

## Alliance to better protect minors online

The alliance to better protect minors online is a self-regulatory initiative designed to improve the online environment for children and young people.



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Leading ICT and media companies, NGOs and UNICEF officially launched the Alliance on Safer Internet Day 2017, building on previous initiatives.

The companies concerned are tackling existing and emerging risks that children and young people face online, including:

- harmful content (e.g. violent or sexually exploitative content)
- harmful conduct (e.g. cyberbullying)
- harmful contact (e.g. sexual extortion)

The framework of the initiative is set out in the alliance's statement of purpose (.pdf), which introduces 9 actions under 3 main strands:

1. user empowerment
2. enhanced collaboration
3. awareness raising

## **User empowerment**

- Identifying and promoting best practices for the communication of data privacy practices;
- Providing accessible and robust tools that are easy to use and to provide feedback and notification as appropriate;
- Promoting users' awareness and use of information and tools that can help keep them safer online. This includes teaching them their responsibility and duty to behave responsibly and respectfully towards others online. In turn, this fosters trust and promotes minors' digital empowerment;
- Promoting use of content classification when and where appropriate;
- Promoting the awareness and use of parental control tools.

## **Enhanced collaboration**

- Intensifying cooperation with other parties such as Child Safety Organisations, Governments, education services and law enforcement to enhance best practice-sharing;
- Identifying emerging developments in technology such as connected devices and, with the support of the Commission, engage with other parties who also have a role to play in supporting child safety online.

## **Awareness raising**

- Supporting the development of awareness-raising campaigns about online safety, digital empowerment, and media literacy through both ad hoc and ongoing initiatives;
- Promoting children's access to diversified online content, opinions, information and knowledge.

In addition to endorsing the statement of purpose, the signatory companies made individual commitments in line with their business activity. In November 2020, TikTok joined the Alliance submitting their commitments (.pdf).

## **Alliance members**

The alliance covers the entire value chain from leading ICT and media companies to NGOs including:

### **Company signatories**

ASKfm, BT Group, Deutsche Telekom, Disney, Facebook, Google, KPN, The LEGO Group, Liberty Global, Microsoft, Orange, Rovio, Samsung Electronics, Sky, Snap, Spotify, Sulake, Super RTL/Mediengruppe RTL Deutschland, TikTok, TIM (Telecom Italia), Telefónica, Telenor, Telia Company, Twitter, Vivendi, Vodafone.

### **Associated members**

BBFC, Child Helpline International, COFACE, eNACSO, EUN Partnership, FfTelecoms, FOSI, Foundation T.I.M. (Against Internet Misconduct), FSM, GSMA, ICT Coalition, NICAM, Toy Industries of Europe, UNICEF.

The membership policy (.pdf) states that this multi-stakeholder platform is open to new members.

# Report on the independent evaluation

The Alliance agreed to an independent and transparent review 18 months after its launch. On Safer Internet Day 2019, the report on the independent evaluation of the 'Alliance to better protect minors online' was published.

The evaluation assessed how the Alliance is being implemented, its overall impact, and the relevance and effectiveness of the actions it has taken so far. Another of its aims was to identify strengths and shortcomings. The study, which sets out recommendations on the Alliance's future work, is a valuable source of information for any potential new members joining the initiative, who will be able to learn from the success stories and good practices identified.

## Meetings

Members of the Alliance regularly meet face to face:

1. **Meeting of 30 April 2019** to discuss and agree on the way forward for the initiative after publication of the Report on the independent evaluation of the "Alliance to better protect minors online".

Agenda of the meeting (.pdf)

### Presentations:

- Samsung (.PDF)
- Telia (.PPT)
- T.I.M. Foundation (.PPT)

2. **Meeting of 14 October 2019** to take stock of the European Strategy on a Better Internet for Children and to share the latest developments and good practices among members.

Agenda of the meeting (.PDF)

What adults should know about gaming - Findings from Telia Company's children's advisory panel (.ppt)

3. **Meeting of 27 May 2020** to exchange information on recent developments, reiterate the role of different stakeholders in creating a safe and better online environment particularly in current circumstances related to COVID-19 and to discuss the next steps for the Youth Pledge for a better internet.

Agenda of the meeting (.pdf)

EUN - BIK Youth Pledge (.pdf)

Facebook - TTC Labs Design for Youth 2020 (.pdf)

4. **Meeting of 23 October 2020** to exchange information on recent developments and to update the group on the progress on the Youth Pledge for a better internet.

Agenda of the meeting (.pdf)

EUN - BIK Youth Pledge (.pdf)

Facebook - Youth Pledge (.pdf)

Samsung - Youth Pledge (.pdf)

Sulake - Youth Pledge (.pdf)

McAfee - Online safety program (.pdf)

5. **Meeting of 29 June 2021** to exchange information on recent developments such as the Commission proposals: on Artificial Intelligence and on a framework for a European Digital Identity. A concept for the Better Internet for Kids Youth Pledge Phase 2.0 was also presented.

Agenda of the meeting (.pdf)

EC - proposal on Artificial Intelligence (.pdf)

EC - proposal on a framework for a European Digital Identity (.pdf)

EUN - BIK Youth Pledge Phase 2.0 (.pdf)

Facebook - latest developments (.pdf)

## Latest

PRESS RELEASE | 08 February 2021

Safer Internet Day 2021: A better internet for children and young people

Last Tuesday, 9 February 2021, was Safer Internet Day. Launched in 2004 and promoted by the EU-funded network of Safer Internet Centres in Member States, the day was celebrated online in more than 170 countries worldwide. The theme "Together for a better internet" is a call for everyone to join in making the internet a safer and better place, especially for children and young people.

DIGIBYTE | 11 February 2020

Safer Internet Day 2020: together for a better internet

Safer Internet Day 2020 wants to put everyone together, to strive for a better internet for all.

DIGIBYTE | 05 February 2019

Safer Internet Day: Commission announces next steps to keep children safe online

A new Expert Group on Safer Internet for Children will propose concrete actions to keep children safe when online.

DIGIBYTE | 20 November 2018

Three projects rewarded for keeping kids safe online

Three online campaigns highlighting the importance of staying safe online have been rewarded by the European Commission.

Browse Better Internet for Kids

## Related Content

### Big Picture

Safer Internet Centres

Safer Internet Centres inform, advise and assist children, parents, teachers and carers on digital questions and fights against online child sexual abuse.

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