Final public report for publishing

Deliverable number: D1.4.2
Dissemination level: PU
Delivery date: 29 February 2012
Status: Final
Author(s): LMK, LfM, eco, FSM, jugendschutz.net, NgK

Safer Internet plus

This project is funded under the Safer Internet plus programme\(^1\), a multiannual Community Programme on promoting safer use of the Internet and new online technologies.

The Safer Internet Programme aims at empowering and protecting children and young people online.

The main objectives of the Programme are:

- to promote the safer use of the internet and other communication technologies, particularly for children and young people;
- to educate users, particularly children, parents, youth workers, teachers, and educators in this regard;
- to fight against illegal content and harmful conduct online.

In order to achieve its objectives, the Safer Internet Programme has adopted two complementary approaches. It funds the Safer Internet Centres that are developed at national level to take into account national sensitivities and needs and are co-ordinated at European level. It also funds pan-European projects, with partners in some or all EU Member States, which aim at gathering information and coordinating pan-European and international activities in the field of safer Internet.

ec.europa.eu/saferinternet
The Safer Internet Programme funds Safer Internet Centres in 27 European countries whose main objectives are awareness raising concerning online risks amongst children, parents, teachers, and youth workers, offering advice about online safety to young people via helplines, and providing contact points (hotlines) to report illegal content.

**AWARENESS CENTRE**

klicksafe is an awareness campaign to promote media literacy in handling the internet and new media.

**HOTLINE**

Internet-Beschwerdestelle.de and jugendschutz.net are hotlines accepting complaints on illegal and harmful internet content.

**HELPLINE**

Nummer gegen Kummer offers a helpline for children and adolescents and a helpline for parents providing information about safe surfing and advice on how to deal with harmful contacts, conduct and content or frightening experiences online such as sexual harassment or cyber-bullying.

The Safer Internet Centre Germany has existed in its present form since 2008, uniting projects that were previously funded separately within the framework of the Safer Internet Programme. It encompasses the Awareness Centre klicksafe, the internet hotlines internet-beschwerdestelle.de and jugendschutz.net, and the helpline for children and adolescents as well as the helpline for parents of Nummer gegen Kummer.

The consortium partners have set up a single advisory board, which acts as a channel of communication among local stakeholders and the Safer Internet Centre and meets once or twice a year. The Saferinternet DE youth panel, created in January 2009 at an academic secondary school in Rhineland-Palatinate, offers young people a place where they can express their views and exchange knowledge and experiences concerning their use of online technologies. Additionally, the German Awareness Centre, hotlines and helpline work together on furthering cooperation with relevant organisations on the national and European level, and they are involved in joint awareness raising activities, for example contributing to the visibility of Safer Internet Day.

The Safer Internet Programme is co-funded by the European Union.
**ADVISORY BOARD**

An Advisory Board including representatives of public and private institutions in the fields of education, media education, research, protection of minors, and crime prevention, as well as key players in important areas of commercial enterprise, supports the Safer Internet Centre Germany partners in calling attention to topics and issues relevant to internet safety and in networking activities among the initiatives in Germany. The ongoing exchange with the Advisory Board fulfills an essential function in terms of the quality and current relevance of the project activities.

The Board usually meets twice a year. At the meetings, current developments within the project are presented and mutual activities and events discussed. The Advisory Board members also participate in actions with public impact, such as the klicksafe Prize or the international Safer Internet Day.

Current Board Members:

- Federal Ministry for Family Affairs, Senior Citizens, Women and Youth
- Federal Government Commissioner for Culture and the Media (BKM)
- Federal Police Office
- Deutsche Telekom AG
- German Association for the Protection of Children
- Children’s Charity of Germany
- eco – Association of the German Internet Industry
- FSM – Voluntary Self-Monitoring of Multimedia Providers
- jugendschutz.net
- KJM – Commission for the Protection of Minors in the Media
- Central Authority for Media and Communication (LMK) Rhineland-Palatinate
- Media Authority for North Rhine-Westphalia (LdM)
- Microsoft
- Ministry of Education, Science, Youth and Culture Rhineland-Palatinate
- Ministry for Intergenerational Affairs, Family, Women and Integration North Rhine-Westphalia
- Nummer gegen Kummer
- State and Federal Police Agencies for Crime Prevention
- Schools online
- Digital Opportunities Foundation
- Telefónica o2 Germany
- University of Basel

**YOUTH PANEL**

The Safer Internet Centre Germany created, in January 2009 at an academic secondary school in Rhineland-Palatinate, a Youth Panel – an internet work group meeting biweekly and accompanied by klicksafe. In this work group, teenagers provide input about internet topics that concern them: what do they do on social networks? what dangers do they perceive, for example for younger school students?

Here, the young people serve as ambassadors and trend scouts for their generation. The outcomes and insights derived from this work group are taken into account in developing teaching aids and information materials, or are posted on the homepage.

The Youth Panel is involved in nationwide events, such as actions at the gamescom in Cologne, the world largest fair for interactive games and entertainment, or at Europe largest youth fair, YOU in Berlin. Members of the Youth Panel have also appeared on several television reports as experts on the topic of social networks.

In addition, students on the Youth Panel represent Germany at the INSafe Pan European Youth Panel.
Study Visit Scheme – India

The German Safer Internet Centre was host, in October 2010, for Rakshit Tandon, who is responsible for the “Safe Surfing Campaign” of the Internet and Mobile Association of India (IAMAI) and is an expert on online crime. The aim of his stay in the framework of the expert visit programme, initiated by the European Commission within the Safer Internet Programme, was to call attention to years of experience with the Safer Internet Programme outside of Europe, and at the same to learn about and benefit from non-European contacts. Rakshit Tandon familiarised himself with current developments at klicksafe and visited the national hotlines jugendschutz.net and internet-beschwerdestelle.de of the FSM and eco, as well as the helpline “Nummer gegen Kummer”. While attending the Safer Internet Forum in Luxembourg, Rakshit Tandon was also able to establish contacts to the European networks “Insafe” and “Inhope” and

International Conference: Growing up in a Digital Society: Search for Values in the Lives of Children and Young People in Germany and Europe

At the international conference, jointly organised by LMK, Saferinternet DE and Hans-Bredow-Institut (the German partner in EU Kids Online network) at the British Embassy in Berlin, the latest research results of EU Kids Online II study were presented. About 200 participants from the fields of youth protection, media sciences, politics, and media literacy from all over Europe discussed the results from different countries, and which conclusions can be drawn from them. Two parallel sessions that were more detailed focussed on “Cyberbullying” and “Growing up in sexualised worlds”. High-level experts from the EU Kids Online network and from Safer Internet Centres brought their expertise and experience into the discussions.
Awareness Centre

The German Awareness Centre

AWARENESS CAMPAIGN

“Wo ist Klaus?” - Video clip about parental responsibility for the online safety of their children. Available in more than 20 languages.

AWARENESS TOOLS

klicksafe offers diverse materials and brochures about internet safety issues—in print and online. Training modules and continuing education schemes provide teachers and parents with up-to-date information and qualification.

WEBSITE

The website www.klicksafe.de provides essential information about risks and opportunities associated with the internet, targeting young people, parents, teachers and educators.

klicksafe is a mutual project of two Media Authorities of German federal states – the Central Authority for Media and Communication Rhineland-Palatinate (LMK), which is responsible for coordination, and the Media Authority for North Rhine-Westphalia (LfM). Among the legal responsibilities of media authorities in the states are the licensing, supervision, and support of private broadcasting, the promotion of media literacy and the supervision of telemedia (online services). This supervision is managed by the Commission for the Protection of Minors in the Media (KJM), of which the LMK is a full-fledged member.

The klicksafe initiative addresses the challenge of enabling users to handle the internet and new media competently and critically, while developing an awareness of problematic aspects that are involved.

• klicksafe is an awareness campaign promoting media literacy and adequate handling of the internet and new media.

• klicksafe aims at making the public more conscious of the importance of safe internet use for children and adolescents — with awareness leading to improvement.

• The initiative addresses children and adolescents as well as parents, teachers, and educators; organisations as well as enterprises and providers of internet pages.

• German Awareness Centre since 2004.

klicksafe cooperates with highly diverse networking partners on the European and national levels. In a wide range of mutual activities organised together with institutions and projects, it works effectively toward informing the public and raising awareness. On the practical level, klicksafe develops conceptions and content in materials for educators, teachers, and parents, as well as children and adolescents. These also include training courses for multipliers working in schools and with parents, classroom instruction units on specific issues, informative flyers, and the klicksafe website (www.klicksafe.de), which reports on various topics and current developments relating to the internet. With a broad public relations campaign as well as the annual Safer Internet Day, the initiative aims to make the general population more aware of the significance of promoting internet literacy.
Editions for the federal states

From the outset, the goal was to achieve nationwide distribution of the klicksafe teachers' handbook through cooperation with partners in 8 federal states. The teachers' handbook has now appeared in its fourth printing. Additionally, the teachers' handbook is distributed nationwide via the web shop at www.klicksafe.de.

