

**Evaluation call 2012 Safer Internet
Individual Assessment Report (IAR)
Integrated network – Action 1.1 – Safer Internet Centres**

Proposal Acronym: «ACRONYM»

Proposal No.: «PROPOSAL»

Score 1="Unsatisfactory" to 10="Excellent". Half marks may be given.

1. Relevance, impact and quality of the technical part of the proposal (Weighting = 2.0)

Objectives:

Safer Internet:

To promote safer use of the Internet and new online technologies, to educate users, particularly children, parents and carers in this regard and to fight against illegal content and harmful conduct online.

Action 1.1:

The Programme promotes the set up of **Safer Internet Centres** all across Europe to co-ordinate activities and bring together a variety of stakeholders to ensure action and facilitate transfer of knowledge.

All Safer Internet Centres will perform **awareness-raising activities**. The awareness centres' main aim is to develop in close cooperation with all relevant actors at European, regional and local levels awareness raising material, organize campaigns and information sessions **for children and young people, parents, carers, social workers and teachers** to enable children and young people to make responsible use of on-line technologies.

Safer Internet centres promote public awareness by conveying a **positive message** about the **opportunities** of a wider and more intensive use of information and communication technologies while providing adequate **information about risks and ways to deal with them**

The awareness actions address issues related to harmful content, contact and conduct. They also address the opportunities and risks of services using new distribution forms, such as 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 internet, mobile phones and game consoles by children. They take into account the related issues of protection of privacy and personal data, consumer protection, information, and network security (viruses/spam).

In addition, the Safer Internet Centres should also include a) **hotlines** where the public can report illegal content and/or 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 related to their use of online technologies

See point 1.1 "Objectives" of Part B of the proposal

- Contribution to achieving the objectives of the Safer Internet Programme and the relevant action as set out in the call.

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1. Relevance, impact and quality of the technical part of the proposal (Weighting = 2.0)

Proposals must clearly describe the current situation in the country regarding issues related to safer use of Internet and other online technologies and demonstrate the value the proposed Safer Internet Centre expects to add in this context.

Specific requirements for awareness raising :

Proposers have to include information on:

- demographic information relevant for the action and in particular the number of young people living in the county
- the level of use of internet and new online technologies
- current situation in the country regarding issues related to safer use of internet and new online technologies
- activities (including awareness-raising campaigns) of public and private bodies (government, industry, associations) concerned with protection of minors and safer use of internet and new online technologies
- state of public awareness of internet safety issues
- **what the awareness raising actions will add**

Specific requirements for hotlines:

Proposers have to include information on:

- known or suspected production of illegal content based in [country]
- extent of circulation of illegal content from sources based in other countries
- state of the law relating to new media (such as mobile phones)
- current discussions on updating law and participants in those discussions
- existing specialised police units for cyber-crime, child pornography
- other bodies (government, industry, associations) concerned with fighting cyber-crime / protection of minors and existing official (police or other public) hotlines or civilian hotlines
- degree of public awareness of hotlines
- **what the hotline will add**

Specific requirements for helplines:

- current situation regarding issues related to the activities of the helpline
- degree of public awareness of the helpline
- **what the helpline will add**

See point 1.2 "Description of the current situation" of Part B of the proposal

- Clear description of the current situation in the country regarding issues related to the use of Internet and other online technologies.

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1. Relevance, impact and quality of the technical part of the proposal (Weighting = 2.0) (cont.)

Proposed solutions:

Proposals should demonstrate the value of the proposed Safer Internet Centre expect to add by providing a description of the actions to be taken and explaining how the proposed approach will address the identified problems

Applicants who intend to continue an existing action co-funded by the programme should provide details on their **current achievements**.

Specific requirements for hotlines:

Applicants have to include unambiguous answers to the following questions:

What types of illegal content does the hotline cover?

- What internet services does the hotline cover?
- Does a hotline operator analyse the original content referred to in reports received so as to make a *prima facie* assessment whether it is illegal content?
- Does the hotline trace the apparent origin of the content reported?
- Does the hotline have a written agreement with the law enforcement authorities?
- Notice and Take down procedure (NTD) for Child Abuse Material (CAM) content put in place in the country for content hosted in the country. What is the role of the hotline in this procedure?
- If no NTD procedure is put in place, reasons for this. How the hotline will establish such a procedure in cooperation with law enforcement.
- Does the hotline forward all reported CAM to the INHOPE URL database (including the content hosted in your own country). Which steps the hotline will take in order to fully adjust your operations to the functions of the INHOPE URL database.

