



Fjárlaganefnd Alþingis
Vigdís Hauksdóttir
150 REYKJAVÍK

MENNTA- OG
MENNINGARMÁLARÁÐUNEYTIÐ

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Reykjavík 9. október 2015
Tilv.: MMR15020066/3.1

Efni: Svör við fyrirspurnum fjárlaganefndar á fundi með mennta- og menningarmálaráðuneyti
18. og 25. september sl.

Á fundi mennta- og menningarmálaráðuneytisins hjá fjárlaganefnd 18. og 25. september 2015 var óskað eftir frekari skýringum á eftirfarandi þáttum:

1. Framlag til SAFT verkefnis og um samning við Heimili og skóla

Verkefnið er samstarfsverkefni þriggja ráðuneyta (MRN, IRR, VEL) sem hafa gert með sér samning við Heimili og skóla um mótframlag stjórnvalda við verkefnið. Framlagið er vistað hjá MRN. Sem hluti af aðgerðaráætlun Evrópusambandsins um örugga netnotkun hefur ESB veitt 75% framlag af heildarfjárveitingu til verkefnisins. Frá árinu 2015 lækkar mótframlag ESB í 50% og er því óskað eftir að framlag til verkefnisins verði hækkað úr 7 m.kr. í 14 m.kr.

Meðfylgjandi er framvinduskýrsla um SAFT-verkefnið fyrir árin 2009-2013.

Þá hefur mennta- og menningarmálaráðuneytið gert samning við Landssamtökin Heimili og skóli með það að markmiði að stuðla að bættum uppeldis- og menntunarskilyrðum barna og ungmenna með því að hvetja til og styðja við jákvætt og öflugt samstarf heimila og skóla. Auk þess að styðja foreldra í uppeldishlutverki sínu og veita þeim stuðning og hvatningu til virkrar þátttöku í skólastarfi, efla foreldrasamstarf með stuðningi við skóla, foreldraráð, skólaráð og foreldrafélög. Framlag ráðuneytisins til samningsins, sem gildir til ársloka 2016, er 12 m.kr. á ári.

2. Óskað var eftir skýringu á um 500 m.kr. aukningu á framlagi, m.a. til læsis.

Þegar fjármála- og efnahagsráðherra mælti fyrir frumvarpi til fjárlaga ársins 2016 10. sept. sl. kom eftirfarandi fram:

Í heilbrigðismálunum eru líka stigin skref í þessu fjárlagafrumvarpi til að efla heimahjúkrun en því til viðbótar sem ég hef rakið vil ég minnst á það að í frumvarpinu eru veitt aukin framlög vegna fullnádaráhóunnar á meðferðarkjarna á lóð Landspítalans við Hringbraut og til byggingar á sjúkrahótelu á næsta ári. Þá eru framlög til fræðslumála aukin um 0,5 milljarða en þar af fer ríflega þriðjungur til verkefnis um eflingu læsis. Einnig er gert ráð fyrir 500 milljónum framlagi til stofnunar á nýju embætti héraðssaksóknara.

Á bls. 2013 í fjárlagafrumvarpinu er tafla sem unnin er af fjármála- og efnahagsráðuneytinu um

11/145

Mál nr.	1509042	Átt.
Mm.	13. okt. 2015	
Málgjafi	0.33.1	

Útgjaldabreytingar 2016, eftir helstu tilefnum. Þar kemur fram að ýmis ný og aukin framlög til fræðslumála, s.s. til verkefnis um eflingu læsis eru 528 m.kr. Óskað var eftir sundurliðun á framlaginu. Eftirfarandi tafla sem fengin er frá fjármála- og efnahagsráðuneytinu sýnir skiptingu á framlaginu:

Rekstrargrunnur, Drög	Útgjöld m.kr.
Listaháskóli Íslands	30,0
Háskólastarfsemi, framlag flutt í Bókasafnssjóð höfunda	-5,0
Framlög til framhaldsskóla	100,0
Fasteignir skóla	-6,0
Framhaldsfræðsla, almennt	113,8
<i>Til simenntunarstöðva og námstækisfæra fyrir námsmenn 25 ára og eldri í samræmi við yfirlýsingu ríkisstjórnarinnar v/kjarasamninga</i>	105,0
<i>Tímabundið framlag til verkefna Íslenska upplýsingasamfélagsins 2016.</i>	2,0
<i>Framlag til áframhaldandi reksturs framhaldsdeildar á Hvammstanga.</i>	6,8
Nýjungar í skólasterfi	158,0
<i>Framlag til eflingar tónlistarkennslu á framhaldsstigi.</i>	135,0
<i>Hækkun á framlagi til Fisktækniskólans í samræmi við áform.</i>	23,0
Framhaldsskólar óskipt	35,0
<i>Tímab.framlag til fámennra framhaldsskóla sem veitt var í 2. umr.fjárlaga 2015 fram lengist.</i>	35,0
Vinnustaðasjóður	95,0
.....	95,0
Sérstök fræðsluverkefni	157,0
<i>Til verkefnis um efling læsis í samræmi við Hvítbók.</i>	150,0
<i>Hækkun á framlagi til SAFT-verkefnis um netöryggismál og vernd barna og unglunga á netinu.</i>	7,0
Framkvæmd nýrrar skólasterfni	-150,0
<i>Framlag fært til fjármögnunar á verkefninu um eflingu læsis.</i>	-150,0
Samtals	527,8

3. Óskað var eftir þróun á framlögum til sjóða á sviði lista, menningar, íþróttá- og æskulýðsmála.

Meðfylgjandi er tafla yfir framlög til sjóða á verðlagi hvers ár svo og á verðlagi fjárlagfrumvarps 2016.


Gísli P. Magnússon

Fyrir hönd ráðherra


Auður B. Árnadóttir

Fylgiskj.: Framvinduskýrsla um SAFT-verkefnið fyrir árin 2009-2013 og tafla yfir þróun framlag til sjóða.

Safer Internet Programme 2009-2013

Progress report N° 3

Project name:	SAFT Community, Family and Technology (SAMfélag, Fjölskylda og Tækni)		
Project number:	SI-2012-SIC-1231215		
Lead partner:	Heimili og skóli		
Consortium partners:	Heimili og skóli, Barnahcill, NCIP and RRKI		
Project starting date:	1/6/12	End date:	31/10/14
Reporting period starting date:	1/05/14	End date:	31/10/14

1 KEY RESULTS/SUCCESS STORIES/HIGHLIGHTS (information about the project which may be published)

During the reporting period SAFT developed number of new resources as well as continued to promote earlier ones, like the popular reading book "The Garbage Island", and an accompanying interactive play called "Homecoming", and the film and accompanying online self-test "Wait for Yes!" Both resources have been awarded the first prize at the Insafe resource market places in 2012 and 2013 and "The Garbage Island", and an accompanying interactive play called "Homecoming" are now being adapted and translated to several different languages by Insafe.

