



INFORM EU
Second Plenary Meeting
23-25 May 2022
Valletta, Malta

Fund-specific Meeting Inform EU Home Affairs

25 May 2022

Agenda

- Welcome
- DG HOME campaigns and communication activities
- Adoption of new AMIF/ISF/BMVI programmes & envisaged communication activities
- Update on HOME-funded projects for the Open Data Platform
- Wrap up and closing – AOB





INFORM EU
Second Plenary Meeting
23-25 May 2022
Valletta, Malta

Fund-specific Meeting: Inform EU Home Affairs

DG HOME campaigns & communication activities

Ľubica Debnárová, DG HOME.A2 Communication

25 May 2022

Objectives of DG HOME communication

- Promote European values
 - Educate and inform
 - Raise awareness
 - Engage
 - Build and sustain trust
-
- Complementary to other communication activities

Target audience

- General public
- Key stakeholders and partners
- Multipliers



DG HOME stakeholders at a glance

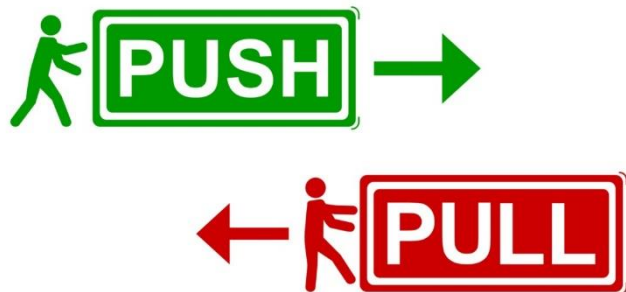


CoR: European Committee of the Regions
EESC: European Economic and Social Committee

Key principles & narrative

3 Ps principle:

- **P**ush
- **P**ositive
- **P**rioritise



Narrative:

- Shift the current narrative to a more positive, hope-based
- Balance facts and emotions



Priority actions in 2022

1. Awareness-raising campaigns on political priorities
2. Positive impact of EU-funded projects
3. A new External Newsletter
4. Address disinformation and misperceptions
5. More paid promotion of DG HOME's content



Key communications actions in 2022

- ❖ DG HOME communication on Ukraine
- ❖ Legal migration - Skills and Talent package
- ❖ Campaign on the legislation to prevent and combat child sexual abuse (CSA)

DG HOME communication on Ukraine

- 24 February 2022 – start of the Russian invasion of Ukraine
- 4 March 2022 – Council unanimous [Decision](#) to activate the [Temporary Protection Directive](#)

DG HOME Communication on Ukraine

Objectives:

- Inform people fleeing the war in Ukraine about:
 - their **rights** with regard to **crossing the border** into an EU country
 - eligibility for **temporary protection** and applying for international protection
 - their **rights to travel inside the EU**
- Provide them with relevant **reliable contact details of national authorities** in EU Member States
- Warn them against **trafficking in human beings**
- Inform about **DG HOME action** in assisting Ukraine, people fleeing the war and EU Member States

Target audience:

- People fleeing the war in Ukraine
- General public
- Stakeholder and partners (EU Member States, International organisations, civil society etc.)
- Multipliers

Communication actions:

- Press package ([IP](#))
- [Factsheet](#)
- Website(s)
- Social media, visuals
- Events

Website(s)

Website „Information for people fleeing the war in Ukraine“

- available also in UA and RU

Information on:

- Preparing to leave
- Your rights in the EU
- Travel inside the EU
- Protection for children
- Education, healthcare, access to jobs and accommodation
- National authorities and free travel options

[Information for people fleeing the war in Ukraine | European Commission \(europa.eu\)](https://ec.europa.eu/info/strategy/priorities-2019-2024/stronger-europe-world/eu-solidarity-ukraine/eu-assista...)

The screenshot shows a web browser displaying the European Commission website. The URL in the address bar is <https://ec.europa.eu/info/strategy/priorities-2019-2024/stronger-europe-world/eu-solidarity-ukraine/eu-assista...>. The page features the European Commission logo and a search bar. A navigation breadcrumb trail reads: Home > ... > Strategy > A stronger Europe in the world > EU solidarity with Ukraine > EU assistance to Ukraine > Information for people fleeing the war in Ukraine. The main heading is 'Information for people fleeing the war in Ukraine'. Below this, there is a 'PAGE CONTENTS' section with links to 'Preparing to leave', 'Your rights in the EU', 'Onward travel in the EU', 'Information about national authorities and free travel options', 'Documents', and 'Related links'. A text block explains that users will find key information about their rights, eligibility for temporary protection, and applying for international protection. Below this, there are two language selection buttons: 'Ukrainian | українська >' and 'Russian | русский >'. At the bottom, there are three image-based links: 'Preparing to leave' (showing people at an airport), 'Your rights in the EU' (showing a child writing), and 'Travel inside the EU' (showing a person at a computer screen).

Website(s)

Website 'Migration management: Welcoming refugees from Ukraine'

Information on:

- Temporary protection
- Solidarity platform
- Migration Preparedness and Crisis Blueprint
- Border management
- EU Agencies
- Protecting people from trafficking in human beings

Migration management: Welcoming refugees from Ukraine (europa.eu)

The screenshot shows the top part of the European Commission website. The URL is <https://ec.europa.eu/home-affairs/policies/migration-and-asylum/migration-management/migration-managem...>. The page features the European Commission logo, a search bar, and a navigation menu with options like Home, Policies, Agencies, Networks, Funding, What's new, and About us. The main heading is 'Migration management: Welcoming refugees from Ukraine'. Below this, there is a summary of the EU's response to the Russian invasion of Ukraine, mentioning the activation of the Temporary Protection Directive and the Solidarity Platform. A large infographic titled 'UKRAINE REFUGEE SITUATION in Europe' provides key statistics: over 5.6 million people arrived in the EU from Ukraine and Moldova, over 6 million internally displaced in Ukraine, two-thirds of children are displaced, over 2.6 million registrations for temporary protection in the EU, and over 21,000 asylum applications by Ukrainian nationals in the EU. The infographic also includes a 'PAGE CONTENTS' section with links to 'Temporary protection' and 'Practical information for people fleeing the war and arriving to the EU'.

