I - Awareness actions annual report - Internet sans Crainte

Internet sans Crainte – Safer Internet Plus programme – Saferinternet FR AN-HELP

ANNUAL REPORT

AWARENESS ACTIONS

JANUARY 1, 2011 - DECEMBRE 31, 2011

Project Number:

ABOUT THE PROJECT

Internet Sans Crainte is the French awareness center of the French Safer Internet Program Security Center (Saferinternet FR AN-HELP).

The center runs both an awareness center, an helpline and a hotline. The consortium gathers the Délegation aux Usages de l’Internet (DUI), Tralalere, the AFA (Association des Fournisseurs d’accès et services Internet) and e-Enfance.

- The Délegation aux Usages de l’Internet (attached to the Ministry of Higher Education and Research and the Secretary of digital economy) determines the main orientations of the project
- Tralalere, a company dedicated to the creation and implementation of educational programs, and former technical and editorial coordinator of the Confiance project (2005-2007) is the coordinator of the project and the operator of the awareness center
- e-Enfance, a French NGO with recognized expertise on child protection on the Internet, is the operator of the NetEscoute Helpline
- the AFA is the operator of the Point de Contact hotline

The Consortium benefits from complementary partners. The Délegation aux Usages de l’Internet ensures credibility and support from the institutions. Tralalere offers a strong expertise in children awareness programs and communication. E-Enfance provides its expertise in parents related issues, field experience, notoriety and communication know-how.

The programme’s advisory board gathers: ACTION INNOCENCE France, AFOM, BRIGADE DE PROTECTION DES MINEURS (PREFECTURE DE PARIS), CEMEA, CIEM, CLEM, CNIL, CSA, DEFENSEUR DES DROITS, MINISTERE DES SOLIDARITES ET DE LA COHESION SOCIALE, DGE, DGGN, DROIT A L’ENFANCE, FCPE, FONDATION POUR L’ENFANCE, FRANCE TELECOM (ORANGE), INNOCENCE EN DANGER, INTEL, LA LIGUE DE L’ENSEIGNEMENT, LA VOIX DE L’ENFANT, MICROSOFT France, MINISTERE DE L’EDUCATION NATIONALE, MINISTERE DE LA JUSTICE, MIVILUDES, OCLCTIC, OCRVP, PEEP, UNAF, UNIVERSITE PARIS 3, VIVENDI
**OBJECTIVES & RATIONALES**

The awareness program aims both at reaching children and teenagers directly and at addressing their parents and educators. It also federates at the national level the main players involved in the protection of minors over the Internet, and supports a wide range of e-prevention actions.

Internet Sans Crainte addresses the security issues related to children’s uses of the Internet within a positive yet critical approach to the media. Its main goal is to make so that the young people have the necessary knowledge and competences to manage their Internet usages in a responsible, safe and enriching way.

The main objectives of the Jan-Dec 2011 awareness program were set as followed:

- To animate, update and enrich the program websites, and more widely speaking enhance online communication.
- To keep a focus on raising awareness among young children, in order to develop best practices from the very start through the exploitation and massive dissemination of the existing Vinz et Lou program.
- To deploy the 2025 ex machina program among teenagers
- To provide parents the information they need and more generally help them fulfil their digital educational mission
- To initiate, relay and develop initiatives in the educational sphere. Create bridges between school and family. To develop training workshops for children, teenagers
- To train teachers / educators as well
- To animate a youth panel intended both as a study group on Internet usages, a consulting committee for the creation of awareness tools and a participant in the European youth panel.
- To animate the partners network.
- To give visibility to the French Safer Internet Programme & develop a media strategy based on a qualitative approach and long terms actions.
- To relay the European Activities, and namely organize in France the Safer Internet Day
- And of course, be an efficient relay for any other European Commission initiatives
Main achievements

Internet Sans Crainte has been able to meet the above objectives through a comprehensive range of actions, as described below:

- **Enhance online communication, animate**

In order to answer new emerging issues and to increase frequentation, our websites have been regularly updated and enriched with news entries and videos designed on purpose for online communication. The Internet Sans Crainte website publishes news articles 4/6 times per month, covering all questions relating to our topics. This information is relayed in newsfeed on subscription, and on twitter.

While ongoing referencing and media actions and new online partnerships allowed for increased traffic and more diversified publics on the program official website, the animation of websites dedicated to specific publics or events allowed to set up more targeted online communication.