Among new resources promoted was the educational film "Stattu með þér!" and accompanying online educational module for students and educational modules on online hate speech and bullying, a resource on smartphones and tablets and positive online experience, cyber hygiene and media literacy.

The Safer Internet Centre is currently working on number of different modules, i.e. educational modules/resources on hate speech, media literacy, and cyber-hygiene, train the trainers, online educational modules for teachers and parents and internet addiction.

2 WORK PROGRESS

Work package 3: National cooperation

Objective: Ensure networking with relevant actors at national, regional and local levels.

Responsible partner: Heimili og skoli

Please describe the activities carried out by the Safer Internet Centre (awareness centre, helpline and hotline) under this WP during the reporting period. The information should include the updated list of the members of the Advisory Board. The hotline and the helpline can also include additional information about their national co-operation respectively in WP 6 and W7.

SAFT/Heimili and skoli, the National Parent Association in Iceland, has been the National Awareness Node for Internet Safety in Iceland since 2004 and and Safer Internet Centre since 2010 – operating awareness, helpline and hotline activities. SAFT collaborates very regularly with the Ministry of Education, Culture and Science, Ministry of Welfare and the Ministry of Interior concerning matters of awareness, hotline and helpline. Representatives of all ministries are also included in the Advisory Committee and Steering Committee.

The role of the Steering Committee, which meets at least every other month, is to oversee the management of the project throughout the project term and ensure and evaluate completion of work packages. The members are Gudberg K. Jonsson, SAFT Project Coordinator/Manager; Hrefna Sigurjonsdottir, managing director of Heimili og skoli and project manager of Awareness; Gudni Olgeirsson, The Ministry of Education, Science and Culture; Solveig Jakobsdottir, ICT Teachers Union and University of Education in Iceland; Ivar Schram, Project manager National Red Cross Helpline; Margrét Júlía Rafnsdóttir, Save the Children Iceland and project manager of Hotline; Anna Margret Sigurdardottir, project manager at the Office of Post and Telecom Administration; Elfa Gylfadottir, Director at the Media Commission; Thor Thorarinnsson, Ministry of Welfare; and Vera Sveinbjornsdottir, Ministry of Interior. An online communication channel has been established with the aims of reporting on-going and future awareness, hotline and helpline actions. All shifts from previously agreed actions (work packets) are subject for discussion by the committee that will be responsible for handling and resolving conflicts, should they arise. Heimili og skoli runs the project on day to day basis.

An Advisory Board/Committee has been established with 36 stakeholders. The board has an advisory role and acts as a channel of communication among stakeholders and the Safer Internet node, and will meet at least two times per year, more if necessary, as well as giving advice and feedback as needed through other means of communication. The Advisory Board provides the Steering Committee and the project managers the necessary access to an extended network of primary stakeholders in both a formal, and an informal way. The role of the committee is to follow up on the awareness, helpline and hotline work carried out within the project and give comments on the focus of the work and activities carried out. Our Advisory Board includes members who represent different stakeholders groups such as government agencies, the industry, research centres, childcare organisations, different bodies within the educational system and prevention measures agencies and groups.

The Advisory Board

Barnaheill - Safe the Children Iceland	Government Agency for Child Protection
Capacent Gallup	Apple
The Media Commission	Prime Minister's Office for Information Society
Youth Panel	The Icelandic Digital Freedoms Society
Parental Organization	Game TV
University of Iceland	Icelandic Gaming Industry

Sexual Offences Division of the Metropolitan Police of Reykjavik	The Directorate of Health
Ministry of Education	Microsoft
365 Media	The National Centre for Educational Materials
The Consumers' Association of Iceland	The Data Protection Authority
The Post and Telecom Administration	The Icelandic Centre for Social Research and Analysis
Red Cross	National Police
The Icelandic National Broadcasting Service	Ministry of the Interior
Iceland Telecom	Advania
The Association of film rights-holder in Iceland	The Consumer Spokesman
The Office of the Ombudsman for Children	The Association of IT Teachers
Videntifier	Vodafone
University of Akureyri / EUKidsOnline	Ministry of Welfare

During the project period the consortium was asked to provide feedback on several governmental bills before they were put forward to the parliament, i.e. the new educational bill and new media laws.

During the project term 5 formal meetings with the Steering Committee and 2 with the Advisory Committee were organized. The consortium holds project meetings on weekly basis on average and communicates online with the Steering Committee on by-weekly basis and the Advisory Committee once per month.

Agendas and minutes of meetings of the Advisory Board have to be attached to the progress report.

Indicators for WP3	Target as set in the description of work	Target achieved during reporting period	Consolidated target achievement to date
Number of new/additional industry partners, national or local government bodies, and/or research institutes identified, contacted and agreeing to be involved in the activities of the Safer Internet Centre	+31	36	36
Number of Advisory/Steering Board meetings organised	+14	5	17
Comments: Our Advisory Board is called a Steering Committee			

Work package 4: Contribution to the European Network

Objective: Actively cooperate with the European co-ordinators and other members of the European networks by exchanging information about best practices, participating in meetings and designing and implementing a European approach.

Responsible partner: Heimili og skoli

Please describe the activities by the Safer Internet Centre (awareness centre, helpline and hotline) carried out under this WP during the reporting period, highlighting what key learning was gained and how you have contributed to the network.

SAFT is committed to participate in all INSAFE and INHOPE training and Steering Committee meetings scheduled throughout the project period. The consortium partners are expected to participate in at least 3 SIC training meetings each and the coordinator in all.

SAFT has and will continue to actively cooperate with the network coordinators and provided input as needed to improve the impact and effectiveness of the European networks. SAFT has and will continue to contribute to an effective communication and exchange of information about best practices in order to design and implement a European approach. SAFT has also participate in all network meetings and several working groups established by the networks, as well as taken an active part in network events and in the organisation of national and local events for Safer Internet Day and the Safer Internet Forum.

SAFT (awareness, hotline and helpline) has and will continue to share good practices and resources regarding web content, tools, PR material and branding in all market places taken place, at regional meetings and resource cluster meetings and with direct contact with number of nodes.

Our Hotline has and will continue to exchange reports with other members of the network. A presentation of the Icelandic Node has been delivered to the network and posted on the INSAFE website. SAFT will continue to post articles on specific events, share ideas, survey results, experience and material produced; such as infomercials and educational material.

SAFT has participated in all online activities of the network concerning the Awareness, Hotline and Helpline activities/meetings, as well as participated in the work of working groups and focus groups, i.e. the focus group of Positive Content, Advisory Committee, Youth Participation Group, Impact Assessment Working Group and Knowledge Management Group for Helplines.