Supplementary Modules

In order to inform teachers and educators on a regular basis about current trends and applications, the klicksafe team is issuing up additional instruction modules as supplements to its teachers' handbook. In August 2011, the instruction material on the topic “Copyright” was completed. Copyright issues are explained in the context of various usage scenarios, with practical suggestions for classroom application. Currently, klicksafe is preparing an instruction supplement on the topic of using search engines: how children and adolescents can be introduced to searching with an engine, and what they need to pay attention to.
klicksafe Guide to Social Networks and Instant Messenger Services

Protecting one’s privacy on social networks and instant messenger services is of increasing significance. At the same time, the technical safety settings of these services are becoming more and more complex and difficult for users to comprehend. Therefore, klicksafe has developed documentation on the most important safety settings and where they are to be found on the individual networks. Up to now, ten guides have been completed and are available for downloading on the klicksafe website. They cover the most popular social networks in Germany (facebook, schuelerVZ, studiVZ, wer-kennt-wen), the Instant Messenger “ICQ” and YouTube.

LET’S TALK ABOUT PORN

Adolescents can encounter influences and situations that are unsettling or over-challenging. At the same time, adults accompanying the young people — whether as parents or educators — are confronted with their own limits when it comes to addressing the topic of pornography, which is still subject to taboos. Teachers or youth social workers wishing to take up the issue of sexualized web content in their work with adolescents have had, up to now, no recourse to suitable didactic material that could support them in doing so. But this very issue of dealing with sexualized media content makes very apparent how important media education and with it the development of values are, if young people are to be enabled to deal responsibly with their own sexuality, with relationships and partnership. Whether or not we approve of pornography, it is a part of reality for today’s youth. Not reflecting on sexuality and pornography in the media together with adolescents would be tantamount to leaving them to deal with this phenomenon alone. In order to provide orientation and create openings for dialogue, this guideline was developed. In February 2011, klicksafe completed the brochure “Let’s Talk about Porn – Materials for Work in and outside Schools”. The content was developed together with the organisation pro familia Bavaria and the State Media Centre Baden-Wuerttemberg. This cooperation united three partners with their expertise in diverse fields. klicksafe drew on its many years of experience in the production of materials for educational practice. As a leading service agency in the field of family planning, sexuality and sex education, pro familia brought in its expertise and experience in sex education. The State Media Centre Baden-Wuerttemberg has extensive experience in media education in schools and was thus able to contribute to making the instruction materials practicable.
Guideline for Parents’ Meetings (4rd edition)

Based on practically tested conceptions of the Initiative Parents+Media, the klicksafe guideline for speakers is a pragmatic aid for realising parents’ meetings in the field of media education, addressing the topics “internet” and “mobile phones”. In addition to topical content, the guideline also covers practice-oriented methods and practical tips for the planning and realization of parents’ meetings. Due to the great demand, the second (thoroughly updated) and the third edition of the guideline are out of print. Therefore, in January 2012 a fourth edition of the Guideline in a new user-friendly version was published.

Cooperation among the federal states

To disseminate the Guideline as widely as possible, cooperation was initiated with the media authorities in the federal states and with other agencies. The following federal states are either producing a state edition of their own or participating in the printing of the national edition:

- Baden-Württemberg
- Hamburg
- Hesse
- North Rhine-Westphalia
- Saarland
- Saxony
- Saxony-Anhalt
- Schleswig-Holstein

“WORK WITH PARENTS”

At www.klicksafe.de

As a supplement to the available printed materials, the klicksafe website rubric on the topic of “Work with Parents” offers downloads that can be used in the context of parents’ meetings, including such items as presentations, quiz questions, or caricatures. Also, a speakers’ network was established, listing institutions and initiatives that qualify speakers or conduct parents’ meetings. The network offers contacts in all of the 16 federal states. The area “Work with Parents” and the speakers’ network are being expanded and updated on a regular basis.

Qualification of Multipliers for Work with Parents, following the ‘Train the Trainer’ Principle

Building upon the Guideline and the training brochure, klicksafe is promoting the realisation of ‘train the trainer’ seminars. In cooperation with local initiatives, multipliers are selectively invited to one-to-two day continuing education events in the topical areas “Work with Parents – Internet and Mobile Phones”. All participants receive the Guideline in advance of the training event. Such seminars have been held, e.g., in Berlin (Action for the Protection of Children and Adolescents, State Office for Brandenburg e.V., AKJS), Brandenburg (Parent-Media-Trainers), Baden-Wuerttemberg (Action for the Protection of Youth), Hesse (Network against Violence), Saarland (State Media Authority Saarland, LMS), or Thuringia (State Media Authority, TLM).

Events in other federal states are in planning. The conceptions and content of the qualification courses for multipliers are being developed further on an ongoing basis through the integration of experience gathered in the work context of the Initiative Parents+Media (over 2,500 parents’ meetings since 2007). klicksafe also implements ‘train the trainer’ seminars for multipliers who speak Turkish, Russian and soon Arabic. Among these efforts are training for Russian-speaking multipliers in the project MI-Gelo or training for Turkish-speaking multipliers in the Parents’ Academy of the Federation of Turkish Parents’ Associations (FöTED).

New klicksafe Materials for Work with Parents: “Internet Literacy for Parents – Accompanying Children Safely through the Net”

To accommodate the increasing need for parents’ counselling, klicksafe together with Internet ABC and the State Media Authority NRW (LfM) has developed materials on the topic “Internet Literacy for Parents – Accompanying Children Safely through the Net”. They include a guideline for parents and a series of advisory items for speakers. Both brochures are integrated into the nationwide course offering “Internet Workshop” maintained by the Association of Adult Education Schools.
klicksafe offers, partly in cooperation with other institutions, a portfolio of materials and brochures, e.g. providing tips on overall internet safety, computer games, internet and video game addiction, online rip-offs, copyright issues, or chatting. They are available for download on the klicksafe website or as printed publications.

Flyers and brochures published recently:

Data Protection Tips for Teens
In social networks, on video platforms or in forums, many young people reveal private and intimate information without hesitation and without considering the possible consequences if their data should be misused. For this reason, and in conjunction with the thematic emphasis of Safer Internet Day 2010, klicksafe published this flyer on data protection for teens.

klicksafe Tips for Teens and for Parents in Turkish Language Editions
As a means of raising awareness among persons in Germany with migratory background and in addition to the Turkish-language materials, during this report period flyers and a website area in Russian were produced. Translations were prepared of the flyers “Tips for Teens”, “Tips for Parents”, and “Rip-offs on the Internet”

klicksafe Brochure “Rules of the Game on the Internet”
This brochure is based on the mutually produced topical series of klicksafe and iRights.info addressing legal issues on the net. The printed version includes eight articles in the form of a compact handbook about the most important legal and preventive aspects of internet use, such as social communities, cybermobbing, personality rights or copyright issues. Because of great demand, the brochure was reprinted just months after its first publication. Publication date: October 2010.

Arabic-language Editions of the Flyers „klicksafe Tips for Parents“ and „Rip-offs on the Internet—First check, then click!“
As a means of outreach to the nearly 300,000 people in Germany who speak Arabic, as of July 2011 klicksafe is providing the two flyers “klicksafe Tips for Parents” and “Rip-Offs on the Internet – First check, then click!” in Arabic. These klicksafe offerings call attention to relevant partners and organisations situated in Germany and take reference to German law. In producing and disseminating these information materials, klicksafe is cooperating with experts from the population groups in which Arabic is spoken. Together with an Arabic-speaking media educator, materials already available in German were adapted to the new target group in terms of appeal and design. The newly published flyers, in their first printing of 15,000 copies, are being distributed through self-help organisations of migrants and through institutions serving those with migratory background. With the offerings in Turkish and Russian and the extensive materials in German, klicksafe is now working in four languages toward improved safety on the worldwide web.
Protecting Children and Adolescents from Dependency – New klicksafe Flyer for Parents on Internet and Gaming Addiction

Under the title “Addiction to the Internet and Computer Games – So the Fun doesn’t go Haywire”, klicksafe has compiled essential knowledge for parents about addiction to the internet and computer games. Among other things, parents are informed on preventive steps to protect children and adolescents from addiction and on when it is wise to intervene.

