module on copyright
30/09/2011	Press release	German		Information about Internet Governance Forum (IGF) in Nairobi
11/10/2011	Press release	German		Information about new flyer on data protection, online quiz for adolescents, multilingual information campaign for parents (flyer available in German, Turkish, Russian and Arabic)
19/10/2011	Press release	German		Information about media partnership between klicksafe, Internet ABC and the German-Turkish radio station Metropol FM
03/11/2011	Press release	German		Information about SID

			2012, call for participation
29/11/2011	Press release	German	Presentation of and Information about new flyer on computer- and internet-addiction
13/12/2011	Press release	German	Information about SID 2012, call for participation
16/01/2012	Press release	German	Information about klicksafe Prize for internet safety; call for entries;
30/01/2012	Press release	German	Information about SID 2012, invitation to press conference in Berlin
30/01/2012	Press release	German	Information about SID 2012
07/02/2012	Press release	German	Press Kit for SID 2012
07/02/2012	Press release	German	Information about SID 2012
07/02/2012	Press release	German	Information about SID 2012
07/02/2012	Press release	German	Information about SID 2012
07/02/2012	Press release, Press Conference	German	Information about the presentation of the new FIM-study at SID press conference
07/02/2012	Press release	German	Information about internet usage in Germany, results of recent studies

07/02/2012	Press release	German	Interview with Dr. Jürgen Brautmeier and Albrecht Bähr for SID
06/03/2011	Press release	German	Information about klicksafe Prize for internet safety; call for entries;

Your national portal

URL (incl. Facebook, Twitter etc	Name all languages	No. of unique visitors during the reporting period	Total page views for the period)	Direct visits	Referred via search engines (which)?	Average time spent on website
Klicksafe.de	DE, EN, TÜ, ARA, RU	1.479.767	16.885.645	175.161	1.856.668	3M 47 S
Youtube.com/klicksafegermany	DE,EN		42.922			
Twitter.com/klicksafe	DE	423 new Follower				
Faceook.com/klicksafe	DE	1.276 "likes"				

Additional measures of impact of website: how many times was it mentioned in:

online articles

blogs

forums

links from other websites (which?)

Comments about other website traffic patterns

and trends:

General project visibility via schools

What are your Safer Internet Centre's main activities aimed at schools?	Due to the federalist structure of Germany with 16 federal states and a total of 82 million inhabitants, it is extremely difficult to implement centrally defined goals in the area of school activity. Therefore it was necessary that klicksafe as Awareness Centre Germany develop an individual strategy to reach as many schools as possible in all the federal states. The klicksafe activities directed toward schools are consequently based on two

fundamental elements: 1. development of materials for classroom instruction on specific topics; and 2. continuing education measures for multipliers organised in a pyramid system. For years, klicksafe has been developing classroom materials that are well received across the country, as indicated by the steadily increasing number of orders. These materials provide complete instruction units, which are didactically and methodically suited to be used directly as-is for classroom work. Additionally, klicksafe has established a three-day continuing education course for teachers. To disseminate this course to teachers, klicksafe seeks out strong partners in the federal states (such as teacher-training institutes and state ministries) and trains their trainers. In the next work step, these institutions organise their own continuing education courses for teachers at all types of schools in the respective federal state. Thus the trainers, who have been prepared by klicksafe, are able to work with multipliers and disseminate the klicksafe training course across the states. In this manner, klicksafe is able to take advantage of the specific networking structures of established institutions within the federal states, while itself offering only one or two such courses for multipliers in each of the states.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 6 - Participation by the Awareness Centre

This section explores the participation by the Awareness Centre in, and contribution to, the European Network.

Work Package 4 requires: "Actively cooperate with the European co-ordinator and other members of the European network by exchanging information about good practices, participating in meetings and designing and implementing a European approach."

Here, please give details of any training events, other European co-ordinator-organised events you participated in, or events where you represented the European network. You may also have created new materials and good practices that you shared with your colleagues regionally and/or via the European Coordinator.

Training

Project representatives attended the following **training** events provided by the **European project coordinator** . It is interesting to know what key learning was gained, which key issues were identified (see your event evaluation), and what changes did you make as a result.

Date (DD/MM/YYYY) and venue of training event	Type of training	Name of participant	Did participant make a formal training presentation? Which?	Key issues identified in training	Changes made as result of training
20/10/2010, Luxembourg	SID spot meeting	Stephanie Kutscher	No	SID 2011 topic, distribution channels	
06-09/12/2010, Berlin, Germany	Insafe Training Meeting	Peter Behrens, Dr. Joachim Kind, Birgit Kimmel, Stephan Stengel, Gudrun Melzer,	Birgit Kimmel: Presentation of new pedagogic module "Let's talk about porno";	Sexualisation, grooming; online gaming	Content-related exchange w/ Austrian colleagues concerning sexualisation topic; input for

		Stefanie Rack, Stephanie Kutscher	Peter Behrens: moderator on Day 2		enhancements on klicksafe website; cooperation with Portuguese SIC concerning adaptation of klicksafe cyberbullying brochure
05-06/04/2011, Sinaia/Romania	Insafe Training Meeting	Stephanie Klahn, Stephan Stengel	Stephan Stengel: presentation of klicksafe privacy guideline for Facebook; Stephanie Klahn: presentation of klicksafe teaching module on mobile phones; moderation of SID table discussion	SNS / Facebook; Advisory Board handling	Ideas for new activities for SID 2012; valuable input for klicksafe Facebook profile; new ideas for reaching different target groups; bilateral discussions about how to work w/ Adv. Boards
23/02/2011, Bucharest	3rd Insafe Resource Cluster Meeting	Gudrun Melzer	Yes, presentation of klicksafe materials	klicksafe took the opportunity to learn about the other NAC's current resources and concepts and to present the most recent klicksafe materials	
13-14/09/ 2011, London, UK	Insafe Training Meeting	Peter Behrens	No		
19/10/2011, Luxembourg	SID Video Meeeting	Stephanie Klahn	No	Prior to SIF in Luxembourg, NAC representatives met on October 19th to discuss the storyboard and further proceedings concerning the Insafe spot for Safer Internet Day 2012	

Events attended to **represent the European network**

Date (DD/MM/YYYY) and venue of event	Event organiser and type of event	Name of participant	Did participant make a formal contribution? Give detail?	Learning gained	Impact made

14-17/09/2010, Vilnius/Lithuania	IGF meeting	Dr. Joachim Kind	Participation in several workshops and sessions	Insights into international approaches concerning media literacy and internet safety, also beyond Europe; Internet Bill of Rights for Brazil	Important input & feedback for different discussions on national level, e.g. political
28-29/09/2010, Warsaw, Poland	International Conference of saferinternet.pl and klicksafe	Peter Behrens, dr. Joachim Kind, Stephanie Kutscher, Jörg Horchheimer	Several speakers of SIC and Advisory Board; team members moderated several sessions; keynote from P. Behrens as conf. vice-chair; presentation of SIC (S. Kutscher)	e.g. new input concerning mobile phones issues (see klicksafe teaching module) and positive content	Content-wise input valuable for new klicksafe materials (e.g. teaching module mobile phones) and activities (e.g. Pos. Content Competition)
21-22/10/2010, Luxembourg	Safer Internet Forum	Peter Behrens, Stephanie Kutscher, Jörg Horchheimer	Peter Behrens: speaker at parallel session 1 ""How do youngsters choose to sign up to a social networking site? What is behind the profile?"	Use of SNS by young people; current trends and discussions Europe-wide; perspective of parents Europe-wide	Intense networking possibilities; new ideas for wirk with & for young people and parents
02/2011, Ankara, Turkey	Visit to Turkish Information and Communication Technologies Authority	Dilek Atalay	Participation in Central Congress on Safer Internet Day	Exchange about topics and contents, Turkish klicksafe materials, further possibilities of cooperation	Turkish subtitled version of "Where is Klaus?" clip presented on SID in Turkey; dubbed version in process
16-17/06/2011, Brussels, Belgium	Digital Agenda Assembly	Peter Behrens, Sebastian Holtz	Participation in several workshops and sessions	Exchange on topics concerning online child safety	Important input & feedback for different discussions on national level, e.g. political
20-21/09/2011, Warsaw	5th International Conference Keeping Children and Young People Safe Online	Peter Behrens, Stephanie Klahn, Dr. Joachim Kind	As conference vice chair, klicksafe coordinator Peter Behrens held a welcome address to the participants and moderated	The materials were very well received by the conference participants, and particularly the Handbook for Teachers and the	

			the plenary session on day 2. klicksafe team members Dr. Joachim Kind and Stephanie Klahn also were session moderators.	additional modules were in great demand among the international audience.
22-23/09/2011, London, UK	EU Kids Online Conference	Sebastian Holtz	Mr Holtz participated in the plenary sessions on "risks and opportunities", "coping and vulnerability", as well as the research sessions on "social networking sites" and "cyberbullying 2"	
26-28/09/2011, Balatonalmadi, Hungary	VI International Media Conference – "The effects of the media on children and young people"	Sebastian Holtz	The SIC DE contributed a 15-minute address held on 28 September 2011, addressing "The challenge of cyberbullying – Current situation and counter-measures by the Safer Internet Centre Germany". In addition, Mr Holtz gave an interview on the topic of cyberbullying (http://www.gyermekmento.hu/nagy_videok/mediakonferencia/2011/interju/holtz.flv); his speech was included in a volume published on the conference.	
27-30/09/2011, Nairobi, Kenya	Internet Governance Forum	Dr. Joachim Kind	Joachim Kind participated at the IGF as official member of the	New contacts made, insight and