During the project term SAFT has translated and adapted the INSAFE eSafety Kit and Play and learn: Being online to Icelandic. During the reporting period SAFT distributed an adapted Danish module on smartphones and tablets and a Finnish module on media literacy. A summary of all material produced and results of impact and visibility surveys are presented at all Insafe marketplaces and if met with interest from other nodes English translation are provided.

One of the SAFT project managers has been participating in the EC Safer Internet funded project EU Kids Online, providing the project with excellent means of sharing our research and compare and learn from other participants. A pilot project, acronym STORK, has been launched by the Commission which aims to achieve the pan-European recognition of electronic IDs. SAFT has been a partner in the STORK project and been in charge of developing and testing the platform for safer online communication using eIDs for children in Iceland. Members of the SAFT consortium are also participating in other Thematic networks and Knowledge enhancement projects, i.e. POSCON.

SAFT participated in the following meeting during the reporting period:

- Nordic regional meeting in Copenhagen, June 2014
- Inhope meeting in Warsaw, June 2014
- Best Online Content for Children meeting in Prague, September 2014
- Insafe training meeting in Vilnius, September 2014
- 8th International Conference: Keeping Children and Young People Safe Online in Warsaw, September 2014
- No Hate Speech Online meeting in Gabala, October 2014

Work package 5: Development of awareness tools and methods

Objective: Devise inventive, attention-grabbing and informative awareness campaigns using the most appropriate media, taking into account best practice and experience in other countries, which may involve the participation of children and young people.

Responsible partner: Home and school – National parental organization

Please describe the activities carried out under this WP during the reporting period, including

information about consultations of the Youth Panel.

Fréttablaðið

SAFT produced 10 general internet advice and on the hotline report button ads for newspaper, in different sizes, and negotiated free publication in the national daily newspaper Frettablaðið from June 2012. During the reporting period the advices have been updated and 1-3 ads have appeared in the paper on daily bases.



Treat others as you would like to be treated online!

Don't participate in something you don't know online!

Example of internet advices published in the free national newspaper Frettablaðið

Stand by yourself!

During the reporting period SAFT collaborated with the Ministry of Education and the authors of the prior SAFT module *Wait for Yes!* preparing the *Stand by Yourself!* 20 min film for us in the classroom but also to be used by parents at home and a Teacher's handbook. The film and teachers handbook are sent to all 6-8th grade classes in Iceland. The resources address sex, pornography, violence, how to set boundaries, sexting and grooming and the role of the Internet and media in shaping the view on sex and gender differences. SAFT also produced two interactive online self-test educational modules to accompany the film and teachers handbook. All the material was introduced to the school community in September 2014, at the beginning of the school year.



How movies display the body

Parental and Peer2Peer Education

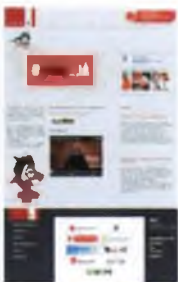
All content for the different parental talks offered and peer2peer education was updated during the first months of the reporting period. Updates were largely based on including statistics from the SAFT 2013 survey, inclusion of new video-clips from other nodes and adapting Insafe material like *The Web We Want* into the peer education talks. During the first two school month of the reporting period, September and October, SAFT and the Youth Panel have conducted on average 4 student/parental talks per week in schools across Iceland.

Websites

All consortium websites have been updated regularly during the reporting period: Awareness part at

Safer Internet Centre *SI-9018-SIC-1221215*
Progress report - updated version March 2013

www.saft.is, Helpline at www.netsvar.is and Hotline at www.barnaheill.is. New resources, developments, events, news and publications are frequently uploaded. SAFT has also a page on YouTube, Facebook and Twitter, both updated very frequently. Our Youth Panel has also its own account on Facebook



SAFT main website



Hotline website



Facebook page



Helpline website



Twitter page



Youtube page

Visits to the website, Youtube and feedback on Twitter, Facebook are lower during the school holidays, June-August, but the website attracts on average around 90 visitors a day during per year. Visits and feedback during the reporting period are peaking around September 10, following national discussion in the media about "revenge porn" and young people posting nude images of themselves – SAFT project managers were interview frequently and wrote news articles on the matter. Another peak is around September 30 when SAFT announces free training for all 6th graders in all schools in Reykjavik and the *Allir snjallir* (Everyone Smart) conference. Several other peaks are during the period related to project managers being interview by the media and around the *Allir snjallir* conference 31st of October. The project coordinator is in charge of updating and maintaining the sites, but other project managers have access and can upload content and update site.

Home and School Annual Journal 2014

The Home and school annual journal was published in August 2013. Part of the journal is dedicated to safer internet issues. The journal is printed and sent to all members on the national parental organization, all schools in Iceland and all public and private organizations involved with child welfare in Iceland.



Annual journal

Safer Internet Day 2015

During the project term SAFT started making plans to organized Safer Internet Day 2015 in

Safer Internet Centre *SI-2012-SIC-1231215*
Progress report - updated version March 2013

collaboration with the Ministry of Education, Culture and Science, Ministry of Welfare, Ministry of Interior and the Youth Panel. With focus on this year's theme SAFT will develop educational modules for all target age groups, accompanied by teacher's handbooks and educational material for parents. The modules will be disseminated on SID14, followed by a media campaign on their existence and content.

Smartphone and tablets

During the reporting period SAFT completed an educational module on smart phones and tablet computers to be distributed in September 2014. A teacher's handbook and parental guidelines will accompany the modules. Target groups are students age 6-16, teachers and parents.



Cover page

Hate Speech

The 2013 SAFT survey has indicated that online Hate Speech has been increasing. SAFT has thus been focused on awareness raising, advocacy, and seeking for creative solutions against this problem. Special focus is on equipping young people and youth organisations with the competences necessary to recognize and act against such human rights violations. SAFT has implemented their key message into educational material developed and awareness campaigns throughout the reporting period and the Youth Panel has been very active in planning and implementing the message. During the project period the Youth Panel has been present at some major national sport events and tournaments, distributing balloons, t-shirts, tattoos (washable) and wristbands carrying No Hate messages. In June 2014 SAFT started an Instagram competition on Online Hate Speech, winners to be announced in September 2014, and preparation are on their way for a YouTube competition on the same topic.



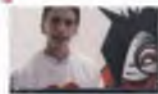
Poster



T-shirt



Competition



Youtube video

Cyber-hygiene

During the project term SAFT started working on 6 "Stay safe in Cyberspace / cyber-hygiene" e-learning interactive modules for the age groups 5-6, 7-9, 9-13, 13-16, 16-18 and 18-20, accompanied by teachers and parents handbook and story books. The aim is to raise awareness of the most pertinent cyber safety issues to each age group of student. This approach in turn helps our students build robust vigilance in cyberspace. We aim to achieve this by assisting teachers and parents to facilitate highly effective learning using engaging, fun and memorable story-based lessons. The courses are founded on research. All the material is being developed and published in both Icelandic and English to facilitate sharing between nodes. First two modules are disseminated during the project term.

