
Digital participation, empowerment and protection finely balanced in the new European strategy for a better internet for kids (BIK+).


Our vision is for age-appropriate digital services, with every child in Europe protected, empowered and respected online, and no one left behind.

BIK+, a flagship initiative of the European Year of Youth 2022 (https://europa.eu/youth/year-of-youth),
proposes actions around **three pillars**: 

1. **safe digital experiences to protect children** from harmful and illegal online content, conduct, contact and risks as young consumers 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 all children, also those in situations of vulnerability, 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.  


An EU code on age-appropriate design, work towards standardising age assurance and verification in Europe, support for rapid assessment of illegal and harmful content, and ensuring the ‘116 111’ number offers help to victims of cyberbullying. These are just a few of the fresh initiatives to deliver concrete solutions for a better and healthy use of internet for children and young people. Cooperation and support from industry and Member States are key to making these plans a reality.


The new strategy will continue to inform policy development across EU Member States. ([https://www.betterinternetforkids.eu/en/policy/bikmap](https://www.betterinternetforkids.eu/en/policy/bikmap)) The Commission will continue to share experiences, expertise and values with international organisations and partners, and to support a common approach towards digital rights for children worldwide.


**Communication (BIK+) - A Digital Decade for children and youth: the new Europea...**
Press release: New EU strategy to protect and empower children in the online wo...
Infographic: European strategy for a better Internet for kids (BIK+)
Child-friendly version of BIK+ strategy
Earlier this week, the European Commission formally sent Amazon a request for information under the Digital Services Act (DSA). The Commission is requesting Amazon to provide more information on the measures it has taken to comply with obligations related to risk assessments and mitigation measures to protect consumers online, in particular with regard to the dissemination of illegal products and the
protection of fundamental rights, as well as on compliance of recommender systems with the relevant provisions of the DSA.

PRESS RELEASE | 10 November 2023
Commission sends requests for information to Meta and Snap under the Digital Services Act

Today, the European Commission has formally sent Meta and Snap requests for information under the Digital Services Act (DSA). The Commission is requesting the companies to provide more information on the measures they have taken to comply with their obligations related to the protection of minors under the DSA, including the obligations related to risk assessments and mitigation measures to protect minors online, in particular with regard to the risks to mental health and physical health, and on the use of their services by minors.

PRESS RELEASE | 09 November 2023
Commission sends requests for information to TikTok and YouTube under the Digital Services Act

Today, the European Commission has formally sent TikTok and YouTube requests for information under the Digital Services Act (DSA). The Commission is requesting the companies to provide more information on the measures they have taken to comply with their obligations related to protection of minors under the DSA, including the obligations related to risk assessments and mitigation measures to protect minors online, in particular with regard to the risks to mental health and physical health, and on the use of their services by minors.

PRESS RELEASE | 27 September 2023
First report on the State of the Digital Decade calls for collective action to shape the digital transition

The first report on the State of the Digital Decade, published earlier this week, provides a comprehensive look at progress towards achieving the digital transformation to empower a more digitally sovereign, resilient, and competitive EU.

Browse Better Internet for Children
The Strategy for a better Internet for kids (BIK+) will ensure that children are protected, respected and empowered online.
See Also

Special group on the EU Code of conduct on age-appropriate design

As a key action under the BIK+ strategy, the Commission will facilitate a comprehensive EU Code of conduct on age-appropriate design (‘BIK+ Code’).


The Safer Internet Forum is the key annual international conference on child online safety in Europe.


Safer Internet Day promotes a safer and more responsible use of online technology by children and young people around the world.

Self-regulation for a better Internet for kids

Self-regulation was one of the instruments of the European strategy to create a better Internet for children.

Expert group on Safer Internet for Children

The expert group on safer Internet for children helps improve coordination and cooperation among EU Member States to keep children safe when using the internet.


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

Source URL: https://digital-strategy.ec.europa.eu/policies/strategy-better-internet-kids