



Global Child Online Protection in Albania

December 2023



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Project Overview

National Authority on Electronic Certification and Cyber Security (NAECCS)

Responsible for strategic policies: It implements and monitors the **National Cyber Security Strategy 2020-2025**.

Policy objective no. 3: Creating the necessary mechanisms for the security of children in cyberspace, simultaneously preparing the new generation capable of benefiting from the advantages of information technology and facing the challenges of development.

NAECCS provides an online reporting form and administers the unique illegal/harmful content reporting portal; informs other institutions (State Police, AKEP, ASHDMF) as appropriate on the reported cases for addressing and removing the respective illegal content related to child online threats, abuse or exploitation.

Involved institutions on online child safety issues: National Authority on Electronic Certification and Cyber Security, State Police, Ministry of Education and Sports, Ministry of Health and Social Protection, and State Agency on the Child Rights and Protection, Electronic and Postal Communications Authority and Audiovisual Media Authority.

Considering our strategic objectives and our commitment to cooperate with national and international organizations regarding child online protection, the National Authority on Electronic Certification and Cybersecurity (NAECCS) of Albania was **the first pilot country** worldwide that raised the hand to participate in the ITU Global Project. ITU is supporting NAECCS in rolling-out the Child Online Protection (COP) Guidelines at the national level through a series of activities, such as: training sessions, workshops, knowledge products and awareness raising campaign targeting all relevant stakeholders.

The activities are focused in three main pillars:

- Children and youth;
- Parents and educators;
- Industry stakeholders.



Fëmijë të Sigurtë Online

<https://cesk.gov.al/>



ITU Pilot Project



This project has contributed to achieving the policy objective regarding Child Online Protection defined in the National Cyber Security Strategy, by raising awareness, improving reporting mechanisms, enhancing capacity, and promoting responsible behaviour online. The COP piloting project has yielded positive results in Albania. The initiative has reached 12 regions of Albania, where there have been trained approximately 320 parents and educators, 250 secondary school students, +50 representatives of the industry sector and +40 policymakers; In social media, this initiative has reached more than 4500 unique online users.

COP guidelines' checklists will be an integral part of the revised Action Plan of the National Cyber Security Strategy. This approach leverages the comprehensive nature of the ITU's guidelines and the related checklists to enhance the national cybersecurity strategy's effectiveness. By incorporating the checklists, which are designed to guide policymakers and industry stakeholders in implementing practical measures, the strategy becomes more robust and adaptive, addressing specific requirements related to child online protection.

The 2020 ITU guidelines on child online protection was implemented through a global project, divided into two workstreams:

Workstream 1: Digital skills development

Activities

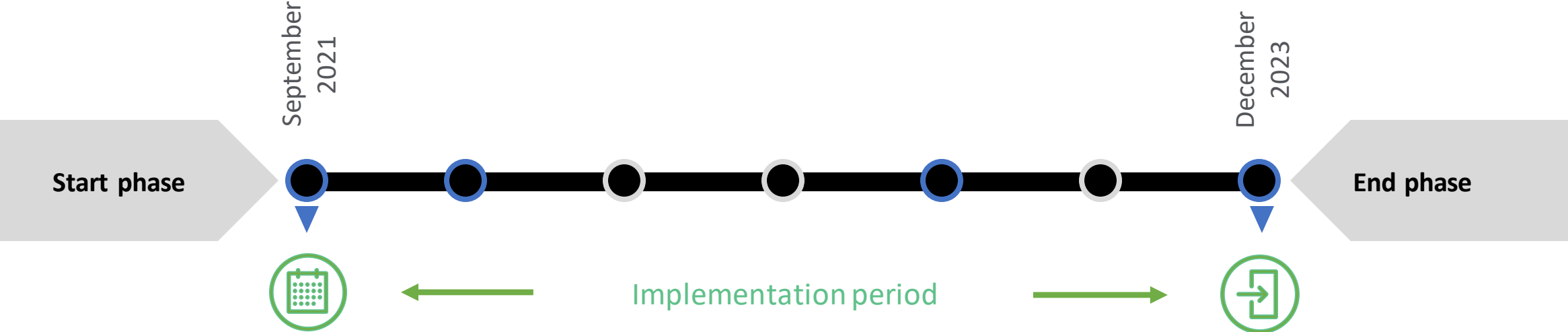
- Translation and dissemination of the child online protection guidelines into national languages.
- Face-to-face and online trainings for children and young people.
- Train-the-trainers modules for parents, carers and educators.
- A game and an app for children of different age groups reflecting the child online protection guidelines.

Workstream 2: Child online protection policy support

Activities

- National strategy development on COP.
- Capacity building for ICT professionals and government stakeholders.
- Enhanced cooperation among relevant stakeholders.
- Creation of national child taskforces.

Timeline



Project outcomes

- An animated video was elaborated in the Albanian language based on the content of the ITU COP Guidelines for children with key messages **for children and youth**. This video targeted children and youth nationally to educate them on online safety. Video is animated in order to be more attractive and easier to understand by young generations.
- A promotional video was elaborated in the Albanian language based on the ITU COP Guidelines for **Parents and Educators**, with key messages for parents, educators, and caregivers at the national level. Video is based on real-life images in order to create connections, generate organic visibility, be easier to remember and capture short attention spans.
- A promotional video in the Albanian language was elaborated based on the ITU COP Guidelines for the **industry operators** to provide direction on how to protect children from online threats.

The three promotional videos were disseminated through **national Albanian online media**.

