

ANNUAL PUBLIC REPORT

Safer internet centre Slovenia

September 2010 - August 2011



Safer Internet Programme in Slovenia

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A. INTRODUCTION

»Young people, parents, carers and teachers must be informed of the potential risks that youngsters may encounter online. Fighting illegal and harmful content and conduct online should be a priority. These have been the objectives of the EU's successive Safer Internet Programmes since the first one was created in 1999!.«

The Safer Internet Programme, set up for the period 2009-2013 with a € 55 million budget, co-funds projects to:



- ensure awareness of children, parents and teachers on how to stay safe online;
- provide citizens with national contact points to report illegal and harmful content and conduct, especially on child sexual abuse material and grooming;

- foster self-regulatory initiatives in the field;
- stimulate children to become involved in creating a safer online environment;
- establish a knowledge base on the use of new technologies and related risks by bringing together researchers engaged in online child safety at European level.

The main goal of Safer Internet Centre Slovenia is to act as a central point for safer Internet issues in Slovenia. The awareness centre SAFE-SI, the hotline Spletno oko and the helpline Nasvet za Net continues to enable Slovenian Internet users to report illegal contents, acquire knowledge about the safer use of the Internet and other communication technologies and help children and adolescents when encountering any kinds of trouble online through a carefully developed and implemented work plan.

The activities of the consortium, originating in 2005 and led by the University of Ljubljana, Faculty of Social Sciences (UL) in co-operation with the Academic and Research Network of Slovenia (ARNES) and the Slovenian Consumers' Association (ZPS), are widely accepted and appreciated.

B. THE CONSORTIUM

Univerza
v Ljubljani
Faculty
of Social Sciences



The Faculty of Social Sciences is one of the largest members of the University of Ljubljana. It has over 5.100 students in 30 undergraduate and graduate study programmes. The Faculty is heavily involved in international publications and international projects. An important component of its reputation relates to the Research on the Internet in Slovenia project ('RIS'), which has been running since 1996. This is a non-profit project which regularly distributes research results on information society developments (www.ris.org) and is considered to be central for information society issues in Slovenia. The Faculty thus contributes to the project's rich knowledge on a variety of ICT-related topics, including digital content information and research

on Internet usage, as well as experience with research on cyber security and online privacy.

arnes  **ARNES (Academic and Research Network of Slovenia)** was established as an independent public institution in 1992. It is a public institute which provides network services for research, educational and cultural organisations and enables them to connect and co-operate with each other and with related organisations abroad. The main tasks of ARNES are the development, operation and management of the communication network for education and research in Slovenia. As a national research and education network ('NREN'), ARNES operates the national backbone for R&E and provides all standard and a variety of premium network services to universities, secondary and primary schools, private research institutions, libraries and cultural institutions. The ARNES network links over 1.000 Slovenian organisations

and makes ARNES' services available to nearly 200.000 people.

ZPS **The Slovenian Consumers' Association** is an independent and autonomous non-governmental organisation established in 1990. It is dedicated to protecting and representing consumer interests, as well as providing impartial advice and education to consumers. The Slovenian Consumers' Association actively strives to improve the quality and safety of products and services, in co-operation with non-governmental and expert organisations in Slovenia, the EU and globally.

C. THE USE OF ICT IN SLOVENIA

1. IN GENERAL

In general, according to ICT indicators Slovenia is positioned around the average in Europe. The latest data from the Statistical Office for 2010² reveal that 68% of households have Internet access, and 62% have broadband access. Most regular users are among young people: 97% of persons aged 16 to 24 years and 96% of persons aged 10 to 15 years regularly use the Internet.

Also 94% of children 10-15 years old use a mobile phone and an amazing 99% of young people aged 16-25.

The Slovenian Statistical Office data also show that in 2010 24% of people aged 10 to 74 used mobile devices to access the Internet, and they are most often used by people aged 16 to 24 (54%).

2. AMONG YOUNGSTERS

Children's use of the Internet in Slovenia is particularly high. The EU Kids Online survey³ show that 95% (EU: 93%) of the total 154.063 children aged 9-16 in Slovenia use the Internet, 73% (EU: 60%) of them every day or almost every day. While the average age of children across Europe upon their first use of the Internet is 9 years, in Slovenia it is 8. Slovenian children spend 99 minutes (EU: 88 min) per day online and 74% (EU: 59%) of them have profiles on SNS, including up to 47% (EU: 26%) of 9-10 year olds and 67% (EU: 49%) of 11-12 year olds.

The EU Kids online survey findings that almost 57% (EU: 49%) of Slovenian children have Internet access in their own bedroom is quite worrying. Parent mediation is also quite low. Only 27% (EU: 50%) of children in Slovenia say their parents monitor their Internet use. When parents were asked the same question, 42% (EU: 64%) said they monitor their

children's use of the Internet. Only 17% (EU: 33%) of parents in Slovenia use filtering software, 9% use monitoring software and 9% use computer time restriction software. The RIS research report Safe Internet Use 2010⁴ confirmed very different perspectives between children and parents regarding house Internet safety rules: while a big majority (83%) of parents claimed the existence of such rules at home, only 45% of children confirmed this.

The EU Kids Online survey shows that one-quarter (EU: 14%) of Slovenian children have seen sex-related images on the Internet in the last year. Moreover, 18% of Slovenian children have been bothered by something online and 44% of them claim that there are things online that bother children of their age. Yet only 10% of parents report that their child has been bothered online. This shows that Slovenian parents are not fully aware of what is going on with their children online.

The Mladi na netu survey⁵ shows that cyberbullying and sexual comments were received by a quarter of Slovenian children and a quarter of those have responded to cyberbullying with equally hurtful messages. 24% (EU: 28%) of children have a public profile in SNS, 16% (EU: 14%) of children have published their home address or phone number on the profile, 21% (EU: 16%) show an incorrect age in their profile. The Mladi na netu figures reveal that 43% of young boys have sent photos of themselves naked over a mobile phone to others. All of these figures demonstrate that children in Slovenia still do not behave responsibly and safely online.

The EU Kids Online research for Slovenia shows that 42% (EU: 22%) of Slovenian children aged 9 to 16 go online via an ordinary mobile phone.

D. SAFE SI

1. WHO ARE WE?

SAFE-SI has been a national Awareness Node/Centre since 2005. Over the last six years the Centre has become a central national reference point regarding internet safety issues. In 2009, awareness-raising activities were improved by adding a helpline component to provide counselling (via telephone and email) for children and adolescents who have come across various issues on the internet.

a. MISSION AND ROLE

The mission of the national awareness-raising campaign is to inform users about how they can protect themselves and their children from dangers posed by use of new interactive technologies such as the Internet and mobile phones.

b. GOALS

The project is oriented towards informing the following target groups: teachers, parents, children and teenagers as regards the benefits and hazards of ICT use through a carefully designed awareness-raising campaign and to raise awareness of safer, responsible and ethical use of the Internet and other communication technologies.

In close co-operation with national stakeholders we develop information material, organise events, such as Safer Internet Day, organise educational sessions such as workshops for parents, children and teachers, maintain a fully informative web page at <http://www.safe.si> and work closely with all Slovenian projects in the area of safer Internet usage.

2. AWARENESS RAISING ACTIVITIES

- ☺ **List of Awareness tools**
- ☺ **Online and offline promotion**
- ☺ **Awareness-raising campaigns**
- ☺ **Trainings for target groups**
- ☺ **Youth panels**
- ☺ **SAFE-SI in media**



a. LIST OF AWARENESS TOOLS

SAFE-SI web page — <http://www.safe.si>

The web page provides specific and detailed information and tips as regards safer use of the Internet and mobile phones for selected target groups: parents, teachers, children and teenagers. Through our web page visitors can also access the Slovenian Hotline Spletno oko and the Helpline Nasvet za net.

SAFE-SI website is becoming a key reference point, broadly used by the target groups to find information and advice on internet safety and is also positioned very high (**first places**) in **search engines** on relevant key words.

On our website target groups can access a big pool of user-tailored information, advice, tips (90 items), explanations, instructions, news (approx. 25 per month), tests (5), quizzes (3), resources (47), tutorials (13), videos (78), games and fun activities (14), etc.


 The screenshot shows the homepage of the SAFE-SI website. At the top, there is a navigation menu with links for 'domov', 'o projektu', 'medij', 'kontakt', 'podporniki', 'varovanje zasebnosti', and 'english'. The main content area features a large banner with the text 'Center za varnejši internet SAFE-SI vam nudi informacije in nasvete, kako varno in odgovorno uporabljati internet in ostale nove tehnologije.' Below this, there are four colored boxes for different target groups: 'OTROCI', 'NAJSTNIKI', 'STARŠI', and 'UČITELJI'. A central section titled 'Varnost na spletu od A do Ž' includes a search bar and a 'Novice' section with a list of recent news items. On the right side, there are several promotional banners for 'ANONIMNA PRIJAVA', 'ALI RABIŠ', and 'NAGRAJEN NATEČAJ'. The bottom of the page features social media links for Facebook and YouTube, and logos of partner organizations like 'Inš. Rep. AJP' and 'ZDRC'.

SAFE-SI homepage (<http://www.safe.si>)

Promotional and educational products

Project members were very active in designing useful and attractive educational and promotional materials for youngsters as well as parents and teachers.

Offline resources

Resources for young people



Activity book "Play and learn: Being Online" (adaptation and synchronisation of the INSAFE resource)

SAFE-SI mouse pads

How to protect your computer in 3 steps

How to create safe online passwords

Think before you post yourself online

Family rules for safe Internet use

➤ Resources for parents

Pomoč staršem v vrtincu novih tehnologij
Staršem nudimo pomoč pri vzgoji otrok o varni rabi interneta in mobilnih telefonov

Kaj lahko naredite?

- Računalnik tudi v najstnikih letih sodi v dnevni prostor in ne v najstnikovo sobo.
- Ohranite nadzor in preverite, ali so igre, ki jih igra vaš najstnik preko interneta ali kako drugače, primerne za njegovo starost. Pri tem vam pomagajo tudi oznake na igrah, npr. PEGI in PEGI Online.
- Otroke naučite, kako na internetu zaščititi svojo zasebnost:
 - Naj si ustvarijo varne profile in vključijo nastavitve zasebnosti.
 - Uporabljajo naj vzdevek, ki ne razkriva njihove identitete.
 - Gesla naj ohranjajo skrivna. Naj jih ne zaupajo niti najboljšemu prijatelju.
 - Previdni naj bodo pri objavljanju svojih fotografij in podatkov o sebi.
- Potrebno je zavedanje, da sta posedovanje in uporaba protokolskih kopij računalniških programov, filmov in glasbe nezakonita.
- Če otrok kaže močne znake zasvojenosti z internetom oz. računalniškimi igrami, razmislite o posvetovanju s strokovnjaki (terapevtom, šolsko svetovalno službo, psihiatrom). Več informacij in testi zasvojenosti na www.safe.si.

Za tibe prejimate brezplačne mesečne spletne novice z informacijami in nasveti o varni uporabi interneta za vas in vašega otroka? Naročite se na spletni strani www.safe.si

Leaflets with basic tips for parents how to protect their children online

➤ Resources for schools

SAFE-SI educational materials are broadly used at various seminars and trainings performed by national educational institutions, especially within E-education project. The Centre aims to reach increased usage of our materials by teachers in the classroom.

10 ZLATIH PRAVIL ZA VARNO UPORABO SPLETA

1. Na spletu ne izdajaj svojih osebnih podatkov, niti podatkov svojih staršev.
2. Ne objavlaj svojih zasebnih fotografij, niti fotografij svojih prijateljev.
3. Gesla so skrivnost! Ne zaupaj jih niti najboljšemu prijatelju.
4. Spoštuj spletno etiko (=pravila lepega vedenja na spletu)!
Nadlegovanje in žaljni govor preko neta ali mobilnika sta nedopustna!
5. Ne srečuj se z neznanci s spleta.
6. Staršem povej, če te kdo nadleguje ali če našel/a neprimerno vsebino na spletu.
7. Z uporabo interneta ne pretravaj!
8. Z interneta ne prepsuj, vedno navedi vir.
9. Ni vse res kar piše na internetu! Obvezno preveri še druge vire.
10. Za dodatne informacije, nasvete, igre in zabavo večkrat obišči www.safe.si!

DESKAJ VARNO!

EUROPEAN COMMISSION
REPUBLIKA SLOVENIJA
MINISTRSTVO ZA VISOKO ŠOLSTVO, ZNANOST IN TEHNOLOGIJO

Poster for classrooms with TOP 10 internet safety tips

➤ Resources for all

Travel package containing toothbrush and toothpaste
(awareness-raising campaign on protecting online privacy)



Practical travel toothbrush packages are being used to promote both the 'Safe on the Internet' campaign and the National Awareness Centre, SAFE-SI. This package is intended to present two clear metaphors: toothbrushes are used to emphasise the meaning of a safe password, because "Your password is like your toothbrush – you never lend it and you change it on a regular basis". The toothpaste on the other end represents the problem of how personal information can quickly get out of hand on the net, since: "As with

toothpaste – once it's out of the tube, it's nearly impossible to get it back in".

Online resources

➤ Resources for young people

Based on experiences working with young people we decided to increase the production of online interactive materials and to strengthen our presence on the social networking sites massively used by young people. The collection of online resources for youngsters has been constantly improved by adding new videos, tutorials, Facebook applications and other interactive and fun resources, such as summer horoscope for teens.



Safe.si in Rok Terkaj na Gamescomu - 1. del



Safe.si in Rok Terkaj na Gamescomu - 2. del

Examples of videos

POLETNI SPLETNI HOROSKOP

RIBI: Nežne in romantične ribice boste poletje še posebej v oblakih. Obeta sem vam novo online poletno poznavstvo, ki bo lahko preraslo v kaj več. Vseeno pazljivo: na prvo srečanje v živo odidite v spremstvu, dobite se na javnem mestu in le poveste staršem, kam greste.

OVEN: Ovnici boste letošnjo poletje vsega lotevali strastno in goreče. Vaši izbranci/izbranka bo tega vesela, ljudje, ki bodo z vami debatirali prek spletnih forumov pa ne. Pazite, kakšen govor in izraze uporabljate v spletnih debatah, saj to, da ste »anonimni« ne pomeni, da lahko pozabite na borbon.

