

EASY - Enhancing awareness on Internet Safety
for Young People



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Project name:	EASY - Enhancing awareness on Internet Safety for Young People		
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Consortium partners:	Save the Children Italy		
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1. EXECUTIVE SUMMARY

EASY is the Italian awareness node on Internet Safety promoted by the Safer Internet Action Plan by DG INFSO of the EU Commission. Easy is run by Adiconsum (consumer association) and Save The Children Italia Onlus (child protection organization). EASY is member of the INSAFE network of awareness nodes, grouping 21 EU countries under the SIAP.

After a benchmarking study on the best practices at EU and national level and the subsequent preparation phase for the methodology and didactic approach, the project focused its efforts on the preparation of a very rich and complex set of awareness tools and didactic modules, targeting mainly children (aged 10-14) and teachers, but also families. Specific communication actions, but not materials (except for the project Presentation Dossier), are conceived to target multiplier subjects, mass media and local authorities.

EASY's awareness approach is based on responsibility, consciousness in use, access to useful online resources, high ICT penetration in didactics, active online citizenship, promotion of online rights and duties. Such a value-based approach was warmly welcomed by schools and educators. Furthermore, a real participation by children was encouraged, in the creation of tailored awareness materials. Focus groups with students were carried out with the support of a specific tool kit: the 4 mini-guides on chat, download, cyber bullying, privacy are the results of such activity, as well as the poster on Online Rights and web site.

As an attractive tool to draw children's attention and to ensure media's interest, the EASY TOUR itinerant show on Internet and ICT Safety was organized, by equipping a vehicle, the EASY bus, with computers on which specific games/quizzes could allow children to experience online safety and to test their awareness degree and risk attitude. Videos, paper games, gadgets were prepared and distributed to arouse children's curiosity on the matter. The Easy tour, with its Cyber-Cafè, is travelling all over Italy and stops in the squares, schools, fairs, to sensitize its target groups to Internet and ICT safety and correct use.

On the side of adults' education, a complete set of training materials and didactic tools for teachers was created, to enable them to carry out their own awareness activities on Internet Safety for students. The occasions to present and discuss Internet Safety issues and the resources made available by the Easy project were created within the EASY Tour stops, by organizing training sessions for teachers and seminars for parents.

The project's web site, which is being continuously enriched, is intended to be: the full repository of the project's resources, awareness material, education methodology, as well as the "meeting point" for all the involved subjects (multipliers, educators, institutions...), allowing to give a feed-back and to contribute to Internet safety culture.

EASY participated in the celebration of the Safer Internet Day 2005 and will as well host



important events on the 7th of February, on the occasion of the 2006 SID.

Italian students of secondary lower and upper schools were invited to participate in the contest with prize-giving, for the creation of pictures, stories, multimedia products and other creative works whose subject is Internet and ICT safety, correct use, netiquette. The contest ends in Italy on may 2006: meanwhile, the most interesting works were selected to take part in the EU prize-giving ceremony held in Paris on December 9th 2005, under the patronage of INFSO Commissioner Reding, organized by the INSAFE network. .

2. BRIEF PROJECT'S DESCRIPTION

The project, taking into due consideration the active role of children in defining and shaping the new online technology environment, concentrates on the current and future **risks**, as well as outlining and **promoting** the **positive** usage of these technologies, in order to present a balanced approach that does not inhibit the targets' uptake of the technology but induces a more sensible relationship with the technologies and its resources. The project has the following **objectives**:

- Ensure nationwide awareness of current and future safer Internet issues, through the creation of attractive information material and high profile public events
- Act as the Italian awareness node of the European network, assisting start-up activities of new nodes as well coordinating concertation and training efforts on national level;
- Ensure cooperation and involvement of key stakeholders in Italy; namely local authorities and NGOs, thus supporting them in the launch of their own campaign
- Facilitate dissemination of existing and future outputs of the IAP and other relevant actors;
- Guarantee diligent and cost effective management of the project.

The objectives will be achieved through the following main **activities**:

- The planning of the awareness campaign and the creation of information material, to be preceded by a best practice analysis, i.e. the identification of current and past national awareness activities, in order to develop an awareness strategy that valorises the already developed products and existing expertise. The materials collected will be tested through the carrying out of focus groups with children
- The dissemination activity of the project will be carried out through the organisation of a high visibility national travelling exhibition, where the visitors can experience the new technologies in an attractive and safe way, the establishment of a helpdesk function devoted to multiplier subjects (school networks, local authorities, NGOs, mass-media) and the wide use of electronic dissemination channels, in order to reach the targets cost effectively.

The **key stakeholders** identified as partners/collaborators in this project are concentrated on parents and teachers, children and young people, educational institutions and ministries, service providers (voice and data), criminal preventive bodies (cyber crime police), media content creators and distributors and finally other national awareness activities sensitive to this topic.