With this flyer, klicksafe is responding to current research outcomes indicating an increased need for parents’ counselling in connection with problematic gaming behaviour. According to a study of the State Media Authority NRW, persons aged 14 and older spend an average of 6.25 hours per week on computer games; 17 percent describe themselves as “gaming extensively”, spending more than 90 minutes per day on computer games.

New Multilingual klicksafe Flyers: “Data Protection Tips for Parents”

In the new 16-page flyers accompanying the klicksafe data protection campaign, parents are given comprehensive information about data protection on the internet, along with tips they should pass on to their children. The information flyer has appeared in German, Turkish, Russian, and Arabic.

Website Tools

New Online Quiz for Teens: “Are You a Data Pro?”

Why are two e-mail addresses better than one? What risks are involved in posting photos? In the playful new online quiz “data protection” at www.klicksafe.de, children and adolescents can test their knowledge on the topic of data security in the internet.

Expansion of Foreign-language Area “Data Protection Tips for Parents”

In the context of its multilingual data protection campaign, klicksafe has expanded the website areas in Arabic, Turkish, and Russian to include the topic “Data Protection Tips for Parents”.
Nine articles in the framework of the mutual topical series of klicksafe and iRights.info related to judicial subjects

In the framework of the mutual topical series of klicksafe and iRights.info related to judicial subjects on the net four new articles (from 5-7 pages in length) have been released since March 2011. From the perspective of the internet user, the thematic emphases are intended to provide legal information and tips on handling the medium internet, and thus enhance the legal awareness and media literacy of the users.

- Quoting on the WWW – Rules and Particulars for Citing Texts and Images on the Internet:
  Text 9 in the mutual series explains regulations on quoting texts and images on the internet. Information is also provided on the “Special Case: Plagiarism”, on the correct form for quoting images, and on works in the public domain.

- Publishing on the Internet – Protecting one’s own website from legal complaints:
  The text explains in detail what legal issues need to be heeded when publishing on the internet – for example, on one’s own website and forum – in order to avoid cease-and-desist-orders.

- Shopping at a Click – Reminders for Purchases via Internet:
  The text provides, among other topics, basics relating to minors shopping on the net. It also explains cancellation rights on internet orders and essentials about online auctions and foreign online shops. This is supplemented by information on the topics “guarantee, warranty, and exclusion clauses”.

- Mind that Trap! – Fraud on the Internet:
  The text addresses the most frequently used systems for intentional digital fraud, along with prevention techniques and legal background.

- CDs versus Music from the Online-Shop – What are you allowed to do with music purchased digitally?
  Text 13 of the thematic series compares the legal situation when using music downloads as opposed to CDs. It also presents the conditions for use stated by the most popular download providers.

- Online Fraud – Subscription Traps and Other Pitfalls
  This text explains how rip-offs on the internet work, and how to recognize them. It illustrates legal measures and shows how to respond effectively to them.

- Buying and Selling via Online Auction
  Text 15 explains essential legal conditions for buying and selling through online auctions as safely as possible.

- Protection of Brand Names and Titles on Web Pages
  In easily understandable terms, this text explains what to pay attention to when registering a domain or a blog title.

- E-books, films, and software: What are you allowed to do with data from online shops?
  Text 17 leads the reader in three steps through the confusing legal and technical realm of e-books and films purchased online. Finally, it covers the special legal conditions applying to software purchases.
The most essential information about risks and opportunities associated with the internet is supplied to the target groups in concise form on the klicksafe website. The portal provides fundamental knowledge on a wide range of safety topics and consumer issues, e.g. on questionable internet content, chatting, instant messaging, or mobile communication.

**klicksafe Website**

On average, the number of unique visitors during the period concerned was around 69,500 per month. The highest number of unique visitors was to be observed in February 2012 with more than 90,000 guests (due to Safer Internet Day). Total page views added up to an average of around 800,000 page views per month for the reporting period.

**TOPICS**

Each topic is presented in compact form, supplemented by practical advice relating to the individual topics—what to be aware of and how to proceed.

**SERVICE**

Provision of extensive materials and links under the rubrics “News,” “Family,” “School,” “Materials” and “Contact Points”.

**SPOTS**

In the spot area visitors find, alongside the klicksafe spots “Where Is Klaus?” and “Where Do You Live?”, a wide selection of videos from the partners in the European network Insafe as well as German cooperation partners.

klicksafe has placed special emphasis on the topic of social networks and particularly on Facebook. The guide produced in October 2010 about safety and privacy on Facebook has been expanded, with additional modules covering the new Facebook timeline and the use of Facebook by minors, among other topics. A new klicksafe guide was also developed about reporting offensive content found on YouTube.

In December 2011, the klicksafe website was relaunched after extensive technical and graphical revision. It makes an improved information offering available to users; alongside the content in German, materials for migrants are presented in Turkish, Russian, and Arabic.

During the report period, fourteen klicksafe newsletters were distributed. The number of subscribers has steadily increased from the first issue of the newsletter in March 2009. At present about 4,000 subscribers regularly receive information on media education topics and materials, as well as announcements of events and reports on current and future activities of klicksafe. Additionally, the newsletter places strong emphasis on activities, materials, and events of partner initiatives in Europe and Germany.

www.klicksafe.de
A core element in the work of klicksafe is informing the public on the topic of internet safety: recognizing that risks exist and that certain rules should be adhered to is a prerequisite for pragmatic approaches toward options and conceptions for a safer internet.

**klicksafe Prize**

With the klicksafe Prize for Internet Safety, klicksafe pursues the aim of improving the safety of internet use in Germany by promoting media literacy and enhancing the awareness of the public regarding the necessity of protective measures. The intention of the prize is to grant public recognition to projects and initiatives that excel in their contributions to awareness raising and public information on safety risks, to promoting media literacy, or providing suitable “protected areas” for particular target groups.

For the first time in 2009, the klicksafe Prize was presented within the framework of the Grimme Online Award ceremony (Cologne, 24 June 2009). Coupling the klicksafe Prize to the Grimme Online Award was a great success, as this connection greatly increased the recognition of the klicksafe Prize by the press, the public, and in professional circles. There was nationwide press coverage, including reports in the *Tagesschau*, *Süddeutsche Zeitung*, *Frankfurter Rundschau*, and *Die Welt*.

In the fifth klicksafe prize competition 2011, there was a new record of 85 entries submitted. The winner in the category ‘web offerings’ was the portal “juuuport” of the Media Authority of Lower Saxony. The portal informs young online users about all aspects of internet safety. First place in the category ‘projects’ went to the association “Zartbitter Köln e.v.” (Bittersweet Cologne) with its theatre production “Click it!” on the theme of prevention. The play is staged as to appeal to school groups in the fifth to eighth forms and addresses the topics of cybermobbing and sexual harassment on the internet.

On 15 January 2012, the competition for the klicksafe Prize for Internet Safety was opened for the sixth time. The award ceremony will be held in Cologne on 20 June 2012 in conjunction with the Grimme Online Award.

**WHERE IS KLAUS?**

One of the seminal marketing instruments of klicksafe has been, since October 2005, the broadcasting and dissemination of the TV and cinema clip “Where is Klaus?”, which portrays problematic content children might encounter when using the internet and thus aims at raising parents’ awareness about these risks.

The clip, created by the agency Ogilvy & Mather Frankfurt and produced by Neue Sentimental Film Frankfurt, runs with great success on television, in cinema theatres, on websites and at events. It is also now available in more than 20 languages.

“Where is Klaus?” is broadcasted frequently on several major TV stations, e.g. RTL, as well as being distributed and used on websites and for events and workshops.
Facebook Campaign – klicksafe Fan Page

Last year, klicksafe created its own profile on Facebook and now uses this page to inform about new materials, important developments within the project, and many other topics. Currently, the profile has registered more than 1,270 “likes”, and the number is growing steadily.

Print Campaign

Within the framework of its print campaign, klicksafe has consistently attempted to achieve placement on two levels: through publication of advertisements using designs that address the topics of violence (puppet theatre motif) and right-wing extremism (window frame) or computer games (still from the TV clip “Where is Klaus?”), and through editorial coverage on topics relating to internet safety.

New Multilingual Information Campaign on the Protection of Personal Data on the Internet

Under the patronage of the Federal Commissioner for Data Protection and Freedom of Information (BfDI) Peter Schaar, in October 2011 klicksafe launched a multilingual information campaign on the protection of personal data in the internet. Peter Schaar at the public opening of the klicksafe campaign: “To sensitise young internet users regarding solicitous handling of private information about themselves and others, parents, teachers, and trainers are called upon. Therefore, it is essential to support them with know-how and practical recommendations for action.”

Advertising campaigns were run in Turkish- and Russian-language newspapers „Hürriyet“, AlmanyaBülteni”, „Zaman”, “Forum”, „Russisches Branchenbuch” (published in Germany).

