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## **Safer Internet**

**A multi-annual Community programme on protecting children using the  
Internet and other communication technologies**

**Work Programme 2009**

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## 1. INTRODUCTION

The 2009 Safer Internet Work Programme sets out the priorities for activities to be funded under the five-year Safer Internet programme.<sup>1</sup> In particular, the Work Programme describes the kinds of activities the 2009 call for proposals will cover, what its objectives are, the criteria for funding, the expected results, and the indicative budget, and provides information about events that the European Commission will organise in collaboration with the organisations funded.

This Work Programme also takes into account and implements policies laid down in the:

- Recommendation on the protection of minors and human dignity and the right of reply<sup>2</sup>
- Communication on the rights of the child<sup>3</sup>
- Communication on cybercrime<sup>4</sup>
- Audiovisual Media Services Directive<sup>5</sup>

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<sup>1</sup> Decision No 1351/2008/EC of the European Parliament and of the Council of 16 December 2008 establishing a multiannual Community programme on protecting children using the Internet and other communication technologies, OJ 348, 24.12.2008 p. 118.

<sup>2</sup> Recommendation of the European Parliament and of the Council on the protection of minors and human dignity and the right of reply in relation to the competitiveness of the European audiovisual and information services industry (2006/952/EC), OJ L 378, 27.12.2006, pp. 72-77.

<sup>3</sup> Commission communication ‘Towards an EU Strategy on the Rights of the Child’, COM(2006) 367 final.

<sup>4</sup> Commission communication –‘Towards a General Policy on the Fight against Cyber Crime’, COM(2007) 267 final.

<sup>5</sup> Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 amending Council Directive 89/552/EEC, OJ L332, 18.12.2007, p. 27.

- Communication on future networks and the internet<sup>6</sup>

## **2. OBJECTIVES AND OVERALL APPROACH**

### **2.1. Safer Internet programme, the overall aim**

The overall aim of the Safer Internet programme ('the programme') is to promote safer use of Internet and other communication technologies, to educate users — particularly children, parents and carers — in this regard, and to fight against illegal content and harmful conduct online.

The programme runs for the five years 2009 to 2013. It has a budget of EUR 55 million, to be spent on four areas of action:

- a) ensuring public awareness
- b) fighting against illegal content and tackling harmful conduct online
- c) promoting a safer online environment
- d) establishing a knowledge base.

It is implemented through annual Work Programmes.

Since the Work Programme is the first of five, it will be a building block for the activities to be carried out over the whole lifetime of the programme. Its priorities are to empower and protect children online by:

- introducing new actions and continuing actions started under the previous programme, Safer Internet plus,
- ensuring coverage of awareness activities, helplines and hotlines throughout the Member States,
- strengthening European-level co-ordination, and
- ensuring value for money by obtaining maximum impact with the financial resources available.

### **2.2. Illegal vs harmful content, contact and conduct online**

Exposure to illegal content, harmful conduct and harmful content can put children at risk of harm.

Illegal content is defined by national law. Despite many common features, there can be significant differences between the details of the national laws of Member States and those of non-EU countries where the content may be produced or hosted. Illegal content is primarily

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<sup>6</sup> Commission communication COM(2008)594 final.

dealt with by law enforcement agencies, who detect offenders and take them to court. Their work may be supported by regulators, NGOs and industry.

The main form of illegal content covered by this Work Programme is child abuse material. Another is racism and xenophobia. Europe-wide standards exist to combat both.<sup>7</sup>

For the purposes of this Work Programme, harmful contact refers to contact preparatory to committing a sexual offence against a child by contacting them online, sometimes referred to as ‘grooming’<sup>8</sup>. Acts preparatory to committing sexual offences are not, as such, yet considered an offence in most Member States, but grooming is a criminal offence in the UK and a recent Council of Europe Convention<sup>9</sup> makes it an offence in signatory countries.

Harmful conduct refers to bullying and harassment in the online environment, so-called cyberbullying.

Harmful content is content which parents, carers, teachers and other adults responsible for children consider to be harmful to them. The concept of what is harmful also varies across countries and cultures. A variety of means exist to deal with harmful content, all of which need to be used in combination to increase their effectiveness: self-regulation and technical tools, awareness-raising and education, and enforcement of legal provisions, where they exist. Some harmful content may also be illegal whatever the age of the user who has access to it (such as racist and xenophobic content). Some harmful content may also be subject to regulation: for instance, in some countries certain forms of pornography may be legal for adults but it is illegal to give access to children to that content.

Europe-wide standards exist for the protection of minors and human dignity, and for electronic commerce, privacy and electronic communications.<sup>10</sup>

Dealing with illegal content, harmful content, harmful contact and harmful conduct may require different methods, strategies and tools. However, some tools such as awareness-raising can be used for all categories.

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<sup>7</sup> Council Decision of 29 May 2000 to combat child pornography on the Internet (2000/375/JHA), Council Framework Decision of 20 January 2004 on combating the sexual exploitation of children and child pornography (2004/68/JHA) and Council Framework Decision on combating racism and xenophobia (COM/2001/0664).

<sup>8</sup> This is the process by which abusers target children through the relative privacy of the Internet and mobile phones by sometimes pretending to be children themselves and by befriending vulnerable children online.

<sup>9</sup> Council of Europe Convention on the protection of children against sexual exploitation and sexual abuse, adopted by the Committee of Ministers on 12 July 2007 at the 1002nd meeting of the Ministers’ Deputies. The Convention was opened for signature at the Conference of European Ministers of Justice on October 25 and 26 2007.

<sup>10</sup> Recommendation of the European Parliament and of the Council of 20 December 2006 on the protection of minors and human dignity and on the right of reply in relation to the competitiveness of the European audiovisual and on-line information services industry (2006/952/EC), Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 on certain legal aspects of information society services, in particular electronic commerce, in the Internal Market, and Directive 2002/58/EC concerning the processing of personal data and the protection of privacy in the electronic communications sector.

### **2.3. European coordination of stakeholder groups**

The Commission will take steps to ensure coordination of different stakeholder groups.

To help coordinate the activities funded by the programme and to receive input and feedback on initiatives such as the Safer Internet Forum and Safer Internet Day, the Commission will set up a Coordination Group representing all the networks co-funded by the programme<sup>11</sup>. The Coordination Group will be chaired by the European Commission and will meet twice a year, probably in March/April and September/October.

The Commission may also set up focus groups to facilitate dialogue and exchanges of experience among the different stakeholders. Membership of the focus groups will include representatives of the relevant networks and other Safer Internet projects and of other stakeholders, such as industry, parents' associations and teachers' representatives. The focus groups will be convened by the European Commission and will meet as required. The Commission may be assisted by experts brought in on contract.

### **2.4. Participation in the Safer Internet programme**

The call for proposals under this Work Programme is open to all legal entities established in the Member States. Legal entities established in EFTA States which are contracting parties to the EEA Agreement (Norway, Iceland and Liechtenstein) may also take part.

Legal entities established in other countries may take part under the conditions set out in Article 2 of the Decision setting up the programme<sup>12</sup>, provided that the country signs a bilateral agreement to join the programme.

Up-to-date information on the countries taking part is available on the programme web site at <http://ec.europa.eu/saferinternet>.

Legal entities established in non-EU countries other than those referred to above and international organisations may take part in any project at their own expense.