Project outcomes

- A **child-friendly manual** in the Albanian language was elaborated. This material was based on ITU COP Guideline and served as a background document for workshops and training sessions for children and youth in selected schools in 12 regions of Albania. The manual aimed to provide children and youth with information to further assist them in facing risks encountered online.
- A **Train the Trainer manual** in the Albanian language was elaborated from this activity. The manual was based on the ITU COP Guidelines that served as a background document in train-the-trainer programs targeting educators, parents, and caregivers nationally. The concept of this manual was to be the guide of the expert that trained the parents and educators in Albania to better understand the offline/online consequences of their actions which can lead to the vulnerability of children and to know how to react when they encounter difficult situations unknown to them online.
- A **Unified Message** was elaborated and disseminated with the most influential industry stakeholders in Albania. The Unified Message aimed to raise awareness on how to increase online security for children and to create a safe cyberspace through practical tips.

Project outcomes

An **Impact Report** was elaborated that assessed the level of awareness and learning (before and after the training) for all the trainings and workshops conducted with the following target audience:

- children and youth;
 - parents, educators and caregivers;
 - industry stakeholders.
-
- Dissemination of the COP Guidelines for children and youths through **twelve (12) online workshops targeting children and youths nationally in 12 regions of Albania**, aiming to raise awareness, engage the youth communities in the consultation process on COP-related initiatives, and leverage their digital skills.
 - Dissemination of the COP Guidelines for parents and educators through **fifteen (15) online workshops targeting parents and educators nationally in 12 regions of Albania**, aiming to increase the number of parents, educators, and caregivers with digital skills that will enable them to protect children and youth online.
 - **Elaboration of a flyer with tips on Internet Safety for children and youth**. This content is disseminated in the official website and all the social media channels of AKCESK, aiming to reach children online. Also, a hundred copies of the flyer have been printed and shared with teachers and government experts and presented as an electronic version at the end of each activity.

