

Childnet International

Helping to make the internet a great and safe place for children

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Childnet's mission

Childnet's mission is to work in partnership with others around the world to help make the internet a great and safe place for children. Since our inception in 1995, we have set out to empower children, families and schools in the digital age by giving young people, and those that support them, the knowledge and skills to navigate the online environment safely and responsibly. We have also worked with others around the world to ensure young people's rights are prioritised so their interests are promoted and protected online.

As we celebrate 20 years of working towards our mission you'll find our history mapped out in this special anniversary report under four key values that have remained at the heart of what we do from the very beginning.

Empowerment, working with others, giving young people a voice and reaching out internationally make up four of the areas that have helped us continue to promote the positive power of the internet whilst responding to the risks and equipping children and young people to deal with them.

"I'm glad to add my voice to those congratulating Childnet as it celebrates its 20th year. Now, more than ever, children need the knowledge and skills to navigate the online environment safely and responsibly, and Childnet is doing a tremendous job in delivering these through fantastic initiatives like its Digital Leaders Programme and its partnership work on Safer Internet Day." Baroness Shields, Minister for Internet Safety and Security



Message from the CEO



Twenty years ago, on the 5th September 1995, Nigel Williams founded and became the first CEO of Childnet International.

Nigel was a visionary and he saw that the growth in communication and new technologies would have a profound impact on the way we interact with the world and that children may be at risk of being harmed or of not benefitting from these changes if their interests were not promoted or protected. His response was to create a charity that would promote the rights of children in a digital age. Hence, Childnet was born.

20 years later and I am delighted to be able to share with you Childnet's journey in this special anniversary report. So much has changed since 1995 and what stands out to me is that however much technology has changed and whatever impact this had on the way we learn, work, communicate and play, Childnet's values and ethos have remained the same.

At the heart of all of our work is the voice of young people. Childnet has always believed that it is important to promote the interests of children, not simply by seeking to protect them but also by empowering them, listening to them and giving them opportunities to take the lead in creating a better internet. Our empowering, youth-led, evidence-based and collaborative approach has helped us continue to promote the positive power of the internet whilst responding to the risks and promoting children's resilience and wellbeing, both here in the UK and globally. The involvement of young people is particularly vital, given the changes in this area are, and will continue to be, constant and often rapid. Since 2009 when I followed Stephen Carrick-Davies as CEO, we have seen, with the advent of touch screens, an explosion in access and use and even ownership of new technology by young children. A key focus of our work over these years has been to lead with supporting younger children, and those who care for them, to help build digital safety skills right from the point that children start using technology. This work, like many other moments in our history, is an example of how we have embraced new approaches to address emerging issues whilst remaining true to our values.

As we look towards the future we know that Childnet's work is more important than ever and what is needed is a shared response. We couldn't have achieved what we have achieved without the dedication of our staff and trustees and the work of our incredible partners and all of the young people who have participated in our work. The technology will change, the issues will change but our mission will remain the same: to work in partnership with others around the world to help make the internet a great and safe place for children. We look forward to working with you to achieve this.



Message from the Chair



As the Chair of the Childnet Board of Trustees it is both my privilege and pleasure to be involved in Childnet's 20th anniversary celebrations.

During my nine years as a board member I have been impressed by the dedication of the staff team to meeting the needs of children in an ever evolving technological environment. Being a small charity, Childnet has the flexibility to respond in a timely manner to the new challenges posed and it does this through communicating with children, their parents/carers and their teachers and thus keeping abreast of issues that currently affect them all.