In addition, under Article 2(2) and Paragraph 3 of Annex III of the Decision setting up the programme, the priorities for international co-operation to receive funding established under this Work Programme are as follows:

- The international organisations INTERPOL and the Council of Baltic Sea States are established as priorities for international co-operation in the field of fighting against illegal content and harmful contact and conduct online to receive funding. See Section 4.5 and Section 4.6.
- RUSSIA is established as a priority for international co-operation in the field of fighting against illegal content and harmful contact and conduct online and ensuring public awareness. If a proposal submitted by legal entities from Russia to

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<sup>11</sup> Initially, this will consist of the integrated networks and thematic networks currently funded by the Safer Internet plus programme.

<sup>12</sup> Decision No 1351/2008/EC of 16 December 2008 of the European Parliament and of the Council, OJ 348, 24.12.2008, p. 118.

set up a Safer Internet Centre in this country is selected for funding, a standard grant agreement will only be signed once the necessary steps have been taken for Russia to join the Programme through signature of a bilateral agreement. In the absence of such bilateral agreement the funding will be limited to 100% of the costs of belonging to the network of Safer Internet Centres. See section 2.7.1.3

## **2.5. International scope of the Safer Internet programme**

The issues covered by the Safer Internet programme are global and need national, European and international solutions. This is particularly true for illegal content. Material depicting child sexual abuse may be produced in one country, hosted in a second, and accessed and downloaded all over the world. Commercial payment systems operating worldwide may be used to fund the sale and purchase of the images.

Digital technologies offer an unprecedented means of facilitating freedom of expression and communication around the globe. As Internet access and mobile phone use become more widespread in Europe and in the rest of the world, children are increasingly becoming active users of the technology. Working with non-European countries may provide useful insights into the way in which children are using the technology and new ideas on how to equip them and their parents, carers and teachers with the necessary knowledge.

In 2009, international cooperation will focus on the following actions:

- involvement of as many third countries as possible in Safer Internet Day;
- closer cooperation with Russia, through a meeting to be held in Russia to be organised in co-operation with DG JLS and through the participation of Russian legal entities in the network of Safer Internet Centres;
- participation of other European neighbouring countries at an event organised by the Polish Safer Internet Centre;
- participation in international events such as the Internet Governance Forum and ITU Child Online Protection (COP) initiative;
- invitation to experts from countries outside the EU to Safer Internet events (e.g. Safer Internet Forum, European network meetings);
- exchange of best practice in fighting illegal content and awareness raising.

## **2.6. Children's empowerment and participation in the Safer Internet programme**

Children are expert users of the Internet and other online technologies such as mobile phones. The work of the Safer Internet programme will be based on knowledge of how children use these technologies. It has been recommended<sup>13</sup> that the programme involve children to a greater degree in its actions. In line with this, the central event held by the Commission for

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<sup>13</sup> Final evaluation of the Safer Internet plus programme (2005-2008)  
[http://ec.europa.eu/information\\_society/activities/sip/programme/evaluations/index\\_en.htm](http://ec.europa.eu/information_society/activities/sip/programme/evaluations/index_en.htm)

Safer Internet Day 2008 was a European Youth Forum<sup>14</sup>. The results of the Forum will feed into the programme.

The programme urges Safer Internet Centres to involve children and young people in their work by setting up youth forums where young people can express their views and pool their knowledge and experience of using online technologies. Children will also be asked to contribute to the policy development by taking part in the Safer Internet Forum and the design of awareness-raising campaigns, tools and material. A pan-European Youth Forum may be held in 2010.

## **2.7. Project types and common requirements for 2009**

### **2.7.1 Integrated network- European network of Safer Internet Centres**

The Safer Internet programme will set up a European network of Safer Internet Centres. The purpose of the network is to coordinate activities and bring together a variety of stakeholders to act and help transfer knowledge locally, regionally and throughout Europe. Each centre is national and Europe-wide networking between them is coordinated.

#### 2.7.1.1 Common requirements

All Safer Internet Centres will perform awareness-raising activities. In addition they should include (a) hotlines to which the public can report illegal content and (b) helplines where parents and children can obtain advice on how to deal with harmful contact (grooming), harmful conduct (cyberbullying), harmful content and uncomfortable or scary experiences of using online technologies.

It is essential that a Safer Internet Centre exists in a country where a hotline or helpline is set up, to assist in ensuring visibility. No stand-alone hotline or helpline will be funded. A single grant will be given for a Safer Internet Centre.

In order to achieve maximum efficiency and impact, each component of the Safer Internet Centre (awareness-raising, helpline, hotline) should preferably consist of a single organisation. The same organisation can apply for more than one component. Where a consortium applies, the division of labour between the partners should be clear and logical. The recommended maximum size of a consortium for a Safer Internet Centre is up to four partners if a hotline and a helpline are included. If the consortium is larger, the Commission may require it to be cut down in size or offer a lower rate of funding.

Only one Safer Internet Centre will be funded within a given geographical area.<sup>15</sup>

Proposals must:

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<sup>14</sup> [http://ec.europa.eu/information\\_society/activities/sip/si\\_day/si\\_day\\_2008/index\\_en.htm](http://ec.europa.eu/information_society/activities/sip/si_day/si_day_2008/index_en.htm).

<sup>15</sup> Proposals may be made for areas which cover more than one Member State or for areas which have a common language.

- clearly describe the current situation in the country regarding issues related to safer use of the Internet and other online technologies and demonstrate the value that the proposed Safer Internet Centre expects to add in this context;
- explain what support the project would receive from national authorities, industry, NGOs or childcare organisations and provide supporting letters from such organisations stating what kind of support they will give the project;
- show how the proposed Safer Internet Centre will cooperate with other organisations.

#### 2.7.1.2 Common tasks:

The three components of the Safer Internet Centre will be expected to cooperate by:

- setting up a single advisory board with local stakeholders,
- setting up a youth panel,
- exchanging information about their respective activities,
- agreeing common positions on Safer Internet issues for submission to policy-makers and the media,
- joint awareness raising activities/campaigns,
- contributing to the visibility of Safer Internet Day.

#### 2.7.1.3 Funding:

Safer Internet Centres will receive up to 50% of eligible costs (which may be increased up to 75% for public bodies, SMEs and non-profit organisations).

If a Safer Internet Centre is selected for Russia, it will receive up to 50% of eligible costs (which may be increased up to 75% for public bodies, SMEs and non-profit organisations) if Russia signs a bilateral agreement to join the Programme.

In the absence of such bilateral agreement, the funding will be limited to 100% of the following direct costs of taking part in the networking activities of Safer Internet Centres:

-Travel and subsistence costs for attending meetings of the European network of Safer Internet Centres, including regional meetings, for taking part in exchange schemes with other Safer Internet Centres, and for attending the Safer Internet Forum and other international events at the request of the European network of Safer Internet Centres or the Commission

- Personnel costs and other costs for network co-operation

### **2.7.2 European coordination of Safer Internet Centres**

A network coordinator will be selected. In view of the variety of awareness activities, helplines and hotlines, coordination is specific to each component (see Sections 3.2,

4.2 and 4.4). Overall coordination and the specific coordination tasks will be covered by a single grant agreement.

#### 2.7.2.1 Tasks

In addition to coordination of each component, the network coordinator will:

- provide a single, comprehensive web portal to provide visibility for awareness activities, helplines and hotlines with a collection of relevant information and resources with content such as news services, articles, and a monthly newsletter;
- disseminate statistics and information about the awareness, helpline and hotline activities and the results of the network across Europe;
- develop a governance structure for the network;
- provide European coordination of Safer Internet Centres' youth panels and organise a pan-European meeting of members of the Safer Internet Centres' panels;
- coordinate the holding of regional meetings by Safer Internet Centres.

#### 2.7.2.2 Common requirements

- Experience of coordinating projects at European level.
- Knowledge of issues related to safer use of the Internet by children.

