CAMPAIGN´S THEMES

The 10 digital domains of Digital Citizenship will constitute the thematic framework for national campaigns.

BEING ONLINE

- Access and inclusion
- Learning and creativity
- Media and information literacy

WELL-BEING ONLINE

- Ethics and empathy
- Health and well-being
- e-presence and communications

RIGHTS ONLINE

- Active participation
- Rights and responsibilities
- Privacy and security
- Consumer awareness

UNDERSTANDING DIGITAL CITIZENSHIP

FOCUS
Defining digital citizenship and its importance in a connected world.

ADAPTATION
Tailoring the definition to reflect cultural and societal nuances in different European countries.

ETHICAL BEHAVIOUR ONLINE

FOCUS
Promoting understanding and practice of ethical behavior in the digital space.

ADAPTATION
Discussing ethical dilemmas specific to various cultural and social backgrounds.

ONLINE SAFETY AND SECURITY

FOCUS
Educating about safe internet practices, privacy settings, and protection against cyber threats.

ADAPTATION
Addressing specific online risks prevalent in different regions.

COMBATING DISINFORMATION

FOCUS
Strategies to identify and deal with disinformation and fake news.

ADAPTATION
Using examples of misinformation prevalent in different countries to illustrate the issue.

DIGITAL LITERACY AND CRITICAL THINKING

FOCUS

Enhancing skills to find, evaluate, and create digital content responsibly.

ADAPTATION

Incorporating local examples and scenarios to make the topic relevant and relatable.

DIGITAL FOOTPRINT AND REPUTATION

FOCUS

Understanding the long-term impact of online activities on one's digital footprint.

ADAPTATION

Discussing the implications of digital footprints in different social and professional contexts.

CYBERBULLYING AND ONLINE HARASSMENT

FOCUS

Addressing the issue of cyberbullying and mechanisms for reporting and coping with it.

ADAPTATION

Highlighting local laws, support systems, and cultural aspects of dealing with online harassment.

INCLUSIVE AND ACCESSIBLE DIGITAL COMMUNITIES

FOCUS

Promoting inclusivity and accessibility in digital spaces for all, including those with disabilities.

ADAPTATION

Addressing specific accessibility challenges and solutions prevalent in various regions.

DIGITAL RIGHTS AND RESPONSIBILITIES

FOCUS

Educating about the rights and responsibilities of individuals in the digital world.

ADAPTATION

Relating these rights and responsibilities to the legal frameworks of different European countries.

DIGITAL PARTICIPATION AND DEMOCRACY

FOCUS

Encouraging active and informed digital participation in democratic processes.

ADAPTATION

Discussing the role of digital media in democracy within the unique political context of each country.

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