The three main targets are to be reached through the following means/media/vehicles:

Children aged 10-14: Schools; Child and youth magazines; Dedicated children and youth web sites ; Dedicated TV channels and programs; Book fairs and other relevant public initiatives; Youth Organisations (Archi, Scouts, etc) **Parents:** Parents Associations; Dedicated web sites; Specialist magazines; Consumer Associations; Vendor outlets; **Teachers and the whole education sector:** Teachers' Associations; Ministry of Education; Local Education Authorities; Exhibitions; Fairs; Dedicated web sites; Specialist magazines.

The project's 1st year of activity led to a high quality didactic methodology, to the creation of a complete set of resources for teachers, the publication of several, attractive awareness tools for children. This is an overview:

Materials for CHILDREN:



4 thematic mini-guides focusing on cyber bullying, chat, download, privacy. The mini-guides are available both in paper and electronic format. The electronic version is downloadable from the websites of Adiconsum (www.adiconsum.it), Save the Children Italia (www.savethechildren.it) and of the official campaign (www.easy4.it).

They include information, games, links, faqs, the invitation to participate in contest among students, description of online resources, suggestions to behave correctly online.

www.easy4.it

Web site with lots of information, games, quizzes, faqs, participation areas, interactivity functions.

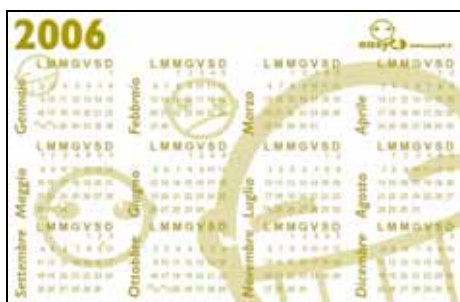
Not complete yet, but very ambitious in its final version!



Pocket calendar for the year 2006

A small but useful gadget.





Bookmark with ruler

A gadget that students appreciated.



T-shirts

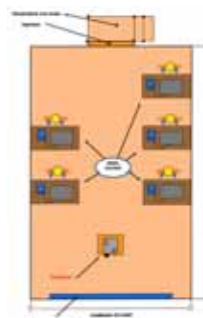
These T-shirts have been designed to be the prize in the contest for students: final prize-giving on May 2006.





EASY bus: it is towed by a jeep all over Italy and stops in squares, schools, fairs.

The Easy bus is equipped with PCs and online games/quizzes to allow children experience Internet Safety and test their awareness degree on risks.



Poster on online Rights

Two videos have been created to encourage children to a discussion on:



- Internet Safety, correct use and netiquette
- Technology as a tool for human progress and wellbeing, only if correctly and ethically used



PPT presentation of the school contest for students

Resources and material for teachers, parents and adults in general



PPT presentation on the project and the activities with students, on ICT and Internet safety

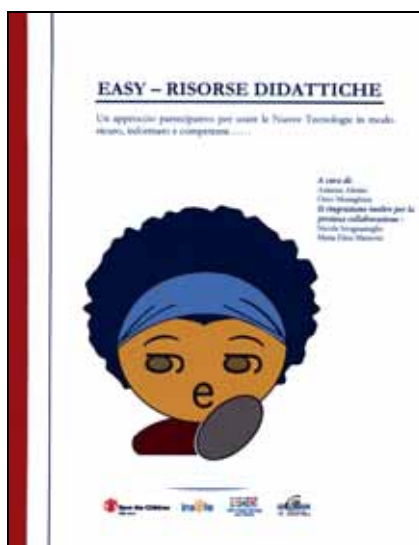
Teachers' Pack

The **Teachers' Pack** is intended to be not only an awareness tool itself, directly devoted to teachers, but also a pedagogical support, aimed at enabling them to run activities in class for children in the field of Internet and ICT safety and their correct use. The Italian situation, as pointed out by many research reports, is characterized by an evident lack of familiarity and PC literacy among teachers, causing a certain reluctance to adopt innovative teaching methods and to exploit technological resources. Therefore, it includes a wide range of materials and didactic tools, planned to carry out awareness and education activities with the strong participation and involvement of children. The sections of the Teachers' Pack are the following:

- Section 1: Internet and New Technologies in the school – Safety, didactics and education to the correct and aware use
- Section 2: Online resources for didactics
- Section 3: Psychological and pedagogical aspects of Internet safety
- Section 4: Guide to PC safety
- Section 5: The Convention on the Rights of the Child and its didactic path
- Section 6: Guide to PC safety

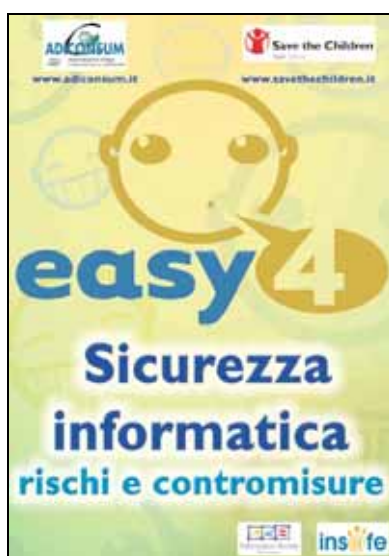


An **additional kit of didactic resources** for teachers wishing to carry out participation and interactive didactics with students on online rights and duties.



