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WORK PROGRAMME 2010

Safer Internet

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

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Contents

1.	INTRODUCTION.....	3
2.	OBJECTIVES AND OVERALL APPROACH.....	4
2.1.	Safer Internet programme, the overall aim	4
2.2.	European coordination of stakeholder groups.....	4
2.3.	Participation in the Safer Internet programme	4
2.4.	International scope of the Safer Internet programme.....	5
2.5.	Children’s empowerment and participation in the Safer Internet programme.....	6
2.6.	Project types and common requirements for 2010.....	6
3.	ACTION 1: ENSURING PUBLIC AWARENESS.....	11
3.1.	Action 1.1 Integrated network: Safer Internet Centres — awareness-raising.....	11
3.2.	Action 1.2 Integrated network: European awareness-raising coordinator.....	12
3.3.	Action 1.3 Safer Internet Day 2010 and 2011.....	13
4.	ACTION 2 — FIGHTING AGAINST ILLEGAL CONTENT AND HARMFUL CONTACT AND CONDUCT ONLINE.....	14
4.1.	Action 2.1 Integrated network: Safer Internet Centres — Hotlines.....	14
4.2.	Action 2.2: Integrated network: European hotline coordinator	16
4.3.	Action 2.3 Integrated network: Safer Internet Centres — Helplines.....	17
4.4.	Action 2.4 Integrated network: European helpline coordinator.....	18
4.5.	Action 2.5 Thematic network: Facilitating cooperation of law enforcement agencies in Europe and internationally	19
4.6.	Action 2.6 Targeted projects: Enhancing law enforcement agencies' analysis of illegal material within peer-to-peer (p2p) networks.....	20
5.	ACTION 3: PROMOTING A SAFER ONLINE ENVIRONMENT	21
5.1.	Action 3.1 Promoting positive online experiences for children.....	21
5.2.	Action 3.2 Safer Internet Forum	22
5.3.	Action 3.3 Encouraging self-regulatory measures in promoting a safer online environment for children.....	22
6.	ACTION 4: ESTABLISHING A KNOWLEDGE BASE	23
6.1.	Action 4.1: Knowledge enhancement project: Internet addiction.....	23
6.2.	Action 4.2: Thematic network: stimulating and co-ordinating investigation into the use of new media by children.....	23
7.	Evaluation process	24

7.1.	Appointment of independent experts for evaluation and reviews.....	24
7.2.	Eligibility criteria	24
7.3.	Award criteria.....	25
7.4.	Selection criteria.....	29
8.	IMPLEMENTATION PLAN AND BUDGET.....	29
8.1.	Call for proposals	29
8.2.	Public procurement	31
8.3.	Indicative timetable for related activities.....	32
9.	FURTHER INFORMATION.....	32

1. INTRODUCTION

The 2010 Safer Internet Work Programme sets out the priorities for activities to be funded under the five-year Safer Internet programme.¹ In particular, the Work Programme describes the kinds of activities the 2010 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 reply²
- Communication on the rights of the child³
- Communication on cybercrime⁴
- Audiovisual Media Services Directive⁵
- Communication on future networks and the internet⁶

¹ 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.

² 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.

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

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

⁵ 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.

⁶ Commission communication COM(2008)594 final.

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.

In 2010, actions in all these areas will be implemented through a call for proposals, through public procurement actions and through the organisation by the Commission of a number of activities to bring together relevant stakeholders, such as organising awareness-raising and coordination activities both at the European level (Safer Internet Day, Safer Internet Forum etc) and at the international level.

2.2. European coordination of stakeholder groups

The Commission will continue to ensure coordination of different stakeholder groups through:

- a Coordination Group representing all the networks co-funded by the programme
- focus groups including Safer Internet projects and other stakeholders, such as industry, parents' associations, teachers' representatives etc

The Coordination Group is chaired by the European Commission and meets twice a year, in March/April and September/October.

The focus groups are convened by the European Commission and meet as required. The Commission may be assisted by experts brought in on contract.