A joint proposal may be made by not more than three different organisations.

#### 2.7.2.3 Funding

This project will receive up to 100% of direct eligible costs (as defined in the model grant agreement), excluding indirect costs (overheads).

### **2.7.3 Thematic networks**

Thematic networks bring together stakeholders to ensure action throughout Europe and to facilitate coordination and knowledge transfer between countries.

#### 2.7.3.1 Tasks

A thematic network ensures exchanges of information and holds conferences, seminars, workshops or other meetings.

#### 2.7.3.2 Common requirements

Thematic networks should cover the majority of EU Member States and be open and proactive in attracting new partners. The network should include relevant stakeholders, the issues addressed should have a European dimension and the ways proposed to tackle them should have an impact on a large number of users in the largest possible number of EU countries. Further links with relevant external organisations and/or other relevant projects should be established.

As far as the expected impact is concerned, the issues to be discussed and the aim of the actions of the thematic network must be clearly identified. Proposers must present an analysis of the impact of the actions under the thematic network. Appropriate measures and indicators for monitoring the progress of the project and for assessing the results and the impact of the activities are required.

#### 2.7.3.3 Funding

The costs to the network coordinator of coordinating and implementing the network are covered at a rate of up to 100% of direct eligible costs (as defined in the model grant agreement), excluding indirect costs (overheads). Network members cover their own running costs except travel to network meetings, which may be reimbursed under the network budget. A thematic network should be open to new members and the budget estimates should allow for this.

**2.7.4 Knowledge enhancement projects** are projects to strengthen the programme's knowledge base on safer Internet and online technologies generally.

#### 2.7.4.1 Tasks

Knowledge enhancement projects may be studies, surveys, assessments or investigations of a sociological, psychological, statistical, technical or otherwise relevant nature. Proposers should provide a clear description of the relevance and expected impact of the subject chosen, and of the current underlying knowledge and research on which it builds, making use of methodology (qualitative and/or quantitative) appropriate to the proposed objectives. The results must be made accessible to the public and relevant stakeholders beyond the end of the project. Exploitation and/or dissemination plans are expected to adequately support these objectives. Appropriate measures and indicators are required for monitoring the progress of the project and for assessing the results and impact of the activities.

The European added value of the proposal must be clearly demonstrated, i.e. how the expected results will be of use to and might reflect a wider European situation and/or provide cross-border cooperation within the project. The issues addressed should have a European dimension, and the ways proposed to tackle them Europe-wide should benefit a large number of people in the largest possible number of EU countries.

#### 2.7.4.2 Common requirements

Proposals will be expected to clearly describe the adequacy of the methodology and work plan for achieving the objectives stated in the proposal, including their applicability in practical terms, for example staff expertise relevant to carrying out the project (e.g. their expertise in handling sensitive situations and issues) and how focus groups will be selected and approached and give their consent to the study at hand, taking into account the possible sensitivity of the subject to be investigated.

Proposals for knowledge enhancement projects may be submitted by a consortium of legal entities. Any consortium applying should be of a manageable size, i.e. three to eight applicants, covering at least three Member States. The consortium should include representatives of relevant stakeholders who contribute either directly or indirectly, for instance through a project advisory board to be consulted by the

consortium for advice and feedback on the methodology and results. Further links with relevant external organisations and/or other relevant projects should be set up.

#### 2.7.4.3 Funding

Knowledge enhancement projects will receive up to 100% of direct eligible costs (as defined in the model grant agreement), excluding indirect costs (overheads).

#### 2.7.5 Public procurement

Public procurement will take the form of dedicated calls for tenders or use of existing framework contracts. Further details are given under the relevant actions and in Section 8, 'Implementation plan and budget'.

### 3. ACTION 1: ENSURING PUBLIC AWARENESS

A central aim for the Safer Internet programme is to increase awareness, particularly among children, parents, carers and educators, of the opportunities and risks of using online technologies, and means of staying safe online. The main aim is to help them find relevant information and learn how they can use the Internet and other online technologies more safely.

#### 3.1. Action 1.1 Integrated network: Safer Internet Centres — awareness-raising

Safer Internet Centres will coordinate and carry out awareness actions and programmes involving parents, carers, teachers and children in close cooperation with all relevant actors at European, regional and local levels. The Safer Internet Centres should also apply to set up hotlines and helplines (see Action 2).

The awareness actions address issues related to content considered unsuitable for children, for instance racism and xenophobia, bullying and harassment, use of peer-to-peer services, broadband video, instant messaging, chat-rooms, social networking sites and access to content and interactive information and communication brought about by the rapid take-up of the Internet, mobile phones and game consoles by children. They take into account the related issues of consumer protection, data protection, information, and network security (viruses/spam).

#### Tasks:

The Safer Internet Centre should carry out the following awareness-raising tasks:

- devise inventive, attention-grabbing and informative awareness campaigns using the most appropriate media, taking into account best practice and experience in other countries, which may involve the participation of children and young people;
- establish and maintain formal or informal partnerships and promote dialogue and exchange of information with key players (government agencies, press and media groups, ISP associations, user organisations, education stakeholders) and actions in their country on to safer use of the Internet and other online technologies;

- inform the intended target groups about European filtering software and services, and in particular about the study on benchmarking filtering software and services (see section 5.2), about hotlines and helplines and self-regulation schemes through using cost-effective means of distribution of information to large numbers of users (multiplier organisations, electronic dissemination channels, mass media, information material distributed to schools and to Internet cafés);
- actively cooperate with other centres in the European network by exchanging information about best practice, participating in meetings and designing and implementing a European approach;
- hold regional meetings and conferences involving participation from other countries. These events have to be considered appropriate by the European Commission and by the European network coordinator and the Safer Internet Centre needs to give advance warning of such events. Failure to meet these conditions could mean that the costs of the event are not recognised as eligible costs.
- take an active part in European-level events and in the organisation of regional and local events for Safer Internet Day;
- where appropriate support preparations for the Safer Internet Forum by holding national events on the topics to be discussed there;
- where appropriate, cooperate with other actions under the Safer Internet programme;
- where considered appropriate by the European Commission, cooperate with non-EU countries by exchanging information about best practice, sharing awareness tools, participating in international meetings, and hosting visits.

**Conditions:**

In addition to the common requirements for integrated networks (see section 2.7), bodies seeking to carry out awareness-raising tasks for Safer Internet Centres need to show that they have the strong support of national authorities. They should have a clear mandate to educate the public in safer use of the Internet and other online technologies or in media and information literacy.

**3.2. Action 1.2 Integrated network: European awareness-raising coordinator**

To ensure maximum cooperation and effectiveness among awareness actions across Europe, the 2009 call is also open for a coordinator to provide logistical and infrastructural support for the awareness activities of the Safer Internet Centres, ensuring European-level visibility, good communication and exchange of experience so that lessons learnt can be applied on an ongoing basis.

**Conditions:**

In addition to the common requirements for integrated networks (see section 2.7), the awareness coordinator should meet the following conditions:

- provide effective communication and exchange of information and best practice about awareness-raising between Safer Internet centres;
- provide training in safer use of the Internet and new technologies for staff of Safer Internet centres dealing with awareness-raising;
- provide expertise and technical assistance to candidates wishing to set up Safer Internet centres and to start up Safer Internet centres;
- provide input for news services, articles, and monthly newsletters;
- provide input for statistics about the awareness activities and results;
- draw up and/or update best practice guidelines for awareness raising;
- organise an annual Safer Internet Day throughout Europe and beyond;
- maintain a close working relationship with the hotline and helpline coordinators to ensure consistency between and the effectiveness of overall programme operations and to increase public awareness of the hotlines and helplines;
- take part in meetings held by the Commission, the Safer Internet Forum and other relevant events, coordinating input/feedback from awareness network and ensuring synergy between the integrated networks, thematic networks and other funded projects by participating in the network coordination group (see Section 2.3).

