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General Secretariat

Brussels, 18 May 2022

**Interinstitutional files:
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WK 7201/2022 INIT

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MEETING DOCUMENT

From:	General Secretariat of the Council
To:	Law Enforcement Working Party (Police)
N° prev. doc.:	9071/22
Subject:	Better Internet for Kids strategy (BIK+) A Digital Decade for children and youth

Delegations will find attached the presentation made by the Commission services at the informal videoconference of the members of the LEWP (Police) held on 18 May 2022 on the above-mentioned subject.

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BIK+

Better Internet for Kids strategy

A Digital Decade for children and youth (COM(2022)212)

*Presentation to Law Enforcement Working Party (LEWP)
Council, 18 May 2022*

June Lowery, DG CNECT G.3

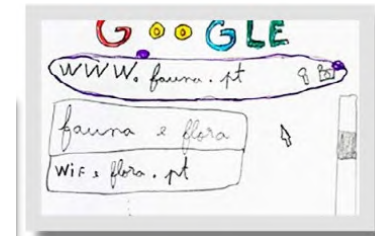
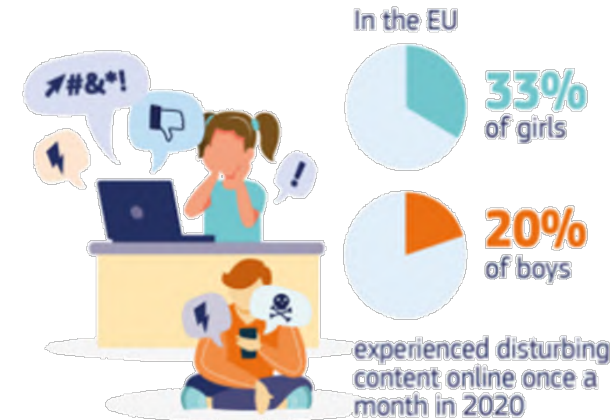
Background

- First **Better Internet for Kids Strategy** presented in 2012
- **Safer Internet Centres** reach ca 30 million citizens each year
- More than 1 300 new resources shared in 2021 through the [BIK portal](#)
- Annual campaign for **Safer Internet Day** in 200 countries and territories



Time for a new BLK strategy

- Technological developments
- Emerging risks
 - Harmful and illegal content, incl. child sexual abuse material (CSAM)
 - Cyberbullying
 - Privacy / profiling
 - Children as consumers
 - Digital divide
 - « Self-generated » CSAM
- Emerging opportunities
- Legislative developments



Digital policy & legal context

- [Digital principles](#) (EC proposal)
 - Children and young people should be protected and empowered online
 - Children and young people should be empowered to make safe and informed choices and express their creativity in the online environment.
 - Age-appropriate materials should improve children's experiences, well-being and participation in the digital environment.
 - Children have the right to be protected from all crimes, committed via or facilitated through digital technologies.
- [Digital Services Act \(DSA\)](#) – political agreement reached
- Laws, such as Audiovisual Media Services Directive (AVMSD), GDPR, strategies, codes: [see compendium](#)
- [Digital Education Action Plan \(2021-2027\)](#)

BIK+ vision COM(2022)212

Age-appropriate digital services,
with **no one left behind** and
with **every child** in Europe
protected,
empowered &
respected
online.

[Press corner](#)

Pillars

1. **safe digital experiences to protect children** from harmful and illegal online content, conduct, contact and consumer risks and to **improve their well-being online** through a safe, age-appropriate digital environment, created in a way that respects children's best interests;
2. **digital empowerment** so children acquire the necessary **skills and competences** to make sound choices and express themselves in the online environment safely and responsibly;
3. **active participation, respecting children** by giving them a say in the digital environment, with more child-led activities to foster innovative and creative safe digital experiences.

complemented by **international outreach and cooperation**

Selected Commission actions

1

- **Comprehensive EU code of conduct on age-appropriate design**, building on the DSA.
- European standard on online **age assurance / age verification** in the context of the eID proposal.
- EU **digital proof of age** based on date of birth within the framework of the eID proposal.
- Harmonised phone number for cyberbullying (with SIC helplines).
- “Adult-entertainment” section within Gender Equality code (GBV) – images shared w/o consent

2

- Teaching modules (MOOCs) via the BIK portal and SICs.
- Exchange of good practices for national curricula on media literacy amongst schools.
- Media literacy campaigns.
- Strengthen support of the SICs for children in vulnerable situations to address the digital divide.

3

- Expand the role of BIK Youth Ambassadors and BIK Youth Panels to peer-to-peer activities.
- Create a child-friendly version of BIK+ Strategy.
- Organise a child-led evaluation of the BIK+ Strategy every 2 years.