			Insafe delegation and as such took part in the Insafe Workshop and in panels with EU Parliament and EU MoPs and for connections of IGF and Africa	discussions about new and upcoming issues
20-21/10/2011, Luxembourg	The Safer Internet Centre Germany (klicksafe and jugendschutz.net): Safer Internet Forum	Stephanie Klahn, Stephan Stengel, Peter Behrens	The Safer Internet Centre Germany (klicksafe and jugendschutz.net) organised a session at Safer Internet Forum 2011 on positive content "Promoting Positive Online experiences for Children across Europe". This included setting up the concept and the agenda for the session in close cooperation with the EC, acquisition and invitation of speakers, moderator and reporter as well as all organizational aspects around the session and delivering the report on the session.	
27/10/2011, Fribourg, Switzerland	Media Literacy Day		klicksafe was represented with an information booth at the central event and fair of the Federal Office for Social Security, and also actively participated in preparatory events the evening before the fair	

18-19/01/2012, Stockholm	EuroDig Preparatory Meeting	Dr. Joachim Kind	Joachim Kind participated in the meeting which focused on relevant topics for this year's EuroDig in June in Sweden
10/02/2012, Brussels	ICT Principles Meeting	Peter Behrens	Saferinternet DE coordinator Peter Behrens actively participated in the meeting on ICT Principles, where the further roadmap and points of intersection with the CEO Coalition were discussed.
27/02/2012, Brussels	Coalition to make the Internet a better place for kids	Sebastian Holtz	Mr Sebastian Holtz attended the work group meeting on the topics "simple and robust reporting tools" and "effective takedown of child abuse material". Mr Holtz and representatives of the hotlines (ECO, FSM, jugendschutz.net) participated in the name of the Safer Internet Centre Germany and were actively engaged in the discussion in various work groups.

Sharing resources and good practices at European level

Have you uploaded documents to the INSAFE community and/or to the INSAFE repository? The inputs might be reports and information for the newsletter, surveys, statistics; sharing of awareness material, and/or the exchange of good practices (please give examples)

Date	Type of	Title of	What is new,	Original	What impact do

(DD/MM/YYYY)	contribution	contribution	unique, innovative or special about it?	language/translation into	you expect it will make?
10/2010	Adaptation of flyer in Luxembourg	"Data Protection Tips for Teens"	Short and concrete tips for young people on data protection and privacy	Original language German; Luxembourgish version published in German and French	Publication and distribution to young people in Luxembourg
09/2010	Newsletter article	Computer games – new flyer and website rubric	The flyer offers short and concrete tips for young people in a clear and understandable way; comprehensive information incl. background infos on the klicksafe website	English	
01/2011	Newsletter article	klicksafe publishes new social networking guidance	Guidelines offer comprehensive overview of privacy settings for sns mostly used in Germany	English	
02/2011	Newsletter article	Celebrating Safer Internet Day with a broad range of activities and events	Great success for SID in Germany with many diverse activities and events; successful decentral model for SID	English	
04/2011	Newsletter article	Government engagement in online safety	Engagement of governmental institutions to various internet safety and media literacy projects	English	
05/2011	Newsletter article	Source criticism – an important skill for young internet users	General information about source criticism and the importance of the topic	English	
06/2011	Newsletter article	Mobile internet – klicksafe teaching module "Not	Teaching module promoting responsible and	English	

		without my mobile"	competent use of mobile phones for pupils; special focus on consumer protection perspective		
07-08/2011	Newsletter article	klicksafe provides video guidelines to help users protect their privacy on Facebook	New videos explain facebook privacy settings in a clear and understandable way	English	
11/2010	Contribution for Insafe Educational Resources Digipack	The rules of the internet - Perspectives in the jungle of duties	Legal topics and advise with a special focus on blogs, SNS, forums etc.	German, English	Adoption possible for other SICs (e.g.: Estonia)
12/2010	Contribution for Insafe Educational Resources Digipack	Let's talk about Porn – Youth sexuality, internet, pornography	The brochure addresses the issues of adolescence and sexuality referring to the use of the internet; combining sexual pedagogy and media pedagogy for one pedagogic module	German, English	Adoption possible for other SICs
12/2010	Entry for Resource catalogue	The rules of the internet - Perspectives in the jungle of duties	Legal topics and advise with a special focus on blogs, SNS, forums etc.	German, English	Adoption possible for other SICs (e.g.: Estonia)
12/2010	Entry for Resource catalogue	Let's talk about Porn – Youth sexuality, internet, pornography	The brochure addresses the issues of adolescence and sexuality referring to the use of the internet; combining sexual pedagogy and media pedagogy for one pedagogic module	German, English	Adoption possible for other SICs
04/2011	Entry for Resource catalogue	Not without my cellphone. Cool mobile phone –	Teaching module, promoting responsible and	German, English	Adoption possible for other SICs

		big bill?	competent use of mobile phones for pupils; special focus on consumer protection perspective		
04/2011	Entry for Resource catalogue	Guideline on privacy protection in Social Communities: Facebook	Comprehensive support on the most important safety and privacy settings on Facebook.	German, English	Adoption possible for other SICs
09/2011	Newsletter article	Back to school/IGF theme	How to get your own iPhone app? Experiences from the German Safer Internet Centre	English	
10/2011	Newsletter article	SIF theme	1) klicksafe at YOU fair in Berlin with successful button campaign (2) New klicksafe teaching module: Downloading, copying, exchanging, uploading	English	
11/2011	Newsletter article	Cyberbullying	Comic On! theatre production plays on the topic of cyberbullying	English	
12/2011	Contribution for Insafe Educational Resources Digipack	Flyer "Internet and computer game addiction – klicksafe tipps for parents"		German, English	Adoption possible for other SICs
12/2011	Contribution for Insafe Educational Resources Digipack	Flyer "Safer in Social Communities – klicksafe tipps for parents"		German, English	Adoption possible for other SICs
09/2011	Entry for Resource catalogue	"Safety settings for the Instant Messenger ICQ and Web ICQ" – guidelines for users		German, English	Adoption possible for other SICs

| 09/2011 | Entry for Resource catalogue | "Not everything that is possible is allowed" – teaching module | German, English | Adoption possible for other SICs |

Please give information of other types and frequency of contact and/or cooperation with other Safer Internet Centres and/or the European Network coordinator (if appropriate).

Austria: frequent exchange of information and materials on a bilateral level; joint development of online quiz for young people, which is very successfully being used by both NACs

Slovakia: The Slovakian SIC eSlovensko has posted a series of clips covering numerous topics in the area of media education and internet safety on the website www.sheeplive.eu. The clips are now available in versions for various countries. klicksafe has integrated the German versions into its project website.

Luxembourg: klicksafe provides its users with video tutorials on the most important safety issues on facebook. The tutorials were developed by the Luxembourgish SIC BEE SECURE.

klicksafe team member Stephanie Kutscher participated with a presentation about awareness materials and concepts for working with young people in the "Youth on the Net"- organised by Service Nationale de la Jeunesse and Luxembourgish NAC BEEsecure on February 17 and 18 in Luxembourg Seminar

Poland: frequent bilateral exchange of information and new projects/materials; joint organisation of International Conference "Keeping Children and Young People Safe Online" in 2010 and 2011.

Insafe: klicksafe has revised the Austrian version (already in German) of the Insafe eSafety kit in terms of content. The kit was finalised in the end of 2011 and then produced; it is available since February 2012. Dissemination is handled via the resources order system on the klicksafe website. Also, the e-safety kit is distributed at parents' evenings and events of both klicksafe and Unitymedia.

Frequent exchange of information with the Insafe coordinating team, whenever applicable, useful or requested.

THANK YOU FOR YOUR INPUT TO THIS ASSESSMENT TEMPLATE

Please remember to **Save** your input.

Final submission

The final submission should only be made by the SIC Coordinator.

Please ensure that all parts (A - D) have been completed by the appropriate person **before** submitting this form.

Once you have clicked on **Submit form** no further additions or changes are possible.

If signing in again after the form has been submitted, you will be presented with a read-only copy of your submission.

Please give the name of the person submitting this form *

Sebastian Holtz

Please give a contact email address *

holtz@lmk-online.de

Disclaimer *

I hereby confirm that the data entered is complete and accurate to the best of my knowledge.
I acknowledge that once submitted, no further additions or changes can be made.
  Accept the terms

About the Assessment Platform

Assessment Platform for Safer Internet Centres

'Together, we are making a difference...'

This template was developed as a joint document based on earlier separate versions in use by awareness centres and hotlines which underwent major revisions in 2010, supported by a Working Group and individual experts, to meet the requirements and aspirations of the 2009-2013 Safer Internet Programme. It was approved by the EC on 31 July 2010.

This document has two purposes:

- *Self-assessment* : to provide the combined Safer Internet Centres (and/or individual hotlines and helplines) with the tools, methods and systems by which the progress made towards the project goals can be monitored and the impact of the project in key areas of internet safety awareness be assessed

- *European level comparison* : to provide a common assessment template that members of the various respective European networks will use for conducting their intermediate and final assessments, to facilitate accountability, decision-making, learning, drawing lessons, improvement and cross-European comparison by the European Commission. Key words: assessment, evaluation, impact, indicators, methodology, output, progress, project goals

Part A: About you and the context in which you are working

This tab should only be completed by the authorised Safer Internet Centre Coordinator.

Please **remember to save your input at regular intervals** using the save button at the bottom of the screen. Your session will timeout after a period of two hours, and any work unsaved at that time will be lost.

Please do not complete or save on other tabs within this form as you will risk overwriting input from other parts of the Safer Internet Centre.

Once all parts of the form are complete, the SIC Coordinator should submit the form using the final tab.

Your project's name (acronym): *

Unique reference number: *

Country: *

Reporting period from: * 08/05/2011

Reporting period to: * 09/05/2011

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Some key indicators about your country

Total population of your country (in millions):

How many children and young people under the age of 18 live in your country (in millions)?