The call for proposals will be for a European coordinator for all the activities of Safer Internet Centres (awareness-raising, helplines and hotlines) under a single grant agreement.

### **3.3. Action 1.3 Safer Internet Days 2009 and 2010**

Safer Internet Day, initiated by the European Commission, is part of a global drive by awareness-raising partners to promote a safer Internet for all users, especially young people. Since 2005 Safer Internet Days have been organised under the patronage of Commissioner Viviane Reding by the European Internet safety network INSAFE, which has been co-funded by the Safer Internet plus programme, involving a broad number of organisations and countries across Europe and worldwide.

Since the first edition, participation in this event has been steadily growing, with an increase in general awareness, stronger involvement of relevant stakeholders in the field of Internet safety and a high level of media interest.

In 2008 over 120 organisations in 56 countries took part in Safer Internet Day celebrations, holding local, national and pan-European events ranging from safety sessions in schools and competitions for young people to public meetings and conferences.

In 2009 the involvement of non-EU countries has been formalised by setting up national Safer Internet Day Committees based on public-private partnerships. Guidelines for Safer Internet Day, including information about possible common activities and tools, were distributed to all EU delegations in non-EU countries in order to promote Safer Internet Day internationally.

The European awareness network developed a common Safer Internet Day logo to be used by all participants across the world.

Moreover, preparations have been made for a pan-European awareness campaign, starting on Safer Internet Day 2009 (10 February). The campaign will be targeted at young people (12-17 years-old) and use a number of channels familiar to a young audience (media, online communities), with the aim of empowering them in particular in relation to cyberbullying. The campaign is based on a video clip to be disseminated throughout Europe with the support of the awareness centres and industry.

This campaign was launched at the central event held by the Commission in Luxembourg on Safer Internet Day 2009. The results of the campaign will be evaluated with professional assistance.

In 2010 work will continue to involve an even larger number of participants in Safer Internet Day activities in an even greater number of countries. Industry will be invited to show its commitment to and social responsibility for protecting children and young people in a world which is increasingly led by technology.

A competition may be launched to create a new logo for the Safer Internet programme.

#### **4. ACTION 2 — FIGHTING AGAINST ILLEGAL CONTENT AND HARMFUL CONTACT AND CONDUCT ONLINE**

A central aim for the Safer Internet programme is to reduce the amount of illegal content trafficked online and to deal adequately with harmful contact and conduct, with a particular focus on online distribution of child sexual abuse material, grooming and bullying.

Under the Safer Internet plus programme the following projects were selected to enhance law enforcement agencies' analysis of illegal material:

- Mapap, a project measuring activity in peer-to-peer networks with two main goals: developing a prototype for a content rating and fake detection system and improving knowledge and understanding of how 'P2P' networks are used to exchange paedophile content. This project will run until September 2009<sup>16</sup>.
- I-Dash, a project which will further develop an existing commercial tool to support police professionals in their investigations by automatically analysing large quantities of child abuse video material. The technical solution is already being tested by Interpol, among other police forces, and it is in operational use in several police forces across Europe. This project will run until June 2010<sup>17</sup>.
- FIVES, a project which will develop image analysis and forensics open-source software tools to support police investigations. The resulting tools will speed up the process of handling large amounts of evidence and improve the linking of new illegal material with previously known illegal images and videos. This project will start in the first quarter of 2009.

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<sup>16</sup> <http://antipaedo.lip6.fr>.

<sup>17</sup> <http://www.i-dash.eu/>.

DG JLS will be informed on the follow-up to the projects mentioned above.

In addition, a thematic network of law enforcement agencies called CIRCAMP was set up to encourage organised, extensive cross-border exchange of best practice in the fight against production and online distribution of child sexual abuse material within Europe and internationally. The activities of this network will continue in 2009<sup>18</sup>.

In 2009, the programme will provide funding for a European network of hotlines for the public to report illegal content and for contact points (helplines) where parents and children can receive answers to questions about how to stay safe online, including advice on how to deal with both grooming and cyber-bullying.

In order to facilitate dialogue and exchanges of experience among law enforcement agencies, hotlines and ISPs, a thematic group of the network coordination group (see Section 2.3) may be set up.

The programme will seek to coordinate these activities and exchange best practises in the field of illegal content and awareness raising with DG JLS. For example, it will continue to support the involvement of financial institutions in combating the purchase of child sexual abuse material over the Internet.

The programme is also intended to contribute to fostering international cooperation and encouraging related activities in a clear country-specific approach in countries adjacent to the EU, such as Russia and Ukraine.

#### **4.1. Action 2.1 Integrated network: Safer Internet Centres — Hotlines**

As part of the Safer Internet Centres (see Section 2.7), hotlines allow members of the public to report illegal content (see Section 2.2) and pass the reports on to the appropriate body for action (Internet service provider (ISP), the police or a corresponding hotline). Hotlines do not investigate offences or arrest or prosecute offenders. They may represent centres of expertise providing guidance to ISPs and other stakeholders as to what content might be illegal.

As an alternative to a hotline, Safer Internet Centres may also enter into an agreement with a national alert platform to publicise that platform and include a link to it on their Web pages.

##### **Conditions:**

In addition to the common requirements for integrated networks (see section 2.7):

The hotline may be either public or private or a public-private partnership. A public hotline may be run by the police or by another public body, provided that it is prepared to cooperate with other hotlines which are part of the network, whatever their status.

The hotline should show that it has the necessary support for its activities from national authorities and law enforcement agencies (see Section 2.7), and that its activities will be in accordance with national law, including data protection rules.

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<sup>18</sup> <http://www.europol.europa.eu/index.asp?page=InternetRelatedChildAbusiveMaterialProject>.

The work of the hotline should support and be integrated in the system set up in accordance with the Council conclusions of 24 October 2008 on setting up national alert platforms and a European alert platform for reporting offences noted on the Internet<sup>19</sup>.

**Tasks:**

Hotlines should carry out the following tasks:

- establish, if necessary, and operate a hotline to receive information from the public relating to illegal content which will act as a national alert platform or as an alert platform common to several Member States;
- draw up a manual of procedures in cooperation with law enforcement authorities and in accordance with best practice guidelines;
- actively inform users of the hotline’s remit and how to contact it;
- deal rapidly with complaints received;
- where permitted under national law and the manual of procedures, undertake a preliminary assessment of the legality of the content reported and trace its origin;
- forward the report to the appropriate body for action (police, ISP, correspondent hotline);
- participate actively in networking with other local stakeholders;
- take part in cross-border discussions and exchange of best practice with other co-funded hotlines, and with other stakeholders as part of the network;
- contribute to the European URL database once set up by the network co-ordinator.

A proposal for a hotline must be made as part of a proposal for a Safer Internet Centre. Stand-alone hotlines will not be funded.

**4.2. Action 2.2: Integrated network: European hotline coordinator**

A coordinator will be assigned to the hotlines of Safer Internet centres, which will facilitate agreement between the hotlines so as to develop European-level guidelines, working methods and practices which obey the national laws applying to individual hotlines and to update and develop the existing code of conduct and guidelines for best practice. Among issues covered will be cooperation between civilian hotlines and law enforcement authorities in accordance with national legislation, and legal and technical training of hotline staff.

