

Better Internet for Kids: how it's done in The Netherlands

An initiative of:



Platform voor de
InformatieSamenleving



mediawijzer.net



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About Safer Internet Centre Netherlands

With various activities, the Safer Internet Center Netherlands calls attention to the safe and responsible use of online technologies and mobile phones among children and young people in the Netherlands.

Since 2006, ECP (Platform for the Information Society) has functioned as a Safer Internet Center in the Netherlands, together with Expertise Bureau Online Kindermisbruik (helpline Helpwanted.nl) and since 2015 also with network organization Mediawijzer.net. The center is supported by the European Commission (Better internet for Kids program, DG Connect) and the Ministries of Economic Affairs, Justice & Security and Education, Culture and Science.

About ECP

The coordinator of the Safer Internet Centre is ECP, Platform for the information society. ECP is an independent platform where public and private parties come together around societal challenges. With its partners from industry, the government, stakeholders and research and educational parties, ECP is committed to contributing to a promising and reliable information society in the Netherlands and connecting, strengthening and accelerating initiatives. Some of ECP's programmes focus on safe internet for children:



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- **Veiliginternetten.nl: website for safer internet usage**

Veiliginternetten.nl is a website where people can get tips, information and practical advice about staying safe on line. There's guidance on using wi-fi, the dos and don'ts of social media and advice on teaching children to stay safe on line. The website is a joint initiative by the Ministry of Economic Affairs, the Ministry of Security and Justice, the National Cybersecurity Centre, ECP and the business community.

- **Helpline: website for internet issues**

The Dutch helpline is Meldknop.nl. On this website we offer children and young people information and help with annoying experiences on the internet, such as bullying, sex, scams and harassment. Meldknop.nl is an initiative of Veiliginternetten.nl in cooperation with the Dutch hotline Expertisebureau Online Kindermisbruik (Expertise Office Online Child Abuse). Affiliated organizations to answer the requests for help from young people are currently Helpwanted.nl (online child abuse), De Kindertelefoon (kids phone), Vraaghetdepolitie.nl (Police), MiND (mental health) and Pestweb (bullying).

- **Youth Panel**

We think that the voice of children and young people can not be missed when it comes to develop awareness campaign for that same group. In order to that we organized a Youth Panel. We ask them regularly for advice on new campaigns, let them test websites and listen to them on what's new in their digital world.

About Mediawijzer.net

Besides ECP, Mediawijzer.net is also in the consortium of the Safer Internet Centre The Netherlands. Mediawijzer.net is the Dutch center of expertise for media literacy. This network organization aims to increase media literacy among citizens and organizations. In order to give all Dutch citizen the same opportunities, it is important that both Mediawijzer.net's objectives and the activities of its affiliated network partners remain a focus of public attention. An approach at national level therefore avoids fragmentation into small, local projects. Over the past two years, Mediawijzer.net has demonstrated how the relevant parties can be linked and how the impact and reach of initiatives can thereby be strengthened. Besides informational websites, an expertise centre, research and various and white papers, Mediawijzer.net has some strong campaigns:



- **“Media Ukkie” Campaign**

The Media Ukkie Campaign is an annual campaign in April providing tips and advice concerning media education of toddlers and pre-schoolers. Part of this campaign is an audience prize for the best and most media literate media for these little ones.

- **Media Literacy Week (Week van de Mediawijzheid)**

The focus of the yearly Media Literacy Week in November is on media literacy of youngsters (age 10 – 14) and their parents and educators. The week is entirely dedicated how children, their parents and educators can use media for their (personal) development and functioning.

- **MediaMasters:**

The lifelike media experience game for the higher classes of elementary school. Over 100.000 children participated in 2015 and received their MediaMaster.