BIK: Trmoglavci biki boste to poletje v svojem elementu, vendar boste nekoliko preveč rlnili z rogovi skozi zid. Zato bodite pazljivi, če se boste lotili nakupovanja prek spleta. Preverite trgovino, če je zaupanja vredna, goljufov je vse več, da ne boste na koncu ostali praznih jaslí. :)

DVOJČKA: To so vaši meseci, zato boste dvojčki še posebej družabni in klepetavi. Uporabljali boste vse možne online komunikacijske kanale. Vseeno pazite in ne dodajate popolnih nezancev za prijatelje na Facebooku in preverite, ali imate pametno nastavitvene nastavitve zasebnosti!

RAK: Sicer sramežljivi raki boste letošnje poletje romanco iskali na straneh za zmenkarje. Ob tem ne pozabite, da se na internetu ni težko prevarjati, da si nekdo popolnoma drug. Bodite previdni in dobro preverite spletna poznavstva, preden preveč odprete svoj oklep, da ne boste razočarani.

LEV: Ponosni levi boste letoz upravičeno ponosni na svojo zunanost, saj vam zvezde podarjajo posebno poletno šarmantnost in privlačnost za nasprotni spol. Vseeno pa dobro premislite, kakšne fotke s plaže boste objavljali na spletu. Nekatere slike pač niso primerne za tako javen prostor kot je internet.

DEVICA: Sicer preudarne device boste ta mesec preveč zaupale določeni osebi, kar se bo končalo v obračunavanju online in ukradenem Gmail računu. Vše se bo dobro rešilo, dobili pa boste lekocjo, da svojega gesla ne gre zaupati niti najboljšemu prijatelju.

TEHTNICA: Vnjuni se boste lahko zahvalili svoji pregovorno dobri presoji. Proti koncu šolskega leta, ko zmanjkuje časa za vse popravne ocen in naloge, vas bo v nekem trenutku premamilo, da bi seminarico le skopirali iz spletne strani in se podpisali kot avtor. Še dobro, da vaši občutki za poštenost ne bo zatajili in se ne boste predali skušnjavi, tako boste lahko poletje uživali brez slabe vesti ali celo popravev.

ŠKORPIJON: Škorpioni znate tudi močno pičiti, to je znano. To poletje vas bo mikalo, da bi bi višo simpatijo, ki se je zagledala v drugo osebo, zaljubljeni in strastni prek spleta. Na srečo vam bo vaša škorpionska intuicija preprečila, da bi se spustili v kaj tako nekonotnega, kar se ne bi najbolje končalo niti za vas. V poletju pričakujte, da bo vaše zlojmeno srce potolažila oseba, s katero že prijateljate prek Facebooka.

STRELEC: Strelci morate biti vedno z vsem na tekočem, zato brez svojega pametnega telefona pač ne greste nikamor. V poletnih mesecih, ko vas bo vlekel v raziskovanje daljnih krajev in dežel, pa le pazite, koliko boste smali po valovih mobilnega interneta v tujini. Naj vas poleg konca poletja ne spravi v obup še astronomski račun za mobilnik.

KOZOROG: Kozorogi tudi čez poletje ne boste počivali. Ko ni šole, vas še bolj mika, da bi uresničili kakšno od svojih poletnih idej. Tu vam bo internet in možnosti, ki jih ponuja, v veliko pomoč. Pa če se boste lotili online prodaje babinskih piškotov: ali učenje vame rabe interneta sosedovih otrok.

VODNAR: Vodnarji imate pač radi nenavadno. To poletje boste odkrili virtualne svetove in uživali v preiskovanju različnih spletnih identitet. Super zabava, vseeno pa ne pozabite na svoje prijatelje v živo in gibanje v naravi!

Za vsebine spletne strani odgovarjajo le izvajalci projekta Safe-si. Vsebine ne predstavljajo mnenj Evropske komisije, zato ta ne jamči za pravilnost vsebovanih podatkov in ne prevzema nikakršne odgovornosti za posledice njihove uporabe.

Stran trenutno pregleduje 19 gostov. 0 prijavljenih uporabnikov in 1 urednikov.
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Spletni CMS version: 11.02.24
html | css | Admin

Summer online horoscope for teens

OVCE.sk
animated
stories



Brez kožušča



Bele ovce



Skrivni prijatelj



Ne pleži z volkom

On SAFE-SI Playground we have included all games appropriate for children that we offer and also games from other organisations on the topic of the internet safety. Currently, there is 9 educational games for children available, among which are also three new games from the Ovce.sk portal.

SAFE-SI Playground
(<http://www.safe.si/c/1506/SAFESI-IGRISCE/>)

SAFE-SI IGRISČE

REŠI NALOGE!
PREIZKUSI, KAKO VARNOST NA SPLETU ZNAŠ DESKATI

VARNOST NA SPLETU
SAFE-SI KVIZ

SPLETNI SPLETNI KRMARJI
SPOMIN

POBARVANKE
KOCKE

SPLETNE DOGODIVŠČINE
WILD WEB WOODS

Za vsebine spletne strani odgovarjajo le izvajalci projekta Safe-si. Vsebine ne predstavljajo mnenj Evropske komisije, zato ta ne jamči za pravilnost vsebovanih podatkov in ne prevzema nikakršne odgovornosti za posledice njihove uporabe.

Stran trenutno pregleduje 19 gostov. 0 prijavljenih uporabnikov in 1 urednikov.
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Spletni CMS version: 11.02.24
html | css | Admin

In August we created **a Set of interactive activities for children: "Internet safety for the youngest"** that have been also added to the SAFE-SI Playground. Nine fun and educational interactive activities are now available for children that can be completed directly online. The collection of activities contains hidden and missing words, crosswords, labyrinths, rebuses related to the use of the Internet and computers in general. Each activity is also accompanied by advice for a child how he/she should react in a certain situation online, how to check the reliability of information found online, importance of protecting personal data online, etc.

Internet safety for the youngest



➤ Resources for parents



Vklp starševskega nadzora v Windows 7



Kako zamenjati svoje geslo v Gmailu?

SAFE-SI video tutorials



Vklp zasebnega brskanja v Internet Explorerju



Kako zasebno brskati v Firefoxu?

Video: Adults, learn from digital natives

This video was created by primary school pupils from Slovenske Konjice within the SAFE-SI annual national award competition for primary schools. The video enables the teachers to



Odrasli, učite se od digitalnih domačinov - otrok ;)

have a look at the digital lives of their pupils and how they see the benefits of using the internet and other new technologies. It is important for teachers to understand and promote the positive use of technologies to their pupils but also to parents. This video can also be used as a tool for parent meetings to show the parents and discuss with them the safe and responsible use of new technologies. The video was also presented at the Parent's panel at Safer Internet Forum 2010 in Luxembourg.

➤ Resources for schools

For the purposes of SID 2011 celebrations within schools SAFE-SI has created a special online package with ppt presentations, classroom activities and other goodies for schools. This toolkit contains all necessary resources to use in classrooms with pupils and students. It contains the following materials:

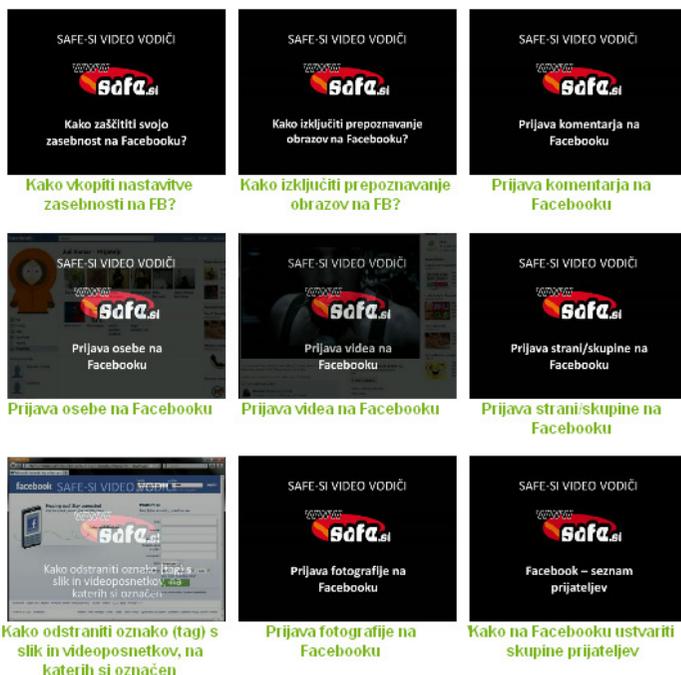
Activities:

- Activity 1: Interactive quiz: »Smart online surfers« (suitable for pupils aged 12-15)
- Activity 2: »Think before you post yourself online« (suitable for pupils aged 10-15 and students up to 18)
- Activity 3: How to create safe online passwords and nicknames (suitable for pupils aged 10-15)
- Activity 4: Addiction with digital technology (suitable for pupils aged 10-15)

PPT presentations:

- Presentation 1: Rules of Net Etiquette (suitable for pupils aged 10-15)
- Presentation 2: Safe online fun (suitable for pupils aged 10-12)
- Presentation 3: Protection of privacy online (suitable for pupils aged 12-15)
- Presentation 4: Addiction with digital technology (suitable for pupils aged 10-15)

➤ Resources for all



9 Facebook tutorials

The purpose of created tutorials is to teach the Facebook users regardless of their age and gender how to use Facebook safely: how to protect their accounts, using advanced security settings, how to report abuse, inappropriate photos, comments, etc.

b) ONLINE AND OFFLINE PROMOTION

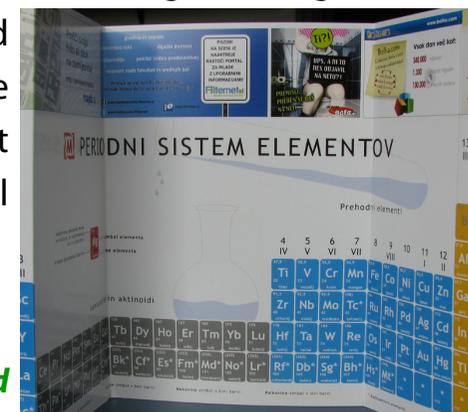
SAFE-SI has used various offline and online promotional channels in order to reach as broader audience as possible.

Offline promotion

Inclusion of project ads in printed media

The “Think before you post” ad has been included on the periodic table of the chemical elements which are given to the students in the first year of the secondary education. This material published in 21.000 copies is intended to target teenagers in the age group 14-15 and is handed out to the students on the first day of a new school year (1 September).

Example of ad



Furthermore, all three Centre's components were also promoted through the advertising supplement "We go to school" that was added to popular magazines Lisa (published on 25.8), Cosmopolitan (published on 25.8.), Story (published on 26.8.) and Lea (published on 31.8.). Our Centre contributed an ad article entitled "Safely crossing the information highway" in which the major Centre's activities are described. This material was published in 62.500 copies reaching various segments of general population.

Screen shot of the article published



Participation at events

SAFE-SI took part at many different events: fairs, conferences and festivals to inform the attendants

about the project and to provide them with the educational and promotional materials. In some cases presentations were given by the members of the project team, on other occasions the project was presented at the exhibition place:

- **At Children's Bazaar, 9th-12th September 2010** - the biggest fair for children in Slovenia attended each year by almost 30.000 visitors, mostly parents and children under age of 10; SAFE-SI and helpline NASVET ZA NET were presented with stand where various awareness and promotional materials were disseminated. At the fair also the promotional materials of the hotline SPLETNO OKO were disseminated to parents.

Exhibition at the Bazaar



- **At Training for the Mentors of Children's Parliament, 14th September 2010** - Mr Tomi Dolenc, project member from ARNES, held a 45-min long presentation for teachers who attended this event on the influence of the Internet on the youth development.
- **At round table discussion: "Youth and the Internet", 4th November 2010** - organised by Pro et contra, institute for culture of dialogue, Slovenia. SAFE-SI was presented by Mr Benjamin Lesjak, expert volunteer on the project.
- **At FRISK conference, 11th -12th November 2010** - Mr. Domen Božeglav and Mr. Benjamin Lesjak held a 45 min long presentation on the dangers of the Internet including social networking sites.
- **At international conference SIRIKT in April 2011** - a prominent event on the incorporation of ICT in education. It brought together childcare workers, childcare assistants, teachers, laboratory

assistants, headmasters, information specialists, computer experts, higher education teachers, librarians, pupils, high-school students, university students and other ICT users. The topic of online safety was thus also put on the agenda of this event. Two presentations were given by "teacher counsellors" from E-education project, entitled: The school project day "All internet traps" and Personal Data Protection in Social Networks.

- **At event celebrating World Telecommunication and Information Society Day, 17th May 2011** - organised by Association for Technical Culture of Slovenia were national successful projects connected with the Information Society were presented. The event took place at a promenade »Maximarket« next to the National Assembly in Ljubljana. Our Centre presented itself at a stand where project materials were disseminated to the people walking by. Our stand was also attended by the former President of the National Assembly,

dr. Pavel Gantar as well as the State Secretary at the Ministry of Higher Education, Science and Technology, dr. József Györkös.

*Atmosphere
at stand*



- At event **“Young people and crime: victims or offenders” on 17th June 2011** organised by the City Municipality of Maribor and the Police where different experts, including the NAC representative Ajda Jerman Kuželički and the hotline coordinator Lija Mihelič, shared their expertise and knowledge regarding the different aspects of potentially dangerous everyday situations for children, including the Internet. This event was attended by around 75 social workers and crime investigators.

Online promotion

The promotion through online portals and websites, social networking sites and other online communication channels is becoming extremely important.

Promotion through Facebook

In 2011 we launched two separate Facebook pages, one targeting primarily parents and the second one targeting teenagers in the age group 13 to 19. In May we launched an improved Facebook page for parents available at: <http://www.facebook.com/safe.si>. Information, links, videos and other resources that are now published on the wall are mainly tailored to the needs of parents. Through this page we also highlight the news and resources that are published on SAFE-SI central webpage. At the end of May we started with the intense promotion of this profile through the Facebook advertisement channels. In two months of this campaign we

gained almost 590 new Facebook fans, reaching now the total number of 1.429.