**Tasks:**

The European hotline coordinator should carry out the following tasks:

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<sup>19</sup> 2899th Justice and Home Affairs Council meeting, Luxembourg, 24 October 2008.

- promote the integration of hotlines into the system of national alert platforms and a European alert platform, in close liaison with Europol and the relevant Commission departments;
- hold regular exchange of information and experience between hotlines;
- draw up and/or update best practice guidelines for hotlines and adapt them to new technology;
- provide a pool of expertise for advice, a coaching process for start-up hotlines, and incentives for potential new hotlines;
- perform trend analysis based on statistics and information on the reports and the results of hotlines throughout Europe to measure and report on the volume of illegal content on the Internet;
- international outreach: ensure liaison with hotlines in non-EU countries, particularly member countries of the Council of Europe, where illegal content is hosted and produced, and ensure transfer of know-how and best practice<sup>20</sup>;
- maintain a close working relationship with the awareness and helpline coordinators to ensure the cohesion and effectiveness of overall programme operations;
- participate in meetings held by the Commission, the Safer Internet Forum and other relevant events;
- coordinate input/feedback from hotlines and ensure synergy between the integrated networks, thematic networks and other funded projects through participation in the network coordination group (see Section 2.3);
- develop and maintain a European URL database for the use of hotlines, to reduce duplication of reports to law enforcement agencies and to allow accurate assessment of illegal content, in particular child abuse; and ensure its connection with Europol.

### **Conditions:**

In addition to the common requirements for integrated networks (see section 2.7), the hotline coordinator should meet the following conditions:

Knowledge of issues relating to the tasks of hotlines.

If the network coordinator is an association, its governing bodies and its membership should come predominantly from countries inside the geographical area of the Safer Internet programme. Moreover, the network coordinator should explore ways of cooperating with non-EU countries without granting membership status.

The call for proposals will be for a European coordinator for all the activities of Safer Internet Centres (awareness-raising, helplines and hotlines) under a single grant agreement.

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<sup>20</sup> Hotlines in countries outside the geographical area of the Safer Internet Programme could be invited to network meetings at their own cost. Travel bursaries could be made available in justified cases under conditions laid down by the Commission.

### **4.3. Action 2.3 Integrated network: Safer Internet Centres — Helplines**

Safer Internet Centres should apply to cooperate with or establish helplines from which parents and children can obtain advice on how to deal with harmful contact (grooming), harmful conduct (cyberbullying), harmful content and uncomfortable or scary experiences of using online technologies.

The helplines may also take reports on grooming and cyberbullying and forward them to the appropriate body for action. These tasks could be carried out by two different organisations within a Safer Internet Centre.

The helplines would offer one-to-one conversations with trained helpers in real time (online and by telephone).

#### **Tasks:**

Helplines should carry out the following tasks:

- answer online questions and telephone calls from children and parents related to their use of online technologies;
- design operating guidelines and a training module for the staff in compliance with national law, including data protection rules;
- have in place a system for passing reports to the relevant authority where a child appears to be in danger;
- actively inform the users of the helpline’s remit and how to contact it;
- draw up safety tips after consulting stakeholders and researchers;
- disseminate the results by providing statistics on the number of calls received and the issues raised;
- discuss the results of its activities within the Safer Internet Centre and give input to awareness raising strategies;
- participate in networking at European level and contribute to cross-border discussions and exchange of best practice.

#### **Conditions:**

In addition to the common requirements for integrated networks (see section 2.7), setting up a helpline has to be done in conjunction with organisations with the necessary experience and infrastructure, such as organisations currently running helplines dealing with calls from children.

A proposal for a helpline must be made as part of a proposal for a Safer Internet Centre. Stand-alone helplines will not be funded.

#### **4.4. Action 2.4 Integrated network: European helpline coordinator**

To ensure maximum cooperation and effectiveness among helplines across Europe, the 2009 call is also open for a European helpline coordinator to provide logistical and infrastructural support for the Safer Internet Centre helplines, ensuring European-level visibility, good communication and exchange of experience so that lessons learnt can be applied on an ongoing basis.

##### **Tasks:**

The European helpline coordinator should:

- set up a standing Working Party for helplines to exchange experience;
- draw up and/or update best practice guidelines for the helplines;
- provide effective communication and exchange of information and best practice between helplines;
- provide training in safer use of the Internet and new technologies for staff of Safer Internet Centres dealing with helplines;
- provide for expertise and technical assistance to candidates wishing to set up helplines and to start up helplines;
- provide statistics and information about the helplines' activities;
- maintain a close working relationship with the awareness and hotline coordinators to ensure the cohesion and effectiveness of overall programme operations and to increase public awareness of the hotlines;
- participate in meetings held by the Commission, the Safer Internet Forum and other relevant events, coordinating input/feedback from the helplines and ensuring synergy between the integrated networks, the thematic networks and other funded projects by participating in the network coordination group (see Section 2.3).

##### **Conditions:**

In addition to the common requirements for integrated networks (see section 2.7), the helpline coordinator should meet the following conditions:

Knowledge of issues relating to the tasks of helplines.

The call for proposals will be for a European coordinator for all the activities of Safer Internet Centres (awareness-raising, helplines and hotlines) under a single grant agreement.

#### **4.5. Action 2.5 Direct grant to Interpol**

A grant of €500 000 will be awarded to Interpol for the following cost-shared action:

- establish and maintain the International Child Sexual Exploitation Image Database (ICSEDB).

The grant will not exceed 50% of the eligible costs of the action.

Since Interpol has a *de facto* monopoly on a database which receives input from police forces worldwide in the international fight against child abuse images, [and this database will be used as a basis for the database to be established in the above action,] it is not necessary to organise a call for proposals before awarding this grant, under Article 110 of the Financial Regulation and Article 168(1)(c) of the Implementing Rules.

#### **4.6. Action 2.6 Direct grant to the Council of the Baltic Sea States**

A grant of up to €150.000 will be awarded to the Council of the Baltic Sea States for the following action:

- organise an international conference in Russia on promoting a safer use of online technologies by children.

The grant will be up to 100 % of the direct eligible costs of the action excluding indirect costs (overheads).

The Council of the Baltic Sea States (CBSS) is an overall political forum for regional intergovernmental cooperation. The members of the Council are the 11 states of the Baltic Sea region, including Russia, as well as the European Commission. The Council Working Group for Cooperation on Children at Risk deals with children at risk in the online environment and is therefore in a unique position to organise an international event on this topic in Russia, which would also include the civil society. Taking into consideration this *de facto* monopoly, it is not necessary to organise a call for proposals before awarding this grant, under Article 110 of the Financial Regulation and Article 168(1)(c) of the Implementing Rules.

### **5. ACTION 3: PROMOTING A SAFER ONLINE ENVIRONMENT**

The Safer Internet programme aims to bring stakeholders together to find ways of promoting a safer online environment and protecting children from content that parents, carers, teachers and other adults responsible for children consider harmful (see Section 2.2).

#### **5.1. Action 3.1 Thematic network: NGO Network for Child Protection on the Internet**

The Internet is a global network with equally global challenges. A central civil society focal point for child protection on the Internet would increase international awareness of the risks involved in children's use of online technologies and the solutions available.

Under the Safer Internet plus programme, a thematic NGO network called eNACSO was set up to develop a concerted approach to promoting children's rights and welfare by sharing experience and best practice, and by developing joint strategies to ensure that the needs of children are taken into account in discussions about the Internet and new media in Europe and in the relevant international fora. eNACSO will run until August 2010.

The 2009 Work Programme calls for proposals to set up a **thematic network** of European non-governmental organisations after this date.

