

project

Smartly on the Web

annual report



June 2012–May 2013

www.targaltinternetis.ee

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Tiigrihüpe koolis



Politsei- ja Piirivalveamet



Lastekaitse Liit
Estonian Union for Child Welfare



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We have come to take the use of the Internet, digital communication devices and different e-services for granted. We can easily communicate with our friends, family and acquaintances through Internet no matter where in Europe or even further away we are. Therefore, it is more and more important for children and adults as well to have the skills to act safely and efficiently in a digital environment. It is most important to act towards children having the knowledge and skills for finding interesting, exciting and educating content online in a safe and successful manner.

Estonia joined the European Union program Safer Internet in September 2010 with the creation of the project „Safer Internet Centre in Estonia – „Smartly on the Web“. The goal of the project is to improve the safe and aware internet use of children and youth and to increase the knowledge of parents of how to support their children’s good Internet use.

This print gives an overview of the follow-up project activities from June 2012 to May 2013. The project is conducted in cooperation by NPO Estonian Union for Child Welfare, The Innovation Centre for Digital Education of Information Technology Foundation for Education (former Tiger Leap Foundation), NPO Estonian Help Centres and Estonian Police and Border Guard Board.

Pleasant reading!

Smartly on the Web project team

The goal of the project is the smarter Internet use of children and parents and limiting the spreading of illegal materials online.

The first stage of the project ended in May 2012. The conclusion of the activities and results of the first stage are available on the project website www.targaltinternetis.ee/projektist/projekti-lopparuanne

The follow-up project started in June 2012 and ends in September 2014. The project is co-financed up to 75% by the European Commission Safer Internet program.

During the project:

- trainings and seminars are held for children, parents, teachers and social workers in addition to awareness raising events for the wider public;
- training and information materials are developed for children, teachers and parents;
- competitions for school children are held;
- Child Advice Phone 116 111 (www.lasteabi.ee) offers advice and information to children and parents about safer Internet use via phone, MSN (user info@lasteabi.ee) and chat solutions;
- a web-based Hotline www.vihjeliin.ee works to enable Internet users report of web environments containing materials violating the sexual self-identification right of children. Hotline also accepts information about other online materials inappropriate for children.
- Cooperation is done with different interest groups in Estonia and Europe in addition to participation in the INHOPE and Insafe networks.

Study and information materials are available in the project website www.targaltinternetis.ee

The follow-up project activities are conducted by 4 organizations:

- Tiger Leap Innovation Centre for Digital Education of the Information Technology Foundation for Education manages the training and awareness work;
- NPO Estonian Union for Child Welfare ensures the work of the Hotline and participates in training and awareness work;
- NPO Estonian Help Centres (manages Child Advice Phone 116 111) advises children and parents in problems regarding Internet and digital media devices and participates in awareness work;
- Estonian Police and Border Guard Board participates in all activities according to their competence;
- The general coordinator of the project is NPO Estonian Union for Child Welfare.

The project also includes a Youth Panel and Advisory board, through which the representatives of interest groups support the project goals with their knowledge and experience.

Advisory Board

The project has an Advisory Board, the members of which contribute knowledge and experience to better achieve the project goals.

The Advisory Board representatives are from:

- Ministry of Education and Research
- Ministry of Justice
- Estonian Information System's Authority
- AS EMT
- Microsoft Estonia OÜ
- University of Tartu
- Estonian Association of Parents
- Estonian Association of School Psychologists
- Tallinn Informatics Subject Section
- Estonian Association of Information Technology and Telecommunications
- Rate.ee (Serenda Invest OÜ)
- Tartu Children's Support Centre
- University of Tallinn
- Data Protection Inspectorate
- Ministry of Social Affairs
- Tiger Leap Innovation Centre for Digital Education (former Tiger Leap Foundation)
- Police and Border Guard Board
- NPO Estonian Help Centres
- NPO Estonian Union for Child Welfare
- Project Youth Panel

Two Advisory Board meetings were held in the first year of the follow-up project:

- The first meeting took place on December 6th 2012 in Estonian Police and Border Guard Board. Project team members introduced the activities of the new project. A.Baum gave an overview of the creation of the Global Alliance against Child Sexual Abuse, in the framework of which 48 countries, including Estonia, will fight against sexual abuse of children online. The followed a discussion about the handling of the theme of the Safer Internet Day 2013 – Connect with respect – in Estonia. The focus of the Safer Internet Day conference was discussed, as well as the content of the campaign and special issue of Märika Last newspaper and possible media channels.
- The second meeting took place on April 4th 2013 in Ministry of Social Affairs. The previous and planned activities of the „Smartly on the Web“ project were introduced as well as the discussions from the Insafe training seminar in Tallinn. Information about thematic activities and events of different organizations was exchanged. The European positive content competition with the aim to create interesting and age-appropriate materials for children aged 4-12 was discussed from the aspect of its organization in Estonia. S.Livrand from Data Protection Inspectorate introduced the Manual for using cameras, which helps to understand how to use cameras without violating the requirements of personal data protection law. Then followed a discussion for developing a message for the Child Advice Phone 116 111 campaign to raise the awareness of the

public furthermore and inform them of the possibility to receive advice and information for issues regarding Internet use.