Media literacy

During the project term SAFT translated and adapted the Finish parental handbook on Children and Media. The handbook introduces various viewpoints to be considered in relation to media use among children of primary school age. Staying on media literacy SAFT has also started translating and adapting the Danish handbook for schools on digital dialog, intended for teachers and school headmasters. Work is also well on its way on educational modules for all school age groups

accompanied by interactive self-tests on media literacy.



Cover of handbook

Online video educational modules

During the project term SAFT continued to enlarge its online educational video library. Currently numbers of short talks, on number of internet related topics, are being produced. These are intended in use inside the classroom and will be available to everyone online via our YouTube channel.

Train the trainers

During the project term SAFT started preparing new training concept. SAFT will, in collaboration with the Ministry of Education provide hands on training on safer internet issues in all schools in Iceland – this will be both done on site and via online training and targeted at teachers. SAFT will also tour Iceland, and in all of the biggest town provide open training sessions to youth and social workers. These relate to some of the actions reviewers have recommended.

Internet and gaming addiction

During the project term SAFT started working on a parental and teachers brochure on internet and gaming addiction. The brochure will be disseminated in January 2015 and accompanied by an interactive internet/gaming addiction self-test for all age groups.

Online gambling

In September 2014 SAFT collaborated with the University of Iceland organizing a symposium on online gambling with participation from Harvard Medical School.

Allir snjallir! (Everyone Smart!)

In October 2014 SAFT organized a big conference on the use of smart devices in school. The main target group were parents and teachers and the intended outcome was new guidelines for school on making policy for the use of smart devices in school.



Allir snjallir! conference ad

Consultations of the Youth Panel

The Youth Panel is consulted on regular basis, both using online means as well as during meetings held in Reykjavik. The youth panel meet at the Ministry of Education prior to participation in the *Everyone Smart* conference in October 2014. The panel is consulted regularly via Skype, Facebook and email on current issues and resources being developed.

Agendas and minutes of meetings of the Youth Panel have to be attached to the progress report.

Work package 6: Hotline operational work

Objective: Establish, if necessary, and operate a hotline for Iceland to receive information from the public relating to illegal content on the internet which will act as a national alert platform or as an alert platform common to several Member States.

Responsible partner: Barnaheill - Save the Children Iceland

REPORT HANDLING

Description of activities:

During the reporting period the Hotline operational work has been working well. There is a Report button on Barnaheill- SC Iceland's website where people can report illegal and inappropriate content. All reports that are reported through the Report button are automatically reported to the National police where they are analysed and further action taken. The Report Button is also on the SAFT website and other organizations can also have this Report button. Reports go through Barnaheill - Save the Children Hotline's website and are automatically forwarded to the National police. SC Hotline is in a good cooperation with the National police and with the child welfare, concerning prevention and advocacy.

Barnaheill - Save the Children Iceland's Hotline also get reports through e- mails and telephone calls. Staff of the Hotline then contacts the National police and forward the Reports. The staff visits counsellor every month. There are two persons participating in the work of the project in one fulltime job: Margrét Júlía Rafnsdóttir Project Coordinator and Þóra Jónsdóttir. The staff has meetings every month with the National police concerning the Reports and the operational work.

The mission statement of the project is to draw the attention of the public, police, legislation, Internet service providers, child welfare agencies and other concerned parties to the role played by the Internet in sexual abuse of children, and to find ways to fight against these trends. The object is also to prevail on the Icelandic government to shoulder responsibility in this field in Iceland as well as in the international arena. Cooperation among these parties is therefore a key element in this project.

Total reports during the reporting period was 559 were 74 were estimated as Child sexual abuse images (13 %).

On Barnaheill - Save the Children Iceland website, www.barnaheill.is there is a Report button where people can report illegal and inappropriate material: <http://www.barnaheill.is/TilkynnaologlegtEfniReportillegalcontent>. People can Report CAM , Child trafficking, Sex tourism with minors, Adult pornography available to minors, Online bullying, Violence against anyone and Other, i.e. defamation, threatening or hate speech

People can report in Icelandic, English and Polish. All information about the issue is also in Icelandic, English and Polish. Reports are automatically forwarded to the national Police where the urls are traced and action taken. The police send statistics to the Barnaheill - Save the Children's Hotline and staff of the hotline register the statistics on the Inhope website.

Law enforcement liaison and support including feedback on reports:

Reports are automatically forwarded to the National police that trace the url's and send statistics to the Hotline.

Cooperation with ISPs, including a description of N&T procedures:

There has never been a website hosted in Iceland with CAM.

Contribution to INHOPE URL database

Statistics are registered on the Inhope website but URL's are not registered

Statistics based on the network template have to be attached to the progress report, as well as any documents supporting the co-operation of the relevant bodies, e.g. feedback letter from the police

NATIONAL CO-OPERATION

- Law enforcement liaison and support:

- Meetings regularly
- Exchange of expertise

- Cooperation with ISPs and content providers:

- Cooperation on complaints-handling with bodies dealing with other areas:

- Presentations and training seminars to appropriate bodies and organisations:

- Monitor/give input to relevant public policy developments:

-Others:

Indicators for WP6	Target as set in the description of work	Target achieved during reporting period	Consolidated target achievement to date
Please indicate the total number of reports received by the Hotline	240	559	932
Number of reports uploaded to the IHRMS (INHOPE Report Management System)	190	87	202
Comments:			

Work package 7: Helpline operational work

Objective: Cooperate with or establish a helpline from which parents and children can obtain advice on how to deal with harmful contact (grooming), harmful conduct (cyberbullying), harmful content and uncomfortable or scary experiences of using online technologies.

Responsible partner: Red Cross Iceland

Please describe the activities carried out under this WP during the reporting period.

Since the beginning of this project SAFT has worked on updating operating guidelines to deal with children's concerns about illegal or harmful content on the Internet. A helpline was designed and opened in November 2007. During the project term it has been in operation in collaboration with the Red Cross Iceland, Barnaheill - Save the Children in Iceland and The Post and Telecom Administration in Iceland. Special focus has been on promoting the helpline to children aged 8-16 years as well as to the

general population through parental meetings and in the media.

Below is a list of some the main issues that have been raised by the children and adults since the helpline was launched:

- Online bullying, including hacking into accounts and posting sexual material
- Grooming and sexting
- Parents calling worried about on-line gaming, social networking and sexting
- Children finding child-porn online (forwarded to the Hotline/Save the Children)
- Concerns about online bullying, how to respond, to whom to report etc.
- Concerns about Snapchat, Facebook, Ask.fm and similar social networking sites

The Helpline staff, from The Red Cross, Heimili og skóli, Barnaheill - Save the children Iceland and The Post and Telecom Administration, are highly qualified, with academic background in psychology, education, law, media and technology. The staff has years of experience working in the field: including working on online safety for SAFT, child safety in general, laws and regulations on new media and technology, and working with children as educators/psychologists.