Number of children as a percentage of the total population:

Major language group(s):

Other important language groups in your country:

Number of schools in your country (obtainable from Eurydice)

Primary/elementary level (approx. ages 5-11):

If your country uses alternative age divisions, please give brief details:

Secondary level (approx. 12-16):

If your country uses alternative age divisions, please give brief details:

Number of teachers in your country (from Eurydice):

What is the level of use of the internet and new online technologies?

Percentage of internet penetration (i.e. access to the internet) by adults:

Percentage of internet penetration (i.e. access to the internet) by children (schools):

Percentage of internet penetration (i.e. access to the internet) by children (home):

Percentage of mobile phone penetration by adults:

Percentage of mobile phone penetration by children (all):

If known, by 12-16 year-olds:

If known, by 5-11 year-olds:

Number of Public Internet Access Points (PIAPs) - these are public places where people can access ICT technology (to report the data available through official statistics):

Number of Libraries:

Number of Internet Service Providers based in your country:

Number of mobile phone providers based in your country:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

About your organisation

Organisation details

The information in this section should relate to A2 - Proposal Submission Form.

Have any of the organisation's (not the

project's) details changed since your application was submitted?

If **yes** , please state:

Website URL:

The main contact for the organisation (title, first name, surname):

Position in organisation/job title:

Other relevant changes:

Project details

Main contact for the project (project coordinator) (title, first name, surname):

Position in organisation/job title (if applicable):

Work address:

Telephone number:

Mobile number:

Email address:

If any of your project coordinator's contact details have changed since your last report (if applicable), please say what has changed and why. Also use this space to report any other relevant changes.

If your project consists of a consortium, please give details of the organisations and key participants.

Name of consortium member organisation	Name of contact person	Year when organisation was created (YYYY)	Key area(s) of expertise/contribution/responsibility regarding the project	Comments (if any)

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

National cooperation

This section relates to **Work Package 3:** "Ensure networking with relevant actors at national, regional and local levels."

Details of meeting/events held (Advisory Board meetings and other meetings/events relevant to the project):

Date (DD/MM/YYYY)	Type of meeting	Comments

Youth/children's panel

Please give details of the children and young people's stakeholders in the Youth Panel.
(If age groupings differ, please keep consistent with your country's divisions as indicated above)

	Details	Comments
Total number of children and young people		
Gender: Female		
Gender: Male		
Age group: 17+		
Age group: 12-16		
Age group: 5-11		

Thank you for completing this part of the form.

Please remember to **Save** your input (at bottom of page) before progressing to the next part of the form.

Part B: Hotlines

This tab should only be completed by an authorised member of staff from the Hotline.

Please **remember to save your input at regular intervals** using the save button at the bottom of the screen.
Your session will timeout after a period of two hours, and any work unsaved at that time will be lost.

Please do not complete or save on other tabs within this form as you will risk overwriting input from other parts of the Safer Internet Centre. The final form submission must only be made by the SIC Coordinator.

Please click here for notes and background information on completing Part B (opens in a new browser window).

Hotline organisation

In which year was this hotline established (YYYY):

1997

Please give brief details of any previous internet hotline(s) in your country of operation, if applicable:

Hotlines of fsm and eco were founded at the same time and merged to the IBSDE later on. Police hotlines have existed for a long time.

Is the hotline:

stand alone/independent?

If the hotline is part of a larger organisation, please give details of the 'parent' organisation (name, sector, nature of support for hotline, nature of oversight of hotline).

Please use this space if required to give an overview of the hotline's relationship with the 'parent' organisation (if applicable).

Do any other hotlines which operate in your country deal with reports of illegal online content (e.g. police hotlines)?

Yes

If yes, please give brief details:

IBSDE, a consortium partner of jugendschutz.net within saferinternet.de; police have their own hotlines; other organizations working is different fieds of illegal content on the Internet have their own hotlines

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 1 - Resources

About your inputs - some of the resources available to you
Input indicators are the resources allocated to your project, such as the number of people, the time spent (person months), and revenue and funding sources.

1.1 Human resources

1.1.2 Staff

How many staff (full-time equivalent) work as hotline operators i.e. handling reports?	5
How many staff (full-time equivalent) work in other capacities for the hotline (e.g. management, lawyers, media liaison)?	30

1.1.3 Professional operational support

Please note here any key persons who have contributed to the project in an unpaid capacity e.g. as experts/advisors etc (if any) - not consortium members.

Name	Key area(s) of expertise	Contribution to project (role)	Number of hours/days contributed

1.1.4 Staff support and development

COUNSELLING (i.e. one-to-one psychological support for the staff)

Is counselling available for hotline staff?	Yes
If yes, is this:	optional?
How frequently does counselling take place?	As required
Please add any further comments about counselling if required:	Counsellor is additionally available at any time; counselling can take place in the hotline team or individually.

TRAINING

Does the hotline have a structured training programme to improve staff skills and keep knowledge current?	Yes
Do members of staff receive training on relevant national legislation?	Yes
Do members of staff receive training on relevant international conventions and protocols?	Yes
In the reporting period, have members participated in internal (I) or external (E) training opportunities?	Yes

If yes, for each training opportunity please note the following:

Title and theme	I / E	Date(s) (DD/MM/YYYY)	Number of staff attending	Key learning points
jugendschutz.net team training on legal issues	I	09/2010	10	News on legal developments, new laws and consequences for work of jugendschutz.net
jugendschutz.net team training	I	10/2010	30	News from all projects in terms of content, legislation, international issues
Staff welfare	E	11/2010	30	Staff welfare and what we can do to prevent stress/burnout
jugendschutz.net team training on reporting	I	12/2010	9	Improving reporting skills
jugendschutz.net team training on technical developments	I	01/2011	30	Technical developments an how to deal with these
"At What Cost? The Psychological Impact	E	01/2011	1	Learn how to recognize stress/burnout, best practices

of Working in Child Sexual Abuse Investigations"				
jugendschutz.net team training on international issues	I	01/2011	7	Update on international issues
jugendschutz.net team training on future developments	I	01/2011	30	Planning of future developments in the individual projects and in the team
jugendschutz.net team training on legal issues	I	02/2011	9	Legal assessment of Internet content
jugendschutz.net team training on right-wing extremism and technical issues	I	02/2011	7	Technical expertise in the field of right-wing extremism
INHOPE Technical Training	E	03/2011	2	Tracing and Database
Management training	E	03/2011	7	Project management qualities
jugendschutz.net team training on organizational issues	I	05/2011	30	Recognize internal and organizational problems and find solutions
Assessment of illegal content	E	05/2011	6	Update on legal issues concerning the assessment of illegal content
jugendschutz.net team training on international issues	I	07/2011	9	Update on international issues and the international work of jugendschutz.net
Supervision executive team	E	08/2011	3	Counselling for executive team
jugendschutz.net team training on international issues	I	08/2011	30	Update on organizational issues
Supervision hotline staff	E	09/2011	5	Counselling for hotline analysts
Executive team cluster meeting	I	09/2011	3	Planning of future activities and tasks of jugendschutz.net

Supervision executive team	E	10/2011	3	Counselling for executive team
Cluster meeting hotline analysts and hotline manager	I	01/2012	5	Organizational planning
Cluster meeting project managers	I	01/2012	12	Organization planning
Cluster meeting hotline analysts and hotline manager	I	02/2012	5	Hotline work plan
Supervision hotline staff	E	02/2012	5	Counselling for hotline analysts
Supervision executive team	E	02/2012	3	Counselling for executive team
Supervision project team 'political extremism'	E	02/2012	5	Counselling for staff
Apart from these trainings the individual teams of jugendschutz.net have regular meetings on up-to-date topics.				

Please describe how key learning points are cascaded internally, i.e. how are they passed on to other members of staff who did not participate but would benefit from the lessons learned.

jugendschutz.net has regular meetings of the individual project managers on a weekly basis. Here, all relevant issues are announced and discussed. Every project manager gives short updates to their teams every week. All trainings are documented and are available for those who could not participate.

INDUCTION AND MENTORING FOR NEW STAFF

Please describe how new staff are introduced and supported.

New staff is introduced to all jugendschutz.net team members and receives a special introduction into all projects. The project managers give an overview of their project and provide basic information. Every team also has a handbook with the most relevant information. Apart from this, the jugendschutz.net is very team-oriented and all project teams support each other.

CONTINGENCY AND SUCCESSION PLANNING

Please describe what arrangements are in place to ensure smooth and seamless operation of the hotline in the event of

The hotline staff has a clear modus operandi and the hotline members work together very closely and well organized. There are special arrangements in place in case of staff absence or resignation. Holidays are well organized, and there is a contingency plan for sick days. In cases of staff resignation jugendschutz.net tries to find new staff members as soon as possible. There is only very little fluctuation in terms of staff (generally maternity leaves).

management or staff absence or resignation.

1.2 Policies

Which of the following policies are in place for your hotline? Please give links to online content if available.

Staff welfare (concerning issues such as staff   Yes
recruitment and selection, induction, training,
counselling, physical safety, mental and
emotional wellbeing)?

Link to online content (if available):

Privacy (concerning the secure acquisition,   Yes
storage and disposal of (sometimes sensitive)
personal data about individuals and about
reported content)?

Link to online content (if available):

View the notes and background information on completing Part B to see an example privacy policy from the Czech hotline.

Other?   Yes

If yes, please give details:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 2 - Operation

2.1 Remit

TYPE OF CONTENT

Please indicate the types of content handled by the hotline and the approximate volume of workload represented.

