e-Safety
NETWORK FOR PARENTS GUARDIANS & EDUCATORS

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Research Background

Parental gap:
Only 46 minutes on average spent discussing, online safety during childhood (Kaspersky, 2019).
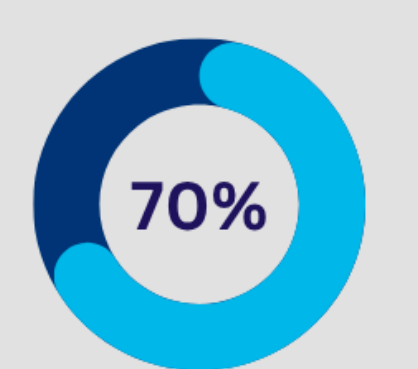
Two critical online risks:
Cyberbullying and Internet Addiction:
selected for their high prevalence, long-term impact and strong concern from educators and parents.

Two Critical Online Risks: A Side-by-Side Look

Cyberbullying:

Affects 40% of adults (Pew, 2021)

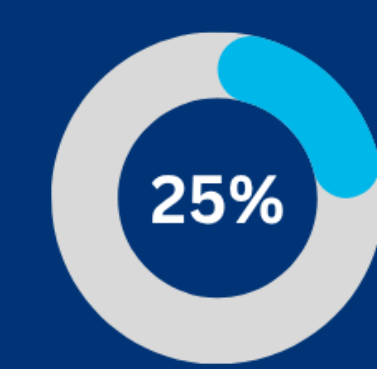70% of parents worry about their children (Ofcom, 2023)

Linked to anxiety, low self-esteem, self harm

Internet Addiction:

Young users (10-12 yrs. old) are especially vulnerable.

25% average prevalence in Europe (Laconi et al., 2019)

Associated with depression, isolation, sleep issues

The project at a glance

SCOPE

Address Digital Transformation through the development of Digital Readiness with focus on Digital Safety.
Thematic Axes: Digital Addiction and Cyberbullying.

OBJECTIVE

Provide adults involved with children the necessary tools (educational material) and means (training & support) to be able to support and guide children in their journey in the digital world.

STAKEHOLDERS/TARGET GROUP

Direct: Parents & guardians, educators, professionals involved with children (social workers, mental health professionals.
Indirect: Children 10–12 yrs. old.

METHOD

Creating a Community of Learning on the principles of a Collaborative Network.

Educational Tools

1 Methodology of Active Listening

Using the LAFF technique:
Listen, Ask, Focus, Find the first step, empowering adults to move beyond reactive strategies and toward proactive, compassionate engagement, enabling children to speak up, reflect, and self-regulate in digital environments.

2 EdTech material

Material based on edutainment and educational technology that will assist adults to address critical issues of digital safety (3D animated videos, interactive educational videos and videogames).

3 Modules

• clear definitions and warning signs,

• emotional and psychological consequences,

• step-by-step guidance on how to respond and support children,

• strategies to prevent and address problematic use,

• multimedia guide: how to use educational 3D videos and interactive scenarios with the children,

• gamification as a tool to discuss difficult topics in a safe, playful way.

Training and Support

E-Learning Platform:

A dedicated learning platform with interactive material and courses with the aim to educate and empower teachers, parents and children through engaging content on cyberbullying and internet addiction, tailored to their developmental needs to promote digital readiness, safety, and resilience.

E-Counselling platform:

A digital space with valuable information, education and training as well as assistance. Interactive guide to Active Listening methodology, "ask the expert" videos, and live sessions to strengthen adult-child communication, provide emotional support resources, and offer accessible expert advice on handling online risks effectively. Focused on building trust, empathy and digital resilience.

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