Short summary of the Estonian Safer Internet Centre project "Smartly on the Web EE SIC VII" (Targalt internetis)

Activities during the period 1.06.2024 – 30.11.2025

Photo: Estonian Safer Internet Centre received an award for long-term contribution to the development of media literacy from the Ministry of Education and Research at the Media Education Conference 202 (*Photo author: Aron Urb*)

Contents

About Estonian Safer Internet Centre

Estonian Safer Internet Centre involves four organisations from different sectors:

- Estonian Union for Child Welfare,
- Education and Youth Board,
- Estonian Social Insurance Board and
- Tallinn University of Technology.

Estonian SIC ´s mission is a smarter use of digital technologies by children and parents and the prevention of the online distribution of child sexual abuse material.

- For this purpose awareness raising training sessions and seminars for children, parents and teachers, and awareness-raising events for the general public are held.
- Also, thematic awareness resources and methods to the target groups are developed and published on the website https://targaltinternetis.ee, and Safer Internet Day campaign is coordinated and carried out together with kindergartens, schools, youth centres and other organisations in Estonia.
- Children and adolescents are involved through various events such as workshops, webinars, campaigns, etc. They are also active actors and contribute to the realisation of awareness raising events and the development of resources.
- Via Child Helpline Lasteabi Estonian SIC provides relevant support and assistance to children, teenagers, parents, teachers and other specialists in case of problems, harmful experiences and issues related to use of digital technologies.
- For contributing to the fighting against child sexual abuse and exploitation, Estonian SIC operates hotline service Vihjeliin, which enables Internet users to report about child sexual abuse material being distributed online.
- Estonian SIC has a strong support at national level. Organizations from different sectors contribute to the Estonian SIC activities via Advisory Board and joint initiatives.
- Estonian SIC contributes to European networks by sharing resources, good practice and statistics via European BIK platform and taking part in networks' meetings.

Estonian Safer Internet Centre project Smartly on the Web (EE SIC VII) is cofinanced by European Union and supported by Ministry of Social Affairs, Education and Youth Board and Tallinn Univeristy of Technology.

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Advisory Board

Convened as part of the project is an advisory board whose members apply their knowledge and experience in order to achieve the objectives of the project. In the advisory board following organisations are represented:

- Ministry of Justice
- Ministry of Education and Research
- Ministry of the Interior
- Ministry of Social Affairs
- Ministry of Defence
- Estonian Information System Authority
- Ministry of Economic Affairs and Communication
- Estonian Data Protection Inspectorate
- Police and Border Guard Board
- Telia Eesti AS
- Elisa Eesti
- University of Tartu
- Estonian Association of Parents
- Association of School Psychologists
- Estonian Association of Informatics Teachers
- Estonian Association of Information Technology and Telecommunications
- Chancellor of Justice Office
- Education and Youth Authority
- Tallinn University of Technology
- Social Insurance Board
- Estonian Union for Child Welfare
- the representative of the Youth Panel

Youth Panel and youth participation

Estonian SIC involves different groups of children, to give them a voice to express their opinions and suggestions and share their experiences in the use of digital technologies. Their opinions and suggestions are being used and they are consulted when Estonian SIC develops awareness raising resources and activities.

The most consistant work has been taken place with EUCW children´s rights ambassadors. The group involves 14 children. To be more gender balanced and to involve more children from different regions of Estonia, a larger group of the youth panel is organized in the framework of Smartly on the Web multi-day training seminars for students. Student´s views and opinions are also gathered via youth consultations via thematic workshops.

Activities 1.06.2024 – 30.11.2025

During the project period, there was active and effective cooperation between the consortium organizations in implementing activities aimed at achieving the goals of the Estonian Safer Internet Centre – developing digital competences of children and young people (under 18 years of age), providing teachers with methods and materials for developing digital competences of children and young people; providing appropriate advice and support to children, teenagers, parents and teachers; and preventing the spread of child sexual abuse material on the Internet.

Active and effective cooperation took place at the national, European and international levels to achieve the goals.

Awareness raising activities

To raise awareness of children and students about the opportunities, risks and challenges offered by the Internet and digital technology applications, and thereby develop their digital competence, eight (8) online tools and five (5) print-based tools were developed.

