

Project

Safer Internet Centre in Estonia Annual report

September 2010 – August 2011

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Foreword

The availability, convenience and speed of the Internet have constantly increased in Estonia during the years. It is certainly not a surprise that it is the youth, who actively uses new media technologies, gaining access to new opportunities provided by social networks, online games, mobile communication, etc.

According to the research done by EU Kids Online in 25 European countries last year - 96% of Estonian 9-16-year-olds use Internet at home and almost a third of them uses Internet on their mobile phones. According to a poll taken among many Estonian students, the young consider it important to communicate in the Internet. The most important things are to show themselves in a positive side and create contacts.

Generally, Estonian students know what kind of threats awaits them in the Internet. That statement is backed by EU Kids Online 2010 research, which shows that Estonian children are one of the most skilful in Europe, when it comes to digital literacy: Estonian children were able to name 5 out of 8 skills related to safer internet use. Nevertheless, because of frequent Internet use, Estonian children are one of the most likely to run into the dangers in the Internet.

It is important, that children and youngsters have access to information on how to safely use Internet and where to find help and support, if necessary.

There are many organizations and non-profit unions for improving safer Internet use, in addition to schools.



With the initiative of the Ministry of Social Affairs, a children's Internet safety cooperation group was created in January 2009. It incorporates representatives from public, private and non-profit sectors.

The cooperation group was created with the purpose of improving the cooperation between organizations that work with children's Internet safety. The first important result was starting a cooperation project between 5 organizations – Estonian Union for Child Welfare, Tiger Leap Foundation, Ministry of Social Affairs, Police and Border Guard Board and Child Helpline 116 111 – in order to join the European Union program Safer Internet. We are happy to share the results of the first year of "Targalt Internetis (Safer Internet Centre in Estonia)" project. Enjoy!

The project team

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The aim of the project is a wiser use of internet by children and parents and blocking the spreading of illegal materials on the Internet.

Project started on September 1, 2010 and lasts for 20 months.

There are 5 organisations realizing the project activities:

NPO Estonian Union for Child Welfare, Ministry of Social Affairs, Tiger Leap Foundation, Police and Border Guard Board, NPO Estonian Advice Centre.

The realizing of the project is supported by European Commission's programme Safer Internet, that 27 EU membercountries and Norway, Iceland and Russia have already joined.

Project's activities are held in three ways: trainings and informative work, Hotline activity and Helpline activity regarding the child helpline 116 111.

Tiger Leap Foundation leads the project's trainings and informative work. In 2011 training seminars for students, parents and teachers are held in different schools in Estonia. With the lead of Tiger Leap Foundation, different study materials are created that are uploaded to the project's website www.targaltinternetis.ee: study materials for students, e-learning course for teachers, informative materials for parents and a web-based game for children.

Tiger Leap Foundation also leads the organising of the conferences and the youth campaign for Safer Internet Day in 2011 and 2012.

The project's main line also works on developing the aptness of the **child helpline 116 111** to answer via phone as well as via web to parents' and children's questions regarding the use of Internet and other communication technologies. The Helpline is a 24/7 free advice service. Starting from the March 2011, the Helpline is helping parents and children with questions and problems regarding the use of Internet. The work of the Helpline coordinated and supported by The Ministry of Social Affairs and everyday work is done by NPO Estonian Advice Centre.

NPO Estonian Union for Child Welfare coordinates the whole project and realises the Hotline work. Hotline is a webpage through which information about materials on the Internet containing sexual abuse of children can be submitted. The submitting form on the opening page of www.vihjeliin.ee information can be shared without providing personal data. The aim of the activity is to block the spreading of illegal, mostly materials containing sexual abuse of children, because spreading, using and producing these materials violates the rights, honour and dignity and physical intactness of the child-victims.

In order to realise the project's activities with quality, an **Advisory Board** and **Youth Panel** are active with the project in addition to the project's team.