Factsheet on temporary protection



"Europe stands by those in need of protection. All those fleeing Putin's bombs are welcome in Europe. We will provide protection to those seeking shelter and we will help those looking for a safe way home."

Commission proposes temporary protection for people fleeing war in Ukraine

To offer quick and effective protection to people fleeing the war in Ukraine the Commission is proposing to activate the Temporary Protection Directive.

Temporary protection provides immediate protection to people in need in exceptional circumstances of mass arrivals to avoid overwhelming Member States' asylum systems.



It will apply to:



Ukrainian nationals and other non-EU nationals who have made Ukraine their home as well as their family members displaced by the conflict



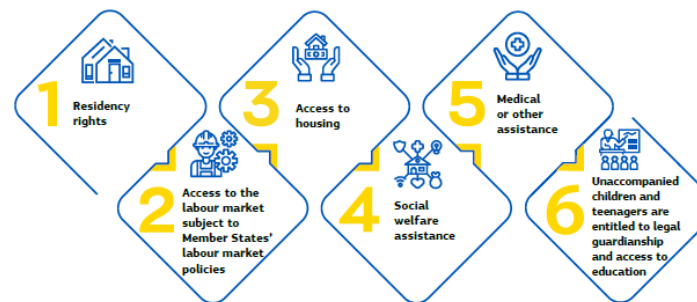
Non-Ukrainian nationals and stateless people legally residing in Ukraine who cannot return to their country of origin, such as asylum seekers and refugees, and their family members



Those persons that fall outside these categories must be allowed access to the EU to transit prior to returning to their countries of origin.



Temporary protection means:



This protection starts immediately, across the EU, and lasts for one year. If the situation persists, this period will be automatically extended twice by six monthly periods for up to one year.

For Member States this will:



© European Union, 2022
Re-use of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license). For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders. All images © European Union, unless otherwise stated, Icon-© FlatIcon.


Luxembourg Publications Office of the European Union, 2022
Price ISBN 978-92-76-49101-4 doi:10.2777/2024813 NA-06-22-142-EN-C
PDF ISBN 978-92-76-49101-9 doi:10.2777/2049517 NA-06-22-142-EN-N

Visuals

Information for people fleeing Russia's invasion of Ukraine



#StandWithUkraine



Children fleeing the war in Ukraine can be targeted by human traffickers

If you see a child without a guardian, report this to the authorities

Don't let children disappear



Information for people fleeing the war in Ukraine

EU TEMPORARY PROTECTION



Am I eligible for Temporary Protection?

Yes, if you are fleeing the war in Ukraine



How long will the Temporary Protection last?

At least for 1 year and can be extended



What are my rights under the Temporary Protection?

You have a right to residence, housing, health care, education and work in the European Union

MORE INFORMATION



#StandWithUkraine

Videos on TP

The image shows a YouTube video player interface. At the top, the YouTube logo and a search bar are visible. The video content features a blue and yellow background with the text "Are you fleeing the war in Ukraine? Find out your rights in the EU". Below this, there are five yellow callout boxes with icons and text: "housing" (house icon), "health care" (stethoscope icon), "residence" (document icon), "education" (book icon), and "jobs" (briefcase icon). The video player includes a progress bar at 0:03 / 0:09 and a title "EU Temporary Protection" with 109 views and a date of Mar 23, 2022. Interaction buttons for Like, Dislike, Share, Download, and Save are at the bottom.

The image shows a social media post with a blue and yellow background. The text reads "Are you fleeing the war in Ukraine? Find out your rights in the EU". Below this, there is a yellow box with the URL "ec.europa.eu" and a downward arrow icon. To the right, there is a yellow box with the text "Information for people fleeing Ukraine". Below this, there is a hashtag "#StandWithUkraine" and a URL "www.ec.europa.eu/info/strategy/priorities-2019-2024/stronger-europe-world/eu-solidarity-ukraine". At the bottom, there is a logo for "DG Migration and Home Affairs" and a red "SUBSCRIBE" button. On the right side, there are social media interaction buttons: Like (3), Dislike, Comment (0), and Share.

Social media

- Twitter thread on the activation of TPD
- Tweets targeted at people fleeing the war (paid promotion)
- Twitter thread on Commissioner's visit to Romania
- Communication on figures, IWD
- Warn against human trafficking
- Twitter Public Policy conversation

The screenshot shows a Twitter thread on a mobile device. The main tweet is from **TwitterGov** (@TwitterGov), dated 4:15 PM - Mar 23, 2022. The text of the tweet reads: "Hi @eu_eas @EUHomeAffairs & @Transport_EU 🇪🇺 We want to help people fleeing the war in Ukraine find the information they need. Can we ask you some questions?" It has 199 Retweets, 55 Quote Tweets, and 512 Likes. Below the tweet is a reply from **EU Home Affairs** (@EUHomeAffairs) dated Mar 23, replying to @TwitterGov, @eu_eas, and @Transport_EU. The reply says: "Hi @TwitterGov 🇪🇺 Sure! Happy to chat!" and has 1 comment, 4 retweets, and 44 likes. Below that is another tweet from **TwitterGov** (@TwitterGov) dated Mar 23, asking "Let's start with people who are preparing to leave Ukraine and are coming to the EU. What do they need to know?" with 1 comment, 4 retweets, and 26 likes. The final tweet in the thread is from **European External Action Service - EEAS** (@eu_eas) dated Mar 23, stating: "All EU countries bordering Ukraine allow entry to all those fleeing war in Ukraine, with or without passport, no matter the nationality. Everyone crossing the border is entitled to immediate assistance, including: Shelter, Basic needs, Food and medicine." This tweet has 1 comment, 24 retweets, and 83 likes. At the bottom of the screenshot, there is a link to "europa.eu" with the text "Fighting human trafficking – review of EU rules" and a date of "4:43 PM - Mar 14, 2022".