Some of the publications and broadcasters who reported on the klicksafe initiative – with interviews, items on specific materials, and more:

- Spiegel Online
- merz— medien + erziehung
- Kölner Stadtanzeiger
- Lob – Zeitschrift für berufstätige Mütter und Väter
- Schule NRW
- Dpa
- Test-Zeitschrift
- WDR 5
- Focus Schule
- ZDF Wiso
- WDR television
- des Ministeriums für Schule und Weiterbildung
- Radyo Metropol FM
- WDR (Lilipuz Kinderradio)
- Berliner Zeitung
- Kölnische Rundschau
- PC User Praxis Anleitungen
- Starke Eltern, Starke Kinder – Deutscher Kinderschutzverband Jahresheft
- Für Sie
- WDR-Fernsehen
- Radio Paradiso
- Saarbrücker Zeitung
- Mitgliederzeitschrift „KDFB Engagiert – Die Christliche Frau”
- SCHAU HIN!
- Schule NRW – Amtsblatt
klicksafe works together with a wide range of partners who support the project with their experience, information and resources. Cooperation has been established on various levels and has given rise to a number of actions and projects.

Industry

klicksafe negotiated with schuelerVZ the creation of a so-called preferred profile, in which klicksafe can present itself to the users of schuelerVZ in a direct and prominent way. http://www.schuelervz.net/klicksafe. Together with the social community “wer-kennt-wen” (who knows who), klicksafe is currently updating its tips for parents on the use of social networks. In addition, klicksafe developed guides to privacy protection on social networks in close cooperation with such services in Germany as the VZ group and “wer-kennt-wen”

Charitable Associations

Together with the helpline Nummer gegen Kummer (NgK), klicksafe realised the pilot courses for training telephone counsellors. klicksafe continues to accompany the further development of these courses and contribute its expertise on content.

Together with pro familia, klicksafe is initiating a project to develop material for schools and for youth work outside schools on the topic “sexualised self-portrayal of young people”.

klicksafe supports the German Association for the Protection of Children (DKSB) team in implementing their media courses for parents and educators.

ComicOn!

In the context of a play about Cyber-Mobbing called r@usgemobbt.de, cooperation between the theatre group and klicksafe was established in May 2009. klicksafe served and serves as a consultant and cooperation partner for the theatre. Comic On! is distributing the klicksafe supplementary modules to schools and centres where it performs, along with other materials and flyers. Since February 2011, a second theatre piece has also been offered for adolescent audiences aged 13 through 16: r@USGEMOBBT 2.0 (M@BBED OUT 2.0). So far, approximately 55,000 children aged 8 through 16 (mostly fifth and sixth form) have been reached.

Dialogue Internet

In addition, klicksafe is an active member in the “Dialogue Internet” initiated by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth. In a transparent and open process, here experts and interest parties are discussing the opportunities and risks of the internet and of rapid technological development, and together are developing recommendations for appropriate contemporary policy relating to children and adolescents in the digital world.

Initiative “A Net for Children”

klicksafe is actively engaged in the initiative “A Net for Children”. This is a mutual initiative of political and commercial stakeholders and institutions addressing the protection of minors, based on the conviction that the best means to protect minors in the media is to offer a wide variety of high-quality and interesting offerings suited to the age group. The aim of the initiative is to create an attractive and safe surfing area for children aged 8 through 12, where the children not only discover good offerings, but also a large surfing area in which they can comprehend the structure of the internet and learn to surf.
European Award for Best Children’s Online Content

The “European Award for Best Children’s Online Content” was developed mutually across Europe, organised by the INSAFE network and the Safer Internet Programme of the European Commission and realised for the first time in 2010/11. klicksafe was one of 14 National Awareness Centres participating in the competition and thus organising the European Award on the national level in Germany, in cooperation with fragFINN and klick-tipps.net.

From the beginning, with nearly 100 entries, the competition was a great success. Before the jury meeting, the shortlist was evaluated by children – first in an online survey on the klick-tipps.net website; then, the websites were judged by the klick-tipps.net children’s editorial team. The results of the online survey and the judgement of the children’s editorial team were presented to the national jury as a basis for their decision.

The national jury meeting on 15 April in Berlin was composed as follows:
- Dr. Christine Feil (German Youth Institute e.V.),
- Christel Franz (office of the Federal Government Commissioner for Culture and the Media, BKM),
- Inge Mohr (Rundfunk Berlin Brandenburg),
- Jörg Risken (Egmont Ehapa Publishers) and
- Anna-Christina Seiferth (Federal Ministry for Family Affairs, As representatives of Germany at the European level of competition, the jury of experts nominated: in category 1 the offering “Kinderzeitmaschine – Geschichte für Kinder” (www.kinderzeitmaschine.de, Children’s Time Machine – History for Children) and in category 2 the offering “Palk@n - Das Schülersmagazin für pfiffige Schüler” (www.palkan.de, Magazine for Sharp Schoolkids). In recognition of the great number of high-quality online offerings that had been submitted, the jury decided to honour a total of three websites in category 1 of the German competition: second place went to “Kidsville – Die Milachstadt für Kinder im Internet” (www.kidsville.de, The Participatory City for Kids on the Internet) and third place to “ZDFtv” (www.tivi.de, German Television tee-vee). In the European round of the competition, both of the German websites that had been nominated received prizes: Palk@n took first place in the youth category, and the Children’s Time Machine took second place in the adult category. The award ceremony took place on 17th June 2011 in Brussels in the framework of the Digital Agenda Assembly. Awards were given by Neelie Kroes, European Commission Vice-President for the Digital Agenda.
European Activities

klicksafe is a member of Insafe, the European network of all national awareness centres promoting safe and responsible use of online technology, particularly amongst children and young people. klicksafe regularly participates in Insafe meetings, discussions and working groups.

SAFER INTERNET DAY
08/02/2011 and 07/02/2012

Over the past years, Safer Internet Day has developed its status as an established event among partners and institutions, as well as schools and media in Germany. The fundamental conception for Safer Internet Day is the successful cascade model: in addition to the actions of the awareness centre, all the Advisory Board members, partners, associated organizations, schools and enterprises are called upon to participate in the action day with events and actions of their own. Here, klicksafe functions as a coordination centre for the activities, announcing them on its website and providing information, materials, and other support.

In line with the international SID topic “It’s more than a game, it’s your life”, the special focus of klicksafe activities on SID 2011 was “Puberty 2.0 – growing up in sexualized worlds”. For SID 2012, following the international theme “Connecting generations”, klicksafe organized a range of activities under the slogan “More responsibility on the internet”.

The current and future challenges and perspectives of a responsible togetherness on the internet were discussed by Federal Minister for Families Dr. Kristina Schröder, the popular TV moderator Jörg Pilawa, actress Anneke Kim Sarnau, Albrecht Bähr (chairman of the Assembly of LMK), Dr. Jürgen Brautmeier (director of LfM), and Thomas Rathgeb from mpfs, Media Education Research Association Southwest. Online activities of klicksafe included an online discussion forum on responsibility on the internet as well as checklists for different target groups, latest research results and video statements of the guests of the press conference. A special focus of the klicksafe activities on and around SID 2012 was the intense reporting on Safer Internet Day all over Germany and abroad via Facebook and Twitter, with e.g. postings about activities and photos from events.

Insafe Training Meeting,
Berlin, 6 - 9 Dec 2010
The Insafe Training Meeting in Berlin was hosted by the German NAC for the first time. Over 100 members of Awareness Centres and Helplines from all 30 Insafe countries participated from 6th to 9th December in Berlin. Focus areas of the sessions and discussions were, for example, online gaming, grooming, sexualised online worlds, and effective web campaigns.

Insafe Governance Forum
klicksafe actively participated as member of the official Insafe delegation at the IGF in Vilnius, Sept 14-17 2010, and in Nairobi, Sept 27-30 2011.

Safer Internet Forum, Luxembourg, 20-21 Oct 2011
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” with international experts in the field.
Hotline

**ECO**

eco 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. As a network of experts, eco also deals with current issues in the industry such as Internet law, safe use of the Internet, infrastructure, online services, and e-business.

**FSM**

FSM is a registered association founded in 1997 by e-commerce alliances and companies dedicated to the protection of youths and minors. It was accredited by the state-run Commission for the Protection of Minors in the Media (Kommission für Jugendmedienschutz) in 2005 as regulated self-regulatory organisation internet. FSM set up with its members several codes of conduct for the internet (basic code, code for search engines, code for mobile phones, code for social communities and a code for chat services). Further, FSM continuously is involved in relevant projects in the field of online youth media protection and co-initiates new projects, e.g. FragFinn, Internauten. Lately, FSM developed an online age classification system (www.altersklassifizierung.de).