Expected result: Child protection and children's rights will be included on the agenda when issues to do with Internet governance, cybercrime and Internet and online security/safety are discussed by the relevant national and international actors.

### **Conditions:**

In addition to the common requirements for thematic networks (see section 2.7), proposals should meet the following conditions:

- The network should consist of non-governmental organisations (NGOs) active on child protection on the Internet in countries covered by the Safer Internet programme (preferably in several Member States).
- The coordinator of a consortium must convincingly show that it has support from the other members of the network.
- The network must clearly define the issues to be dealt with, which will be expected to include the following: fighting against online child sexual abuse material, combating online grooming, assessing the effects that developments in new technologies have on children's lives from a child rights perspective. The network will also be expected to deal with new issues concerning online child safety and to carry out consultations with children and young people.
- The network will be expected to participate in European and international fora and report to the European Commission on their results and assessments. The network should publish reports about progress and important issues raised.
- The network should seek to develop relationships with international agencies and NGOs outside of Europe, particularly in countries close to the European Union where child abuse material is produced and stored, i.e. by taking part in international meetings where relevant issues are discussed and by encouraging dialogue, capacity building, awareness raising, exchange of best practice, networking, and other relevant actions.
- The network should aim to arrange two to four meetings a year with relevant stakeholders to ensure their commitment to tackling the issues at hand.
- The network should aim to cooperate with other actions under the Safer Internet programme.

The conditions for proposals for this action are given in Section 2.7.

## **5.2. Action 3.2 Study on benchmarking filtering software and services**

Technical tools can help parents decide what types of content they would prefer their children not to see. The SIP-BENCH study funded by the Safer Internet plus programme is the only comprehensive study of filtering software and services carried out at European level which takes into account the specific needs and concerns of European parents. The final report was published in November 2008.

Since both the software and services available and the types of harmful content will evolve, it is necessary to ensure that information continues to be available and is regularly updated. A

call for tenders will therefore be published for a follow-up study, which will aim to make the results more useful to end users (eg. parents and other carers), and will be widely disseminated.

### **5.3. Action 3.3 Stakeholder meetings on positive content for children**

In 2009 the European Commission will also do preparatory work on ways of encouraging positive content for children ('whitelisting', rating, private/public partnership, etc.). A number of such initiatives exist, mainly at national level, and it would be useful to explore the scope for cooperation between them.

Among the objectives would be to define areas suitable for funding in 2010, under this programme or under other Community programme such as CIP ICT PSP.

The Commission will therefore convene meetings of interested stakeholders, and may seek the assistance of experts through public procurement procedures.

The Safer Internet plus programme is funding a project to develop content-labelling tools for the end user and to promote the advantages of quality labels and trust marks. The labels will be machine readable, allowing them to be used for filtering and searching. This project is called Quatro Plus<sup>21</sup> and will run until September 2009.

### **5.4. Action 3.4 Safer Internet Forum**

The open meeting of the Safer Internet Forum is a yearly event covering all Safer Internet actions, facilitating discussion and exchange of information, experience and best practice at expert level and giving relevant national and European stakeholders a platform to drive consensus, recommendations, guidelines etc. It also provides an opportunity to discuss ways in which industry can contribute to the fight against illegal content. The results and findings of ongoing and completed projects co-funded by the programme will feed into the process.

In 2009 the theme of the Safer Internet Forum will be education on online safety in schools. Feedback from non-profit youth organisations active on child protection and from experts points in the direction that safety messages should be given in the place gathering most children together, i.e. in school. The purpose of this forum will be to showcase public-private partnerships aimed at supporting education, and to give a boost to involving schools in awareness-raising activities geared to children. The discussion will centre on the following questions:

- Why is it necessary to raise children's awareness of online safety issues at school?
- How can online child safety be included in school curricula?
- How can online child safety be taught in school?

Safer Internet Centres and Ministries of Education will present examples of good practice.

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<sup>21</sup> <http://www.quatro-project.org>.

The plenary session may be prepared through national discussions. At European level, the Commission's Directorate-General for Education and Culture will be consulted on education matters.

### **5.5. Action 3.5 EU Presidency conference**

The Czech Presidency will host a ministerial conference in Prague in April 2009 on "Safer Internet for children - Fighting together against illegal content and conduct online". This will focus on some of the new areas of the programme (e.g. cyberbullying and social networking) and on new relevant legislation (the updated Council Framework Decision 2004/68/JHA on combating the sexual exploitation of children and child pornography including grooming).

### **5.6. Action 3.6 Encouraging self-regulatory measures in promoting a safer online environment for children**

A fully functioning system of self-regulation is an essential element in limiting the flow of harmful and illegal content through online technologies.<sup>22</sup> Many self-regulatory initiatives concerning the protection of children in the online environment exist throughout Europe. However, as new technological possibilities and services emerge, both uses and risks change. In order to ensure the safety of children in the changing online environment, industry self-regulation needs to be encouraged.

#### **Child safety and mobile phones**

The number of European children who own a mobile phone is increasing — in some cases the uptake of mobile phones is higher than Internet use. Both mobile phones and the Internet can be of great use and fun to children, and mobile phones are in particular seen as an advantage by parents who feel safer knowing that they can get in touch with their children and their children can get in touch with them.

On Safer Internet Day 2007, the **European Framework on Safer Mobile Use by Younger Teenagers and Children** was signed by leading mobile operators and content providers.

National codes have been signed in 24 Member States and are currently being implemented.

In 2008 two follow-up meetings were held with the European mobile industry association GSME and mobile operators to discuss the monitoring report published in March<sup>23</sup> and the implementation of the national codes.

#### **Social networking and technological tools for ensuring safe use by children and young people**

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<sup>22</sup> See the indicative guidelines for the implementation, at national level, of a self-regulation framework for the protection of minors and human dignity in online audiovisual and information services in the Council. Recommendation of September 1998 on the development of the competitiveness of the European audiovisual and information services industry by promoting national frameworks aimed at achieving a comparable and effective level of protection of minors and human dignity, OJ L 270, 7.1.1998, p. 48.

<sup>23</sup> [http://www.gsmworld.com/gsm europe/documents/gsma\\_implementation\\_report.pdf](http://www.gsmworld.com/gsm europe/documents/gsma_implementation_report.pdf).

Online communication tools play a large part in the lives of many children and young people, but the rapid increase in their use of ‘social networking’ services and their production of content (user-generated content) has given rise to problems such as cyber-bullying and to privacy issues.

In 2008 a Social Networking Task Force bringing together leading social networking services used by children in Europe was set up to draft a set of common safety guidelines. The Commission launched a public consultation on the topic and the main issues, research results and best practice were discussed at the Safer Internet Forum in 2008<sup>24</sup>. The common guidelines were signed on Safer Internet Day 2009 at the main event in Luxembourg (see Section 3.3).

### **Monitoring the effectiveness of European self-regulatory agreements**

The Commission will monitor implementation of the principles and measures agreed upon by industry. The Commission may also launch an independent study on the implementation of European self-regulatory agreements.

### **Public-private partnerships: industry support for awareness-raising**

More awareness-raising actions may be carried out in close cooperation with industry, such as Teach Today, Global Liberty UPC and social networking companies, in the course of 2009. Funding for these is provided by industry.

## **6. ACTION 4: ESTABLISHING A KNOWLEDGE BASE**

The Safer Internet programme aims to establish a knowledge base for dealing adequately with existing and emerging uses of the online environment and relevant risks and consequences, with a view to designing adequate actions aimed at ensuring online safety for all users.