Events

- Briefing on EU Temporary Protection for people fleeing the war in Ukraine (6 April 2022), organised with Ukrainian Civil Society (NGO Oromote Ukraine)
- Europe Day (7 May 2022)
- EU-Ukraine info session: Protecting people fleeing the war (19 May 2022)



EU Solidarity with Ukraine: Tem



On 19 May, His Excellency @VVChentsov @UA_EUMission, together with our Deputy DG Beate Gminder & the EU Anti-trafficking coordinator @DianeSchmittEU will address:

🇪🇺 temporary protection
🇺🇦 #humantrafficking prevention

#StandWithUkraine

Follow the event ec.europa.eu/eusurvey/runne...



👤 Europol and 8 others

12:52 PM - May 17, 2022 - Twitter Web App

Legal migration - Skills and Talent package

Communication objectives

Explain **why** do we need **legal migration**?

- Demographic challenges
- Labour market shortages
- Transition to green and digital economy



SKILLED WORKFORCE NEEDED

Communication objectives

Explain the **proposed policy**

- Make it **easier to get a single permit** for work and residence
- **Simplify** the process of getting an **EU long-term residence card**
- **Talent Partnerships** launched **with partner countries** to bring talents to the EU
- Creation of **EU Talent Pool + EU Talent Pool pilot initiative for Ukraine**

Communication objectives

Forward-looking legal migration policy

- ❖ Attracting long-term care workers from non-EU countries
- ❖ Promoting youth mobility
- ❖ Facilitating the admission of start-up founders at EU level

Target audience

- Media
- Non-EU nationals coming/thinking of coming to the EU
- Key stakeholders and partners (e.g. Employers' Associations, Trade unions, local and regional actors, IOs, CSOs)
- Ukrainian embassies in the EU and relevant diasporas (for the Talent Pool pilot initiative)
- Multipliers
- General public







Key messages

Messages on people fleeing Ukraine:

- **activation of the Temporary Protection Directive = protection** across the EU, including **access to accommodation, schools, healthcare, and the labour market**
- **Early employment = economic independence and integration** into the local community
- **EU Talent Pool pilot initiative = tool for a successful labour market integration**

Key messages

Messages on why we need legal migration:

- Ageing and shrinking working population + skills shortages in specific sectors and regions
 competitiveness & economic growth, pension & social protection systems sustainability
- COVID-19 pandemic  13% of essential workers were migrants
- Legal migration  essential part of **Pact on Migration and Asylum**
 common action needed
- New vision for an **EU legal migration policy in the immediate, medium and longer term**.
- Need to increase the EU's attractiveness in terms of skills and talent
 **EU membership = asset in attracting talents** & different types of skills
 means of enhancing its global competitiveness

Factsheet



ATTRACTING SKILLS AND TALENT TO THE EU

#MigrationEU | 27 April 2022

Why do we need legal migration?

- A key pillar of the Pact on Migration and Asylum, legal migration helps make Europe an open, globally connected continent and reduces irregular migration
- Legal migration is necessary to accompany the EU's transition to green and digital economy, with many sectors requiring additional labour and new skills
- EU has an ageing and shrinking working population: By 2070, the size of the working-age population will decline from about 65% in 2019 to around 55% of the total EU population
- EU labour market is experiencing shortages in various sectors including tourism, hospitality, IT and health

Improving the EU's management of legal migration

I. AN ENHANCED LEGISLATIVE FRAMEWORK

Revision of the Single Permit Directive

- Streamlining the application procedure for a combined work and residence permit: applicants will be able to lodge applications from inside and outside the EU
- Enhancing safeguards for equal treatment and protection from labour exploitation

Revision of the Long-term Residents Directive

- Making it easier to acquire EU long-term resident status by simplifying the conditions to be fulfilled
- Enhancing the rights of the long-term residents and their family members, including the right to move and work in another EU Member State



II. MATCHING LABOUR MARKET NEEDS AND SKILLS

- Steps for the operationalisation of the Talent Partnerships
- The EU Talent Pool and EU Talent Pool pilot initiative for Ukraine
- A new EU platform on labour migration supporting these developments

EU Talent Partnerships

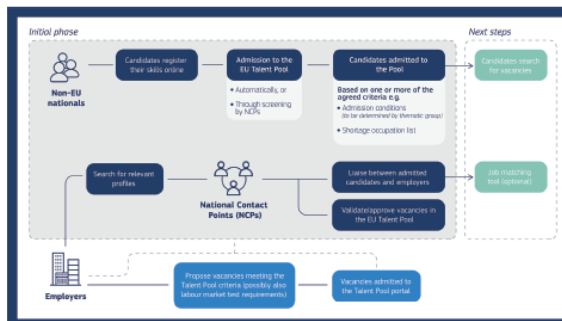
- Tailor-made partnerships with non-EU countries, providing mobility for work or training
- Open to all skill levels
- Could concern various economic sectors such as ICT, science, engineering, health and long-term care, depending on interests of both sides

The aim

- Reinforce cooperation between the EU, the Member States and partner countries
- Boost international labour mobility
- Develop skills and talent in a mutually beneficial way

EU Talent Pool

- EU-wide pool of skilled candidates
- Aimed at non-EU nationals not residing in the EU
- Platform to help match employers and candidates selected based on specific criteria



EU Talent Pool pilot initiative:

- Facilitating access of those fleeing the Russia's invasion of Ukraine to the EU labour market

- Mapping and matching skills and qualifications with potential employers locally or in another EU Member State

III. A FORWARD-LOOKING LEGAL MIGRATION POLICY

- Attracting long-term care workers from non-EU countries
- Promoting youth mobility
- Facilitating the admission of start-up founders at EU level



© European Union, 2022
 Reuse of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license). For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holder.
 All images © European Union, unless otherwise stated.
 PDF ISBN 978-92-76-52105-1 doi: 10.2837/624646 CB-01-22-354-EN-N

Social media

Twitter thread with visuals

EU Home Affairs @EUHomeAffairs

An aging population clearly show that talent.

