

Events · Activities · Initiatives · Training

December 2024/January 2025

RESULTS BULLETIN

"Awareness, education and
protection of minors in the use of
Internet and digital technologies"



Co-funded by
the European Union



SIC-SPAIN

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Purpose of the document

This report is part of the regular monitoring of the “Safer Internet Centre Spain 4.0” (**SIC-SPAIN 4.0** [1]) project, an initiative co-funded by the European Union through the Digital Europe Programme and coordinated by the Spanish National Cybersecurity Institute (INCIBE).

Its objective is to promote a safer, healthier, and more participatory digital environment for children and adolescents in Spain through awareness-raising, training, research, and engagement with minors, families, professionals, and social agents.

This document provides a structured summary of the initiatives developed by the consortium partners between December 2024 - January 2025. Each entry includes essential information about the activity, its type, target audience, relevant links, and impact data, where available.

The purpose of this report is to support the visibility, tracking, and dissemination of the actions carried out.

[1] <https://www.incibe.es/incibe/informacion-corporativa/con-quien-trabajamos/proyectos-europeos/sic-spain4>

Participants and collaborators

During this period of SIC-SPAIN 4.0 (December 2024-January 2025), different activities were delivered, including workshops, campaigns, educational programmes, and awareness-raising initiatives by the following consortium partners:

- Spanish National Cybersecurity Institute (INCIBE) – Coordinator
- Spanish Association of Paediatrics (AEPED)
- Association of Communication Users (AUC)
- Empantallados
- EU Kids Online Spain - University of the Basque Country (EHU)
- Federation of Associations for Media Quality (ICMedia)
- Fundación Cibervoluntarios
- Fundación Aprender a Mirar (FAAM) and its affiliated entity Asociación de Consumidores de Medios Audiovisuales de Cataluña (ACMAC)
- Gaptain
- PantallasAmigas
- Plataforma de Infancia
- Rey Juan Carlos University (URJC)
- Complutense University of Madrid (UCM)
- National Institute of Educational Technologies and Teacher Training (INTEF) – Associated entity

Impact and Collaboration

The actions carried out during this two-month period had a significant impact in terms of reach and collaboration.

The campaign by Fundación Cibervoluntarios reached an estimated audience of over 13 million people through national media outlets. Empantallados shared its Christmas campaign with thousands of families via digital channels such as WhatsApp. In addition, more than 1,300 children took part in training activities led by Fundación Cibervoluntarios.



Collaboration among organisations has been key to the success of these initiatives. The **Children's Platform** strengthened the training of educational staff connected to the **Cibercorresponsales** network, while the **Complutense University of Madrid** contributed an academic publication that supports media literacy in childhood.

This level of inter-institutional cooperation reinforces the SIC-SPAIN 4.0 project's ability to promote a critical, safe, and engaged digital citizenship.

Description of activities

Duration



During December 2024 and January 2025, the activities carried out by the partner organisations of the SIC-SPAIN 4.0 project **focused on digital awareness campaigns, training workshops aimed at education professionals, and the publication of digital resources.** No conferences or in-person events were held during this period.

Key initiatives included **Empantallados'** Christmas campaign, centred on conscious technology use within families; a media campaign by the **Fundación Cibervoluntarios** addressing digital violence; training workshops organised by the **Plataforma de Infancia** for educational staff; and an academic monograph published by the **Complutense University of Madrid (UCM)** on advertising literacy among children.



These actions, primarily digital and educational in nature, reached a wide range of audiences including families, teachers, adolescents, and professionals in the educational and social sectors.

Activities December 2024 – January 2025

EMPANTALLADOS

Disconnected Christmas: Connected Hearts



Figure 1. Image from the campaign "Disconnected Christmas: Connected Hearts"

Disconnected Christmas: Connected Hearts

Type	Awareness Campaign
Target Audience	Parents, teachers, and educators
Launch Date	Christmas 2024
Collaborators	Empantallados
Description	Empantallados' Christmas campaign invites families to disconnect from screens and reconnect with what truly matters: shared time together. Under the slogan "Put down your phone, connect with Christmas," the campaign promotes balanced technology use during the festive season, encouraging mindfulness, affection, and quality family time. The campaign featured a Christmas video spot along with related content.
Link	Article from the campaign 'Switch Off and Connect this Christmas'