Screen shot of SAFE-SI Facebook page



In June a new Facebook page for teenagers called "I surf safely" has been created. It is available at: <http://www.facebook.com/deskamvarno>. Since it is quite challenging to attract this segment of population, we had to put a lot of effort in order to make the profile interesting enough for the teens to visit it

regularly. We thus publish short surveys, upload videos and other materials tailored to their needs and interests. In June we also started with successful Facebook advertisement campaign that brought us almost 1.100 fans in two months. During the summer period we also created two Facebook applications, the first one is the game "Smart online surfers" and the second one is the viral Facebook test "Are you a Facebook jerk?"



Test "Are you a Facebook jerk?"

Promotion through websites and search engines

SAFE-SI links and banners are introduced on several national websites and portals. SAFE-SI has continued to be in the last year actively promoted at the portal of Slovenian Education Network (SIO). The short description of SAFE-SI can be found at: <http://www.sio.si/sio/projekti/safesi.html>.

SIO portal regularly publish news, press releases developed within SAFE-SI. Furthermore the virtual community on online safety has been also established within SIO portal and it is accessible to registered users through the link: <http://skupnost.sio.si/course/view.php?id=3531>. Through this community all relevant information about the project, its activities and campaigns are published.

SAFE-SI including the helpline NASVET ZA NET and hotline SPLETNO OKO are also fully introduced on in the February 2011 established national portal on online security <http://www.varninainternetu.si>.

In February 2011 online badge “We are celebrating SID 2011” was published on 48 school websites what represents 10,64% of all websites of the Slovenian primary schools. We also made a small investigation that shows that at the moment around 150 school websites contain a link to SAFE-SI homepage. This number represents approximately 33% of all websites of primary schools.



Online badge

Many distinguished and most popular webportals and social networking sites joined to SID 2011 celebrations. For example, the second largest national mobile phone operator Simobil published SID banner and online badge on all its Facebook fan pages: on Orto.si that has more than 11.000 fans and on Si.mobil fan page with more than 22.000 fans.

C. AWARENESS-RAISING CAMPAIGNS

Safer Internet day 2011

Safer Internet Day (SID) is organised by INSAFE and national Awareness centres each year in February to promote safer and more responsible use of online technology and mobile phones, especially amongst children and young people across the world.

SAFE-SI has prolonged this year's Safer Internet Day into a Safer Internet Month that was taking place all through February. A number of events, resources, activities were prepared and launched during this month.

Campaign in schools

To take a decentralised approach to SID and to have as many schools as possible participating SAFE-SI has launched a large campaign for schools. The preparations for this began already in March 2010. We have decided to involve schools in a way that

they would receive from us all necessary resources to be able to organise themselves different activities, technical days, discussions etc. with their pupils and also parents. Already in April 2010 the first "Save the date" message announcing to schools that they will have the opportunity to join SID celebrations was sent with the strong support and appeal of the Ministry for Education to schools to join this campaign. In the beginning of December 2010 the online registration for schools opened at NAC's website and again an invitation was sent via email to all Slovenian schools. **Altogether 176 schools and 210 teachers registered for SID celebrations** and have been sent an online toolkit containing classroom activities, presentations, videos and an online badge to put on the school's website to indicate SID celebrations. **More than one third of Slovenian schools** got involved in the activities and they can be seen on an interactive **Google map that we prepared.**



School participating in SID on Google map

Round table “Ethical behaviour online”

The SID celebrations in Slovenia started on 2nd of February with a **round table on the topic of netiquette and responsible behaviour online** that NAC has organised in cooperation with hotline Spletno oko. We have invited many prominent speakers to this event: **Deputy Ombudsman Jernej Rovšek, High State Prosecutor Aleš Butala,**

Internet and online media experts Mišo Alkalaj, Saša Mrak, Sonja Merljak Zdovc, **privacy expert** Benjamin Lesjak and **youth panel representative** Luka Ivartnik. This event was attended by more than 70 participants, including 10 journalists. The topic of the round table discussion was the importance of raising awareness of children and teenagers but also adult users about ethical and responsible behaviour online. We wanted to make the public aware that our actions and behaviour online has consequences in real life and can hurt the feelings of other people. That is why insults, bad language and inappropriate behaviour must not be tolerated online just like it is not in real life. The main result of the discussion are 9 guidelines for ethical behaviour online that were released to the media and are being disseminated through SIC channels (websites, workshops, seminars).

The President of the Republic of Slovenia dr. Danilo Türk strongly supported our efforts and has

expressed his opinion that this is a very important issue. That is why he prepared a video address for the participants at the round table stressing the importance of this topic and hope for effectiveness of the results. The round table and its conclusions also attracted quite some media attention.

Video address of the Slovenian president



Launch of OVCE.SK cartoons

Slovenian NAC has adapted and dubbed to Slovenian **4 animated stories** from the serial Ovce.sk designed by the Slovak Safer Internet Centre to raise awareness of pre-schoolers and primary school pupils about safe and responsible use of internet and mobile phones. The cartoons have been publicly launched on 16th of February with a press conference and a press release.

SAFE-SI Award Contest 2010/2011 for Schools

This year's edition of the Slovenian Awareness Centre's competition for primary schools was again very successful. More than **60 schools, 100 teachers** and **700 students** created **400** interesting competition entries (drawings, poems, stories, comics and videos) that have delighted the jury.

The competition theme was linked to safe and responsible use of the internet and mobile phones, from disclosing personal information online, online communication and socialising, social networking, use of mobile phones in free time and for learning, and so on. The main purpose of the competition is to encourage children and youth to consider how the internet and other new technologies are shaping their everyday lives and, at the same time, to initiate conversation and learning about safe and responsible use of new technologies in schools.

The SAFE-SI competition was this year divided into

three categories: 6-9-year-olds created various products such as drawings, poems and stories, 9-12-year-olds created comics, while 12-15-year-olds produced 3-minute videos.

The competition concluded with a big event in the Cineplex in Ljubljana where 150 authors and mentors of the best competition entries were invited. SAFE-SI prepared a very interesting event for them, which included:

- a cinema screening of nine educational cartoons about safe use of the internet and privacy online from Ovce.sk, which the audience loved.
- conversation with the artists who created the cartoons: Slovenian rapper Trkaj who dubbed the Slovenian voices for the cartoon characters, script writer Miroslav Drobný and art director of the cartoons Jaroslav Baran from Slovakia.
- conversation about the safe use of the internet and a rap concert performed by Trkaj.

Children with rapper Trkaj at the award ceremony



Rapper Trkaj with the group of winners

The event was streamed to other Slovenian schools all over the country through a video-conferencing system.

Informative Campaigns for Parents

We would like to give a special attention to the largest distribution campaign ever carried out

within our NAC. At the beginning of the school year 2010/2011 through the postage delivery channels of National Educational Institute all Slovenian primary schools, in total 791 (central schools as well as their affiliations) received a package with promotional leaflets for parents.

Each package was accompanied by the letter of support signed by the Director of National Education Institute in which the schools were asked to distribute the attached leaflets to the parents of their pupils, preferably at the introductory school meetings for parents.

After the conclusion of the campaign in October 2010 we directly contacted each school via phone in order to check how they responded on our request. Based on the given responses, we can conclude that the schools in general reacted very well on our request. In total, more than **630 of 791** schools disseminated the leaflets to the parents of their

pupils. We can thus estimate that **over 150.000 leaflets** reached the parents of youngsters aged from 5 to 15.

d. TRAININGS FOR TARGET GROUPS

In Slovenia schools are very interested in trainings and workshops on the Internet safety for pupils/parents. SAFE-SI has been actively involved in educating parents, teachers and youngsters about the opportunities and potential risks of the Internet usage since 2007. In the last year we have observed an even growing interest of schools on receiving trainings on online safety issues. In order to be able to fulfil all demand coming from the interested parties we established a network of all interested parties willing to participate in designing and conducting trainings for relevant target groups. Efforts have been made to find the best way how to fully exploit the available training resources outside the project. An agreement was reached with

national E-education project on mutual cooperation in this area. The first results of such an improved cooperation can be already seen. In the period from September 2010 - August 2011 more than 1.100 parents attended SAFE-SI trainings. Furthermore, more than 2.500 children and teenagers took part in the 89 workshops conducted in this period of time. For comparison, under the previous contract in the 18 months of the project duration, SAFE-SI experts all together conducted 28 trainings/workshops for target groups.

Regular updates of the central presentation for parents were made and more specialised presentations and workshop programmes for youngsters were created. This is necessary due to unpredictable and fast changes in this area. Nowadays parents need to be equipped with information on safe use of social networking sites, especially Facebook on the other hand also youngsters need relevant and up-to date

information about the most delicate issues. The most popular workshop programmes for youngsters are: the protection of personal data online, especially on social networking sites, e.g. Facebook, online bullying and addiction with modern technologies.

The level of satisfaction with conducted trainings and workshops seems to be extremely high. This can be proven by the results of the evaluation of conducted trainings and workshops. SAFE-SI namely created an online evaluation form that has been already filled in by 31 schools that hosted one or more educational events. On the scale from 1 to 5 (1-very poor; 5-excellent) **more than 85% of schools** gave to the trainings for parents the highest mark, namely 5. This part of the survey was filled in by representatives of 14 schools. It is quite similar with the satisfaction with conducted workshops for pupils. **Around 50% of schools** evaluated the organisational aspects, the content

and the trainer performances with the highest mark, namely 5 and almost 39% schools with 4. The workshops were evaluated on the scale from 1 to 5 (1-very poor, 5-excellent). This part of the survey was filled in by 20 respondents.

Most interesting statements made by schools that hosted trainings for parents:

"The trainer was able to encourage the parents to take part in the discussion. He explicitly described the Internet dangers, but at the same time he was also able to face the parents with the fact that the Internet is the reality of contemporary time and actually very useful tool« Primary school Rodica Domžale, 25th January 2011

»It was great, thank you« parents commented the lecture. »We want you to prepare something similar for the pupils.« Primary school Velika Nedelja, 10th February 2011



The collection of photos taken at trainings and workshops

e. YOUTH PANELS

In Slovenia we do not have a permanent youth panel, but we organize different panels with children from different parts of the country - from cities as well as from rural areas - to give the opportunity to as many youngsters as possible to speak about their experiences online. The purpose of the youth panel is to give useful information to the Awareness centre on how to best raise awareness of all Slovenian children this is why it is valuable for the centre to get as many different children's voices as possible.

In the last year NAC organised four youth panels. Here we would like to point out some most interesting findings that have influenced our work:

- Discussion with both panels about experiences online and awareness of possible risk revealed that almost all experiences children mention are connected with the use of social networking,

mostly Facebook. There mentioned cases of identity theft, stolen passwords, cyberbullying (insults, nasty comments) and also intellectual property theft and even grooming. Primary school children reported cases that actually happened to them, while the secondary school children only reported about cases that happened to other peers and expressed their belief that such things could not happen to them. It can be concluded that all NAC's effort in developing a wide training system is very much in place, since children and young people also confirm they don't learn about this in school and workshops for them are needed. Also training, education and awareness raising is crucial for parents and teachers that obviously do not talk enough about internet safety with their children.

- Both primary and secondary school children reported not having any internet safety education in school. Both groups would like to talk in school

about this issue. Especially secondary school children like the discussion format of the youth panel. Primary school children also claim that their parents don't talk to them about internet safety.

- Since children and teenagers in the panel discussions showed a lack of understanding how big and public is the network of people that can access their information, pictures and videos once they post them online, we have identified the need to create new classroom activity concerning this topic to use in the centre's workshops for youth, and also to provide a resource for teachers to use with children in their classrooms. The Activity is entitled "Think before you put yourself online".

f. SAFE-SI IN MEDIA

Over the last two years SAFE-SI has been continuously successful in generating press and

media coverage. SAFE-SI has been able to establish a strong connection with the media and therefore achieved continuity in releases of awareness-raising information. National Awareness centre is a reference point where the journalists turn to whenever they are preparing an article/story about Internet safety.

We must mention a few TV appearances with large coverage: project's communication officer was two times guest in the studio in the 1 o'clock news of the biggest national commercial TV station POP TV discussing with the hosts results from EU Kids Online and Sip benchmark studies and giving tips and safety advice in relations to the results for Slovenia. This TV station covers 65 % of national viewers. Also Safer Internet Day was presented in prime time news on national public television. National public TV covers 47 % of TV audience in Slovenia.

SID topic was also very well covered by the national radio. Experts from SID round table and project member were invited to a one-hour radio talk show on the topic of internet safety and ethical behaviour online. Additionally, there were three more reports on SID on the national radio. SID gathered the attention also from other Radio stations: Europa, Veseljak, Center, Fantasy, Ognjišče, Ekspres.

Very large coverage was also achieved by an article about this year's SID theme (ethical behaviour online) that was published in a free magazine Žurnal24, distributed to all households in Slovenia (circulation of 294.000 copies). Project expert was also a guest in an hour-long talk show about children and parents online aired on the regional public television Tele M. During the show also the SID video was broadcasted.

Media coverage for the period from September 2010 to August 2011

	Sept. 2010 - Aug. 2011
Number of TV appearances	9
Number of radio appearances	24
Press appearances	30
Online appearances	184



3. SAFE-SI AND NATIONAL COOPERATION

a. SAFE-SI WORKING GROUP

As already mentioned one of the Centre's priorities is to establish – with alliance of other stakeholders and experts – a sophisticated but effective training system that will be capable of serving all the requests that are coming from schools. For this reason SAFE-SI Working group has been re-established in November 2010 which gathers together institutions and individuals active in this field and willing to participate in designing and conducting trainings for relevant target groups.