The Advisory Board member organizations are included in several project activities e.g. training and Safer Internet Day events, which is described in the chapter of awareness raising work in detail. In addition to cooperation with the members of the Advisory Board, the project team cooperates with other organizations like:

- Project „Smartly on the Web“ leading committee members participated with a „Smartly on the Web“ information booth in the conference „This is safe IT“ organized by the Estonian Association of Information Technology and Telecommunications and BCS Trainings in Rakvere and Jõhvi on October 23th-24rd and in Tallinn on January 4th.
- Project team members have contributed in the production of the „Theatre about Internet“ joint project of BCS Trainings and VAT Theatre by consulting on topics and content. The play will be performed starting from October 2013.
- Cooperation is done with Audentes Private School and Juku Playland to offer kindergartens the opportunity to participate in „Smartly on the Web“ trainings.
- The project activities are a part of the implementation plan activities of the „Development plan of decreasing violence 2010-2014“ of the Ministry of Justice and the project conducts the tasks set in the „Development plan of children and families 2012-2020“ of the Ministry of Social Affairs.

Youth Panel

The project's Youth Panel assists the project team in planning and organizing events and activities for children and youth. The members share their own viewpoints and opinions on the issues the youth encounter regarding internet safety and how to best raise the awareness of their peers. The Youth Panel members help out in various events, promote the project and internet safety among their peers and also receive knowledge for peer-to-peer training in Youth Panel seminars and trainings organized in the framework of the project.

Since autumn 2012, the Youth Panel consists of 14 youngsters in ages 11-17 from various areas of Estonia.





The Youth Panel members are:

Dalia and Kirke from Harkujärve Basic School
 Georg and Gleb from Jõhvi Gymnasium
 Einar and Lauri from Jänedu School
 Meeri from Peetri School
 Juta from Kohtla-Järve Coeducational Gymnasium
 Ksenija and Vlad from Ehte Gymnasium
 Lee from Pelgulinna Gymnasium
 Liina and Sirelin from Pärnu-Jaagupi Gymnasium
 Marek from Tallinna Lilleküla Gymnasium

Members of the previous Youth Panel remain active as mentors and advisors for the new members and assist the project team in events and trainings.

- The new panel members were chosen on October 25th-27th 2012 in the "Smartly on the Web" project Youth Seminar in Kloogaranna youth camp. 26 active students aged 10-16 from 9 schools from all over Estonia and their coordinators participated in the seminar. The project trainers organized thematic workshops and tried out lesson schedules for kids aged 10-12 and 13-16, during which the youngsters actively expressed their opinions. The youngsters created 4 educative video and photo stories as group activities, portraying how to avoid risks and work well online. After technical editing of the stories, they were converted into study

materials, which trainers can use in schools. In addition to intense study and work hours, the youth played games together and showed their singing and dancing skills.

- The first training seminar for the new Youth Panel took place on January 18th-19th 2013 in Nelijärve Holiday Centre. Children's rights and responsibilities were discussed in groups after which the members participated in the making of the "Rights and responsibilities online" video. The final video is available: <http://www.targalt-internetis.ee/noortepaneel/>. The previous members introduced their activities as the Youth Panel and gave tips on organizing internet safety lessons in schools based on their experience. The SID conference youth workshop structure and topics were discussed. After all the brainstorming, the children got to skate and ski.

- On April 19th-20th took place the second training seminar of the Youth Panel in Padise. The youngster were introduced the Data Protection Inspectorate Camera use manual and Nukufilm Lastestuudio animators conducted a workshop on animation which produced 5 short animations about the rules of photographing. Suggestions for campaign messages for Child Advice Phone 116 111 were given and the program and workshops of the summer camp of the "Smartly on the Web" project were discussed. After the seminar, the youth got to test themselves in the adventure park.



International cooperation

Between seminars, the members actively communicate via the closed Youth Panel Facebook group.

The skills from the seminars have already been put to use. Youth Panel members have conducted several Internet safety workshops for younger pupils in their schools.



Insafe network

In September 2010, Estonia joined the international Insafe network (www.saferinternet.org) connecting European Safer Internet Centres. Insafe network improves the safer and more responsible use of Internet and mobile phones by children and youngsters.

In the first year of the follow-up project, the project actively contributed in the work of the Insafe network and participated in the following meetings:

- 26.-28.09.2012 Insafe training seminar in Budapest. Discussions were about handling the theme of the Safer Internet Day (rights and responsibilities online) in member states. Panel discussions were held about the activities of Youth Panels, work models for Advisory Boards and evaluation of impact. The topics of mobile Internet and mobile applications were also covered. Estonian Safer Internet Centre participated in the awareness raising materials competition with the online game "Nastix's adventures online".
- 11.-12.12.2012 Insafe regional thematic work meeting in Brussels. Participants were representatives from Finnish, Swedish, Danish, Dutch, Norwegian, Icelandic, Russian, Lithuanian, Latvian and Estonian Safer Internet Centres. Discussions were about the work of Awareness Centres, Youth Panels, Helplines and Hotlines. Information was exchanged about different materials and best practices.