2.3. 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 programme⁷, 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, 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. The 2009 call for proposals was open to Russian legal entities for setting up Safer Internet Centres. In the 2010 call for proposal this action will only be open if no Safer Internet Centre in Russia was recommended under the 2009 call. If a proposal submitted by legal entities from Russia to 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 2.6.1.3

2.4. 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 2010, 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 the participation of Russian legal entities in the network of Safer Internet Centres;
- participation of other European neighbouring countries at regional or international events organised by Safer Internet Centres;

⁷ Decision No 1351/2008/EC of 16 December 2008 of the European Parliament and of the Council, OJ 348, 24.12.2008, p. 118.

- 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, including exchange schemes for experts or organisations from countries outside the EU.
- The programme will seek to coordinate with DG JLS the activities in the field of international co-operation, particularly co-operation with Russia.

2.5. 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.

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. A pan-European Forum will be organised with the INSAFE network in conjunction with Safer Internet Forum in October 2009 in order to involve children in the discussion of the topic "promoting education on Internet Safety in schools". A pan-European Youth Forum may be held again in 2010.

2.6. Project types and common requirements for 2010

2.6.1 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.

2.6.1.1 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/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.

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.⁸

Proposals must:

- 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.

2.6.1.2 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.

2.6.1.3 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.

⁸ Proposals may be made for areas which cover more than one Member State or for areas which have a common language.

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

2.6.2 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.

2.6.2.1 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.

2.6.2.2 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.

2.6.2.3 Funding

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

2.6.3 Targeted projects

Targeted projects are pilot projects or best practice actions in areas relevant to the Programme, including projects involving innovative uses of existing technology.

2.6.3.1 Tasks

The issues addressed should have a European dimension, and the ways proposed to tackle them at European level should impact a large number of users in the largest possible number of EU countries. As far as the expected impact is concerned, the target users and their needs, also beyond the consortium participants, must be clearly identified. Proposers must present an analysis of demand based as much as possible on quantified evidence. The results of the project must be accessible by the target users 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 the impact of the activities.

2.6.3.2 Common requirements

The European added value of the proposal will have to be clearly demonstrated, including coverage of several different Member States. A targeted project consortium should be of a manageable size - an indicative size would be 3-8 applicants. Potential end users should be involved, either as members of the consortium or indirectly, for instance through a project advisory board or a pilot user group, to be consulted by the consortium in order to provide advice and feedback on the results. At least 3 Member States should be covered (including through the project advisory board). Further links with relevant external organizations and/or other relevant projects should be established.

2.6.3.3 Funding

The standard funding model for targeted projects is 50% of the eligible costs (which may be increased to 75 % for public bodies, SMEs and non-profit organisations).

2.6.4 Thematic networks

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

2.6.4.1 Tasks

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

2.6.4.2 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.

2.6.4.3 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.

2.6.5 Knowledge enhancement projects

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

2.6.5.1 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.

2.6.5.2 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.

2.6.5.3 Funding

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

2.6.6 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/or helplines (see Action 2).

The awareness actions address issues related to content considered unsuitable for children, for instance racism and xenophobia, bullying and harassment, grooming, 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).

The 2009 call for proposals was open for Safer Internet Centres. Therefore, in the call for proposals 2010 this action will only be open for the countries where no Safer Internet Centre was recommended for funding under the 2009 call.

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 published by the European Commission, 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 2.6), 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

The 2009 call for proposals was open for European Co-ordination of Safer Internet Centres. Therefore, in the call for proposals 2010 this action will only be open if no European Co-ordinator of Safer Internet Centres was recommended for funding under the 2009 call.

To ensure maximum cooperation and effectiveness among awareness actions across Europe, the coordinator should 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 2.6), 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 2.2).

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 Day 2010 and 2011

Safer Internet Day was initiated by the European Commission and 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 by the European Internet safety network INSAFE, which is co-funded by the Safer Internet 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 2010 work will continue to involve an even larger number of participants in an even greater number of countries in Safer Internet Day activities. The intention is to continue organization efforts with the help of the Safer Internet Day Committees based on public-private partnerships, which were set up for the first time in 2009.