I know from my professional experience how the abuse of children online affects them in so many areas of their development, and it underlines how the preventative work carried out by Childnet is crucial. I have spent my professional life assisting children who have been sexually harmed and abused. In 1999 I received my first case of online abuse and have since endeavoured to not only improve the service response to the predicament faced by children harmed online but have worked to influence public policy in relation to their safety. It was in this capacity that I first met Childnet after being asked to carry out an independent review of their resource Jenny's Story in 2004 and then shortly after this being invited to join the Childnet board. Jenny's Story is a film based on the real life experiences of a young person groomed online. I remember thinking the first time I viewed the film that it would be pivotal to helping young people understand what grooming entails and the devastating impacts that it has on their lives. Since then, Jenny's Story (as with the other resources developed by Childnet) has been used throughout the UK and globally to not only protect children from harm in the first place but to also help those who have been groomed online make sense of what has happened to them and to enable them to move forward in their lives. Childnet's work consistently helps to improve the lives of young people, but we couldn't do this work alone.

At Childnet we pride ourselves in working in partnership with other agencies, charities, government departments and industry members for the collective good and wellbeing of young people. Together we need to safeguard children before any harm comes their way; if we don't the impact on children and their families can be devastating. Partnerships like that between Childnet, the Internet Watch Foundation and the South West Grid for Learning as the UK Safer Internet Centre have shown what can be achieved by working collaboratively. The sum of the expertise of this tripartite collaboration has proven to far exceed that of each of the organisations working solely in isolation.

On behalf of the Board of Trustees, I would like to thank all those who have worked for Childnet and who have worked alongside us over the past 20 years. We look forward to another 20 years of collaborative working to ensure that all children and young people are both safeguarded and empowered in all their online activities.

Tink Palmer, Chair of Childnet Trustees and CEO Marie Collins Foundation

Childnet's work

Childnet's values and ethos underpin all areas of our work and help us to achieve our mission:





Safer Internet Day

Childnet, alongside the SWGfL and the IWF, have coordinated Safer Internet Day in the UK for the last 5 years, encouraging millions of people to help create a better and safer internet.

Our achievements

Here are examples of some of our recent achievements we are particularly proud of:

Digital Leaders

Programme



Childnet Film Competition

Since launching in 2010, hundreds of young people have entered the Childnet Film Competition, creating films to educate their peers about staying safe online which tens of thousands of young people have seen.

Childnet Digital Leaders Programme

New for 2015, the Childnet Digital Leaders Programme is a pioneering peer-to-peer education programme that aims to empower young people to champion digital citizenship and digital creativity within their schools.



"We believe that the best way to keep children safe is through education both at home and in school. The recent Microsoft backed Getting to Know IT All programme developed by Childnet and the police provided internet safety advice resources to 4.7 million children in 6,000 secondary schools in the UK." Bill Gates (2004)

Chatdanger

Working with the family of the first victim of online grooming in the UK, Childnet launched Chatdanger to provide advice to parents and children on how to stay safe in online chatrooms. From 2000 – 2008 we received over 10,000 emails from parents and young people.



Empowerment

E-safety at Childnet goes well beyond protecting children and young people from the risks they may face online. For us it has always been about empowering young people, and the adults who support them, to make the most of the opportunities that digital technology provides whilst ensuring they feel able to use technology knowledgeably, confidently and positively.

This balanced approach is reflected across all our education work. Through our resources, education visits and educational programmes, we aim to help young people recognise the risks and pressures that come with using the internet. Through our work with young people we highlight the impact technology can have on their wellbeing and we help them to navigate the complexities of their online lives with confidence. We also promote the opportunities offered by the internet for creativity, learning and connection, and demonstrate how young people can really benefit from technology. This means for the last 20 years we have stayed ontop of the latest trends, used alternative and innovative approaches and listened to young people, parents and teachers so as to create accessible and inclusive resources that give credible and relevant advice. As a result millions of young people have benefitted from our work by being empowered to use the internet safely and positively.



Trall

Know IT All

Know IT All is Childnet's ground-breaking and award-winning suite of educational resources for teachers and parents. The forerunner, **Getting to Know IT All**, saw industry volunteers trained to deliver internet safety sessions in schools. Know IT All for Secondary reached every school in the country. Over 2 million copies of **Know IT All for Parents** were distributed to parents and after being translated into Arabic, Bengali Gujarati, Mandarin, Polish, Punjabi, Urdu and Welsh, KIA for Parents was awarded the Diversity Award in the Nominet Best Practice Challenge 2007 as well as the BETT Award for E-safety 2009.