- Video shots (3) about children rights online with related information materials
  https://laps.targaltinternetis.ee/nutiklubi-videod:
  a) Andmeleke (Data Leak) – about how to protect Your data,
  b) Troll (Troll) about right to be protected and what to do in case cyberbullying
  c) Nutipaus (Smart Break) about how to protect your mental and physical health.
  Videos with subtitles in English https://laps.targaltinternetis.ee/en/smart-club-videos/.
- In addition to the videos, a playful test environment, Wwweebitark, was created by EUCW, which offers children/students the opportunity to test their knowledge and acquire new ones..
- In November 2024, an online Advent Calendar was created, which opened on December 1. The topics covered range from digital waste to digital art.
- The online educational game "Journey on the Internet" was developed by EUCW, where the player can test and improve one's knowledge related to the usage of the internet about digital communication devices.
- A video for youngsters related to the topic which photos/videos to share was developed by EUCW together with media agency Vaas..
- In cooperation with EUCW and the Police and Border Guard Board, a video "Important advice for young people from an online police officer" was created, which can be found: https://noor.targaltinternetis.ee/suhtle-internetis-nutikalt/. .

To support the understanding of digital safety and cybersecurity, 20 advanced category exercises were created for students, covering general IT knowledge, puzzles, digital research, website security, secure coding and cryptography. The topics of the exercises are related to Estonian Informatics Curriculum and are used in 550 schools over Estonia.

Workshops and consultations with children and students

A total of 122 awareness-raising workshops for children and students and a multi-day training seminar were conducted, with a total of 2 777 participants.

Beyond the structured workshops and online testing events, the project placed strong emphasis on meaningful youth participation.

The project engaged child and youth representatives, including children's rights ambassadors, in consultations and co-creation processes. Young people provided input on educational materials, video concepts, and online platform development, ensuring that content and formats reflected their real experiences, needs and communication preferences.

Structured 14 consultations with 240 young people were conducted not only in school settings, where students discussed their experiences with online platforms, identified risks and proposed improvements. Also, DSA provisions for protecting minors and the recommendations developed to VLOPS were discussed. Outcomes of these discussions were synthesised to contribute to national and European-level discussions, including youth input to policy-oriented reports submitted to European institutions.

Through these activities, the project strengthened young people's independence, critical thinking, and civic initiative, while ensuring that young people's voices influenced both educational practice and policymaking.

Cybersecurity testing events for students

Exercises were created to develop the digital competence of students in general education schools and vocational schools. The exercises have various levels of difficulty, depending on the grade. The topics of the exercises are related to the Estonian Learner Digital Competence Model

The exercises reached students through the CyberCracker/KyberPuuring, CyberCracker/KyberPähkel and CyberPini/KyberNööpnöel online testing events. A total of 33 332 students took part in the testing events. More information about the large scale testing events and results can be found in Estonian: https://www.targaltinternetis.ee/uudised/2025/09/avalikud-on-kubernoopnoela-kuberpahkli-ja-kuberpuuringu-uuringute-tulemused/.

Awareness raising activities for teachers

To improve teachers' knowledge and skills in developing students' digital competence, an e-course was created in Moodle and tested during the project period. The course targets basic school level II (grades 4–6) and focuses on the systematic development of learners' digital competence, with digital safety as a transversal theme. The course was developed in the Moodle environment: https://moodle.edu.ee/enrol/index.php?id=50707. The total workload of the course is 30 academic hours. The course covers a wide range of practical and conceptual topics, including: eKool and Stuudium; email and communication tools; posters and presentations; mind maps and timelines; word clouds; hardware and software; text processing and referencing; information search and evaluation; file management and file types; copyright; online dictionaries; GeoGebra; spreadsheets; animation; and artificial intelligence.

The assessment criteria for digital competence were also updated in relation to the development of artificial intelligence technology. The update ensured that the assessment framework remains relevant, future-oriented and aligned with current digital learning environments. Special attention was given to AI-related competences, including responsible use, critical evaluation of AI-generated content, ethical considerations and data protection. The updated assessment criteria are publicly available on the national digital competence portal: https://digipadevus.ee/oppija-digipadevusmudel/hindamiskriteeriumid. The update supports schools and teachers in assessing learners' digital competence in a consistent and future-proof manner.

Also, four lesson plans were prepared for teachers and educators (https://www.targaltinternetis.ee/opetajatele/tunnikavad/).

