



be SMART  
ONLINE!

# PROJECT REPORT

MARCH 2015 TO AUGUST 2016



## 2010

The birth of BeSmartOnline!

Following a number of years tirelessly working behind the scenes, the project was successfully launched... the beginning of a long journey by all partners to raise awareness on the safe use of the Internet is officially underway.

## 2011

The fight against Child Online Abuse kicks off with the launch of [www.childwebalert.gov.mt](http://www.childwebalert.gov.mt) and the commencement of the full membership with INHOPE – the international association of Internet Hotlines.

The first in a series of training sessions take place to inform the volunteer at the national support, 179, to be in a position to help the general public with queries related to online risks.

A partnership between BeSmartOnline! and MCAST led to the creation of a number of comics and videos which were very well received by the general public.

## 2012

Produced a traditional origami which children had to shape to create a game which asked questions related to internet safety. The game was adopted by another four countries and presented as a best practice bridging the digital, with the offline world, the new with the old.

## 2013

Started a school road-show which led to BeSmartOnlinel reaching all Year 6 and Form 4 students in Malta and Gozo.

Produced a resource in collaboration with industry which highlights risks associated with the use of smart phones.

## 2014

Produced a series of tip sheets advising children on how to protect their privacy on various social networking platforms. The tip sheets were disseminated to all Form 3 students.

## 2015

The Hotline is trained on the ICAMM platform and starts contributing towards the same platform to help identify and eventually rescue minors whose abuse is shared online.

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## CONTENTS

1

### INTRODUCTION

02

#### 1.1 A Shift in Focus – From a Safer Internet to a Better Internet for Kids

03

2

### THE BESMARTONLINE! PROJECT

04

#### 2.1 The Consortium

05

- |   |    |
|---|----|
| 2.1.1 Malta Communications Authority  | 06 |
| 2.1.2 Foundation for Social Welfare Services – Aġenzija Appoġġ                  | 06 |
| 2.1.3 Office of the Commissioner for Children                                   | 06 |
| 2.1.4 Directorate for Quality and Standards in Education – eLearning Department | 06 |

#### 2.2 Strategic Partners

07

- |   |    |
|---|----|
| 2.2.1 The Cyber Crime Unit – Malta Police Force                 | 07 |
| 2.2.2 Directorate for Educational Services                      | 07 |
| 2.2.3 Directorate for Quality and Standards in Education – PSCD | 08 |
| 2.2.4 The Secretariat for Catholic Education                    | 08 |
| 2.2.5 University of Malta                                       | 08 |
| 2.2.6 Independent Schools' Association                          | 08 |
| 2.2.7 Aġenzija Żgħażaqħ   | 08 |
| 2.2.8 Kellimni.com  | 08 |

3

### MARCH 2015 – AUGUST 2016 ACTIVITIES

09

#### 3.1 Awareness Raising Activities

10

- |  |    |
|--|----|
| 3.1.1 National Concertation                                  | 10 |
| 3.1.2 Project Website and Social Media presence              | 11 |
| 3.1.3 Reaching Children                                      | 12 |
| 3.1.4 Marking International & National Observances           | 13 |
| 3.1.5 Awareness and Training for Educators and Professionals | 14 |
| 3.1.6 Reaching Parents                                       | 15 |
| 3.1.7 Press and Media  | 15 |
| 3.1.8 Resources  | 16 |

#### 3.2 Hotline and Helpline

18

- |                |    |
|----------------|----|
| 3.2.1 Hotline  | 18 |
| 3.2.2 Helpline | 21 |

#### 3.3 Transnational and EU Contribution

22

- |              |    |
|--------------|----|
| 3.3.1 INHOPE | 22 |
| 3.3.2 Insafe | 22 |

# INTRODUCTION

CHILDREN AND YOUNG PEOPLE ARE WIDELY CREDITED AS BEING AMONGST THE FRONT RUNNERS IN TERMS OF EARLY ADOPTION AND USAGE OF NEW ONLINE AND MOBILE TECHNOLOGIES. HOWEVER, BEING TECHNOLOGICALLY SAVVY DOES NOT AUTOMATICALLY PROVIDE THEM WITH THE NECESSARY SKILLS TO ADEQUATELY IDENTIFY SITUATIONS THEY MAY ENCOUNTER ONLINE, WHICH MAY POSE A RISK TO THEIR WELLBEING.

Children and young people are widely credited as being amongst the front runners in terms of early adoption and usage of new online and mobile technologies. However, being technologically savvy does not automatically provide them with the necessary skills to adequately identify situations they may encounter online, which may pose a risk to their wellbeing.

Empowering and protecting children and young people from online risks through numerous awareness campaigns and activities is the primary objective of the BeSmartOnline! project. These campaigns and activities are not only aimed at the children and young people themselves but target a wider circle of people that are in close contact with them, including, parents, carers and educators. The project also promotes a 24/7 Helpline and Hotline service, which offers advice on how to fight illegal and harmful content and behaviour online.

BeSmartOnline! is a joint initiative between a number of national stakeholders and is supported by the Connecting Europe Facility (CEF), a key EU funding instrument, which aims at filling the missing links in Europe's energy, transport and digital backbone.

This report gives a high-level overview of the initiatives undertaken by the BeSmartOnline! project team over an 18 month period, between March 2015 and August 2016.

## 1.1

### A SHIFT IN FOCUS – FROM A SAFER INTERNET TO A BETTER INTERNET FOR KIDS

Through the European Strategy for a Better Internet for Children, the European Commission has taken a clear position on a shift from a “safer Internet” to a “better Internet” for kids. This shift was reflected in the call for proposals issued under the CEF, through which this project is funded. Apart from articulating the vulnerabilities that children can experience online, in its strategy, the Commission has also, emphasised the importance that children truly understand the Internet and are given every possible tool to take advantage of the opportunities it presents. In this case, the strategy is based on four main pillars:

- › Stimulating quality content online for young people
- › Stepping up awareness and empowerment
- › Creating a safe environment for children online
- › Fighting against child sexual abuse and child sexual exploitation

These four pillars were expressed, albeit at different levels of importance, in the call for proposals and consequently have been addressed and implemented throughout the 18 months, within which this project was implemented.

# THE BESMARTONLINE! PROJECT

FOR THE PAST SIX YEARS, BESMARTONLINE! HAS SERVED AS THE NATIONAL SAFER INTERNET CENTRE (SIC) FOR MALTA AND IS IMPLEMENTED THROUGH A CONSORTIUM, WHICH IS LED BY THE MALTA COMMUNICATIONS AUTHORITY (MCA), AND BRINGS TOGETHER THE FOUNDATION FOR SOCIAL WELFARE SERVICES – AGENZIJA APPOĞG (FSWS), THE OFFICE OF THE COMMISSIONER FOR CHILDREN (CFC) AND THE DIRECTORATE FOR QUALITY AND STANDARDS IN EDUCATION (DQSE).