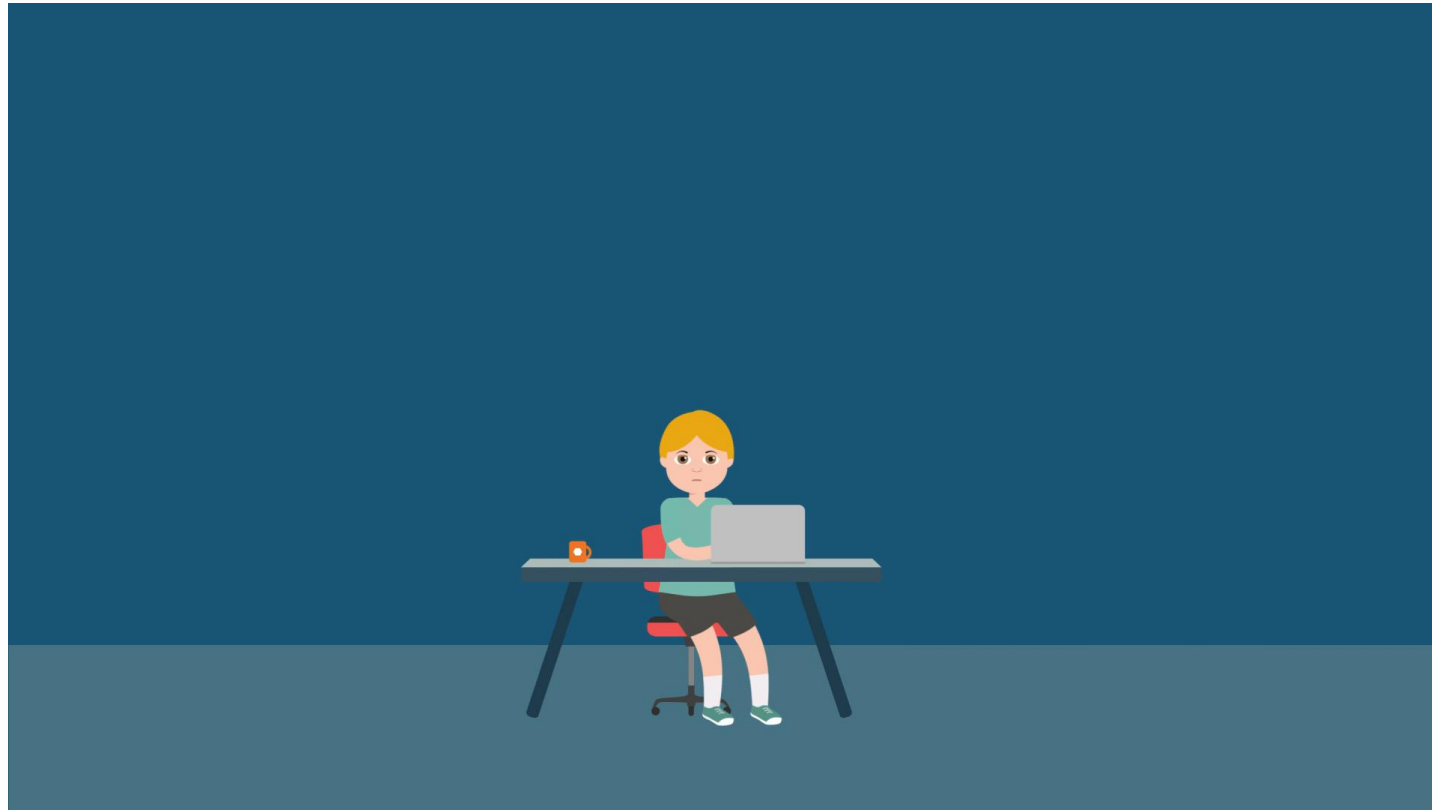
Project outcomes

- Delivering **5 workshops with stakeholders for each industry subsector**, with the aim to enhance cooperation and coordination between local industry stakeholders regarding child online protection. The industry subsectors are selected based on their impact on child online protection. Additionally, the training sessions are focused on experts that work in Social Protection Units within the Government of Albania, the health sector, and Internet Service Providers.
- Organizing and delivering **5 workshops for ICT professionals** on relevant skills required to strengthen online safety for children in the context of the ITU's focus areas
- Organizing and delivering **12 capacity building activities for teachers and government experts** on relevant skills required to strengthen online safety for children in the context of the ITU's focus areas
- Two reports have been prepared:
 - **Priority assessment report related to the COP** (consists of a comprehensive analysis of the safety measures adopted to protect children from illegal and inappropriate content online at the national level.)
 - **Report on the implementation plan for child online protection policies** (informs on the progress made by the government in implementing the Child Online Protection Policy concerning also the National Strategy for Cyber Security in Albania)

Promotional Videos

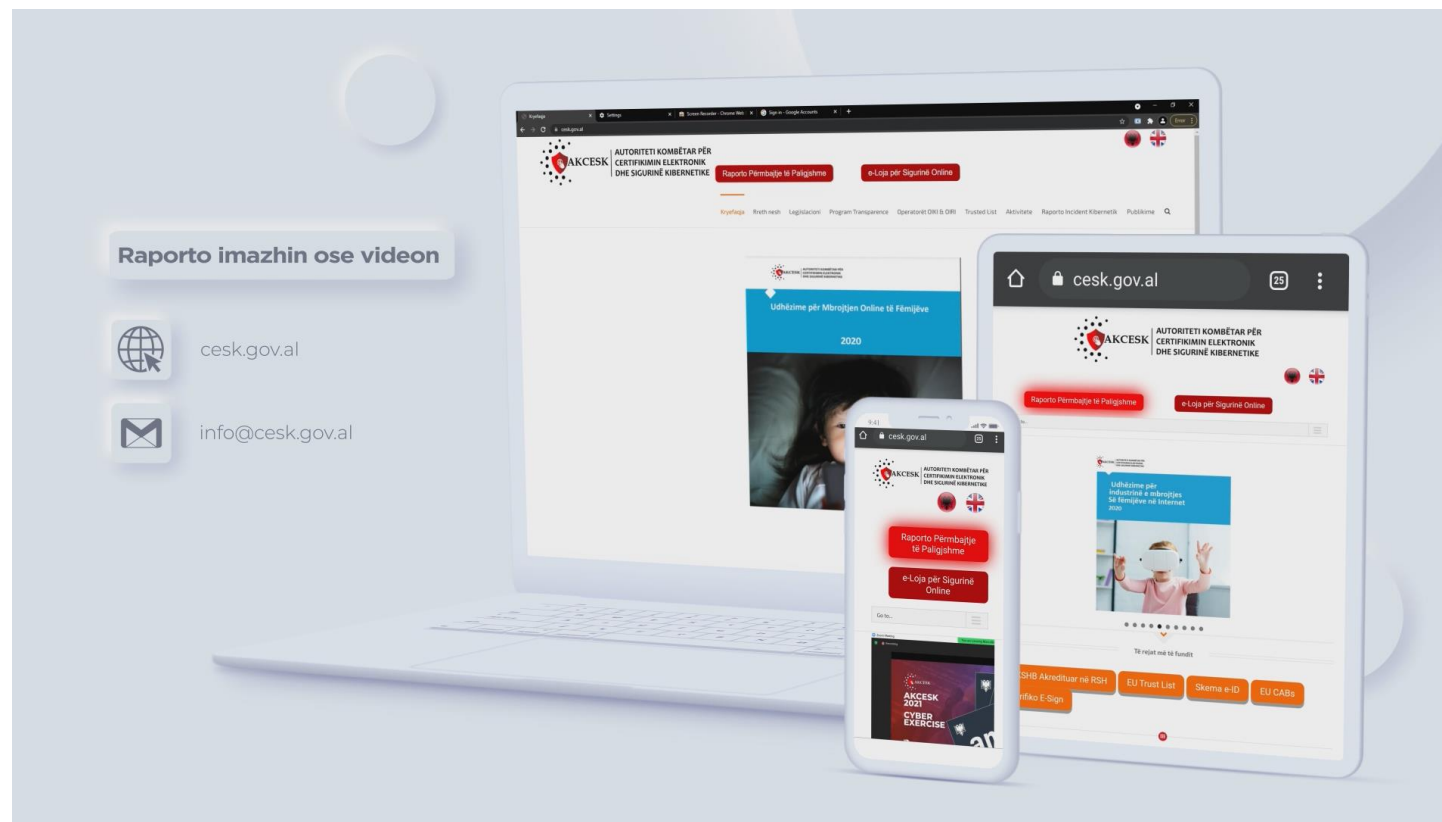
Promotional video with key messages for children and youth

Elaboration of a promotional video in Albanian language based on the content of the ITU COP Guidelines for children and youth



Promotional video with key messages for parents, educators and caregivers for monitoring their children

Elaboration of a promotional video in Albanian language based on the ITU COP Guidelines for Parents and Educators



Promotional video with key messages for industry on Child Online Protection

Elaboration of a promotional video in Albanian language based on the ITU COP Guidelines for
Industry



Dissemination



Target Group

Industry actors

Youth

Educators

Parents

Children

Media Platforms and analytics

Videos have been disseminated on five online platforms in Albania and on all social media channels of NAECCS