As a result of our web 2.0 strategy, visitors have also been increasingly numerous to participate to the programme websites, publishing over 1000 comments on them. New online polls have also attracted high participation from visitors, and interesting results especially among children. A special attention was also paid to the promotion of the hotline and of the helpline all over the website.

The programme relies for its online communication online on the following sites:

- [www.saferinternet.fr](http://www.saferinternet.fr): the new programme website presenting the 3 lines of actions of the French Internet Security Centre: awareness, helpline and hotline. It was launched at the end of the year and is intended to be the programme’s hub.
- [www.internetsanscrainte.fr/formation](http://www.internetsanscrainte.fr/formation): our independant e-learning platform hosted on the corporate website.
- [www.2025exmachina.net](http://www.2025exmachina.net): the Serious Game portal, dedicated to teenagers/educators.
- [www.pedagojeux.fr](http://www.pedagojeux.fr): the first national portal aimed at informing parents on video games. The portal is published and animated by a consortium of private & public actors, including Internet Sans Crainte.
- [www.vinzetlou.net](http://www.vinzetlou.net): the Vinz & Lou portal, run by Tralalere. It presents all Vinz & Lou resources.

Web communication also relies on strong and various online partnerships, namely with members of our advisory board to relay our actions and diffuse e-safety information, articles and newsletters. Some partners such as Orange, Famicity, Habbo, Museeworld, Citizenkids, Securikids, Nosbambins, Canal J, Tfou, the CNIL, Orange, etc also have a dedicated Internet Sans Crainte corner for children and/or parents on their websites.
A twitting year...

Launched about a year ago, our twitter account #saferinternetfr proved an efficient and dynamic communication tool. Over a thousand people / institutions are following us on the platform, lots of them re-twitting our news.

- Raise awareness among young children, disseminate

The Vinz & Lou sur Internet program is a complete awareness program aimed at children 7-12, their parents and educators, proposing a series of 15 short cartoons, related interactive activities and online / printed pedagogical material. A program supported by the Ministry of Education, it is used both at school and other educational centers to organize awareness events and workshops; Vinz and Lou cartoons are broadcasted by M6 TV channel. The program benefits from a good notoriety among educators and is also used by a number of associations and local institutions to promote a responsible, safer use of the Internet.

The Vinz and Lou program is brought to children both via the Vinz & Lou website and the Junior corner of the Internet Sans Crainte website, where they actively exchange between peers on the program and their internet usages. The program also reaches children at schools, in leisure centers (see below) and via their parents.

It is widely used in the classroom, with Internet Sans Crainte providing advices and awareness kits to teacher, in order to help them organize awareness actions with the Vinz et Lou program. Each month about 350 such awareness kits are sent, on request, to teachers.

Material and resources distributed to schools

- 5219 awareness kits
- 156 470 children trained
- 800 000 postcards
- 15 000 posters
- 15 000 pedagogical leaflets
- 15 000 mini comics
- 6 000 CD Roms
- 16 000 badges

Key numbers
This year, we received 909 622 visits
Internet Sans Crainte: 554.989
e-Learning platform: 18 824
2025exmachina.net: 136.000
pedagojeux: 26 446
vinzetlou: 173 363
Deploy the **2025 ex machina** program among teenagers

In Nov 2010, Internet Sans Crainte developed a comprehensive Serious Game program aimed at the 12-16 entitled 2005 ex machina. This program benefitted from the advice of both our youth panel and a scientific committee gathering teachers, educators, psychiatrists, media experts, and representatives from the Ministry of education, the mobile phone operator association, the national data protection agency, the Forum des Droits sur Internet, the National Union of Family Associations, Universities etc.

The programme includes 4 episodes on: social networking, video game, blog/chat/forum and mobile Internet, as well as educational material and is freely available both on [www.internetsanscrainte.fr](http://www.internetsanscrainte.fr), a dedicated website ([www.2025exmachina.net](http://www.2025exmachina.net)) and the France Television educational TV channel [www.curiosphere.fr](http://www.curiosphere.fr).

The serious game, which was the first one to have been developed for use at school has been a real success. More than 100,000 young people have already played with it and the programme raised much interest in the education.