Then Internet Complaint Office

The Internet Complaint Office (hereinafter referred to as „IBSDE“) is a joint project of two Internet hotlines: the hotline of eco - Verband der deutschen Internetwirtschaft e.V., the German Internet Service Providers’ Association and the hotline of FSM – Freiwillige Selbstkontrolle Multimedia-Diensteanbieter e.V., accredited self-regulatory body for youth protection on the Internet in Germany. IBSDE was established in order to provide a single non-governmental contact point for Internet users in Germany to report illegal and harmful material and activities on the Internet in 2004. Both organizations have a long track record operating Internet hotlines for more than 10 years and are founding members of the INHOPE Association, the international association of Internet hotlines.

The work of IBSDE follows an administrative procedure which is published at www.internet-beschwerdestelle.de. Although the work was carried out by experienced hotline teams based on well established procedures, hotline operations and progress were constantly monitored by the project management and laid down in regular reports. Additionally, regular meetings and conference calls were held to review project and business performance and its development. A detailed work plan covering the administrative and operational aspects of the work, has been set up, agreed upon by the parties and adhered to.

**IBSDE**

IBSDE provides a single non-governmental contact point for Internet users in Germany to report illegal and harmful material and activities.
Hotline

Work

Activities in the reporting period

IBSDE continued running a single non-governmental reporting facility for Internet users at www.internet-beschwerdestelle.de in a professional and successful manner. Internet users can send all kinds of complaints referring to illegal or harmful material distributed via all types of Internet services, such as websites, discussion forums, e-mail, p2p, chat, newsgroups and mobile content. The reports are being dealt with by either eco or FSM as independent organisations following a schedule of responsibilities. In addition proactive reports in the field of Usenet have been processed. Reports have been exchanged with other INHOPE member hotlines using a shared database. The hotline further improved its cooperation with old and new partners, successfully raised the visibility of the hotline, took part in Safer Internet Days 2011 and 2012, and supported the INHOPE network.

Cooperations

Apart from the hotline work itself, IBSDE has further consolidated its cooperation with numerous third parties to make the work in the area of Internet Safety more efficient. Below are some of the cooperation listed:

- In March 2011 BKA, BPJM, eco, FSM and jugendschutz.net signed a new, refined Memorandum of Understanding to foster the already existing close working relationship.
- The Internet Complaint Office is affiliated by the initiative “Deutschland sicher im Netz e.V.” (www.sicher-im-netz.de).
- Round table youth protection programmes: the partners of IBSDE are active participants of an initiative started by the Bundeskanzleramtministerium (BKM) on the development of technical youth protection, i.e. the development of criteria and standards for youth protection programmes as regulated in the JMSIV.
- White IT: Both eco and FSM are members of the initiative White IT established in November 2009. On November 24th and 25th a symposium of the initiative “White IT” took place. Frank Ackermann presented the work of IBSDE and the INHOPE network. He is a member of the White IT steering committee. FSM’s Gregor Schwarz is member of the White IT Programme Management Board.

Safer Internet Day 2011

Both eco and FSM participated in the Safer Internet Day 2011 and 2012. On Safer Internet Day 2011 eco offered a public phone-in session, where Internet users could call and ask for concrete or general information concerning a safe and secure use of the Internet. FSM’s Otto Vollmers participated in a special talk session carried out by “nordmedia” concerning “Good Sites and Bad Sites”. Sabine Frank, manager of the FSM, contributed to the 2011 Klicksafe dossier which was published on the occasion of Safer Internet Day.

Safer Internet Day 2012

The IBSDE partners took part in the activities of SID 2012 and issued together with all partners of Saferinternet.de a common press release with a presentation of the SID 2012 activities. Martin Drechsler as an expert in a simulated parliamentary debate of the Landtag Brandenburg for minors on the subject of You media protection online. He presented the activities of IBSDE in the session.

On the website of the Internauten, a website raising awareness in a playful way, a common project of FSM, Deutsches Kinderhilfswerk and Microsoft, special features were offered to the public on SID 2012: Parents 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 internet“ (http://www.internauten.de/Initiative/Seiten/Elterninfo.aspx).

Story board related to children and teenager promoting the work of IBSDE has been developed by eco and sent out to several radio and tv stations such as “logo” and “lilipuz radio”.


Hotline
Work

INHOPE

Staff of the hotline regularly takes part in the activities of the INHOPE network, e.g. meetings and working groups. Frank Ackermann is presently member of the INHOPE board.

Vice-President Frank Ackermann with his board colleagues at the INHOPE 10th anniversary in Brussels ►

Highlights

End of March 2011 BKA, BPJM, eco, FSM and jugendschutz.net signed a new, revised Memorandum of Understanding to foster the already existing close working relationship (see annex). The topic of “notice and take down” by hotlines is now covered by the MOU. Furthermore it was agreed on by the partners to provide statistical data and to meet on a regular basis. During this reporting period such meetings took place on August 4, 2011 and on November 24, 2011 at the BKA in Wiesbaden. In the November meeting a common agreement was reached between the partners of the MOU to streamline the collation of statistics. The successful cooperation work was presented by the German hotline partners together with a contact person from the Federal Police at the Safer Internet Forum in Luxemburg on the 20th of October 2011 in detail with an emphasis on the Memorandum of understanding between the partners. This was the first time that this partnership presented its work to a public forum.

eco and FSM are gathering statistics about notification and takedown of reported websites with child sexual abuse content.

In the first project period (September 2010 – August 2011) eco determined the following: 81,89% of the websites containing child porn content according to German Criminal Law reported to ISPs or INHOPE partner hotlines have been taken down within one week after notification, 89% within two weeks. The following can be highlighted: If these websites were hosted in Germany, 97,55% have been taken down within one week after notifying the hosting ISP. In case the websites were hosted in Russia very short takedown rates have been recognized by eco: 92,69% have been taken down within one week after notification. 73,28% of websites with child porn content hosted in the United States have been removed within one week after notification.

To assure comparable statistics in autumn 2011 equal criteria have been defined by the partners of the MOU. The findings of IBSDE for the second project period (September 2011 – February 2012) are: The FSM determined that on average it took 3 days from receiving the report at the hotline until the content has been removed. The findings of eco are that on average it took 2,4 days after the hotline received the report. Additionally eco determined that the ISP has taken down the content in 95% within 2 days after notification. It has to be highlighted that these figures include the weekends when no monitoring take place as IBSDE is not working 24/7.

In the reporting period, the partners have been invited to numerous hearings and interviews by both federal and state parliamentary fractions, received extraordinary coverage by German press and other media and gave many presentations at a broad variety of events. The promotional material of IBSDE was distributed at many events.

The internet-beschwerdestelle was featured in a TV programme about the problem of cybergrooming.

Martin Drechsler explaining to Dr. Daniel Hajok the work of Internet-Beschwerdestelle at the “Medienimpuls” event.
Statistics

During the project period (September 2010 – February 2012) IBSDE received 93,935 external reports (including reports about spam). In the field of proactive Usenet monitoring 174 cases were found in the project period. Comparing the two reporting periods September 2010-July 2011 (first reporting period, 11 months) and August 2011-February 2012 (second reporting period, 7 months) the statistical findings are as follows:

During the first reporting period IBSDE received 55,835 external reports. During the second reporting period (August 2011-February 2012 = 7 months) IBSDE received 38,100 external reports (35,578 reports about e-mails, 2140 reports about websites). On average the number of reports increased during the second reporting period to 5,443 reports per month (first reporting period: 5,075 reports per month).

Proactive Usenet monitoring did not take place in the second reporting period. Processing the external reports took much more time than in the period before. Therefore there have not been resources for proactive Usenet screening.

The number of reports about websites decreased in the second reporting period from 4,410 cases (first reporting period) to 2,140 cases. On average that is a difference of 44 reports per month.

The number of reports about emails increased to 35,578 reports (5082 per month) (50,092 in the first reporting period =4553 reports per month).

IBSDE determined 3,572 reports referring to child pornography during the project period. During the second reporting period the number of incoming reports about child pornography significantly decreased: on average IBSDE received 100 reports per month less than in the first reporting period, which is about 50% less cases.

86 (first reporting period: 420) cases concerned children depicted in an unnatural sexually demonstrative pose, which is a violation of the Interstate Treaty on the Protection of Minors in the Media.