List of WG members:

- **Office of the Information Commissioner**
- **Ministry of Education and Sport**
- **E-education project**
- **mag. Đulijana Juričić**, primary school teacher
- **mag. Benjamin Lesjak**, Faculty of Law, University

of Maribor

- **MISSS** (Youth informative Counselling Centre of Slovenia)
- **ZPMS** (Association of Friends of Youth Slovenia)
- **Microsoft Slovenia**
- **ARNES** (Academic and Research Network of Slovenia)
- **ZPS** (Slovene Consumers' Association)

b. OTHER COOPERATION

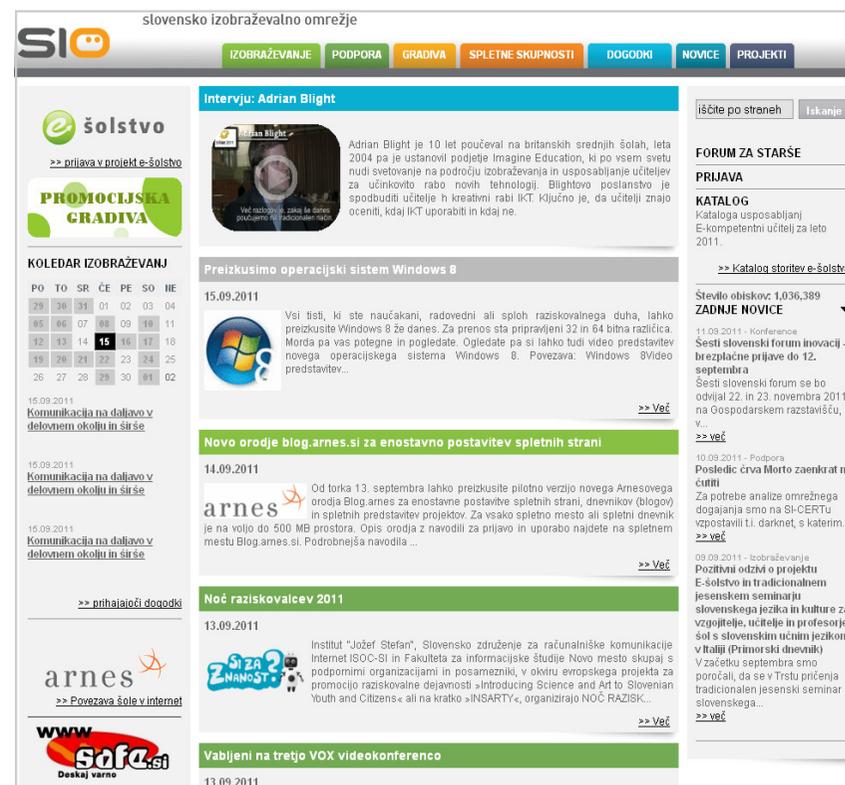
Cooperation with the national E-education project (2009-2013) with the objective of educating teachers and other pedagogical workers about online safety. The project is co-financed by the Ministry of Education and Sport and European Social Funds. This channel is extremely important for spreading the awareness message and sharing experiences and best practices with teachers. SAFE-SI has been invited to actively participate in the

project by preparing trainings and lectures for “teacher counsellors” as well as for teachers as end-users. Efforts have been made to find the best way how to fully exploit the available training resources outside the project.

An agreement was reached with national E-education project on mutual cooperation in this area. SAFE-SI will take care to fully train the available trainers within E-education project and to equip them with the knowledge and resources. On the other hand E-education project will spread the Centre’s messages to schools and teachers through its available channels, conduct trainings for teachers and to smaller extent and where possible also for parents.

At the beginning of the school year 2010/2011 E-education project introduced the virtual communities on its central webpage: <http://www.sio.si/>. As a result, the virtual community on online

safety has also been established and it is accessible to registered users through the link: <http://skupnost.sio.si/course/view.php?id=3531>.


 slovensko izobraževalno omrežje
SIO
 IZOBRAŽEVANJE | PODPORA | GRADIVA | SPLETNE SKUPNOSTI | DOGODKI | NOVICE | PROJEKTI
 iščite po straneh | Iskanje
Šolstvo
 >> prijava v projekt e-šolstvo
PROMOCIJSKA GRADIVA
KOLENDAR IZOBRAŽEVANJA

PO	TO	SR	ČE	PE	SO	NE
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02

 15.09.2011
 Komunikacija na daljavo v delovnem okolju in širše
 15.09.2011
 Komunikacija na daljavo v delovnem okolju in širše
 15.09.2011
 Komunikacija na daljavo v delovnem okolju in širše
 >> prihajajoči dogodki
arnes
 >> Povezava Šole v internet
www safe.si
 Deskaj varno
Intervju: Adrian Blight
 Adrian Blight je 10 let poučeval na britanskih srednjih šolah, leta 2004 pa je ustanovil podjetje Imagine Educator, ki po vsem svetu nudi svetovanje na področju izobraževanja in usposabljanje učiteljev za učinkovito rabo novih tehnologij. Blightovo poslanstvo je spodbuditi učitelje h kreativni rabi IKT. Ključno je, da učitelji znajo oceniti, kdaj IKT uporabiti in kdaj ne.
Preizkusimo operacijski sistem Windows 8
 15.09.2011
 Vsi tisti, ki ste naučani, radovedni ali sploh raziskovalnega duha, lahko preizkusite Windows 8 že danes. Za prenos sta pripravljena 32 in 64 bitna različica. Morda pa vas poleg tega in pogledate. Ogledate pa si lahko tudi video predstavitev novega operacijskega sistema Windows 8. Povezava: Windows 8 video predstavitev...
 >> Več
Novo orodje blog.arnes.si za enostavno postavitve spletnih strani
 14.09.2011
 Od torika 13. septembra lahko preizkusite pilotno verzijo novega Arnesovega orodja Blog.arnes.si za enostavno postavitve spletnih strani, dnevnikov (blogov) in spletnih predstavitev projektov. Za vsako spletno mesto ali spletni dnevnik je na voljo do 500 MB prostora. Opis orodja z navodili za prijavo in uporabo najdete na spletnem mestu Blog.arnes.si. Podrobnejša navodila...
 >> Več
Noč raziskovalcev 2011
 13.09.2011
 Institut "Jožef Stefan", Slovensko združenje za računalniške komunikacije Internet ISOC-SI in Fakulteta za informacijske študije Novo mesto skopaj s podpornimi organizacijami in posamezniki, v okviru evropskega projekta za promocijo raziskovalne dejavnosti »Introducing Science and Art to Slovenian Youth and Citizens« ali na kratko »INSARTY«, organizirajo NOČ RAZISK...
 >> Več
Vabljeni na tretjo VOX videokonferenco
 13.09.2011

SIO portal screen shot

Cooperation with the national project Varninainternetu.si (eng. Safe on Internet) dealing with the promotion of online security to the general audience and enterprises.

This project officially launched in February 2011 is coordinated by ARNES that is also a partner in our consortium and it is financed by Ministry of Higher Education, Science and Technology. Both projects work very close together with the aim to reach as high synergic and complementary effects as possible. Several joint activities have been conducted so far.

For the purposes of SID 2011 celebrations SAFE-SI has in cooperation with the project Varninainternetu.si launched an awareness campaign about protecting privacy online. A travel package containing toothbrush and toothpaste have been prepared and put in a box with an explanation of the metaphors and advice how to

protect your password and privacy. In May we carried out a joint promotional activity that took place in four popular Slovenian shopping centres in May 2011. The visitors of these shopping Centres were given different informative materials on online safety produced within both projects.

Cooperation with Chamber of Commerce and Industry of Slovenia - SAFE-SI has joined the EC in organising the pilot competition Best children's online content 2010/2011 in Slovenia. For the adult category of the competition we have merged with the established and very well-known competition Netko for best websites in Slovenia that is being organised more than 10 years in a row by Slovene Chamber of Commerce. The organisers added a new category Best online content for children and the national winner was selected and awarded at the event on 9th of November 2010.

Cooperation with the counsellors on Addiction with Internet and other Communication technologies:

- **dr. Miha Kramli, psycho-therapist**, Head of Outpatient Clinic for Addicts in Nova Gorica
- **dr. Bernard Spazzapan, psycho-therapist**, Outpatient Clinic for Addicts in Nova Gorica
- **dr. Bojan Belec, pedopsyo-therapist**, Counselling Centre for children, youngsters and parents Ljubljana

4. SAFE-SI AND INTERNATIONAL COOPERATION

a. PARTICIPATION WITH INSAFE

About INSAFE

 Insafe is a network of national Awareness centres that coordinate Internet safety awareness in Europe. The network is set up and co-funded within the framework of the

European Commission's Safer Internet plus Programme. Further information can be found at <http://www.saferinternet.org>.

Sharing and exchange of resources

At European level, SAFE-SI has actively participated in INSAFE network activities by attending the events and training sessions, taking part in the Steering Committee, participating in working and thematic groups and sending contributions to the Community to be shared with other Centres.



Slovenian NAC has adapted and dubbed to Slovenian language 4 animated stories from the serial Ovce.sk that were designed by the Slovak Safer Internet Centre to raise awareness of pre-schoolers and younger pupils in primary school about safe

and responsible use of internet and mobile phones. The cartoons are now available at our website in the children section and will also be disseminated to teachers and youth workers. They will become part of the workshops for children that the NAC is holding in schools.

b. PARTICIPATION WITH THE EUROPEAN COMMISSION

Organising the national competition for European Award 2011: Best children's online content

The best content online competition was launched in October 2010. Between November 2010 and April 2011 the competition besides in Slovenia also ran at national level in Belgium, the Czech Republic, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, The Netherlands, Poland, Portugal and Spain.

The winners of the national competitions were nominated to compete for the European Award. The Slovenian winner in the adult category and the

nominee for European award has become <http://www.junior.si> - website National Geographic Junior owned by publishing company Rokus Klett, produced by WMD. Additionally, the national winner was also selected in the youth category. Selection was made through SAFE-SI contest for schools and the award went to a short film Okužba (Infection), prepared by primary school students from Naklo.

The Slovenian Best Children's Online Content competition winners



A European jury, led by Professor Sonia Livingstone from the London School of Economics and Political Science, and coordinator of the EUKidsOnline project, selected the winners of the European

Awards in June 2011. Additional information available at: http://ec.europa.eu/information_society/activities/sip/events/competition/winners/index_en.htm.

Participating in Study-visit scheme for non-EU experts

Within Study-visit scheme for non-EU experts on 24th and 25th November 2010 our Centre hosted the Serbian expert from Fund B92. The goal of the exchange in general was to provide non-EU expert with the necessary information, guidance and practical knowledge how to run national Safer Internet Centre and to build the grounds for future cooperation.

Attending Safer Internet Forum 2010 in Luxembourg

The Safer Internet Forum 2010 on 21st and 22nd October in Luxembourg was preceded by the second meeting of the Pan-European Youth Panel including young people as well as a European Panel

of Parents. Slovenian Centre sent 16-years old girl Maja Tomič who participated in Pan-European Youth Panel and her mother Ms Mateja Igljč that attended European Panel of Parents.

E. NASVET ZA NET

1. ABOUT OUR HELPLINE

The telephone/chat Helpline Nasvet za net was launched on the Safer Internet Day, 10th February 2009 in order to provide counselling for children and adolescents (and parents) who come across inappropriate or offensive Internet content and contacts, have fallen victim to online harassment, identity theft or have other Internet related issues and dilemmas. Project is carried out by Slovenian Consumers Association.

a. MISSION AND ROLE

Children and adolescents (10 to 18 years of age) are the principal target public, since they are the ones who are exposed to the biggest risk of inappropriate and harmful Internet content. By providing a telephone helpline, we would like to make sure

children feel safer while using the Internet, and even more so, we would like them to look for information on what they can do should they come across inappropriate, unwanted or harmful Internet content even before they experience something of the kind. Our counselling is pro-active – we help callers/senders of e-mail to help themselves.

Although youngsters are primary target public, we also counsel to adults – mainly parents – who seek for advice.

b. GOALS

By providing the telephone / chat helpline service we will enable children to start talking / writing about how they use the Internet, to recognize the dangers and try to avoid them. However, if difficulties regarding the use of Internet have already arisen, we will try to provide assistance in resolving them.

2. COUNSELLING

Counselling is provided on:

- the toll-free telephone number: **080 80 22**
- through a special form on website <http://www.nasvetzanet.si>
- chat room on web page.

Operating hours: Monday to Friday, from 4pm to 8pm. During the operating hours one counsellor is available. The counselling is anonymous and confidential.

There is also a chat room on the website, whereby an additional channel of communication with the counsellors was provided to the visitors of our website. It operates from Monday to Friday from 9 am to 4 pm.

Our counsellors have undergone basic training for telephone counselling aimed at children and adolescents, as well as additional training regarding

the Internet safety, which was prepared together with our partners: the SAFE-SI – Slovenian national Awareness centre, ARNES – Academic and Research Network of Slovenia, as well as other experts. We are still cooperating closely with the TOM Helpline in the fields of counselling, training and promotion. Special training has been completed by 12 counsellors. At present, there are 6 counsellors providing regular counselling via the helpline, and one counsellor employed as part of the project providing answers to questions asked via the website.

3. NUMBER OF CASES AND SUBJECT MATTERS OF ADVICE GIVEN

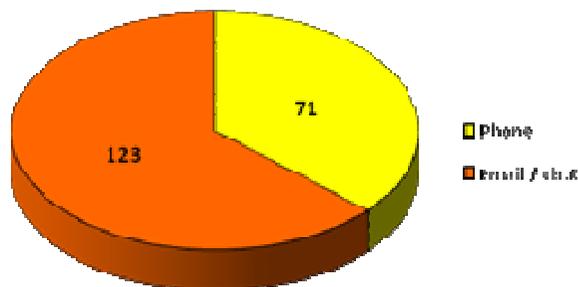
a. NUMBER OF CASES

Between September 2010 and August 2011, 294 contacts were received and number of contacts still rises in every six months period. From the last reporting period number of contacts almost

doubled. That all shows that visibility of the helpline has increased.

b. ISSUES ADDRESSED

Most questions received were related to Internet addiction and IT use. Most commonly, it was a matter of enquiring as to how much time was »still considered normal« for someone to spend in front of the PC and whether any aid was available for those addicted. Parents mostly asked about IT use and general information about computer – how to prevent children to watch »inappropriate« content on web, how to limit time spent on Internet, how to set rules about use of Internet in the family.



Contacts by month (from September 2010 to August 2011)

	By telephone	Email/chat	Total
September 2010	5	17	22
Oktober 2010	8	15	23
November 2010	4	25	29
Decebmer 2010	8	17	25
January 2011	5	17	22
February 2011	7	18	25
March 2011	7	22	29
April 2011	7	16	23
May 2011	2	33	35
June 2011	8	17	25
July 2011	7	5	12
August 2011	3	21	24
Total	71	223	294

The number of calls/emails by issues addressed

ISSUES ADDRESSED	NUMBER
Internet addiction, online games addiction	40
IT use	36
Publishing of photos / videos	23
General information	19
Email, chat room or social network password stolen	18
Bullying	16
Offensive comments	15
Online shopping	12
Pornographic content	12
High mobile phone bills	10
Social network, false profile	6

4. WEBSITE

The website www.nasvetzanet.si undergoes regular maintenance and is updated with new contents on a regular basis. Almost every week something new is published – in particular the latest news and advice on how to use the Internet in a safe way.