1998

Childnet's Net Benefit training seminar is delivered to schools and marks the start of our education work in particular the education visits which we still deliver in schools today

2000

Childnet launch the Chatdanger website to provide advice to parents and children on how to stay safe in online chatrooms The SMART rules are developed with young people, marking the start of the KidSMART suite of e-safety resources for parents, teachers and young people. By 2005, with the support of the government, 2 million KidSMART leaflets have been

2002

2005

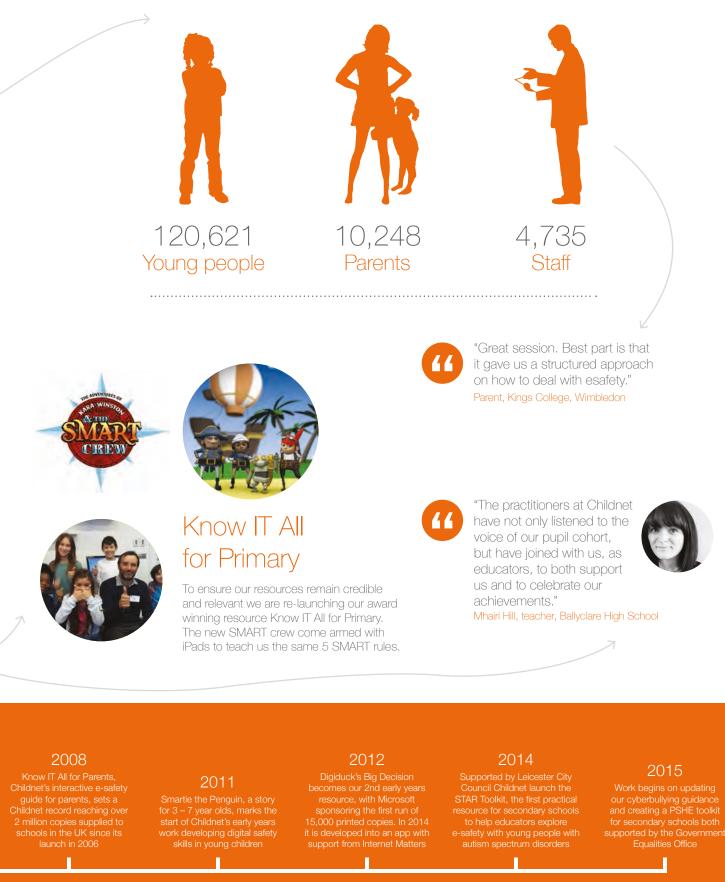
Childnet's first DVD Jenny's Story, is launched helping teachers to address issues of online grooming with secondary school pupils

2007

In response to the growing number of schools struggling vith the effects of cyberbullying, Childnet, with support from the government, writes guidance for schools on preventing and responding to cyberbullying, and creates the film resource Let's Fight it Together

Childnet education visits

Our education team provide inspiring, informative and interactive education sessions that aim to empower young people, parents and teachers. In the last five years from 2010-2015 we have spoken to:



Working with others

The shared responsibility for the challenge of keeping children safe online means that any response has to be collaborative. By working in partnership with various stakeholders including NGOs, industry, police, government, academics and policy makers, as well as young people themselves, their parents, teachers and others who support them, we have created initiatives and services that have helped bring about positive change.

