to secure a **'eNACS()** better, inclusive and safer internet for all children. ANNUAL REPORT 2013 | 2014

WELCOME As a child rights organization the primary aim of The European NGO Alliance for Child safety Online-eNACSO, it to work to secure from the a better, inclusive and safer Internet for all children. The digital online environment is continuously changing and challenges and opportunities facing child safety are on the rise. Online grooming, cyberbullying and child abuse materials are key concerns, as well as the use of private data and the impact of advertising and addiction to social networks or games present new, serious issues.

> Since its establishment, in 2008, eNACSO has worked to take action at the policy level to protect children in the digital environment. The network, currently lead by Save the Children Italy, has just recently undergone its third project phase (2012-2014) and it is now preparing for the next two years. The Board, the Coordinator and new Staff have been working to enhance the network structure, re-define the network strategy and identify trending and new issues to work on in order to be able to quickly respond to the challenges the online environment poses.

We strongly believe that eNACSO's role is becoming increasingly more necessary and we are sure that the following years will represent a great opportunity for the network to be among the key players in the online child safety international debate and policy making process.

eNACSO Executive Board of Directors



introduction

eNACSO is an alliance of leading children's rights and child protection NGOs from 28 EU and non-EU states all working for a better and safer environment for children and young people online.

In an international environment in which treaties, laws and framework decisions have an increasing impact at the national level, there is a need for a strong and unified voice promoting and defending children's rights. eNACSO is that voice!

Children and young people benefit enormously from the communication and information potential of the Internet. However, there are still many issues which must be addressed relating both to different kinds of harmful content and to the Internet's ability to facilitate harmful contacts with abusers.

With this report, we would like to provide you with an overview of our activities from autumn 2013 to August/September 2014.

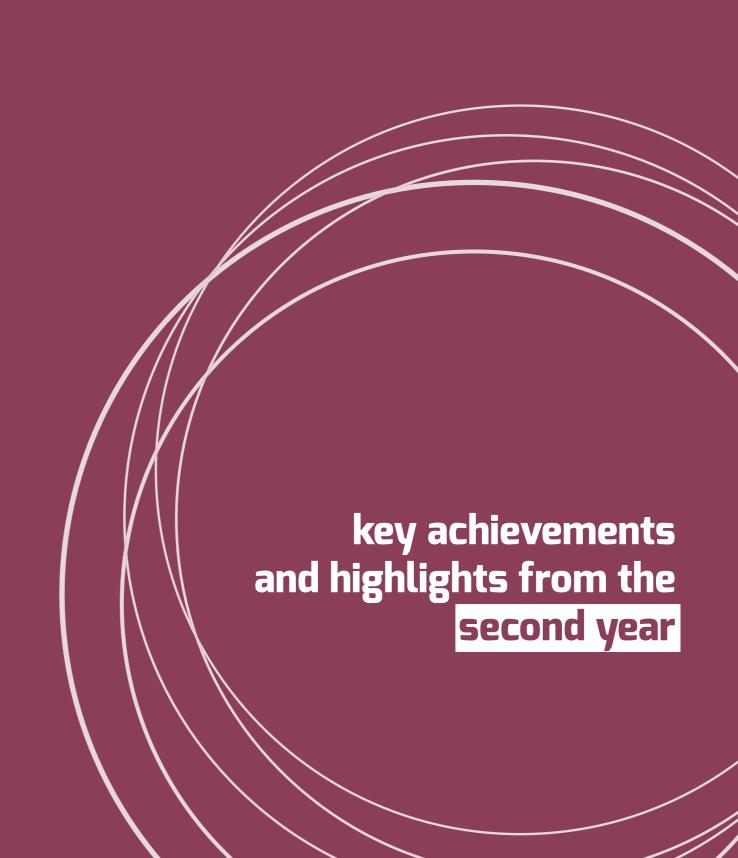
about us

Our mission is to promote and support actions to protect children and young people by promoting their rights in relation to the Internet and new technologies. We want a better Internet. With co-funding from the European Union's Safer Internet Programme, a living network of children's NGOs has emerged. By sharing good practices and drawing upon the expertise of members, we work to ensure a strong NGO voice at the European level and more widely. Based on a solid children's rights framework, eNACSO focuses its efforts on ensuring that policies and strategies related to the Internet take the needs of children and young people into account.