- lesson plan for basic school grades 4-6 „Tehisintellekt kui õpipartner" (AI as a learning partner)
- lesson plan for basic school grades 3-9 "Digikoristuspäev klassiruumis" (Digital Cleanup Day in the Classroom)
- lesson plan for basic school grades 1-4 "Minu digitaalne jalajälg" (My digital footprint)
- lesson plan for basic school grades 5-9 "Minu digitaalne jalajälg" (My digital footprint).

Two new thematic chapters developed during the project period within the National Teaching and Learning Framework (Textbook) support schools in integrating transversal competences into teaching and learning processes.

A total of ten (14) digital safety webinars were organized for educators, school staff, parents, and other stakeholders. Information and recording in Estonian can be found: https://www.targaltinternetis.ee/uritused/.

Four (4) digital safety seminars for educational technologists, school leaders, IT managers and computer science teachers.

Also, teachers and schools increased their capacity to use interactive and gamified online safety and security as well privacy learning materials in classroom and extracurricular contexts; to integrate online safety and cybersecurity resources developed in the framework of the project into teaching of schools.

The best practice papers (4) for schools developed within the project contribute to the appropriate use and protection of children's data. These documents have been shared with 550 schools and educational technologists in the Estonian educational technology sector and have been used to conduct teacher training at various events and summer schools.

Awareness raising activities for parents

Recognising the crucial role of parents and caregivers in supporting children's safe digital behaviour, dedicated activities were carried out to strengthen parental awareness and capacity. Online materials (5) for parents were developed and published, covering key topics such as family agreements on device use, sharing images and videos, social media risks and challenges, fraud, cyberbullying and available support services. Materials can be found: https://www.targaltinternetis.ee/lapsevanematele/.

These materials were complemented by videos (2) and a webinar, produced in cooperation with national partners and experts, including law enforcement and child protection organisations. The webinars and video materials provided practical, experience-based guidance and were made available for on-demand viewing, ensuring long-term accessibility.

In addition, targeted communication through media channels and partner networks supported wide dissemination of parental resources. Together, these activities contributed to improved parental confidence and understanding of how to guide children and young people in digital environments, thereby reinforcing the preventive and educational objectives of the project.

Safer Internet Day campaign 2025

Estonian SIC consortium organisations in cooperation carried out a Safer Internet 2025 campaign, which messages and a set of awareness resources were designed to support educators, parents and professionals working with children, offering practical guidance, discussion topics and ready-to-use tools addressing online safety, privacy, platform design, cyberbullying and digital well-being. Schools, kindergartens and youth centres across Estonia actively participated in the campaign, organising local

events and discussions. A total of 70 events were reported, in which 7,400 children and students participated. See also, Annex 2.

Estonian Helpline

The Estonian Child Helpline (116111, https://www.lasteabi.ee/) is part of the Estonian Safer Internet Centre and, within the framework of the general Child Helpline 116 111, provided professional help and advice to children, young people under 18, parents and specialists working with children on problems and issues related to the use of the internet and digital communication tools. During the project period, the number of contacts did not increase significantly in terms of topics; within the framework of the general children's helpline service, the share of contacts related to the use of digital technology was approximately 1.8%. The main topics for which the helpline was contacted were cyberbullying, data protection, excessive use, potentially harmful content, intimate sexual harassment and sharing of intimate images without consent. Although children and teenagers are largely aware of the children's helpline and its services (approximately 72% according to background questions asked in student testing events competitions), approximately 2/3 of the clients are adults. However, approximately 30% did not disclose their age.

Estonian Hotline

The Estonian Hotline service Vihjeliin (https://vihjeliin.targaltinternetis.ee/) contributed to the prevention and suppression of child sexual abuse and exploitation online at the national, European and international levels. The service is an integrated part of the Estonian SIC and allows internet users to report child sexual abuse and exploitation material distributed online. Reports were also received and forwarded via the INHOPE ICCAM reporting system.

During the project period, the Estonian Hotline received 1,157 reports via the hotline website and the INHOPE ICCAM system. Of all the reports, 672 contained information about an online environment where the material was assessed as child sexual abuse/exploitation material and was blocked in Estonia but visible abroad. 114 reports contained information about an online environment where the material was assessed as child sexual abuse/exploitation material and was also visible in Estonia. During the project period, the proportion of reports sent via the Hotline web form out of all reports increased by approximately 25% from January 2025 compared to 2024.