Type of content	Approximate % of hotline workload
Child sexual abuse images (see definition 1 below)	28

Online grooming (see definition 2 below)	6
Hate speech (see definition 3 below)	22
Other	44
Adult porn	18
Self endangering content (pro anorexia, sucide, SVV)	8
Content found over search engines, on video platform, online gaming	2
Violence, tasteless content, endangering for kids, enquiries to legal protection of children and you	16

Definitions:

1: Child pornography has different legal definitions in different countries. The minimum defines child pornography as a picture that shows a person who is a child and engaged in or is depicted as being engaged in explicit sexual activity.
(http://www.inhope.org/gns/internet-concerns/overview-of-the-problem/child-pornography.aspx)

2: The use of the Internet by adults with a sexual interest in children to initiate conversations with likely victims with a view to establishing a sexual relationship.
(http://www.inhope.org/gns/internet-concerns/overview-of-the-problem/online-grooming.aspx)

3: Differences in national legislation exist, but typically the common ground across countries is where websites encourage individuals to act on the views presented. Incitement to action as a result of hate speech may then be classified as illegal.
(http://www.inhope.org/gns/internet-concerns/overview-of-the-problem/hate-speech.aspx)

LOCATION OF CONTENT

Please indicate the online applications and platforms handled by the hotline and approximate proportion of reports received.
(*NOTE: this relates to the area of the internet or type of device on which an incident has occurred, rather than the method used to contact the hotline about the problem*)

Location of content	Approximate % of reports received
Websites	67
Email	0
Social networking services	8
Peer 2 Peer	0
Mobile phones	0
Other: video platforms links/ link-lists, Downloads, Filehoster/One-Klick-Hoster, forum, blog	25

LANGUAGES

Please indicate which languages can be supported by the hotline:

a) for submission of reports via the online form   German, English, French, Spanish, Russian, Polish

b) for submission of reports via email   German, English, French, Spanish, Russian, Polish

c) for reviewing of reported content   German, English, French, Spanish, Russian, Polish

d) to communicate with its target groups via events, publications, the website and the media   German, English, French

2.2 Procedures

Please give a link to an online copy of your procedures manual if available or append a copy of a report process chart or outline.

View the notes and background information on completing Part B to see an example of a report process from the Austrian hotline.

Are operational protocols in place relating to law enforcement authorities, including agreement with the police on a standard operating procedure for notice and take-down?   Yes

Are operational procedures based on national and international certified quality systems eg ISO 9000:2008; UNI 11200:2006; ISO 27001?   No

Can reports be submitted to the hotline on a 24/7 basis?   Yes

If no, please indicate the hours during which reports can be submitted:

Please indicate the channels by which reports can be made to the hotline and the approximate proportion of reports represented:

Channel	Approximate % of reports received
Online form	95

Email   5

Other (please specify and add more rows as necessary)

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 3 - Key audiences

Please use the table below to rank the key stakeholders and audience(s) to whom you need to communicate information about the hotline. For each audience type use a scale of 0 to 5, where 0 indicates that the audience is not relevant to the hotline and 5 indicates that the audience is extremely important to the hotline.

Key audience	Ranking (0 to 5)
Individual Internet users	5
Multiplier organisations eg schools, parents' organisations	5
Law enforcement	5
ISPs and mobile operators	4
Press and media	3
Policymakers	4
Other (please specify)	

Please indicate the methods by which you most frequently communicate with your key audiences:

Electronic newsletter
Press release
Meetings or events
Other

If other, please specify:	Monthly and annual reports
Please indicate any groups within your country who may be particularly vulnerable to online risk, and explain why. What measures does the hotline take to communicate with these specific audiences?	The task of jugendschutz.net is to deal with all issues concerning the protection of minors on the Internet. Children and youngsters are most vulnerable and need special protection on the Internet. jugendschutz.net specifically targets them e.g. in special projects on grooming promoting peer education.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 4 - Outputs

About your OUTPUTS – the resources you are creating and disseminating

In order to try to assess the impact of your hotline's activity, please provide the information requested in the sections below. These are your **output indicators** .

View the notes and background information on completing Part B for further information on **challenges** for hotlines in assessing increases or decreases in reporting levels.

4.1 Reports

INHOPE will continue to request your statistics via monthly submission of the standard template. Please append to this document copies of your statistics templates during the period covered by this assessment (as a single file below). Please also complete the summary table in Section 6 below.

In addition, please provide the following information:

Please note any increase (+) or decrease (-) in the total number of reports processed by the hotline since the start of the reporting period.	+
Please note any increase (+) or decrease (-) in the number of instances of illegal material hosted in your country of operation since the start of the reporting period.	+
Please note any increase (+) or decrease (-) in the number of instances of illegal material forwarded to an INHOPE partner hotline since the start of the reporting period.	+
Please note any trends relating to the production, hosting and distribution of illegal content as identified by your hotline's operation.	Increasing content stopping well short of being child pornography, e.g. so-called model sites, boy and girl lover forums; ups and downs of reported content.
Please give details of any success stories -	No police operations and convictions specifically connected to hotline's activity. Success in terms of having illegal content removed.

police operations, prosecution and convictions

- associated with your hotline's activity during

the reporting period.

4.2 Visibility

Note: it is primarily the responsibility of the awareness centre to disseminate information to end users and multiplier organisations about all aspects of the Safer Internet Centre. However, according to section 4.1 Action 2.1 of the Safer Internet Work Programme 2010 , hotlines are required to actively inform users of the hotline's remit and how to contact it. There will therefore be occasions when it is appropriate for hotlines to attend or organise events, distribute promotional material or liaise with the media about their specific role and function. Similarly the hotline website is an extremely important interface with the public and other relevant stakeholders.

4.2.1 Events

Number of events attended by the hotline

during the reporting period in order to raise

awareness of its operation:

For each event please note the following:

Title	Organiser	Date(s) (DD/MM/YYYY)	Target audience	Staff attending	External participants
Hotline meeting	saferinternet.de	01/09/2011			
Conference 'Kids content on the Internet'	A Net for Children (Ein Netz für Kinder)	01-03/09/2011			
Working group 'Tele media'	Commssion for the Protection of Young Persons in the Media (KJM)	01/09/2011			
Advisory board meeting	saferinternet.de	07-08/09/2011			
SIP-Bench	EC	09/09/2011			
Dialogue Internet	BMFSFJ	13/09/2011			
KJM meeting	KJM	14/09/2011			
Project team meeting	Schau-Hin!	16/09/2011			
Presentation of right-wing	LSJV RLP	19/09/2011			

extremism project at medien+aktion+projekte		
Keeping Children and Young People Safe Online	Klicksafe	20-21/09/2011
Cooperation meeting	LpB NRW	20/09/2011
Working group 'Tele media'	KJM	22/09/2011
Workshops Communities, Cyber bullying and media scouts, for experts working with youngsters	Medienkompetenztag, OLJB	23-24/09/2011
Working group 'Communication': Filtering programs	State Chancellery RLP	26/09/2011
Hotline mid-term review	EC	27/09/2011
Meeting 'Computer games and protection of minors	AJS NRW	28/09/2011
Audit Tele media	KJM	28/09/2011
Expert meeting	Ein Netz für Kinder	28/09/2011
Presentation on right-wing extremism on the Internet	Center for Political Education of Rhineland-Palatinate	29/09/2011
Presentation 'Hate online'	Media State Authority Saarland	29/09/2011
KJM meeting	KJM	05/10/2011
Expert meeting on videos	jugendschutz.net, OBGR	06/10/2011
Expert meeting with police	jugendschutz.net	06/10/2011
Media Literacy Day	Supreme State Youth Authority	06/10/2011

	(OLJB) of Niedersachsen	
Annual conference	INACH	10-11/10/2011
Presentation on right-wing extremism on the Internet	Academy for Political Education	11/10/2011
Labelling on the Internet	OLJB	12/10/2011
Workshop 'Vision of Youth Protection'	OLJB	18/10/2011
Expert meeting on left-wing extremism	BKA	18/10/11
Meeting EC funded hotlines	EC	19/10/2011
Safer Internet Forum	EC	20-21/10/2011
Event 'Playground Internet'	Consumer Protection Organization (VZBV)	20/10/2011
Workshop for auditors	KJM	24/10/2011
Expert meeting with KJM and the Department for Media Harmful to Young Persons (BPjM)	jugendschutz.net	25/10/2011
Audit Tele media	USK	25-26/10/2011
Expert meeting	Media State Authority LFM	28/10/2011
Presentation 'Religious sects'	Federal/State Meeting	03/11/2011
Working group 'Communication': Filter programs	Round Table	07/11/2011
Expert talk - The Internet as a set	FSM/FSF	08/11/2011

of criteria

KJM Meeting	KJM	09/11/2011
Presentation on right-wing extremism on the Internet	Teachers' seminar	09/11/2011
Audit Tele media	FSK	09-11/11/2011
INHOPE & Law Enforcement Conference	INHOPE	15-18/11/2011
Workshop on right-wing extremism on the Net	Media Days	16/11/2011
Presentation on the work of jugendschutz.net	Police Niedersachsen	16/11/2011
Advisory board jugendschutz.net	jugendschutz.net	17/11/2011
Audit Tele media	KJM	22/11/2011
Radicalisation Awareness Network	EC Commission	22/11/11
Audit Tele media	USK	22-23/11/2011
Japanese delegation visit	jugendschutz.net/Mitsubishi Research Center	24/11/2011
Further development of Memorandum of Understanding	BKA	24/11/2011
Advisory board meeting	Schau-Hin!	29/11/2011
Presentation on self-harm behavior on the Internet	Jugendämter im Rheinland	29/11/2011
Board meeting	INACH	30/11/2011
Expert meeting 'Safe Homepage'	jugendschutz.net	01/12/2011
Future of online	Ministry	05/12/2011

child protection in Germany	(BMFSFJ)	
Working group Tele media	KJM	06/12/2011
Meeting coordination group 'politically motivated crimes'	BKA	08/12/2011
Kooperationsgespräch Rechtsextremismus	MIK NRW	09/12/2011
Expert meeting 'online games'	jugendschutz.net	12/12/2011
Expert meeting with Dr. Michael Busch	EC/jugendschutz.net	12/12/2011
Analyst Technical Exchange Workshop	INHOPE	13-14/12/2011
Audit tele media	USK	13-14/12/2011
KJM meeting	KJM	14/12/2011
Audit Tele media	KJM	14/12/2011
Start of video project	'Onlineberatung gegen Rechtsextremismus'	15/12/2011
Expert meeting on assessment of depictions of child sexual abuse	jugendschutz.net/BKA	15/12/2011
Presentation 'Right-wing extremism online'	Amt für Lehrerbildung, Hessen	16/12/2011
Round table on right-wing extremism	State Parliament Rhineland-Palatinate	11/01/2012
Audit	USK	17-18/01/2012
Expert meeting 'call for positive content'	jugendschutz.net/LMK	17/01/2012
KJM meeting	KJM	18/01/2012
Update of	jugendschutz.net/LpB	19/01/2012