Specific requirements for helplines:

Applicants have to include unambiguous answers to the following questions:

- What types of topics does the helpline cover?
- What are the ways to access the helpline's services? (eg. phone, e-mail, web etc.)
- What is the system in place or planned for passing reports to the relevant authority where a child appears to be in danger?

See point 1.3 "Description of the proposed actions" of Part B of the proposal

- Proposed solutions and intended impact of the Safer Internet Centre.

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1. Relevance, impact and quality of the technical part of the proposal (Weighting = 2.0) (cont.)

Impact:

Proposals should give a concise description of the expected results/impact of the project proposed. The results should be specific, measurable, attainable with the available resources and realistic within the time span of the project.

See point 3 "Expected impact" of Part B of the proposal

- Proposed solutions and intended impact of the Safer Internet Centre.

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1. Relevance, impact and quality of the technical part of the proposal (Weighting = 2.0)(cont.)

The tasks of the work plan are already established by the Commission.

Specific tasks for awareness raising:

- 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;

NEW - promote awareness of parents and children on online positive content and experience

NEW - pay particular attention to awareness raising actions towards young children and children at risk ;

NEW - take into account the results of research and knowledge-enhancement projects funded by the Safer Internet programme;

- inform the intended target groups about other activities funded by the Safer Internet programme ,

- use 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);

NEW - evaluate the impact of the awareness campaigns on the target groups and provide qualitative and quantitative feedback at European level on the national achievements to improve the impact and effectiveness of the European network;

- 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;

- actively cooperate with other Safer Internet Centres in the European network by exchanging information about best practices, participating in meetings and designing and implementing a European approach;

- 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 practices, sharing awareness tools, participating in international meetings, and hosting visits.

- Adequacy of the methodology and work plan for achieving the objectives stated in the proposal

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1. Relevance, impact and quality of the technical part of the proposal (Weighting = 2.0)(cont.)

Specific tasks for hotlines:

- establish and/or operate a hotline to receive information from the public relating to illegal content ;
- 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;
- 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);
- conduct systematic notice to the host service provider of content assessed as child pornography, in accordance with the manual of procedures, and to monitor the time span needed to take down such content;
- contribute to the European URL database run by the network co-ordinator and provide statistics required for measuring the impact and effectiveness of the European network;
- actively support the further development of the tasks and competencies of the International Association of Internet Hotlines (INHOPE) as suggested by the European Commission;
- 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.

- Adequacy of the methodology and work plan for achieving the objectives stated in the proposal (cont.)

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<p>Specific tasks for helplines:</p> <ul style="list-style-type: none">- offer one-to-one conversations with trained helpers in real time (online and by telephone)- answer online questions and telephone calls from children and parents related to their use of online technologies;- [draw up] or [update] 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 if appropriate after consulting stakeholders and researchers;- disseminate the results by providing statistics on the number of calls/contacts 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 practices <p>See in particular:</p> <ul style="list-style-type: none">• point 1.1 "Objectives"• point 6 "Project work plan" of Part B of the proposal	<p>- Adequacy of the <u>methodology and work plan</u> for achieving the objectives stated in the proposal (cont.)</p>
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1. Mark

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2. Partnership, resources, management (Weighting =3.5)

In order to achieve maximum efficiency and impact, **each component** of the Safer Internet Centre (awareness-raising, hotline, helpline) 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. However, the Commission may approve additional strategic partners, not requesting funding, committed to specific project activities.

Specific requirements for awareness raising centres:

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.

Specific requirements for hotlines:

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 and that its activities will be in accordance with national law, including data protection rules.

Specific requirements for helplines:

Setting up a helpline should be done in conjunction with organisations with the necessary experience and infrastructure, such as organisations currently running helplines dealing with calls from children.

See in particular point 5 "Description of consortium " of part B of the proposal and point 6. - table on "WPs and Labour effort overview".

- Adequacy of the partnership in terms of relevance and expertise of the applying organisation(s), size of the consortium and the combination of complementary expertise and task distribution of the participants.