A new portal was developed during the last project and cross-training between Helpline participants, i.e. 50 volunteers at the RedCross, and different agencies and NGOs concerned with the health and welfare of children was organized. Participants agreed on organizing cross-training sessions annually from now on.

An important addition to the new helpline web is the Svarbox. Svarbox is a name for a new communication system that expands the possibilities for visitors to use the helpline website. With a click of the mouse a user can get in direct contact with a service rep and chat with them online. The system makes the staff more productive, and at the same time it increases the service level for customers. Prepared answers, referring to old transcripts and more makes Svarbox the future tool for our services.

- Categorizes and saves chat transcripts in a central database
- Accepts offline messages and makes sure they reach their intended recipient.
- Monitors unanswered chat requests and alerts users to unread messages
- Is well suited for international communications.
- Can also be used for communications within SAFT.

It is easy for service reps to maintain more than one Svarbox chat at a time and very easy to transfer ongoing chats between workers. The Svarbox will be open 24/7 with volunteers at the RedCross monitoring during non-office hours.

Staff involved in the Helpline activities during the reporting period:

- Management, design, content and cross training - Red Cross: Steindor Gunnar Steindorsson and Ivar Sveinbjornsson.
- Design, content and cross training - SAFT/Heimili og skóli: Gudberg K. Jonsson & Hrefna Sigurjonsdottir
- Content - Barnaheill: Margret Rafnsdottir & Þóra Jonssdottir
- Content - Post and Telecom Administration: Anna Margret Sigurdardottir & Stefan S. Sigurdsson

Average hits during the reporting period have been around 15 per day, slightly higher than for the previous period. Average posts during the project term have been 6 per week. The response time for each question/comment is maximum 1 day. Average number of contacts during the period was 32 per day. These are a significantly higher number of posts, emails and calls received than during the previous period.

Please mention any other activities carried out by the helpline at national level (eg. co-operation with Police and Child care services).

See above.

Work package 8: Dissemination of awareness raising tools and promotion of hotline/helpline

Objective: Organise various awareness and dissemination activities designed for the intended target groups. Ensure that the hotline and helpline are known by decision-makers, relevant stakeholders and by the general public.

Responsible partner: Home and School – National Parental Organization

Please describe the activities carried out under this WP during the reporting period and fill in the table about your dissemination plan

During the project period SAFT has organised various awareness and dissemination activities designed for the intended target groups. Special focus has been on "training of the trainers" and other multiplier activities. In all activities, and if appropriate SAFT, has promote the hotline and helpline to decision-makers and relevant actors in key sectors (industry, law enforcement authorities, officials responsible for protection of minors, child welfare organisations. We have also promoted the hotline and helpline to the target groups through use of multiplier organisations (Internet-based, broadcasting media and press, awareness projects, parent's organisations etc). We have organised events including national/local events for Safer Internet Day and participate in relevant events organised by third parties.

SAFT has established a regular cooperation with the major outlets of the mass media in Iceland on a regular basis. These are used to promote the SAFT project and different issues concerning the safety of children in the use of the Internet and new media. We have been increasingly visible in the media as the project has progressed. We are regularly approached and interviewed by the media and asked to comment on matters concerning children's and young people's use of the internet and new media. We have also been active in writing articles for magazines and newspapers.

Meetings with parents, teachers, peer-to-peer educators and students

During the project term the project managers attended meetings of parent associations at schools as well as student classrooms. In those meetings the project is presented and safety issues addressed and discussed with participants. During the project term we have attended over 20 parental and student meetings across Iceland. We have instigated and participated in a variety of activities and events where awareness of Internet and New Media safety has been in the forefront. This includes a conference, seminars with parents, round-table with stakeholders and peer-to-peer educators, and smaller presentations to target audience, for example at parental meetings at schools.

The project's websites

Our main portal (www.saft.is) is targeted at children, parents, teachers and the general public. All our material and information is up to date and almost on daily bases add news and/or other material, and thus maintain a lively and attractive website. In addition to our main portal we run an online Helpline (1717.is) and Hotline (www.barnaheill.is), updated as needed. SAFT and the SAFT Youth Panel are also on Youtube, Facebook and Twitter. The awareness, hotline and helpline websites were re-designed at the end of the last project.

Youth Panel

SAFT has an active Youth Panel where children and young people are able to express their views and exchange knowledge and experiences concerning their use of new online technologies and contribute to the design of awareness raising actions, tools and material. During the reporting period the Youth Panel was interviewed number of times by the media, expressing the view of young people on different issues related to Safer Internet. The Youth Panel was also very visible at the *Allir snjallir!* conference, in the media, co-hosting the conference, giving a presentation, premiering a Youth Panel video-spot and participating in the panel.

Fréttablaðið

The 10 general internet advice SAFT developed in the beginning of the last reporting period and on the hotline report button were published in the national daily newspaper Fréttablaðið from June 2012. During the reporting period they have been updated and 1-3 ads have appeared in the paper on daily bases.



Parents should come to a mutual understanding with their children about using the internet



You are responsible for everything you say and do online!

Example of internet advices published in the free national newspaper Fréttablaðið

Home and School Annual Journal 2014

The Home and school annual journal was published in August 2014. The journal was printed and sent to all members on the national parental organization, all schools in Iceland and all public and private organizations involved with child welfare in Iceland.

Magazine, videos and magnet

During the project term SAFT worked with Vodafone in updating a magazine on positive and safe internet use including articles on the hotline and helpline, bullying, sexting, grooming, gaming and hate speech. The magazine has already been distributed to 80% of households in Iceland and made available online. SAFT and Vodafone also created 10 YouTube guidelines [videos](#) targeted at parents, on how to set parental control, security settings etc. on the computer and mobile device. The 2007 refrigerator magnet with 5 parental advices on safer internet was also updated during the project.



Cover page of magazine



Refrigerator magnet

Stand by yourself!

During the reporting period SAFT collaborated with the Ministry of Education and the authors of the prior SAFT module *Wait for Yes!* preparing the *Stand by Yourself!* 20 min film for use in the classroom, also to be used by parents at home, and a Teacher's handbook. The film and teachers handbook were sent to all 6-8th grade classes in Iceland and simultaneously premiered and viewed by all 6-8th grade students across Iceland on September 10th. The resources address sex, pornography, violence, how to set boundaries, sexting and grooming and the role of the Internet and media in shaping the view on sex and gender differences. SAFT produced two interactive online self-test educational

modules to accompany the film and teachers handbook. The interactive modules were introduced to the school community following the release of the educational film.



