



As children's use of mobile phones continues to grow, mobile operators have a role to play in ensuring young people's mobile experience is positive, safe and enriching.

PROMOTING A RESPONSIBLE APPROACH TO CHILDREN'S USE OF MOBILE PHONES

The GSMA leads and participates in a range of initiatives designed to protect children online, promote the safer use of mobile phones by children and young people, and help operators address new issues in an efficient and timely manner.

The GSMA encourages its member operators to adopt a self-regulatory approach to protecting children who use mobile phones, for example, by limiting their access to age-sensitive content and services that in other media may be subject to similar restrictions. This self-regulatory approach is more effective in adapting to fast moving technologies and allows for differences in cultural and societal standards to be taken into account.



...[T]echnology is changing our societies so fast that it is difficult for legislators to keep up... This is why, in the interest of child online safety, the European Commission encourages those who create new interactive tools to adopt rules and principles themselves (self-regulation).

European Commission website

I always point to mobile as an exemplary illustration of how self-regulation can achieve results.

John Carr OBE, eNacso

The GSMA provides support and a range of education resources for its members, including best practice toolkits and case studies on initiatives undertaken around the world.

CASE STUDY: EUROPEAN FRAMEWORK FOR SAFER MOBILE USE BY YOUNGER TEENAGERS AND CHILDREN, 2007

The European Framework is a self-regulatory initiative by the mobile industry, which makes recommendations to ensure that younger teenagers and children can safely access content on their mobile phones.

These recommendations cover:

- access control mechanisms for mobile operators' own and third party commercial content, and the classification of this content according to existing standards in other media
- education and awareness-raising on the safer use of mobile devices by children
- how to fight illegal content on mobile community products and the internet.

Endorsed by Viviane Reding, European Commissioner for Information Society and Media, the Framework has led to the development of codes of conduct on safer mobile use in 23 EU Member States, benefitting of 96 per cent of European mobile customers.

COLLABORATING WITH EXTERNAL STAKEHOLDERS:

Engagement between the GSMA and other industry organisations and external stakeholders is critical to the success of child online safety initiatives.

- The GSMA is a member of the **Family Online Safety Institute (FOSI)** which works to make the online world safer for children and their families by identifying and promoting best practice, tools and methods, that also respect freedom of expression. FOSI does this through the development of public policy, technology, education and special events.
- The GSMA is also a member of the **International Telecommunication Union's (ITU) Child Online Protection (COP)** initiative, through which it contributes knowledge and experience of mobile phone safety to the ITU's industry guidelines.
- The GSMA supported its European members in the creation of the 'ICT Principles for the Safer Use of Connected Devices and Online Services by Children and Young People in the EU', which led to the founding of the **ICT Coalition** (www.ictcoalition.eu). In addition to mobile operators, the ICT Coalition members include internet service providers, vendors, content providers and social network providers. The principles cover the areas of content, parental controls, dealing with abuse/misuse, child abuse or illegal content, privacy & control, and education & awareness.

EDUCATION, LEARNING AND EMPLOYMENT

Mobile technology offers children new ways to learn, exposes them to people from different

regions and segments of society, and encourages creativity.

Mobile devices and services enhance young people's lives. Without discounting the importance of promoting the safe and responsible use of mobile content and services, this perspective needs to be embraced, encouraged and better understood by all stakeholders. This will help ensure young people can benefit from the many opportunities offered by mobile, including:

- skills for employment
- access to enhanced formal and informal education and learning
- information and services to aid in health and well-being
- improved social engagement
- opportunities to be creative.

The GSMA works collaboratively with organisations, such as UNESCO, to promote the role that mobile devices and connectivity are increasingly playing in both formal education and informal learning.

For further information on the GSMA's mEducation initiative, visit www.gsma.com/connectedliving/meducation

RESEARCH: CHILDREN'S USE OF MOBILE PHONES

To better understand how children use mobile phones around the world, the GSMA regularly undertakes research projects in partnership with other industry players and academic organisations. *Children's Use of Mobile Phones – An international comparison* is an annual report published by the GSMA in conjunction with NTT DOCOMO's **Mobile Society Research Institute (MSRI)**, and compares the social impact of children's mobile phone use at different stages in their development around the world.



For further information, visit www.gsma.com/publicpolicy/myouth or contact Samantha Lynch at sam.lynch@gsma.com



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