



CEF - Infrastructure for making a Better Internet for Kids



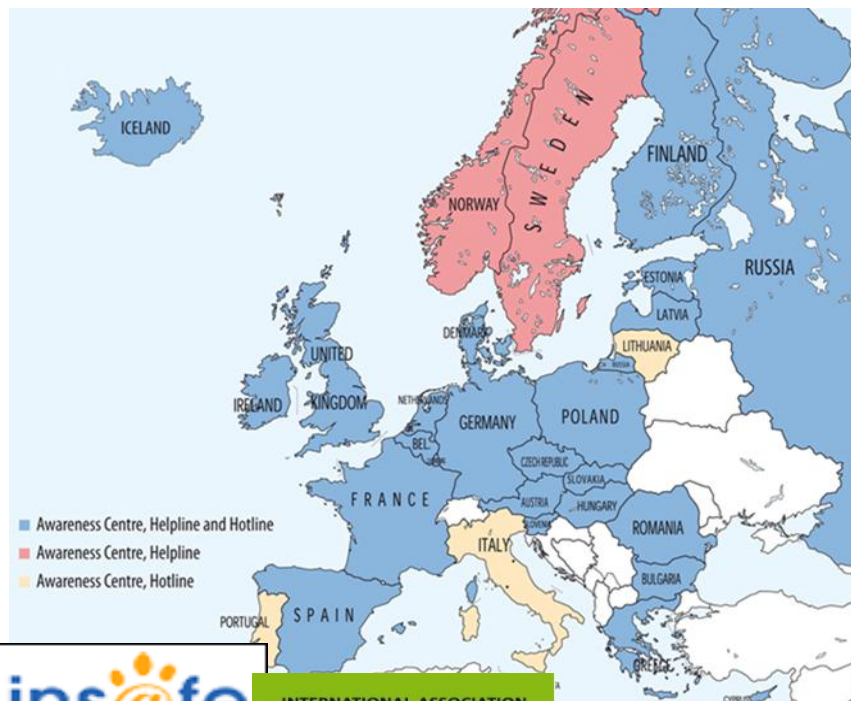
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The Safer Internet programme(s) (2000-2013)

Overall aim

"to protect children by promoting safer use of the internet and other online technologies, particularly by children, and to fight illegal and harmful content"



Network of SICs:

Awareness-raising in all MS + Russia, Norway and Iceland coordinated by INSAFE/ helplines to inform parents and children

Hotlines to fight illegal content coordinated by INHOPE

"European Strategy for a Better Internet for Children" BIK

- Lack of joined-up approach that recognises children as group with specific needs (children going online ever younger on a variety of devices)
- Counter possible fragmentation of the digital market – opportunity to provide new services and content for children

Actions around 4 pillars:

1. Stimulate the production of high quality content online for children
2. Stepping up awareness and empowerment
3. Creating a safe environment for children online (parental controls, content classification, inappropriate advertising)
4. Fighting against child sexual abuse material online



Taking the BIK strategy forward under CEF

A Safer Internet service is proposed to be funded under the Connecting Europe Facility building on initiatives supported under Safer Internet programmes.

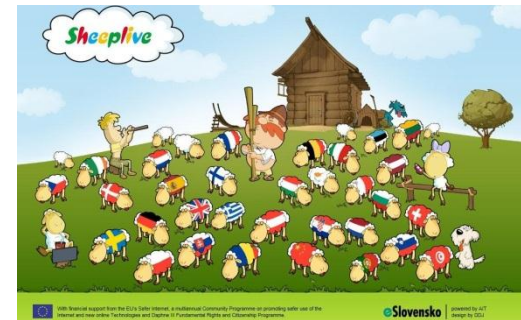
The new infrastructure will comprise a platform for:

- creating and sharing resources and services for national Safer Internet centres
- providing a single entry point for the public to access content and information
- providing databases to support transactions between helplines (analysing and managing reports), and hotlines relating to the analysis, identification and removal of child sexual abuse material

Opportunities for automated translation?



Awareness raising: booklets, educational material, quizzes, video clip:



- Dynamic documents – regular updates
- Translation between all EU languages
- Volumes: e.g. the toolkit for families have reached over one million children across 23 countries, 190.000 copies of the Play and Learn booklet
- Potential for translations of services/tools/content for use at national level