Guide on PC safety

A lot of questions and answers about PC and Internet Safety. In a funny and pleasant language.



EVENTS

The main projects events are linked to the EASY TOUR Itinerant show, that stops in 30 Italian cities and organizes meetings with students, training sessions for teachers, seminars with parents and conferences organized in collaboration with local Public Authorities.

Up to now, the Tour reached several Italian tourist cities of Veneto, Marche, Molise, Puglia and Abruzzo regions, during the summer period: the vehicle stopped in squares and sea promenades, to distribute information material and answer questions by citizens.

Easy Tour: summer stops



Pesaro



Senigallia



The road stand

At the very beginning of the schools year, EASY started the organization of the TOUR stops that would involve schools, by reaching them with the EASY BUS and having educational activities with children: a plenary session with project presentation, projection of the 2 videos, games and interactivity, guided by specialized media educators, was followed by splitting the students in groups, to make them experience the EASY Cyber-Cafè on the bus and play the games/quizzes that are installed on its computers. Finally, feedback and discussion sessions allowed children to be more aware of Internet risks and opportunities and stimulated the need for further information and deepening, through the subsequent activities carried out by teachers during the school year, with the support of the Teachers' pack.

The EASY Tour is now visiting schools



Furthermore, some important events have been held, either directly organized by the EASY project, or organized in the framework of different initiatives, in which EASY could give a presentation and distribute material: it is the case of a high-profile international conference that took place in Ancona on May 27th 2005, involving government, local authorities, representatives from the education sector and citizens. Two speakers from the EASY team were allowed to raise the attention of the participants on the project and the opportunities to get involved in its programme. The invitation follows:



Safer Internet Day 2005

On the 9th of February 2005, Adiconsum and Save the Children, held the Safer Internet Day celebration event in a public lower secondary school in Rome. The event was divided in two parts.

During the morning, a conference specifically conceived for children was held, animated by games and multimedia presentations, to encourage their involvement and their participation in the definition of children's rights and duties on line. Approximately 100 children participated and representatives from both Adiconsum and Save the Children gave their contribution.

Children were involved in playing ICT-related crossword puzzles and other games and they were given specially designed T-shirts as prizes.



The event had in the overall a wide media coverage: several radio interviews were made and press and Internet sites reported the news of the event. A joint press release was sent out by Adiconsum and Save the Children, with a reminder of the 2003 SID and an overview on the 2004 event. The IAP and the Easy project were shortly presented, and the Easy Tour (itinerant exhibition on Internet and new technologies) was launched. A Safer Internet day banner campaign has also run on the websites of Msn Microsoft Italia and Adiconsum.it in the previous days.

In the second part of the event, which took place in the afternoon, a focus group of 20 students was set up, to support the production of the material and the planning of the activities in the schools, to test products and to carry out child-to-child education experiences.



A web page was also created for the occasion at the website address www.saferinternetday.it (see following page), with a description of the European Campaign, the Easy project and its activities, the patronage of Commissioner Reding, and the Safer Internet Day.



The specially created web page



On line safety section of MSN Italy dedicated to the Easy project

A high-profile Workshop for multiplier subjects and local authorities is expected to take place for the next safer Internet Day celebration, in Florence. The scheduled date is, as agreed at EU level within the INSAFE network, February 7th 2006. EASY will organize this major event in the historical premises of Istituto degli Innocenti, a public body committed to children welfare and social assistance who is collaborating with the project. During the Workshop, that will host speakers and participants from all over Italy and the EU, the EASY Bus will be available for visitors in the square in front of the building, with its stand for distribution of materials and gadgets.

The EASY Help Desk

A national Help-desk has been started for multiplier subjects, schools, local authorities, NGOs and all those organizations interested in the project's activities. It distributes information, provides expertise and organization support for any kind of Safer Internet event or campaign, run at local or sector level. The Help-desk is also supporting Adiconsum's local Managers in the organization of local campaigns, as well as many associations, foundations and child protection groups or Safer Internet local initiatives linked to other projects.

National and EU co-operation

EASY is actively involved in the INSAFE activities, by attending the events and training sessions, taking part in the Steering Committee, holding the Special Interest Group "Training the Trainers" and sending contributions to the Community. Some useful exchange of experiences have already demonstrated that a successful co-operation at distance can be carried out at EU level.

At national level, EASY is carrying out an important promotion and communication work, to make any possibly interested subject aware of its resources and initiatives. A Project



Dossier is being sent out, together with an invitation to participate and the offer for free materials and assistance in the organization of education and awareness raising initiatives.

CONTACT US

The Easy Staff is available for everybody being interested in Internet Safety. Keep in touch with our National Help Desk at the following numbers/e-mail addresses:

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