The Minister of Education with students during premiering of the film



How movies display the body

Smartphone and tablets

During the reporting period SAFT completed educational modules on smart phones and tablet and distributed to all schools in September 2014. A teacher's handbook and parental guidelines accompanied the modules. For the educational modules the target groups were students age 6-16 and for the guidelines, teachers and parents.



Cover page

Hate Speech

SAFT has implemented the key No Hate message into educational material developed and awareness campaigns throughout the reporting period and the Youth Panel has been very active in planning and implementing the message. During the project period the Youth Panel has been present at some major national sport events and tournaments, distributing balloons, t-shirts, tattoos (washable) and wristbands carrying No Hate messages. In June 2014 SAFT started an Instagram competition on Online Hate Speech; winners were announced in September 2014, followed by a YouTube competition on the same topic.



Poster



T-shirt



Competition



Youtube video

Cyber-hygiene

During the project term SAFT started working on six "Stay safe in Cyberspace / cyber-hygiene" e-learning interactive modules for the age groups 5-6, 7-9, 9-13, 13-16, 16-18 and 18-20, accompanied by teachers and parents handbook and story books. The aim is to raise awareness of the most pertinent cyber safety issues to each age group of student. This approach in turn helps our students build robust vigilance in cyberspace. We aim to achieve this by assisting teachers and parents to facilitate highly effective learning using engaging, fun and memorable story-based lessons. The courses are founded on

research. All the material is being developed and published in both Icelandic and English to facilitate sharing between nodes. The first two modules were disseminated to all 1st and 2nd graders in all schools in Iceland at the end of the project term.

Ævintýri: Barbita



Modules: Stay safe in Cyberspace

Media literacy

During the project term SAFT translated and adapted the Finnish parental handbook on Children and Media. The handbook introduces various viewpoints to be considered in relation to media use among children of primary school age. The handbook is being distributed by request and at parental meetings throughout the current school period. The resource is also available online.



Cover of handbook

Allir snjallir! (Everyone Smart!)

In October 2014 SAFT organized a very successful conference on the use of smart devices in school. The main target group were parents and teachers and the intended outcome was new guidelines for school on making policy for the use of smart devices in school – to be distributed to all schools in Iceland in January 2015. All talks and round table are available online.



Conference guests



Allir snjallir! conference ad

DISSEMINATION PLAN

Date	Activity	Quantity	Target groups	Objective
Fall 2014	Home and School annual report	500 reports	School, parental organizations, government etc	The object is to report back to the community on all activities, i.e. work carried out, material available etc
Fall 2014	News bullets	+10	all	The objective is to increase awareness on

				positive online/mobile conduct, with special focus on results from the 2013 SAFT survey.
May 2014 – October 2014	Adds on net-ethics and media campaign on positive online conduct	10 newspaper ads	all	The object is to encourage parents to be proactive and guide their children responsibly when it comes to the Internet and new media. Also to encourage young users to think about net-ethics, responsible use, privacy etc.
Summer 2014	No hate		Students/Schools	Raise awareness on the role of the internet in hate speech and discrimination
Winter 2014-15	Refrigerator magnets	2000	all	The resource is a refrigerator magnet with 5 advice on internet use, 1) Everything you say and do online reflects on who you are 2) Treat others as you would like to be treated online 3) Don't participate in anything you don't know what is 4) Remember that everything you put online is open to everyone and 5) You are responsible for what you do online
Winter 2014-15	Parental guidelines	5000	Parents	A parental brochure on safer internet
Winter 2014-15	Play and Learn. Being Online!	Online	Parents	Sent to all schools and parental organizations in Iceland
Winter 2014-15	Magazine	80 000	Parents	Magazine on positive and safe internet use including articles on the hotline and helpline, bullying, sexting, grooming, gaming and hate speech
Winter 2014-15	Videos	Online	Parents and teachers	20 Youtube guidelines videos targeted at parents and teachers, on how to set parental control, security settings etc on the computer and mobile device, sexting, bullying etc
Winter 2014-15	Stand by yourself!	Online	Students	Raise awareness on the role of online media on gender differences, sex, pornography etc
Winter 2014-15	Smartphone and tablets	Online / 5000 printed	Parents and teachers	Raise parental and teacher's awareness and skills in dealing with smart devices
Winter 2014-15	Cyber-hygiene	Online	Students	Raise awareness on safer internet issues
Winter 2014-15	Media literacy	Online / 5000 printed	Parents and teachers	Raise parents and teachers knowledge on media literacy and help them educate their children on the issue

Indicators for WP8	Target as set in the grant agreement	Target achieved during reporting period	Consolidated target achievement to date
Number of (new) awareness raising resources developed	12	10	30
Number of events (co-)organised by your Awareness Centre	+6 conferences / symposia + 50 workshops at schools	+2 conferences / symposia + 40 workshops at schools	+75 conferences / symposia + 125 workshops at schools
Number of school visits	+70	40	145
Number of Unique Visitors to your main Awareness Centre website:	100 per day	90 per day	90 per day
Comments:			

3 IF APPLICABLE, FOLLOW-UP OF THE RECOMMENDATIONS OF THE REVIEW REPORT (only for progress report 3 and 4)

4 DELIVERABLES SCHEDULE

Deliverable number	Deliverable title	Due date	Delivery date
D1.1	Detailed work plan including the full list of staff with task distribution	3	25/04/2013
D2.1	Confirmation of submission of the online assessment report	Twice a year as defined by INSAFE	25/04/2013
D6.1	Hotlines - Website and reporting facility for hotline	3	25/04/2013
D6.2	Hotlines - Operational procedures manual endorsed by LEA and a work plan for systematic cooperation with law enforcement	3	25/04/2013
D7.1	Helpline reporting facility, operating guidelines and Helpline training module	6	25/04/2013
D8.2	Project website for the Safer Internet Centre	3	25/04/2013
D1.2.2	Second progress report(s)	12	31/08/2014
D1.2.3	Final progress report(s)	30	10/12/2014
D1.3.B	Financial statements	30	10/12/2014
D1.4.2	Public friendly final report for publishing, including set of awareness tools	30	10/12/2014
D2.2	Impact assessment report	30	10/12/2014