The Maltese SIC is represented in the European-wide network of Centres, Insafe.

**The project is shaped by the following strategic objectives:**

- To equip children, parents and educators with the necessary knowledge to be in a position to identify the risks that exist online;
- To devise innovative, attractive and highly-informative awareness campaigns;
- To implement in-school campaigns in all local secondary and primary schools during the academic years 2015–2016;
- To actively provide information to educators and parents to allow them to take a pivotal role in the protection of minors in the online environment;
- To set up a Youth Panel that will act as a consultative body for the development of awareness-raising activities, material and campaigns;
- To create an Advisory Board, composed of different professionals in order to ensure the contribution of holistic expertise to the subject matter;
- To cooperate with other centres in the European network;
- To participate in the Insafe training meetings;
- To actively contribute to the INHOPE network;
- To offer facilities for individuals to obtain advice on how to deal with various online risks;
- To reinforce the operation of a Helpline concerning various issues including grooming, sexting and cyber bullying;
- To offer the facility of a Hotline for individuals to report illegal online content or behaviour and act as a national alert platform; and
- To implement targeted awareness-raising initiatives for vulnerable groups where children are most at risk in the digital world, due to their disadvantaged backgrounds.

## 2.1

### THE CONSORTIUM

As mentioned previously, the Project is implemented through a consortium of different national entities and is coordinated by the MCA. These national entities hail from different spheres and thus contribute their relevant areas of expertise.

The Consortium is managed through a Steering Committee, which is composed of representatives from

all the members. In addition, the Steering Committee is supported by approximately 40 external observers and advisors. Chaired by the MCA, the Committee develops the strategy and objectives, which are subsequently implemented by a Project Management Team. This team comprises members nominated by the Steering Committee and is headed by a Project Coordinator, who is nominated by the Committee's chair.

## **2.1.1 Malta Communications Authority**

As the lead partner in the project, the MCA is responsible for the overall planning, management and reporting of the project outcomes to the European Commission. As part of this activity, the MCA coordinates directly with the SIC in the development and implementation of innovative and attractive awareness campaigns. Apart from employing traditional and online media, the MCA also organises a number of Information Days and dedicated seminars and produces a host of informative and engaging online and offline resources that are disseminated through various channels.

The MCA is the national body responsible for the regulation of the communications sectors in Malta, namely electronic communications services, eCommerce and postal services. It is also responsible for a number of information society policies, eInclusion, internet safety and internet governance. Apart from its traditional regulatory role, the Authority has in the past years embarked on various initiatives with the aim of achieving widespread eLiteracy, digital inclusion, a better quality of life through the adoption of ICTs, and a better internet that is safe and accessible to everyone.

## **2.1.2 Foundation for Social Welfare Services – Aġenzija Appoġġ**

The FSWS incorporates the three main social welfare agencies (falling under the auspices of the Ministry for the Family and Social Solidarity) offering comprehensive prevention, support and treatment service programmes, both in community and residential settings. Aġenzija Appoġġ is one of these agencies and its primary objective is to enhance the lives of people in need, through the provision and availability of professional care and support. This is done by offering a number of services which focus on and give priority to children, their families and persons in vulnerable situations or who are at risk of social exclusion.



Kummissarju għat-Tfal  
Commissioner for Children

Department of eLearning  
Directorate for Quality and Standards in Education



## **Project Partners**

## 2.2

### STRATEGIC PARTNERS

The Consortium is supported by the expertise of a number of strategic partners who are represented on the Advisory Board.

The strategic partners are:

- The Cyber Crime Unit, within the Malta Police Force
- The Directorate for Educational Services (DES)
- Personal, Social and Career Development Department, within the Ministry of Education
- The Secretariat for Catholic Education
- The University of Malta
- The Independent Schools' Association
- Agenzija Żgħażagħ (a youth support agency)
- Kellimni.com

#### 2.2.1 The Cyber Crime Unit – Malta Police Force

The Malta Police Force has various responsibilities in relation to national security, crime prevention and investigation. Within this context, the Malta Police Force, more specifically the Cyber Crime Unit, has shared its vast experiences with the Awareness Centre during numerous national fairs, as well as events organised as part of the awareness-raising efforts of the SIC. On an ongoing basis, the Hotline, operated by Aġenzija Appoġġ, works in close collaboration with the Unit as part of the procedure adopted to ensure that illegal content and/or behaviour is dealt with effectively.

#### 2.2.2 Directorate for Educational Services

The Directorate for Educational Services collaborates closely with the colleges and schools, to plan, provide and allocate resources and other ancillary support tools, as required in the state colleges, schools and educational institutions. It also encourages networking and cooperation, and has been instrumental in facilitating the BeSmartOnline! campaign in schools. Particularly, BeSmartOnline! collaborates with the Student Services Department within the Directorate, which strives to assist students in their holistic development as individuals help them become active and responsible members of society.

### **2.2.3 Directorate for Quality and Standards in Education – PSCD**

The function of the Directorate for Quality and Standards in Education is to develop a National Curriculum Framework, which promotes lifelong learning. Additionally, the Directorate provides the required guidelines for the better implementation of the education policy and services, including each school's development plan, the syllabi, the establishment of standards, performance assessment, and examinations. Particularly, as strategic partners BeSmartOnline! collaborates with the Personal, Social and Career Development (PSCD) Executive Officers. PSCD is a subject that is fully integrated in the National Curriculum Framework and deals with issues of self-esteem, communication, relationship building, puberty and sexuality.

### **2.2.4 The Secretariat for Catholic Education**

The Secretariat for Catholic Education is responsible for the counselling agency, social work services, educational psychologists, heads of departments and inclusive educational coordinators who provide services to students, parents or guardians and church schools in Malta and Gozo. The Secretariat for Catholic Education has recognised the significance of the topic of internet safety and offered its full support by allowing access to their schools and making resources available for training and dissemination of awareness-raising initiatives.

### **2.2.5 University of Malta**

The University of Malta is the highest educational institution in Malta. It is publicly funded and is open to all those who satisfy the entry requirements. The University has reviewed its structures in order to be in line with the Bologna Process and the European Higher Education Area. The University of Malta, in collaboration with the Awareness Centre helps in introducing and highlighting the importance of being safe online amongst future professionals whose careers put them in direct contact with children.



Directorate for Educational Services  
Secretariat for Catholic Education



### **Strategic Partners**

### **2.2.6 Independent Schools' Association**

Fourteen independent schools have come together and set up a non-profit voluntary organisation known as the ISA (Independent Schools' Association). Drawing on years of experience in successfully providing a holistic education to thousands of Maltese school children, the Association is working towards becoming a key player within the local educational sector. The aim is to voice the ideas, aspirations and concerns of the independent sector of education in Malta. The cooperation and expertise of the members of this association facilitate the awareness-raising initiatives.