2025 ex machina CD-Roms have been widely sent to high schools or other educational centres during various operations. For instance, the Caisse des depots set up a comprehensive communication action toward 1000 educators at the beginning of the year; the Conseil Général de Seine et Marne sent 2025 ex machina CD-Rom to 200 classes, and the high school pupils from the Oise region all benefit from 2025 awareness sessions on demand thanks to the Conseil Général de l’Oise e-safety programme.

The programme is also being experimented in 18 high schools in the Aix-Marseille academy.

[Highlight]

**2025 ex machina on your smartphone!**

The first 2025 ap was released on Feb. 8, 2011 on the Apstore, allowing for mobile experience of the game.
Provide parents the information they need, help them!

Although quite concerned by their children security on the web, parents are not so easy to reach: they are busy, are not at ease with the subject, etc.

> Quality media coverage (see below) is one way the programme addresses them. Partnerships with such group as the Lagardere and the Bayard groupe allow for regular publishing of e-safety articles on parents websites of the media group. Both the Safer Internet Day and the Competitive Content Competitions have also been good occasions to pass on to the general public key messages both on prevention of risks and promotion of positive practices in the family.

> The parent's section of the Internet Sans Crainte website, which provides them with answers to most the questions they might – or should – ask themselves has been enriched with new topics, to cover such issues as sexuality and the Internet, Facebook emerging issues or parental control on gaming and mobile new devices. Many new videos have been integrated to optimize parents’ experience on our website. Which seems to work rather well since the average visit’s length on this part of the Internet Sans Crainte website is over 8 minutes...

> Parents training sessions are also being implemented in the Oise Departement, for the local General Council, and, on demand, by the Internet Sans Crainte team all over France since a couple of month.

> Private companies have also played an important role in raising parent’s awareness this year. Various actions have taken place to reach parents on their workplaces:

In the framework of a broader partnership (see belox), Orange started organizing Internet Sans Crainte workshops for parents and children during its family days.

Michelin, the French world leading tire manufacturer, started to organize informative sessions addressed to parents working in its factories since March with Internet Sans Crainte.

The MGEN, the largest mutual insurer in France, has started including the Internet Sans Crainte tools and resources in its information tools and catalogues. The insurance also organized a conference, in which we participated, on “teenagers intimity online” and trainings for its regional directors.

> Along the year, Internet Sans Crainte was able to communicate intensively with parents on a topic they are extremely concerned with, namely videogames via its participation in the Pedagojeux consortium. The first
parent’s information website on video game mains’s achievements in 2011 included:

- Animation of the Pedagojeux website
- Printing and dissemination of information leaflets, goodies, t-shirt... in fairs and conferences
- Stand on the Paris Game Week fair
- Organization of an online game with Vos Questions de Parents
- Publication of a quiz on Cap Eveil website
- Realization of a series of videos with Vos Questions de Parents
- Welcome of a new permanent member: Famicity

The consortium was especially proud to finalize the chart described below, which should actively participate to get parents better informations on video games in stores.

SIGNATURE OF A CHART OF COMMITMENT OF THE VIDEO GAMES DISTRIBUTORS

On Decembre 13, 2011 Pedagojeux got together the main actors of the video game distibution sector - Fnac, Auchan, Game, Boulanger, Sell, Carrefour - to sign the first child protection chart under the aegis of the Secretary of State in charge of the Family, Claude Greffe. This main event is the result of two years of negotiations.

The objective of the chart is to better inform consumers on video games contents and related risks in the retail stores. Companies signing the chart commit themselves to:

- Make sure parents and minors are given appropriate and visible information on PEGI and Pedagojeux in their stores
- Train their sale forces and ensure they give consumers pertinent information on game classification and parental control
- Ensure that PEGI information is clearly visible on packaging (no price stickers on it)
- Not to broadcast any + 16 games advertising trailers where children might view them
- Allow for the collect of comments and reclamations about the chart’s effective setting up. These will be transmitted to Pedagojeux.

The respect of the chart will be evaluated yearly by Pedagojeux and the ministry of family
Initiate, relay and develop initiatives and training in the educational sphere

The Internet Sans Crainte programme has reached a good notoriety among primary schools and animation centers due to the quality of its pedagogical resources, its in-depth work, its institutional background and the dynamism of its partners. Internet Sans Crainte also benefits from the use of the Vinz & Lou and 2025 ex machina programmes for the B2i (certificate for ICT skills) curriculum in primary and secondary schools, and from dynamic networks (EPN) at the local level.