Media Platforms and analytics

News 24	193,520 users
Gazeta Shqiptare	183,968 users
Balkan Web	1,358,304 users
Syri	1,340,887 users
Gazeta Tema	1,300,000 users

Social Media channels of NAECCS

YouTube

Facebook

Instagram

Linked In

WEB

Key Outcomes

300 people reached on social media channels

Circa 300 people are engaged by following the NAECCS's social media channels, commenting, saving, or reacting to the content

100 people engaged

More than 100 people have participated in the quizzes shared on Instagram stories



6,000 online users reached

More than 6,000 people are reached mainly through the dissemination of videos on online media platforms

200 new followers

Circa 200 people have followed recently the NAECCS's social media channels

Manuals and training

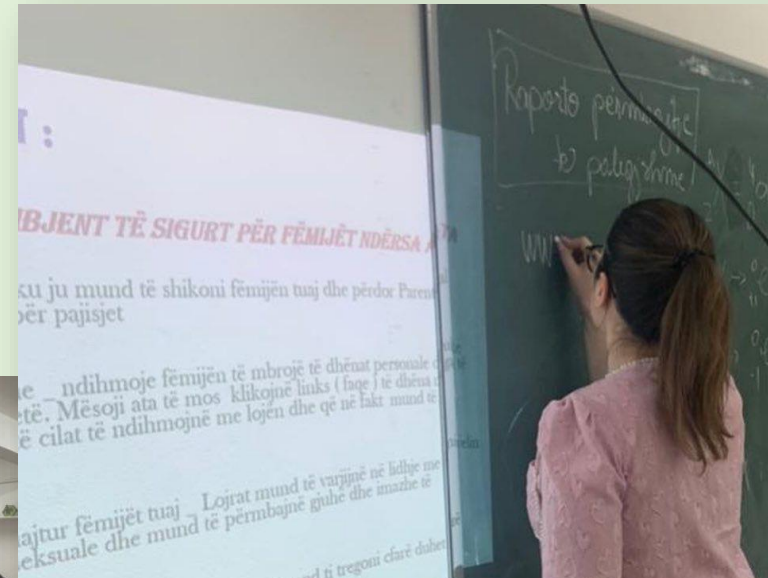
Elaboration of a ToT manual and deliver trainings with parents, educators and carers

Train the Trainers manual based on the ITU COP Guidelines served as a background document in train the trainers programs targeting educators, parents and caregivers nationally.



Training sessions for parents and educators

The trainings sessions increased the number of parents, educators and caregivers with digital skills that enable them to protect children and youth online. This further lead to exponential increase in the amount of digitally literate and skilled children which are able to cope with online threats and negative outcomes.



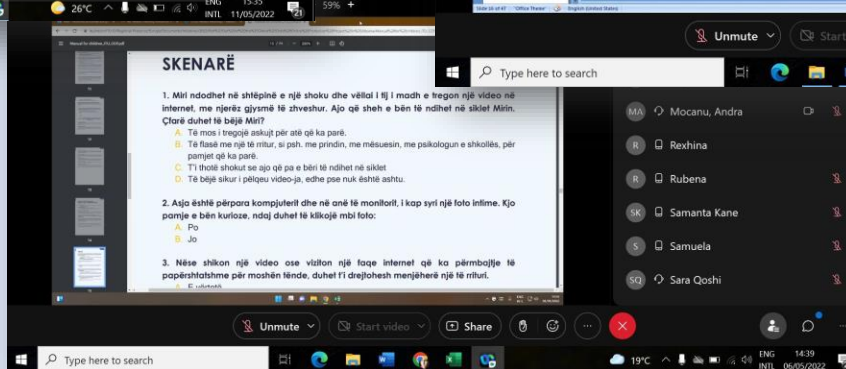
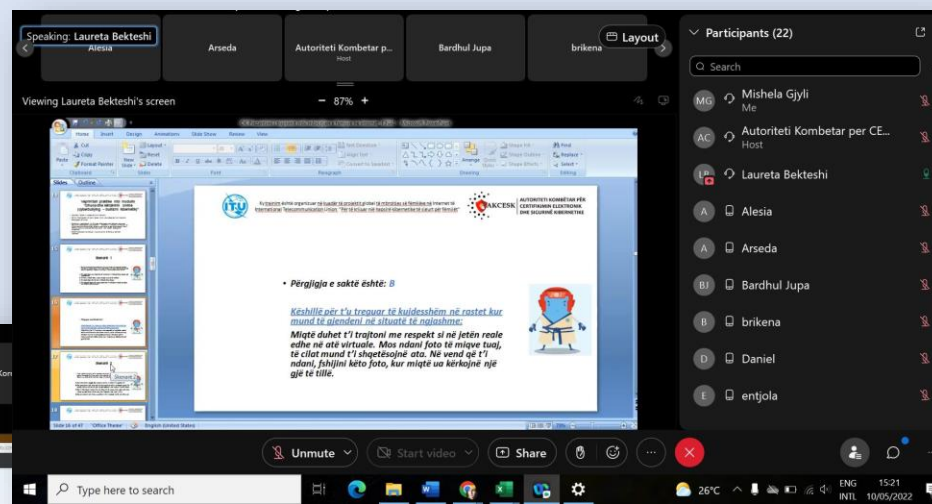
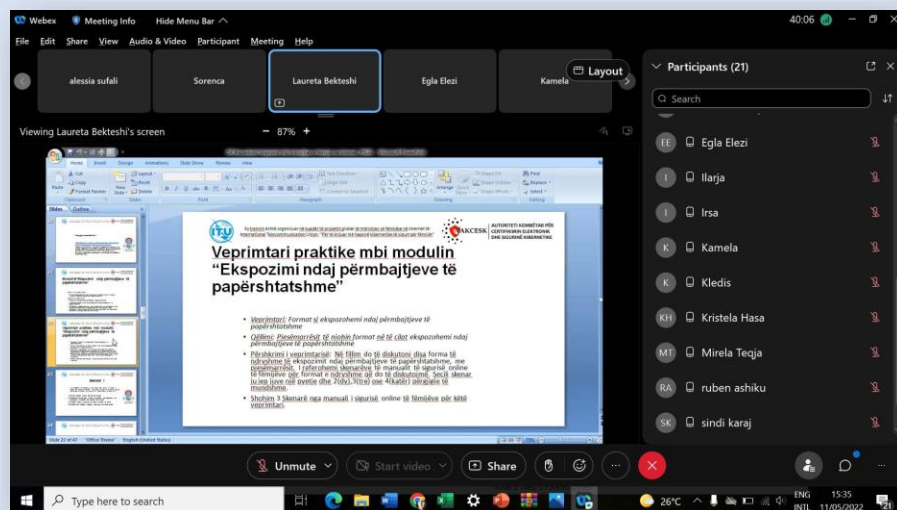
Elaboration of a child-friendly manual