Safer Internet Day 2010 may focus on the issue of online privacy and personal image management as an overall topic with the aim of raising awareness among young people about both positive and negative sides of publishing personal information and images online. Privacy has been identified as an important issue about which young people need to receive information in order to make the best decisions regarding what they want to disclose about themselves online and activities might take up issues such as the fact that once pictures and/or personal information is posted online, it might be difficult to delete all trace of it completely.

In 2010 work will start to prepare Safer Internet Day 2011 aiming at involving a broad number of organisations and countries across Europe and worldwide. This event may include a contest for positive online content for children.

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.

In 2009, the Programme provided 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 2010, the programme will continue providing funding for ensuring coverage of hotlines and helplines throughout the Member States.

In addition, the programme will provide funding for a thematic network to facilitate cooperation of law enforcement agencies in Europe and internationally, building on the results of CIRCAMP.

The programme will also provide funding for a targeted project to enhance law enforcement agencies' analysis of illegal material within peer-to-peer (p2p) networks.

The programme will seek to coordinate its 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 through the European Financial Coalition.

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

As part of the Safer Internet Centres (see Section 2.6), hotlines allow members of the public to report illegal content 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.

The 2009 call for proposals was open for Safer Internet Centres. Therefore, in the call for proposals 2010 this action will only be open for:

proposals for adding hotlines to Safer Internet Centres which were recommended for funding under the 2009 call,

or

proposals for setting up a Safer Internet Centre in the countries where no Safer Internet Centre was recommended for funding under the 2009 call

Conditions:

In addition to the common requirements for integrated networks (see section 2.6):

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

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 Internet⁹.

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.

⁹ 2899th Justice and Home Affairs Council meeting, Luxembourg, 24 October 2008.

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

The 2009 call for proposals was open for European Co-ordination of Safer Internet Centres. Therefore, in the call for proposals 2010 this action will only be open if no European Co-ordinator of Safer Internet Centres was recommended for funding under the 2009 call.

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:

- 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 practice¹⁰;
- 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;

¹⁰ 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.

- 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 2.2);
- 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 2.6), the hotline coordinator should demonstrate 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.

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).

The 2009 call for proposals was open for Safer Internet Centres. Therefore, in the call for proposals 2010 this action will only be open for:

proposals for adding helplines to Safer Internet Centres which were recommended for funding under the 2009 call,

or

proposals for setting up a Safer Internet Centre in the countries where no Safer Internet Centre was recommended for funding under the 2009 call

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 2.6), 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

The 2009 call for proposals was open for European Co-ordination of Safer Internet Centres. Therefore, in the call for proposals 2010 this action will only be open if no European Co-ordinator of Safer Internet Centres was recommended for funding under the 2009 call.

The European helpline coordinator will have 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 awareness network and ensuring synergy between the integrated networks, the thematic networks and other funded projects by participating in the network coordination group (see Section 2.2).

Conditions:

In addition to the common requirements for integrated networks (see section 2.6), the helpline coordinator should demonstrate 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 Thematic network: Facilitating cooperation of law enforcement agencies in Europe and internationally

The production and distribution of child sexual abuse material is an international problem, and needs both global and local solutions and cooperation.

Under the Safer Internet plus programme, a thematic police network called CIRCAMP was set up within the European law enforcement community in order to facilitate the exchange of information and best practice between countries in Europe, and thereby increase the effectiveness of international police cooperation. CIRCAMP will run until October 2010.

The 2010 Work Programme calls for proposals to set up a **thematic network** to facilitate co-operation of law enforcement agencies after this date.

The thematic network should stimulate organised and extensive cross-border exchange of best practice between law enforcement agencies in the fight against production and online distribution of child sexual abuse material within Europe and internationally. The thematic network should serve as a point for general exchange of information and best practices, but will not be responsible for police operations. The expected result is a coordinated approach across Europe and globally, targeted at limiting the distribution of child sexual abuse material, with the effect of reduction of the amount of material that is produced and distributed through communication technologies. This co-ordinated approach will include the establishment of a European list of URLs which contain child sexual abuse images, which is accessible for national Law Enforcement Agencies.

