



Eurochild

Putting children at
the heart of Europe

An integrated approach to protecting children's rights online

**Fostering rights-based solutions to tackle child poverty and
social exclusion across Europe**

2nd July 2024

Agenda

11:45 - 12:10

Expert presentations

- understanding the digital environment
- the potential of digital policy
- the role of child helplines
- awareness raising campaigns

12:10 - 12:30

Q&A and open exchange

12:30 - 13:00

Activity: mapping the ecosystem together



Understanding the digital environment

How do we understand online child protection?

- **prevent harm:**
 - assess & mitigate risks and the impact of digital design on children's rights;
 - awareness raising and education;
- **protect from harm:**
 - safety-by-design; and proactive detection and removal of illegal material;
 - reporting & response support in the face of threats;
- **dynamic & holistic balance between rights as per the UNCRC & General Comment 25:**
 - on the basis of proportionality to both the risk and the exercise of the rest of their rights
- **uphold the responsibilities of both children and society:**
 - build on state and business accountability to prevent and protect children from harm.
- **empower children:**
 - respect to children's views;
 - digital literacy and skills of children and parents;
 - online safety measures that promote their agency.



Understanding the digital environment: children

Children's needs (VOICE findings)

- Trend showing a worrying desensitization to online risks
- Main concerns:
 - Cyberbullying;
 - inappropriate content online;
 - being contacted by unknown people with bad intentions and fake profiles;
 - data and information security, including the misuse of their pictures or videos;
 - mental and physical health effects.



Understanding the digital environment: children

Children's conceptualisation of protection and privacy (VOICE findings)

- Online safety measures
 - Children associate their own behaviour with an increased sense of safety and the platform design with a decreasing sense of safety = put the main responsibility on themselves
 - Children did not reflect positively about the online safety education they receive at school
- Children understand privacy and safety interchangeably - linked to the protection of their personal data AND the information they post online
 - Ask for online safety measures that balance both privacy and safety
- Children and caregivers rank themselves as the most responsible for online child safety
- Substantial gap between children and caregivers perceptions



Understanding the digital environment: tech

From meetings with tech platforms we have learnt that:

- Combination of awareness raising, parental controls, content moderation and reporting & blocking - low focus on safety by design
- Value partnerships with national child helplines and LEAs- but are often difficult to scale up
- Age verification is becoming a bigger consideration
- Need regulatory certainty and regulation that adapts to different platform specificities

How are online platforms used by online child sexual abuse offenders?

- CSAM is easily accessible in the open surface web - mainly through porn sites and social media
- Offenders view and share CSAM in social media platforms
 - To connect with other offenders and share CSAM (esp. Discord)
 - Advertise CSAM sharing accounts or websites (especially X and TikTok)
- Offenders use social media platforms, online gaming platforms and messaging apps to contact children
 - show off-platforming behaviours



Thank you!

For more information on Eurochild's work on children's rights online, please contact:

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The potential & limitations of policy & regulation

A Few Starting Points:

- UNCRC + GC25
- Digital world impacts all aspects of children's lives
- Not one piece of legislation but rather a puzzle

Approach:

- Tech neutral
- Business Responsibility
- Product Safety (see [Risky by Design](#))
- End tech exceptionalism



The potential & limitations of policy & regulation

EU Policy Framework

- EU Strategy on the Rights of the Child
- BIK+ Strategy
- International Level: CoE Guidelines and OECD Recommendations

EU Legislative Framework

- Digital Legislation: GDPR, AVSMD, DSA & AIA
- Consumer Legislation: Unfair Commercial Practices Directive
- Product Safety: General Safety Product Regulation, Toys Safety Regulation



The potential & limitations of policy & regulation

Digital Services Act

- Due diligence obligations for online platforms
- Children as a priority
- Upcoming guidelines - [a High level of privacy, safety and security for minors](#)

Upcoming priorities

- Robust implementation & enforcement of existing legislation
- CSAM Regulation
- Digital Fitness Fairness Check
- Standards ([IEEE Age Appropriate Design Code](#); [CWA](#))
- Education technology, video-games, metaverse
- Age assurance



Thank you!

For more information on 5Rights work, please contact:

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The role of child helplines

Instituto de Apoio à Criança (IAC)



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NATIONAL PLATFORM FOR INTERNET SAFETY ALBANIA

National Hotline for Child Internet Safety

Lessons learned: How to optimize awareness raising campaigns for children and adults

Prepared by: **Altin Hazizaj,**

CRCA/ECPAT Albania



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NATIONAL PLATFORM FOR INTERNET SAFETY ALBANIA
National Hotline for Child Internet Safety

Supporting and protecting children and
young people to be safe online.