About Expertise Office Online Child Abuse

The Expertise Office Online Child Abuse (Expertisebureau Online Kindermisbruik, EOKM) is an independent foundation that works for the safety of all children. It's mission is to prevent and combat (online) sexual child abuse and sexual exploitation of children. The EOKM originated from the Meldpunt Kinderporno (Internet Trafficking Center) on the Internet, which was established in 1995. Supported by the Ministry of Security and Justice and the European Commission, the foundation is the only organization in the Netherlands active in this area, other than the police. We believe that the best way to tackle internet child pornography is through cooperation. It is very important that the police, the government, children's organizations, internet service providers and others work together on this issue. The Expertise Office has a hotline online child abuse and a helpline Helpwanted.nl.



The agency is affiliated with INHOPE, the international network of internet hotlines (hotlines) throughout the world. They help victims, parents/educators and teachers with information and

advise on online child abuse. In order to that they have various campaigns and websites like helpwanted.nl (focused on youngsters).

Dutch program: Together towards more digital wisdom (Samen Digiwijzer)

The plan 'Samen Digiwijzer' (Together Digiwiser) was launched during the 5th European Codeweek (oktober 2017) to reach more children to stop the digital divide. This is needed because it is estimated that more than half of the Dutch primary schools barely give any attention to digital skills in the education program. 'Samen Digiwijzer' is an initiative of CodePact, Mediawijzer.net, Koninklijke Bibliotheek (National Library of the Netherlands) and Kennisnet (for ICT in education). They want to jointly form a so-called 'Circle of Support' and help schools with the introduction of digital literacy. To begin they focus on schools that are not or hardly active in this area.

About CodePact

On the initiative of Neelie Kroes (President of Start-Up Delta then) CodePact was started in mei 2015 to make all children in The Netherlands digital skilled. From the start partners of CodePact are committed to introduce as many children as possible to programming. As the first milestone they work towards reaching 400,000 children in and out of school. CodePact consists of 12 core partners (both public and private parties) and 30 friends of CodePact.

Dutch Digital Champion: Tineke Netelenbos

In 2011, European Commissioner Neelie Kroes called on the European countries to appoint Digital Champions: individuals who will ensure that citizens, the business community and the government use the advantages of the digital economy and thus ensure economic growth. In the Netherlands Tineke Netelenbos has taken on this role at the request of the Dutch Ministry of Economic Affairs. She combines the function of Digital Champion with her role as eSkills ambassador in the Netherlands. Tineke Netelenbos is also chair of ECP. Prior she was, among other things, Minister of Transport and Public Works (1998-2002) and State Secretary of Education, Culture and Science (1994-1998).

Highlights 2017/2018

Safer Internet Days

Each year we organise activities in order to raise awareness about safe and responsible use of the internet by children during the Safer Internet Day (www.saferinternetday.nl). In order to get more attention to this topic, we launched a whole week on safe internet usage in 2018: Safer Internet Days. They were held from 6-13 February 2018. Several activities were organized throughout the Netherlands:

- **Study about youth and cybercrime**

1 in 6 Dutch youngsters have committed a cybercrime, whether intentional or not. For youth aged 16-17, this percentage is 33%. This applies to activities such as hacking, pretending to be someone else to gain confidential information, threatening people online or downloading films without paying for them. Of the group of 16-17 year olds, nearly 14% has hacked or would consider it if the opportunity presented itself. This new study was presented on the Safer Internet Day (February 6, 2018) and formed the starting point for a week full of attention to this and other subjects about a better internet for kids.

Young hackers

“Hacking usually starts as experimental for young people. Often just for the thrill of it”, says Marjolijn Bonthuis of the Safer Internet Centre Nederland. “The study shows that the majority of young people know that hacking is punishable, but the sense of challenge wins in that moment. What are the odds of being caught anyways? You often remain unnoticed until something eventually goes wrong. The consequences can be severe. We want to show young hackers that they have a lot to offer our society with their unique talents, such as with cybercrime prevention.”

Not the right help

18-year-old Zawadi Done, application developer and ethical hacker, says that he wouldn't have made a positive switch without the right help. “I noticed about a year ago that my online skills were much more developed than anyone else I knew, and I kept taking things a step further. I knew that what I was doing was wrong, but at the same time I didn't know where to turn with my questions or information about a security leak, for example.”