'Erlebniswelt Rechtsextremismus'	NRK, MIK	
Workshop on right-wing extremism	OBGR	24/01/2012
Working group Tele media	KJM	24/01/2012
Project team meeting	Schau-Hin!	26/01/2012
Consortium Team Meeting	Saferinternet.de	26/01/2012
Press conference on right-wing extremism	Ministries RLP	26/01/2012
Expert meting	Ministries	30/01/2012
Internal workshop	jugendschutz.net	01/02/2012
Expert meeting with bpb	jugendschutz.net	01/02/2012
Expert meeting on 'Jugendmedienschutz'	Minstry	02/02/2012
Conference on 'Violence on the Internet'	bpb	03/02/2012
Safer Internet Day: Training for media scouts	jugendschutz.net/Medienkompetenz macht Schule	07/02/2012
KJM meeting	KJM	08/02/2012
Workshop on right-wing extremism in Web 2.0 services	Arbeitsgemeinschaft katholisch-sozialer Bildungswerke	09/02/2012
Expert meeting on mobile homepage	jugendschutz.net	09/02/2012
Expert round table on 'Jugendmedienschutz'	Länder, BMFSFJ	14/02/2012
Workshop Klick-Tipps on fragFINN	BMFSFJ	15/02/2012
Meeting with	jugendschutz.net	22/02/2012

Kinderschutzbund
(Kinderschutz
award)

Board meeting	INACH	22-23/02/2012
Presenation on self-harm behavior on the Internet	lfm	23/02/2012
Presenation on cyber hate	BMI	24/02/2012
Expert meeting Klick-Tipps	MKFS	24/02/2012
Working group meeting - Coalition to make the Internet a better place for kids	EC	27/02/2012
Presentation on sexual violence in social communities	BMFSFJ	27/02/2012
Project meeting	Schau-Hin!	27/02/2012
Meeting with supreme youth protection organizations	OLJB	29/02-01/03/2012
Audit Tele media	KJM	29/02/2012

Is the Safer Internet Programme appropriately acknowledged at all presentations or events relating to your hotline?   Yes

Please give details of any activities undertaken by the hotline during the reporting period to mark Safer Internet Day.

4.2.2 Publications

Number of printed/digital publications relating specifically to the hotline (please append a

hard copy or provide link to online version below):

Link to online version (if available):

For each publication please note the following:

Title	Date (DD/MM/YYYY)	Target audience	Hard copies distributed	Digital copies downloaded
Jugendschutz im Internet. Ergebnisse der Recherchen und Kontrollen Bericht 2010	2010	German Cooperation Partners	9950	
Surfen - Children sicher online (überarb. Nachdruck)		Parents, Pedagogues	98000	
Sicher vernetzt. Children und Youngsters in Internet-Communitys (Nachdruck)		Parents, Pedagogues	87000	
ICQ & Co. So chatten junge User sicher (überarbeiteter Nachdruck)		Parents, Pedagogues	48500	
Wer ist Ana? (Nachdruck)		Parents, Pedagogues	8000	
jugendschutz.net annual report 2010		Cooperation Partners Abroad, International Experts	300	
Rechtsextremismus online - beobachten und nachhaltig bekämpfen		Fachpublikum	750	
INACH Flyer		Cooperation Partners Abroad, International Experts	500	
Handy ohne Risiko. Mit Sicherheit mobil - ein Ratgeber für Parents.		Parents	50000	
Right-wing extremism		Cooperation Partners	150	

online - Report 2010 on researches and counter strategies			Abroad, International Experts	
Gegen Verherrlichung von Essstörungen im Internet. Ein Ratgeber für Parents, Fachkräfte und Provider			Parents, Pedagogues	
Dokumentation Fortbildungsreihe "Erlebniswelt Rechtsextremismus" für Fachkräfte in der Aus- und Weiterbildung von Multiplikatorinnen und Multiplikatoren			Pedagogues	
Ein Netz für Children - MiniBrochure	2012		Parents, Pedagogues	30000
Ein Netz für Children - Childrenteil	2012		Children, Pedagogues	50000
Jahresbericht 2011	2012			

Is the Safer Internet Programme appropriately acknowledged in all hotline publications?   Yes

4.2.3 Hotline website

Please give the URL of your hotline's website: www.jugendschutz.net

If your hotline has a presence on Facebook, Twitter or other social networking services, please give details.

Is your hotline report button or link available on or clearly signposted from every page of your hotline website?   Yes

Please provide the following website statistics for the reporting period:

URL (including Facebook, Twitter, other)	Unique visitors	Total page views	Average time spent on website	Number of referring sites

| www.jugendschutz .net | 375.277 visits in 2011 | 6.346.548 hits in 2011 | 1,457 sites linking in (according to Alexa) |

Please indicate the most popular page on your hotline website according to the number of page views.

Please indicate the most popular page on your hotline website according to the average length of time spent on the page.

Please note any increase (+) or decrease (-) in the number of unique visitors to your hotline website since the start of the reporting period.

+/-

Please note any other website patterns or trends which have been identified during the reporting period.

Whenever there is reporting in the media concerning the protection of minors on the Internet, the website hits rise.

Is the Safer Internet Programme appropriately acknowledged on your hotline website?

Yes

4.2.4 Media coverage

Number of press releases issued by the hotline (please append a hard copy or provide a link to online version below):

Link to online version (if available):

For each press release please note the following:

Theme	Date (DD/MM/YYYY)	Target Audience	Copies (hard or digital downloads)	Instances of publication

Number of media interviews or reports relating

directly to the hotline:

For each interview or report please note the following:

Theme	Date (DD/MM/YYYY)	Programme or publication	Approximate size of audience or readership

Please highlight any key instances of media coverage of the hotline (please append a copy or give a link to online version below).

Link to online version (if available):

Please note and comment on any national media coverage or discussion that have been of special interest to the hotline.

Any media coverage on the protection of minors on the Internet.

Please note any steps taken to assess the level of visibility of the hotline among a) the general public, and b) key audiences.

Monitoring Alexa ranking of jugendschutz.net. No specific steps to enhance the visibility of jugendschutz.net among general public and key audiences; jugendschutz.net has special legal status and is widely recognized and the hotline is well aware of.

4.3 INHOPE participation

Number of events organised by INHOPE in which the hotline actively participated (face to face, online, telephone):

10

For each event please note the following:

Title	Date(s) (DD/MM/YYYY)	Key learning gained	Number of hotline staff attending
INHOPE Workshop	29/03/2011	Tracing and Database skills	1
INHOPE Conference	16-19/05/2011	Annual members meeting	1
Technical training	04/08/2011	Bursary exchange	1
INHOPE and Law Enforcement & Industry Conference	15-18/11/2011	Conference	1

Technical workshop	13-14/12/2011	Technical Exchange of expertise	1
Tele conferences	regularly	Network expansion issues	1
Online exchange via Email, website	regularly	Age verification, age assessment, staff welfare, international issues	6

Please indicate ways in which you have benefitted from the INHOPE network during the reporting period eg mentoring, bursary programme etc.

Bursary program, visit to IWF, exchange of expertise in area of staff welfare, age assessment and other international issues, participation in technical training

Please indicate ways in which you have contributed to the INHOPE network during the reporting period eg presentation of INHOPE events, participation in task groups, hosting a bursary visit etc.

Presentation on boy/ girl lover forums, participation in task group network expansion, hosting expert visit from India within the EC

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 5 - Reporting and support

Using a scale of 0 to 5, please indicate how easy you have found it to gather the data required in this assessment template (0 = very difficult and 5 = very easy):

2

Using a scale of 0 to 5, please indicate how easy you have found it to contact your Project Officer or other Commission staff for advice or guidance (0 = very difficult and 5 = very easy):

4

Please use this space to make any comments about the reporting and review processes required by the European Commission.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 6 - Summary

	PLEASE GIVE CUMULATIVE FIGURES FOR THE REPORTING PERIOD
Total reports processed by hotline (excluding reports on spam) (take figure from INHOPE statistical report):	13.718
Increase (+) or decrease (-) in number of reports since start of reporting period (take figure from section 4.1):	+
Confirmed reports relating to child sexual abuse images (take figure from INHOPE statistical report):	5.716
Reports referred to law enforcement (take figure from INHOPE statistical report):	5.586
Reports forwarded directly to content host in your own country (take figure from INHOPE statistical report):	3.766
Content taken down as a result of notice to the provider or host (take figure from INHOPE statistical report):	98.7 %
Reports forwarded to INHOPE partner hotline (take figure from INHOPE statistical report):	2.647
Websites added to URL database (take figure from INHOPE statistical report):	4.280
Increase (+) or decrease (-) in number of actionable reports since start of reporting period (take figure from section 4.1):	+
Unique visitors to hotline website (take figure from section 4.2.3):	375.277
Total page views of hotline website (take figure from section 4.2.3):	6.346.548

Please describe your hotline's approach to assessing the impact of your work.	Regular assessment by the Länder and reporting to the KJM, monthly reports, annual reports, regular internal meetings.
Please describe how you identify and document activities or processes which have not been successful or of an adequate standard.	Findings of the database, monitoring of the success of actions taken, Internal meetings, meetings with the KJM and working groups, meetings with the BKA.
Please describe what steps you take to improve activities or processes which have not been successful or of an adequate standard.	Further training and working group with key stakeholders to improve hotline operation.