The members of the **Advisory Board** are representatives from the Estonian Ministry of Education and Research, Ministry of Justice, University of Tartu, Microsoft Estonia, Estonian Information System's Authority, EMT, Rate.ee, Estonian Association of Parents, The Tallinn Union of Informatics Teachers, Estonian Union of School Psychologists, Estonian Association of Information Technology and Telecommunications, the project's Youth Panel and partner-organisations.

The members of the **Youth Panel** are 15 young people, who represent Tallinn Pelgulinna Gymnasium, Tallinn Lilleküla Gymnasium, Tallinn Coeducational Gymnasium, Ehte Humanitarian Gymnasium, Kohtla-Järve Gymnasium, Valga Gymnasium, Pärnu Sütevaka Humanitarian Gymnasium, Kuressaare Gymnasium and Põlva Coeducational Gymnasium.

More information is available on the project's website www.targaltinternetis.ee.

Advisory Board

The project's activities are counselled by the Advisory Board, whose members contribute with their knowledge and experiences to achieve the project's goals successfully.

The Advisory Board has representatives from:

- Estonian Ministry of Education and Research
- Ministry of Justice
- Estonian Information System's Authority
- AS EMT
- LLC Microsoft Estonia
- University of Tartu
- Estonian Association of Parents
- Estonian Union of School Psychologists
- Tallinn Informatics Teachers Association
- Estonian Association of Information Technology and Telecommunications
- Rate.ee (LLC Serenda Invest)
- Tiger Leap Foundation
- Ministry of Social Affairs
- Police and Boarder Guard Board
- NPO Estonian Advice Centre
- NPO Estonian Union of Child Welfare
- Project's Youth Panel

The Advisory Board meets at least once in a quarter. During the reported period the Advisory Board has met three times.

• First meeting took place on November 24, 2101 in Tallink City Hotel conference centre. The discussion was about Estonian children's internet use in the context of Europe. The EU's Safer Internet Programme and Estonian „Targalt Internetis“ project were introduced. Mari Laiho the project coordinator from Save the Children Finland shared the Finnish experiences on the project „Safer Internet Centre“. Presentations were followed by a discussion about the Advisory Board's role and assignments in realizing the project's activities and improving the safer use of the Internet.

• Second meeting took place on February 28, 2011 in the conference centre of the National Library of Estonia. The discussion regarded the outcomes of the Safer Internet Day's activities, the work of the Hotline which had started in January and the preparations of the Helpline to advise children and parents about topics regarding internet use. In addition – the charting of activities supporting safer internet use regarding the developmental plan of children and families 2011-2020 by the Ministry of Social Affairs.

• Third meeting took place on August 30, 2011. The discussions were about the previous and planned activities regarding informing, Helpline and Hotline. After the presentation, a discussion about Safer Internet Day in 2012 took place. The plan is to organise a campaign, conference and extra events. Texts for posters for the youth were also discussed.

Youth Panel

There is also a Youth Panel in the project. The members advise the project's team on planning and organising activities which are meant for young people. It is the Youth Panel that lets the project's team know children's and youngsters' opinions and thoughts about what kind of information they need to use the Internet successfully and safely and how to get that information to children and youngsters the best. During the project, the members of the Youth Panel also participate in trainings where they get knowledge and skills to work as a trainer themselves.

There are 15 youngsters in ages 14-18 from different parts of Estonia in the Youth Panel. The members are:

- Elina from Tallinna Pelgulinna Gymnasium
- Hendrik from Pärnu Sütevaka Humanitarian Gymnasium
- Angelina from Ehte Humanitarian Gymnasium
- Karina from Ehte Humanitarian Gymnasium
- Kairi from Tallinn Coeducational Gymnasium
- Kevin from Pärnu Sütevaka Humanitarian Gymnasium
- Kristen from Valga Gymnasium
- Kristiina from Tallinn Coeducational Gymnasium
- Kristina from Kohtla-Järve Gymnasium
- Kristo from Tallinna Pelgulinna Gymnasium
- Marek from Tallinna Lilleküla Gymnasium
- Mari from Valga Gymnasium
- Piret from Kuressaare Gymnasium
- Sander from Põlva Coeducational Gymnasium
- Tauno from Kuressaare Gymnasium



The members were chosen on November 12-13, 2010 in a youth seminar in Kloogaranna youth camp. 36 active youngsters with their instructors from nine schools from all over Estonia participated. They chose their own representatives for the Youth Panel. In addition to the elections, the youngsters discussed what kind of information children and youngsters need for safer and more knowledgeable use of the Internet and of course – how to get that information to the youth the best.