- 07.01.2013 Insafe network representatives' visit to Tallinn to meet the project team and discuss the project awareness raising activities and plan the Insafe network training seminar in Tallinn.
- 12.-14.03.2013 three-day Insafe network training seminar in Tallinn Meriton Conference & Spa Hotel. 80 specialists from all over Europe participated. First day of the seminar focused on the topic of digital competence. Experience of different countries and the possibility of creating a joint model were discussed. M. Laanpere from University of Tallinn made a presentation for the Estonian party, giving an overview of how Estonian curriculum of general education schools states the development of digital competence and teachers' trainings for raising teachers' digital competence. The second day of the meeting was for introducing the goals of the European Commission's new program Connecting European Facility, supporting the services and the expected impacts. Helpline representatives discussed how chat rooms and social networks are moderated and how to Helpline employees could cooperate more with moderators. Participants could attend Internet safety training lessons in Jakob Westholm Gymnasium and visit Child Advice Phone 116 111.

In addition to previous meetings, the project team also participates in Insafe work groups, online meetings and discussions.

Several study materials by European countries' Awareness centres have been translated in the framework of "Smartly on the Web" project into Estonian and Estonian materials have also been translated into other languages for enabling them to people in other countries – e.g. the information material "Photos".



INHOPE network

INHOPE network is an international Internet-based Hotline association. The goal of the network is to support and improve the work of Hotlines in blocking the spread of illegal materials online. The network currently consists of 44 Hotlines from 38 countries worldwide (www.inhope.org). Estonian Hotline received the INHOPE pre-membership in November 2012.

Estonian Hotline operated by NPO Estonian Union for Child Welfare, contributed actively in the INHOPE network work during the reporting period and Hotline representatives participated in the following INHOPE meetings:

- 20.-22.11.2012 Estonian representatives participated in the INHOPE annual meeting in Amsterdam and gave a presentation of the work and statistics of Estonian hotline. Estonian Hotline received full INHOPE membership at the meeting.
- 22.-23.01.2013 representative from Estonia participated in the INHOPE network monitoring training seminar in Amsterdam. Seminar introduces technical possibilities for improving the work of Hotlines in addition to legislation and work conditions of different countries.

- 23.-25.04.2013 Estonian representatives participated in the INHOPE annual meeting in Riga. Hotlines of 5 countries introduced their work in detail, including Estonia. Presentation gave an overview of Estonian legislation, principles of Hotline work, statistics and national and international cooperation. Cooperation with Interpol and Europol were discussed and INHOPE strategy and new database were introduced.

In addition to previous meetings, Estonian Hotline participates in INHOPE network work groups and online meetings and discussions.

Safer Internet Forum

18.-19.10.2012 took place the Safer Internet Forum in Brussels organized by European Commission. The Forum was titled "Cooperation to create a better Internet for children and youth". Representatives from European countries' Safer Internet Centres, Helplines, Hotlines, Internet Service Providers and other interest groups participated. Thematic workshop were held: supporting positive online experience, creativity and critical thinking, management strategies, classification of online content, impact of technology to people and society. A member from the Youth Panel of every country and a teacher/parent also participated. Teachers shared experience of using digital information and communication devices in school work, Youth Panel representatives exchanged experience of Internet use and expressed their thought and opinions in the adult forum.

European competition "Best Content for Kids European Award"

09.05.2013 the Best Content for Kids European Award European Competition was announced. The aim of the competition is to inspire the creation of interactive materials and highlight already existing materials which provide children and youth the opportunity to play, learn and discover online. Different materials can be submitted: starting from web sites, blogs and videos to mobile applications and tablet games which offer children creative, interactive, entertaining and educational activities. Works can be submitted until September 30th 2013.

Coordinated by the "Smartly on the Web" project team, the competition was also announced in Estonia. The best participants are chosen in two stages. Firstly the judges and the public choose the best works in four categories in Estonia, the winner of each category will participate in the competition on European level. More information about the competition can be found on the website www.bestcontentaward.eu, in the languages of every participating country.

Participation in the development of European Commission eSafety Label for Schools

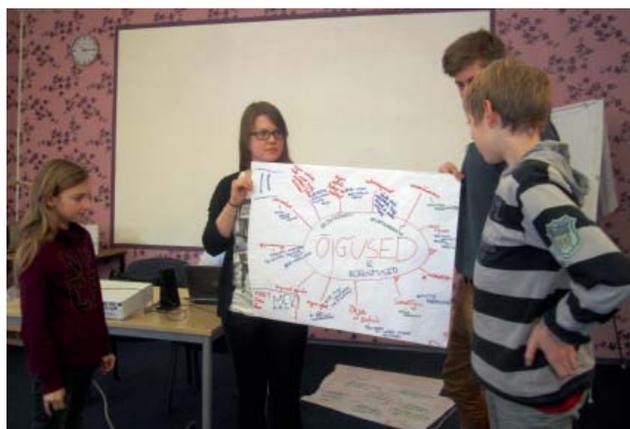
The Tiger Leap Innovation Centre for Digital Education has been actively participating in the development of the *eSafety Label for Schools*. 30 Estonian schools will evaluate their e-safety standards. The Estonian version of the portal will be available in July 2013.



„My footprint online“, February 7, 2013, Tartu



INHOPE Annual meeting, April 2013, Riga



Youth Panel seminar in Nelijärve, Harju County, January 2013



Youth Panel seminar in Kloogaranna Youth Camp, October 2012

Training for trainers

In September 2012 took place a meeting for training experts, with the aim to look through the project training materials from the previous period, specify the further training needs and methods for trainings and awareness raising work.

The result of the work of the experts resulted in training programs for both new trainers and the trainers who started work in the previous period of the project.