5 MANAGEMENT AND CONTRACTUAL ISSUES

Management

Changes of staff and other issues

Contractual issues

Amendments and other issues

6 Labour Month Review during the reporting period

WP No	Work package title	Lead Applicant No ¹	Start month ²	End month ³	Total Person months ⁴	Person months effort per work package per applicant ⁵														
						AP1	AP2	AP3	AP4											
1	Planning, management and reporting	1	T1	T30	4	PM _{1,1}	PM _{1,2}	PM _{1,3}	PM _{1,4}											
2	Project evaluation	1	T3	T30	4	PM _{2,1}	PM _{2,2}	PM _{2,3}	PM _{2,4}											
3	National cooperation	1	T1	T30	5	PM _{3,1}	PM _{3,2}	PM _{3,3}	PM _{3,4}											
4	Contribution to European networks	1	T1	T30	7	PM _{4,1}	PM _{4,2}	PM _{4,3}	PM _{4,4}											
5	Develop awareness tools/methods	1	T1	T30	19	PM _{5,1}	PM _{5,2}	PM _{5,3}	PM _{5,4}											
6	Hotline operational work	2	T1	T30	15	PM _{6,1}	PM _{6,2}	PM _{6,3}	PM _{6,4}											
7	Helpline operational work	4	T1	T30	14	PM _{7,1}	PM _{7,2}	PM _{7,3}	PM _{7,4}											
8	Dissemination of awareness raising tools and promotion of hotline helpline	1	T1	T30	19	PM _{8,1}	PM _{8,2}	PM _{8,3}	PM _{8,4}											
					Total for the period	17	10	3.2	1.2	2.6										
					Cumulative total with previous periods ⁶	87	50	18	6	13										

¹ Number of the applicant leading the work in this work package

² Relative start date for the work in the specific work packages, month 0 marking the start of the project, and all other start dates being relative to this start date

³ Relative end date, month 0 marking the start of the project, and all end dates being relative to this start date

⁴ The total number of person-months allocated to each work package

⁵ AP_i - AP_m, Applicants numbered 1 to m

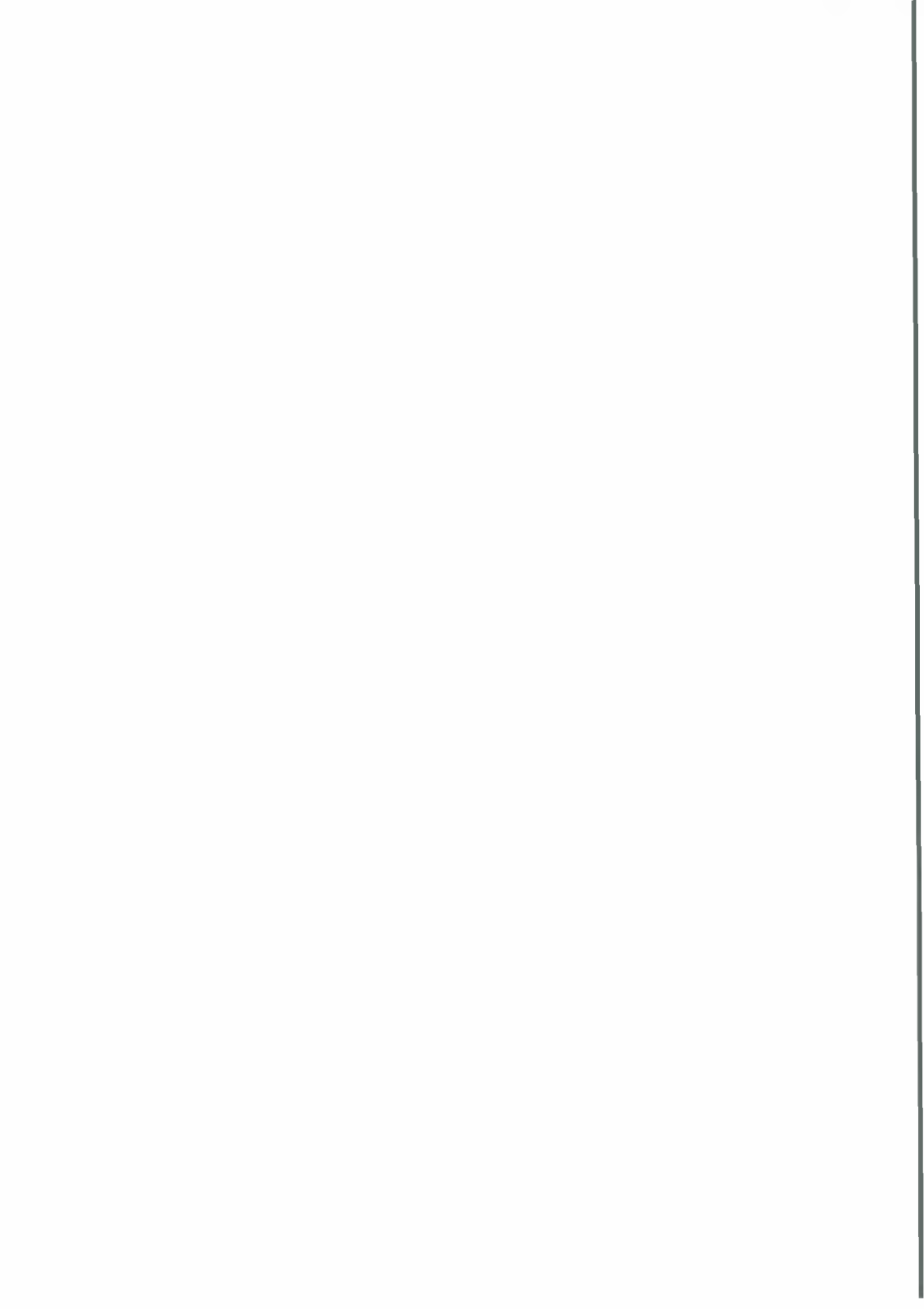
⁶ PM_{ij} - Person months allocated in WP *i* for applicant number *j*

Saler Internet Centre SF-2013-SIC-1201215
Progress report - updated version March 2013

7

7 OTHER REMARKS, COMMENTS/SUGGESTIONS TO COMMISSION ETC.

	Signature	Date
Person in charge of project Ms./Mr. N.N.		07/12/2014



Samantekt á sjóðum, styrkjum og samningum.