Our work is based on the 1989 UN Convention on the Rights of the Child (UNCRC) and the Optional Protocol to the UNCRC on the sale of children, child prostitution and child pornography.

thematic priorities Our work focuses on four core policy areas. Our objectives are: To assess and make recommendations on current and future policy developments related to online child protection and safety. To develop and implement an "Agenda for Action" This includes targeting stakeholders' engagement and influencing key decision-makers at the EU, national and international levels. To build a strong and thriving network by sharing experience and best practices, particularly in relation to advocacy, between network members. To ensure that children are involved in, and consulted on, eNACSO's work. Policy development and the exchange of expertise focus on four core themes: Internet governance and collaboration Fighting online sexual abuse material Combating online grooming Assessing the effects of new technologies on children's lives from a child rights angle. Furthermore, it is central to eNACSO's approach to ensure that a child rights perspective informs strategies and policy making at all levels within

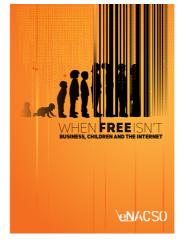
the Eu and internationally.



"When Free Isn't -Business, Children and the Internet"

A new Challenge for Child Safety Online

Over the past decade, the rapid expansion of digital communications has fundamentally altered the commercial digital environment. The growth of new media has provided a powerful arsenal of new marketing tools and techniques. This transformation in the media and communications realm has not merely expanded the range of marketing tools, but is also changing the nature of marketing itself which is increasingly interactive, ubiquitous and personalised.



The online world offers children important opportunities in terms of entertainment,

learning, creativity and cultural experience. But there are also significant concerns about what many see as its harmful impact on children's wellbeing both in the non-commercial contexts, e.g. from predators or bullies, but also in terms of how children's personal development is affected by exposure to what are commercially rooted products or services provided over the internet. A core argument in this paper is that civil society should refuse to accept that the undesirable or unacceptable aspects of the internet's impact on children and young people are the inevitable price that we must all pay in perpetuity for its many undoubted benefits. Humanity must determine how technology serves us. It should never be the other way around.

The paper is the result of a fruitful exchange between the eNACSO staff and a number of external consultants that were involved in a later stage to proof read the document and comment on it.

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Kids think Internet is free...it is not!

Prof. Agnes Nairn

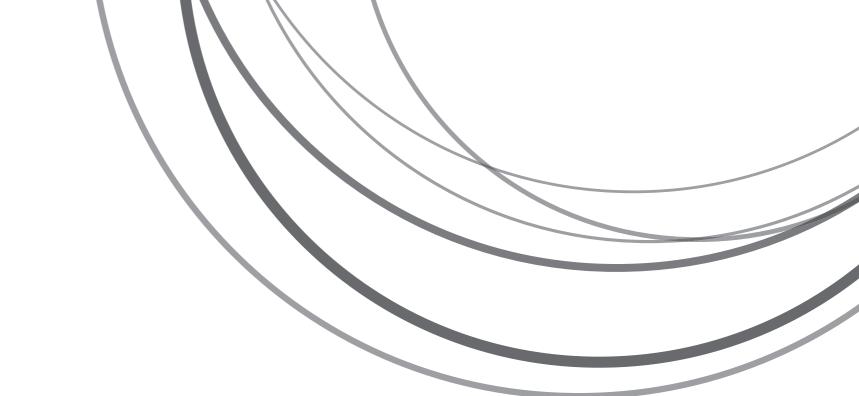
Prof. Agnes Nairn, a professor of marketing at the university of Lyon and a very well know researcher and author on marketing and children books, and co-author to this paper contributed extensively to its high quality analysis. The eNACSO network is grateful to Prof. Nairn for the outstanding job done.

Other contributors include lawyers' expert on privacy at the European level, Alcohol policy experts, Advertising experts and industry representatives.

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Marketing as marketing disappears within the viral networks of social media platforms. Boundaries are broken down between marketers and kids (as kids markets to each other); between content and advertising (as advertising now infuses, rather than interrupts, content); and between kids lives and entertainment (as their lives now become the content of that entertainment). It is truly the perfection of [marketers] power.

Joel Bakan, Childhood Under Siege



Child participation - a participatory process

Child participation is one of the network's continuous features. Children opinions and feedback are used t inform eNACSO policy and positions paper and during the past year the network objective has been to strengthen this process.

A working group (WG) on child participation was established in early 2013 with the aim of identifying the



best strategy to guarantee the participation of young people in the network processes. Due to the budget constraints, the WG developed cost-effective solutions, taking advantage from previous experience and resources previously allocated for national child participation initiatives by the members.