Four trainings were conducted in 09.2012–05.2013:

- In the training in Tallinn on September 9th, project trainers were introduced to supplemented training programs and a discussion was held about the most suitable methods for handling the topics with pupils, teachers and parents.
- On October 10th-12th took place training days for 25 new trainers that joined the project. A supplementary training session for the trainers from the previous period was also held on the last day.
- A workshop for project trainers took place in the framework of Tiger Leap Foundation teachers' and trainers' autumn festival on November 23rd to introduce the new theme packages of the "Smartly on the Web" training program.
- The fourth training took place in Jumsi Holiday Centre on May 25th-26th. The central focus of the training was children's development psychology and the online behaviour of children and youth.

„Smartly on the Web“ school days across Estonia

From October 2012 to May 2013, the project trainers held 146 training days in 93 general education schools and 30 kindergartens all over Estonia. 23 schools were visited twice in order for all who are interested to participate in thematic events. The training day consisted of workshops for children and pupils, where the safe use of Internet and digital communication devices, behaviour and communication in both virtual and real environment were discussed in an age-appropriate manner. Children and youngsters aged 6-15 years participated in the training days, separate lectures and workshops were held for parents, teachers and school staff. A total of 18 064 children, pupils, teachers and parents participated in the training days.

„Smartly on the Web“ school days during the school year of 2012/2013:

General education schools:

Kohtla-Järve Slaavi Põhikool
Tapa Vene Gümnaasium
Valga Põhikool
Valga Põhikool
Torma vald Jõgevamaa



Lasnamäe Põhikool
Antsla gümnaasium
Tartu Forseliuse gümnaasium
Forseliuse gümnaasium
Ämari Põhikool
Saarepeedi kool
Ülenurme Gümnaasium
Ülenurme Gümnaasium
Maardu Gümnaasium
Viljandi Jakobsoni Kool
Tallinna 37.Keskkool
Loo Keskkool
Viimsi Keskkool
Kuldre Põhikool
Pühajärve
Koeru Keskkool
Koeru keskkool
Koeru keskkooli
Tabasalu Ühisgümnaasium
Viljandi Kesklinna Kool
Lustivere Põhikool
Viljandi Jakobsoni Kool
Jakobsoni kool
Paide Ühisgümnaasium
Paide Ühisgümnaasium
Vaimastvere Põhikool
Laiuse Põhikool
Põltsamaa Gümnaasium
Põltsamaa Gümnaasium
O.Lutsu Palamuse Gümnaasium
O.Lutsu Palamuse Gümnaasium
Põltsamaa Gümnaasium
Viljandi Kesklinna kool

Halliste Põhikool
Maarja-Magdaleena
Põltsamaa Ühisgümnaasium
Jakob Westholmi Gümnaasium
Sindi Gümnaasium
Surju Põhikool
Tallinna Ranniku Gümnaasium
Tallinna Tondi Põhikool
Tallinna Laagna Lasteaed- Põhikool
Sillaotsa Kool
Tallinna 32. Keskkool
Tallinna Lilleküla Gümnaasium
Häädemeeste keskkool
Sillamäe Kannuka Kool
Lasnamäe Gümnaasium
Maardu Gümnaasium
Rõngu Keskkool
Raatuse Gümnaasium
Viira kool
Valga Gümnaasium
Keeni põhikool
Kose-Uuemõisa
Oru Põhikool
Lasnamäe Vene Gümnaasium
Saku Gümnaasium
Võhma Gümnaasium
Esku Kamari Lasteaed
Esku Kamari Kool
Suigu Lasteaed-alkool
Ilmatsalu Põhikool
Hummuli põhikool
Väike-Maarja Gümnaasium
August Kitzbergi Gümnaasium

Paikuse Põhikool
Tõrva Gümnaasium
Karksi Nuia Kool
Võru Kreutzwaldi Gümnaasium
Rapla Vesiroosi Gümnaasium
Ilmatsalu gümnaasium
Kõrveküla Kool
Suure-Jaani Gümnaasium
Tamsalu Gümnaasium
Tallinna Muusikakeskkool
Esku-Kamari Kool
Märjamaa Gümnaasium
Uulu põhikool
Märjamaa Gümnaasium
Vändra Gümnaasium
Võru Kesklinna Gümnaasium
Tallinna 53. Keskkool
Erakool Intellekt
Kärla Põhikool
Lümanda Põhikool Lasteaed
Olustvere Põhikool
Rakvere Eragümnaasium

Kindergartens:

Lasteaed Pillerpall
Veskitammi Lasteaed
Lasteaed Kullatera
Mardi Lasteaed
Lauliku Lasteaed
Liivamäe Lasteaed
Lasteaed Karikakar
Vaida Lasteaed
Lasteaed Mooniõied
Luha Lasteaed
Kivila Lasteaed
Alasniidu Lasteaed
Lasteaed Kiikhobu
Lasteaed Kullatera
Lasteaed Suitsupääsupesad
Lasteaed Linnupesa
Lasteaed Pallipõnn
Tallinna Mardi Lasteaed
Kristiine Lasteaed
Mutionu Lasteaed
Lasteaed Rõõmupesa
Pallipõnni Lasteaed
Tallinna 26.Lasteaed
Lasteaed Naba
Kasekese Lasteaed
Nurmenuku Lasteaed
Jüri Lasteaed Tõruke
Laagna Lasteaed Rukkilill
Kostivere Lasteaed
Rannamõisa Lasteaed



The three web-constables of the Estonian Police and Border Guard also participated in organizing lectures and trainings about Internet safety and cyber bullying issues for children and parents, where the “Smartly on the Web” project and materials were also discussed and introduced.