Conditions:

In addition to the common requirements for thematic networks, proposals should meet the following conditions:

the network co-ordinator and members of the network should be specialists in online child exploitation, cybercrime and high tech crime from national law enforcement agencies from the geographical area of the Safer Internet Programme;

the network should ensure participation of relevant European and international institutions such as Europol and Interpol;

international outreach: ensure liaison with law enforcement agencies in third countries, particularly in member countries of the Council of Europe, where illegal content is hosted and produced and ensure transfer of know-how and best practice¹¹;

the network should discuss relevant issues, exchange best practice and propose solutions to the issues at hand, for instance how to disrupt the commercial production and distribution of child sexual abuse material and reduce demand in order to make Internet safer for children and the general public; the setting up of blocking technology in cooperation with ISPs and procedure for notifying ISPs and other service providers of the illegal content hosted by their services; analysis and investigation into payment systems used online in cooperation with financial institutions

the network should aim at improving procedures for exchange of information

The conditions for proposals for this action are given in Section 2.6

4.6. Action 2.6 Targeted projects: Enhancing law enforcement agencies' analysis of illegal material within peer-to-peer (p2p) networks.

Building upon recommendations received in the Focus Group on "Fighting against online child abuse images" that the Programme organised in March 2009, the Programme invites proposals for a targeted project to support law enforcement agencies in the analysis of child sexual abuse material within P2P networks.

Conditions:

In addition to the common requirements for targeted projects, proposals should be aimed at developing or enhancing technological tools for the specific needs of the police, aiming at identifying and facilitating the analysis of evidence material found in P2P networks. The tools would help to cope with the sheer volume of illegal material found on P2P networks identifying and improving ways of distinguishing likely illegal material for further examination by law enforcement, or by linking different pieces of evidences together.

Proposals should include the development of a prototype and should clearly state the involvement of the specialized police units in operational conditions in field trials, with the objective of an operational tool at the end of the project.

Proposals should also specify the sustainability of the proposed solutions. The results of the project 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

¹¹ National law enforcement agencies from outside the geographical area of the Safer Internet plus Programme could be associated members who would 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.

objectives. Appropriate measures and indicators are required for monitoring the progress of the project and for assessing the results and impact of the activities.

Proposals must involve target group/end users, in this case law enforcement agencies of at least 3 Member States.

Proposals are invited from law enforcement agencies, research institutions (public and private), technology suppliers and engineering companies within the fields of content based information retrieval, computer vision, in particular facial recognition, age estimation based on pictures or videos, pattern recognition, geographic localisation techniques, image enhancement from distorted image/video etc.

The conditions for proposals for this action are given in Section 2.6

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.

In 2009, under this action line, the programme provided funding for a thematic network of NGOs for Child Protection on the internet and for a follow-up study on benchmarking filtering software and services.

5.1. Action 3.1 Promoting positive online experiences for children

Promoting the take-up of positive online content by children is a new action for the Safer Internet Programme. A Focus Group on "Parental Tools and Positive Content for Children" was established in 2009 gathering experts in the field of positive content and experiences for children. The Programme wishes to take up the most relevant recommendation from this meeting - to establish guidelines concerning the production and dissemination of content targeting children.

Promoting positive online experiences for children may also be the topic for Safer Internet Forum 2010.

Guidelines for production and dissemination of positive online content for children

Research has suggested that in countries where positive content is available, the risks to children are less frequent. Promoting positive online experiences might therefore help making children safer online. However, one conclusion from the Focus Group on "Parental Tools and Positive Content for Children" was that both producers of content as well as publishers of positive content need more information about which considerations to take when doing so.

A recommendation of the Focus Group was to harmonise and make available a set of guidelines that would be of positive use 1) for potential producers of positive content for children and 2) for publishers of content aimed at children.