The Youth Panel will meet five times during the project. On the reported period – they have met three times.

The first meeting of the „Targalt Internetis“ Youth Panel took place on January 21-22 in Holstre-Polli Health Centre in Viljandi county. The project's training team introduced the youngsters to methods, which they use in their workshops. The members can now participate in organising workshops with adult trainers for school-children.

The youngsters also received knowledge about media and helped to film the video for a presentation in the Safer Internet Day conference, which can be seen on the project's webpage on materials about Safer Internet Day Conference 2011.

The second training seminar took place on April 15-16 in Kallaste Recreation Farm in Padise. A discussion about cases related to Internet use that have reached the police, took place on the first day. The second day was dedicated to a lecture and discussion about cyber protection on the state and international level and how to protect your computer from viruses.

On August 12-15 a summer seminar of the „Targalt Internetis“ project took place in Remniku. 34 people participated altogether – including 4 Finnish Youth Panel representatives with their instructor. The Estonian and Finnish Youth Panel introduced their activities. Two trainings took place – „How to perform well and communicate successfully with the media“ and „How to use the Forum Theatre's methods to find problems and solutions related to Internet use“.

The members of the Youth Panel have organised many workshops on Internet safety to younger students. The representatives of the Youth Panel have participated in the European Sager Internet Forum in Luxembourg and the European countries Youth-panelists' summer school „European Youth Speaks Out on Romania on Safer Internet for Children“.

Between meetings, the members discuss topics on Internet safety on the Youth Panel's Facebook page.

INSAFE network

In September 2010, Estonia joined the international INSAFE network (www.saferinternet.org) that unites Europe's safer internet centres. INSAFE network works on improving the youth's safe and responsible use of Internet and mobile phones.

- 04.11.2010 INSAFE network's visit to Tallinn to meet the „Targalt Internetis“ project's team and discuss the project's informative activities.
- 05.11.2010 INSAFE meeting in Tallinn about North region – representatives of safer internet centres from Finland, Sweden, Denmark, Lithuania, Latvia and Estonia participated.
- 07.-09.12.2010 INSAFE training in Berlin, where Estonian representatives made a presentation about a sexual abuse case that took place in a social network.
- 29.-31.03.2011 INSAFE meeting of the North region in Berlin. Discussion was about the cooperation of informative centres, Hotlines and Helplines both domestically and internationally.
- 04.-07.2011 INSAFE training in Romania. Discussions were about the theme of Safer Internet Day 2012; how to reach different target groups effectively; how to improve the effective cooperation between Helplines and informative centres.

Many study materials by informative centres in European countries have been translated during the „Targalt internetis“ project.

- NPO Estonian Union of Child Welfare translated and adapted to Estonian conditions the E-Safety Kit (Turvaliselt internetis), which consists of a workbook for children, guidance material for parents, situation cards and a certificate for the family. The kit can be ordered from the NPO Estonian Union of Child Welfare webpage www.lastekaitseliit.ee.
- Tiger Leap Foundation translated and adapted the study materials by European Schoolnet Activity Book: Play and Learn (Mängi ja õpi!). The materials can be downloaded from the project's website www.targaltinternetis.ee.
- Tiger Leap Foundation translated and adapted the Slovakian Safer Internet Centre eSlovensko cartoons *Sheeplive (Netilambad)*. The cartoons in Estonian can be found on the webpage www.sheeplive.eu.

12 informative and study materials have been developed in the „Targalt internetis“ project during the reported period, all of which can be found in the INSAFE informative resources catalogue.