To address this, @ambitious and sus part of the Pact on

#MigrationEU

Today's proposal also puts forward the creation of an EU Talent Pool.

The first EU-wide platform and matching tool to help employers find the talent they need.

To help those coming from 🇺🇦 to find work faster, a pilot initiative may start by summer 2022.

EU Talent Pool PILOT

The flowchart illustrates the process:

- Beneficiaries of Temporary Protection register their skills online.
- All candidates admitted to the Pool.
- Employers search for relevant profiles.
- Labour Offices advised candidates and employers.
- Multi-lateral Contact Points (MCPs) validate relevant vacancies in the EU Talent Pool.
- Employers propose vacancies for beneficiaries of Temporary Protection.
- Vacancies admitted to the Talent Pool portal long following vetting of employers by MCPs.

12:11 PM · Apr 27, 2022 · Twitter Web App

Twitter spaces event on Legal Migration

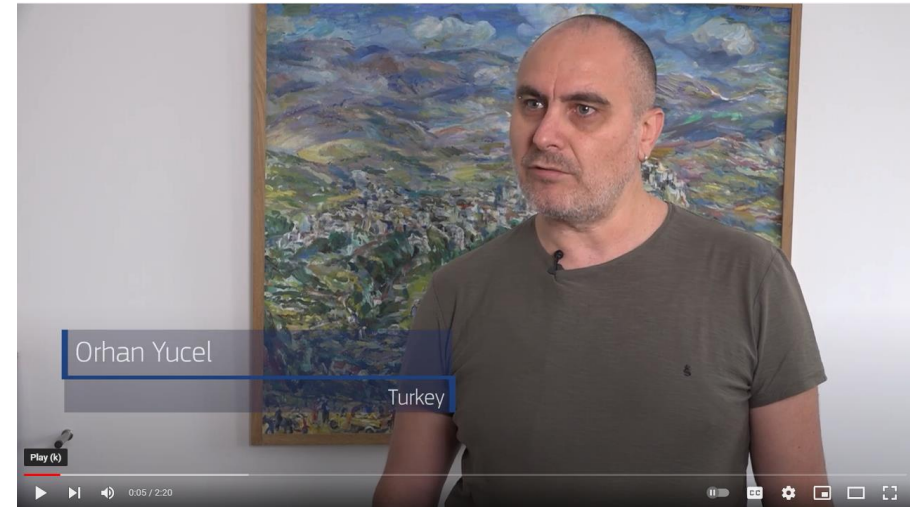
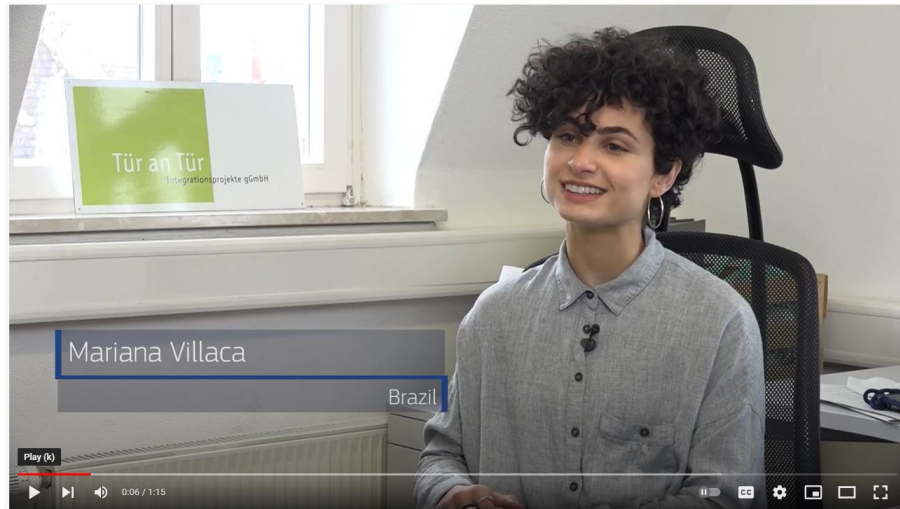
1 June 2022

Spaces @TwitterSpaces

Twitter Spaces is where live audio conversations happen.

Participants: Dantley (Admin), amber (Talking), Michael (Talking), Joshua (Talking), Remy (Request), Tanya (Listening), Kayvon (Listening), Jak (Talking), Audrey, Heather (Listening), Grace.