The site has been divided into nine content-related parts (sections) by taking into account two criteria:

- **The content:** Internet, mobile phones, current matters/latest news, about us, for the media;
- **The target groups:** children, parents, adolescents, teachers.

About **250 different items** of information are currently published on the website. The content has been conceived in such a way that visitors are able to find answers to many questions about the safe Internet use themselves.

There is also a special form available for sending

questions and a chat room for those who want to seek for advise in that way.

Nasvet za net web page
(<http://www.nasvetzanet.si/>)

5. HELPLINE PROMOTION

During all 12 months of the project we devoted a lot of our time and effort to the promotion of the project. In promoting the project, we cooperate closely with our partner SAFE-SI, both in planning promotional activities, as well as in carrying them out. NASVET ZA NET is fully promoted through all available channels of Awareness Centre SAFE-SI that disseminates the helpline's printed resources, such as key straps and mouse pads, at all events including fairs and workshops for pupils and students. Our helpline is also mentioned in Awareness Centre's media appearances: radio and TV shows, articles, press releases. Nasvet za net was also mentioned in all press releases created for the promotion of SID 2011.

a. PROMOTIONAL MATERIALS

In the last year we prepared some new promotional materials:

- **Rulers, pencils and rubbers with “Nasvetzanet” logo.** We prepared 1.100 rulers and from September 2010 app. 800 of them were distributed on different events.
- **Re-print of mouse pads** - with the most important information about the project (the telephone no., the operating hours of the helpline, etc.). We created 1.500 pieces and distributed 800 pieces.
- **Re-print of promotional key straps.** We prepared 1.000 pieces and app. 800 have been already distributed on different events.



*The collection of
NASVET ZA NET
promotional
materials*

- **The periodic table of the elements, mathematical tables** – created at the end of previous project cycle – official distribution started with the new project in September 2010.

The Nasvet-za-net logo and some of our project's essential information (the telephone number, the website) have been included on the periodic tables of the elements and mathematical tables which are given to all pupils in grades 6 and 7 of Slovene primary schools (aged 11 and 12) at the beginning of the school year in September. Both are published with a circulation of 19.000 copies.

b. PROMOTION ON THE ONLINE SOCIAL NETWORK FACEBOOK

We continued with promotion of the project through the online social network Facebook, which resulted in a larger number of visitors to our website and consequently some more questions asked. We have prepared two different versions of adverts:

Different ads on Facebook



We also regularly point people's attention to the contents of the <http://www.nasvetzanet.si> on the Facebook and Twitter site/account of the Slovene Consumers' Association.

c. AT WORKSHOPS FOR PUPILS AND STUDENTS

In the period from September 2010 - August 2011 SAFE-SI through workshops empowered more than 2.500 pupils and students. Pupils were given various offline treats, including rulers and mouse pads promoting helpline Nasvet za net. Helpline Nasvet za net is always mentioned at the workshops as a

reference point where the youngsters can seek advice/help. Furthermore, the parents also receive information about the helpline at the trainings that are organised by NAC.

d. PROMOTION ON OTHER WEBSITES

We prepared three different banners for promotion on the other websites that are still included on websites of some Slovene primary schools and other websites aimed at children. The banners were also published on websites of different institutions like Police as well as at the SIO portal, the largest national portal for the teachers.

The collection of banners



e. PROMOTION AT EVENTS AND VARIOUS FAIRS

- **At “Childrens bazaar” fair**, cooperation with National Awareness Centre SAFE-SI, 9th-12th September 2010.
- Nasvet za net was introduced to the students that attended the presentation sessions. The promotional materials, key straps and mouse pads, were also disseminated to them. The following sessions were held:
 - **At Biotechnic secondary school**, Ljubljana, November 2010,
 - **At Economic secondary school**, Maribor, November 2010,
 - **At Secondary school Veno Pilon**, Ajdovščina, December 2010.
- Promotion to teachers, **Secondary Economic School**, Ljubljana, 24th March 2011.
- **Childrens` parlament**, Ljubljana, 21st March 2011.
- **At the Award Ceremony** for the groups of

winners of SAFE-SI Award Contest for schools, 12th May 2011 in Cineplex in Ljubljana.

- At event celebrating **World Telecommunication and Information Society Day**, 17th May 2011.



Exhibition place

- **At Campus of young historians**, Prekmurje, 21st May 2011.

f. MEDIA

- **Promotion at the national radio:** Talk show in programme for children, 2nd October 2010.
- **Commercial TV “Net TV”:** Evening programme, talk show, 18th October 2010.
- **In newspapers, magazines:**
 - **Daily newspaper Večer**, 20th October 2010,
 - **Newspaper for youngsters Plus**, 5th August 2011,
 - **Daily newspaper Dolenjski list**, 5th August 2011,
 - **Weekly magazine Lisa**, 25th August 2011,
 - **Monthly magazine Cosmopolitan**, 25th August 2011,
 - **Weekly magazine Story**, 26th August 2011,
 - **Weekly magazine Lea**, 31st August 2011,
 - **Promotion of the project in VIP**, the Slovene Consumers' Association magazine, and on the website of the Association www.zps.si.

Aktualno na spletnem mestu »Nasvet za net«; www.nasvetzanet.si



• Kako naj ukinem svoj profil na Facebooku?

Na spletnem mestu Nasvet za net smo v zadnjem času dobili več podobnih vprašanj o ukinitvi profila na Facebooku. Zato objavljamo natančna navodila, kako ukiniti svoj profil.

• Starševski vodnik po Facebooku

Organizacija »Connect Safely« je pripravila vodnik po Facebooku za starše. V priročniku boste našli številne uporabne nasvete, predstavljen pa je realen pogled na spletna družabna omrežja, njihove prednosti in slabosti.

Advertisement in magazine VIP

- Furthermore, NASVET ZA NET was also the part of some media releases at SID 2011 in the following online news portals:
 - www.cosmopolitan.si, 2nd February 2011,
 - www.sta.si, 3rd February 2011,
 - www.planet.si, 3rd February 2011,
 - www.dnevnik.si, 3rd February 2011,
 - www.delo.si, 3rd February 2011.

F. SPLETNO OKO

1. WHO ARE WE?

Spletno oko is Slovenian Hotline which enables Internet users to anonymously report on-line child sexual abuse images or hate speech. Hotline Spletno oko was established in September 2006. However, the possibility of reporting illegal contents was enabled in March 2007, when technical platform, webpage www.spletno-oko.si and cooperation with Police was re-established.

a. MISSION

To work in partnership with the Police, Prosecutors, Ombudsman for Human Rights, Advocate of the Principle of Equality, Internet Service Providers, Public and other interested governmental and non-governmental organizations to minimize the availability of online child sexual abuse images and

hate speech.

b. ROLE

To contribute in minimizing the availability of online child sexual abuse images and hate speech in Slovenia and abroad.

c. GOALS

Hotline Spletno oko its mission and role achieves by realizing the following goals:

- Operating a Hotline to enable the public to report potentially illegal on-line child sexual abuse images and hate speech.
- Promoting wider education and awareness on illegal on-line contents.
- Promoting the possibility of reporting illegal content to Hotline Spletno oko.
- Fostering public and governmental and non-governmental organizations to cooperate with Slovenian Hotline Spletno oko.

2. SPLETNO OKO WEB PAGE

One of the most significant communication tools between Hotline and public is web page www.spletno-oko.si in Slovenian and English language. The most important, the site provides visitors with reporting form for reporting illegal on-line contents, such as hate speech and child sexual abuse images. Besides, the site contains relevant information about Hotline and its activities, actual news and research regarding illegal on-line contents, general information on the Internet safety and also hates speech and child sexual abuse images' legal background.

The site provides visitors also with section FAQ, where visitors can find answers to specific questions regarding child abuse images, hate speech and also on the nature of hotline's work.

Spletno oko website is positioned on first place in search engines on key words sovražni govor (eng.

hate speech) and otroška pornografija (eng. Child abuse images).



The screenshot shows the homepage of the Spletno Oko website. At the top, there is a navigation menu with links for 'domov', 'o projektu', 'mediji', and 'faq'. A prominent green button labeled 'PRIJAVI otroško pornografijo ali sovražni govor' is visible. Below the navigation, there are sections for 'Prva stran' (Home) with a list of categories: 'Otroška pornografija', 'Sovražni govor', 'Ostale nezakonite vsebine', 'Letna poročila', 'Varna raba interneta', 'Raziskave, publikacije, knjige', 'Zgodbe o uspehu', 'Anonimnost', 'Podporniki', and 'Sodelujoči na projektu'. There is also a 'Novice' (News) section with a list of recent articles and an 'Aktualno' (Actual) section with a list of current events. A quote from the website is displayed: 'Spletno Oko sprejema anonimne prijave otroške pornografije in sovražnega govora na internetu.'

Spletno oko web page (<http://www.spletno-oko.si/>)

3. INHOPE

Hotline Spletno oko operates under the auspices of international organization INHOPE, which was established within the framework of the European Commission's programme 'EC Safer Internet Action Plan' in 1999. Today INHOPE combines 38 Hotlines around the world, including members from Europe, Asia, Africa, North America and Australia. With the aim of achieving an effective response to illegal content on the Internet, INHOPE organizes regular Hotline meetings and supports them in their activities in dealing with reports regarding illegal content. Efficiency of the organization INHOPE is shown in sum of all reports, received to all Hotlines

all over the world. Thus, the INHOPE network in the period between 2004 and 2006 received 900.000 reports, while Hotlines analyzed as a total 1.9 million reports of allegedly illegal content. 160.000 reports of all received reports were forwarded to law enforcement authorities.

Prior to 2010, these statistics were collected and collated by each Hotline, then reported to INHOPE on a month by month basis. However, In 2010 INHOPE launched the INHOPE Report Management System. In 2010 INHOPE Hotlines recorded 24.047 reports to IHRMS relating to web based Child Sexual Abuse Material.

Working to make the
internet **a safer place**

INTERNATIONAL ASSOCIATION
OF INTERNET ACTION

INHOPE

SAYING
NO
TO ILLEGAL
CONTENT
ON THE
INTERNET

4. HATE SPEECH AND CHILD SEXUAL ABUSE IMAGES FROM SLOVENIAN LEGAL PERSPECTIVE

a. CHILD SEXUAL ABUSE IMAGES

By Penal Code coming into force in November 2008, Slovenia has finally met requirements, defined in Optional Protocol to the Convention on the rights of the child on the sale of children, child prostitution and child pornography, Convention on Cybercrime and Council framework Decision 2004/68/JHA on combating the sexual exploitation of children and child pornography. Thus, from 1st November 2008 onwards, Slovenian Penal Code KZ-1 *defines a sentence to imprisonment of between six months and five years for everyone, who is convicted of production, distribution and also possession of child sexual abuse images or their realistic images*. Moreover, new Penal Code KZ-1 has introduced also the possibility of giving information of already annulled convictions

to pedagogical and educational institutions. This is possible only in cases of specific sexual offences, such as sexual assault on a person below fifteen years of age, violation of sexual integrity by abuse of specific position and criminal offence of presentation, manufacture, possession and distribution of pornographic material.

Legal basis:

The Penal Code of the Republic of Slovenia KZ-1

ARTICLE 176 - PRESENTATION, MANUFACTURE, POSSESSION AND DISTRIBUTION OF PORNOGRAPHIC MATERIAL.

1. Whoever sells, presents or publicly exhibits documents, pictures or audiovisual or other items of a pornographic nature to a person under 15 years of age, enables them to gain access to these in any other way or shows them a pornographic performance shall be issued a fine or sentenced to imprisonment of up to two years.

2. Whoever abuses a minor in order to produce pictures or audiovisual or other items of a pornographic nature, or uses him/her in a pornographic performance, shall be sentenced to imprisonment of between six months and five years.
3. Whoever produces, distributes, sells, imports, exports or supplies pornographic material depicting minors or their realistic images in any other way, or possesses such material, or uncovers the identity of minor in such material, shall be subject to the same sentence.
4. If an offence from paragraphs 2 or 3 was committed within a criminal association for the commission of such criminal offences, the perpetrator shall be sentenced to imprisonment of between one and eight years.
5. Pornographic material from paragraphs 2, 3 and 4 of this Article shall be seized or its use disabled in some other manner.

b. HATE SPEECH

Sentences of imprisonment are defined also for on-line hate speech perpetrators, who publically incite hatred, violence, intolerance or inequality towards specific group of people. It is important to note, that since 1st November 2008 besides incitation to racial, ethnic and religious hatred, dissention or intolerance, also incitation to other inequality shall be sentenced to imprisonment for not more than two years in Slovenia. Thus, also hate speech towards homosexuals or persons with other political beliefs is defined as criminal offence from 1st November 2008 onwards.

Legal basis:

1. The constitution of the Republic of Slovenia

ARTICLE 63: PROHIBITION OF INCITEMENT TO DISCRIMINATION AND INTOLERANCE AND PROHIBITION OF INCITEMENT TO VIOLENCE AND WAR.

Any incitement to national, racial, religious or other discrimination and the inflaming of national, racial, religious or other hatred and intolerance are unconstitutional.

Any incitement to violence and war is unconstitutional.

2. The penal code of the Republic of Slovenia KZ-1

ARTICLE 297 - PUBLICALLY INCITING HATRED, VIOLENCE AND INTOLERANCE.

1. Whoever publicly provokes or stirs up ethnic, racial, religious or other hatred, dissension or intolerance, or incites to other inequality shall be sentenced to imprisonment for not more than two years.
2. Whoever publicly disseminates ideas on the supremacy of one race over another, assists in racist activities or denies, reduces the significance of, deride, approves of or advocates genocide, holocaust, crime against humanity, war crime,

aggression or other crimes against humanity, shall be subject to the same sentence.