If the resources available to you were increased by 10%, what would you add to your project?	More staff to further follow up actions taken and find new ways to achieve deletion of illegal content (e.g. more time for contacting IP block owners, credit card companies)
If the resources available to you were reduced by 10%, what would you cut from your project?	Special research in areas concerning the protection of minors on the Internet, manual search identifying new trends in terms of illegal content on the Internet would have to be cut down.
Please use this space for any other comments you wish to make in relation to the assessment of your project during the reporting period.	
Looking back at Sections 1 to 5 above, please note areas where your project would benefit from improvement and give details of proposed steps and timescale to achieve this.	The daily work and operation of the hotline is tried and tested and works very well. The success rates of the actions taken clearly reveal this. However, the project can always be further improved by regular assessment of procedures taking new developments of the Internet into consideration and finding new ways to take action against illegal content. This is a continuous process under steady review with no specific timescales. Regular meetings with key stakeholders, i.e. Internet industry, police, state organizations, reveal the need for changing present and implementing new procedures.

THANK YOU FOR YOUR INPUT TO THIS ASSESSMENT TEMPLATE

Please remember to **Save** your input.

Part C: Helplines

This tab should only be completed by an authorised member of staff from the Helpline.

Please **remember to save your input at regular intervals** using the save button at the bottom of the screen. Your session will timeout after a period of two hours, and any work unsaved at that time will be lost.

Please do not complete or save on other tabs within this form as you will risk overwriting input from other parts of the Safer Internet Centre. The final form submission must only be made by the SIC Coordinator.

Please click here for notes and background information on completing Part C (opens in a new browser window).

Helpline organisation

In which year was this helpline established? (YYYY)

Please give brief details of any previous Internet helpline(s) in your country of

operation, if applicable.

Is the helpline: stand alone/independent?

If the helpline is part of a larger organisation, please give details of the 'parent' organisation (name, sector, nature of support for hotline, nature of oversight of hotline).

Please use this space if required to give an overview of the helpline's relationship with the 'parent' organisation (if applicable).

Do any other helplines which operate in your country deal with Internet-related concerns?   Yes

If yes, please give brief details:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 1 - Resources

About your INPUTS - some of the resources available to you

Input indicators are the resources allocated to your project, such as the number of people, the time spent (person months), and revenue and funding sources.

1.1 Human Resources

1.1.2 Staff and volunteers

How many staff (full-time equivalent) work as helpline counsellors ie receiving and responding to helpline contacts?

How many volunteers (full-time equivalent) work as helpline counsellors ie receiving and responding to helpline contacts?

How many staff (full-time equivalent) work in

other capacities for the helpline (eg management, lawyers, media liaison)?

1.1.3 Professional Operational Support

Please note here any key persons who have contributed to the project in an unpaid capacity e.g. as experts/advisors etc (if any) – not consortium members.

Name	Key area(s) of expertise	Contribution to project (role)	Number of hours/days contributed

1.1.4 Staff support and development

COUNSELLING

Is counselling available for helpline staff (including volunteer counsellors)?	Yes
If yes, is this:	mandatory?
How frequently does the counselling take place?	
Please add any further comments about counselling if required:	

TRAINING

Does the helpline have a structured training programme to improve staff skills and keep knowledge current?	Yes
Do members of staff receive training on relevant national legislation?	Yes
Do members of staff receive training on relevant international conventions and protocols?	
	Yes

In the reporting period, have members of staff participated in internal (I) or external (E) training opportunities?

If yes, for each training opportunity please note the following:

Title and theme	I/E	Date(s) (DD/MM/YYYY)	Number of staff attending	Key learning points

Please describe how key learning points are cascaded internally, ie how are they passed on to other members of staff who did not participate but who would benefit from the lessons learned.

INDUCTION AND MENTORING FOR NEW STAFF

Please describe how new staff are introduced and supported.

CONTINGENCY AND SUCCESSION PLANNING

Please describe what arrangements are in place to ensure smooth and seamless operation of the helpline in the event of management or staff absence or resignation.

1.2 Policies

Which of the following policies are in place for your helpline? Please give links to online content if available.

Staff welfare (concerning issues such as staff recruitment and selection, induction, training, counselling, physical safety, mental and emotional wellbeing?   Yes

Link to online content (if available):

Privacy (concerning the secure acquisition,   Yes

storage and disposal of (sometimes sensitive)

personal data about individuals and about

online incidents)?

Link to online content (if available):

Child protection?   Yes

Link to online content (if available):

Other?   Yes

If other, please give details:

Please see the notes and background information on completing Part C for an example privacy policy from the UK helpline (opens in a new browser window).

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 2 - Operation

2.1 Remit

TOPICS

Does the helpline deal with general issues or is   general

the remit restricted to online issues, ie contacts

relating to content or conduct on the Internet or

mobile phone technology?

If the helpline handles general issues,

approximately what proportion of contacts

related mainly or wholly to online issues?

Please indicate the types of topic handled by the helpline and approximate percentage of the calls related to online issues. It is recognised that in the course of a conversation the main theme may change or develop, therefore this analysis can only be approximate.

Topic	**Approximate % of helpline workload (online related issues)**
Media education (to include technical advice, spam, advice on dealing with harmful content)	

Unsolicited online contacts (receiving communications from unknown or unwanted persons)

Addiction

Cyber-bullying (being bullied through the medium of the Internet or mobile phone)

Sexual harassment

Grooming (children and young people being approached by adults with a view to establishing a sexual relationship)

Privacy (identity theft, security of personal data, unauthorised use of personal images)

Potentially harmful content (violence, pornography, race hate, eating disorders, suicide, self-harm)

Fraudulent web service (fake auction sites etc)

Telephone / Internet costs

Other (please specify and add more rows as necessary)

LOCATION OF CONTENT

Please indicate the online applications and platforms handled by the helpline and the approximate proportion of reports received.
(*NOTE this relates to the area of the Internet or type of device on which an incident has occurred, rather than the method used to contact the helpline about the problem*)

Location of content	Approximate % of reports received
Websites	
Email	
Chatrooms	
Social networking services	
Peer 2 Peer	
Mobile phones	
Other (please specify and add more rows as necessary)	

LANGUAGES

Please indicate which languages can be supported by the helpline:

a) in receiving and processing calls and contacts

b) to communicate with its target groups via events, publications, the website and the media

2.2 Procedures

Please give an overview of your helpline's operation. In particular please note whether or not the same organisation runs a helpline for non-internet issues, and if so, how does the interface between the online and the offline work in practice.

Please give a link to an online copy of your procedures manual if available or append a copy of a report process chart or outline.

Can reports be submitted to the helpline on a 24/7 basis?   No

If no, please indicate the hours during which reports can be submitted:

Please indicate the channels by which reports can be made to the helpline and the approximate proportion of reports represented:

Channel	Approximate % of reports received
Online form	
Email	
Chat forums	
Telephone	
Other (please specify and add more rows as necessary)	

Is the helpline able to distinguish between online and offline issues in its recording and   Yes

reporting of contacts?

Does the helpline use call centre technology?   No

If yes, please give details of the system and software in use:

Does the helpline record call time, waiting time or consulting time for the user?   Yes

Do you refer children or young people to a statutory authority or other agency if they are in distress or are perceived to be in danger?   Yes

If yes, please give further details:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 3 - Key audiences

Please use the table below to rank the key stakeholders and audience(s) to whom you need to communicate information about the helpline. For each audience type use a scale of 0 to 5, where 0 indicates that the audience is not relevant to the helpline and 5 indicates that the audience is extremely important to the helpline.

Key audience	Ranking (0 to 5)
Individual Internet users (adults)	
Individual Internet users (children)	
Multiplier organisations eg schools, parents' organisations	
Statutory authorities	
Charitable organisations	
Industry	
Press and media	
Policy makers	
Other (please specify and add more rows as necessary)	

Please indicate the methods by which you most frequently communicate with your key audiences (please tick all that apply):

If other, please specify:

Please indicate any groups within your country

who may be particularly vulnerable to online

risk, and explain why. What measures does the

helpline take to communicate with these

specific audiences?

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 4 - Outputs

About your OUTPUTS – the resources you are creating and disseminating

In order to try to assess the impact of your helpline's activity, please provide the information requested in the sections below. These are your **output indicators.**

CHALLENGE

Since helpline organisations are extremely varied in their structure and remit, the raw statistical data provided by helplines may need to be complemented by contextual information about overall trends and by comparative data from partner organisations in order to make a realistic assessment of the impact of their activity.

4.1 Contacts

Please provide the following information about contacts with your helpline:

Total number of contacts received relating to online issues or incidents

Increase (+) or decrease (-) in number of actionable reports since start of reporting period

Number of successful (answered) contacts

Number of unsuccessful contacts: attempted, answered, test (eg children trying out the system before committing themselves to a conversation), responded (Note: it is recognised that in the case of helplines dealing with a combination of online and offline issues, it is not possible to estimate the number of unsuccessful contacts relating to either category)

Number of contacts referred to law enforcement or statutory authorities if appropriate

Number of contacts referred to Safer Internet Centre hotline if appropriate

Please note any trends relating to online risks to children as identified by your helpline's operation.