Safer Internet Forum

In October 2010, the European Commission held the Safer Internet Forum, where representatives from safer internet centres, Helplines and Hotlines from different European countries participated. One parent and one youngster from every country took part in the Forum. The parents' panel discussed mainly how parents can support their children's safe internet use. The youth panel exchanged experience on internet use and presented their thoughts and opinions in the adult forum as well.

INHOPE network

In January 2010, NPO Estonian Union of Child Welfare created the Hotline (www.vihjeliin.ee) which cooperated with different hotlines all over the world. One of the goals in the „Targalt internetis“ project is to join the INHOPE network, which is an international internet-based hotline associations with the total membership of 40 hotlines all over the world. The network's mission is to support and develop the work of the Hotlines.

- February 2011 NPO Estonian Union of Child Welfare made an application to join the INHOPE network regarding the Hotline's work.
- May 2011 Estonian Hotline team participated in the INHOPE training in Vilnius.
- August 2011 INHOPE director and a member of the council visited the Estonian Hotline regarding Estonia's application to join the INHOPE network.

The goal of the awareness raising centre is to share knowledge about internet safety to children, parents and teachers. During the first year of the project, the following activities were performed:

Training trainers

In October 2010, the Tiger Leap Foundation held a competition to find trainers for the „Targalt Internetis“ project. From 30 candidates, 6 Estonian- and 3 Russian-speaking trainers with previous training experience and IT-knowledge were chosen. Seminars, where participants learned to use the materials and methods and took part in a team-training, took place in December and January. The „Targalt Internetis“ school day base was created.

The „Targalt Internetis“ schooldays all over Estonia by Tiger Leap Foundation

The target group of the „Targalt Internetis“ schooldays are students from ages 10-16, teachers and parents. During the day, workshops for students and interactive seminars for teachers and parents are held. In addition to adult trainers, the members of the Youth Panel help to organise the event if possible. The trainings have been in Estonian, Russian and English.

Workshops for students

The event for students begins with a short introduction into the topic – introducing the project, the Helpline

(child advice phone 116 111) and project's website www.targaltinternetis.ee, giving an overview of the history of the Internet, possibilities of its use and risks. After that, three groups are made and according to plan, the groups are put to different rooms. The topics for the workshops are chosen in accordance with the school's requests. The training work group has prepared the following workshops:

- Charting the possibilities of communicating in the Internet
- Friends on this and that side of the glowing screen
- Internet is fun
- Fiction and reality – myths about the Internet
- Privacy on the Internet
- What to do when – solving problems
- Best protection – how to protect your computer
- What do you think – situation cards with cases
- Good and bad – stories from school

To illustrate the materials, the workshops use videos, animations, photos; methods are teamwork, paired work, role play and discussions. Practical advice about using learning software and WEB 2.0 devices are given and the European best traditions for using Internet safely are introduced.



Interactive seminars for teachers and parents

Seminar lasts for 2,5 hours and contains active group work in addition to a lecture. The trainers introduce all the most common threats on the Internet that youngsters encounter: internet- and computer addiction, contacting children with the aim of sexual relations, illegal and harmful content, cyber bullying. Furthermore – information about legal issues, technical safety, learning software, WEB 2.0 devices. Discussions are about cases and children's media adequacy. The project's website and activities, Helpline (child advice phone 116 111) and Hotline www.vihjeliin.ee are also introduced.

The visited schools and events from the first half of 2011

- 18.01.2011 Tapa Gymnasium
- 31.01.2011 Informatics teachers' training in Tallinn
- 02.02.2011 Tallinna Pelgulinna Gymnasium
- 09.02.2011 Järva-Jaani Gymnasium
- 15.02.2011 Tallinna 21.School
- 17.02.2011 Virtsu Gymnasium
- 22.02.2011 Estonian CERT
- 01.03.2011 Peetri School
- 07.03.2011 Tihemetsa Basic School
- 07.03.2011 Tallinna 21. School
- 11.03.2011 International School of Estonia
- 17.03.2011 Paistu School
- 17.03.2011 Holstre Basic School
- 18.03.2011 Pärnu-Jaagupi Gymnasium
- 23.03.2011 Jõhvi Russian Gymnasium
- 01.04.2011 Koonga Basic School
- 01.04.2011 Lõpe Basic School
- 11.04.2011 Jõõpre Basic School
- 15.04.2011 Palivere Basic School