> In 2011, the programme regularly took part in, or organized events/operations to communicate with the educational network and grow notoriety. During the Safer Internet Day, for instance, educators were invited to join the national workshops event, organizing their own manifestation with the new educative material we designed. About 1,500 such workshops took place for the occasion all over the country.

> Each month, an average of 500 awareness kits are sent to teachers/educators contacting us to set up workshops on internet safety. Internet Sans Crainte provides both resources and advices to these teachers.

> In terms of visibility, the program has been mentioned in 2 new high school manuals and is being referenced each month on a number of new schools and academic sites. It also authorized the use of 34 deep links to its resources on the new e-safety portal of the ministry of education: http://eduscol.education.fr/internet-responsable/

> Special partners actions are also to be mentioned for 2011.

![Casden](https://example.com/casden.png)

The casden is a cooperative bank dedicated to the employees of the education/research/culture ministries. In order to promote best internet practices at school, Internet Sans Crainte helped the Bourgogne/france Comité branch of the Casden organize a mass awareness action toward teachers in the 400 highschools of the region. 300 Casden trainers were trained via our e-learning platform. These, in turns, organized information meetings for teachers in the 400 high schools, with distribution of 500 Internet Sans Crainte awareness kits including a customized teacher’s info leaflet.

> Training both pupils and trainers has been a very special focus of the 2011 action plan for the awareness centre.

While we pursued our partnership with the Cemia and the Conseil Général de Oise to offer the 81 highschool of the region free awareness sessions, internet Sans Crainte developed during this contract its own national training programme (seen highlight below)

As for teachers, Internet Sans Crainte intensified both its face to face and online trainings

- 533 teachers, documentalists, school nurses, social workers or educators were trained in small groups all over France (Strasbourg, Aix en Provence, Poitiers, Versailles, Paris, Mulhouse, Reims, Montélimar, Nice...)

- The e-learning programme launched at the end of 2010 proved another very successful way to reach trainers/teachers.

The platform features both a theoretical training on issues related to e-safety and a practical training on how to organize awareness sessions on e-safety for children, teenagers, parents and grandparents. It is available for free from the Internet Sans Crainte website.

12,933 teachers / educators consulted lessons on the platform this year.

**SETTIGN UP OF A TRAINING OFFER FOR CHILDREN AND TRAINERS**

Starting on September 2011, Internet Sans Crainte set up a new comprehensive training programme both for children in school and other educational centres and for trainers/teachers.

The programme includes several offers: one for primary school children based on the Vinz & lou ressources, one for secondary pupils based on the 2025 ex machina resources and one for teachers/educators based on a new training material developed for that purpose. Workshops are available in the entire country.

In order to fulfill this mission, the awareness center rationalized an organizational process, trained several animators at Tralalere, and hired a dedicated trainer.

The initiative will be pursued and developed next year. For the period, **283 classes in 76 schools** all over France were trained.
Animate a youth panel, debate, create, exchange

Since its creation in October 2009, the Internet Sans Crainte youth panel, which gathers today 20 youth aged 13 to 15 is recruited among the Youth board of the Oise Regional Council. It is renewed every two years.

The panel meets four times per year, with additional online meetings and occasional participation to public events. It is involved in the program at various levels.

The youth panel acts as a study group, allowing Internet Sans Crainte to get a better, insider knowledge of youth usages and perceptions.

Its members participate to the conception and the testing of many e-safety resources produced by the Internet Safety Centre. This years, there inputs were especially useful to prepare the upcoming parent’s guide.

Panelists got involved in the main 2011 actions of the programme, such as the Safer Internet Day, for which they created nice videos, or the positive content competition, for which they wrote advices to younger children. One representative from the panel participated to the October 2011 Safer Internet Forum in Luxembourg.

The youth panel also set up a specific jury for the Positive content competition, and elected their own winners. Three representatives of the panel assisted to the Award Ceremony.

The work of the youth panel is presented in a dedicated section of the internet Sans Crainte website.

[Highlight]

Creation of 4 videos for the Safer Internet Day

It’s your life, not a game!

In order to share their views on the 2011 slogan, the panelists produced 4 videos, translated into English, which were shared with the whole insafe network.