During the second reporting period, further findings were: 297 reports were about websites with child pornography content hosted in Germany. 377 reports about websites with child pornographic content were found to be hosted outside of Germany. Staff of IBSDE monitored how long it took between the receipt of an incoming report about a website with child pornographic content hosted in Germany and the content being taken down: staff of eco measured 2,4 days, staff of FSM measured 3 days. This includes weekends and not only workdays. 77 websites contained youth pornographic content of which 34 cases were hosted in Germany.

During the 18 month of the project 3,465 cases (948 in the second reporting period, 708 cases were about child and youth pornography) have been reported to the police and 1,909 reports (497 in the second reporting period) have been passed on to INHOPE partners.

To sum up, the amount of reports in total have risen in the last third part of the project. However, in the last third part of the project, the reports about child pornographic content decreased by about 50%, mainly due to the decrease of child pornographic content on websites.
jugendschutz.net controls the Internet for offences against the protection of minors. In order to improve the protection of minors on the Internet jugendschutz.net focuses on communication and cooperation: Specifically with content providers and their associations, but also with other authorities and initiatives.

LEGAL BASIS

In Germany, the Interstate Treaty on the Protection of Minors in the Media (JMStV) regulates what is illegal on the Internet and what content providers are obliged to do. The JMSTV also defines the tasks of jugendschutz.net.

Background of jugendschutz.net

jugendschutz.net is the cross national bureau for the protection of minors on the Internet in Germany. The Youth Ministries of the German Federal States founded jugendschutz.net in 1997 and since 2003 jugendschutz.net is assigned to the Commission for Youth Protection in the Media (KJM) in order to achieve a consistent control of broadcasting and Internet. Since 2000, jugendschutz.net has been running a hotline co-funded by the European Commission under the Safer Internet Program. Since 2008, the hotline of jugendschutz.net is part of the German Internet Center saferinternet.de joining efforts with klicksafe, IBSDE and Nummer gegen Kummer.

Protection of minors on the Internet

jugendschutz.net combats child sexual abuse online and pushes for the abidance to the laws concerning the protection of minors on the Internet. jugendschutz.net alerts to the increasing risks for children and youngsters on the Internet and demands more consideration for their need for safety and the implementation of effective measures in terms of youth protection, especially from Web 2.0 service providers. The success rate of jugendschutz.net is continuously high. In three out of four German cases jugendschutz.net could achieve the removal of illegal content. At international level collaboration with providers and partners in the network against child pornography (INHOPE) or in the network against hate on the Net (INACH) is very promising when combating illegal content on the Internet.

A multi-dimensional approach will be the future: action taken not only by forwarding to the police, but by checking other ways to have illegal content removed without getting into the way of police investigations, and following up the results and the success.
jugendschutz.net has been operating a hotline co-funded by the European Commission since 2000. Since 2008, the hotline has been part of the German Internet Center saferinternet.de in a consortium with klicksafe, IBSDE and Nummer gegen Kummer.

**HOW JUGENDSCHUTZ.NET WORKS**

**Remit of jugendschutz.net**

jugendschutz.net generally objects to illegal and harmful content on the Internet and to content endangering children and youngsters or content with a negative effect on their development. Targeted research and objections lead to success. jugendschutz.net comes across illegal content on the Internet either through the hotline or through own research. Internet users can easily report to the hotline whenever they come across content they presume to be illegal. They can contact the hotline via the hotline form on the web site www.jugendschutz.net, anonymously if they wish. jugendschutz.net processes the reports, traces the apparent origin and checks out the reported content for its compliance with youth protection legislation, i.e. jugendschutz.net analyses the content, makes an assessment whether it is illegal or not according to the German legislation, registers the reported content in the database and takes action. The hotline team exists of lawyers and experienced hotline analysts with a specialized knowledge in the field of illegal and harmful content on the Internet.

**Eroticism and disturbance**

Erotic depictions that can cause disturbance or frighten children are even presented in big portals. The operators are obliged to take protection measures according to the age of children (e.g. different filter options).

**Sexual assault and harassment in chat rooms**

Children and youngsters are often sexually harassed in chat rooms. jugendschutz.net examines chat rooms for their safety and asks chat operators to establish effective protection measures.

**Right-wing extremism and racism**

The Internet is the most important platform for extreme right-wing material. jugendschutz.net controls sites which are attractive to youngsters. Even though hate propaganda is mostly hosted abroad jugendschutz.net achieves a shut-down of illegal content in most cases.

**Violence and violation of human dignity**

Content providers gather violent depictions (e.g. snuff and beheading videos) and present them on the Internet. Most of these so-called tasteless sites are hosted abroad. jugendschutz.net makes an effort to have these sites shut down.

**Objecting to offences**

jugendschutz.net directly objects to offences and urges content providers to remove illegal or harmful content or to change it according to the laws. jugendschutz.net comes across illegal content on the Internet either through the hotline or through own research.

---

**ACTING ABROAD**

German authorities are not in a position to take action against foreign content providers. Whenever there is no INHOPE member or the member does not deal with that kind of material jugendschutz.net calls in international partners or asks host providers to remove illegal content from their servers.
Calling law enforcement in
Whenever serious offences such as child pornography are concerned jugendschutz.net directly calls in the German Federal Criminal Police Office (BKA) in order not to warn the content provider in advance and not to impede investigations.

Opening procedures
In terms of all other German offences jugendschutz.net communicates with the content provider and asks him to meet the legal requirements; i.e. to change or remove his content or to set up an effective age verification system whenever content that must not be accessed by minors is in question, e.g. adult pornography. Whenever content is considered to be endangering to children and youngsters or if it has a negative effect on the development of children jugendschutz.net makes clear that the content provider has to set up effective filter possibilities. If content providers refuse to dispose of the offences jugendschutz.net calls the media supervisory body in. The KJM decides about the offence and can ban content or impose fines.

Demanding respect
In the fleeting medium Internet, content providers have to make a special effort for the protection of minors. jugendschutz.net sensitizes them for this asking them to take account of children and youngsters and to make their content safer.
Apart from the hotline work, jugendschutz.net also conducts research in various other areas concerning the protection of minors on the Internet, e.g. depictions of minors in sexually suggestive poses, so-called boy and girl lover forums, suicide and pro Ana and pro Mia sites.
Hotline activities

According to the jugendschutz.net annual report 2011, the hotline of jugendschutz.net received 6,891 reports. Whereas reports on pornography dropped in number, the hotline received more and more child sexual abuse material, right-wing extremist content and reports on illegal content in communication services. jugendschutz.net checked 49,837 Internet destinations for illegal content. This is plus 28 % compared to last year which can be explained by jugendschutz.net's long-standing demands into account to develop a comprehensive strategy in the battle against illegal and harmful content.

jugendschutz.net focused on content related to the protection of minors on the Internet. Traditional websites and specific German Internet content have become less relevant; now international Web 2.0 platforms dominate the way youngsters use the media. In 2011, jugendschutz.net specifically focused on optimizing potential actions against child sexual abuse, report management, safety settings of web 2.0 platforms and extreme right-wing campaigns targeting youngsters. jugendschutz.net also looked closely into filtering programs and their possible further development.

In 2011, jugendschutz.net registered 3,439 illegal cases in traditional Internet content; approx. 900 per quarter. In terms of illegal content in Web 2.0 services, jugendschutz.net processed twice as many cases (6,656); this number has tripled during the year. 27 % of the illegal content was hosted in Germany. The number of German cases has dropped during 2011 (from 46 % in the first quarter to 16 % in the last quarter). These figures reveal the dramatic changes the Internet has been facing during the last year, speeding up the process of concentrating illegal content on major Web 2.0 platforms hosted abroad.

The majority of cases jugendschutz.net processed was depicted child sexual abuse (36 %); pornography came second (24 %) followed by harmful content (18 %) and right-wing extremism (16 %). Severe offences like child sexual abuse, hate propaganda or depictions of violence were mainly hosted abroad.
Illegal content is removed quickly in four out of five cases

In 2011, contacting providers remained an effective action taken to have illegal content removed. In four out of five cases (78%) illegal content in Germany could quickly be removed. When it came to illegal content hosted abroad, jugendschutz.net achieved the same success rate of 78%, mainly in cases of Web 2.0 content. Here, platform operators from abroad deleted severe cases of illegal content (e.g. hate speech), whereas illegal content on traditional websites was only rarely removed.

National and international cooperation

In 2011, jugendschutz.net further intensified cooperation of the German hotlines with the BKA in combating child sexual abuse online. jugendschutz.net could not only intensify cooperation with law enforcement in terms of child sexual abuse; a close cooperation with law enforcement also takes place in the field of political extremism and Islamism.

jugendschutz.net had regular contact with major Web 2.0 platform operators which made it easier to have illegal content removed. jugendschutz.net also further intensified efforts to make the operators aware of the problem and to encourage them to take proactive measures to make the Internet safer for children and youngsters, e.g. through technical means to avoid illegal content from being uploaded).

jugendschutz.net was also very much involved in filtering programs, i.e. the further development of technical protection measures. Another focus of work was on the 'dialogue Internet', i.e. modern Internet policy concerning children and youths.