4.2 Visibility

Note: it is primarily the responsibility of the awareness centre to disseminate information to end users and multiplier organisations about all aspects of the Safer Internet Centre. However, according to section 4.1 Action 2.3 of the Safer Internet Work Programme 2010 , helplines are required to actively inform users of the helpline's remit and how to contact it. There will therefore be occasions when it is appropriate for helplines to attend or organise events, distribute promotional material or liaise with the media about their specific role and function. Similarly the helpline website is an extremely important interface with the public and other relevant stakeholders.

4.2.1 Events

Number of events attended or organised by the helpline during the reporting period in order to raise awareness of its operation:

For each event please note the following:

Title	Organiser	Date(s) (DD/MM/YYYY)	Target audience	Staff attending	External participants

Is the Safer Internet Programme appropriately acknowledged at all presentations or events relating to your helpline?   Yes

Please give details of any activities undertaken by the helpline during the reporting period to mark Safer Internet Day.

4.2.2 Publications

Number of printed / digital publications relating specifically to the helpline (please append a hard copy or provide link to online version):

Link to online version (if available):

For each event please note the following:

Title	Date (DD/MM/YYYY)	Target audience	Hard copies distributed	Digital copies downloaded

Is the Safer Internet Programme appropriately acknowledged in all helpline publications? Yes

4.2.3 Helpline website

Please give the URL of your helpline's website:

If your helpline organisation has a presence on Facebook, Twitter or other social networking services, please give details.

Is your helpline contact button clearly accessible from each page of your helpline website? Yes

Please provide the following website statistics for the reporting period:

URL (including Facebook, Twitter, other)	Unique visitors	Total page views	Average time spent on website	Number of referring sites

Please indicate the most popular page on your helpline website according to the number of page views.

Please indicate the most popular page on your helpline website according to the average length of time spent on the page.

Please note any increase (+) or decrease (-) in the number of unique visitors to your helpline website since the start of the reporting period.

Please note any other website patterns or trends which have been identified during the reporting period.

Is the Safer Internet Programme appropriately acknowledged on your helpline website?   Yes

4.2.4 Media coverage

Number of press releases issued by the helpline (please append a hard copy or provide link to online version):

Link to online version (if available):

For each press release please note the following:

Theme	Date (DD/MM/YYYY)	Target audience	Copies (hard or digital downloads)	Instances of publication

Number of media interviews or reports relating directly to the helpline:

For each interview or report please note the following:

Theme	Date (DD/MM/YYYY)	Programme or publication	Approximate size of audience or readership

Please highlight any key instances of media coverage of the helpline (please append a copy or give a link to online version).

Link to online version (if available):

Please note and comment on any national media coverage or discussions that have been of special interest to the helpline.

Please note any steps taken to assess the level of visibility of the helpline among a) the general public, and b) key audiences.

4.3 Participation in the European network

Number of events organised by the EU helpline network in which the helpline actively participated (face to face, online, telephone):

For each event please note the following:

Title	Date(s) (DD/MM/YYYY)	Key learning gained	Number of helpline staff attending

Please describe your participation in the network activities: eg sharing of good practice, presentation, preparation of background documentation, other.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 5 - Reporting and support

Please describe your participation in other networks for helplines, eg Child Helpline International (CHI).

Using a scale of 0 to 5, please indicate how easy you have found it to gather the data required in this assessment template (0 = very difficult and 5 = very easy):

4

Using a scale of 0 to 5, please indicate how easy you have found it to contact your Project Officer or other Commission staff for advice or guidance (0 = very difficult and 5 = very easy):

5

Please use this space to make any comments about the reporting and review processes required by the European Commission.

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 6 - Summary

PLEASE GIVE CUMULATIVE FIGURES FOR THE REPORTING PERIOD

Total contacts received relating to online issues or incidents (take figure from section 4.1):

Increase (+) or decrease (-) in number of contacts since start of reporting period (take figure from section 4.1):

Number of events attended to promote visibility of the helpline (take figure from section 4.2.1):

Number of publications relating to the helpline (take figure from section 4.2.2):

Number of media interviews or reports relating directly to the helpline:

Unique visitors to helpline website (take figure from section 4.2.3):

Total page views of helpline website (take figure from section 4.2.3):

Please describe your helpline's approach to

assessing the impact of your work.

Please describe how you identify and document activities or processes which have not been successful or of an adequate standard.

Please describe what steps you take to improve activities or processes which have not been successful or of an adequate standard.

If the resources available to you were increased by 10%, what would you add to your project?

If the resources available to you were reduced by 10%, what would you cut from your project?

Please use this space for any other comments you wish to make in relation to the assessment of your project during the reporting period.

Looking back at Sections 1 to 5 above, please note areas where your project would benefit from improvement and give details of proposed steps and timescale to achieve this.

THANK YOU FOR YOUR INPUT TO THIS ASSESSMENT TEMPLATE

Please remember to **Save** your input.

Part D: Awareness Centres

This tab should only be completed by an authorised member of staff from the Awareness Centre.

Please **remember to save your input at regular intervals** using the save button at the bottom of the screen. Your session will timeout after a period of two hours, and any work unsaved at that time will be lost.

Please do not complete or save on other tabs within this form as you will risk overwriting input from other parts of the Safer Internet Centre. The final form submission must only be made by the SIC Coordinator.

Please click here for notes and background information on completing Part D (opens in a new browser window).

1 - Resources

About your INPUTS – some of the resources available to you

Input indicators are the resources allocated to your project, such as the number of people, the time spent (person months), and financial.

Key persons who have contributed to the project in an unpaid capacity e.g. as experts/advisors etc (if any) – not consortium members:

Name	Key area(s) of expertise	Contribution to project (role)	Number of hours/days contributed

Do you have an info-desk for the project or designated staff member(s) to deal with enquiries?	Yes
If no, how are enquiries handled, and by whom?	

Quality assurance and inclusive practices, policies and good practice

(for examples and model policies, see Appendix 2 - Sources of information)

Do you operate any of the following policies:

Children's and/or Vulnerable People Safeguarding policy?	Yes
Such a policy shows your organisation's commitment to protecting children, giving clear signals that you take safeguarding children seriously in all aspects of your activities. Comments/reasons:	
Children's Rights policy (UNCRC)?	No
Does your organisation actively seek to give	

expression to children's rights? If no, why not? If yes, please give an illustration.

Comments/reasons:

Quality assurance programme – does your organisation/project use an internal quality assurance system (e.g. PQASSO or other European)?	No
Please provide reasons for your answer, and if 'yes', give details of the programme.	
Do you have an operational procedures manual (i.e. a description of any processes used to conduct activities in your Awareness Centre)?	Yes

Does it address issues of management continuity, in case key personnel leave?

Comments/reasons:

How else is knowledge retained and transferred within the project (for example, if someone becomes ill and has to be replaced)?

Training

In the reporting period, has there been participation of project staff in internal (I) or external (E) training opportunities? Do not include training by the European project coordinator here (these will be reported in Section 6).

Type of training	I/E	Date(s) (DD/MM/YYYY)	Staff involved	Key learning gained	Comments
Child protection					
Children's rights (including participation)					
Communication skills, media skills					
Data analysis					
Monitoring and evaluation					

(impact)

New tools, new media/services

Events organisation/ Campaigning

Project management

Induction and mentoring for new staff

Please describe how new staff are being

supported:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 2 - About your key audiences and target groups

Your Safer Internet Centre's key target groups are (these abbreviations will be used later):
1) Parents (P)
2) Children's age groups
5-11 (C)
12-16 (TN)
3) Teachers (T)
4) Schools (S)
5) Social Workers (SW), if applicable
6) Others (O)

How do you generally communicate with your target group(s)? (please tick all that apply)

Regular newsletter or similar?   Yes

If yes, please indicate frequency:

If other, please specify:

How many copies are printed (if appropriate)?

Is the newsletter:

Newsflash or update?   Yes

If yes, is this:

If other, please specify:

Social media?   Yes

If yes, is this by:

If other, please specify:

Face-to-face meetings?   Yes

If yes, please indicate frequency:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 3 - Impact of Safer Internet Centre awareness activities

About your OUTPUTS – the resources you are creating and disseminating
To assess how well you are reaching your target groups, please provide all relevant numbers so as to see how you are doing, and to be able to compile them at European level. These are your **output indicators.**

Please see Part D - Notes and background information for information and case studies to help you complete this section (opens in a new browser window).

Summary of outputs

In this reporting period, our Safer Internet Centre has, as a minimum:

Trained this number of trainers/peers: 920

Of which, this number were primary: 3

Of which, this number were secondary:

Of which, this number were other:

Visited this number of schools:

Of which, this number were primary:

Of which, this number were secondary:

Of which, this number were other:

Reached this number of children aged 5-11

years (or alternative depending on your

country's usage, as consistent with other sections):

Reached this number of children aged 12-16 years (or alternative depending on your country's usage, as consistent with other sections):

Reached this number of parents:

Reached this number of teachers:

Recorded this number of visits to our website:

Distributed this number of tools online/offline:

To approximately this number of people:

Now, we would like to know about the **tools** you have developed and distributed. Afterwards (in the Visibility section), you will have an opportunity to report on your regular, ongoing campaign activities.

Please note : By tool, we mean an **item** of awareness/information resource regardless of how the material is produced or disseminated (e.g. printed, digital, training session). If you have produced a **package** – or toolkit – consisting of several individual tools, please report on each of these components separately, to make it possible to compare like with like. Please use the relevant comments box to explain, as appropriate.