These lively creation featured a psy, a Politian, a video game editor and a teacher and their standpoints/relations to young video games consumers.
To give visibility to the French Safer Internet Programme & develop a **media strategy** based on a qualitative approach and long terms actions.

In order to give visibility to the Safer Internet Programme as a whole, and to clarify the role of each line of action, the four members of the consortium jointly conceived a common site dedicated to the internet safer France ([www.saferinternet.fr](http://www.saferinternet.fr)) and a leaflet, produced by the awareness centre.

These tools are publicized by all members of the consortium both online, during meeting and events. The leaflet is distributed in the awareness kits massively sent to the education.

Visibility of the programme was also ensured by our participation in **main fairs and conferences** this year. For instance:

- **Paris Game Week** (180.000 visitors) with Pedagojeux with a stand and the organisation of many animations and games on the “family village corner”.
- The **Salon européen de l'Education** (500.000) visitors, participation to a round table
- The **Colloque Internet pour Tous** organized by the Secrétariat Général au Comité Interministériel des Villes, Délégation aux Usages de l'Internet, Commune de Fontenay-sous-Bois, Villes Internet, artesi Ile-de-France. (conference)
- But also The **Cannes Video Game festival** at Cannes, Les **Journées sur les addictions** de la ville de Cosnes sur Loire, and many more...

In terms of **media**, Internet sans Crainte favours a media strategy based on a qualitative approach and long terms actions rather than hyped-up campaigns. The strategy consists in conciliating a large coverage and a good reputation, avoiding “faits divers” to concentrate on positive, constructive discourses. Its strategy thus privileges quality coverage and close long term relationships with powerful media to develop and deliver in-depth messages. It’s articulated around our 3 targets: educators/parents/children.

To among teachers, trainers, educators... Our teenagers program benefits from the support of France Television / Curiosphere as an educational broadcaster.reach the education, the program focuses on educational press to establish and develop notoriety and push the debate about ICT security

To reach the children, it relies on children’s publication and the partnerships with media websites and social networks. This year, a special 8 pages insert on e-safety issues was for instance realized with Mon Quotidien, the number one info magazine for children, widely read both by kids at home and in primary schools.
To reach the parents, Internet Sans Crainte relies on the general press but also on online coverage by its media partners.

The Lagardere Group, together with Orange and the Bayard Group, are our official media partner. For instance, Lagardere communicates on our actions and e-safety topics on a number of its parental websites (bebeinfos.com, femina.fr, gulli.fr, …) and has opened Internet Sans Crainte parents corners on those sites.

Internet Sans Crainte also runs its own PR actions, with a peek around the SID period. The press conference organized jointly by Pedagojeux and the Ministry of family to inform the media of the signature of the chart of commitment of the video games distributors was also the occasion for good media coverage around Christmas.

We estimate to over 98 million the cumulated media audience of the awareness programme in 2011.

[Highlight]
The consortium website

www.saferinternet.fr

The programme website was launched in Octobre 2011
Intended as a hub portal, it presents :
- The European Safer Internet Programme
- The French Safer Internet Center
- Each service provided in France
- Main European and national events

- To animate the partners network

During this period, the program kept exchanging regularly with its many partners and organizing specific actions with some of them. It also concluded new partnerships. Here are some of the major new actions undertaken this year.

CEMEA

The CEMEA (National training centre for active pedagogical methods) is a major training actor in the field of popular education, benefitting from a national network of trainers. Internet Sans Crainte and the CEMEA started last year a close cooperation by developing several training and e-training programs on e- security issues for teachers, educators, young people and parents. The joint training project selected by the Regional Council of the Oise Region on training high school teachers, pupils and parents started last year and is being pursued this year, the Cemea being in charge of the deployement of the awareness sessions.
To go a step further, the Cemea realized in partnership with Internet Sans Crainte an itinerary exhibition made of 8 big posters, which was finalized and the very end of 2011 and will be shown in the highschools of this Region.

LIGUE DE L’ENSEIGNEMENT

Federating about 30.000 associations in the field of education, and closely working with the ministry of education, the Ligue de l’Enseignement is a key actor to raise e-safety awareness, and to bridge the gap between school and home in the digital field.

