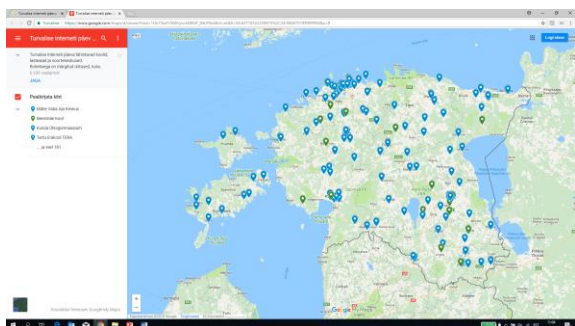


Main outcomes of the Estonian SIC activities July 2016 – June 2017

During the period July 2016 – June 2017 Estonian SIC activities contributed successfully to the raising awareness of children, their parents, grandparents and teachers about better and safer use of internet and digital devices.

Estonian SIC carried out informative awareness campaigns (Safer Internet Day 2017 campaign, Back to School campaign in autumn 2016, a Helpline and Hotline campaign February 2017) which primary target groups were children, young people and parents, but also grandparents, teachers and social workers for supporting development of children digital skills.

The initiative of Estonian SIC to encourage kindergarten, schools and youth centers to celebrate Safer Internet Day 2017 ended up with the celebration period of three weeks with altogether of 28 700 participants from 186 educational institutions (schools, kindergarten and youth centers) all over Estonia.



During the period Estonian SIC developed 39 new online and offline tools and disseminated them among the target groups via different events as well as also via the Estonian SIC website.

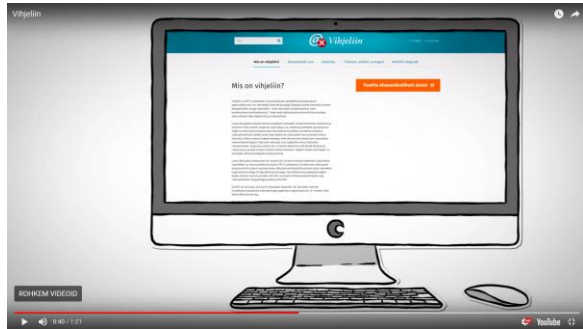


Helpline

Estonian Children Helpline is a part of the Estonian Safer Internet Centre and provides counselling, advice and support to children, young people, parents and other relevant target groups on issues related to safe and positive use of Internet and digital communication devices. During the current reporting period Helpline has actively promoted its' remit and activities via the successful campaigns. During of each awareness raising event organized by the consortium of Estonian SIC (workshop, training event, seminar, webinar, etc.) information about the Helpline activities has been disseminated. This has contributed to the fact that more than 60% of all children/adolescents (3/4 of Estonian speaking children/adolescents) are aware of the Helpline and its' activities. Helpline

receives quarterly approximately 110 contacts on issues related to use of Internet and digital communications devices.

Hotline



Estonian Hotline service is an integrated part of the Estonian SIC and enables Internet users to report about child sexual abuse material being distributed online. Estonian Hotline cooperates actively with Estonian Police and Border Guard Board under the mutual written agreement (signed in 2011; revised and updated 2017), which guarantees the effectiveness and sustainability of the service. During the current reporting period, Estonian Hotline received 365 reports, from which 49 reports included information about child sexual abuse material (CSAM). Estonian Hotline contributed to the core platform ICCAM data exchange system by uploading relevant information in order that the network hotline partners could take the necessary actions. Estonian Hotline received also reports via the ICCAM system which were handled according to the Hotline manual.

All the services of Estonian SIC were communicated to the target groups via different media channels by online banners, articles, press releases etc. with the links of Estonian SIC website

www.targaltinternetis.ee, as well as of the sub-sites for children laps.targaltinternetis.ee and for youth noor.targaltinternetis.ee. The number of downloads of developed new as well as old educational and informational materials and also the number of visits to the Estonian SIC website (104 810 visits) shows that developed tools are continuously in compliance with the needs and interests of the target groups and the website is known among the target groups as well as among public.



Information about Estonian SIC services were disseminated also via different awareness raising events: workshops at schools, kindergartens, and youth centers, awareness raising events in different regions of Estonia. Information was also disseminated via events carried out by other relevant stakeholders at national as well as at international (incl. European) level.



Estonian SIC contributed to the European core service platform www.betterinternetforkids.eu by uploading and thus sharing developed resources within the European network.

Estonian SIC is acknowledged as a competence center among stakeholders and public. Estonian SIC actively cooperated with different governmental agencies and private companies in order to develop and disseminate awareness raising materials on positive and safe use of Internet and digital communications devices. In this regard, a successful cooperation with the Ministry of Education and Research for developing educational materials on digital competence for e-schoolbag took place. Also, cooperation with Telia Estonia took place in order to promote Helpline services and tools and to develop materials on awareness raising.

During the implementation of the Action young people expertise, views and opinions were taken into account and as such they have been contributed to the outcomes of the activities. The valuable channel for this was Youth Panel which members actively contributed to the activities of the Action as well as to the activities organized by other organizations/stakeholders.

Regional Youth Summer School together with Finnish Safer Internet Centre approved to be a fine method to develop focused cooperation between the youth panels at the regional level. This kind of cooperation would be continued also in the future including cooperation with the youth panels from Latvia and Lithuania.



In March 2017, Estonian SIC was awarded by the Society of Human Studies Teachers as The Best Actor of the Year 2017. The Society emphasized a successful work of Estonian SIC in developing educational materials and raising awareness about safer and positive use of internet and smart devices among children, students and parents via the website and training events.