Lectures for basic school stage students

Tallinna Secondary Science School
 Elva Gymnasium
 Põlva Co-educational Gymnasium
 Tartu Tamme Gymnasium (students and teachers)
 Kivilinna Gymnasium
 Haanja Basic School
 Veeriku School
 Tartu Catholic School
 Tallinna 21th Secondary School
 Tallinn English College
 Narva Soldino Gymnasium
 Mustamäe 1. Lasteaed-alkkool

Lectures for adults

Palivere Basic School parental meeting
 Training at Põlva constable station
 Elva Gymnasium parental meeting
 Training at Valga police station
 Institute of Informatics and Computing Science (IATI -Informaatika ja Arvutustehnika Instituut) (1.course students)

Workshops for children and youth

The introduction of an interactive workshop gives and overview of the history of the Internet, the possibilities of use and risks as well as introduces the project partner organizations’ – including Helpline (Child Advice Phone 116 111) activities and the project website www.targaltinternetis.ee .

After the introduction, the workshop focuses on the topic(s) previously chosen by the school/kindergarten target group.

According to the age of the children and the size of the group, the following topics can be chosen:

- **„Hello, Internet”** – a playful package meant for pre-school and grade 1. Results in children understanding that they are not alone on the Internet. Child knows the reasonable amount of time for using a computer or game console. Safety and rules of good behaviour both online and real world are discussed.
- **„My secret diary”** - workshop for grades 2-3 about creating and keeping passwords and user accounts. By the end of the lesson, pupils understand the concept and necessity of an account and a password. Children know how to create a difficult, but easily memorisable password.
- **„ME on the Internet”** and **„Film, photograph, download“** – packages for grades 3-4, focusing on the ME-image of a child and online environments they use daily. We also talk about how and what is reasonable to share online. „Film, photograph, download!“ aims at informing pupils about the rules and good practices of capturing any kind of images of their peers. Pupils understand that not everything „available“ online is legal or allowed to be obtained.

Duration of the packages for pre-school and lower classes of basic schools is 45 minutes.

- **„Communication in networks”** and **„Accounts and environments”** – packages for grades 5-6, which the school can choose from or order both. „Communication in networks“ focuses on a very personal and delicate matter – privacy. What is private, what is personal? What can and what should not be shared with the world; Internet friendships and the widely spreading cyber bullying are also discussed.
- **„Accounts and environments”** is a package which teaches the youth to differentiate between educational online environments and social networks. A youngster knows and understands, that information posted online stays there forever bringing along responsibilities.
- **„Cool web”** is a package aimed at mostly boys, who spend a lot of time online dealing with music, films and videogames. The trainer introduces different possibilities for downloading the interesting things legally. Computer protection, cyber attacks and malware are also brought into attention.
- **„Pornography and sex online”** is a package that teaches pupils it is forbidden to take pictures/videos of a person and spread them without permission is forbidden. The youngster understands that the contents of a porn-site is vulgar and not in accordance with reality. Trainers try to make pupils think, why people consume Internet porn. Cyber bullying is also discussed. Pupils understand that a person can be held criminally responsible at the age of 14.

The duration of the workshop for basic school pupils is 45 or 2x45 minutes depending on the chosen package.

Trainings for teachers and parents

The teacher program introduced study materials that can be used in class with pupils; tips were given on how to handle different topics; how to recognize cyber bullying and support pupils. The practical workshop focused on exploring the different aspects related to Internet safety and encouraged teachers to discuss these matters with children.

The 1.5-hour interactive lecture for parents introduces the main Internet threats and the experience of Estonia and Europe on how to help and support your child the best in addition to being a role model.

Trainings were held both in Estonian and Russian and were free for schools/kindergartens.

Contacts for „Smartly on the Web“ trainers can be found on the project website:

<http://www.targaltinternetis.ee/opetajatele/koolitused/>

e-course for teachers

In April-May 2013 16 teachers attended the 20 hour e-learning course entitled ‘Internet safety’.

The topics introduced to the teachers included computer safety, communication in social networks and threats on the web (cases in Estonia and abroad). Based on their practical experience, the teachers advised one another on how to address these topics in the classroom. Each topic discussed was followed up with a home assignment, in which the teachers had to test their new knowledge on students.



Pupils' competition „My rights and responsibilities online“

From December 2012 to January 2013, Tiger Leap Foundation held a nationwide pupils' competition „My rights and responsibilities online“. The competition expected web-based, interactive posters describing the understanding of children and youth about their rights and responsibilities online. The competition saw active participation as over a 100 posters were submitted. The works very creatively portrayed the understanding of children and youth about their rights and responsibilities when acting online. The authors had cleverly combined technical and stylistic solutions. Several authors had also created thematic videos.

The best participants were decided upon in three age groups. Participation could be individual or in groups up to 3 members.

The winner of the younger age group (form 1-4) was Melani Klaanberg from Võru Kreutzwald Gymnasium. The first place of the middle age group (form 5-8) went to the team from Haanja School, consisting of Janeli Kõva, Karolin Jõgeva and Ragne-Raili Lillipuu and the winners of the older age group were Eleri Jorro and Piret Rummi from Võru Kesklinna Gymnasium.