The partnership signed with the Ligue around the diffusion of the Serious Game has been expanded lately

- La Ligue widely communicates in its network on our programme and more especially the 2025 ex machina serious game.
- It incitates its members to follow the online training and to ask for face to face trainings.
- It made an important training conference, based on a material conceived with Internet Sans Crainte on e-safety for teachers and opinions leaders in Octobre
- It will co-edit and distribute our next parent’s guide in its network
- Internet Sans Crainte trained its Auxerre team (5 persons), which will run an awareness project during the whole year in all of the 10 primary schools of the city

Casden Bank (more details above)
The cooperative bank dedicated to the employee of the education / research/culture ministries organized a main information action with us in the 400 high schools of the Burgundy Region

BOULANGER

Boulanger is a national network of multimedia and electronics superstores (80 implantations) with an active Foundation. A partnership has been concluded with this foundation to promote good internet practices. This year, it concretized into the creation of 500.000 e-safety brochures for parents made by the Boulanger Foundation, co-signed by the Minister of the family, and mentioning our programme. This tool is diffused in Boulanger stores to parents in order to make them responsible and keep them informed by the risks that could happen to their children on Internet.

MINISTRY OF INTERIOR

Internet Sans Crainte was consulted by the ministry of interior to study the possible participation of France to the Stork 2 project with other unsafe partners. Work in process.

AND MANY MORE...

The safer Internet Day have been the occasion to initiate lots of new active partnerships. Here are those who contributed in a particularly significant manner to its success: APEL (parent’s federation), Le Club 4-8 (Orange), CNIL (French Data protection agency), Club Penguin (Disney Children website), Facebook, Gendarmerie nationale, Familiscope (website), Nooj (Children website), Habbo (Children website), Panfu (Children website), Skyrock (social network), Profil technology (parental control editor), TFOU (TF1 Children website), UNAF (national family associations network), Vivendi, Vosquestions de parents....
Orange strengthens its partnership with Internet Sans Crainte

An historical partner of the programme, in 2011 Orange RSE finalized with Internet Sans Crainte an internal training platform on child prevention on the Internet. The platform is used internally to form the group’s employees to acquire knowledge and competences on this topic.

Orange RSE also developed, with Internet Sans Crainte a family day awareness kit (Oranges Mômes) conceived to organize Vinz and Lou awareness workshops during the group’s family days (20 such days per year around the various Orange sites totalizing 102,000 employees in France). The kit includes a training the trainer activity guide, a DVD and printed material.

Orange also operates a non-profit foundation, which now organizes, with material relying partly on Internet Sans Crainte resources, free parents awareness training. This project has been launched in the pilot region of Lyon, and is being proposed to all local associations of the UNAF (national family associations network) wishing to help their public better protect their children on the web.

To relay the European Commission and insafe initiatives

The program relays EC information and actualities via its blog and to its partner’s diffusion list, and presents the Safer Internet Program on all its publications/ documentations/conferences...

It participates to the Insafe network gathering the 30 countries/programs developing similar programs within the Safer Internet European program, taking opportunities to get better insights on new safety issue, exchange and share best resources and practices at the European level.
One of its main participation to support European Commission events is the organisation, in France, of the Safer Internet Day, in February. The 2011 edition of the SID focused on the question of the boundaries between “real” and “virtual’ lives, namely in the realm of gaming. It’s slogan was “Internet – It’s your life, not a game”

In France, like in other countries, the Safer Internet Day has become a “Safer Internet Month”, which proves much more pertinent, especially for the schools, due to winter vacations

For the Safer Internet Day, Internet Sans Crainte organised and coordinated a full month of actions:

- Over **1,500** "It's your life, not a game" awareness workshops took place in schools and other educational centres, relying on Internet Sans Crainte resources and awareness kits, involving **45,000 young people**
- **Youth participation** was high, with many children and young people participating to various contests organized by Safer Internet Day partners. The Internet **Youth Panel** published a SID page on our website to share its vision of this year’s top and realized 4 video clips for the occasion.
- The **first mobile application** of our Serious Game was released on the Apstore on Feb.8

The awareness centre also mobilized many actors

Key actors in the protection of childhood and the Internet relaid the event and communication tools (banners, insafe videos, PRs) in their websites and newsletter: the **CNIL, Pedagojeux, the Cemeas, La Ligue de l’Enseignement, the Minister of Education, the National Association of Families (UNAF), Vivendi, parents associations...**

