

THE CAMPAIGN THEMES

The 10 digital domains of Digital Citizenship Education 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 pan-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 cyberthreats



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 pan-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