- 18.04.2011 Lihula Gymnasium
- 29.04.2011 Keila School
- 05.05.2011 Kehra Gymnasium
- 18.05.2011 Jõhvi Russian Gymnasium
- 16.06.2011 Ehte Humanitarian Gymnasium

Events in schools by Police and Boarder Guard Board

- 03.03.2011 Tallinna Gustav Adolf Gymnasium
- 15.03.2011 Jõhvi Gymnasium
- 06.05.2011 Jäeneda Basic School

During the first half of 2011, all together 1594 students, 280 teachers and 270 parents participated in the „Targalt Internetis“ trainings.

The following informative materials were given on the meetings: Helpline (child advice phone 116 111) posters, „Targalt Internetis“ stickers, the project's and Hotline's pamphlets, „Turvaliselt Internetis“ workbooks, project's pens, Tiger Leap Foundation pedestrian reflectors, special editions of the „Märka Last“ magazine, information compendium „Tuttav Internet“ project's study materials.

The adult participants gave feedback with e-Formular. 29,6% gave the highest score – a „5“ – and 44,4% gave a „4“ to the training's content.

Young voluntary trainers

Considering the Youth Panel's interest to share their knowledge, training materials was created for them, as well. Youth to youth workshops took place in Valga Coeducational Gymnasium and Tallinn Coeducational Gymnasium. In addition, the youngsters were active in creating campaigns in their schools on the Safer Internet Day.

Celebrating the Safer Internet Day

A work group, created with the guidance of the Tiger Leap Foundation, organised a conference on 08.02.2011 in Tallinn Meriton Grand Conference & Spa Hotel on Safer Internet Day. The target group was teachers, social workers, youth police officers and other specialists working with children. The conference was open by Mrs. Evelin Ilves, who also rewarded the winners of the student competition „Targalt Internetis“. The headliner was Catherine J. Cummings from USA, the representative from International Centre of Missing & Exploited Children. The experts talked about Estonian children's internet behaviour, parents' and teachers' options for changing the children's risky behaviour and for sharing the positive content of the Internet. In addition to adults, the members of the Youth Panel also presented a video clip and their view of the youth's life online.

There were 178 participants. 96,3% of those who gave feedback said the content of the conference was very good and 98,1% found the conference well-organised. The presentations are available on the project's website: <http://www.targaltinternetis.ee/2011/02/tiigrihuppesihtasutus-kutsub-turvalise-interneti-paeva-konverentsile/>

Safer Internet Day press conference

The press conference took place in Tallinn Meriton Grand Conference & Spa Hotel, on February 8, right before the conference. The word was given to the project manager Ilvi Pere, project coordinator Malle Hallimäe, headliner C.J. Cummings, and a member of the Advisory Board - Kalev Pihl. Estonian Public Broadcasting, Radio 4 and representatives of different newspapers all participated.

Special edition of the „Märka last“ magazine – „Targalt Internetis“

08.02.2011 the special edition „Targalt Internetis“ was published. IT contained articles about children's and youngsters' Internet use, the use of IT-devices in Estonian schools, advice for parents on how to support their children on the Internet, an overview of the Helpline and Hotline. The paper was shared on the Safer Internet Day conference and a week later all the subscribers of newspaper „Õpetajate Leht“ received an issue. The special edition was also given out in training and informative events. 4000 papers were printed.