Videos - Attracting Skills and Talent to the European Union



Campaign on the legislation to prevent and combat child sexual abuse



Child sexual abuse – the problem

- 1 child out of 5 is victim of sexual violence (Council of Europe estimate)
- 93% of child sexual assault victims know their abuser (Source: [Rape, Abuse and Incest National Network](#))
- Very often the only way how to detect this is when perpetrators post photos and video of the abuse online
- The abuse can go on undetected for years
- When it goes online, it is possible to detect and rescue the children

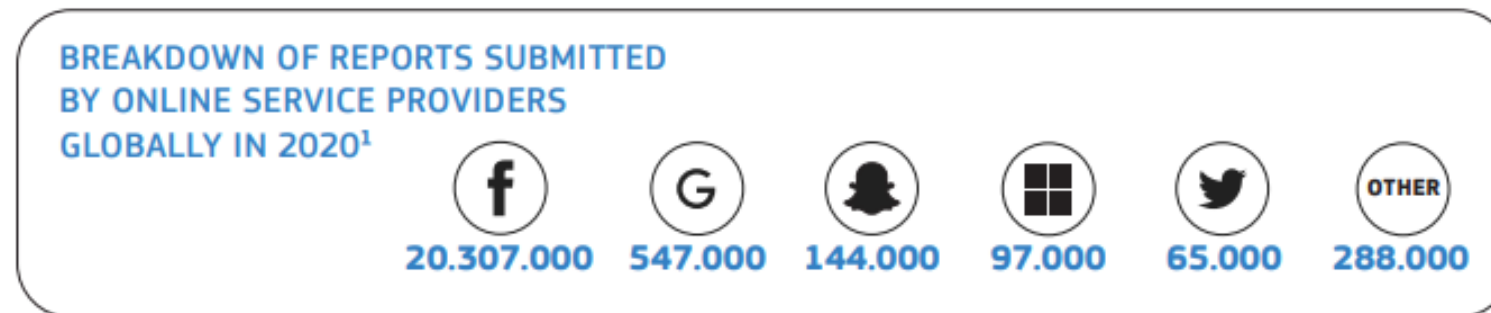
Child sexual abuse – the problem



- ❑ In 2021, there were **over 29.4 million reports of suspected child sexual exploitation** made to the National Center for Missing and Exploited Children's CyberTipline (73 % increase from 2019).
- ❑ **85 million pictures and videos of child sexual abuse** were reported globally in 2021.

Child sexual abuse – the problem

- Over 60% of child sexual abuse material worldwide is hosted on EU servers
- EU Member states are among the global top ten hosting countries
- **76% of all reports** globally come from **one single service provider**, and **five companies** account for **97% of all reports**. (Source: [2019 and 2020 reports by Electronic Service Providers \(ESPs\), CyberTipline](#))



¹National Centre for Missing and Exploited Children, 2020 Reports by Electronic Service Providers

- Voluntary reporting is susceptible to changes in companies' policies

Child sexual abuse – the solution

Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL laying down rules to prevent and combat child sexual abuse

New EU legislation aims to help EU countries to:

- **detect and report** child sexual abuse online
- **prevent** child sexual abuse
- **support victims**

EU centre to prevent and counter child sexual abuse

- coordinate actions to fight against CSA: detection, reporting, prevention & assistance to victims
- provide EU countries with expertise on prevention & victim support
- support law enforcement to act on reports and save children
- provide companies with indicators to find and report online CSA
- work closely with partners outside the EU

CSA campaign

Objectives:

- Promote the necessary legislation to tackle child sexual abuse effectively
- Inform and raise awareness on the issue and the need for EU action
- Promote the EU centre to prevent and counter child sexual abuse

Timeline:

Phase 1 – January – 11 May 2022 - pre-adoption and adoption of legislative proposal

Phase 2 – May – end of 2022 – sustained communication on all channels

CSA campaign

Core message

CSA online and offline and CSAM spread online is a big problem that is becoming bigger and bigger. **The problem is urgent. Action at EU level is needed and more effective.** We have to protect children offline and online.

Key messages

- **Social responsibility** to protect children
- **Digital spaces** must be as safe as **physical environments**
- Ingenuity: **We have the skills, resources, and technology** to spot and stop abuse

CSA campaign assets

- Press package ([IP](#), [Q&A](#))
- [Factsheet](#) (in EN, DE, FR)
- Infographics
- [Website](#) in all EU languages
- Videos
- Social media posts, visuals, GIFs



The screenshot shows the European Commission website. At the top left is the European Commission logo. To its right is a search bar with the text "EN English" and a "Search" button. Below the logo is a blue navigation bar with the text "Migration and Home Affairs" and a menu with items: "Home", "Policies", "Agencies", "Networks", "Funding", "What's new", and "About us". Below the navigation bar is a large image of a child's face. Below the image is a breadcrumb trail: "Home > What's new > Campaigns > Campaign on the legislation to prevent and combat child sexual abuse". Below the breadcrumb trail is the main heading "Campaign on the legislation to prevent and combat child sexual abuse". Below the heading is the sub-heading "Turning the rising wave of child sexual abuse". Below the sub-heading is a paragraph of text: "Child sexual abuse is a real and growing danger. More and more often, abusers use the internet to communicate with each other, share materials, and reach out to children. Predators take photos and videos of the abuse they commit in real life and share them through the internet. They use web cams, mobile phones, social media or other online platforms to coerce or blackmail children into inappropriate and illegal sex acts."

CSA campaign - Factsheet



Child Sexual Abuse is a real and growing danger

The sexual abuse of children can take multiple forms. **Offline** abuses include engaging in sexual activities or sexually exploiting a child. Exploitation and abuse can also take place **online**, for example via live streaming, or by viewing or distributing online child sexual abuse images and videos.

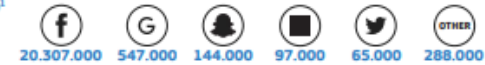
The detection and reporting of child sexual abuse material is key to **prevent and stop** abuse in real life. It is also an important tool to **assist victims** as it can be used to prevent material from reappearing and forcing the victims to experience trauma again.