### **2.2.7 Aġenzija Żgħażagħ**

Aġenzija Żgħażagħ, established on 5 February 2011, has focuses a lot of its efforts in contributing to youth policy formulation, mainstreaming and research, as well as the implementation of youth empowerment programmes. The aim of Aġenzija Żgħażagħ is to monitor the process so that the National Youth Policy is put into practice. The National Youth Policy provides a framework in order to create synergy in youth work. Mainstreaming is another important function of the Agency and its aim is that youths' interests are well catered for in the policies. Research is important so that youths' needs and other aspects can be better understood. This also helps to anticipate developments within these areas. Aġenzija Żgħażagħ evaluates this research both from a local and an international perspective. The Agency also seeks to empower youths through programmes that help them gain more skills by means of non-formal education.

### **2.2.8 Kellimni.com**

Kellimni.com offers free and confidential online support to Youth, through Smart Messaging, e-mails, chat or as a group in dedicated online fora. Kellimni.com is a service run in partnership between the Salesians of Don Bosco, Aġenzija Appoġġ, SOS Malta and Aġenzija Żgħażagħ. It is manned by a team of professionally trained operators ready to support youth facing social exclusion, abuse, neglect, and/or psychological difficulties.



# ACTIVITIES UNDERTAKEN BETWEEN MARCH 2015 AND AUGUST 2016

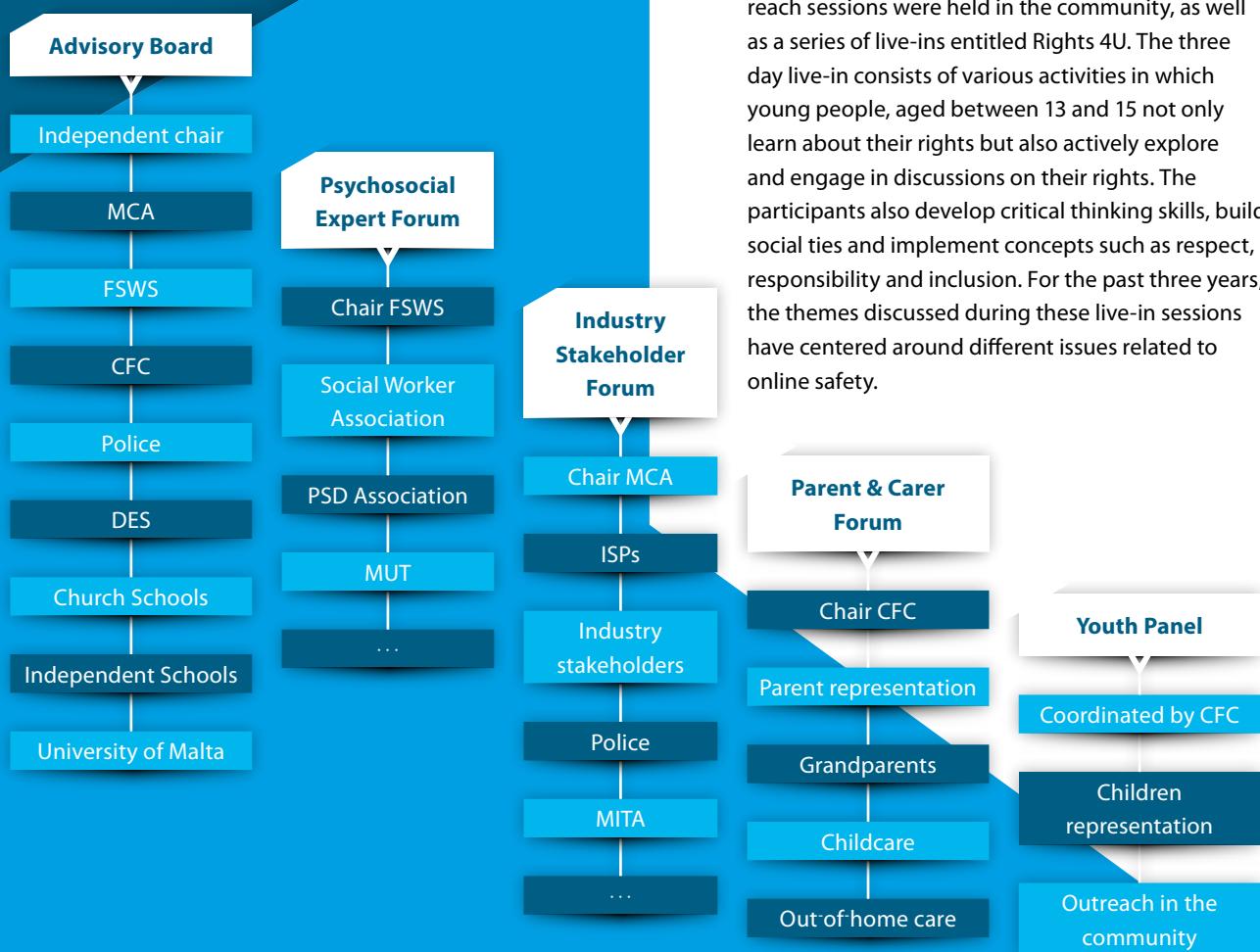
THE FUNCTIONS OF THE SIC ARE EXECUTED THROUGH AN AWARENESS CENTRE, A HELPLINE AND A HOTLINE. THIS SECTION OUTLINES THE BESMARTONLINE! PROJECT ACTIVITIES THAT HAVE BEEN UNDERTAKEN DURING THE ABOVE MENTIONED PERIOD.

## AWARENESS RAISING ACTIVITIES

The Awareness Centre sought to develop and implement attractive, informative and educational campaigns, which are both innovative and engaging. The most appropriate dissemination channels were identified in order to adequately reach the target audiences; children, parents and educators. Significant efforts were made to push the subject matter to the top of the agenda in policy formulation, both at national and international levels.

Although the awareness-raising activities were, in effect, coordinated by the MCA, a holistic approach was adopted by involving all other members in the project consortium in order to streamline the messages and means of delivery.

### National Cooperation Structure:



### 3.1.1

#### National Concertation

**National cooperation** with other third party stakeholders is conducted in a formal and systematic manner through an Advisory Board and three other separate fora targeting industry players, psycho-social professionals and parents and carers respectively. These fora were established to debate specific themes with regard to the Project's implementation and its overall effectiveness.

**Youth participation** is one of the core principles enshrined in the United Nations Convention on the Rights of the Child. It is of utmost importance that children and young people are involved in the work carried out by the SIC. To this end, the Youth Panel is consulted and empowered to create awareness amongst their peers, as well as to guide the work carried out by the centre.