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2. Partnership, resources, management (Weighting =3.5)(cont.)	
<p>Human and financial resources: In the integrated networks, the funding for Safer Internet Centres is 50% of total eligible costs (increased to 75 % for public bodies, SMEs and non-profit organisations). The key personnel (brief CV) foreseen to work on the project should be described.</p> <p>See in particular</p> <ul style="list-style-type: none"> • point 4 " point 5 " Project Management and key personnel" of part B of the proposal and " and section 7.1"Financing plan" • Form A3 – "estimated budget" 	<p>- Extent to which the project provides for the <u>personnel and financial resources</u> necessary for carrying out the proposed work.</p>
<p>The proposal should describe the envisaged management structure, the means for communicating within the consortium, for monitoring work progress, for assuring quality and resolving conflicts.</p> <p>See part B of the proposal – point 5 " Project Management and key personnel"</p>	<p>- Adequacy of the <u>management</u>, decision making structures, communication flow and cooperation mechanisms within the Safer Internet Centre.</p>
2. Mark:	
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3. National co-operation (Weighting = 3.0)

Proposals have to explain which kind of support the project would receive from national authorities, industry, NGOs or childcare organisations by providing **supporting letters** stating what kind of support they will give to the projects.

awareness centres need to include supporting documents showing that they have a clear mandate to educate the public on these issues

Hotlines need to provide such supporting letters **from national authorities, law enforcement agencies**

Any documented support from third parties should be attached to the proposal.

See in particular:

- **part B of the proposal point 1.3.2 "Description of national cooperation" and point 7.2 (list of supporting letters)**
- **letters of support attached to the proposal**

- 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.

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3. National co-operation (Weighting = 3.0) (cont.)

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/or (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.

- Extent to which the Safer Internet Centre includes a hotline and a helpline.

The proposal must show how the proposed Safer Internet Centre will co-operate with other organisations active in the field both those funded by the Safer Internet Programme and others.

See part B of the proposal:

- **point 1.3.2 "Description of the national cooperation**
- **point 6 Work Package 3 "National co-operation"**

WP 3 requires to set up **a structured method of concertation.**

The structured method of concertation is implemented by an **Advisory Board**, intended to act as a channel of communication among stakeholders and the Safer Internet Centre.

It should have a defined membership and meet regularly.

The Advisory Board should include representatives of:

- Ministries responsible for new media, police and education;
- Police unit dealing with cyber-crime;
- Internet industry association;
- Major communication service providers (internet and mobile);
- Non-governmental organisations dealing with child welfare;
- University researcher into children's use of new media
- Teachers and parents

- Co-operation with other organisations active in the field, both those funded by the Safer Internet Programme and others.

The Advisory Board should meet minimum once a year.

3. Mark:

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4. European added value and network contribution (Weighting = 1.5)	
<p>The Safer Internet Centres should illustrate the European dimension of the issue(s) addressed in the proposals, and the extent to which the proposed action would contribute to tackling them at European level.</p> <p>See part B of the proposal, point 2 – "European added value and network contribution"</p>	<p>- European dimension of the issue(s) addressed, and extent to which the proposed action would contribute to tackling them at European level.</p>
<p>Safer Internet Centres have to explain their contribution to the consolidation and further development of the European network.</p> <p>All Safer Internet centres should:</p> <ul style="list-style-type: none"> • Actively cooperate with the network coordinator by providing input needed (e.g. newsletter, articles and resources for the network co-ordinator portal, surveys, statistics etc) to improve the impact and effectiveness of the European network • Share good practices and resources regarding web content, tools, PR material and branding • Observe agreed best practices • Cooperate in training schemes and mentoring programmes to exchange expertise <p>Hotlines should also exchange reports with other members of the network</p> <p>See part B of the proposal:</p> <ul style="list-style-type: none"> • point 2 – "European added value and network contribution" • point 6 – WP 4 Contribution to European network. 	<p>- Contribution of the Safer Internet Centre to the consolidation and further development of the European network</p>

4. Mark:

Evaluator:	Signature¹:	Date:
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¹ By signing this evaluation form I declare that I have no conflict of interest with this particular proposal (point 4 of the Code of Conduct for Independent Experts Appointed as Evaluators).