One of Childnet's key strengths is our robust track record of independence. Our objectivity and expert voice are among the reasons why we have been a driving force behind developments such as the INHOPE forum, the creation of a new criminal offence of grooming within the Sexual Offences Act 2003, supporting the formation of CEOP and the integration of key e-safety messages in the computing curriculum. However none of these changes would have been achieved without a multi-stakeholder approach and neither would the majority of our work. That is why we are thankful to the many stakeholders who have helped support, strengthen and amplify Childnet's work over the years. "

"Childnet have been a crucial member of our global Safety Advisory Board – helping to ensure our policies and products build in safety by design – and we've been proud to support their education and awareness campaigns across the UK." Simon Milner, Policy Director EMEA, Facebook



"Childnet's contribution as partners in the UK Safer Internet Centre is extraordinary, just take Safer Internet Day as an example – watching it grow to its current reach is nothing short of astonishing." David Wright, SWGfL and UK Safer Internet Centre Director







Safer Internet Day

We are particularly proud of our work as part of the UK Safer Internet Centre, alongside the South West Grid for Learning and the Internet Watch Foundation, and our role engaging stakeholders in Safer Internet Day. Last year over 850 organisations joined together to support Safer Internet Day, helping to reach a quarter of young people in the UK and showing what can be achieved by working together.

1998

Cable and Wireless announce sponsorship of the new Childnet International Awards. The awards run from 1998 – 2006 rewarding over 70 innovative web projects

2000

NetDetectives is launched! This real time online role play uctivity between young people and online experts was developed from a winning Childnet Award entry 2002 Victim Identification Project: together with University College Cork and Radda Barnen, Sweden, this EC funded project investigated and shared good practice in the identification of child victims portrayed in child

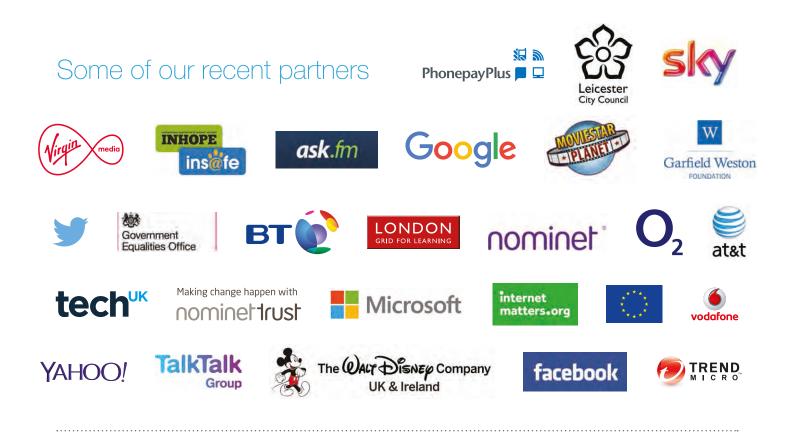
2003

Childnet are active members of the Home Office Taskforce for Child Protection on the Internet, pushing for the new offence of 'grooming' introduced in the Sexual Offences Act, and contributing to the Good Practice Guidances or industry service providers

2005

In partnership with Microsoft and the Virtual Global Task Force, Childnet launch the Know IT All school pack which is sent to every secondary school in the UK reaching an estimated 4.7 million young people in 6,000 schools

П



"As the UK Safer Internet Centre we've moved the agenda forward and broken records in terms of nationwide support on Safer Internet Day. I can't overstate the leadership Childnet has demonstrated." Susie Hargreaves, IWF CEO and UK Safer Internet Centre Director



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"Ensuring families can use technology safely starts with empowering them with the right information. We are a proud partner and supporter of Childnet and the organization's mission to help make the internet a safe place for young people." Jacqueline Beauchere, Chief Online Safety Officer, Microsoft



"We are very pleased to partner with Childnet. Together we have worked very effectively in pursuit of our shared objective of empowering children to be smart online" Boel Ferguson, GM, Disney Interactive UK & EMEA



2006

Childnet welcomes the formation of CEOP and seconds a member of staff to assist with the developemt of the organisation's education arm

2009

nildnet join Facebook's Safety Advisory Board

2011

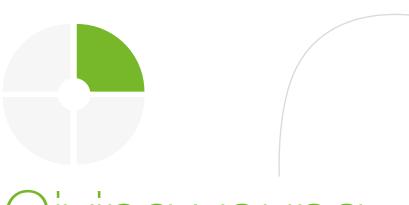
A landmark in the global online safety calendar, Childnet, the IWF and the SWGfL coordinate their first Safer Internet Day in the UK as the UK Safer Internet Centre