Various initiatives have also been organized in order to have wider participation of youths. Various outreach sessions were held in the community, as well as a series of live-ins entitled Rights 4U. The three day live-in consists of various activities in which young people, aged between 13 and 15 not only learn about their rights but also actively explore and engage in discussions on their rights. The participants also develop critical thinking skills, build social ties and implement concepts such as respect, responsibility and inclusion. For the past three years, the themes discussed during these live-in sessions have centered around different issues related to online safety.



### 3.1.2 Project Website and Social Media presence

The Project website is intended to help children, young people, parents and educators understand the basic principles and best practices for a safer online experience for children. It also acts as a tool to communicate news, announce events and share resources. Furthermore, it offers direct access to the Hotline reporting mechanism on all pages of the site.

THE TOTAL NUMBER OF PAGE LIKES ON FACEBOOK AS AT AUGUST 2015 REACHED

**2,369**

**31%** POSITIVE INCREASE OF  
OVER THE PROJECT PERIOD

The development of the website is an ongoing process in order to keep it updated and relevant in digital society that is developing at a very fast pace.

In addition to the project website, BeSmartOnline! also manages a Facebook page and a Twitter account.

### **3.1.3 Reaching Children**

#### **3.1.3.1 In-school Campaign**

One of the main awareness raising initiatives undertaken throughout the project period is the in-school campaign. Through this campaign, the BeSmartOnline! project team visited over 93 schools, which included all public schools, accounting for just over 60% of the student population in Malta, as well as a number of church and independent schools. In total, this campaign reached approximately 18,400 primary and secondary school students.

Primarily, the lessons given to students addressed digital citizenship and online critical thinking.



#### **3.1.3.2 Summer school activities**

The in-school campaign was further supported through the participation of BSO in the summer school programme (known as Skola Sajf). This public service is offered by the Foundation for Educational Services (FES) (<http://fes.org.mt/about-us/>) to children of all ages attending any school in Malta and Gozo. Two different age groups (6 to 7 and 10 to 12) each received two tailor-made interactive sessions on critical thinking.



#### **3.1.3.3 Rights 4 U – 2015/2016**

Three live-ins were organized throughout the course of 2015, in which 120 young people participated. The theme for all three live-ins was that of empowering young people to take a stand against violence, whether it was directed towards themselves, or the people around them. The sessions that were held dealt with issues such as abusive relationships and self-harm, as well as the implications caused by the Internet.

Other sessions were also organized that addressed the subject of cyber-violence and touched upon issues such as cyber-bullying, grooming and sexting.

In 2016, one live-in was held with the participation of 25 young people and focused on empowering these individuals to engage in healthy relationships. Various interactive sessions were held with regard to different relationships, how to recognise abusive relationships, how the Internet affects relationships and also how to end such relationships. The issues of cyber-bullying and sexting and sextortion were also discussed.

Through these live-ins young people were able to share their experiences, as well as develop new skills which will help them make good use of the Internet, as well as stop online abuse whether it's being directed to them or to their peers. Through these live-ins, young people were also encouraged to engage in peer-to-peer awareness raising.

### 3.1.3.4 Other sessions:

**2015**

<b>Stella Maris School</b>
<b>Naxxar Middle School</b>
<b>Cottonera Community</b>
<b>Kullegg San Injazju Handaq secondary School</b>
<b>Birzebbuġia Primary</b>
<b>Wardija Resource Centre</b>
<b>Verdala Boys Secondary</b>
<b>San ġwann Primary</b>
<b>Summer Club Baħrija</b>
<b>Aloysians Handball Club</b>
<b>Verdala School</b>
<b>Fresher's Day – MCAST</b>
<b>Tarxien School</b>
<b>Sixth Form Rabat – Gozo</b>
<b>National Sports School Pembroke</b>

**2016**

<b>Scouts – Mosta</b>
<b>Internet Safety – Naxxar Middle School</b>
<b>Mosta Boys Secondary – students</b>
<b>St. Dorothy School</b>
<b>Saint Martin's College: Awareness Students</b>
<b>National Sport School</b>
<b>Dissertation Interview</b>
<b>Żejtun Primary B</b>
<b>Verdala School</b>
<b>St. Benedict College – 6 sessions</b>
<b>Adolescent Day Program</b>
<b>St. Catherine's School Pembroke</b>

### 3.1.4 Marking International & National Observances

#### 3.1.4.1 World Children's Day

The BeSmartOnline! team participated in the celebrations of World Children's Day 2015, which was held at the President's Palace in Verdala. Students and educators from all respective secondary schools in Malta and Gozo attended this event, which was held over two days in order to accommodate all schools. Apart from the activities organised for the

students, all the educators were given awareness sessions by SIC representatives, as well as the Hotline and Helpline team, on the safe use of the Internet. The educators were encouraged to act as multipliers within their respective schools.

#### 3.1.4.2 Harmony Day – St Benedict College

A similar event was organised by the St Benedict College, which brought together representatives from 10 different schools who participated in workshops and activities. The BeSmartOnline! team were invited to deliver an information session with the members of the Senior Management teams that accompanied the children at the event. Discussions were held on the safe use of the media and the

benefits this presents, and what measures one should take should an issue of internet abuse arise within the school. The issue of educators as role models on social media was also discussed.

The children who participated in this event were given a BeSmartOnline! ruler.



#### 3.1.4.3 Safer Internet Day 2015 & 2016

Safer Internet Day is organised in February of each year to promote safer and more responsible use of online technology and mobile phones, especially among children and young people across the world.

In 2015, various activities were organised by the BeSmartOnline! consortium in order to commemorate this day. These activities included:

- A seminar entitled the 'Impact of Technology on Child Development' for professionals working with very young children;
- Activities on the safe use of the Internet for migrant families residing in the open centres;
- Information days at two open markets and the launching of a positive content competition.

In 2016, Safer Internet Day was celebrated on the 9th of February and the theme was that of 'Play your part for a better internet'. Two main initiatives were organised in Malta in order to mark this day. An event was organised for families living in domestic violence shelters during which various fun activities were held. The children attending the event were divided into different groups according to their age and engaged in different games, crafts and storytelling with the theme of promoting a better internet for children. A series of informative discussions were held for the parents and carers that were accompanying the children.

In addition, a dedicated resource for parents was developed and disseminated with the aim of encouraging parents to have an active role in ensuring their children's safety online. This resource was disseminated through schools, amongst all children in Years 4, 5 and 6, (i.e between the age of 7 and 10) as well as those in Form 1 and 2, aged between 11 and 13, with the aim of encouraging dialogue between children and their parents. (For more information regarding this resource refer to page 16).