Clear, effective and legally binding rules needed

- Over 60% of child sexual abuse material worldwide is hosted on EU servers
- EU Member states are among the global top ten hosting countries
- In 2019 and 2020, 95% of all reports globally come from one single service provider¹
- Voluntary reporting is susceptible to changes in companies' policies

BREAKDOWN OF REPORTS SUBMITTED BY ONLINE SERVICE PROVIDERS GLOBALLY IN 2020¹



¹National Centre for Missing and Exploited Children, 2020 Reports by Electronic Service Providers

A new proposal to protect children in the EU and worldwide

OBLIGATIONS FOR COMPANIES

Companies offering services in the EU are required to detect, report and remove child sexual abuse material online irrespective of their place of establishment, while ensuring that the fundamental rights of users are protected.

STRONG SAFEGUARDS

Service providers are required to use the least intrusive measures. Any necessary review will take place on an anonymous basis, and it is possible to take steps to identify users only in case potential online child sexual abuse is detected. The technology used would not be able to extract any other information than what strictly necessary to detect the abuse.

CREATING COORDINATING AUTHORITIES

Member States designate national authorities to ensure the consistent application of the Regulation. They are independent bodies and required to perform their tasks in an impartial manner. Detection orders are issued by courts or independent national authorities.

An EU centre to prevent and counter child sexual abuse

- A hub of expertise in the EU for operational support
- Maintains a database of indicators (hashes/AI classifiers) to enable the detection of child sexual abuse
- Receives reports of potential online child abuse, assess them, and transmit them to Europol and law enforcement.
- Supports Member States in prevention and assistance to victims facilitating the exchange of best practices
- Cooperates with partners outside of the EU, given the global nature of these crimes

Child sexual abuse is illegal. It is not permitted offline and it must not be disseminated online.

© European Union, 2022
Reuse of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license). For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.
All images © iStock
EN PDFDR 05-22-141-EN-N ISBN 978-92-76-52779-4 DOI:10.2837/158068

CSA campaign - Infographics

Together we can stop child sexual abuse

Online child sexual abuse is on the rise

Every year, millions of children are subjected to sexual abuse. Videos and photos of this abuse are shared online. The majority of child sexual abuse material is hosted in Europe.



We have the tools to keep our children safe

We have the technology to detect and report child sexual abuse, and it is proven to work.

Some children have been lucky enough to be saved, but many others are still being sexually abused or at risk.

Mandatory reporting and removal saves lives

Making detection, reporting and removal of child sexual abuse mandatory for online providers is our best chance to protect our children from the hands of sexual predators. Protecting children should not be a matter of choice or preference - we must all do our part to make the internet a safe place for children.



What we do is not enough

Some social media companies voluntarily report and remove child sexual abuse on their platforms, helping to bring online predators to justice.

But many more are silent.

Over 60% of child sexual abuse material worldwide is hosted on EU servers. Five EU Member States are among the global top ten hosting countries.

Source: NINEC

76% of all reports come from a single service provider.

Source: NINEC

Find out how we can make the internet a safe place for children

ec.europa.eu/home-affairs/EUvsChildSexualAbuse

THE DANGER IS REAL
#EUvsChildSexualAbuse



Our children are not safe online

How can we keep children safe online?

We make sure that all physical places for children are safe.

Meanwhile, there are very few measures to protect our children from danger on the internet.

Every year, millions of children are subjected to sexual abuse online.

Safety by design

Just like the real world, we should design the digital world with children's safety in mind.

Prevention of child abuse is key

Our children don't have the tools to protect themselves from potential abuse online. There are no safeguards to stop predators from contacting potential victims online.

37% of viewers of child abuse material have sought direct contact with children.

Source: ReDirection

We must all take action

We must all do our part to make the internet a safe place for children. Online service providers are the only ones who can detect child abuse and report it. Without their help, children are at great risk.



Adequate and timely support

It is important to give survivors of child sexual abuse adequate help and support, so they can go on to thrive.

Find out how we can make the internet a safe place for children

ec.europa.eu/home-affairs/EUvsChildSexualAbuse

THE DANGER IS REAL
#EUvsChildSexualAbuse



Child abuse spreads undetected online

Sexual predators often take footage of their victims and upload it online to share it with other offenders and trade it for their footage or even for access to new victims.

The current efforts to find child abuse material online are not enough.

Many children never receive the help they need and do not come forward because their abuser is someone they know.

'It is never over. There are still photos and films on the internet. It is very humiliating.'

Child sexual abuse survivor from Germany

We must act to protect our children from online predators

Share the message

THE DANGER IS REAL
#EUvsChildSexualAbuse



CSA campaign - Video



CSA campaign - GIFs



CSA campaign – Social media


Pinned Tweet
EU Home Affairs @EUHomeAffairs · May 11
1 million #childsexualabuse reports in the EU, in 2020

Today, @EU_Commission proposes new legislation with

- ◆ strong safeguards
- ◆ obligations on companies
- ◆ coordinated authority actions

Find out more ec.europa.eu/home-affairs/E...

#EUvsChildSexualAbuse




0:47 2,124 views

European Commission @EU_Commission · May 11
Child sexual abuse is a real and growing danger.
More than 2 million children are being affected every year.

We are proposing new rules to prevent and combat child sexual abuse online.

#EUvsChildSexualAbuse

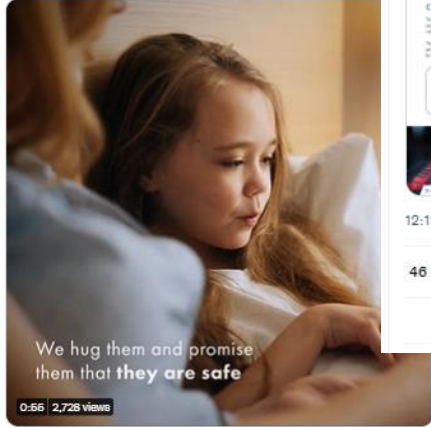


39 136 232

European Commission @EU_Commission · May 11
Tech companies have the skills and technology to detect abuse, and should be responsible for reporting it.