2013

Collaborate with the big tour internet providers BT, TalkTalk, Virgin Media and Sky, to produce video guides to help parents find and set up their free parental controls

2015

PhonepayPlus become a sponsor of the 6th annual Childnet Film Competition which attracts 130 entries across 3 categories including the new PhoneBrain category





Young people visit Number 10 for Safer Internet Day 2014 to share their thoughts with the Prime Minister's special adviser.

Giving young people a voice

Having a say

At Childnet, we have always championed young people's rights as key stakeholders in the internet, and have promoted their right to participate in the decisions that affect their lives. Through programmes such as the Youth IGF Project and campaigns like Safer Internet Day we have given young people the platforms on which to have their voices heard at the highest levels. We have given young people opportunities to have a say at Number 10 Downing Street, government hearings and UKCCIS panels, and at conferences around the world, and we have reached out across the UK to hear from thousands of young people about the issues they care about.





150 young people take part in filming the #up2us film for Safer Internet Day 2015

6 years of Youth IGF Project

2004

Vodafone Foundation, The Childnet Challenge runs for a 2nd year bringing together young people from different communities in Ireland to collaborate using tochalorate using

technology to further develop their mutual understanding

Launching in 2009, the project helped establish the importance of youth voice at the UN-mandated Internet Governance Forum, collected the views of thousands of young people and stakeholders from over 75 countries and in 2012 delivered the first ever youth chaired workshop.

2006

With the support of BT, Childnet launch the Sorted online guide. Produced entirely by one of Childnet's previous Academy winners, Rob Wright, Sorted is a key resource for young people on the issues of information security

1998

2000

1995

Shaping effective strategies

At Childnet we know that young people's expertise and experiences are invaluable in creating the most effective policy and educational responses, and that's why we are committed to ensuring that our work accurately and consistently reflects the views of children and young people by making sure anything we develop, whether a resource, website or programme, is shaped and evaluated by the young people it is aimed at.



Childnet Networkers

From 2000 – 2008 Childnet's youth advisory board, the Childnet Networkers, met regularly with Childnet staff to evaluate and review Childnet resources from a young person's point of view.



Childnet International Awards and Childnet Academy

Running from 1998 – 2006 the Childnet International Awards and the Childnet Academy rewarded over 70 web projects that were both innovative and beneficial to children.



"I have definitely developed more confidence and found it has really helped us, as students, find our voices and reach out to our peers". A Childnet Digital Leader





"Childnet has made me a more confident person, taught me about being safe on the internet and encouraged me as a filmmaker. Childnet, thank you for everything!" Jude, Childnet Film competition finalist 2013 & 2014 and Childnet Film Competition Judge 2015.



Creating a better internet

We also know that young people are powerful agents in creating a better internet and in inspiring other young people to use the internet for good. The Childnet Awards which ran from 1998–2006 demonstrated just what could be achieved via the internet by rewarding young people from around the world who were creating outstanding internet based projects which would benefit other young people. More recently the Childnet Film Competition and the Childnet Digital Leaders Programme have continued this work by inspiring young people to take the lead educating their peers about staying safe online and helping to shape the future of the internet. As we look ahead to the next twenty years, we look forward to continuing to empower young people to play a key role in shaping the internet for the better.

