



For growing numbers of young people, mobile technology is an increasingly important tool for communicating, accessing information and entertainment, learning, playing and being creative. The GSMA works with its members to promote such opportunities, whilst also developing strategies to protect children, and encourage the safe and responsible use of mobiles and the internet.

PROMOTING SAFE AND RESPONSIBLE USE OF MOBILE TECHNOLOGY

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.

To this end, in 2007, the GSMA supported its European members in creating the self-regulatory *European Framework for Safer Mobile Use by Younger Teenagers and Children*. The Framework led to the development of codes of conduct on safer mobile use in 23 EU Member States and contains recommendations covering:

- 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.



In 2012, building on the foundations of the Framework, the GSMA helped its European members to develop 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). ICT Coalition members include mobile operators, internet service providers, vendors, content providers and social network providers. The principles cover content, parental controls, dealing with abuse/misuse, child abuse or illegal content, privacy & control, and education & awareness.

...[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

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.

COLLABORATING WITH EXTERNAL STAKEHOLDERS

The GSMA partners with a range of organisations to work collaboratively on promoting children's best interests in our connected society.

- The GSMA works with UNICEF to promote children's rights in the mobile sector, as well as to join forces in bringing together stakeholders at national, regional and international levels to develop multi-stakeholder approaches to child online protection.
- In partnership with UNICEF, our mobile operator members, and a range of other organisations including the International Centre for Missing and Exploited Children (ICMEC), INHOPE and INTERPOL, the GSMA produces national multi-stakeholder workshops to bring together governments, regulators, NGOs, law enforcement and industry to facilitate the development of collaborative approaches to safe and responsible use of the internet.
- The GSMA works with Child Helpline International (CHI) to help protect young people and support their rights, including the right to be heard, by strengthening relationships between national mobile operators and their in-country helplines, and collaborating on issues such as safer internet for children.
- The GSMA is a member of the International Telecommunication Union's (ITU) Child Online Protection (COP) initiative, through which it has contributed knowledge and experience of mobile phone safety to the ITU and UNICEF Guidelines for Industry on Child Online Protection.

- 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 good practice tools and methods that also respect freedom of expression. FOSI supports this through the development of public policy, research, education and special events.
- The GSMA offers capacity building courses for regulators on "Children and Mobile Technology", using real world examples to explore the various ways mobile impacts children's lives and highlighting policy good practice.

LEARNING, ENGAGEMENT AND LEISURE

Mobile technology offers children new ways to learn, exposes them to people from different regions and segments of society, and encourages creativity. The GSMA works collaboratively with organisations, such as UNESCO and UNICEF, to promote the role that mobile devices and connectivity are increasingly playing in formal education, informal learning and digital citizenship.

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), which compares the social impact of children's mobile phone use at different stages in their development around the world.

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