- **Hack Talk**

On 13 February – closure of the Safer Internet Days - a discussion (so called Hack Talk) was held with ethical hackers (both young and old), the Police Force and the Public Prosecutions Department regarding how young hackers can be kept on the ‘good side’ and which consequences juvenile offenders should face. Also young people who have hacked can turn to the website www.meldknop.nl where they can find tips (for instance about using the responsible disclosure) and guidance.

In a workshop prior to the Hack Talk different experts – ‘old’ hackers, Police Force, etc – decided to combine forces to educate youth, parents and teachers about hack talent and how to use this talent wisely. Safer Internet Center Netherlands will initiate and help with the practical follow up.

- **#AVGHaveyoursay**

213 Dutch children, aged 11-16 years old, could have their say about the GDPR and the risks this new legislation may bring. The results were also presented during the meeting in Prague.

- **Study Children's digital competence** (Digitale vaardigheden van kinderen)

The need to integrate digital competence into education has been voiced by government,

educators and the business community, among others. SIDN (the .nl domain register) presented new study results to parents and educators regarding children's digital competence.

- **2700 primary schools received the Bendoo Arduino Box**
Thanks to the collaboration between Reshift Digital, Creative Kids Concepts (CKC) and SIDN, 2700 primary schools received the new Bendoo Arduino Box technical lessons package. The packages were distributed the IPON conference on 7 and 8 February 2018, during the Safer Internet Days. Bendoo Box is the number-one resource for playfully and creatively showing children how information technology works. The box includes a tiny computer that you can program yourself with the help of the detailed manual and Dutch-language teaching resources.
- **Free lesson programme Online-Masters.nl**
With the support of organisations such as veiliginternetten.nl, VodafoneZiggo developed the free lesson programme Online-Masters.nl. Online Masters is a free online teaching program about the digital world for primary and secondary education. Online Masters deals with four themes: the digital world, creative and skilled online, secure online and consciously online. VodafoneZiggo employees visited various schools in the Netherlands to present the educational programme during the Safer Internet Days in February 2018. Additional, there were also e-magazines developed for youngsters and parents.
- **New online file 'Je kind online' ('Your child online', Dutch only) on the Dutch Consumers' Association (Consumentenbond) website**
With practical information for parents looking to 'child proof' their family's online experience. Includes guides for improved privacy settings, blocking in-app purchases and limiting screen time.
- **Interactive Theatre for youth**
During the Safer Internet Days (February 2018), various schools will host interactive theatre (Playback.nl) for youth or their parents that address experiences coupled with friendships, peer pressure, exclusion, bullying and how these experiences are influenced by social media.
- **MediaMasters Club: Safe internet**
As part of Safer Internet Day 2018, a MediaMasters Club with the theme Safe Internet was launched for groups 7 and 8 at primary schools during the Safer Internet day 2018 (February 2018). Participation is free after registration. MediaMasters is an initiative from Mediawijzer.net, the Dutch network for digital literacy. For more information and registration, visit <https://www.mediamasters.nl/club/>
- **Interactive workshop for teachers**
Teachers learned about the current state of affairs surrounding internet security and cyber security, complemented by practical exercises for participants, during an interactive workshop for teachers. This workshop was provided by IBM and Kivi during the Safer Internet Day in February 2018.

Cinekid Media Awards 2017

The Cinekid Media Awards aims at bringing the importance of quality media for children to broad attention. The awards are an coproduction of the Cinekid Foundation (promotes the quality of visual culture for young children (3 -14 years)), Mediawijzer.net and ECP | Platform for the Information Society. The Cinekid Media Awards consist of three awards, namely:

- **Golden Lion:** for best innovative media for children and youngsters. This award was provided by Cinekid Foundation

- **Golden Guppy:** for best app for toddlers and preschoolers This award was provided by Mediawijzer.net
- **Golden Hummingbird:** for most promising talent and best digital media project for children and youngsters made by children and youngsters no older than 18 years. Prior the award was known as the 'Golden @penstaart' (Golden Ape tail). They have also got a European sequel: the European awards for best content for kids. A large number of Dutch winners have also won prizes at European level. This award was provided by ECP and Veiliginternetten.nl.