Under the 2010 Work Programme an expert may be given the task to assemble existing guidelines from relevant groups of stakeholders and advise the Commission on how to promote positive content, including through a contest..

5.2. Action 3.2 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 creating a safer online environment for children. The results and findings of ongoing and completed Programme actions will feed into the Forum.

The issue of promoting the creation and take-up of positive content online has been included in the Safer Internet Programme 2009-2013. The Safer Internet Forum 2010 might take up this subject, aiming at discussing how to promote positive experiences for children and young people in the online environment, touching upon issues such as creation and take-up of positive content, generation of positive content by users, online educational material and sources and possibilities for online participation by young people.

5.3. Action 3.3 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.¹² 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.

One of the important tasks of the European Commission is to gather stakeholders in order to exchange experiences and best practices and create cooperation. As a result of this activity, two industry self-regulatory agreements have been signed:

- The European Framework on Safer Mobile Use by Younger Teenagers and Children, signed on Safer Internet Day 2007
- The Safer Social Networking Principles for the EU, signed on Safer Internet Day 2009.

The Commission will continue to encourage industry self-regulation and public-private partnerships and will continue to monitor the existing agreements.

¹² 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.

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.

Under the 2009 Work Programme the "knowledge base" action was open for proposals on online grooming from the victims' perspective.

6.1. Action 4.1: Knowledge enhancement project: Internet addiction

- The final report of the EU Kids Online project mentions several key gaps in the evidence base of research on Internet safety issues for children and young people. Internet Addiction, commonly referred to as excessive use of the Internet to the detriment of other aspects of daily life, is one of the risks identified as little researched in Europe.
- Young people are born in the Internet era and most of them spend more time online than the older generations. Existing research shows that in cases of Internet Addiction the Internet has replaced friends and family as the source of a person's emotional and social life. Increasingly, to feel good, the addicted person spends more time online (playing games, chatting, etc.). Thus, Internet addiction not only refers to time spent online, but particularly to the effects it has in the off-line world.

Proposals are invited for a **knowledge enhancement project** on Internet addiction of minors. The expected outcome of the project is to understand to what extent Internet addiction is an online risk among minors in Europe, in terms of both intensity and prevalence and how it develops and can be prevented.

Findings would feed into child welfare work, and awareness-raising as well as providing topics for further actions and studies.

The methodology of the project should involve both a quantitative as well as qualitative approach. The qualitative part should involve minors who show signs of addictive internet use.

The conditions for proposals for this action are given in Section 2.6

6.2. Action 4.2: Thematic network: stimulating and co-ordinating investigation into the use of new media by children

A proposal will be invited for a thematic network to bring together social scientists and experts engaged in the field of child safety online at EU level in order to stimulate and co-ordinate investigation in Member States into the way people, especially children, use new media, with the purpose of identifying areas of particular concern for child safety and of recommending effective ways of raising awareness and other practical action in the field.

The network should gather and promote existing research in the EU (including through a common repository), analyse the results and identify key gaps in the evidence base.

The network should share expertise and develop or keep up to date with high quality and innovative research standards.

The network will encourage new research to be carried out in Europe on a comparable basis taking into account the methodological framework (research guide) developed by the EUKidsOnline project. The national network members should liaise with other research teams in their country and cooperate with national Safer Internet Centres (in particular awareness centres).

Typical duration: from 30-36 months.

The conditions for proposals for this action are given in Section 2.6

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 contracts¹³.

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.

¹³ 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.

- 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.
- 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 Targeted 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 on the target group and its viability beyond the phases of work sponsored by the European Union.
- Analysis of demand based as much as possible on quantified evidence.
- Extent to which the project involves end users (eg. by providing commitment letters)
- 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 state-of-the-art of the underlying technologies
- Clear description of the problems addressed and the proposed solutions.
- Adequacy of the methodology and work plan for achieving the objectives stated in the proposal, including their applicability in practical terms (e.g. through development of prototype and field trials).