The last call for proposals under the Safer Internet plus programme included, for the first time, knowledge enhancement projects, with the following results:

- A project called EU Kids Online 2 was selected to investigate children’s and parents’ risk and safety experiences and practices in their use of the Internet and new online technologies through a comparable, quantitative European study. This project will also investigate efficient ways to make use of online technologies safer and increase knowledge of the effects of the use of current and emerging technologies on children and young people. The likely starting date of this project is July 2009.
- A project called POG was selected to understand the process of online grooming from the offenders’ point of view, through interviews in prisons with convicted online groomers. The likely starting date of this project is June 2009.

Under the 2009 Work Programme the ‘knowledge base’ action will focus on online grooming from the victims’ perspective.

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<sup>24</sup> [http://ec.europa.eu/information\\_society/activities/sip/si\\_forum/index\\_en.htm](http://ec.europa.eu/information_society/activities/sip/si_forum/index_en.htm).

## **6.1. Action 4.1 Knowledge enhancement project: Online victimisation of children**

Children and young people are active users of online technologies, and in many cases are more skilled in the use of these technologies than their parents or other adults. However, the opportunities offered by online services (such as social networking sites), their own behaviour, and the behaviour of people with a sexual interest in children (harmful conduct, see Section 2.2), may combine to make children vulnerable and they may become victims of sexual abuse. Only a limited amount is known about the number of children who are victims of online-related sexual abuse and victimisation, the factors determining which children are targeted or become victims and the dynamics of children's own behaviour and that of the perpetrators.

Proposals are invited for a **knowledge enhancement project** on online-related sexual abuse of children, in particular online grooming (the process by which a person befriends a child with the intention of committing sexual abuse). The expected outcome of the project is increased knowledge of the process, which would feed into policy-making, child welfare work, and awareness-raising as well as providing topics for further actions and studies. It would strengthen the protection of children and more effective preventive strategies to be devised.

The project may be aimed at victimisation of children in the online environment: identification of the most vulnerable groups of children targeted for online abuse, the psycho-social impact on children of online victimisation, ranging from accessing potentially harmful material (e.g. sexual and/or violent material) online to being abused.

The project should identify behavioural differences in use between age groups and gender; the relationship between young people's sexuality and online grooming; the profiling of online risk-taking behaviour by different groups of children.

The methodology of the project should involve a qualitative approach involving children who have experienced online abuse.

The conditions for proposals for this action are given in Section 2.7.

## **7. EVALUATION PROCESS**

### **7.1. Appointment of independent experts for evaluation and reviews**

The evaluation of proposals will be based on the principles of transparency and equal treatment.

The Commission will appoint independent experts to assist with the evaluation of proposals and with the review of project results. The experts will be identified on the basis of a call for expressions of interest. Experts will be selected according to the skills and knowledge appropriate to the tasks assigned to them, taking into account the thematic requirements of the call or project, and considering geographical and gender balance.

Each submission will be assessed on the basis of the evaluation criteria, which are divided into three categories: eligibility criteria, award criteria, and selection criteria. Only proposals meeting the eligibility criteria will be evaluated further. These criteria are set out below.

## 7.2. Eligibility criteria

On receipt, all proposals and applications will be subject to an eligibility check, to ensure that they meet the requirements of the call, and to the submission procedure.

The following checks will be carried out:

- receipt of proposal by the Commission on or before the deadline date and time set in the call;
- proposal completeness: proposals which are substantially incomplete — i.e. do not include sufficient information to identify the partners, their legal status and their ability to carry out the work and to evaluate the scope of the proposed project — will be excluded.

Applicants will be excluded from participation if:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;
- c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the grant agreement is to be performed;
- e) they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) following another procurement procedure or grant award procedure financed by the Community budget, they have been declared to be in serious breach of grant agreement for failure to comply with their contractual obligations. The contracting authority may impose administrative or financial penalties in accordance with Art. 96 of the financial regulation.
- g) they are subject to a conflict of interest;
- h) they are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the procurement procedure or fail to supply this information.

All applicants must declare on their honour that none of the above situations apply to them.

Applicants found to have made false declarations face financial penalties or exclusion from grants and contracts<sup>25</sup>.

### 7.3. Award criteria

The relative merit of the proposals received will be judged on the basis of award criteria subject to specific weightings. There are separate sets of award criteria, with specific weightings for integrated networks, targeted projects and knowledge enhancement projects.

The award criteria are applied to the information supplied in the proposal. Each criterion is marked from 1 to 10. A maximum of 100 points can be attributed to a proposal.

Proposals that fail to obtain at least 60 points in the evaluation will not be selected for co-funding.

#### 7.3.1 Integrated networks

##### **1. Relevance, impact and quality of the technical part of the proposal (Weighting: 20%)**

- Contribution to achieving the objectives of the Safer Internet programme and the relevant action as set out in the call.
- Clear description of the current situation in the country regarding issues related to the use of Internet and other online technologies
- Proposed solutions and the intended impact of the Safer Internet Centre.
- Adequacy of the methodology and work plan for achieving the objectives stated in the proposal.

##### **2. Partnership, resources, management (Weighting: 35%)**

- Adequacy of the partnership in terms of relevance and expertise of the applicant organisation(s), size of the consortium, combination of complementary expertise and task distribution among the participants.
- Extent to which the project provides for the human and financial resources necessary to carry out the proposed work.
- Adequacy of the management and decision-making structures, communication flow and cooperation mechanisms within the Safer Internet Centre.

##### **3. National cooperation (Weighting: 30%)**

- Extent to which the project convincingly demonstrates support from national authorities, industry, NGO, and childcare organisations in the form of letters from them stating what kind of support they will give.
- Extent to which the Safer Internet Centre includes a hotline and a helpline.
- Cooperation with other organisations active in the field, both those funded by the Safer Internet programme and others.

##### **4. European added value and network contribution (Weighting: 15%)**

- European dimension of the issue(s) addressed, and extent to which the proposed action would contribute to tackling them at European level.

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<sup>25</sup> Article 175 of Commission Regulation (EC, Euratom) No 2342/2002 as amended by Commission Regulation 1248/2006 of 7 August 2006, OJ L 227/3 19/8/2006.

- Contribution of the Safer Internet Centre to the consolidation and further development of the European network.

### **7.3.2 Coordinator of integrated networks**

#### **1. Relevance and impact (Weighting: 20%)**

- Contribution to achieving the objectives of the Safer Internet programme and the relevant action as set out in the call.
- Clear description of problems and proposed solutions.
- Adequacy of measures and indicators for monitoring progress and assessing results and the impact of the network.

#### **2. Quality of the technical part of the proposal (Weighting: 30%)**

- Clear description of the activities proposed.
- Adequacy of the methodology and work plan for achieving the objectives stated in the proposal.

#### **3. Partnership, resources, management (Weighting: 30%)**

- Adequacy of the partnership in terms of relevance and expertise of the applicant organisation(s), size of the consortium, combination of complementary expertise and task distribution among the participants.
- Adequacy of the management and decision-making structures, communication flow and cooperation mechanisms between the European coordinator and the members of the network.
- Extent to which the project provides for the resources necessary for carrying out the proposed work.

#### **4. European added value and network contribution (Weighting: 20%)**

- Contribution of the coordinator of Safe Internet Centres to the consolidation and further development of the European network.
- Cooperation with other organisations and networks active in the field, both those funded by the Safer Internet programme and others.

### **7.3.3 Thematic networks**

#### **1. Relevance and impact (Weighting: 15%)**

- Contribution to achieving the objectives of the Safer Internet programme and the relevant action as set out in the call.
- Expected impact of the proposed action.
- Adequacy of the dissemination plans to ensure optimal use of the project results, also beyond the participants in the project.