Child- friendly manual based on the ITU COP Guidelines and related materials, served as a background document for training sessions targeting children and the youth.



Online training sessions for children and youth in 12 regions of Albania

Online training sessions equipped children and youth with the digital skills that will further assist them in better coping and facing risks encountered online



Key outcomes

Training of children
and youth

12 training sessions have been organized where **190 secondary school students** in Albania engaged in educative and interactive activities about online safety. They shared their opinions regarding the topic and learned about online risks and how to face them.

Training of parents
and educators

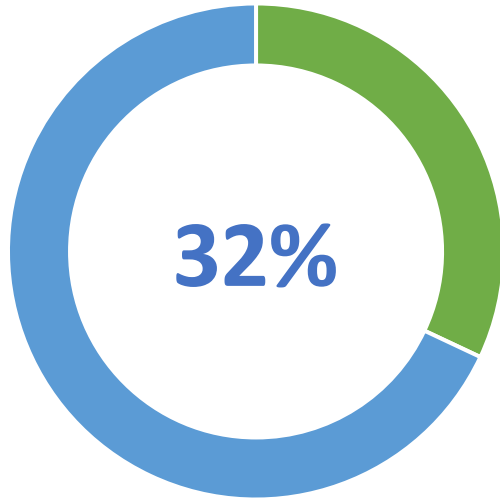
15 training sessions have been delivered where **460 parents and educators** in Albania were trained regarding the threats that children may encounter online, how to protect, and educate them to stay safe online.

Training of industry

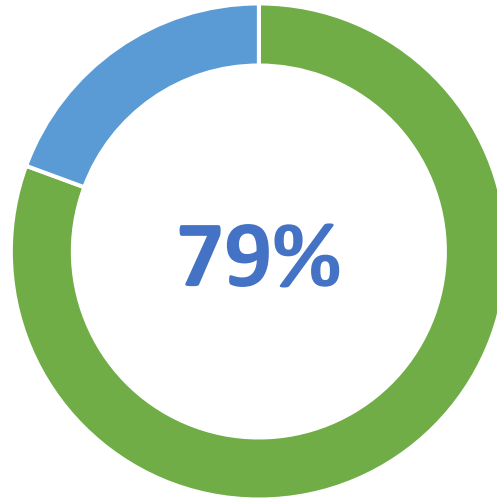
10 training sessions have been delivered where **100 experts from Child Protection Units and industry operators** in Albania were trained on protecting children in all areas and against all risks that digital world offers.

Impact report

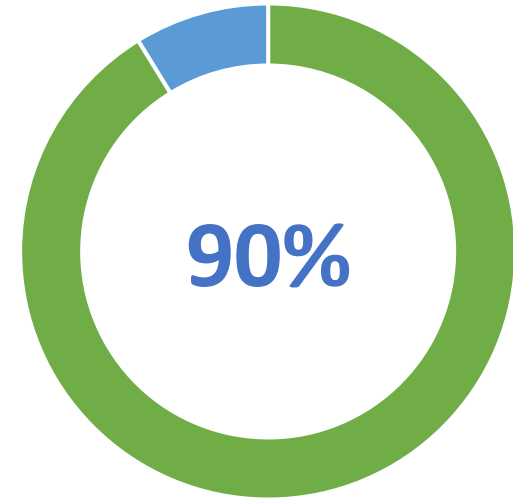
Impact report assessing the level of awareness of parents



32% of the parents think that communication is key to prevent online threats to their children, compared to 26.6% before the training



79% of parents think that visiting safe web pages is very important, compared to 66% before the training



90% of parents know where to ask for help if their children face illegal content online, compared to 67% before the training

Webex Meeting Info Hide Menu Bar 01:11:03

File Edit Share View Audio & Video Participant Meeting Help

Autoriteti Kombetar pe... Host Adela Florinda ermira vau dejes Fjoralba Layout

Viewing Autoriteti Kombetar per CESK... - 59% +

UDHËZIME TË PËRGJITHSHME PËR INDUSTRINË

- ❖ Të drejtat e fëmijëve të integruara në politikat e korporatave
- ❖ Krijimi i standardeve të industrisë për mbrojtjen nga abuzimi seksual të fëmijëve në internet
- ❖ Një mjedis online më i sigurt për të rinjtë
- ❖ Përdorimi me përgjegjshmëri i TIK duke edukuar fëmijët, kujdestarët dhe mësuesit për sigurinë online .
- ❖ Rritja e angazhimit qytetar duke promovuar teknologjinë digjitale
- ❖ Investimi ne kërkime shkencore