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

- Quality 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.
- Extent to which the project provides for the personnel and financial resources necessary for carrying out the proposed work.
- Adequacy of the management, decision making structures, communication flow and cooperation mechanisms within the consortium.
- Adequacy of the measures and indicators for monitoring progress and assessing results and impact.

4. European added value and networking synergy (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 organizations or projects.

7.3.4 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 and adequacy of the management and decision-making structures, communication flow and cooperation mechanisms within the network.
- 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 and resources available.
- European added value of the network.
- Links with relevant external organisations or projects.

7.3.5 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 2010 covering the actions of the programme.

In addition, 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 will be reinforced by appropriations from the 2010 budget of an amount of 7.317 EUR million¹⁴. Therefore an amendment of the 2009 call for proposal will be published before the deadline of the call, once the financing decision for the 2010 Work Programme has been adopted.

8.1.1 Budget of 2010 call for proposals

The Community contribution to the indirect actions selected from the call for proposals 2010 will be covered, by commitment appropriations for 2010, for which an indicative amount of 3 EUR million is available.

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

¹⁴ Subject to the adoption of the 2010 budget by the Budgetary Authority and to the availability of appropriations.

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.

Within the indicative budget for the call, changes not exceeding 15% of the maximum contribution of the Community are not considered to be substantial provided that they do not significantly affect the nature and objective of the Work Programme.

8.1.2 Project overview

	Characteristics	Typical duration	Co-funding rate	Typical consortium size	Indicative EU contribution (€m)
Integrated network	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	1
Thematic networks	Facilitating cooperation of law enforcement agencies in Europe and internationally	24-30 months	Up to 100% funding of a limited set of eligible costs	At least 10 partners/ members	0.4
	Stimulating and co-ordinating investigation into the use of new media by children	30-36 months	Up to 100% funding of a limited set of eligible costs	At least 10 partners/ members	0.5
Targeted projects	Enhancing law enforcement agencies' analysis of illegal material within peer-to-peer (p2p) networks	Up to 24 months	Up to 50-75% co-funding of eligible costs	3-8 partners	0.5

Knowledge enhancement projects	Internet Addiction	Up to 24 months	Up to 100% funding of eligible costs	3-8 partners	0.6
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8.2. Public procurement

An indicative amount of EUR 0.775 million is available for the following public procurement procedures planned in 2010:

Title	Indicative date for launch of procedure	Budget (€m)
Project reviews (appointment letters)	1st , 2nd, 3rd and 4th quarters	0.1
Expenses for Safer Internet Day 2011 (1-2 public procurement contracts/framework contracts)	3rd and 4th quarters	0.25
Expenses for Pan-European Youth Forum	2 nd quarter	0.1
Experts' support for Safer Internet Forum and focus groups	2 nd quarter	0.075
Expert support for promoting positive online content for children	1 st quarter	0.05
Monitoring of industry self-regulatory agreements (1-2 public procurement contract/framework contracts)	2 nd quarter	0.1
Expenses for exchange schemes for non-EU countries	1 st , 2 nd , 3 rd and 4 th quarters	0.1

Overview by action

	ACTION 1	ACTION 2	ACTION 3	ACTION 4
Integrated networks	X	X		
Thematic networks		X		X
Targeted projects		X		
Knowledge enhancement projects				X
Public procurement actions	X		X	

The **indicative breakdown** of the 2010 budget (grants, including the reinforcement of the 2009 call for proposals and public procurement) is as follows:

1. Ensuring public awareness 49%
2. Fighting against illegal content and tackling harmful conduct online 30%
3. Promoting a safer online environment 11%
4. Establishing a knowledge base 10%

8.3. Indicative timetable for related activities

Date	Event
Mid October 2009	Adoption of Work Programme and publication of amendment of call 2009 in OJ
End of February 2010	Publication of 2010 call
End of May 2010	Deadline 2010 call for proposals
Mid June 2010	Evaluation
End of June- July 2010	Draft Implementation Plan of 2010 call approved by Authorising Officer (DG)
July-September 2010	Opinion of Committee Meeting on call results European Parliament – right of scrutiny
October 2010- March 2011	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>.