#### **2. Quality of the technical part of the proposal (Weighting: 25%)**

- Clear description of the problems and the proposed solutions.
- Adequacy of the methodology and work plan for achieving the objectives stated in the proposal.

#### **3. Resources and management (Weighting: 25%)**

- Quality of the coordinating team and partnerships to achieve the coordination envisaged, adequacy of the management and decision-making structures, communication flow and cooperation mechanisms within the network and resources available.

- Adequacy of the measures and indicators for monitoring progress and assessing results and impact.

**4. Quality of the proposed network and European added value (Weighting: 35%)**

- Adequacy of the organisations participating in the network in terms of relevance, competences, combination of complementary expertise.
- European added value of the network.
- Links with relevant external organisations or projects.

**7.3.4 Knowledge enhancement projects**

**1. Relevance and impact (Weighting: 30%)**

- Contribution to achieving the objectives of the Safer Internet programme and the relevant action as set out in the call.
- Expected impact of the proposed action.
- Adequacy of the exploitation and/or dissemination plans to ensure optimal use of the project results, also beyond the participants in the project.

**2. Quality of the technical part of the proposal (Weighting: 30%)**

- Clear description of the current underlying knowledge/research.
- Clear description of the problems addressed and the assessment/study/survey to be undertaken.
- Adequacy of the methodology and work plan for achieving the objectives stated in the proposal, including their applicability in practical terms (e.g. how possible target groups will be selected, approached, and give their consent to the study at hand).

**3. Partnership, resources and management(Weighting: 20%)**

- Quality of the partnership in terms of relevance and expertise of the applicant organisation(s), size of the consortium, combination of complementary expertise, and task distribution among the participants.
- Extent to which the project provides for the resources necessary for carrying out the proposed work.
- Adequacy of the management and decision-making structures, communication flow and cooperation mechanisms within the consortium.

**4. European added value (Weighting: 20%)**

- European dimension of the issue(s) addressed, and extent to which the proposed action would contribute to tackling them at European level.
- European added value of the consortium behind the proposal.
- Links with relevant external organisations or projects.

**7.4. Selection criteria**

The selection criteria are designed to ensure that the applicants possess the resources to co-finance the project and the professional competencies and qualifications required to complete the work successfully.

The selection criteria are applied to the information supplied in the proposal. If this identifies cases of weak financial capacity or professional competency it may require compensating actions such as financial guarantees or other actions. Successful proposals leading to

negotiations will be the subject of formal legal and financial validation as a prerequisite to the signing of a grant agreement.

The selection criteria are divided into two parts:

#### Financial and operational capacity to carry out the project

- Capacity to co-finance the proposed project as demonstrated by the applicant's accounts.
- Capacity to allocate adequate human resources to carry out the project in question.

#### Professional competencies and qualifications

Documented relevant experience in the field of the proposed action.

## **8. IMPLEMENTATION PLAN AND BUDGET**

### **8.1. Call for proposals**

A single call for proposals, with a fixed deadline, will be published in 2009 covering the actions of the programme.

#### **8.1.1 Budget**

The Community contribution to the indirect actions selected from the call for proposals 2009 will be covered, in the first instance, by commitment appropriations for 2009, for which an indicative amount of EUR 9.333 million is available. In order to ensure the objective of full coverage of the integrated European network of Safer Internet centres, the budget of the 2009 call for proposals may be reinforced by appropriations from the 2010 budget<sup>26</sup>, once the financing decision for the 2010 Work Programme has been adopted. Should such reinforcement be decided, it will occur before the deadline of the call.

Grants for proposals submitted in response to this call will be awarded under grant agreements.

The evaluation of proposals will give rise to a list of proposals to be funded. This list may be complemented by a reserve list of proposals of sufficient quality to be funded if the budget is available.

The indicative ceiling of the proportion of the operational budget for 2009 to be spent on grants for the integrated European network of Safer Internet centres, including co-ordination, funded under the 2009 call for proposals is 77%.

Within the indicative budget for the call, changes not exceeding 15% of the maximum contribution of the Community are not considered to be substantial

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<sup>26</sup> Subject to the adoption of the 2010 budget by the Budgetary Authority and to the availability of appropriations.

provided that they do not significantly affect the nature and objective of the Work Programme.

### 8.1.2 Project overview

	<b>Characteristics</b>	<b>Typical duration</b>	<b>Co-funding rate</b>	<b>Typical consortium size</b>	<b>Indicative EU contribution (€m)</b>
<b>Integrated network</b>	Safer Internet Centres — awareness raising (action 1), hotlines and helplines (action 2)  and European coordination	Up to 24 months	Up to 50-75% co-funding of eligible costs  Up to 100% funding of direct eligible costs	3-4 partners	8.433
<b>Thematic network</b>	NGO network for child protection on the Internet)	24-30 months	Up to 100% funding of a limited set of eligible costs	At least 10 partners/ members	0.4
<b>Knowledge enhancement projects</b>	Online grooming: profiles, online behaviour and psychological effects of grooming: victims (Action 3)	Up to 36 months	Up to 100% funding of eligible costs	3-8 partners	0.5

### 8.2. Public procurement

An indicative amount of EUR 1.025 million is available for the following public procurement procedures planned in 2009:

<b>Title</b>	<b>Indicative date for launch of procedure</b>	<b>Budget (€m)</b>
Project reviews (+/- 16 appointment letters)	1st , 2nd, 3rd and 4th	0.05

	quarters	
Expenses for Safer Internet Day 2010 (1-2 public procurement contracts/framework contracts)	1st and 4th quarters	0.3
SIP Bench follow-up: filtering technologies (1 public procurement contract)	1st quarter	0.5
Experts' support for Safer Internet Forum and focus groups	2nd quarter	0.075
Monitoring of industry self-regulatory agreements (1-2 public procurement contract/framework contracts)	2nd quarter	0.1

### 8.3. Direct grants

An indicative amount of 0.65 million is available for the following direct grants planned in 2009:

Title	Indicative date for launch of procedure	Budget (€m)
Direct grant to Interpol	3 <sup>rd</sup> quarter	0.5
Direct grant to the Council of the Baltic Sea States	2 <sup>nd</sup> quarter	0.15

#### Overview by action

	ACTION 1	ACTION 2	ACTION 3	ACTION 4
<b>Integrated networks</b>	X	X		
<b>Thematic networks</b>			X	
<b>Knowledge enhancement projects</b>				X
<b>Direct grants</b>		X		
<b>Public procurement actions</b>	X		X	

The **indicative breakdown** of the 2009 budget (grants — including the grant to Interpol referred to in Section 4.5 and the grant to the Council of Baltic Sea States referred to in Section 4.6— and public procurement) is as follows:

1. Ensuring public awareness 47%
2. Fighting against illegal content and tackling harmful conduct online 37%
3. Promoting a safer online environment 11%

4. Establishing a knowledge base 5%

#### 8.4. Indicative timetable for related activities

Date	Event
Mid May 2009	Adoption of Work Programme and publication of call for proposals
Mid November 2009	Deadline, call for proposals
December 2009	Evaluation
January 2010	Evaluation report approved by Authorising Officer
January 2010	Draft Implementation Plan approved by Authorising Officer (DG)
February/March 2010	Committee Meeting — presentation of call results for opinion European Parliament — Right of scrutiny
April 2010	Adoption of selection decision
May - July 2010	Grant agreement signature

#### 9. FURTHER INFORMATION

For further information about this programme please consult the Safer Internet web site at <http://ec.europa.eu/saferinternet>.