National cooperation

A wide range of dissemination and awareness-raising measures were implemented to reach the relevant target groups with the project results. These activities included regular communication with schools, teachers, parents and the wider public through newsletters (see Annex 1), campaigns (SID 2025, hotline campaigns 2024, 2025) and digital channels, as well as participation in several stakeholder events. During the reporting period, "Smartly on the Web (Targalt internetis)" 6 newsletters were published regularly, providing information on new materials, upcoming activities, campaigns and results of the

project initiatives. The newsletters were the main communication tool for schools, educators and partner organisations, supporting the ongoing engagement and visibility of the project work.

The Estonian SIC website www.targaltinternetis.ee is recognised by stakeholders as a portal which provides important and relevant information and resources that support the digital competence of children, students and teachers and the awareness of parents. The number of downloads of new and previously developed educational and information materials, as well as the number of visits to the Estonian SIC websites (over 182 000), shows that the developed resources meet the needs and interests of the target groups.

The project contributed to the national policy discussions on internet safety, artificial intelligence, and children's rights in digital environments, including discussions on the Digital Services Act and recommendations for protecting children's rights online. A fine tool for this was the project's Advisory Board, which includes representatives from 18 organisations. Three (3) Advisory Board meetings were held during the project period. Cooperation with service providers expanded, Elisa Estonia joined the Advisory Board, and a cooperation agreement was signed between EUCW and Elisa Estonia. The Hotline team participated in the working group of the Ministry of the Interior and contributed to discussions on the draft regulation on combating child sexual abuse online.

Participation in several stakeholder events and eighteen (18) meetings contributed to the widespread dissemination of the project outputs and supported their sustainable implementation in educational, family and institutional contexts. In addition, the project provided expert input to guidelines, reports, and policy-oriented documents at national level, ensuring that practical experience from schools, children, parents and educators was reflected in broader strategic discussions.

Campaigns (SID 2025, Hotline online campaigns 2024,2025) and engagement of a wide range of stakeholders ensured that the project's messages were not limited to formal educational institutions but were integrated into wider societal debates on safe and responsible use of the internet and the protection of children's rights.

European cooperation

The project contributed to policy-level discussions on internet safety, artificial intelligence, and children's rights in digital environments at European level. Active participation in European Insafe training seminars (3) and working groups, in the Safer Internet Forum, contributing to the Better Internet for Kids+ (BIK) policy mapping (2) (see Annex 3), providing of the results of consultations with children and young people (14) on the Digital Services Act (DSA) provisions and on implementation of the BIK+ strategy supported the implementation of European priorities and good practices.

EUCW uploaded several articles and resources on the platform Better Internet for Kids.

Sharing Estonian experiences and lessons learned at European level events supported mutual learning and visibility of national good practices.

All the developed resources and information about the activities can be found on the Estonian SIC webpage https://www.targaltinternetis.ee.

Annexes

Annex 1. Targalt internetis newsletters (in Estonian)

[Targalt internetis uudiskiri **november 2025**](#)
[Targalt internetis uudiskiri **oktoober 2025**](#)
[Targalt internetis uudiskiri **mai 2025**](#)
[Targalt internetis uudiskiri **jaanuar 2025**](#)
[Targalt internetis uudiskiri **november 2024**](#)
[Targalt internetis uudiskiri **september 2024**](#)

Annex 2. Safer Internet Day campaign 2025

Safer Internet Day (SID) campaign 2025 in Estonia focused on developing children´s digital and media literacy skills. Together with partners, Estonian Safer Internet Centre compiled thematic awareness raising materials and carried out several thematic awareness raising events for teachers, parents, and children both online and offline.

Estonian Union for Child Welfare together with University of Tartu and Estonian National Library compiled an educational material "*Koostöös teadlikumaks interneti kasutajaks*" (**Becoming a Better-informed Internet User Through Cooperation**) for teachers, parents and people who are working with the children. Material contains information about the most popular social media apps among children (for example Youtube, Snapchat, TikTok, Instagram) together with relevant topics related to online safety (for example privacy, platform design, influencers, misinformation, cyberbullying, AI) with thematic videos, lesson plans, games and guidelines. The aim of the material is to provide them new thematic resources which can be used in awareness raising events for the children. Material can be found on the Estonian SIC website: https://www.targaltinternetis.ee/opetajatele/koostoos-teadlikumaks-interneti-kasutajaks/.