Our new proposal sets obligations for companies to detect and report abuse of children, with strong safeguards guaranteeing privacy of users.

#EUvsChildSexualAbuse



0:55 2,728 views

12 42 91

You Retweeted
European Commission @EU_Commission


be.linkedin.com/company/euro...
Translate Google Migration ar

European Commission @EU_Commission

A new EU Directive across EU countries,

- ◆ Establish
- ◆ Ensure th
- ◆ Support v

Learn more → #EUvsChildSexualAbuse



12:19 PM · May 11, 2021

46 Retweets 5 Qu

European Commission
May 11 at 12:28 PM ·

Child sexual abuse is a real and growing danger.
More than 2 million children are being affected every year.

We are stepping up the fight against child sexual abuse online with new rules that set obligations for companies to help stop child sexual abuse by:

- ◆ detecting, reporting and removing online child abuse material ...

See more



937 126 Comments 139 Shares

Like Comment Share

CSA campaign – Stakeholder engagement

Catherine Russell @unicefchief · May 11

The digital environment has created a rising wave of online child sexual abuse and exploitation.

We welcome the efforts of the EU to promote new legislation to protect every child from this growing threat.

#EUvsChildSexualAbuse @EUHomeAffairs @YlvaJohansson

europa.eu
Campaign on the legislation to prevent and combat child sexual abuse

4 replies 33 retweets 69 likes

You and 9 others

1 reply 53 retweets 110 likes

ashton kutcher @aplusk · May 11

Today, the @EU_Commission published a proposal that will serve as an inflection point in the fight against child sexual abuse material. Huge thanks to @YlvaJohansson for all the work from you and your team. Together, we can win the fight against CSAM online #EUvsChildSexualAbuse

5:46 PM · May 11, 2022 · Twitter Web App

55 Retweets 8 Quote Tweets 325 Likes

64 likes 5 retweets 120 likes

KEEP IN TOUCH

HOME A2

Press & Media: HOME-A2-MEDIA@ec.europa.eu

Outreach: HOME-A2-OUTREACH@ec.europa.eu



INFORM EU
Second Plenary Meeting
23-25 May 2022
Valletta, Malta

Fund-specific Meeting: Inform EU Home Affairs

Adoption of new AMIF/ISF/BMVI programmes
& envisaged communication activities

25 May 2022

Member States programmes



- ❖ **PAST** → Best practices from 2014-2020
- ❖ **PRESENT** → EC support materials (e.g. factsheets)
- ❖ **FUTURE** → envisaged communication activities in the Member States



INFORM EU
Second Plenary Meeting
23-25 May 2022
Valletta, Malta

Fund-specific Meeting: Inform EU Home Affairs

Update on HOME-funded projects
for the Open Data Platform

2022 Ongoing activities

Two-fold approach

- Gathering up to 40 projects from the 2014-2020 DG HOME national funded programmes
- Videos (animated videos/testimonials)

Common foundation

- Background
- Strategic objectives
- Content.



Project descriptions/STORIES

- **Highlight** success stories & positive impact of the EU-funded actions in the area of migration and security
- **Inspire** the stakeholder community and project beneficiaries to communicate the projects' results (**story-centric approach**)
- **Encourage** new audiences to become interested in and act as multipliers for HOME-funded success stories



PROJECT DESCRIPTIONS/STORIES

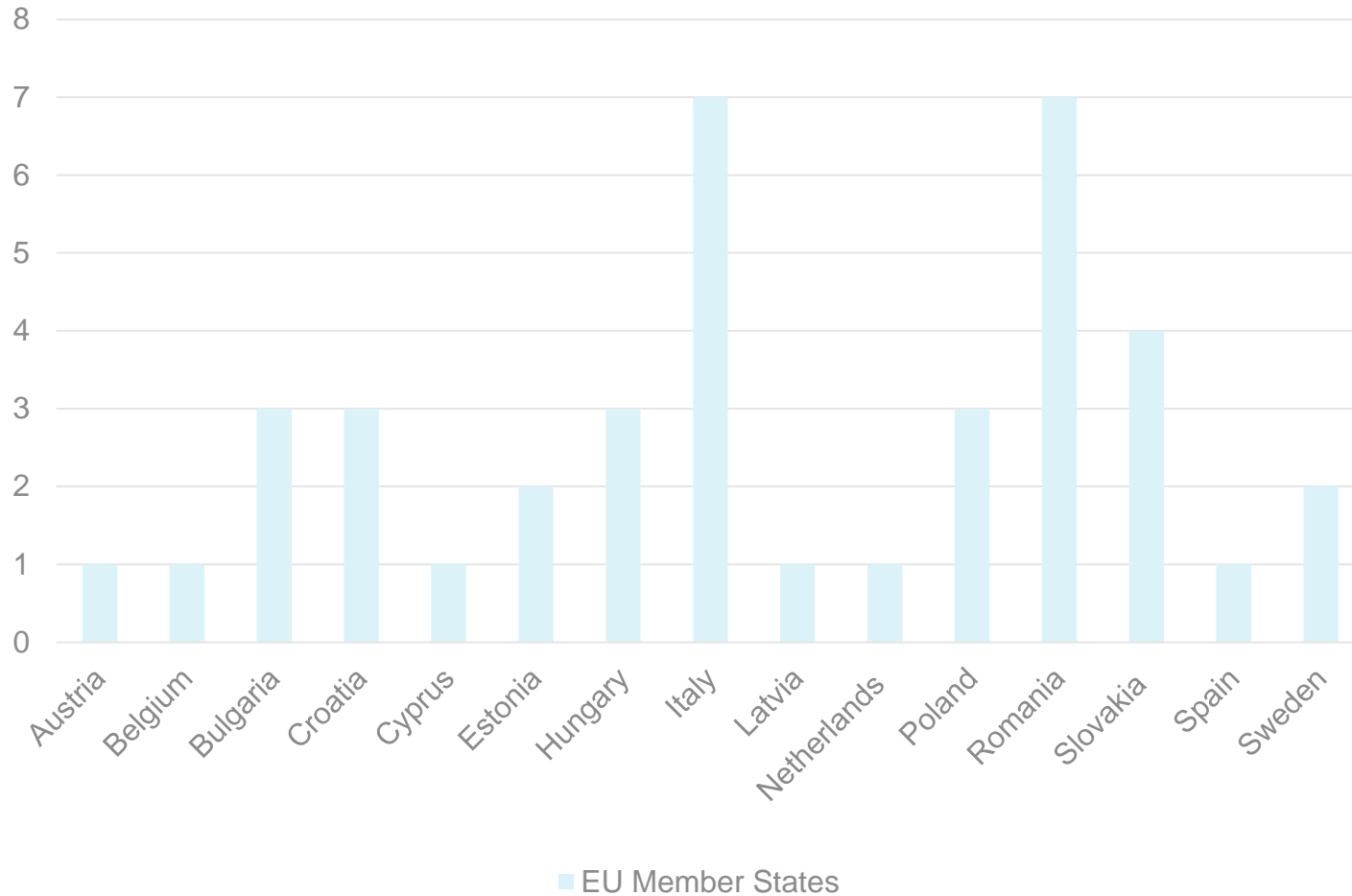
Source, select and draft up to 40 project descriptions to feature on the DG REGIO Open Data platform