3. If the offence under the preceding paragraphs has been committed by publication in media, editor or the person who has acted for editor shall be sentenced to sentence from first or second paragraph of this Article, except in the case of live broadcast when acts from previous paragraphs have not been able to thwart.
4. If the offence under the preceding paragraph has been committed by coercion, maltreatment, endangering of security, desecration of national, ethnic or religious symbols damaging of the movable property of another, desecration of monuments or memorial stones or graves, the perpetrator shall be sentenced to imprisonment for not more than three years.
5. If offences from first or second paragraph of this Article has been committed by official through the abuse of his position or rights shall be

sentenced to imprisonment for not more than five years.

6. Material and objects bearing messages from the first paragraph of this Article, and all devices intended for their manufacture, multiplication and distribution, shall be confiscated or their use disabled in an appropriate manner.

5. ILLEGAL ON-LINE CONTENTS IN SLOVENIA - PROBLEMS AND TRENDS

The issue of illegal on-line contents in Slovenia is increasing year by year. The most problematical is the field of child abuse images, where steep increase of production, possession or distribution of pornographic material depicting minors has been noticed. The number of all investigative cases related to **child sexual abuse images** has increased from 12 cases in 2002⁶ to 91 cases in 2010⁷. Moreover, according to Police Annual Statistics a

steep increase in cases proceeded to prosecutors occurred between 2005⁸ and 2008. Namely, there were 4 cases related to Article 176 of Penal Code PC-1, forwarded to prosecutors in 2005, while in 2008 this number increased to 56⁹. However, in 2009 and 2010 the number of preceded cases to prosecutors decreased to 48 cases in 2009¹⁰ and to 37 cases in 2010, although it was still rather high regarding the low country's population.

Slovenian prosecutors on the field of Internet child sexual abuse images are confronted with similar trends. While prosecutors in 2006 dealt with 7 cases¹¹, there were 11 cases in 2007¹², 23 cases in 2008¹³ and 22 cases in 2009¹⁴. However, in 2010¹⁵, the number of cases of child sexual abuse images dealt by prosecutors decreased to 18 cases. Also, prosecutors in 2010 filed charges against seven accused persons, but only in one case Slovenian Court pronounced sentence, related on production, distribution, selling, importing, exporting or

supplying pornographic material depicting minors, or possession such material for one of stated reasons. The sentence was suspended.

On the field of **hate speech**, the number of investigated cases and cases proceeded to prosecutors increased tremendously in 2010¹⁶. Namely in 2010 Police investigated 66 cases related to Article 297 of Penal Code PC-1, out of which 28 cases forwarded to prosecutors. In the previous years, the numbers of all investigated cases of hate speech and criminal charges were lower. Thus, there were nine criminal charges related to Article 297 of Penal Code PC-1 proceeded to prosecutors in year 2009¹⁷, 13 cases in 2008¹⁸, eight cases in 2007¹⁹ 5 criminal charges in 2006²⁰ and 8 criminal charges in 2005²¹.

6. REPORTS

a. REPORTING AND PROCESSING OF REPORTS

Reporting allegedly illegal contents on www.spletno-oko.si

Hate speech and child abuse images can be reported to Hotline Spletno oko by using our on-line reporting form on www.spletno-oko.si, where also all information regarding these two forms of illegal contents are provided. However, despite the possibility of reporting hate speech and child abuse images, the reporting form provides user also with information on where to report other forms of abuses on the internet, which are not under hotline remit. Thus, on our reporting form user finds advices regarding offensive and inappropriate speech, grooming and abuse in social networks, network security incident and abuse of personal data on internet, adult pornography, accessible to children, spam, and cyber bullying. Users have also the

possibility to receive feedback on their report of child abuse images or hate speech. Moreover, they can also contact hotline directly from reporting form, if they have any additional questions.

Prijava domnevno nezakonite vsebine

1. 2. 3. 4.

Prijaviti želim:

- domnevno otroško pornografijo
- domnevni sovražni govor
- drugo

Obrazložitev posameznih pojasnitvenih oblačkih, s posamezno kategorijo,

Sovražni govor, ki se preganja po Kazenskem zakoniku KZ-1, je:

- o vsakršno javno pozivanje k sovraštvu, nasilju ali nestrpnosti, ki temelji na narodnostnem, rasnem, verskem ali drugem sovraštvu ali spodbuja k drugi neenakopravnosti, in sicer na način, iz katerega je razvidno namerno povzročanje sovraštva in je prisotna verjetnost, da bo govor povzročil dejanski dogodek
- o javno širjenje ideje o večvrednosti ene rase nad drugo ali daje kakršnokoli pomoč pri rasistični dejavnosti ali zanikanje, zmanjševanje pomena, odobravanje, omalovaževanje, smešenje ali zagovarjanje genocida, holokavsta, hudodelstva zoper človečnost, vojnega hudodelstva, agresije ali drugih kaznivih dejanj zoper človečnost.

Če ste v dvomih, ali je vsebina, ki jo prijavljate, sovražni govor, preverite še opcijo žaljiv/neprimeren govor, ki jo najdete pod kategorijo 'drugo'.

1. 2.

Prijaviti želim:

- domnevno otroško pornografijo
- domnevni sovražni govor
- drugo
 - žaljiv/neprimeren govor
 - nagovarjanje mladoletne osebe z namenom spolnega zlorabljanja (Grooming)
 - zloraba na socialnem omrežju (npr. Facebook, Netlog, itd.)
 - omrežni incident oz. varnostna grožnja
 - sum zlorabe osebnih podatkov na internetu
 - odrasla pornografija v medijih, dostopna otrokom
 - nedovoljen spam
 - spletno ustrahovanje (Cyberbullying)
 - spodbujanje k neprimernemu/škodljivemu vedenju
 - nič od naštetega - pišite nam

Obrazložitev posameznih kategorij zlorab na internetu, ki so podane v pojasnitvenih oblačkih, so namenjene zgolj lažjemu razumevanju, kaj sodi v posamezno kategorijo, in ne predstavljajo interpretacije zakonodaje.

Naslednji korak 

Reporting form on www.spletno-oko.si

Reporting hate speech on web portals

Since January 2011 users can report hate speech to Spletno oko also via reporting form on six web portals. Namely, by signing Memorandum of understanding for hate speech regulation on web portals these web portals decided to work in partnership with hotline on the field of hate speech. Thus, users have the possibility to report hate speech on particular web page to hotline and also to moderator of this web portal.

[Zapri okno]

ANONIMNO PRIJAVI SOVRAŽNI GOVOR

Gumb "Prijavi sovražni govor" je znak sodelovanja med prijavno točko Spletno oko in portalom. Vse prijave so anonimne. Prijava domnevno nezakonite vsebine bo posredovana prijavi točki Spletno oko in upravitelju portala. Upravitelj portala bo objavljeno vsebino pregledal, ter jo v primeru kršitve pravil uporabe portala odstranil. Prav tako bodo objavljeno vsebino pregledali na Spletnem očesu, ter jo, v kolikor bo objavljena vsebina vsebovala elemente kaznivga dejanja po 297. čl. KZ-1, posredovali policiji.

PODATKI O SPORNEM KOMENTARJU

Uporabniško ime kršitelja: (Na primer: Janez Hudogovornik)

Datum in ura poslanega komentarja: (Na primer: 19.01.2010 ob 16:35)

Vsebina komentarja (kopiraj in prilepi):

Vsebina komentarja je domnevno nezakonita (kršitev 297. čl. KZ-1) ker:

- javno spodbuja k narodnostnemu, rasnemu, verskemu ali drugemu sovraštvu, razdorju ali nestrpnosti, ali spodbuja k drugi neenakopravnosti, in sicer na način, s katerim pisec jasno izraža svoje naklepe zoper določeno skupino ljudi
- javno širi ideje o večvrednosti ene rase nad drugo ali daje kakršnokoli pomoč pri rasistični dejavnosti
- zanika, zmanjšuje pomen, odobrava, omalovažuje, smeši ali zagovarja genocid, holokavst, hudodelstvo zoper človečnost, vojno hudodelstvo, agresijo ali druga kazniva dejanja zoper človečnost

PODAJ PRIJAVO 

Reporting form on web portals

Processing of reports

Processing of reports depends on the fact if the reported content is allegedly hate speech or child abuse image.

Processing the reports on child abuse images

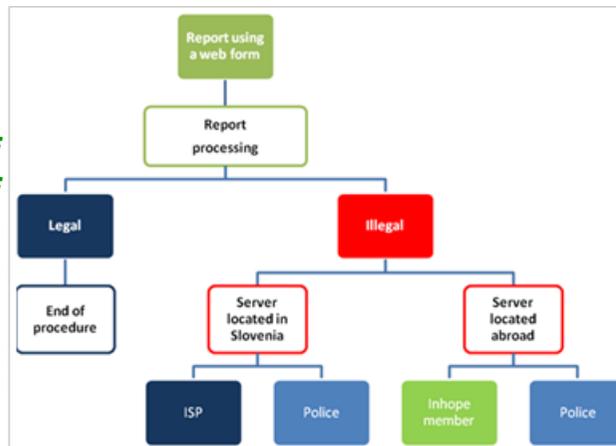
The first step of report processing is to estimate whether the reported content violates Article 176 PC-1. In case of assessed reported content as illegal, content analyzers attempt to locate the host, e.g. the server, where the illegal content is located.

If the server is located in Slovenia, analyzers forward the report to Slovenian Police, where the report is further investigated. In case that Police confirms the illegality of the reported content, they inform Hotline about the status of the report and give the Hotline the permission to notify relevant ISP about the allegedly illegal content. Afterwards, Hotline steps in contact with Internet Host provider and notifies them about illegal content on their

server. Each report to an ISP is solely informative. The ISP has to decide for himself how to react to the content.

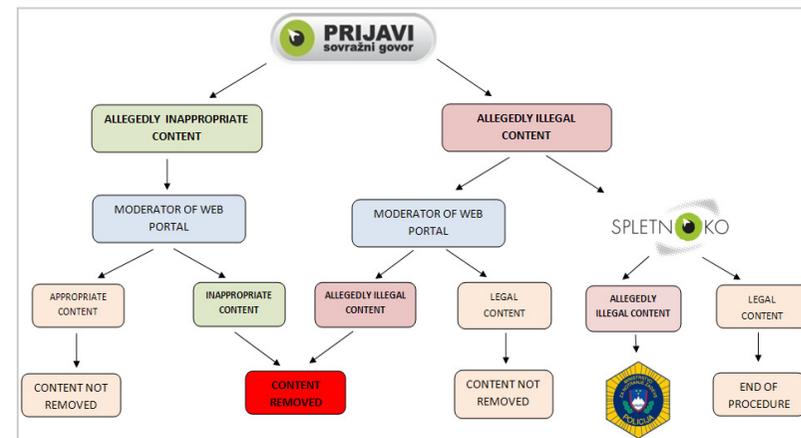
If the server is located outside Slovenia, a report of illegal content is sent to Slovenian Police and to INHOPE URL Reports Management System, which assures that the report is processed by the Hotline in the country, where suspected illegal content is based. The partner Hotline then commences their own procedures in accordance with their legislation and reporting procedures.

The flow of the reports of child abuse images (received on www.spletno-oko.si)



Processing of reports on hate speech

The first step of report processing is to estimate whether the reported content violates Article 176 PC-1. In case of assessed reported content as illegal, content analyzers attempt to locate the host, e.g. the server, where the illegal content is located. After that, content analysts forward the report to police. All reports of hate speech are at hotline Spletno oko processed in the same way, regardless by which reporting forms have been forwarded to the hotline.

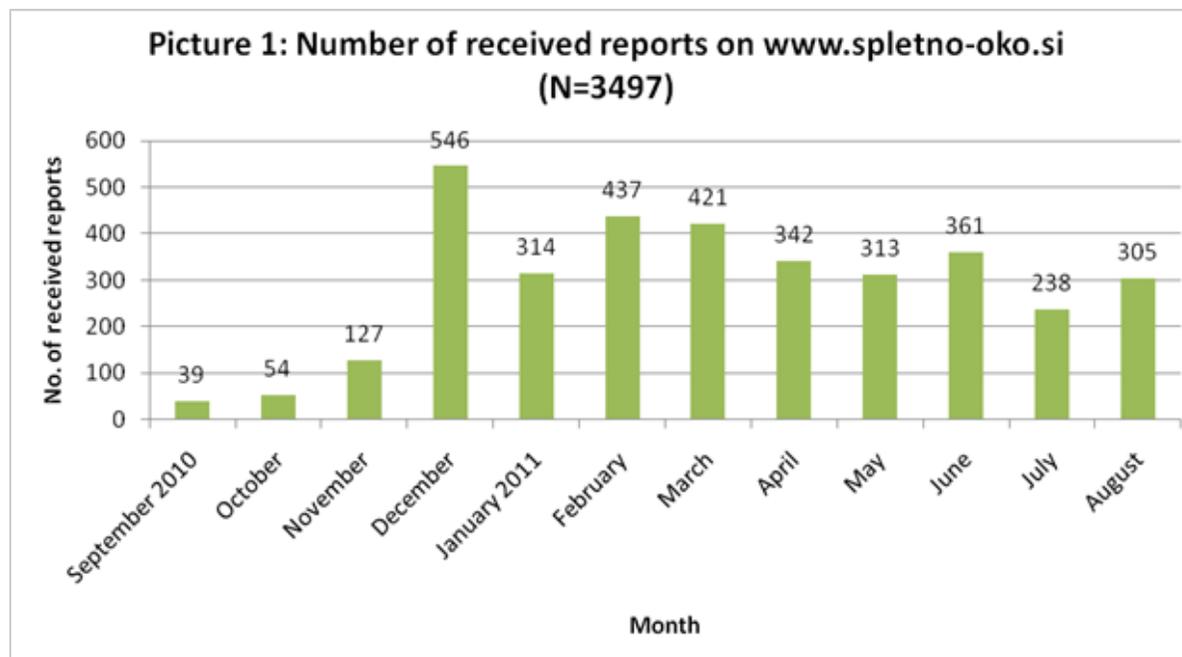


The flow of the reports of hate speech (received by form on web portals)

b. STATISTICS AND TRENDS OF REPORTS RECEIVED TO SPLETNO OKO

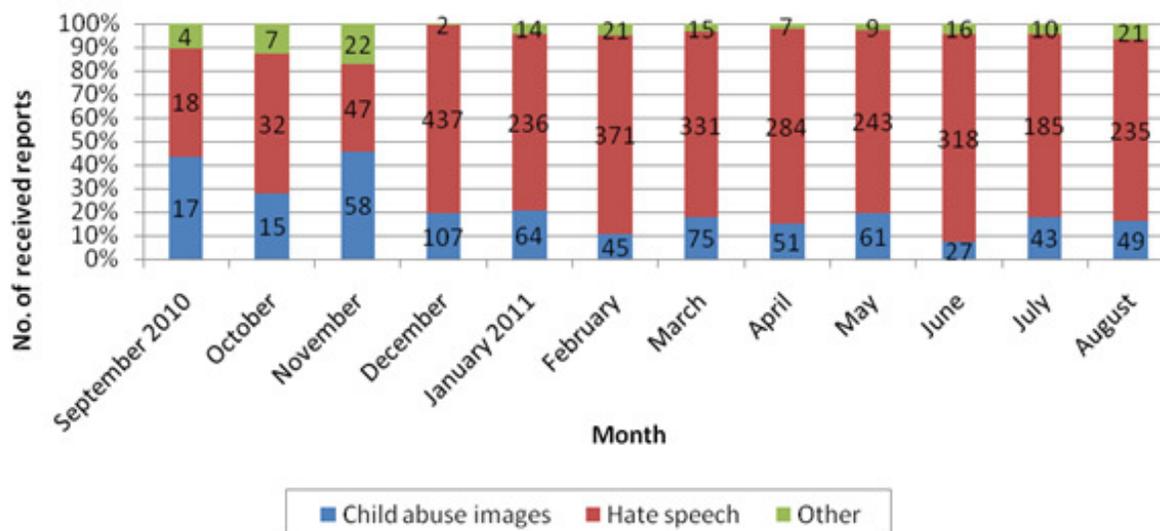
In the whole period of Hotline's operation (March 2007 – August 2011), Spletno oko received 6.104 reports of allegedly illegal content on the Internet, what is an average of 113 reports per month. In these 54 months of the project duration 1.029 reports were handed to Police and 687 reports were forwarded to other INHOPE members.