ITU Ky trajnim është organizuar në kuadër të projektit global të mbrojtjes së fëmijëve në Internet të International Telecommunication Union. "Për të krijuar një hapësirë kibernetike të sigurt për fëmijët"

Unmute Start video Share

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Unmute Start video Share

Type here to search 24°C 10:38 INTL 17/05/2022

Impact report assessing the level of awareness of industry representatives

Important tips for Child Online Protection:

- ✓ implement parental control
- ✓ private settings of accounts and applications
- ✓ safe online navigation

Impact report assessing the level of awareness of children



01

Almost every child had at least one social media account

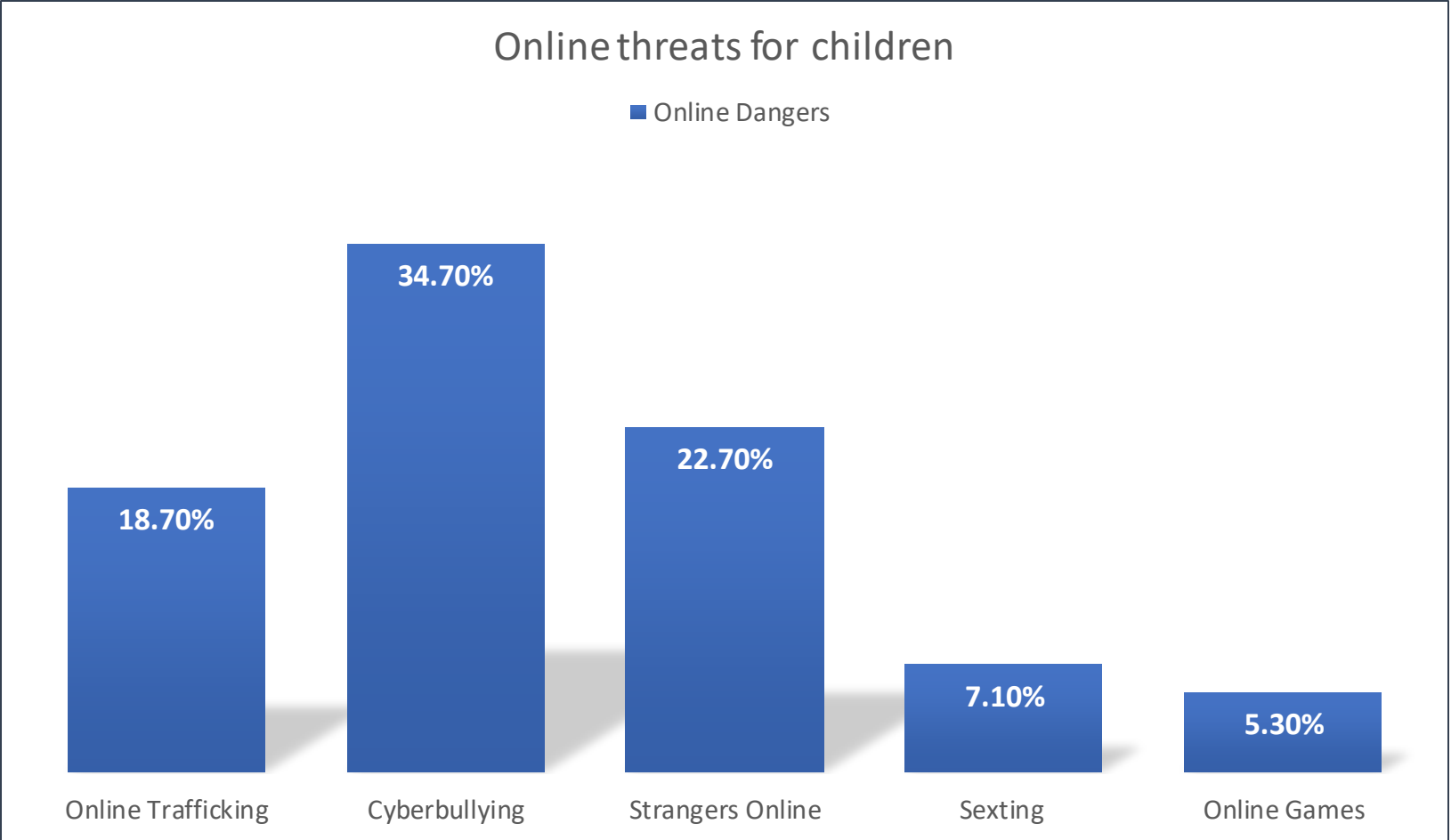
02

99% of children answered that they communicate with their parents about their online activity

03

The main online activities that they consider as dangerous are: sharing personal information, chatting online with strangers, and inappropriate online content

Impact report assessing the level of awareness of children



Unified Message

Elaboration and dissemination of a Unified message targeting Industry stakeholders, which aims to raise awareness on how to increase the security of children online in order to harmonize policies and regulations across the country.



Ky poster është krijuar në kuadër të marrëveshjes së bashkëpunimit me Unionin Ndërkombëtar të Telekomunikacionit (ITU), pjesë e programimit global të ITU-së për mbrojtjen e fëmijëve në internet

Tregoni kujdes me shpërndarjen e të dhënave personale online!