The best posters are available on the project website www.targaltinternetis.ee

Celebrating Safer Internet Day 2013

Safer Internet Day, which was on February 5th this year, was celebrated in several events during two weeks:

- An outdoor campaign in 69 bus stops of Tallinn and Tartu in January 28th to February 10th. The poster presented in bus stops with the message „Respect!“ invited children and youngsters to behave in a respectable way with their peers and other people online;
- Advice was given to parents for supporting children's safer use of Internet via the poster published in the newspaper Postimees on February 6th;
- All general education schools was sent an A3 format poster „Respect!“ to send pupils a message to behave in a respectable way with their peers and other people online;
- Estonian Public Broadcasting channel ETV and commercial channels TV3 and Fox showed the video clip „Connect with Respect“ (produced by the international cooperation network Insafe, in which Estonia is a member) from February 4th-10th;
- In cooperation with the online portal Delfi.ee, a special „Smartly on the Web“ package was available on the portal from January 31st to February 14th. The package consisted of 11 thematic articles discussing communication and behaviour in a virtual environment and encouraged to think about the trace we leave online, which information is reasonable to share publicly, what is good and reasonable communication online, what to do if something goes wrong, where to look for help when treated badly, etc. The authors of the articles were specialists and teachers, but also a parent and a pupil from secondary school. Articles were

published both in Estonian and Russian (ru.delfi.ee). Articles are also available on the project website under the News section;

- The conference „My footprint online“ on February 7th in Tartu, focused on how youngsters understand and use their rights and responsibilities online; what kind of a footprint or trace do they leave there. Does the youth understand the responsibility that comes with sharing information publicly? The presenters in the conference were Priit Hõbemägi from Tallinn University, Andra Siibak from Tartu University, Anto Veldre from Estonian Information System's Authority and Tiiu Meres from Tallinn Family Centre. The presentations were followed by workshops. Participants of the conference were teachers, youth workers, social workers, youth police officers, students and pupils. A total of 225 people participated.



- „Smartly of the Web“ school days in different parts of Estonia. Members of the project Youth Panel also helped to conduct school days in their own schools by organizing informational lessons for younger pupils (Jäneda School, Pärnu-Jaagupi Gymnasium, Harkujärve School, Peetri Basic School).

LAN-parties

LAN-part is a gathering, where several computers are connected into one big Local Area Network. This is usually done for playing multiplayer games together. LAN-parties were held in the framework of the project in April 2013 in Viljandi Vocational School, Viljandi Jakobsoni School, Viljandi County Gymnasium and Kose Gymnasium to attract children's and youngsters' attention to safe behaviour online. 216 pupils from forms 5-9 participated in the LAN-parties.

e-safety day

An e-safety day „Let's do something nice“ („Teeme head“) was held on May 27th 2013 in Kose Viking village for children aged 4-10. During the day, children could participate in several fun workshops conducted by the project trainers. Workshops included discussions and activities regarding safe and positive use of Internet and digital communication devices (computer, mobile, tablet). 370 children participated in the e-safety day.



European competition „Best Content for Kids European Award“

An European competition for creating interactive materials enabling children and youth to learn, play, discover and invent online was announced on May 9th. The competition is coordinated by the Insafe network in the framework of the European Commission Safer Internet program. 28 European countries participate in the competition. The competition was announced in Estonia on May 15th. Adults and youngsters up to age 18 are invited to participate in the competition. Adults compete in two categories: professionals who create web content in their daily work or buy the service (e.g. enterprises) and adults who do this on their free time (e.g. teachers, youth workers, etc). Children and youngsters can participate in two categories: individually or in groups up to 3 members and class or school teams.

Evaluation is based on how age-appropriate, user-friendly and attractive the content is. Different materials can be submitted: from web pages, blogs and videos to mobile applications and tablet games providing children creative, interactive, entertaining and educational activities. Works can be submitted until September 2013 on the website of the competition: <http://www.bestcontentaward.eu/get-involved> with the form in the according category.

The best participants are chosen in two stages. Firstly, the judges and the public choose the best works in four categories in Estonia and the winner of each category will participate in the competition on the European level. The winner of the Estonian competition will be announced in the award ceremony in November 2013 and the European winner will be announced on the Safer Internet Day 2014 on February 11th.



Study and awareness raising materials

Lesson plans for teachers

Introducing safe use of computers and Internet

The lesson plan is meant for conduction workshops for preschool children and pupils from forms 1-2. It focuses on four main topics: how to use a computer and the Internet; netiquette: polite Internet behaviour; privacy and recommendations how to protect yourself and your computer.

The lesson plan is available on the project website http://www.targaltinternetis.ee/wp-content/uploads/2011/10/Tunnikava_Laps-internetis_Eelkool_II-klass.pdf and in the study material archive of Koolielu.ee portal.

„Cool web“ is a lesson plan package for pupils in forms 7-9 introducing different possibilities for downloading the interesting things online legally. Computer protection, cyber attacks and malware are also brought into attention.

„Pornography and sex online“ is a package that form pupils in forms 7-9. The youngster understands that the contents of a porn-site is vulgar and not in accordance with reality. Trainers try to make pupils think, why people consume Internet porn. Cyber bullying is also discussed. Pupils understand that a person can be held criminally responsible at the age of 14

Web-based game “Nastix’s adventures online” for children

The game developed last year as ordered by Tiger Leap Foundation, was supplemented this year. The game is mostly meant for children aged 9-14 for learning safer Internet use.