Below are statistics, referring to the period since the start of a new project round in September 2010 to August 2011.



Picture 1: Most reports (546) were received in December 2011, due to starting cooperation with web portals and the possibility to report hate speech by reporting form on web portals. In last year of the project we have received 3.497 reports of allegedly illegal content on the Internet, what is an average of 291 reports per month.

Picture 2: Number of received reports on www.spletno-oko.si regarding type of content (N= 3497)



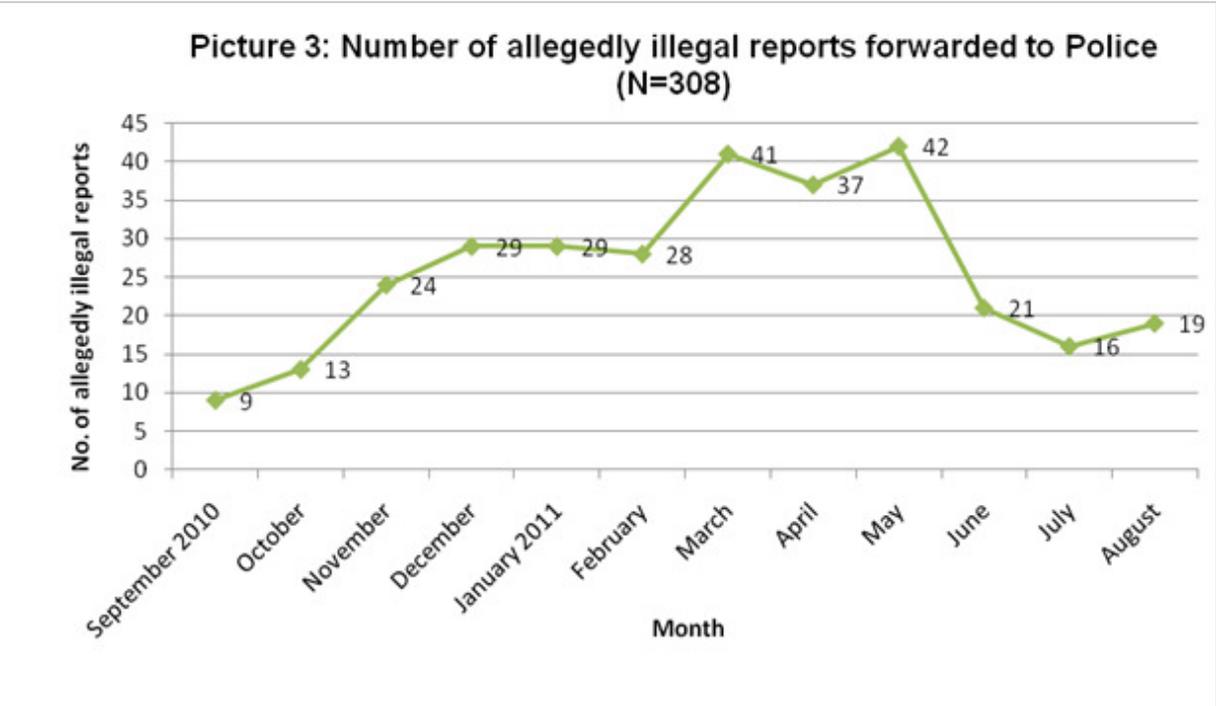
Picture 2: In last 12 months we have received 612 reports of child abuse images, 2.737 reports of hate speech and 148 reports of other content.

Comparison between the periods September 2009 – August 2010 (“period 1”) and September 2010 – August 2011 (“period 2”) shows the increase of reported child abuse images for approximately 24% per month (from an average of 39

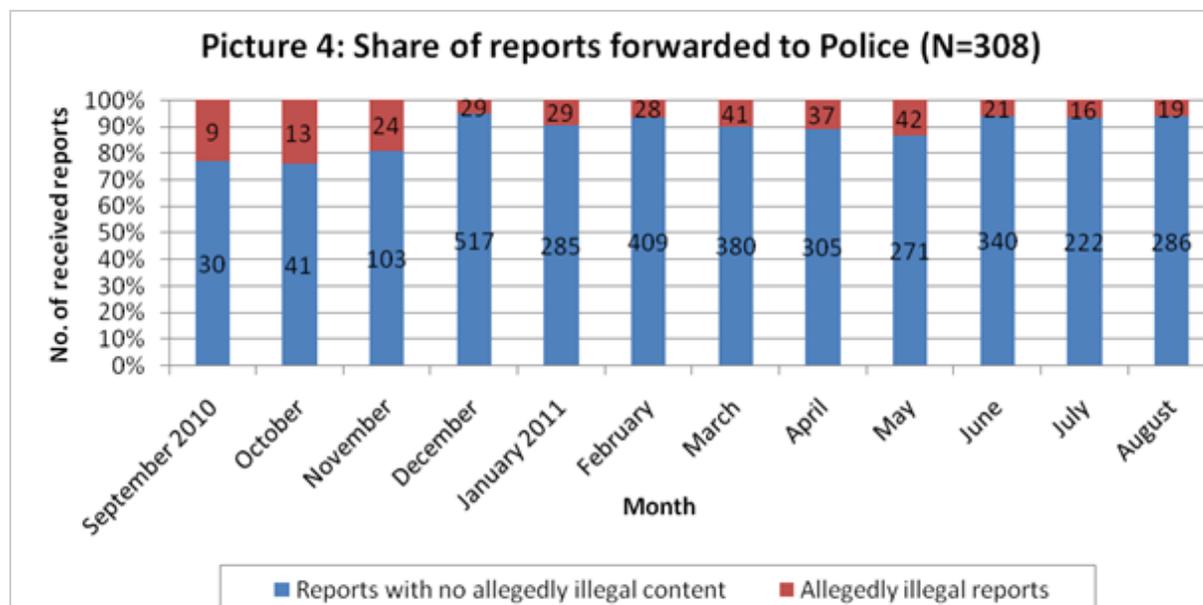
reports to 51 reports per month). Bigger increase is present in reports of hate speech – from an average of 31 per month to an average of 228 reports per month, which is 735% increase of reported hate speech per month. The reason for huge increase of hate speech reports is in easier handling of hate speech reports via web portals as well as in wider awareness in of existence of hotline.



Picture 3: All the received reports were processed by Spletno oko content analysts, who then decided whether the content is allegedly illegal or not. Some reports could not be checked, since the web pages were not available or required payment. In the entire reporting period the content analyzers in 308 cases assessed that the reported content was allegedly illegal and forwarded them to the Police (that is approximately 26 reports per month).



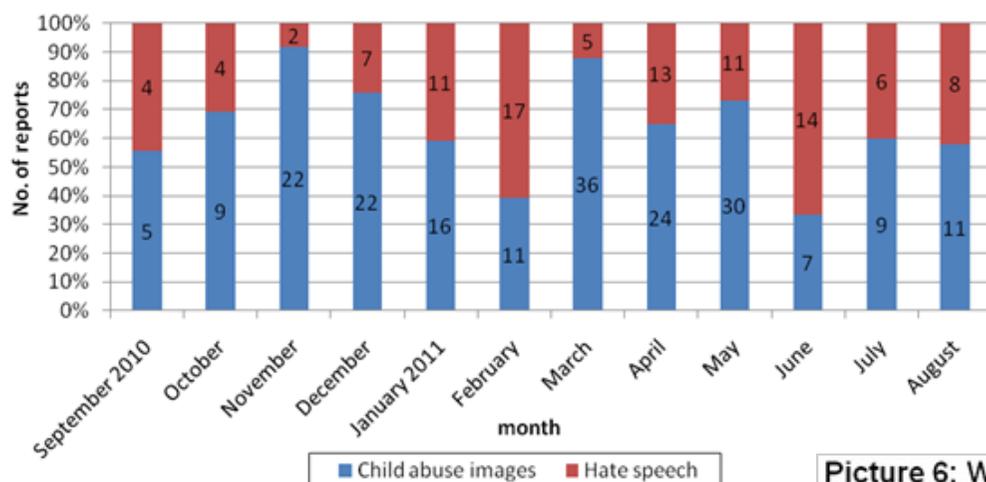
The highest number of reports, 42, was sent to the Police in May 2011. The comparison between the period 1 and period 2 shows 11% increase of reports, forwarded to Police; while in period 1 the average of 23 reports per month were forwarded to Police, in period 2 this number is 26 reports per month.



Picture 4: All the reports that have been assessed by content analyzers as allegedly illegal have been handed over to the Police. Reports, for which it was assessed that the content is located on foreign servers in countries that are members of INHOPE network, were also automatically sent to INHOPE URL Reports Management System.

In the whole reporting period there were 187 reports, forwarded to INHOPE URL Reports Management System. Slovenian Hotline Spletno oko did not receive any report from other INHOPE member. In the whole period of the project duration, since March 2007 Slovenian Hotline forwarded 687 reports of allegedly illegal content to other INHOPE members and received two reports from other INHOPE member.

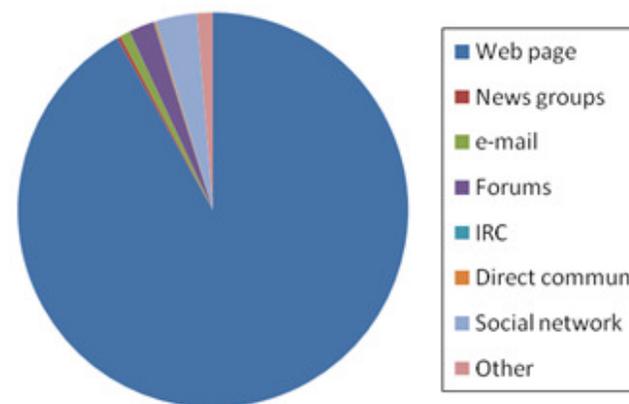
Picture 5: Structure of hate speech and child abuse images' reports forwarded to Police (reports 'other' excluded) (N=304)



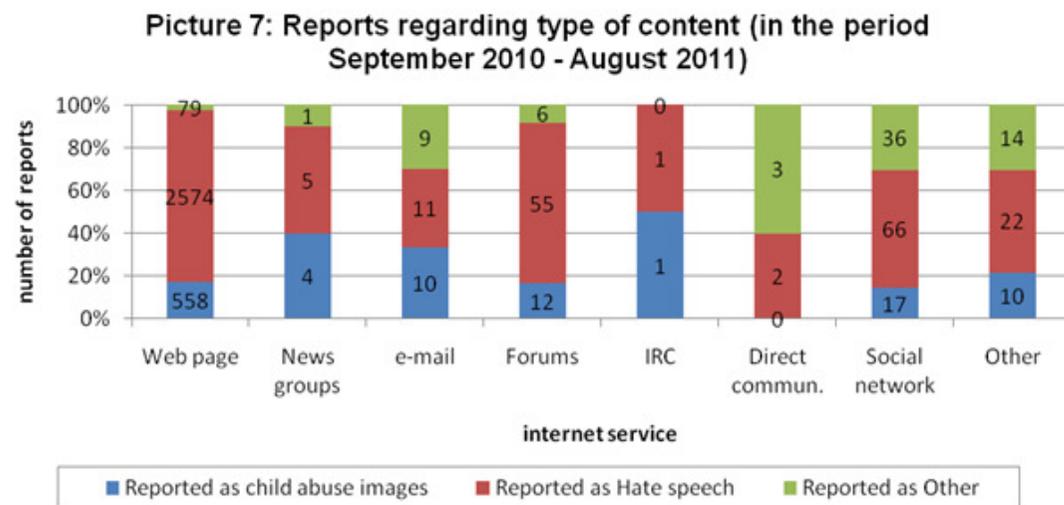
Picture 5: The structure of the reports which were assessed as allegedly illegal shows that of all reports forwarded to the Police, reports on child sexual abuse images were in majority. In the entire reporting period the content analyzers handed to the Police 202 reports of child abuse images and 102 reports of alleged hate speech.

Picture 6: Most of reported allegedly illegal content was found while browsing on the web pages and Internet forums.