2009

With support from the Nominet Trust, Childnet begins its Youth IGF Project by taking a group of young beople from the UK to share their voices at the Internet Governance Forum in Egypt

2010

The Childnet Film Competition launches, encouraging young people to create short films to educate their peers about staying safe online

2013

For Safer Internet Day 2013, 24,000 young peple respond to our survey, UK's largest ever study of young people's attitudes toward online rights and responsibilities

2014

On Safer Internet Day 2014 a youth panel visit Number 10 Downing Street to share their thoughts for a better internet with the Prime Minister's special advisers

2015

With support from Facebook and the European Commission, Childnet launch the Childnet Digital Leaders Programme



"Childnet International and the Cybersmart program have had a very valuable partnership over many years. We have worked together to adapt and create resources which have had a real impact on young people in Australia. We continue to share good practice and look forward to collaborating further as we develop the Cybersmart program, under the Office of the Children's eSafety Commissioner." Rosalie O'Neale, Office of the Children's eSafety Commissioner, Australia

International impact

Childnet's mission, as outlined by Nigel Williams in 1995, was to promote the interests of children in international communications. He recognised that the medium of the internet was global and that we have a responsibility to promote the importance of internet safety on a global level and hear directly from young people from all across the world.

As a result, Childnet have worked internationally throughout the last 20 years. Our international work, like our work in the UK, exemplifies a multi-stakeholder approach. We have collaborated with partners all over the world sharing knowledge, learning and resources to create meaningful actions that promote e-safety for children and young people on a global level. We have also continued to champion young people's participation in global discussions by listening to the voices of young people and by directing our policy work globally. With the strong working relationships and formal partnerships we have had with our many collaborators over the last 20 years we have been able to promote the importance of internet safety and share good practice globally.



Let's Fight it Together

In 2007 our film resource Let's Fight it Together was created to complement our cyberbullying guidance and help UK schools prevent and respond to cyberbullying. The resource is well regarded all over the world, with organisations praising its quality and accessible format. Germany, Wales, France, Denmark, Italy, Spain and Australia have all commissioned translations or adaptations and 8 years on it is still proving as relevant with Slovakia commissioning a translation in January 2015.



Insafe network

We are active members of the Insafe network of EU Safer Internet Centre's and have shared and translated our resources.

1998

Nigel Williams, Childnet CEO, is the driving force behind the establishment of the INHOPE forum linking hotlines together across Europe to respond to the growing global threat of child abuse images and illegal content on the internet

1999

Childnet run NetAware, a research project into education best practices carried out in 6 EU countries for the European Commission, this helped to shape the EC's Action Plan on the Safe Lies of the Internet

2001

Childnet lead a four-day internet safety programme in Mauritius. This is followed up in 2003 with a full national evaluation and recommendations to develop a holistic online safety strategy for better protecting children online in Mauritius

2003

Childnet, together with the Internet Association Japan, hold an Experts' Meeting in Tokyo. The first of its kind in the world, the experts meeting examines the future use of mobile technology by children

2005

In partnership with the British Council, Childnet hold an international conference in Jamaica. Workshops on how to deliver the KidSMART programme are attended by teachers from across Jamaica



Childnet Awards: Sierra Leone

With the support of the Childnet Awards, i*EARN were able to realise their ambition of empowering war-affected youth in Sierra Leone. Honoured in 2002 for their website **www.childsoldiers.org** and in 2003 for the Peace and Reconciliation project, both of i*EARN's initiatives used the internet to give a voice to children affected by war.





"Wonderful that the project has been developed by young people themselves to work across geographical boundaries and encourage cross culture dialogue. A great URL and project idea which with encouragement and mentoring could go far." 2003 Childnet Award Judges

Our reach



2007

Childnet train 200 Maltese teachers on e-safety issues, promoting a positive wholeschool community approach

2008

establish the youth network Net-Aman and Egypt's first internet safety conference, both with the aim of better safeguarding children online

2009

Germany issue the first translation of Let's Fight It Together. It's later translated into Welsh, French, Danish, talian, Spanish, Slovakian and in a new format for Australia

2012

Childnet's Youth IGF Project delivers the first ever youthchaired workshop at the nternet Governance Forum in Baku. 10 young people from across the world share their online experiences

2013

The European network of Safer Internet Centres vote Picture This, our practical educational sexting resource, best in the category of 'training programmes and teacher packages.'