Work Package 5 requires you to develop awareness tools and methods (online and offline): "Devise inventive, attention-grabbing and informative awareness campaigns using the most appropriate media, taking into account good practice and experience in other countries, which may involve the participation of children and young people."

Work Package 8 also applies, requiring you to "Ensure that the hotline and helpline are known by decision makers, relevant stakeholders and by the general public."

In the reporting period, we have produced and disseminated the following **offline/online tools for our target groups** .

Please use abbreviations for target groups in the following tables as follow: Parents (P), Children aged 5-11 (C), Teenagers aged 12-16 (TN), Teachers (T), Schools (S), Social Workers (SW), Other (O), All (A)

NEWSLETTERS

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

BROCHURES

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

LEAFLETS/FLYERS

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

ANNUAL REPORT

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

BOOKS

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

OTHER PRINTED MATERIALS

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

CD/DVDs

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

PROMOTIONAL MATERIALS/GADGETS eg Frisbees

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

OTHER

Title	Target audiences (P/C/TN/T/S/SW/O/A)	Number of copies produced	Number of copies disseminated by mail (M)	Number of copies disseminated at events (E)	Number of copies viewed/downloaded online	If online, URL	Which language/translations

These tools were also advertised in the

following social media:

Below, we distinguish between the impact achieved by different methods of dissemination – primarily through multiplier channels (education institutions), the media, public events and specific campaigns (e.g. road shows). You can use a range of numerical indicators to assess what difference you are making. (For information about Safer Internet Day (SID), see section on Visibility).

1. Dissemination of tool(s) via multiplier organisations

a. Trainers / peer supporters trained

During the reporting period, your Awareness Centre trained a number of **trainers** up to a level where they can go into various institutions and promote the tools and safer internet messages of the Safer Internet Programme with confidence.

Date (DD/MM/YYYY) and location of training	Total number of trainees participating	How many by target group: e.g. teachers, youth workers

b. School-based activities

The Awareness Centre also initiated school-based activities to promote specific tools, reaching pupils, teachers, parents/carers, as follows:

Type of activity	Number and type of schools visited	Total number of hours spent in awareness raising sessions	Total number of pupil participants (by age group)	Number of other participants (by grouping)
	Primary		5-11 years	Parents
	Secondary		12-16 years	Teachers
	Other		17+	Others
	Primary		5-11 years	Parents
	Secondary		12-16 years	Teachers
	Other		17+	Others
	Primary		5-11 years	Parents
	Secondary		12-16 years	Teachers
	Other		17+	Others

How many of these schools already teach

internet safety through dedicated ICT or media

awareness lessons?

Feedback
If you gather feedback via session evaluation reports, please report your results here (you may be using different scales or satisfaction indicators):

Pupils

Parents

Teachers

Others

Further comments (qualitative indicators, any

follow-up actions after the school visit,

feedback if not gathered systematically,

anecdotes e.g. about improvements in test

results etc).

2. Dissemination of specific tool(s) via media

Please provide information on your success in distributing specific tools via the media, including **social media** and actions such as online tutorials.

Date (DD/MM/YYYY)	Tool	Disseminated in which media	Target groups (P/C/TN/T/S/SW/O/A)	Objective (i.e. what did you hope to achieve?)	Number within target group(s) reached e.g.via children's TV programme	Total size of audience reached (approximate) e.g. newspaper readership

3. Dissemination of tool(s) via events and other activities

How many special public face-to-face events (excluding SID) has your Awareness Centre organised?

Date (DD/MM/YYYY) and location	Type of event/activity, brief description	Number of events/activities	Number of tools disseminated	Objective	Target group(s) (P/C/TN/T/S/SW/O/A)	Number of people reached (by target group P/C/TN/T/S/SW/O/A)

Qualitative impact measures: cite three **most common themes** recorded on feedback forms:

1

2

3

...and three key **suggestions for improvement** :

1

2

3

Other events the Awareness Centre **co-hosted, participated in, presented at** etc:

Date (DD/MM/YYYY)	Type of event/activity, brief	Organiser of event/activity	Location(s)	Target group(s) (P/C/TN/T/S/SW/O/A)	Objective	Number of participants reached (by

description	target group P/C/TN/T/S/SW/O/A)

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 4 - Special visibility activities (EU-co-ordinated)

The European Commission and the Safer Internet Programme should be acknowledged; here you can find out more about this contractual obligation:
http://ec.europa.eu/information_society/activities/sip/projects/rep_templates/index_en.htm#eu_funding

Visibility of the European Commission/Safer Internet Programme

Is the Safer Internet Programme appropriately acknowledged in all of the following produced by your Awareness Centre?

Web site: home page, other pages, all pages?

Awareness material produced?

Presentation of the project in events –

including Powerpoint presentations; flyers, film

/video clips?

Other (please specify):

You are aware that as a Safer Internet Centre you are required in addition to this section of the Assessment Template Methodology to complete and submit regular Media Coverage Tables to EUN and also following significant activities in your calendar of events e.g. **Safer Internet Day** , conferences, resources launches. Visibility is at regional, national, European sub-regional (if appropriate) and pan-European levels.

You are not asked to provide detailed information here, simply some **headline numbers** .

Safer Internet Day (if held during the reporting period)

Please give the following activities ' **Highlights** ' about your SID: describe one action undertaken, e.g. young people's event e.g. concert; seminar; road show/bus tour; conference; other.

Name/title of the action

Target audience

Number of participants

Description

Lessons learnt from SID

  Partner involvement

Education ministry?

Example (i.e. type of activity, type and level of involvement (active participation in dissemination)):

Parents' organisations actively involved?

Example:

Hotline – nature of involvement? Example:

Helpline – nature of involvement? Example:

  Media coverage of SID

Total number of press items:

  Of which (if known) in:

local media:

regional media:

national media:

Number of TV items shown mentioning/reporting SID:

Number of radio items reporting SID:

Number of entries to SID competition, if applicable:

  Summary
Total number of Children (C) reached:

via school

via focused media

  Total number of Teenagers (TN) reached:

via school

via focused media

Total number of Adults (A) reached:

Other campaigns (e.g. Block bullying campaign) in reporting period

A separate report will have been submitted – here are some key impact indicators:

Total number of Children (C) reached:

via school

via focused media

Total number of Teenagers (TN) reached:

via school

via focused media

Total number of Adults (A) reached:

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 5 - General visibility of your Awareness Centre

This section explores the general visibility of your Awareness Centre by various factors such as locally, regionally, nationally, by linguistic groups of countries etc.

General visibility in the media

Based on the implementation of your mass media communication plan and media's own/additional initiatives, try to assess the impact of your message in terms of media reach.

Please select your most important media successes, including in **social media** and actions such as online tutorials.

Date (DD/MM/YYYY)	Type of media activity e.g. press release; article placed in publication; interviews	Language(s)	Objective i.e. what did you hope to achieve?	Type of audience reached (use above abbreviations P/C/TN/T/S/SW/O/A)	Numbers within target group(s) reached e.g. via children's TV programme	Total size of audience reached (approximate) e.g. newspaper readership

Your national portal

URL (incl. Facebook, Twitter etc	Name all languages	No. of unique visitors during the reporting period	Total page views for the period)	Direct visits	Referred via search engines (which)?	Average time spent on website

Additional measures of impact of website: how many times was it mentioned in:

online articles

blogs

forums

links from other websites (which?)

Comments about other website traffic patterns and trends:

General project visibility via schools

What are your Safer Internet Centre's main activities aimed at schools?

Please remember to **Save** your input (at bottom of page) before progressing to the next section.

Section 6 - Participation by the Awareness Centre

This section explores the participation by the Awareness Centre in, and contribution to, the European Network.

Work Package 4 requires: "Actively cooperate with the European co-ordinator and other members of the European network by exchanging information about good practices, participating in meetings and designing and implementing a European approach."

Here, please give details of any training events, other European co-ordinator-organised events you participated in, or events where you represented the European network. You may also have created new materials and good practices that you shared with your colleagues regionally and/or via the European Coordinator.

Training

Project representatives attended the following **training** events provided by the **European project coordinator** . It is interesting to know what key learning was gained, which key issues were identified (see your event evaluation), and what changes did you make as a result.

Date (DD/MM/YYYY) and venue of training event	Type of training	Name of participant	Did participant make a formal training presentation? Which?	Key issues identified in training	Changes made as result of training

Events attended to **represent the European network**

Date (DD/MM/YYYY) and venue of event	Event organiser and type of event	Name of participant	Did participant make a formal contribution? Give detail?	Learning gained	Impact made

Sharing resources and good practices at European level

Have you uploaded documents to the INSAFE community and/or to the INSAFE repository? The inputs might be reports and information for the newsletter, surveys, statistics; sharing of awareness material, and/or the exchange of good practices (please give examples)

Date (DD/MM/YYYY)	Type of contribution	Title of contribution	What is new, unique, innovative or special about it?	Original language/translation into	What impact do you expect it will make?

Please give information of other types and

frequency of contact and/or cooperation with

other Safer Internet Centres and/or the

European Network coordinator (if appropriate).

THANK YOU FOR YOUR INPUT TO THIS ASSESSMENT TEMPLATE

Please remember to **Save** your input.

Final submission

The final submission should only be made by the SIC Coordinator.

Please ensure that all parts (A - D) have been completed by the appropriate person **before** submitting this form.

Once you have clicked on **Submit form** no further additions or changes are possible.

If signing in again after the form has been submitted, you will be presented with a read-only copy of your submission.

Please give the name of the person submitting this form *
Sebastian Holtz

Please give a contact email address *
holtz@lmk-online.de

Disclaimer *
I hereby confirm that the data entered is complete and accurate to the best of my knowledge. I acknowledge that once submitted, no further additions or changes can be made.

 Accept the terms