At international level, the focus was on child sexual abuse.

Visibility

In 2011, jugendschutz.net has further optimized the monthly updates for key stakeholders and now regularly gives an assessment of relevant events and new phenomena on the Internet. jugendschutz.net also issued press releases and provided information to the ministries.

Additionally, through media activities on Safer Internet Day, the annual report and the report on right-wing extremism, jugendschutz.net could also sensitize the general public for more consideration for children on the Internet in 2011.


www.klick-tipps.net had 22.366.708 hits, 4.806.623 visits

jugendschutz.net further revised handouts on Internet safety and finalized www.meine-startseite.net, offering children the opportunity to set up an own homepage with up-to-date content specifically for kids.

In 2011, jugendschutz.net presented the good peer education concept of the 'Medienscouts' at several events; this concepts has been widely adopted across the country.
The German Helpline – “Nummer gegen Kummer”

Nummer gegen Kummer e.V. (NgK) is a non-profit member association with long years of experience in counselling children and adolescents as well as parents, lots of knowledge about training their volunteers and technical standards important for a helpline. NgK is able to offer an anonymous, toll-free and easily accessible helpline for children in need of help, since 2008 also with the new service “Counselling on Web-Problems”. Starting in 2010, NgK establishes this service for the parents’ helpline as well.

Nation-wide, about 3,900 counsellors are active in Nummer gegen Kummer (NgK), most of them as volunteers. They are prepared for helpline work in intensive training courses, and supported continually through supervision and advanced training, in order to ensure and further improve the quality of counselling. NgK has recently celebrated Child Helplinethe 10th anniversary of the Parents’ Helpline. The Child Helpline started its service 32 years ago.


counselling on web-problems

From Monday to Saturday between 2 p.m. and 8 p.m., adult counsellors are available on the Child Helpline (Kinder- und Jugendtelefon) to talk to young callers; on Saturday the lines are manned mostly by trained young members of the peer project “youth counselling youth”, which started in 1994. Since 2003, NgK also offers counselling via internet, available 24 hours a day, accessible via a secure log-in at www.nummergegenkummer.de. On the em@il - counselling team, there are adult counsellors as well as younger counsellors.

CAMPAIGN
Website, info-cards, info-sheet “guardian rascal” (two paper-cut-out-angels, download possible on website), and give-aways like pencil cases, time-schedule (will be released in May 2012), mobile phone charms (Bonsais) and SiM-Guards.

AIMS
The Child Helpline offers advice to children and adolescents on how to stay safe online and how to deal with harmful contacts, conduct and content or frightening experiences online. Counsellors offer problem solving strategies and relief if a caller has a “web-problem”. The Parents’ Helpline will very soon offer information about limitations and rights on the internet, tips and tricks for everyday family life with the internet, the counsellors can also explain where positive content can be found and provide help if a callers’ child is affected.

WEBSITE
www.nummergegenkummer.de provides information about typical web-problems and basic rules for children and adolescents e.g. when they want to make someone’s acquaintance they only have met on the internet before, they’re bullied, sexually abused, ripped, they are going to forget real life in virtual games or they are using internet sites which exalt suicide or self endangering behaviour. Besides, helpful links are given.
The helpline 0800 – 111 0 333 or 116 111 for children and adolescents covers all types of topics, among others the important field of Safer Internet. This is an advantage, as children often talk about e.g. relationship or sexual problems on the Child Helpline, which are very often linked to internet subjects. That way, the counsellors have the opportunity to directly raise awareness, often in a preventive way. Another advantage is the well-known number: children and young people have to memorise only one number they can call for any problem. Young people shall be sure to get help at the helpline, whatever problem they might have. They can choose between telephone and e-mail based counselling, as well as peer-counselling.

These are the figures of calls and mails received on Safer Internet-related issues that were raised for the Child Helpline during the reporting period. Please note that the Safer Internet-related topics were first implemented into the overall statistical evaluation of the mail-counselling service in 2011.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of phone calls-mails of the Child Helpline</td>
<td>315,882</td>
<td>10,203</td>
</tr>
<tr>
<td>Social relationships on the internet</td>
<td>922</td>
<td>72</td>
</tr>
<tr>
<td>Internet community</td>
<td>750</td>
<td>31</td>
</tr>
<tr>
<td>Self-portrayal on the internet</td>
<td>342</td>
<td>12</td>
</tr>
<tr>
<td>Contact with/ consumption of internet pages with pornographic contents</td>
<td>627</td>
<td>3</td>
</tr>
<tr>
<td>Specific sexual molestation on the internet</td>
<td>125</td>
<td>16</td>
</tr>
<tr>
<td>Violence/ xenophobia on the internet/ mobile phone/ in music</td>
<td>277</td>
<td>16</td>
</tr>
<tr>
<td>Security on the internet</td>
<td>273</td>
<td>27</td>
</tr>
<tr>
<td>Specific cyber-bullying</td>
<td>358</td>
<td>15</td>
</tr>
<tr>
<td>Specific self-endangering behavior on the internet (eating disorders/ ProAna/ ProMia; self-harming; suicide)</td>
<td>116</td>
<td>17</td>
</tr>
<tr>
<td>Excessive media consumption (internet, mobile phone, chat, television)</td>
<td>380</td>
<td>6</td>
</tr>
<tr>
<td>(Addiction to) Online games</td>
<td>551</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,721</strong></td>
<td><strong>231</strong></td>
</tr>
</tbody>
</table>

During the reporting period, NgK recommended the hotlines 111 times out of 19,061 phone calls and 1,955 mails in which institutions were recommended for further help.

General notice concerning statistical data of NgK:

In NgK statistics, it is not possible to clearly distinguish a problem (e.g. bullying) and its specific forms (e.g. cyber-bullying). Thus, the counsellors at the helpline will only mark the specific form of the problem – specific here means specifically safer internet related – it this was the exclusive, central subject matter of the talk and has been discussed in detail. A counselling case will therefore sometimes be classified as e.g. “bullying”, even if it overlapped with an internet related problem.
As a general helpline, the Parents’ Helpline (Elterntelefon) covers all topics. But general problems with bringing up children are often linked to problems with media. Therefore it is important to enhance general skills in parenting, show positive content on the internet and enhance media literacy.

**Issues the Parents’ Helpline covers concerning Safer Internet-related topics:**
- how online advertising and consumer rip-off works and how to protect privacy (spam, phishing)
- addiction to online games
- risky profile management and self-portrayal on the internet (e.g. social networks, chatrooms)
- cyber-bullying
- relations getting “personal”: meetings with partners children know from the internet, pedophiliacs on the internet
- privacy fraud / harm of personal rights, e.g. concerning pictures or copy right
- harmful content (neo-fascism / right-wing-extremism, ProAna, suicide- and selfharm-platforms/blogs, porn, sexting, violent content, happy slapping, risks connected to distribution of content and/or spreading personal data) and how to protect children from harmful content

**Parents’ Helpline – short overview**
- counselling since 2001
- nationwide, toll-free number (landline and mobile phones), first contact point for parents with problems, sorrows, questions and in critical situations
- telephone counselling (at least) Monday till Friday 9 a.m. to 11 a.m. and Tuesday and Thursday from 5 p.m. to 7 p.m.
- telephone number nation-wide: 0800 111 0 550
- 47 locations in Germany, i.e. weekdays 47 lines available
- across Germany approx. 1.000 trained volunteers working as counsellors
- over 35,485 calls received in 2011, which lead to about 11.422 counselling talks
- German Helpline within the Safer Internet Programme since September 2010
- Training of counsellors in cooperation with klicksafe started September 2011
- Promotion of the helpline for “web problems” starting in 2012
Main aims of the helpline

As the internet and other new media have become a "natural part of life" and increasingly popular among children and adolescents, the number of helpline calls relating to problematic experiences with new media has also been rising. Mostly, the problems young people have are not so different online and offline, but the anonymity and rapidity online, as well as the huge circulation of information on the internet are a new challenge. Counsellors of NgK have to understand about these new aspects of communication and they need further training to make sure they give appropriate advice and help.

So the integration of Safer Internet-related topics into the counselling service on the Child Helpline was (and still is) on focus during the first and second project period 11/2008 – 08/2010 and 09/2010 until 02/2012. In the second project period, NgK developed training guidelines and training modules for the training of the counsellors at the Parents’ Helpline.