Supporting and protecting children and young people to be safe online.



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- REPORTING



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- INFORMATION & EDUCATION



iSIGURT.ai

- CAPACITY BUILDING & RESEARCH

- ADVOCACY FOR POLICY AND LEGISLATION CHANGE / IMPROVEMENT



Awareness
Campaigns

**EU proposed
regulation to
prevent and
combat child
sexual abuse**

Consequences of the EU Regulation FOR CHILDREN on Western Balkans

**What can we do together to fight CSAM and make digital space
safer for children in Western Balkans?**



ISSUES of concern

- Online child victims of sexual violence and exploitation have very little information on where to report CSAM;
- Law enforcement agencies lack tools and capacities to investigate such crimes.
- When the new EU Regulation is adopted – all non-EU countries, especially those in the Western Balkans, may be adversely affected by the shift of activities related to online child sexual violence and exploitation in their countries.

PETITION TO EU COMMISSION

Mrs. Ursula von der Leyen, President, EU Commission

Mr. Charles Michael, President, EU Council

Mrs. Roberta Metsola, President, European Parliament



PETITION: Don't discriminate! Support protection from online sexual violence and exploitation of children inside and outside the EU!

[Home](#) » [PETITION: Don't discriminate! Support protection from online sexual violence and exploitation of children inside and outside the EU!](#)

1. The Commission, Parliament and Council of the European Union should encourage and support all member states of the Western Balkans, Ukraine and neighboring countries, in cooperation with local NGOs, to improve their national legislation and to establish at least the same standards as the draft EU regulation.

What are we asking for?

2. The EU Commission should lead the measures at European and global level, by bringing together the WB countries, the Council of Europe, the UN Committee on the Rights of the Child, CSO, etc., to discuss and agree on how to best protect children around the world from online sexual violence and exploitation, including the possibility of a new Convention on Prevention and Combating Online Child Sexual Violence and Exploitation.

What are we asking for?





Dita e
Internetit të
Sigurt **2024**
| E Martë, 6 Shkurt

Siguria e fëmijëve në internet nuk është një përpjekje e vetme, por një angazhim i përbashkët. Është një premtim për të ushqyer kureshtjen e fëmijëve ndërsa i mbrojmë ata nga hijet që fshihen në qoshet dixhitale. Në hapësirën dixhitale, ruajtja e pafajësisë kërkon jo vetëm vigjilencë, por një përkushtim të palëkundur për të krijuar në internet një botë po aq të bukur, edukative dhe të sigurt sa ajo që ne përpiqemi të ndërtojmë jashtë internetit.

Albana Koçiu
Ministre e Shëndetësisë
dhe Mbrojtjes Sociale

Awareness Campaigns

50 personalities for the protection of children from online harms

Fushata Kombëtare "Së Bashku për Internet më të Mirë" mbështetet nga:



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PLATFORMA KOMBËTARE PËR SIGURINË NË INTERNET
Linja Kombëtare për Internet në Sigurt për Fëmijët