MËSOJUNI FËMIJËVE RËNDËSINË E FJALËKALIMEVE TË FORTA

Udhëzoni fëmijët të sigurojnë llogaritë e tyre me fjalëkalime të forta që mbartin kombinime numrash, karaktere speciale dhe shkronja të vogla/të mëdha

01



EDUKOJINI PËR ZBATIMIN E NJË RUTINE TË SIGURT NË INTERNET

Fëmijët duhet të dinë se një i huaj në internet paraqet një rrezik! Ata duhet të shmangin bisedën me persona të huaj në çdo platformë online

02



KUFIZONI PËRDORIMIN E INTERNETIT PËR FËMIJËT

Koha e zgjatur para ekranit mund të sjellë rreziqe të ndryshme në internet. Kufizoni përdorimin e pajisjes së fëmijës tuaj me programe të kontrollit prindëror

03



BËHUNI PJESË E MARRËDHËNIES SË FËMIJËS ME BOTËN ONLINE

Mënyra më e zgjuar për të garantuar sigurinë e fëmijës tuaj në internet është duke qenë pjesë e aktiviteteve të tij në internet

04



NDËRGJEGJËSOJINI FËMIJËT PËR KËRCËNIMET E MUNDSHME QË MUND TË HASIN NË INTERNET

Ndërgjegjësimi i fëmijëve për rreziqet e ndryshme në internet mund të jetë këshilla më e mençur e sigurisë në internet për fëmijët në botën e sotme

05



TRAJNOJINI FËMIJËT PËR TË KLIKUAR ME KUJDES!

Edukoni fëmijët që të mos klikojnë në linqe të panjohura. Mësojini të qëndrojnë larg çdo platforme që automatikisht të drejton në faqe të tjera

06



MOS HARRONI SE ASPEKTET POZITIVE TË INTERNETIT I TEJKALOJNË ATO NEGATIVE

Interneti është një burim i shkëlqyer mësimor dhe argëtues për fëmijët. Inkurajoni fëmijën tuaj të eksplorojë internetin në potencialin e tij të plotë

07



RAPORTO PËRMBAJTJE TË PALIGJSHME/DËMSHME

Ky shërbim ka si qëllim t'u vijë në ndihmë fëmijëve dhe të rinjve për raportimin e përmbajtjeve të paligjshme/dëmshme të hasura gjatë lundrimit në internet. Raportimet do të trajtohen me konfidencialitet të plotë nga Autoritetet Përgjegjëse për të bërë vlerësimin e rastit, si dhe për të marrë masa të menjëhershme. Për të bërë raportimin tuaj, përdorni linkun më poshtë:

https://cesk.gov.al/permbajtje_te_paligjshme.html



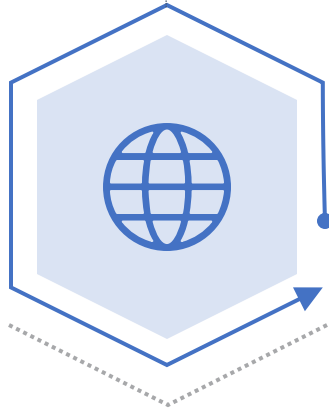
Communication Plan

Focus

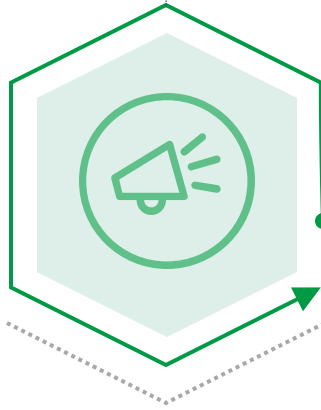
Disseminating the information of campaign in social media channels