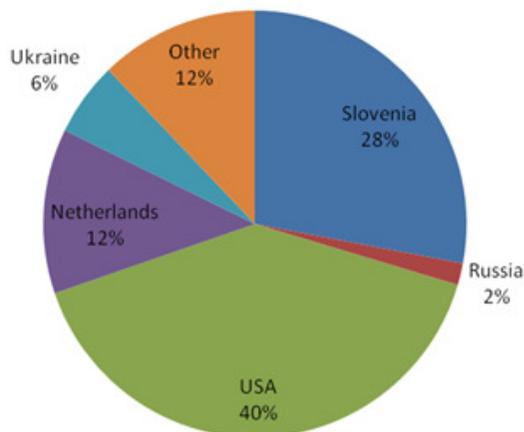
Picture 6: Where have reporting persons found allegedly illegal content (in the period September 2010 - August 2011)



Picture 7: Child abuse images and hate speech were mostly found on web pages, while 'other' content was mostly found on web pages and social networks.



Picture 8: Location of servers with allegedly illegal content (period September 2010- August 2011, N=304)



Picture 8: The majority of the allegedly illegal content (according to content analyzers of Spletno oko) was present on American servers (40 % of all reports – in 109 cases there were child abuse images and in 22 cases allegedly hate speech), the next are servers in Slovenia (28% of all reports– in 5 cases there were child abuse images and in 85 cases allegedly hate speech), Netherlands (12% of all reports), Ukraine (6 % of all reports) and Russia (2%). All illegal content on foreign servers was forwarded also to local INHOPE Hotlines.

7. COOPERATIONS

a. COOPERATION WITH POLICE

Slovenian Hotline Spletno oko works in collaboration with Slovenian Police from its very beginning. Our cooperation was officially confirmed on 12th February 2007, when Hotline Spletno oko and Slovenian Police signed Operational Procedures Manual and thus defined guidelines for processing reports. Cooperation between Police and Hotline Spletno oko is based on several joint activities and support on the field of illegal content on the internet.

In addition to core Police support with investigating reports they receive from hotline Spletno oko and informing Hotline about the status of investigated reports, Police actively cooperate with Spletno oko also on other fields, such as establishing cooperation with ISPs, dealing with reports hosted on Slovenian servers, consultation on legal

questions, active participation at the meetings organized by Hotline and INHOPE, help with organization of different events, and consultation on individual cases. Thus, in 2010 the representative from Police took active part at the Event on signing Memorandum of understanding for hate speech regulation, which was held on 14th December 2010. Mr Albert Černigoj from Counterterrorism and Extreme Violence Section at the general Police Directorate had a short speech on necessity of civil society participation in hate speech regulation as well as on good cooperation between police and hotline.

Mr Albert Černigoj from General Police Directorate had a speech at the Event on signing Memorandum of understanding for hate speech regulation



Moreover, representatives from Counterterrorism and Extreme Violence Section at the General Police Directorate participated also at two meetings of Advisory Board for hate speech regulation on web portals and at meeting of working group Spletno oko. Moreover, Ms Tatjana Mušič, head of Juvenile Crime Section at the General Police Directorate, took part at the Inhope Industry & Lea conference on 4th and 5th November in Amsterdam.

b. COOPERATION WITH THE OFFICE OF THE STATE PROSECUTOR GENERAL

The Office of State Prosecutor General of the Republic of Slovenia and Hotline Spletno oko closely cooperate on the field of consultation on legal questions, on the field of status of reports and on the field of hate speech issues. They are very cooperative on events organized by hotline Spletno oko.

Mr Aleš Butala, Supreme State Prosecutor, participated as speaker on Event on signing Memorandum of Understanding for hate speech regulation on internet, which was held on 14th December 2010. At the event, he spoke about the importance of preventive mechanisms in fighting hate speech on the internet, while repressive instruments can be used only in extreme cases. "Not only the repression, but also the prevention, education and awareness has to be combined goal of all efforts in fighting online hate speech", added Mr Butala.



Mr Aleš Butala, Supreme State Prosecutor, participated as speaker on Event on signing Memorandum of Understanding for hate speech regulation on internet

He also participated at round table “Ethical behaviour online”, which was an opening event for Safer Internet Day organized by Safer Internet Centre Slovenia on 2nd February 2011.

Mr Gregor Pirjevec, the prosecutor from State Prosecutor Office General, is an active member of Advisory Board for hate speech regulation on web portals and cooperative on all other hotline’s activities regarding hate speech on the internet. In year 2010/2011 Mr Gregor Pirjevec participated at two meetings of Advisory Board for hate speech regulation on web portals. Also, he was the main lecturer on the seminar for moderators on web portals, which was held on 26th January 2011.

c. COOPERATION WITH SLOVENIAN INTERNET SERVICE PROVIDERS (ISPs)

According to the nature of Hotline’s work, the importance of its cooperation with Internet Service Providers in fighting against child sexual abuse

images is essential. In the first project round in years 2006-2008 Spletno oko collaborated with **Slovene Internet Service Provider Association (SISPA)**, which unfortunately didn't bring expected results. In the second project round in years 2008 - 2010 Spletno oko thus established cooperation with Academic and Research Network of Slovenia (ARNES), which has proved as a successful stroke. Besides regular meetings and opinion exchanges, ARNES provides Spletno oko with needful help in the process of reestablishment of the cooperation with other Internet Service Providers. Namely, in the last two years Spletno oko in cooperation with Police and ARNES strives to establish a successful partnership with Slovenian Internet Service providers on the field of report processing, experience exchanging and advertising the fight against child sexual abuse material. According to achieve this aim, Spletno oko has especially for ISPs prepared a Study of legal and other content aspects of Internet use, performed

induction appointments, endeavoured to establish triple cooperation between Spletno oko, Police and ISPs, and organized meeting with ISPs and other Hotline's stakeholders in 2009. Moreover, in March 2010 another meeting with ISPs was carried out and was organized with our project partner ARNES. The aim of the meeting, which was attended by representatives of all biggest ISPs, was to discuss the possibilities of **Slovene Internet Service Provider Association** re-establishment. Also, legal changes, which affected the work of ISPs, were discussed. In 2011, the strongest cooperation with ISPs was regarding the reports of allegedly child abuse images on their servers. They were notified about the potentially illegal content and advised to remove it.

8. EVENTS ORGANIZED BY SPLETNO OKO

a. MEMORANDUM OF UNDERSTANDING FOR HATE SPEECH REGULATION ON WEB PORTALS, 14TH DECEMBER 2010

Slovenian hotline Spletno oko and six biggest web media in Slovenia have signed a Memorandum of understanding for hate speech regulation on the internet. By signing the memorandum, web portals have agreed to cooperate with Spletno oko and implement guidelines defined in memorandum. Besides the obligatory registration and moderation of comments written by users, the web portals also implemented blocking system for repeated violators and placed the report button on web portals, which enables users to report hate speech directly to Spletno oko and moderator of the portal. Most importantly, by signing Memorandum of understanding a task group for hate speech regulation has been established, which aims to

define guidelines for hate speech regulation on web portals in the future.

The event organized by Spletno oko to celebrate the beginning of collaboration between hotline and six biggest media in Slovenia, was attended by many journalists and got great reputation in the country. Moreover, many discussions on the boundaries between regulation of hate speech on one side and freedom of speech on the other side have been opened in the week after the event.



Six editors of web media portals are signing Memorandum of Understanding for hate speech regulation on web portals

b. HATE CRIME ON INTERNET': SEMINAR ABOUT HATE SPEECH ON WEB PORTALS, LJUBLJANA, 26TH MARCH 2010

Hotline organized half day seminar for moderators on web portals on hate speech moderation. The title of the seminar was 'Hate Crime on internet' and was held on 26th January 2011. The lecturers were Mr Aleš Završnik, Phd form Institute of Criminology at the Faculty of Law Ljubljana, Mr Gregor Pirjevec from the Office of the State Prosecutor Office General, and Mr Boštjan Berčič, Phd from Institute for economics, law and informatics. The seminar was attended by moderators of several web portals and representatives from the Office of Human Rights Ombudsman. The discussed topics of the seminar were as follows:

- Hate crime and hate speech: American, European and Slovenian fight against hate crime on the internet (Mr Aleš Završnik, Institute of Criminology at the Faculty of Law Ljubljana)

- Crimes on web portals with practical cases (Mr Gregor Pirjevec, Office of the State Prosecutor Office General)
- Dilemmas of moderating user generated content (Mr Boštjan Berčič, Institute for economics, law and informatics)

c. ROUND TABLE “ETHICAL BEHAVIOUR ONLINE”, 2ND FEBRUARY 2011

Round table “Ethical behaviour online” hotline organized in cooperation with awareness centre SAFE-SI to celebrate Safer internet day 2011. We have invited many prominent speakers to this event: Deputy Ombudsman Jernej Rovšek, High State Prosecutor Aleš Butala, Internet and online media experts Mišo Alkalaj, editors of two largest media portals Saša Mrak and Sonja Merljak Zdovc, privacy expert Benjamin Lesjak and youth panel representative Luka Ivartnik. This event was attended by more than 70 participants, including 10

journalists. The topic of the round table discussion was the issue of hate speech online and the importance of raising awareness of children and teenagers but also adult users about ethical and responsible behaviour online. The main results of the discussion are 9 guidelines for ethical behaviour online.



Participants at Round table “Ethical behaviour online” on SID celebration 2011

9. PROMOTION OF HOTLINE SPLETNO OKO

We are aware how important good promotion is for success of Hotline Spletno oko; more people know about Spletno oko, more possibilities exist that found illegal content will be reported and thus further investigated. Thus we promote the Hotline through several advertising tools and means, such as distributing bookmarks, posters, leaflets, and pencils, and performing banners and logotypes on web pages with high rates of visiting.

Also, some press releases, interviews and presentations on Hotline Spletno oko have been given to media and articles on hate speech have been published in few publications.

Reporting button "Prijavi sovražni govor", which appears on six media portals and enables users to report hate speech



Posters, disseminated in all Slovenian libraries



Bookmarks, distributed to all Slovenian libraries for general users and students at the Slovenian faculties



Banners Spletno oko, performed on various web pages

Dejstva

Proizvodnja in distribucija otroške pornografije trenutno ena izmed najbolj hitro rastočih internetnih industrij v svetu

- Otroci vključeni v kar 20% internetnih pornografskih vsebin
- Število strani z otroško pornografijo v Evropi se je v zadnjih petih letih povečalo za kar štirikrat
- Število kaznivih dejanj zoper otroško pornografijo narašča tudi v Sloveniji - leta 2007 policija vložila kar 31 kazenskih ovadb zoper KD otroške internetne pornografije
- Spletna prijavna točka Spletno oko od začetka delovanja skupno zabeležila okoli 1100 prjav domnevno nezakonite vsebine
- Primerjava med letoma 2007 in 2008 kaže na:
 - 97% povečanje števila prjav otroške porno grafije na prjavno spletno točko
 - 150% povečanje števila prjav, posredvanih policiji

Leaflets, distributed on conferences and other relevant events



Spletno oko promotional pens

G. PROJECT ADVISORY BOARD

Cooperation at the national level with all relevant stakeholders goes in many different directions. Our Centre has built a strong network of national stakeholders consisting of institutions representing the majority of entities associated with the topic of safer internet use in Slovenia.

We estimate that the strategy of a broad (all-inclusive) Advisory Board and number of smaller working groups is optimal for the specific Slovenian environment and will further expand our cooperation with all stakeholders.

In the last year the Advisory Board members met at two occasions, on 24th November 2010 and on 27th May 2011.

Current members in Advisory Board (31.8.2011):

Governmental bodies

- Directorate for the Information Society - Ministry of Higher Education, Science and Technology
- Office of the Human Rights Ombudsman
- Ministry of Education and Sport
- Office of the Information Commissioner
- Post and Electronic Communication Agency of the Republic of Slovenia
- General Police Directorate
- The Office of the State Prosecutor General of the Republic of Slovenia

Media

- RTV Slovenia

Non-governmental organisations:

- MISSS (Youth informative Counselling Centre of Slovenia)
- The Club of the Youth for the Creativity

- White Circle Association
- ZPMS (Association of Friends of Youth Slovenia)
- UNICEF Slovenia

National project:

- E-education project

Experts:

- Dr. Marko Hölbl, University of Maribor, the Faculty of Electrical Engineering and Computer Sciences
- dr. Bojana Lobe, researcher (EuKidsOnline project), Faculty of Social Sciences
- mag. Đulijana Juričić, Primary school teacher
- dr. Aleš Završnik, Institute of Criminology at the Faculty of Law Ljubljana
- mag. Danijela Frangež, Faculty of Criminal Justice and Security, University of Maribor
- mag. Benjamin Lesjak, Faculty of Law, University of Maribor

Companies:

- Microsoft Slovenia
- Najdi.si (Slovenian Search Engine),
- Telemach d.d.

Association:

- SISPA (Slovene Internet Service Provider Association) at Chamber of Commerce and Industry of Slovenia

H. THE ROAD AHEAD

The Centre for Safer Internet Slovenia is a central point in the country for the Internet safety issues. In the following years the Centre will continue its mission of raising awareness and fighting against illegal online content along with the active contribution to the objectives of Safer Internet Programme by intense involvement in the activities national and worldwide.

The competence and reputation obtained in the past six years will be further exploited in order to fulfil the mission entirely. We will strive for:

- The further development and implementation (with other stakeholders) of the training network system for educating target groups in schools.
- An improved online presence through the Centre's comprehensive website, social

networking sites (e.g. Facebook) and other content-based alliances.

- Production of printed and online awareness-raising activities and resources for each target group and dissemination through all relevant offline and online channels.
- Implementing the concept of a large Advisory Board covering all key national stakeholders, while at the same time expanding and strengthening the operational activities of the Working Groups.
- The increased visibility and full integration of online safety topics in the existing national helpline TOM TELEFON.
- Maintaining the status achieved that Slovenia is a country where child abuse images are not hosted.
- Active involvement in activities to reduce hate speech on the Slovenian web.

- Proactive lobbying for the faster adoption, ratification and harmonisation of national legislation in the area of child abuse images and hate speech.
- Active cooperation and synergy with other projects, Centres in the European networks and non-EU countries in the Balkan region.

I. FURTHER INFORMATION

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- **Urša Šmid Božičević**, NASVET ZA NET project coordinator, Slovenian Consumers' Association, e-mail address: ursa.smid@zps.si.

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