Ministers

Politicians

Artists

Journalists

Influencers

Academia

CSOs

**Young
people**

**Ambassadors &
International
NGOs**

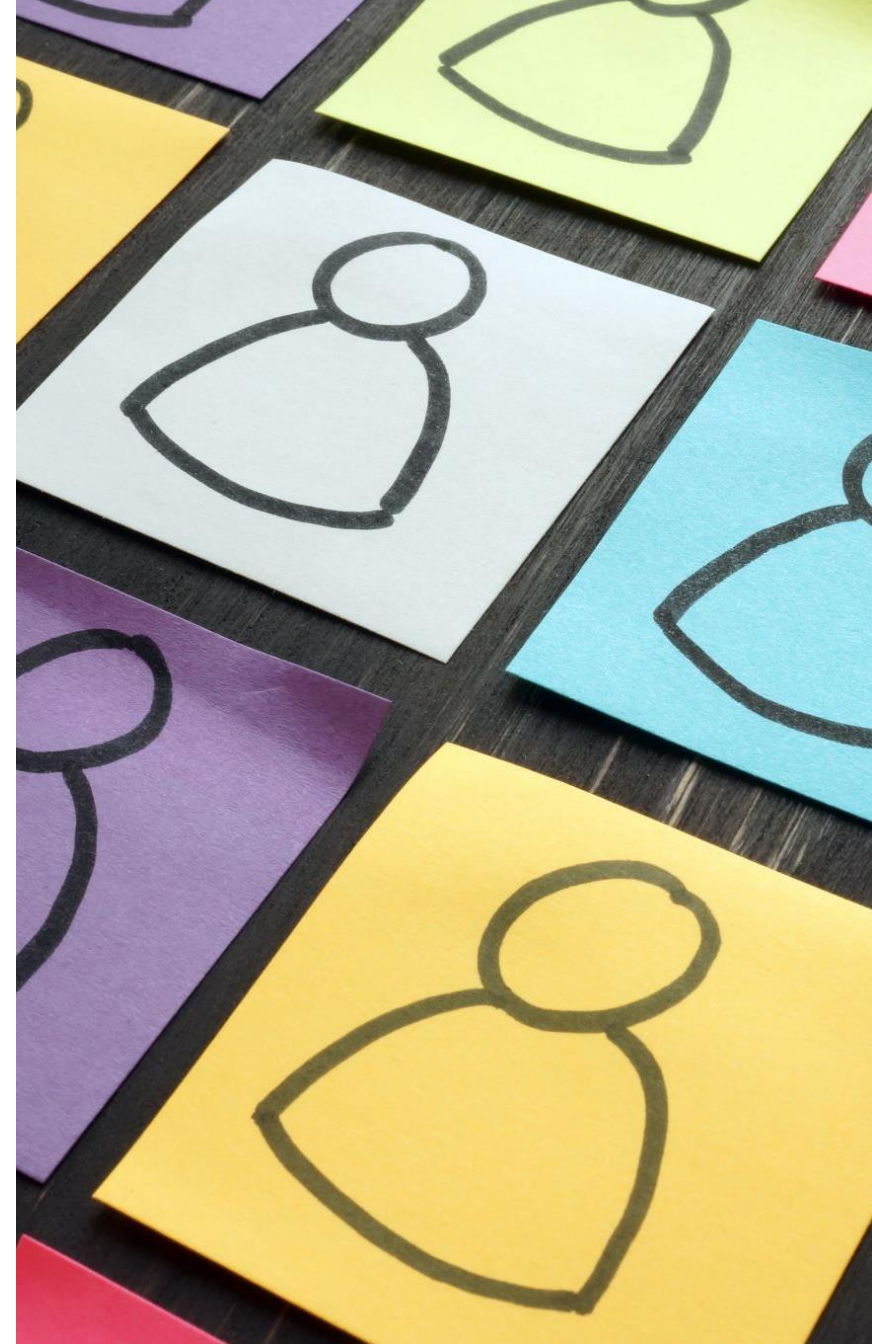


LESSONS

LEARNED

FOR CHILDREN

- **Using visuals and story telling**
- **Planning/organizing interactive activities with children**
- **Simple and clear message**
- **Make use of the peer influence**
- **Repetition and endurance**
- **Parent involvement**
- **Empowering and reinforcing Positive Behavior/s**



FOR PARENTS

- Targeted message/s
- Make use of data, evidence and facts
- Use digital platforms and social networks
- Partnerships and influencers
- Call to Action
- Assessment continuously



OVERALL
LESSONS
LEARNED



Cultural sensitivity



**Setting measurable
targets and goals**



**Flexibility and
adaptability**

1. Scare tactics

2. Using highly technical or complex language

3. Ignoring privacy concerns

4. Single run campaigns

5. Lack of parental involvement

Thank you

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Q&A and good practice sharing



An example of multi-stakeholder collaboration

The PoP project

- Multi-stakeholder initiative led by the UN SRSG on Violence Against Children (includes child-rights orgs, child helplines and hotlines, academics, industry)
- **Aim:** understand how children and youth use digital platforms to be safe
 - Mapping of helpline services + Survey with children
 - Set of recommendations for helpline services and for industry

More info: <https://violenceagainstchildren.un.org/content/pop>

Let's map the ecosystem together!

Co-creation activity

- ★ Get into a group, take a marker and head to the board assigned
- ★ You will have 8 minutes to work on your board
 - The idea is to add the different actors that you have identified or worked with that fall under the category of your board
 - Place them ranked on a scale of their ability to influence
- ★ When you hear the beep, move over to the next board
- ★ By the end, you in your group must have rotated through the three boards