"Targalt internetis" media campaign

During two weeks in February 2011, a campaign was held in popular social networks and websites which are most visited by children. Banners invited children and youngsters to the project's website, where a test on internet safety was waiting for them. Everyone, who took the test, received feedback about their knowledge and was given the right answers. For a prize, those, who were interested, could choose a mobile phone ringtone recorded by pop-artists. The campaign was meant for children aged 8-14. The campaign was posted on the following websites: www.rate.ee, www.facebook.com, www.msn.com, www.orkut.com, www.mangukoobas.ee, www.limpa.ru, www.youtube.com. 7777 youngsters took the test. The test and ringtones are available until the end of 2011 on the webpage <http://www.targaltinternetis.ee/staarihelin/>.

Campaign introducing the „Targalt internetis“ website

On Children's Day, June 1, 2011, all children who are registered as rate.ee users, received a letter from The Estonian Union of Child Welfare with information about the project's website www.targaltinternetis.ee and the materials that can be found there. As a result of the campaign, 1500 children visited the website.



Student competition „Targalt internetis“

From November 2010 to February 2011, the Tiger Leap Foundation held a student-competition "Targalt Internetis". High school students had the assignment to create study materials for younger schoolmates, that would describe the dangers online and give solutions to avoid them. The first place went to 11B class from C.R. Jakobson Gymnasium. Their prize was a trip to Heureka centre in Finland. II place – and a robotics workshop – went to 10th class from Kilingi-Nõmme Gymnasium. III place and an animations workshop went to 11th class from Valga Gymnasium. All the works from the competition are available on: <http://www.targaltinternetis.ee/lastele/teavitusmaterjalid-opilastelt-opilastele/>.

Study materials

• Study materials for teachers

The study materials were created by the project's trainings workgroup and are available in Estonian, Russian and English. The materials are meant for classes 1-9 to raise children's and teenagers' awareness of a safe computer- and internet use. The ideas and experiences of Pelgulinna Gymnasium's teachers Birgy Lorenz and Kärt Käesel have been used there, and the role plays are created by Eva Palk from Pärnu-Jaagupi Gymnasium. The study materials contain:

- 1) group works on different topics;
- 2) role plays about cyber bullying;
- 3) case descriptions with commentaries from Police and Border Guard Board;
- 4) Netiquette;
- 5) A description of school's obligations for assuring e-safety;
- 6) recommendations for teachers for lessons about internet safety;
- 7) a test for students
- 8) a crossword for students.

The materials are updated and supplemented during the project.

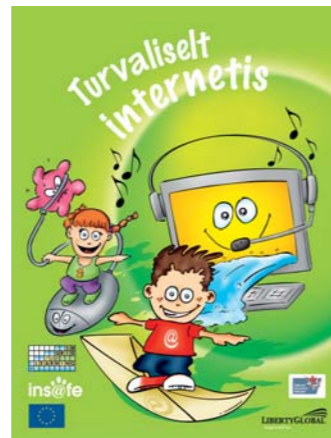
<http://www.targaltinternetis.ee/opetajatele/> and
http://koolielu.ee/pg/waramu/search2/_fulltext/targalt+internetis

• Tiger Leap Foundation translated to Estonian the Slovakian Internet safety awareness centre eSlovensko's 9 animations. The cartoons talk about risks and dangers that children might encounter online; and gives advice on how to avoid them. The cartoons can be found on www.sheeplive.eu, www.targaltinternetis.ee and www.koolielu.ee.



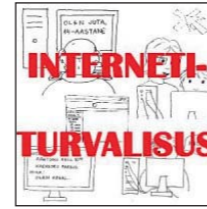
• “Mängi ja õpi” (Play and learn) materials were also translated to Estonian by Tiger Leap Foundation and are available on the project's website. The workbook is meant for 4-8 year old children and teaches them vocabulary that is needed in the computer- and internet

world. The tasks are on different levels – the children are able to solve the easy ones themselves, but the harder ones are meant to be solved with parents or teachers.



• The Estonian Union of Child Welfare adapted the E-safety compendium “Turvaliselt Internetis” (Safely on the Internet) for Estonia. The compendium contains a workbook for children, a book for parents with directions for the workbook, situation cards,

stickers and a family certificate. The materials are meant for children aged 6-12 and their parents. The materials were created by the INSAFE network.