FUNDACIÓN CIBERVOLUNTARIOS

Pause, Reflect, and Connect: The Voice Against Digital Violence that Reached Everyone

Pause, Reflect, and Connect: The Voice Against Digital Violence that Reached Everyone

Type	Media campaign in both online and print press
Target Audience	General public
Launch Date	14 January 2025
Collaborators	Fundación Cibervoluntarios, media outlets (Cadena SER, Onda Cero)
Description	A large-scale media campaign highlighting the awareness-raising and training work of Fundación Cibervoluntarios as part of the SIC-SPAIN 4.0 project, with a focus on preventing digital gender-based violence among young people.
Link	Cadena SER Onda Cero

Guides that Inspire: Training for Meaningful Support

Guides that Inspire: Training for Meaningful Support

Type	Training Workshop
Target Audience	Educational staff supporting youth groups in the Ciberresponsales panel
Launch Date	December 2024
Collaborators	Children's Platform – Ciberresponsales Network
Description	Workshops aimed at educational teams, with the goal of strengthening their role as facilitators of youth participation processes. The sessions present the tools and uses of the Ciberresponsales network and gather suggestions to enhance its impact and operation based on teachers' direct experiences.
Link	Webspace with materials and information for educational staff

Digital Advertising and Children: Do We Know What They See?

Advertising literacy among children and adolescents in the face of new digital formats



Figure 2. Image from the campaign on digital advertising and children

Type	Special issue in a peer-reviewed journal
Target Audience	Academic community, professionals in the educational, social, and scientific fields
Launch Date	15 January 2025
Collaborators	Index Comunicación journal
Description	This special issue addresses the challenge of advertising literacy among children and adolescents in the context of emerging digital formats. In an age of infodemia and overexposure to persuasive content, it examines young people's ability to recognise advertising and develop critical thinking skills. The publication highlights the importance of educating conscious and active citizens from an early age.
Link	Index Comunicación Magazine

KCU Programme

KCU Programme (Kids Centric Universe) NAVARRA



Figure 3. UNESCO recognition in 2024



Figure 4. Poster for the programme



Figure 5. Timeline

Type	Educational programme
Target Audience	The programme involved pupils from Years 5 and 6 of primary school (aged 10 to 12), as well as their families and the teaching staff of the participating schools.
Launch Date	From January 2025 to date
Collaborators	Gaptain, Consejería de Educación del Gobierno de Navarra, Departamento de Convivencia del Gobierno de Navarra and UNESCO.
Description	Gaptain, in collaboration with the Department of Education of Navarra, has implemented the Kids Centric Universe platform in seven public schools to promote digital risk prevention, responsible technology use, and the development of digital skills among students, teachers and families. Each classroom carries out an initial assessment that enables the creation of a personalised teaching unit. The initiative, recognised by UNESCO in 2024 as an example of good educational practice, includes online sessions with the Education and Coexistence departments, and is communicated to schools via email and newsletters.
Link	Web for the KCU Platform

Closing remarks

The initiatives featured in this report reflect the active commitment of the SIC-SPAIN 4.0 project partners **to promoting a safer, more inclusive, and healthier digital environment for children and young people**. The actions carried out **between December 2024 and January 2025** are just a snapshot of the collaborative work that will continue to unfold in the coming months.

The project, which **runs until November 2025**, will continue to drive campaigns, educational resources, research, and participatory spaces aimed at strengthening digital citizenship and protecting children's rights in the online environment. With the involvement of public, private, and civil society organisations, SIC-SPAIN 4.0 is working towards a more aware, critical, and resilient digital society.



Consortium coordinated by:



INSTITUTO NACIONAL DE CIBERSEGURIDAD

Consortium members:



FUNDACIÓN
**Aprender
a Mirar**



UNIVERSIDAD
COMPLUTENSE
MADRID



ASSOCIACIÓ
**Consumidors
Audiovisuals**



Asociación de Usuarios
de la Comunicación



Universidad
del País Vasco

Euskal Herriko
Unibertsitatea



Universidad
Rey Juan Carlos



plataforma
de infancia
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