The main character of the game, Nastix, is the character of a known IT-comics BadBlock, who started his adventures on the pages of Eesti Ekspress in 2000. He is a rugged and rough IT-guy, who knows computers and Internet like the back of his hand, but sometimes gets in trouble in real life. Now, Nastic is teaching children, so they could become friends with computers and Internet and would know how to stay away from the dangers lurking online.



The players learn from Nastix: how and what to show about yourself online; what is privacy and how to understand in regarding the Internet; how to create and recognize a safe password and what to keep in mind when creating a new user account.

Nastix's computer that has been attacked by viruses is also cured together and a mobile user in trouble will also be helped. Separate mini games are created regarding cyber bullying and social networks.

The game can be played in Estonian and Russian and is available on the project website:

<http://www.targaltinternetis.ee/lastele/veebimang-nastix-seikleb-internetis/>

<http://www.targaltinternetis.ee/lastele/veebimang-nastix-seikleb-internetis/?lang=ru>

Educational game "Testing real life as a pupil"

"Testing real life" is a strategy game where player(s) have to find solutions for different situations in real and virtual life in order to get to the end of the game. The game is meant for youngsters from ages 12 and up. The game is available on paper with 10 pages of assignments.

The game can be downloaded for printing on the project website:

http://www.targaltinternetis.ee/wp-content/uploads/2012/02/Testides-p%C3%A4riselu-%C3%B5pilasena.prn_.pdf

Poster "Smartly on the Web"

The poster offers advice for children and youth for behaving safely and politely online.

The poster can be downloaded on the project website <http://www.targaltinternetis.ee/wp-content/uploads/2011/09/Targalt-internetis.pdf>



Web-based posters "My rights and responsibilities online"

Interactive posters created in the framework of the pupils' competition "My rights and responsibilities". Best works are available on the project website.

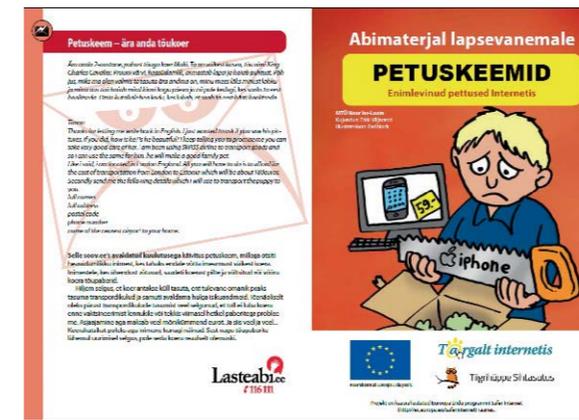
Video "My rights and responsibilities online"

Members of the project Youth Panel appear in the video speaking about what they think are their rights online and what responsibilities come with those rights.

The video is available on the project website <http://www.targaltinternetis.ee/noortepaneel/>

Poster "Respekt!"

The poster encourages children and youngsters to act and interact reasonably and respectfully towards their peers and other people.



Pamphlet „Fraud schemes“

The pamphlet is an aid material for parents giving an overview of the most common fraud schemes online and advice on how to protect children from these frauds.

The pamphlet can be downloaded on the project website <http://www.targaltinternetis.ee/wp-content/uploads/2013/06/Abiks-lapsevanemale.-Petuskeemid.pdf>



Info-leaflet about the project

The leaflet gives an overview of the project goals, activities and organizations involved in the project.



Info-leaflet about the Hotline

The leaflet gives an overview of the goals and activities of the Hotline. Pamphlet is available in Estonian and Russian.



Thematic articles

A special "Smartly on the Web" package was available on Delfi.ee web portal from January 31st to February 14th for celebrating the Safer Internet Day. The package consisted of 11 thematic articles discussing responsible behaviour and interaction online. Articles are available in Estonian and Russian on the project website News section:

<http://www.targaltinternetis.ee/category/uudised/>
<http://www.targaltinternetis.ee/category/uudised/?lang=ru>



Final report of the first period of the project

The booklet contains information about the activities and study and awareness materials from the first period of the "Smartly on the Web" project.

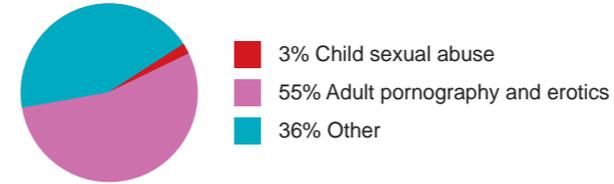
The booklet is in Estonian and English.

The Estonian print can be found on the project website <http://www.targaltinternetis.ee/projektist/projekti-lopparuanne/> and the English version on <http://www.targaltinternetis.ee/projektist/projekti-lopparuanne/?lang=en>

Project website

The project website www.targaltinternetis.ee gives an overview of the project goals and activities. The website's news and events sections give constant information about what is happening in the framework of the project. Important thematic events and discussions are also shared. The project website has sections for children, youngsters, teachers and parents containing informational and study materials created during the project. The website is available in Estonian, Russian and English.





The fast development and spread of Internet has created us all new and useful opportunities, but unfortunately there are people among the 2 billion Internet users, whose actions online are inappropriate or dangerous to children. For example, the worldwide web is used for storing and spreading materials depicting sexual abuse of children. Internet knows no borders and the materials produced and uploaded in one country spreads across the world.