On 25 October 2017, the Cinekid Media Awards were presented during the 31st Cinekid Festival.

Mediamasters

The lifelike media experience game for the higher classes of elementary school. The MediaMasters Game is a crossmedia game for the classroom and at home. It starts the conversation between pupils, parents and teachers about social media, advertising, information skills, programming, games, cyberbullying, vlogging, imaging, virtual reality and online behavior. During the game, the pupils playfully discover the opportunities and dangers of media. They have to show each other which media skills they have to bring the game to good end. Over 150.000 children participated in 2016 and received their MediaMaster.

Youngsters: Youth Panel and Young IGF

Young people – digital natives – have the future and therefore need to be actively and structurally involved in public debates, especially those concerning the information society. In order to that we have a Youth Panel (DigiRaad) which advises us on raising awareness about digital safety for children. But also in the international internet debate we believe the voice of youngsters should not be missed. Therefore we have also added a youth component to our National Internet Governance Forum (IGF) programme, so called Young IGF. We organize a debate especially for youngsters and students on topics like privacy, security, freedom of expression and entrepreneurship. For several years now the Dutch delegation at the IGF also includes a representative from the Dutch young people. During the last IGF (18-21 December 2017, Geneva) Dutch youngsters organized a workshop about fake news and possible solutions for it.

Highlights from the early beginnings

MyBee

Because we know it is hard to judge whether a website is suitable for children. Mijn Kind Online (My Child Online) developed a free browser with fun, good websites for children up to 8 years collected by parents. KPN makes it possible to offer the browser for free.

Sex, youth and Internet

In 2011, 2012 and 2016 the annual Safer Internet Day was completely dedicated to the seminar Children, Sex and Internet. During this seminar hundreds of advisers about children and internet, social workers, youth workers, educational professionals, staff municipal health services, care coordinators, mentors and other teachers, speakers on parents' evenings, media coaches, cyberparents, etc. learned about internet education and how to support children and their parents on this subject. Both seminars were organized by the safer Internet Centre Netherlands in cooperation with Mijn Kind Online (My Child Online), Bureau Jeugd & Media (Bureau Youth & Media), Bureau Nationaal Rapporteur Mensenhandel (Office of the National Reporter on Trafficking in Human Beings). The seminars were free of charge thanks to contributions of (among others) the European Commission.

Interactive Theatre for youth: Playback

Since 2014 numerous schools have hosted interactive theatre (Playback.nl) for youth or their parents that address experiences coupled with friendships, peer pressure, exclusion, bullying and how these experiences are influenced by social media.

Animated videos Sexting

Veiliginternetten.nl and Bureau Jeugd en Media (Bureau Youth & Media) made animated videos about sexting. These practical videos are intended for parents, educators and care providers. Handy for a parents' evening, for example! The videos help to understand how to deal with sexting and how to talk about this with young people.

Password Campaign

In practice, young people are still carelessly dealing with secrecy of their password and do not always choose a secure password. In 2007, a campaign was launched to inform young people about the safe use of passwords they use for internet and e-mail. Through commercials on television (TMF) and the Internet and a Boomerang card action (free postcards) at secondary schools, young people were given tips on inventing a good and secure password and the message that they should not share their password with others.

Safe internet with Donald Duck

Since 2014 several special editions of the magazine Donald Duck about coding (2014), safe internet usage, coding and media literacy (2016). The magazines have been published in an edition of 300 thousand (as an appendix to the weekly magazine) and also distributed through schools. However, the range of one Digiduck is many times larger and is estimated at over 1, 6 million.

Code Week

Code Week is an annual campaign that introduces primary and secondary pupils and teachers to



programming. During Code Week, a pallet of coding-related activities are organised throughout the Netherlands, with the aim of inspiring children to have a go at coding themselves.

Please visit our website for more information and an up to date overview on our activities in The Netherlands. www.saferinternetcentre.nl