EC invites the MS to:

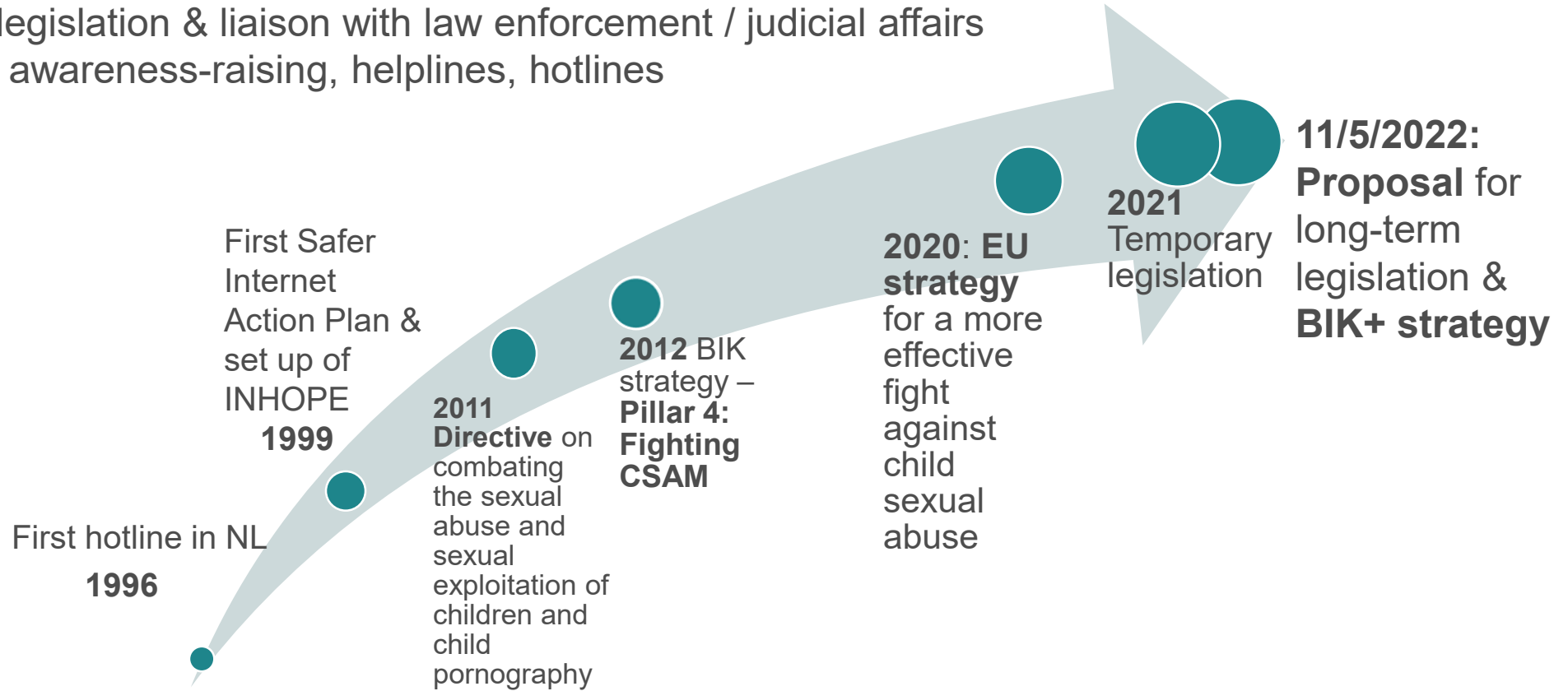
- promote **SICs as a one-stop-shop** for trustworthy resources on media literacy and online safety for children, their families and teachers;
- The EU co-funded safer internet helplines and hotlines will continue to assist the public, in particular children, when confronted with harmful and illegal content. If granted the status of '**trusted flaggers**' under the conditions of the DSA, they will be able to contribute to a swifter assessment of and action upon notifications of illegal content online.
- => *role and potential of hotlines to help combat the spread of online CSAM, both known & previously undetected*

EC invites industry to

- cooperate with **trusted flaggers** to swiftly assess and take down illegal content and act on notification of harmful content;
- contribute and commit to a **comprehensive EU code of conduct** on age-appropriate design, as well as the section on adult-only content in the code of conduct to be set up under the gender equality strategy 2020-2025;
- effectively implement **measures on access to age-restricted content**, including adult-content websites and 18+ games, in line with national and European rules;
- consistently assess and address specific **risks to children** emerging from the use of their products and services including safety risks, as well as relevant marketing practices;

Tackling child sexual abuse material (CSAM)

DG HOME: legislation & liaison with law enforcement / judicial affairs
DG CNECT: awareness-raising, helplines, hotlines



Tackling online child sexual abuse material (CSAM)

Commission study “Support to increase cooperation among industry, NGOs, and Member States’ authorities for the swift removal of child sexual abuse material online”.

Published summary reports (2022):

[‘Mapping existing CSAM data sets’](#)

[‘Recommendations’](#)

- a harmonised, multi-level CSAM and/or CSEM classification system;
- a technical solution* for connecting existing hash sets of CSAM and/or CSEM;
- initiatives facilitating cooperation between private sector parties, NGOs, and (non-)Member State authorities.

*IT tool, Instant Image Identifier, so industry can voluntarily filter against known CSAM -

launch event 31 May in Brussels

Study about INHOPE hotlines (2020)

Hotlines are constrained by their current regulatory environments: lack of explicit, common mandate

[Study on framework of best practices to tackle child sexual abuse material online](#)