Hotline (www.vihjeliin.ee) is a free online service of the Estonian Union for Child Welfare which enables Internet users to provide information about material being distributed online which depicts illegal content – the sexual abuse or exploitation of minors and child trafficking. According to Estonian legislation, it is illegal to produce and spread materials (pictures, videos, etc) depicting a person younger than 18 in a pornographic or a person younger than 14 in a pornographic or erotic situation. Hotline also accepts information about other materials violating the rights of minors or is inappropriate for them. Information can be sent without adding personal data. Website is available in three languages: Estonian, English and Russian.

How Hotline works

The data submitted to Hotline is quickly handled by an employee of Estonian Union of Child Welfare, who has received the appropriate training. This will be done in no longer than 60 hours after the information is submitted. Hotline only checks materials on public websites. Materials in personal social network pages or environments requiring log-in is not checked and is directly sent to the police.

The web address submitted in the message is opened and the contents are evaluated based on Estonian laws. If the contents are illegal, the message is sent to Estonian Police and Border Guard Board. If the host of the website is abroad, the information is sent to the Hotline (if there is one) and/or law enforcement agency of the according country.

Why is Hotline important?

The goal of Estonian Union for Child Welfare is to help ensure the rights of children. Producing, storing and distributing materials violating the sexual self-identification right of children is illegal and punishable. As well as

the children used in these materials are victims, whose health and dignity has been cruelly abused. If this kind of material spreads online, the child is sexually abused over and over. There is also the risk, that an adult using materials depicting sexual abuse of children to satisfying his/her unhealthy desire and fantasies tries to transfer part of the fantasy to reality. That is why it is important to block the spreading of materials violating the sexual self-identification right of children.

Statistics

In the period of June 2012 to May 2013, Hotline received 449 messages, out of which 14 included information about websites with illegal contents (sexual abuse of children).

Since the opening of Hotline in February 2011 to May 2013, Hotline has received 1738 messages, out of which 204 referred to websites including child sexual abuse materials.

National and international cooperation

Work against sexual abuse of children required different measures and close national and international cooperation. NPO Estonian Union for Child Welfare cooperates closely with Estonian Police and Border Guard Board in blocking the spread of materials depicting sexual abuse of children and an according cooperation agreement was made on May 25th 2011.

NPO Estonian Union for Child Welfare also cooperates with other law enforcement agencies, Internet Service Providers and different non-profit organizations.

Estonian Hotline joined the international INHOPE network in 2011 November and became a full member a year later – November 2012. The INHOPE network was founded in 1999 and currently joins 44 Hotlines in 38 countries all over the world. The network improves and supports the cooperation of Hotlines in different countries in blocking the spread of child sexual abuse materials online.

The 24/7 operational child helpline 116 111 covering all Estonia was launched 01.01.2009. The objective of the service is to enable to report immediately about a child in need, to transfer this information to relevant professional and offer, if necessary, primary social and crisis counselling to those in need.

In September 2010 the child helpline joined the Safer Internet programme in Estonia and since March 2011 the helpline also provides counselling and aid in Internet safety related issues.

Helpline offers new and contemporary forms of counselling:

On-line counselling at the web-page www.lasteabi.ee from 09.00 to 21.00

Skype based *on-line* counselling (username Lasteabi_116111) from 09.00 to 21.00

Topic	Approximate capacity of the Helpline's workload %
Media-related education (including technical advice, spam, advice on how to handle harmful content)	8
Unwanted online contact (interaction with unknown or undesirable persons)	7
Addiction	5
Cyber-bullying (via Internet or mobile phone)	23
Sexual harassment	4
Inducement (adults approaching children and youngsters so as to instigate sexual relations)	12
Privacy (identity theft, safety of personal data, unauthorised use of personal images)	10
Potential harmful content (violence, pornography, racial hatred, eating disorders, suicide, self-injury)	22
Calling/online expenses	8
Other	1



The helpline has offered counselling to children, parents and other relevant target groups in Internet safety related issues, including how to recognize computer addiction, how to control computer use of children, how to act in case of computer addiction, identity theft from different social media accounts, unequal competences of children and parents in using the Internet etc. Parents have been counselled how to ensure that the child uses Internet safely, recommendations have been given how to act with sexually inclined proposals over the Internet, how to act in case of cyber-bullying etc.

The helpline has publicized two articles in national newspapers on its field of activity and carried out several awareness raising activities. The number 116111 has been put forward to in shopping malls, social media and different Internet publications.

National and international co-operation

The helpline works closely with the Estonian Police and Border guard Board and other institutions (Data Protection Board etc) based on their objectives and possibilities.

The helpline experts have participated in the European-wide INSAFE network meetings and in other events related to the topic. In 2012 the helpline experts studied the experience of similar helplines in Poland, Italy, Holland, Portugal and Belgium.

Training and information dissemination

At the end of 2012, a seminar on school bullying was organised to 34 teachers from the Saare County. In the spring of 2013 the 116111 counsellors were trained on issues related to cyber bullying. Also two co-visions for the counsellors were conducted.

The child helpline 116111 organised a media campaign to introduce the number 116111 to the wider public. In 2013 a campaign targeted at Internet safety issues will be carried out. Different awareness raising activities have been carried out using social media channels. The number of users for the Facebook page „No child can be left without help“ has increased from 998 to 3890. The aim of the page is to spread the related news and information.