Child Helpline - aims and major achievements

From November 2008 till February 2012, all multipliers and 1,700 counsellors of the Child Helpline have been trained on Safer Internet issues. This was - and still is - supported by NgK through supervising, updating and practical help. One aim is to implement the training guidelines into the general qualification measures. NgK is working on guidelines for the basic and general training of the Child Helpline to support the members, their trainers and supervisors.

First of all the contents for the training modules had to be defined, worked out and adjusted in close cooperation with klicksafe. The training, including project management, contents, methods and basic conditions had to be worked out in detail. Therefore an expert team was established (three members of NgK and three members of klicksafe). The training programme and guidelines were developed in two pilot phases. Already existing structures and networks of NgK had to be informed about the project. The new understanding as “helpline associated with the Safer Internet Programme” had to be communicated to every single counsellor. Every member association had to send a potential multiplier. Nine trainings for multipliers were executed from 2009 to 2011.

To be able to measure the safer internet-related phone calls, NgK changed its overall statistics in January 2010. The former category “Problems with TV, Computer, Internet” was divided into 10 sub-categories that match the issues related to safer internet topics mentioned above. Besides these sub-categories, there is an option to specify on whether they specifically recommended the Safer Internet Hotlines. The overall statistics is published yearly and available for download online (www.nummergegenkummer.de).
NgK started to promote the Child Helpline on Safer Internet Day 2010 with a new look of the helpline's logo – an add-on “Counselling on Web-Problems” (Beratung bei Web-Sorgen), give-aways like a SIM-Guard which was fitted with a sticker, mobile phone charm (Bonsai) and pencil cases as well as an info-card and the creation of an info-sheet (“guardian rascal”) that is a paper-cut-out-angel at the same time. A banner usable for trade fairs was produced and a Safer Internet-related area on the website was relaunched at the same time. Since then the additional service of the Child Helpline has successfully been introduced by making several press-releases available for the press and for multipliers like teachers, social workers or interested organizations working in the field of child-welfare.

Parents’ Helpline – main aims

The training of the counsellors on internet issues will start at the end of 2011. Starting off with an expert team meeting with klicksafe in January 2011, NgK has been working on developing training guidelines for the Parents’ Helpline. The structure of the existing training guidelines for the training of the Child Helpline can be adapted to the requirements of the Parents’ Helpline. The training guidelines was were completed in February 2012. They will also become part of the regular training programme for telephone counsellors and thus contribute sustainably to the quality of counselling. The two pilot trainings for the Parents’ Helpline took place in October and November 2011. NgK announced the beginning of the trainings on Safer Internet Day 2012.

NgK understands that requests of parents on the helpline differ from the questions children have. Parents are the first persons who select the better or worse, the right or wrong content for their children. They should be informed about the importance of media literacy from the very beginning of parenthood. They need information about limitations and legal issues on the internet, either to educate their children on how to use internet content or to be able to act in compliance with national law if their child is affected by issues such as cyber-bullying or grooming. Parents need quick and practical advice, e.g. about security settings or protection rules for personal data on their computer or mobile devices. They also need to be given a repertory of recipes for an everyday family life with media.

Through helping the parents with online matters, NgK can hopefully reach their -often young- children as well and foster a better handling of media education and thus have a preventive effect. The specific knowledge gained in the training must enable counsellors to answer questions of parents competently and to provide assistance and arrange for further help on problems. Furthermore, callers will be encouraged to develop awareness of potential problems involved in the use of new media and parents will be animated to talk to their children (about possible dangers and positive content).
Cooperation within Saferinternet.de

Main goal of cooperation between helpline and klicksafe during the project periods have been - and still are - to develop a multipliers’ training course for all counsellors of NgK and to implement this training across Germany.

Furthermore, in every training course the team of NgK teaches the counsellors on how to use the hotlines’ websites to report harmful content and how to find and use flyers, brochures and spots published by klicksafe. There are 3,900 counsellors nationwide who impart this knowledge about Saferinternet.de and the European “Safer Internet Programme” at 100 local member associations which surely has an impact on e.g. smaller regions since all counsellors act as multipliers in their private and/or business environment.

The helpline benefits a lot from the cooperation with klicksafe and within the Combined Node: if there is a specific issue coming up in a phone call or mail, NgK is able to contact the awareness centre or the hotlines for information and support. In return, the helpline provides the awareness centre or hotlines with information regarding the most frequently asked questions on the child or Parents’ Helpline.

Concerning pr-work, again the Child Helpline benefits from being mentioned with its numbers 0800 111 0 333 and 116 111 in several information materials being disseminated by klicksafe and the hotlines (e.g. supplementary modules for teachers’ handbook). Whenever NgK is requested as an expert by the media or participates in parents’ information gatherings or workshops for experts the team of NgK communicates information about the awareness centre and hotlines.

There are events when “Nummer gegen Kummer” regularly cooperates with its partners. Among others, most important is Safer Internet Day (2009, 2010, 2011 and 2012) and gamescom, a trade fair for interactive games and entertainment (2010, 2011). Information materials and give-aways of the helpline were distributed by NgK or the partners.

NgK is member in the Advisory Board and in the jury of the klicksafe prize (2009, 2010 and 2011).

FUTURE ASPECTS

It is crucial for successful counselling concerning new media to continue and finish the training of every member association of the Child Helpline (5 left) and to start the training of the multipliers of the Parents’ Helpline (12 of 47 already trained). It has become clear, that there is a strong demand of parents, who often do not know how to help their children with the new media as in most cases they are “digital immigrants” and thus understand the internet less than their children. Another task is the evaluation of statistical data concerning calls of children and young people which allows discovering new trends.

It is crucial for successful counselling concerning new media to continue and finish the training of every member association of the Child Helpline (5 left) and to start the training of the multipliers of the Parents’ Helpline (12 of 47 already trained). It has become clear, that there is a strong demand of parents, who often do not know how to help their children with the new media as in most cases they are “digital immigrants” and thus understand the internet less than their children. Another task is the evaluation of statistical data concerning calls of children and young people which allows discovering new trends.
Selection of publications, advertisements, interviews, promotional material

“Nummer gegen Kummer” receives a lot of requests for links and cooperation on the internet and NgK is continuously working on setting up links to the counselling service or placing short information, combined with a link to our website, on websites of institutions or initiatives or any other organization working in areas that have to do with Child Welfare and Safer Internet topics. YouTube links to the helpline from the Safety-Centre Web-Pages (at the bottom of every page), if anyone is looking for help concerning youth protection, bullying, sexual abuse or harassment of persons under age or other very serious subjects like suicide. The latter applies for Facebook also, which links to the Child Helpline as well. Next to these internationally well known sites there are lots of national internet sites that are linked to “Nummer gegen Kummer”: portals active in the field of the protection of minors like www.juuuport.de, information for Youths aged 12 to 14, informational portals like www.bildungsserver.de, learning platforms like www.scoyo.de and many of alliances for families like www.kinderschutz-nrw.de. Additionally, there were several articles about online safety issues with linkings to the helplines’ website, e.g. in the magazine “family” (issue 6/2011) and in the pharmacies’ magazine on health issues “Apotheken Umschau” (Dec. 2011).

There are more and more requests for interviews reaching NgK’s office, especially concerning „cyber-bullying“. The safer internet project-team was interviewed by “teleschau-der mediendienst”, “Radio Thuringia” and “Radio MDR”, by the newspaper of Saarbrücken “Saarbrücker Zeitung” and by Evangelischer Pressedienst (epd), news service of the protestant church.

Pupil’s magazines are interested as well as youth radio stations, for example www.yourzz.fm or youth radio, Hamm in November 2009, who asked for an interview focusing on stalking or www.media.nrw.de, the information portal and gateway to media centre in North Rhine Westphalia. One highlight was an article on the topic of „The worries of the youths – Award winner Helpline“ in the Hamburger Abendblatt (Hamburg Evening Paper) about the Helpline being rewarded with the youth protection award of the HanseMerkur insurance company. Also a movie introducing the helpline was made as well and shown at the award ceremony. A live interview of Rebecca Maier with the WDR local news was broadcasted in the evening of June 17th; 2). The successful media coverage of the klicksafe press-conference on Safer Internet Day 2012 where an adolescent counsellor of NgK responded to the press, telling them more about her experience as peer-to-peer counsellor on internet issues. Also the information meeting for parents, organized by NgK and its member organization in Cologne, resulted in good media coverage.

In March and April 2011, NgK released new promotional material for all services and for the recruitment of volunteers. In the flyer for the target group children and adolescents, an extra and prominent space was assigned to the additional service “Counselling on Web-Problems”. Flyer, poster and info-cards can be ordered by members of NgK as well as by schools, social workers, other multipliers and for target group related events.