### **3.1.5 Awareness and Training for Educators and Professionals**

#### **3.1.5.1 Conferences**

Two conferences targeting educators were organised, with the participation of two foreign experts on the subject. A total of approximately 240 educators from public, church and independent schools attended these conferences. The conferences focused on two emerging themes – "The Interplay between self harm and the Internet" and "Overuse of Online Technologies" and were selected following a questionnaire undertaken with teachers.

In addition to these conferences, the BSO team also organised a half day seminar for educators and other stakeholders in order to disseminate the findings of a study on "Children's Internet Use and Parents' Perceptions of their Children's Online Experience". The findings of this research revealed a number of trends that debunked a number of misconceptions related to the risks encountered by minors whilst making use of the Internet. The findings also clearly demonstrated the important role educators play in ensuring that children have a positive and safe online experience.

#### **Conference for Members of the Judiciary**

Due to the interplay between the Cyber Crime Unit, the FSWS and the Judiciary, a conference was organised specifically for the latter's members to acclimatise themselves with the work of the BSO, the issues, risks and challenges from a technology perspective, latest trends in online risks and the outcomes of the project, as well as the importance of the collaboration between all entities. By raising awareness on the scope of the project and the support mechanisms available, members of the judiciary would be better placed to pass judgement and make the necessary referrals in cases they come across. 55 members actively participated in the discussions.

#### **3.1.5.2 Formal Training for Educators**

Further to the above-mentioned training initiatives, for the first time, the BSO team was entrusted with providing an in-service course for educators. Entities or individuals wishing to provide in-service training have to go through a strict selection process. This initiative was supported through "Professional Development" lectures which educators must attend throughout the academic year held in a number of schools in Malta.

### 3.1.5.3 Other sessions:

2015	2016
<b>Hal Safi – talk to Catechism leaders</b>	<b>Head of Schools, St Benedict College</b>
<b>Lanzarote Convention</b>	<b>Professional Development Bormla</b>

### 3.1.5.4 E-Safety Label

BeSmartOnline! was recognised as the national administrator of the e-Safety label in Malta (<http://www.esafetylevel.eu>). The eSafety label provides schools with the opportunity to receive an assessment of their current eSafety status. This assessment is accompanied with an action plan, which allows schools to strengthen their policies and regulations in order to safeguard educators and their students. 55 schools successfully attained their bronze certification. These were recognised during a press event hosted in one of the schools. Each school was awarded a wall plaque and a certificate, which was presented personally to the school head by the Minister of Education and Employment.



### 3.1.6 Reaching Parents

The following is a list of information sessions held specifically for parents:

#### 2015

Birkirkara Community

Stella Maris College

St. Paul's Church, Valletta

Cottonera Community

Tal-Ibraġġ Church

Naxxar Middle School

Dingli Church Group

Verdala School

Tarxien School

#### 2016

St. Dorothy School

Saint Martin's College

Cottonera Access

### 3.1.7 Press and Media

The SIC has made extensive use of a wide range of different media and channels in its awareness raising initiatives. In fact, representatives from the main partners participated in a number of television and radio call-in shows, and made use of a variety of newspaper features. Participation has been shared between the partners.



#### Television

Throughout the project period, the SIC had a total of 17 TV appearances, whilst the Helpline and Hotline participated in 20 ad hoc TV appearances. As part of the SICs TV participation, a partner representative had a regular slot on the popular TV programme "Hadd Ghalik", which is broadcast on the national TV station and has an estimated 122,000 viewers, not to mention 39,480 followers on its Facebook page. During the course of this TV program, in which two teams comprising popular national personalities take part in a series of competitions, the SIC representative singled out a number of individuals and revealed some additional information about the participants, as well as some humorous pictures which were obtained from their respective social media profiles. The audiences were shocked at how much personal information one can obtain from pictures and other information made public on social media.



## Radio

In total, the SIC participated in 21 radio shows on various radio stations. In addition, BeSmartOnline! supported the “Think before you click” led by Magic FM (<http://www.thinkbeforeyouclick.eu>). This campaign 20-week awareness campaign was designed to empower children, parents and carers to protect themselves against the risks they may encounter on digital and social media platforms.

55 65 74 85 95

Following positive feedback on this campaign, through the sole initiative of BeSmartOnline!, such awareness initiatives were further substantiated by additional spots which were aired on a number of radio stations, at high frequency.



## 3.1.8 RESOURCES

### 3.1.8.1 Digital Game

A digital game, which is suitable for students in primary and secondary schools, was developed in order to encourage minors to critically analyse online content. The game deals with various risks one may encounter when browsing for content, using email and/or engaging with social media. The game asks users to select the content they deem to be unreliable. Following this, they are then prompted to select the elements within the content which brought them to their conclusion. An explanation is given at the end of each stage in the game.

The game shall be installed on the educational tablets that shall be distributed in all schools, starting with Year 4 classes, in Malta and Gozo in line with Government's commitment in the "one-tablet per child initiative".

### 3.1.8.2 Board Game

A board game was developed and distributed amongst Year 4 and Year 6 students, aged between 8 and 10 years. The board game is based on the popular game of “Snakes and Ladders”, whereby different situations lead to the player moving forward or backwards depending on the situation encountered. The aim of this is to reinforce positive behaviour and help them recognise risks and discuss how best to manage these when encountered.

### 3.1.8.3 Digital Parenting Videos

Two videos were scripted and produced in collaboration with the Directorate for Catholic Education (Church Schools). One of the videos focused on digital games. It brought to light various risks associated with gaming, whilst debunking others. It also explained the solutions offered through the PEGI rating system. The second video presented viewers with a typical scenario many parents face as their child starts making use of social media. The videos were very successful as a discussion starter when holding awareness sessions for parents.

### 3.1.8.4 Sexting Video

Members of the Youth Panel and the Maltese Drama Centre joined forces and produced a short video to raise awareness among young people about the risk of sexting. Produced as part of the “Let's Talk Young” initiative coordinated by the European Network of Ombudspersons for Children, this video was disseminated online, mainly through social media, and was viewed by 2,500 people and reached over 9,000 people. This video has been promoted by Insafe as a back-to-school resource for the 2016-2017 scholastic year.

### 3.1.8.5 Parents' Leaflet

As previously mentioned, as part of SID 2016, a leaflet was distributed to all students in Years 4, 5, and 6 (aged between 7 and 10) and Form 1 and 2 (aged between 11 and 13). The leaflet contained a number of "Golden Rules" for good digital parenting. The leaflet also contained a contract which encouraged parents and their children to discuss various issues and write down a number of mutually agreeable rules. This encouraged communication between the parents and their children on the subject of internet safety.



### 3.1.8.6 Workbooks for PSCD

A set of three workbooks were produced in collaboration with the Education Officers responsible for Personal, Social and Career Development (PSCD). These books were tailored for Years 3, 4 and 5 (aged between 6 and 9) and the design catered for the particular needs of individuals with learning difficulties, such as dyslexia. PSCD teachers were consulted at the early stages in this regard.