- Children and teenagers **websites and virtual worlds** got young people involved in a variety of ways. By alphabetical order:
  - The **Club 4-8 (Orange)** proposed advices and a special game
  - **Facebook** displayed a free ad campaign on the social network to celebrate the day
  - **Habbo** organized the ambitious campaign described below
  - **Nooja** proposed a cartoon contest to invite children to express themselves about e-safety issues
  - **Panfu** addressed its parents community
  - **Stardoll** organized a SID competition
  - **Skyblog** ran a generous banners campaign

- **Profil Technology / Parental Filter** offers a **free subscription to its parental filter system** to all parents on its Facebook profil for the day
Our media partners actively supported the event:

- **Bayard** communicating towards parents via vosquestionsdeparents.fr and a newsletter released at 220,000 subscribers. The banners were displayed during 35 days, 162,848 impressions.
- **France Télévision** addressing teachers on Curiosphere.tv.
- **Lagardère** on its parent’s websites and forums.
- **Orange France** relaying the event on its corporate, mobile and general portals.
- **TF1** addressing kids on its children’s portal, TFOU.

As this edition of the Safer Internet Day focused on “virtual versus real life”, Internet Sans Crainte felt it particularly appropriate to mobilize young people in a virtual world. Habbo, the number one virtual world for teens (13 to 18) with over 1.5 million visitors per month joined in and celebrated the Safer Internet Day enthusiastically starting in January.

A Safer Internet Day clan was set up, which gathered 10,370 members. This official group page dedicated to the Safer Internet Day was promoted in the virtual world to all avatars living there... Belonging to the clan allowed teenagers to wear the SID pin, and to receive updated information about the campaign.

Press releases and online articles and discussions organized in the forum kept the momentum.

A **Pixel art competition was organised**: 190 creations were sent!

Members of the competition were invited to create Safer Internet Day community badge. (Adaptations of the Safer Internet Day mascot)

**Safer Internet Day pins** were offered to all Safer Internet Day members on February 8th.

An **online poll was set up on the forum and attracted 6,797 avatars**

Created with Internet Sans Crainte about the Safer Internet Day theme, its results were published on the Habbo website and in a Press release.

A **video competition took place. Its playlist was watched 4,150 times**

Habbo members were invited to create short videos about the Safer Internet slogan, released on the Internet Sans Crainte website on February 8th. Forty videos were submitted, four winners distinguished.

On the D−Day, a **flash mob gathered 3,000 participants**

On February 8th, Habbos members of the Safer Internet Day clan were invited to wear their official badges to invade the Habbo hotel from 6 PM to 6:30 PM to celebrate the day and convey the “it’s your life not a game” message to all Habbos.
And of course, be an efficient relay for any other European Commission initiatives

Internet Sans Crainte has been an active member of the **insafe network**, which gather the 30 national Safer Internet Programmes, participating to the Safer Internet Day and Youth panel working groups, exchanging with participating countries around the first positive content competition, adapting international resources, sharing its own resources with the network, putting organisations in contact and writing articles for the insafe newsletter.

We participated to the programme’s training sessions in the UK and in Roumania, providing speeches and animating working sessions.

The awareness centre also participated to the EC Safer Internet Forum in Luxembourg and organised the venue and preparation of French parents and youth representatives to the event.

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**[Highlight]**

**Internet Sans Crainte organized the first European Positive Content Competition**

![MEILLEUR SITE ET CONTENU POUR ENFANTS CONCOURS EUROPEEN 2011](image)

Intended to promote the production and usage of positive content for children on the Internet this European Commission competition was organized by 14 voluntaries european Safer Internet Centre, among which France.

Although it was its very first edition, 51 candidates applied in France.

Internet Sans Crainte set up a prestigious jury to nominates the winners, featuring: Carole Gay (AFA), Olivier Gérard (UNAF), Christelle Membrey-Béziers (teacher), Yves Laborey (Délegation aux USages de l’Internet), Jean-Michel Lausasa (Tralalere), Sophie Vemhes (Cemea), Clémence Richard (Eveil et Jeux), Anissa Zeghlache (Conseil Supérieur de l’Audiovisuel)

The youth panel set up its own jury, in charge of designating a youth nominee.

Winners were announced during an official award ceremony at the Ministry of Higher Education.

And the French winners were... Simply-Land for the official prize. And Wikimini for the prize of the youth panel.