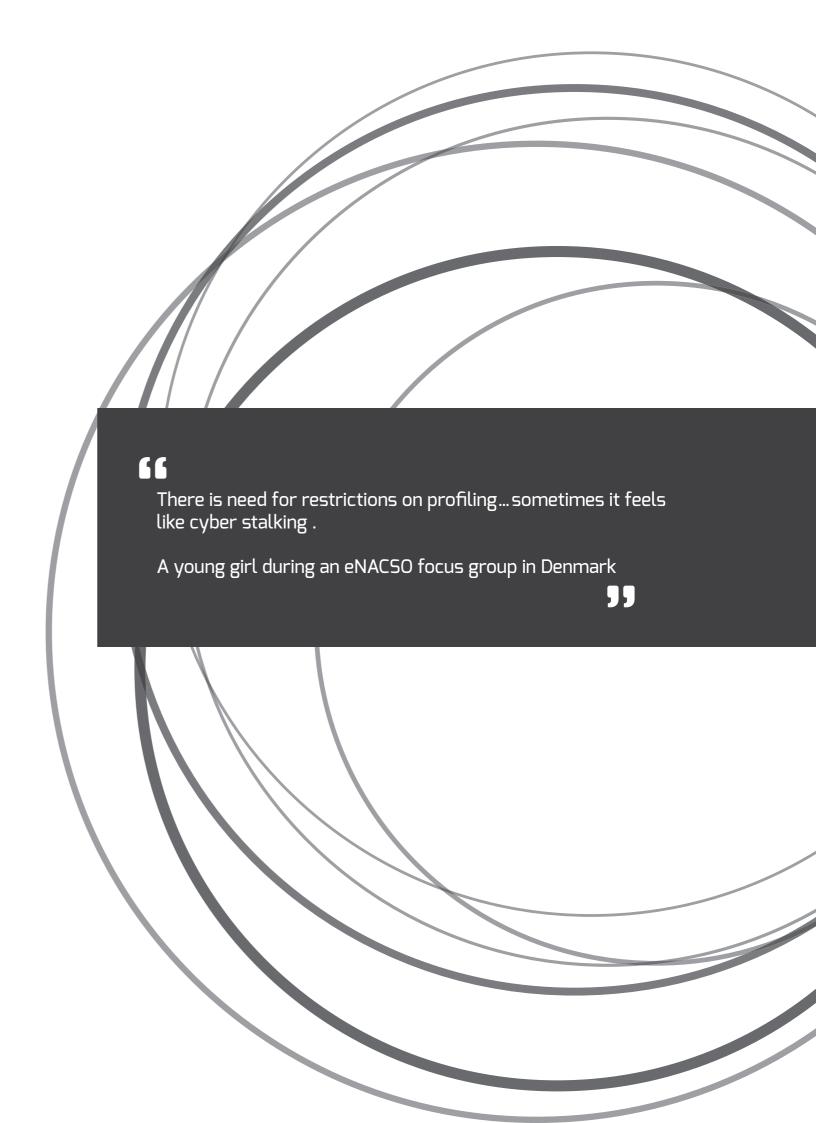


A series of meetings and conference calls were organized to identify a shared methodology. The process was led by Save the Children Denmark that brilliantly shared their extensive experience with the rest of the group. Five members conducted focus groups in their respective countries and were able to actively contribute to the work of the network. The countries involved in the process were: Italy, Denmark, Austria, Netherland, Romania.

The findings of the focus groups were then included in the policy paper and a child friendly version of the document will be produced soon. Moreover, a group of kids that took part in the process were sent to the Internet Governance Forum held in Istanbul from 2

to 5 September 2014, to represent the network, a choice that is in line with the aim of having a stronger input from the kids in every strategic decision.

eNACSO will continue working to strengthen this process also in the future and to involve as many children as possible in its work. Cooperation with other organizations and networks that already work directly with kids across Europe are already under scrutiny by the board and this will be an important part of the network strategy in the near future.



Connecting Europe Facility

eNACSO have been and will continue to work with the other networks funded by the Safer Internet Programme to advocate the European Parliament and the Council and the Commission towards the improvement of the "Connecting Europe Facility", which will encompass the Safer Internet Programme. It is known that EU Budget cuts have put at risk the continuation of the main actions funded by the SIP, such as helplines, hotlines, awareness-raising activities, research and advocacy. eNACSO has therefore, in cooperation with the other European networks, developed a wide advocacy action that was fruitful since all the requested put forward were accepted.

However, the work done constituted a good basis that needs to be further developed and the new Commission's work constantly monitored to be sure our requests are still high on the policy agenda. Specifically the focus will be on the following:

1	Keep online child safety a priority of EU strategy in 2014-2020.
	Consider child safety on line from a holistic perspective. In fact, Helplines, hotlines, awareness raising, research and advocacy are all essential to guarantee a better internet for our children.
3	Fully accomplish the European Strategy for a Better Internet for Children.
4	Open a steady dialogue with the civil society to develop a new strategy to maximize the results of initiatives undertaken by the Safer Internet Programme.

Dialogue with the ICT Industry

eNACSO continues to follow up on its main initiatives involving dialogue with the private sector: the CEO Coalition and the ICT Principles Coalition.

Within the CEO Coalition, eNACSO has taken part in all the Working Groups on Reporting Tools, Age Appropriate Privacy Settings, Content Classification, Parental Control and Notice and Take Down.

The Network brought with it the experiences of experts and organizations that have been working for years in the field to protect child safety



Within the ICT Principles Coalition, eNACSO has followed up on group activities and the findings of the external evaluator.