



## **Webwise and UPC Ireland launch Internet Safety Toolkit for parents and kids**

***European Internet Safety Day: February 12, 2008***

**Ireland, February 12 2008 – Webwise, the Internet Safety initiative of the National Centre for Technology in Education, and cable operator UPC, today launched a comprehensive internet safety toolkit for parents and kids throughout Ireland. The ‘toolkit’ is translated into 11 major European languages and explores online safety issues, offering parents and young people advice on how to overcome them. The toolkit was published today (12<sup>th</sup> of February) as part of the European Safer Internet Day initiative and a copy is located on [www.upc.ie](http://www.upc.ie)**

The interactive family toolkit consists of a comprehensive parent’s guide, an activity-based guidebook designed specifically for children between 6-12 years old, a family certificate and situation cards, making internet safety education fun, engaging and non-threatening. The toolkit will be distributed through a range of channels, including upc website, Libraries, Schools and Webwise led initiatives.

Safer Internet Day is officially opened by Viviane Reding, the EU Commissioner for Information, Society and Media, through the online blogathon which will go live February 12 at [blog.eun.org/SID2008](http://blog.eun.org/SID2008). Commissioner Reding, who is the Patron of Safer Internet Day added her support to the toolkit stating, "I am delighted to see this initiative which provides a tool for young people and covers so many European countries. I congratulate UPC and Insafe on this example of public-private partnership."

Simon Grehan, Internet Safety Project Officer at the National Centre for Technology in Education said, "We were delighted to work with UPC and our Insafe colleagues in the development of this valuable Internet safety resource. Parents and teachers both have a key role to play in empowering young people to make the most of the educational and social opportunities afforded by the Internet. We will help them to engage in their children’s online lives in a positive way by distributing this toolkit at Internet safety seminars and workshops around the country."

Robert Dunn, CEO of UPC Ireland said, "UPC is proud to contribute to Safer Internet Day and creating an online toolkit for parents and children, is a great tool for internet safety education and awareness-raising. The enormous increase in opportunities delivered by the internet does not come without risks, particularly for younger users. UPC wishes to take the lead on this issue, doing all it can to make the internet a safe and secure place for everyone."

### **Safer Internet Day**

Safer Internet Day is a yearly event, taking place in the month of February. It is organised by Insafe, the European internet safety network. In 2007, 43 countries from all over the world participated in Safer Internet Day. The 5th edition of SID will take place on 12 February 2008. UPC Broadband is the Gold sponsor of Safe Internet Day.

Watch the Safer Internet Day 2008 video clip:

[http://www.saferinternet.org/shared/data/saferinternet.org/SID08/Spot/safer\\_internet\\_day\\_clip.html](http://www.saferinternet.org/shared/data/saferinternet.org/SID08/Spot/safer_internet_day_clip.html)

## **Additional notes to Editors:**

### **Webwise**

Webwise is the NCTE's Internet safety initiative focusing on raising awareness of online safety issues and good practice among students, their parents and teachers. Webwise provides information, advice and tools including; streamed videos, Internet Acceptable Use Policy templates, interactive online resources, and advice sheets. Webwise is the Irish node of EU Information Society's Insafe network and helps celebrate Safer Internet Day each February.

### **UPC Broadband**

UPC Broadband (UPC) is the European division of Liberty Global, Inc., the world's leading international cable operator serving approximately 16 million customers in 17 countries principally located in Europe, Japan, Chile and Australia. UPC brings television, broadband internet and telephone services to 10 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's 15,000 employees throughout Europe strive to make this happen by bringing simplicity and a real human touch to everything they do.

UPC Ireland voted best ISP (Internet Service Provider) at this year's Digital Media Awards