2014/15 at a glance

Empowering young people

Educating young people: we spoke to 29,020 pupils aged 3–18 In the last academic year, with over three-quarters saying the session made them feel more confident about staying safe online.

Giving young people a voice: from taking young people to the Internet Governance Forum in Istanbul, to conducting focus groups about issues such as cyberbullying, sexting and pornography, youth voice has been central to our education and policy work.

Enabling young people to take the lead: in the last year we have piloted and launched our new youth leadership programme, the Childnet Digital Leaders Programme; worked with 150 young people from across the UK to create films to inspire others to be kind online for Safer Internet Day; plus hundreds of young people created films for our annual Film Competition to educate their peers.

Inspiring good digital parenting

Supporting all parents and carers: this year we launched guides for foster carers and adoptive parents, in collaboration with Islington Council, as well as translating our key parents' leaflet into 12 languages to ensure all parents and carers have the support they need.

Addressing challenging issues: launched parents' guide to pornography featuring perspectives of young people.

Helping parents engage with young children: launched an updated storybook and app version of Digiduck's Big Decision.

Supporting schools

Improving education: launched free guides for the new Computing Curriculum, and currently developing a toolkit to help teachers address a range of e-safety issues in PSHE.

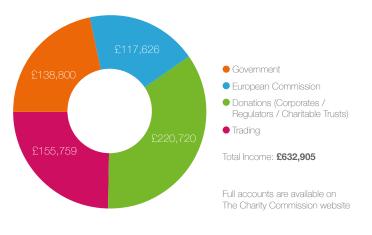
Addressing emerging issues: we developed and piloted a resource pack for schools about critical thinking including in relation to online extremism.

Sharing best practices: delivered a school consultation to collect best practices in preventing and responding to cyberbullying, helping to shape our government-funded guidance.

Building collaboration

We are thankful to those that have collaborated with us and supported our work during 2014/15, from taking part in our expert advisory boards, to funding our work or collaborating on projects, we couldn't do it without you! Safer Internet Day was a key highlight, with over 850 supporters working together to reach thousands of young people.

Childnet income for the year ended 31 March 2015



This year, through our education visits, we have spoken to:

29,020 pupils

2,266 parents



Looking ahead

As we enter the third decade of our e-safety work, we know that empowering children and young people to use the internet safely and positively will be more important than ever before. As technology becomes an ever-increasing part of young people's lives we must continue to raise awareness of the potential risks they may face online whilst giving them skills to navigate the complexities of their online lives with confidence and make the most of the opportunities offered by technology.

Drawing on the insight and the experience we have gained over the last 20 years we know that to achieve our aims we must continue to:

Empower children and young people, and those that support them, to use the internet confidently, responsibly, positively and creatively, and to give them the skills and resilience they need for 21st century life.

Work with others to deliver exciting new projects, increase our effectiveness and reach, share knowledge and expertise, and help shape policies that will help create a better internet.

Give young people a voice by seeking and creating opportunities for them to be heard and take the lead in creating a better internet.

Work internationally with global partners, sharing good practice, so as to ensure that all young people across the world have a safe and positive time online.

But, we cannot do this alone. What our history has taught us is that keeping children safe online is a shared responsibility and our successes are down to our partnerships. 2016 looks set to be an exciting year thanks to the support from key partners. As we look ahead to the next 5, 10 and even 20 years, we know that we will need good partners and supporters, with shared objectives, to continue to achieve our mission. That's why we want to end our anniversary report by calling on our existing partners and reaching out to new partners to join in helping us to work even closer towards our collective goal of making the internet a great and safe place for children and young people.

"As an ambassador of the UK Safer Internet Centre I understand first-hand how important a campaign like Safer Internet Day is. By encouraging everyone to come together to create a better internet, Childnet and the UK Safer Internet Centre have made a real difference to the lives of children and young people. I am proud to be involved and look forward to playing my part for Safer Internet Day 2016 and in their future work." Beth Tweddle, UK Safer Internet Centre ambassador



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