Teachers were previously expected to cater for the internet safety elements within the curriculum without being provided any resources to do so. These workbooks therefore contributed greatly to the resource availability and brought uniformity across the curriculum in the primary years.

### 3.1.8.7 Story Books

Maltese literature on the subject of internet safety is extremely scarce. BeSmartOnline! developed two books suitable for Year 6 and Form 1 students, aged between 10 and 11. The author of one of the books is a PSCD teacher and based the storyline on the safe use of social media. The second book was written by a popular children's author who has written a series of fictional books centred on a well known character in local literature, "Mastru Gerfex". Both these books have been made available for children's enjoyment within all classroom libraries.

### 3.1.8.8 Think – Tip Sheet

'Think' – This was one, in a series of tip sheets that was produced and disseminated amongst children in Malta and Gozo. This tip sheet was produced together with one of the key stakeholders, the Cyber Crime Unit within the Malta Police Force. The aim of this tip sheet is to encourage children and young people to think before they act online; it informs them of the consequences that may follow if they do not make good use of the Internet. This tip sheet proved to be very useful and was therefore reprinted and disseminated amongst all students aged between 11 and 14, currently in Form 1, 3 and 4 across Malta and Gozo. The tip sheet was disseminated in order to commemorate World Children's Day 2015.



## HOTLINE & HELPLINE

Both the Helpline and the Hotline are operated by Aġenzija Appoġġ. Dedicated volunteers give their service to children, families and vulnerable people in need through the Supportline 179 and are supported by a team of professionals at all times.



**179**

**179.appogg@gov.mt**

### 3.2.1 Hotline

This section describes the activities of Childwebalert, the Maltese Hotline.

The National Hotline for child abuse over the Internet is a service set up by Aġenzija Appoġġ, as part of the BeSmartOnline! project.

The Hotline contributes towards a more person-centred approach to the collection of reports from the general public on Child Sexual Abuse Material (CSAM), occurring over the Internet and other information and communications technologies, providing a civilian interface for reporting. The Maltese Hotline is set up in a way that provides open channels for reporting child abuse over the Internet, whilst also offering the opportunity for the public, victims of internet abuse, or potential victims, to receive guidance and support. The Hotline team is accessible through an online reporting system available on [www.childwebalert.gov.mt](http://www.childwebalert.gov.mt).

The website, [childwebalert.gov.mt](http://childwebalert.gov.mt), can be used to input websites, which persons believe to contain child sexual abuse material. It is also in close contact with the operators of the Helpline, which facilitates referrals between the two entities. Since the Hotline works within Aġenzija Appoġġ, its social workers, who are in continuous professional contact with potentially vulnerable groups, can easily consult with the Hotline team or refer to them when appropriate.

While offering an alternative to law enforcement, the Hotline team works closely with the Cyber Crime Unit within the Malta Police on cases which require police intervention. The Hotline also works closely with INHOPE, the Association for International Hotlines, of which it is a fully fledged member, to ensure the highest standard in service quality and, also, with Interpol through the ICCAM project (I see Child Abuse Material), which was adapted by the Hotline in October 2015.

During this reporting period, two hotline analysts conducted training online and became certified analysts with INHOPE. Furthermore, an intensive training with Interpol was organised in October 2015 at Interpol's headquarters in Lyon. The childwebalert hotline analysts attended this training to gain information on how the ICCAM software works and on what needs to be reported on Interpol's Child Exploitation Database (ICSE).

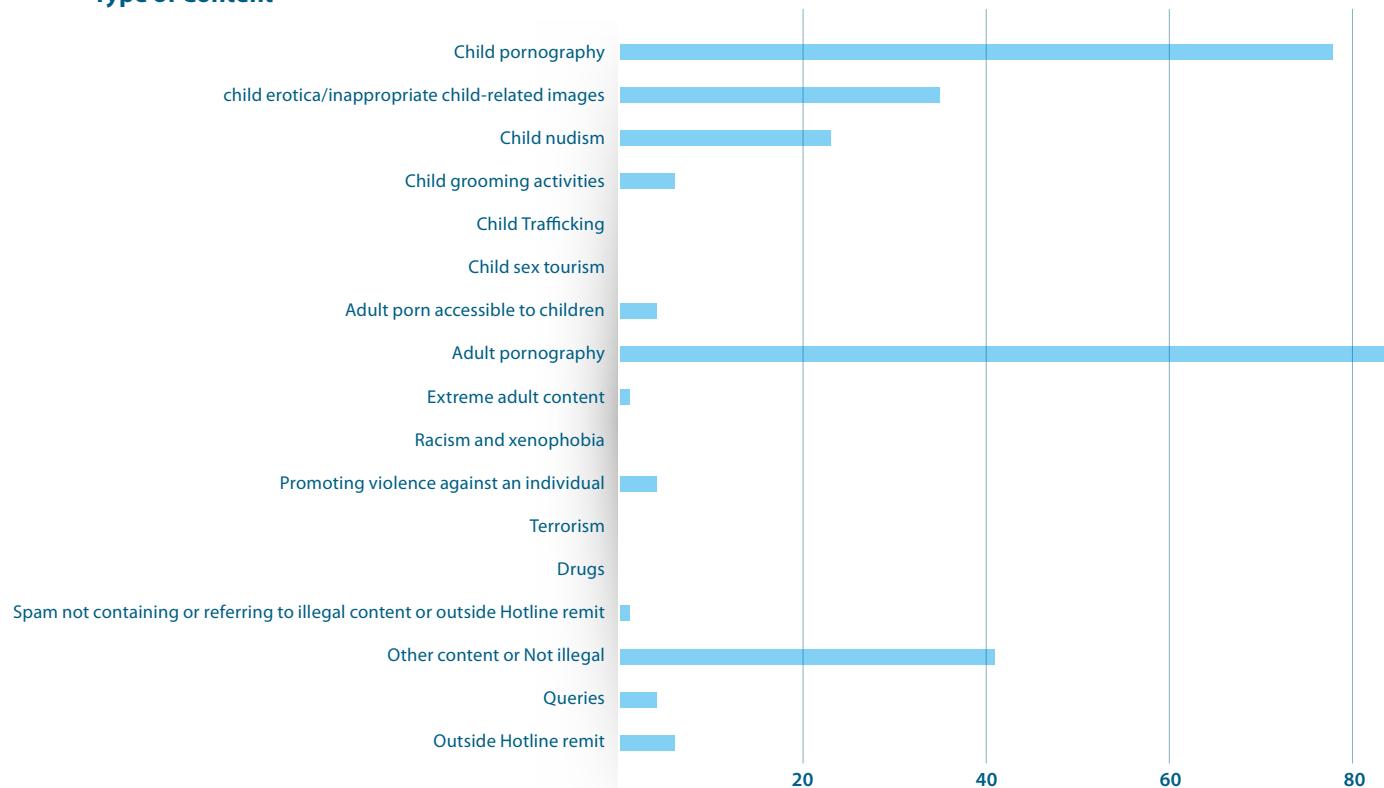
The Hotline's aim is to respond to reports received from the public related to any form of child abuse over the Internet. The Hotline team analyses content reported and then forwards illegal content to the relevant authorities, mainly the local law enforcement and other international INHOPE members. The Hotline operates in accordance with Maltese legislation and the international standards set by INHOPE. Furthermore, in line with the BSO project objectives, the Hotline team creates awareness on safe internet use amongst children, parents and educators and disseminates information to these target groups.