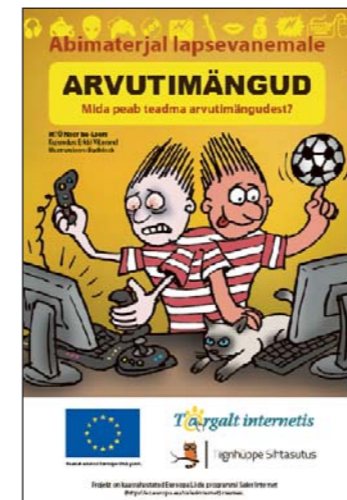
E-course on Internet safety

The experts from Tiger Leap Foundation – Ingrid Maadvere and Siret Lahemaa – created an internet safety e-course for teachers. The course was held in May 2011 on the Tiger Leap Foundation's education portal „Koolielu“ (www.koolielu.ee). In five weeks, the teachers had study and introduce what they learned

to students as well. The course discussed computer protection, communication in social networks and problems about internet safety.

In order to finish the course successfully, the participant had to create a study material. All the 18 participants received the corresponding certificate. 4 courses will be held during the project. Information about the e-course is available at: <http://www.targaltinternetis.ee/2011/05/e-kursus-opetajatele-koolielu-portaalis/>.

Informative materials



• A pamphlet for parents – „Arvutimängud“ (Computer games). The material gives the parents an overview of dangers regarding computer games and offers options on what to do if a child spends too much time playing them.



• Safer Internet Day poster
The poster was sent to all Estonian schools with the aim to invite them all to celebrate Safer Internet Day and participate in the „Targalt Internetis“ project's activities.



The nation-wide 24/7 child advice phone 116 111 started on January 1, 2009. The goal of the service is to give everyone a chance to report about a child who is in danger; direct the information to a specialist and offer children and other people basic social and crisis counselling if necessary.

September 2010, the Helpline joined the „Targalt internetis“ project and since March 2011, it offers advice and help about Internet safety as well. Since then, there are new counselling forms offered:

on-line conversation on the webpage www.lasteabi.ee 9.00–21.00

on-line conversation on MSN Messenger (username: info@lasteabi.ee) 9.00–21.00

on-line conversation on *Skype* (username: Lasteabi_116111) 24/7

In the period of March-August, the Helpline offered advice for children, parents and other target groups involved, about issues on safe use of Internet – including: how to recognise computer addiction; how to limit a child's use of computer; how to act in the case of computer addiction; identity theft on social network profiles; children's and parents' uneven competence in Internet use; recommended rules how the child can use Internet; sex-offers on the Internet; recommendations on the case of cyber bullying; etc.

Trainings

Advisors' training took place on 28.02.2011. Two different training modules were prepared and carried out. First module was related to improving legal knowledge, the second was an IT training.

National and international cooperation

The Helpline team cooperates with Estonian Police and Boarder Guard Board and other institutions according to their goals and opportunities (Data Protection Inspectorate etc).

On the European level, the Helpline specialists have participated in the INSAFE network's events – including the Northern Regional Meeting in Brussels 30.–31.03.2011, to participate in abroad discussions and present their experiences.

Topic	Approximate capacity of the Helpline's workload %
Education on media (technical advice, junk mail, recommendations on how to handle harmful content)	10
Unwanted online contacts (communication with strangers or unwanted people)	14
Addiction	4
Cyber bullying (on the Internet or via mobile phone)	18
Sexual harassment	6
Tempting (adults approaching children and youngsters with the intention of creating sexual relationships)	9
Privacy (identity theft, safety of personal data, using personal pictures without permission)	11
Possible harmful content (violence, pornography, racial hate, eating disorders, suicide, self-injuring)	20
Mobile phone/Internet expenses	7
Other	1



In January 2011, NPO Estonian Union for Child Welfare opened the website www.vihjeliin.ee, which is created to help block the spread of materials on the Internet that violate children's rights, honour, dignity and physical intactness.