Á verðlagi hvers árs

Fjárlög og fjárukalög														
			ÁR	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
02	976	101	Menningarsjóður	13										
02	978	101	Launasjóður listamanna	293,2	305,1	334,2	362,4	373,8	408,8	488,9	506,2	523,4	544,2	563,4
02	980	601	Listskreytingasjóður	7,2	6,7	7,1	7,1	7,1	1,5	1,5	1,5	1,5	1,5	1,5
02	981	110	Kvikmyndasjóður	372,4	515,4	560	590	450	452	515	1020	624,7	774,7	844,7
02	982	110	Útflutningssjóður íslenskrar tónlistar								20	20	20	20
02	982	111	Myndlistasjóður								45	25	25	35
02	982	114	Bókasafnsjóður höfunda	19,3	24,6	30	30	25,5	23,7	23,1	42,6	22	45	70
02	982	112	Hönnunarsjóður								45	25	10	10
02	982	113	Handverkssjóður								15			
02	982	118	Bókmenntasjóður - Miðstöð íslenskra bókmennta	22,5	37,3	50	50	42,5	39,5	42	92	65,6	86,6	96,6
02	982	122	Starfsemi áhugaleikfélaga	18,2	22,8	28,4	25,9	20	17	16,7	16,4	16,2	16,2	16,2
02	982	124	Starfsemi atvinnuleikhópa	47	51,1	66,1	71,1	64,9	58,4	71,2	89,8	68,5	78,5	78,5
02	982	125	Tónlistasjóður	50	49	54	54	45,9	43,6	47	81,1	44,9	54,9	64,9
02	982	126	Hljóðritunarsjóður tónlistar											35
02	982	128	Barnamenningarsjóður - Barnamenning	2,5	4,9	4,9	4,9	4,2	4,2	4,1	4	3,9	3,9	18
02	982	170	Heiðurslaun listamanna samkvæmt ákvörðun Alþingis	43,2	48,0	52,2	50,4	46,4	44,1	56,0	81,9	81,9	72,9	81,9
02	983	117	Starfslaunasjóður sjálfstætt starfandi fræðimanna	11,4	11,9	19,2	13,3	12,4	12,4	15,8	36,3	37	38,4	40,6
02	982	176	Menningarsjóður félagsheimila	8,7	8,5	8,5								
02	918	110	Safnasjóður	83,7	84,6	87,7	105,9	94,4	96,3	125,8	130	121	123	127,7
			Fornleifasjóður*	5,0	25,0	25,0	22,5	19,1	17,2	32,9	42,2	31,6	39,2	44,2
			Húsafriðunarsjóður*	157,4	161,6	185,3	74,1	23,0	44,3	44,1	248,8	45,1	56,5	66,5
02	988	119	Æskulýðssjóður	14,1	9,8	9,8	8,8	7,5	7,5	7,3	12,2	11	11	9
02	989	111	Ferðasjóður		30	59	60	57	54,1	64,7	70	85	85	100
02	989	115	Íþróttasjóður	18,3	17,9	17,9	17,9	15,2	14,6	14,2	17,9	16,1	16,1	16,1
02	989	122	Launasjóður stórmeistara í skák	11,6	16,2	16,7	18,1	17,2	17,2	18,7	19,3	20	20,8	28,2
02	989	129	Afrekssjóður	30	30	30	30	25,5	24,7	34,7	55	70	70	100
				1.228,7	1.460,4	1.646,0	1.596,4	1.351,6	1.448,6	1.623,7	2.692,2	1.959,4	2.193,4	2.468,0

* Fornleifasjóður og Húsafriðunarsjóður flutt til forssætisráðuneytis í fjárukalögum 2013.

Vísitala neysliverðs meðaltal	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 - fjl.	2016 - frv.
	260,6	273,7	307,7	344,6	363,2	377,7	397,3	412,7	421,1	429,5	448,9

Samantekt á sjóðum, styrkjum og samningum.

Á verðlagi fjárlaga 2016

Fjárlög og fjárukalög													
		ÁR	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
02	976 101	Menningarsjóður	22,4										
02	978 101	Launasjóður listamanna	505,0	500,3	487,5	472,0	462,0	485,8	552,3	550,5	557,9	568,7	563,4
02	980 601	Listskreytingasjóður	12,4	11,0	10,4	9,2	8,8	1,8	1,7	1,6	1,6	1,6	1,5
02	981 110	Kvikmyndasjóður	641,4	845,2	816,9	768,5	556,1	537,1	581,8	1109,3	665,9	809,6	844,7
02	982 110	Útflutningssjóður íslenskrar tónlistar								21,8	21,3	20,9	20
02	982 111	Myndlistasjóður								48,9	26,6	26,1	35
02	982 114	Bókasafnssjóður höfunda	33,2	40,3	43,8	39,1	31,5	28,2	26,1	46,3	23,4	47,0	70
02	982 112	Hönnunarsjóður								48,9	26,6	10,5	10
02	982 113	Handverkssjóður								16,3			
02	982 118	Bókmenntasjóður - Miðstöð íslenskra bókmennta	38,8	61,2	72,9	65,1	52,5	46,9	47,4	100,1	69,9	90,5	96,6
02	982 122	Starfsemi áhugaleikfélaga	31,3	37,4	41,4	33,7	24,7	20,2	18,9	17,8	17,3	16,9	16,2
02	982 124	Starfsemi atvinnuleikhópa	81,0	83,8	96,4	92,6	80,2	69,4	80,4	97,7	73,0	82,0	78,5
02	982 125	Tónlistasjóður	86,1	80,4	78,8	70,3	56,7	51,8	53,1	88,2	47,9	57,4	64,9
02	982 126	Hljóðritunarsjóður tónlistar											35
02	982 128	Barnamenningarsjóður - Barnamenning	4,3	8,0	7,1	6,4	5,2	5,0	4,6	4,4	4,2	4,1	18
02	982 170	Heiðurslaun listamanna samkvæmt ákvörðun Alþingis	74,4	78,7	76,1	65,6	57,3	52,4	63,3	89,1	87,3	76,2	81,9
02	983 117	Starfslaunasjóður sjálfstætt starfandi fræðimanna	19,6	19,5	28,0	17,3	15,3	14,7	17,9	39,5	39,4	40,1	40,6
02	982 176	Menningarsjóður félagsheimila	15,0	13,9	12,4								
02	918 110	Safnasjóður	144,2	138,7	127,9	137,9	116,7	114,4	142,1	141,4	129,0	128,5	127,7
		Fornleifasjóður	8,6	41,0	36,5	29,3	23,6	20,4	37,2	45,9	33,7	41,0	44,2
		Húsafriðunarsjóður	271,1	265,0	270,3	96,5	28,4	52,6	49,8	270,6	48,1	59,0	66,5
02	988 119	Æskulýðssjóður	24,3	16,1	14,3	11,5	9,3	89,1	8,2	13,3	11,7	11,5	9
02	989 111	Ferðasjóður		49,2	86,1	78,2	70,4	64,3	73,1	76,1	90,6	88,8	100
02	989 115	Íþróttasjóður	31,5	29,4	26,1	23,3	18,8	17,4	16,0	19,5	17,2	16,8	16,1
02	989 122	Launasjóður stórmeistara í skák	20,0	26,6	24,4	23,6	21,3	20,4	21,1	21,0	21,3	21,7	28,2
02	989 129	Aftekssjóður	51,7	49,2	43,8	39,1	31,5	29,4	39,2	59,8	74,6	73,2	100
			2.116,3	2.395,0	2.401,1	2.079,4	1.670,3	1.721,5	1.834,4	2.928,0	2.088,5	2.292,1	2.468,0