### 3.2.1.1 Reports

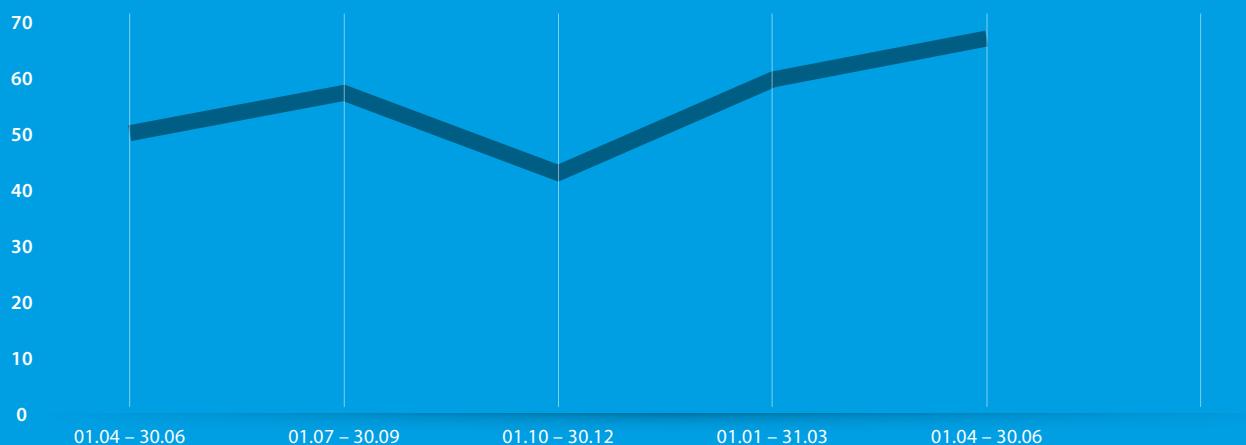
#### Total number of reports



#### Type of Content



## Websites Reported



## Reported through Online form



### 3.2.1.2 Marketing of Hotline

The Hotline ran a two-week campaign on Facebook in order to promote its online reporting mechanism. The promotion reached 36,264 users and was shared in excess of 320 times.

### 3.2.1.3 The ICCAM Project

The online distribution of CSAM is an issue faced by countries worldwide. Quite often the child victim may be sexually abused in one country, the images of the abuse uploaded to the Internet in a different jurisdiction, hosted on servers in yet another and the content accessible anywhere in the world.

This is why only continuous and cross-jurisdiction decisive action may disrupt these criminal activities. To ensure swift action and international reach, the Childwebalert Hotline works in conjunction with 51 other Internet Hotlines in 46 countries, as well as through INHOPE, with Europol and INTERPOL.

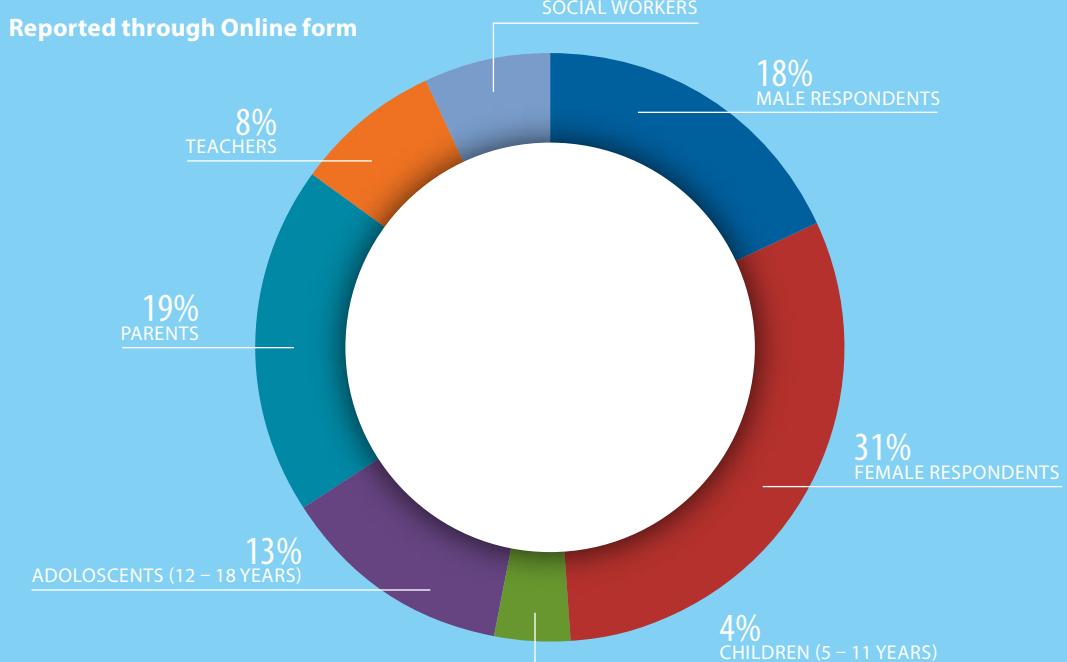


ICCAM is a software solution developed to enhance and improve the collection of data in connection to identified CSAM images and videos – with the purpose of assisting Law Enforcement Agencies (LEAs) with quality leads and technical details necessary for police investigations. It is revolutionary in terms of adding value to the image/video analysis already undertaken by Hotlines through the use of “hash(es)” – a unique code that is generated from the data in the image, like a digital fingerprint. Although still in BETA testing, ICCAM is a game changer in the fight against Online CSAM. Each image is assessed by a Hotline Analyst, as CSAM is classified and “hashed” within the ICCAM solution, and then made available directly to INTERPOL. Subsequent to INTERPOL’s validation, the data is added to INTERPOL’s Child