Continuous posts on awareness videos



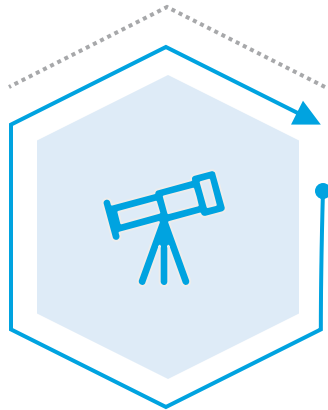
Images from training events



Report Illegal Content



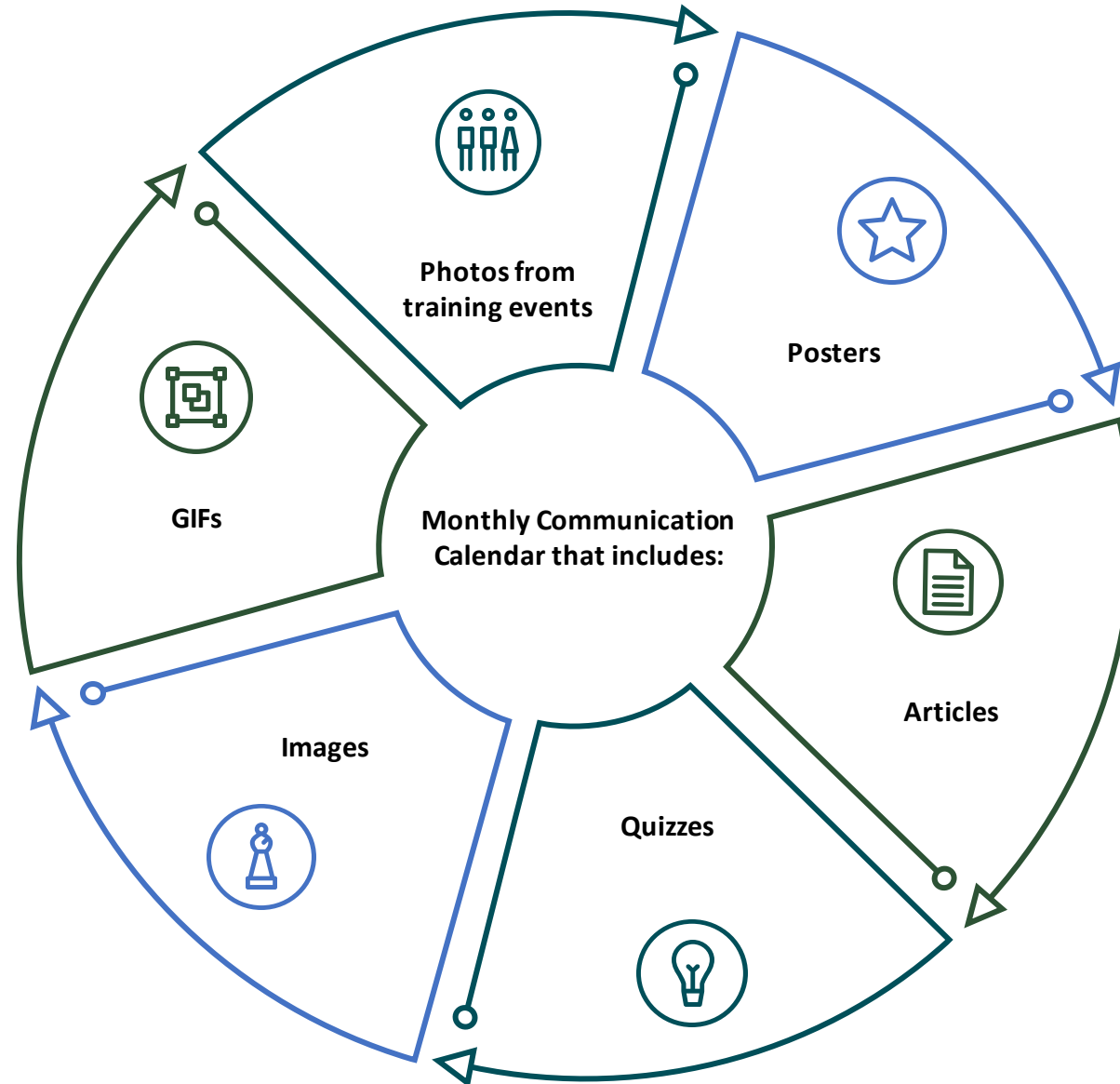
Information on online safety



Links to related websites



The characteristics of social media content



Data monitoring

Awareness

More than 7000 people reached through social media channels, including YouTube

Engagement

Circa 500 people have been engaged by following the NAECCS's social media channels, commenting, saving, liking or reacting to the content

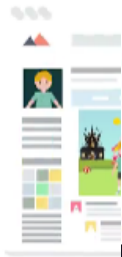
Impact

More than 100 reactions in social media channels, mainly by youth in Instagram regarding videos shared

Autoriteti Kombëtar për CESK
92 followers
3w •

A E DINI SE... 1 në 3 fëmijë në Shqipëri komunikon me njerëz të panjohur online?
Lundrimi në Internet, jo gjithmonë është i sigurt!

...see more



Autoriteti Kombëtar për CESK
92 followers
2w •

Monitoroni aksesin e fëmijëve tuaj!
Video ndërgjegjësuere për prindë



AKCESK @cesk_gov_al · Jul 15

Online me SANGO

Një liber i hartuar për t'i mesuar fëmijet nen moshën 9 vjeç ne lidhje me te drejtat dhe sigurinë e tyre ne internet ! @ITUEurope
Ju ftojme ta shfletoni ne faqen zyrtare te AKCESK ne linkun:
lnkd.in/dRmKtzPd



Autoriteti Kombëtar CESK
May 25 at 10:36 AM

AKCESK raised the hand to become the first pilot country worldwide for the ITU Global Project "Creating a Safe and Prosperous Cyberspace for Children".

Today, we proudly share the national progress:

- 4500 unique online users reached online
- 320 parents and educators trained in April-May
- 250 secondary school students trained in April-May
- More than 50 industry representatives
- other activities on progress

Thank you @ituofficial for your support!



AKCESK @cesk_gov_al · Sep 27

AKCESK në bashkëpunim me @ITUEurope kanë hartuar dokumentin "Manuali i Prindërve për Sigurinë e Fëmijëve Online" për krijimin e një "disi online më të sigurt për fëmijët në Shqipëri".

k.gov.al/aktivitetu/...
#onlinesafety #parents #guideline #albania #akcesk #itu



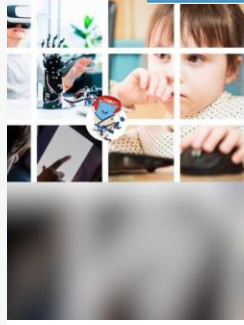
AKCESK and #ITU Office for #Europe = #Connect2030 #ICT4SDG



për Prindër dhe E

AKCESK @cesk_gov_al · Sep 7

A E DINI SE... 1 në 3 fëmijë në Shqipëri komunikon me njerëz të panjohur online?
Lundrimi në Internet, jo gjithmonë është i sigurt !
TREGOHUNI TË KUJDESSHËMI!
@cesk_gov_al @ITUEurope
#cybersecurity #onlinesafety #childonlinesafety #itu #akcesk



latest developments to roll out the COP Guidelines in ALBGT MTMK

Registration link in bio

3 w

Liked by institute.dct and 1 other

MAY 22

Add a comment...



Thank you!