The fast development and spread of the Internet as created us all new and useful opportunities, but unfortunately there are people in the 2 milliard internet users, whose activities online are inappropriate or dangerous to children. For example, the worldwide web is used to spread and storage materials containing sexual abuse of children.

The Internet does not know state-limits and the material created and uploaded in one country can easily spread around the world. As it is technically complicated to control and filter all the aspects of internet use, it is important that the internet users react, when they see that sort of materials.

Through the website www.vihjeliin.ee, an internet user who notices illegal material – sexual abuse of children, human trafficking etc – can share information about it. The Hotline also accepts information about other materials that are inappropriate for minors. Information can be submitted through the simple form available on the opening page of www.vihjeliin.ee. Hotline webpage can also be accessed through the banner on the opening page of the „Targalt Internetis“ website www.targaltinternetis.ee. Information can be submitted without adding any personal data.



How the Hotline works

The information submitted to Hotline is processed by the Union of Child Welfare employee who has had the proper training. The information is processed as quickly as possible, but not any later than 60 hours since submitting. Hotline only checks materials on public websites. Materials in a social network between persons or which requires logging in, is not checked and the information is forwarded to the police.

The webpage added in the message is opened and the content is graded according to Estonian laws. If the content is illegal, the information will be sent to the Police and Boarded Guard Board. If the host of the webpage is located outside of Estonia, the information will be sent to the according country's Hotline (if there is one) and/or law enforcement agency.

Statistics

From February to August 2011 the Hotline website received 366 notices, from which 114 included references to websites with illegal contents (sexual abuse of children).

The website had a total of 15 751 visits.

The statistics is also available on <http://vihjeliin.targaltinternetis.ee/statistika/>.

Why is the work of the Hotline important?

The aim of the work of the Union of Child Welfare is to help assure children's rights. Producing, storing and



spreading of materials which violate children's right of sexual self-determination is illegal and punishable. Furthermore, the child who has been used in producing this material is a victim whose health and dignity has been cruelly abused. If these materials spread on the web, the child is sexually abused over and over. There is also the risk that an adult, who uses materials which violate a child's right of sexual self-determination to satisfy their unhealthy desires and fantasies will take their fantasies into reality. Therefore, it is important to block the spreading of this sort of illegal materials on the Internet.

Domestic and international cooperation

The work against sexual abuse of children requires different measures and a tight domestic and international cooperation. NPO Estonian Union of Child Welfare cooperates with the Police and Boarder Guard Board to block the spreading of materials containing sexual abuse of children. The corresponding agreement was made on May 25, 2011.

NPO Estonian Union of Child Welfare also cooperates with other law enforcement agencies, internet service providers and the international network INHOPE (www.inhope.org), which connects the Hotlines of 35 countries.

The Estonian Hotline made an application to join the INHOPE network in February 2011. To ensure that

Estonian Hotline is in accordance to the requirements necessary for joining INHOPE, a 2-day visit of INHOPE delegation on August 23-24 took place. During the visit, the members of the delegation visited the organisation which administers the work of the Hotline – NPO Estonian Union of Child Welfare – and met with representatives from The Police and Boarder Guard Board, Ministry of Justice, Ministry of Social Affairs, Estonian Association of Information Technology and Telecommunications and Estonian Information System's Authority. Thanks to the information gathered during the visit, the INHOPE representatives decided that the Estonian Hotline is in accordance with the requirements necessary for becoming a member of INHOPE. Estonian Hotline will be nominated for a member of INHOPE in November in the INHOPE general meeting in Rome.

For the Hotline to reach its goal, it is necessary for the information to reach the Estonian people. The public can receive information about the Hotline via websites www.vihjeliin.ee and www.targaltinternetis.ee, as well as through media and different events.

On February 3, 2011, a press conference was held in order to promote the opening of the Hotline, where representatives from different media issues and channels participated.

Information about the work of the Hotline is constantly shown in press notices and articles in printed and online media.

75% of the Hotline is financed by European Union's Safer Internet programme and 25% by the Ministry of Social Affairs.