Awareness raising events for children in schools, kindergartens and other organisations

In January, Estonian Safer Internet Centre invited schools, kindergartens, youth centres and libraries to organize awareness raising events for children and students to raise their digital and media competencies and to celebrate Safer Internet Day. Altogether more than **7400 children and students** participated in **70 Safer Internet Day awareness raising events** in schools, kindergartens, youth centres and

libraries. For example, thematic discussions and workshops for students were organized by the teachers, children created thematic posters, took part in online safety quizzes, watched thematic videos etc. All awareness-raising activities, which were registered on the Estonian Safer Internet Centre website, were placed on the Estonian map, which can be found: https://www.targaltinternetis.ee/event/turvalise-interneti-paev-2025/.

CyberPin testing events for 1ˢᵗ-6ᵗʰ grade students in Estonian schools

On the Safer Internet Day, Tallinn University of Technology launched CyberPin 2025 (KüberNööpnõel) digital skills online testing event for 1-6 grade students, which aim is to introduce **online safety and cybersecurity** topics to students and **test their digital skills**. CyberPin testing event is opened until 31ˢᵗ of March. So far more than **4400 students** from **136 schools** have participated in the testing event. More information can be found: https://www.targaltinternetis.ee/event/kuberturvalisuse-test-kubernoopnoel-2025-koolide-1-6-klasside-opilastele/.

Webinars for parents and teachers

On Safer Internet Day, Estonian Union for Child Welfare together with University of Tartu and Telia Estonia carried out webinar for parents "Help, my child made a social media account" in order to raise their awareness about opportunities and risks related to using social media platforms. Four experts participated in the discussion: Liise, youth panellist of EUCW, Kerli Valner, awareness coordinator of Estonian SIC project Smartly on the Web in EUCW, Inger Klesment, media expert at University of Tartu and Maarja Punak, communication specialist at Police and Border Guard Board. Moderator was Erki Pogoretski, data and analytics manager in Telia Estonia. Also, for the webinar EUCW together with University of Tartu asked 190 children via short questionnaire about their experiences in using different social media apps. Information about the webinar and video can be found on Estonian SIC website: https://www.targaltinternetis.ee/uudised/2025/02/11-02-kell-19-00-targalt-internetis-veebiseminar-lapsevanematele-appi-mu-laps-tegi-sotsiaalmeediakonto/.

Education and Youth Board organized two webinars for teachers about how to distinguish truth from fiction and about opportunities and risks related to using AI by students. Tallinn University of Technology carried out webinar for teachers to introduce new cybersecurity learning materials, which focus on basic level of cybersecurity and social aspects of cybersecurity. Recordings of the webinars together with the learning modules are available on the Estonian SIC website www.targaltinternetis.ee.

Estonian SIC experts received state decorations by Estonian President

Also, in February 2025, two experts from Estonian Safer Internet Centre received state recognition and decorations by Estonian President Alar Karis. The Estonian Safer Internet Centre coordinator in EUCW, Malle Hallimäe received state decoration for long-term promotion of child rights in Estonia and Estonian SIC expert in Tallinn University of Estonia, Birgy Lorenz, received state decoration for long-term promotion of IT-education in Estonia. Estonian Safer Internet Centre continues with this work and promotes online safety, digital and media competences of children, parents, and teachers in a daily basis.

Annex 3. Better Internet for Kids Policy Monitor Report 2025

The Better Internet for Kids (BIK) Policy monitor continues to serve as a key reference for understanding how European countries are shaping a safer and more empowering digital world for children and young people. Now in its sixth edition, the 2025 report builds on over a decade of comparative policy tracking, providing valuable insights into the national implementation of the European strategy for a Better Internet for Kids (BIK+), three years after its adoption.

The BIK+ strategy, adopted by the European Commission in May 2022, sets out a comprehensive vision to ensure that children and young people are protected, empowered, and respected online. The BIK Policy monitor 2025 reviews how this vision is being realised across the 27 EU Member States, Iceland, and Norway, assessing both approaches to policy making and on-the-ground actions. It highlights progress, gaps, and good practices under the strategy's three pillars: safe digital experiences, digital empowerment, and active participation. Link to the full report.