Four-stage process

- **Pre-selection** (3 sources: INFORM-EU network, Project Desk Officers, independent research)
- **Evaluation & selection** (pre-defined criteria, potential synergies thematically, joint visibility actions)
- **Editorial** (impactful stories, human-centered)
- **Communication** (dissemination & promotion)



PROJECT DESCRIPTIONS/STORIES



40 EU-funded projects

15 EU Member States

35 key topics

PROJECT DESCRIPTIONS/STORIES

Art Nouveau halls in Brussels drive social and economic innovation

Interreg (Belgium)

Les Ateliers des Tanneurs has breathed new life into the old industrial buildings that have fallen into disuse. As a venue for cultural events, the space is a centre for social economic enterprises that are adding to the vitality of the Marolles district.

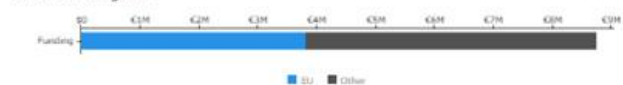


What's happening?

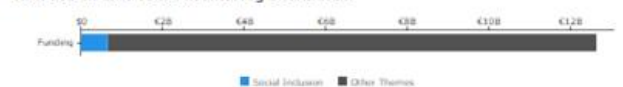
Les Ateliers des Tanneurs is a vast Art Nouveau complex covering nearly 8 000 m² that is home to start-ups, event venues, an organic market and a restaurant. The renovation of the two 19th century industrial buildings was an initiative of the Public Centre for Social Welfare (CPAS) in the City of Brussels. What was once a wine and textile trading centre, then abandoned, has evolved into a social economy centre that has revitalised the neighbourhood. Around fifty entrepreneurs have made it their home. The objective of the site is to stimulate economic activity and create local jobs. In exchange for advantageous rates, the companies who have established themselves there have undertaken, with help from the centre's teams, to create new jobs and train local people and those who receive assistance from CPAS. Priority is given to eco-responsible start-ups.



Who's funding this?



How are all ESIF funds in Interreg distributed?



Technical Information

Date Range: 2002 - 2005
Member State: Interreg
Theme: Social Inclusion
Coordinated by: Ateliers des Tanneurs

[View more info about Interreg](#)
[View more info about Social Inclusion](#)
[View more info about this project](#)

- Project headline
- Funding mechanism
- Introductory text
- Video/media
- Explanation - Project insights
- Funding breakdown & distribution
- Technical & other info

Call for support: identifying projects

- Looking for projects from the DG HOME **funding programmes 2014-2020**
- Bringing visibility** on the EU level to successful projects implemented on the national level
- Identifying strong **communication potential**
- Encouraging **sharing of results and replication** among stakeholders
- Opening the door to communicating with **broader target audiences**

Project nomination form

For Inform EU national contact points – project beneficiaries:

Thank you very much for your support in identifying projects from the 2014 to 2020 AMIF/ISF funding implementation period with high communication and replication potential, to be featured on the [DG REGIO Open Data Platform](#). Please fill in the fields below with as much detail as possible in order to have a clear overview of the content and scope of the project, as well as any communication materials produced in the context of the project.

Please share the following form, along with any relevant associated communication materials or audio-visual content in the attachment, to the following email address: [DG HOME functional mailbox](mailto:DG.HOME.functional.mailbox)

If you have any questions or need assistance filling out the form, please contact DGHOMEcommunication@gppacom.eu

Project name:	
Project dates:	
Project website:	
Funding mechanism (AMIF/ISF):	
Amount funded by EU:	
Total amount funded:	
Key project contact name:	
Key project contact email:	
Project country:	
Project city/region:	
Project description (approx. 200 words)	
Key project outcomes/impact:	
List of communication materials produced:	•
Links to video/audio-visual materials:	•

TIMELINE & NEXT STEPS

- Collection & drafting project descriptions until July 2022
- Upload project descriptions to DG REGIO's Open-Data Platform after July 2022
- Video brainstorming & production after July 2022

Do you have more to share in terms of best practice?

Please send all supporting materials directly to DG HOME. For any questions, please contact us:

- DGHOMEcommunication@gopacom.eu



Thank you



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

