

Saferinternet IT AN-HL: EAST 2:EASY to STOP-IT



This project aims to extend the duration of the Italian Safer Internet Centre "EAST" to further strengthen its ongoing activities and thus guarantee sustainability and long-term effects of the project. The Safer Internet Centre is formed of a hotline and awareness node, aims at guaranteeing a relevant increase of Internet safety for minors, both on the side of supporting the fight against illegal/harmful content and online crime (namely child pornography), and promoting a more responsible, positive and large use of the Web and the new ICT by minors, thus involving all relevant stakeholders and strengthening synergies with national and EU policies/initiatives.



The objectives are:

- To ensure the project's continued visibility through an ongoing extensive dissemination campaign based on mass media and multiplayer actors involvement.
- To continue developing high quality and well-targeted awareness tools and strategies, by ensuring the participation of target groups (children and parents) in the creation and dissemination of activities and results. Recent best practices at EU level will be taken into consideration in the creation of new strategies and tools.
- To increase Italian stakeholders' cooperation and involvement mainly by encouraging Advisory Board members to take a more active role in designing strategies, planning initiatives, increasing dissemination, negotiation and lobbying channels. Advisory Board should become the national referral point in Italy on themes relating to the safer use of new media among young people. This will be assisted by the participation of young people on the Board itself guarantee a better informed decision making processes.
- To work in close cooperation with LEA and other key actors (social services, magistrates, ICT industries) in setting up effective measures to combat the production and dissemination of child abuse images and continuing to work towards the creation of a national Referral System on the identification of victims.
- Act as a mentor for the new Safer Internet Centre in Romania. Save the Children Romania would depend on us for advice on activities related to their awareness node.
- To effectively contribute to the European networks: Inhope and Insafe, through the further development of best practice guidelines, tools for quality control, and the creation of occasions for the exchange of expertise and experiences.

Results/expected impact:

- High visibility of child protection and children's rights in national discussions about New Media and its regulation, cyber crime, and internet and online security and safety.
- Reach a wider section of the general through the project increased visibility.
- Changes in policies and actions undertaken by key actors (mainly Institutions, ICT industries and Media) in order to guarantee a safer environment and tools for young people, and above all long term sustainability of the actions undertaken.
- The Identification of Victims becomes a political priority and a national referral system is set up (involving LEA, social services, magistrates, etc.) in order to ensure that all child victims best interests are guaranteed.
- The parents and teachers knowledge of issues relating to new media has been increased they have been provided with useful instruments to deal with them.
- Children's awareness has been increased and their right to participate in decision making process related to a safer use of new media is now guaranteed.
- Monitoring systems, mainly involving universities research departments, will follow the development of new media and its effect on young people's lives.

Project ID card

- Funded under: [Safer Internet Plus Programme](#)
- Area: 1.1 HOTLINE + 4.1 AW - Safer Internet combined node
- Total cost: €0.93m
- EU contribution: €0.70m
- Project reference: SIP-2007-CN-141703
- Execution: From 01/01/2009 to 31/12/2010
- Project status: Closed
- Contract type: Safer Internet Plus Programme IN Integrated Network

Links

- [Safer Internet Centre website](#)
- [Hotline website](#)

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