One for all
For parents and children, educators and multipliers, organisations, institutions, and enterprises: klicksafe is there for everyone.

Practical portal on the internet
www.klicksafe.de is the central platform for klicksafe: here, users have access to the complete portfolio of publications, as well as video clips, explanatory films, information, news, and subscription to the monthly klicksafe newsletter.

Facts and statistics
- more than 300 cooperation partners
- 23 Advisory Board members from the areas of politics, protection of minors, (media) education, research and society
- about 1.5 million copies of printed materials distributed annually
- about 600 orders for printed materials per month
- Youth Panel with 57 teenagers (aged 14–17); Children’s Panel with 56 children (aged 9–12)
- klicksafe video spot “Where is Klaus?” produced in more than 25 languages (among them Icelandic, Turkish, Luxembourgh, and Arabic)
- over 70 different publications, such as flyers, brochures, and instruction modules
- approx. 85,000 unique visitors to website per month
- yearly Safer Internet Day with more than 200 actions across the country and extensive media coverage

klicksafe is an EU initiative towards improving safety on the net, which has been active in Germany since 2004. Its aim is to promote online literacy among users and to support them in handling the internet and new media competently and critically.

klicksafe offers media education tips for parents, classroom materials for teachers and educators, and an overview of current topics on the internet.
klicksafe raises awareness about safety issues and informs the public on new developments, opportunities and risks online.
klicksafe provides information about hotlines (for reports about illegal content) and helplines (for counselling in case of problems encountered online).

Online literacy at a click: klicksafe

internet: www.klicksafe.de
e-mail: info@klicksafe.de
facebook.com/klicksafe
twitter.com/klicksafe
youtube.com/klicksafegermany
What does klicksafe do?

Advice on the net
Information materials are available at klicksafe.de as downloads and can also be ordered in printed versions. In addition to essential aids such as a teachers’ handbook with its supplementary modules, over 70 publications including brochures, guidelines, and flyers are on hand – some also in Russian, Arabic, and Turkish versions.

Safer Internet Day as a highlight
For the past ten years, klicksafe has initiated and coordinated the Safer Internet Day in Germany. Annually, on the second Tuesday in February, there are public events and actions held across the country to focus on internet safety, with numerous participants and contributors. At a press conference with prominent guests on Safer Internet Day, klicksafe informs the public about the latest challenges of internet safety.

Prize-winning safety
The Klicksafe Prize for Internet Safety is awarded annually in the categories “web offerings” and “projects, measures, and initiatives” to honour exceptional achievements in the field of promoting media literacy and safe handling of the internet.

Demonstrating presence
klicksafe participates regularly at trade fairs and public events, such as digital, gotein, prevention conferences or media forums. The initiative also conducts events of its own, for example when launching new publications.

Sounding board and media scout for young users
Since 2009, klicksafe has been hosting a Youth Panel at several secondary schools; in September 2013, a Children’s Panel was also initiated at an elementary school. The two panels are focus groups: their members provide essential information about the media habits of young people and at the same time serve as multipliers within their peer groups.

Advice and assistance
The Advisory Board supports and consults klicksafe as well as the Saferinternet DE partners. Topics such as media literacy, internet safety, and protection of minors in the media are discussed at regular meetings of the 22 members representing the field of education, research, protection of minors, industry, and crime prevention.

Strong partners
Klicksafe also cooperates with partners in diverse areas including profit and non-profit organisations, institutions, foundations, universities, professional associations, enterprises, ministries, etc. These have been, for example, mutual undertakings with Rights, Wikipedia, pro familia, Google, Facebook, der Consumer Advice Centre North Rhine-Westphalia or Stuttgart Media University.

Who is klicksafe?
Klicksafe has its base in the CEF Telecom Programme of the EU and is a mutual endeavour of the Media Authority of Rhineland-Palatinate (LMK, coordinator) and the Media Authority of North Rhine-Westphalia. The EU programme is being implemented in Germany by the group Saferinternet DE, whose members are klicksafe (as Awareness Centre), the hotlines eco and FSM (as Internet-Beschwerdestelle.de) and jugendschutz.net, and the helpline Nummer gegen Kummer.

International cooperation
On the international level, klicksafe cooperates closely with European partners and is a member of Saferinternet (Internet Safety Awareness for Europe). This network cultivates an intensive exchange of materials, experience, and expertise – an important aspect of klicksafe’s work.

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