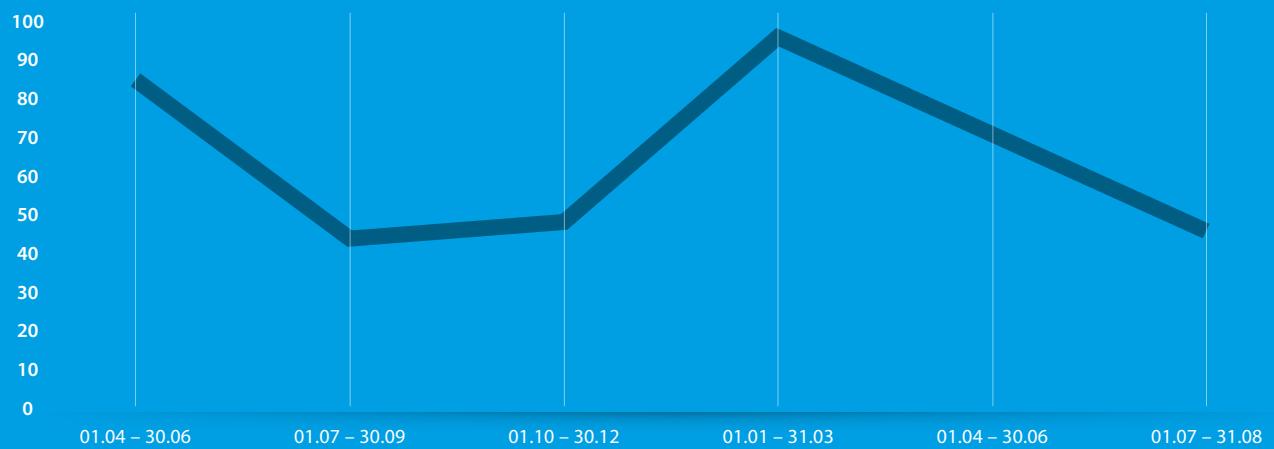
Exploitation Database (ICSE) – which (by the end of 2015) included data on more than 8,000 identified victims from nearly 50 countries, as well as data related to numerous unidentified victims, whose cases are still under investigation.

This development is particularly important with the increased use of ‘The Onion Router’ (TOR) making content tracing almost impossible, as it will ensure that the images are being captured and available to LEAs. Those images, that otherwise would have been lost, may contain the missing clue, which in turn could be the key to breaking-down or even solving a case. ICCAM was incorporated by the Maltese Hotline in November 2015.

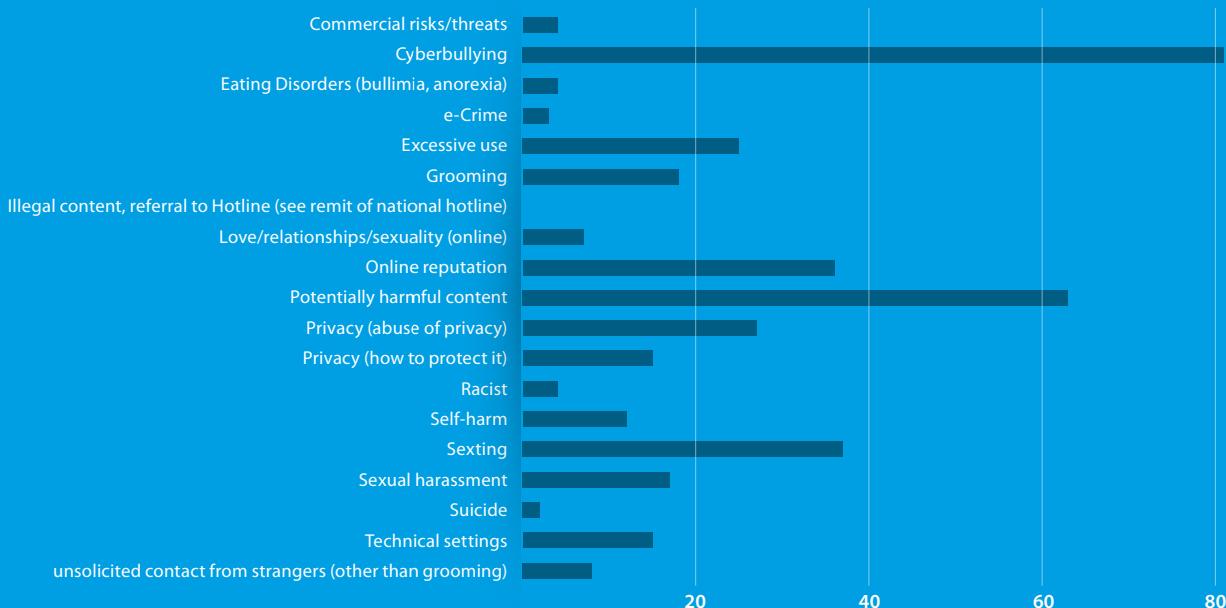
### 3.2.2 Helpline



**Total number of helpline contacts**



## Helpline Categories



## 3.3

### TRANSNATIONAL AND EU CONTRIBUTION

The Awareness Centre and Hotline collaborated with the Insafe and INHOPE networks and actively participated in a number of activities organised by the networks. The Awareness Centre and Hotline representatives attended the various training meetings organised throughout the period under review. They also afforded continued support in the dissemination and sharing of information, with some of the resources being published on the Insafe resource catalogue.

#### 3.3.1 INHOPE

The International Association of Internet Hotlines – INHOPE

INHOPE coordinates a network of Internet Hotlines. The mission of the Association is to support and enhance the performance of Internet Hotlines around the World; ensuring swift action is taken in responding to reports of illegal content making the Internet a safer place.

INHOPE was founded in 1999 and now consists of 40 Hotlines across the globe. The association is funded and supported by the European Commission under the Safer Internet Programme. INHOPE develops best practice guidelines to be implemented by all members. It encourages the exchange of expertise, whilst ensuring rapid and effective response to illegal content hosted on international servers. It promotes the work of the Hotlines to key stakeholders and relevant bodies, such as governments and law enforcement to achieve international cooperation. INHOPE also assists and supports new Hotlines and provides them with standardised training.

The INHOPE Association aims to raise awareness of the work of INHOPE and member Hotlines with the general public in order to combat illegal content on the Internet related to child abuse.

For more information visit: [www.inhope.org](http://www.inhope.org)

#### 3.3.2 Insafe

Insafe is a European network that brings together the SICs operating in the 27 European Union Member States, as well as those in Norway, Iceland and Russia. Through Insafe, the SICs come together to share best practice, information and resources. The network interacts with industry, schools and families with the aim of empowering people taking care of children both at home and within the school environment. It also bridges the digital divide between generations.

The BeSmartOnline! Awareness Centre collaborates with the Insafe network and actively participates in a number of activities and training meetings organised by the network. The Centre also shares resources, which are consequently published on the Insafe resource catalogue.



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be SMART  
**ONLINE!**



The project is co-funded by the European Union through the Safer Internet Programme and is part of the joint Insafe-INHOPE networks.