



DEUTSCHE TELEKOM TEACHTODAY – *MEDIA SURE, BUT SECURE*

Brussels, 2016



LIFE IS FOR SHARING.

TEACHTODAY - AN INITIATIVE OF DEUTSCHE TELEKOM FOR A SAFE AND COMPETENT MEDIA USAGE

- The platform www.teachtoday.de supports parents, grandparents and educational staff /teachers by providing latest news, ideas for projects and materials. In 2015, thematic dossiers connected to the group-campaigns “Mobile start” and “Digital Detox” have been generated. The platform is available in German and English.
- The [media magazine Scroller](http://www.scroller.de) directly addresses children. Educational covering letters und guidebooks for parents give inspirations for its practical use. Scroller is available in print-format and online at www.scroller.de.
- The [media competency test](#) represents a playful approach for children of nine to twelve years to explore their own skills when using digital media.
- Along the [secure media course](#) children learn to evaluate their media behavior. All materials including explanatory films are available online.
- The [competition ”Media sure. But secure.“](#) awards international projects in the wide field of safe media usage.
- The [Summit for Kids](#) and additional [on-site activities](#) give a voice to children. Here, they place their demands for a safe digital world. These are documented online.
- Social media channels: [Facebook](#), [Twitter](#), [You Tube](#)



RESPONSIBILITY AT DEUTSCHE TELEKOM



“We, Deutsche Telekom, are more than just another company that provides society with infrastructure.

We are a **trusted companion**, whatever the circumstances, **always and everywhere**. We take our responsibility to society and the environment very seriously.

We live corporate responsibility. Every day.

We intend to play a leading role, both in terms of climate protection and in the field of sustainable supply chain management, while also ensuring **equal participation in the information and knowledge society**.

Making life easier for people and enriching it in the long term is the very essence of what we do.”

(Timotheus Höttges, CEO)

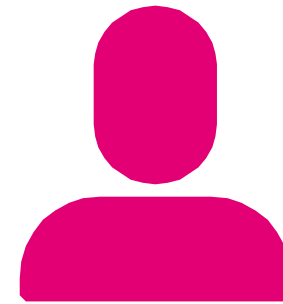


INITIAL SITUATION AND OBJECTIVES

EQUAL OPPORTUNITIES IN A DIGITIZED SOCIETY

In the context of digitization, questions related to **data privacy, copyright** or **online interaction** become more and more important.

In light of this background, the promotion of **media literacy** is an essential social challenge, especially where children and young adults are concerned. The **safe and competent use** of digital media from the very start is one of the key issues for **achieving equal opportunities**.



Deutsche Telekom is one of the world's leading integrated telecommunications companies. The issue of **digitization and the responsible handling of communication media** are important to Deutsche Telekom.

THE INITIATIVE TEACHTODAY

TRUSTED COMPANION...

Teachtoday is an initiative of Deutsche Telekom to promote a safe and competent media usage.



Taking into account an **increasing presence of digital media in everyday life**, the initiative supports children & young adults, parents & grandparents as well as educational staff with **practical tips and materials**.

OBJECTIVE

...IN ALL SITUATIONS

Teachtoday is fully integrated.

When implementing its support offers, Teachtoday considers the **diverging habitats and different uses** of children and young people in their families, in school and leisure time.

Teachtoday is close to everyday life.

The offers of Teachtoday are based on **concrete everyday situations**. Together with the children and young people, parents & grandparents as well as teachers can **directly implement** them. The **direct on-site contact** is an important characteristic of the initiative's work.



Teachtoday is international.

Teachtoday takes a **look across borders, informs** about international **best-practice-projects** and is available in different languages. By this, Teachtoday provides a **significant impetus** for achieving a competent media usage – across Europe.

THE INITIATIVE TEACHTODAY

FACTS AND FIGURES 2015/2016 (STATUS: 09/05/2016)

Page-visits on online platform 2015/2016: 170,050

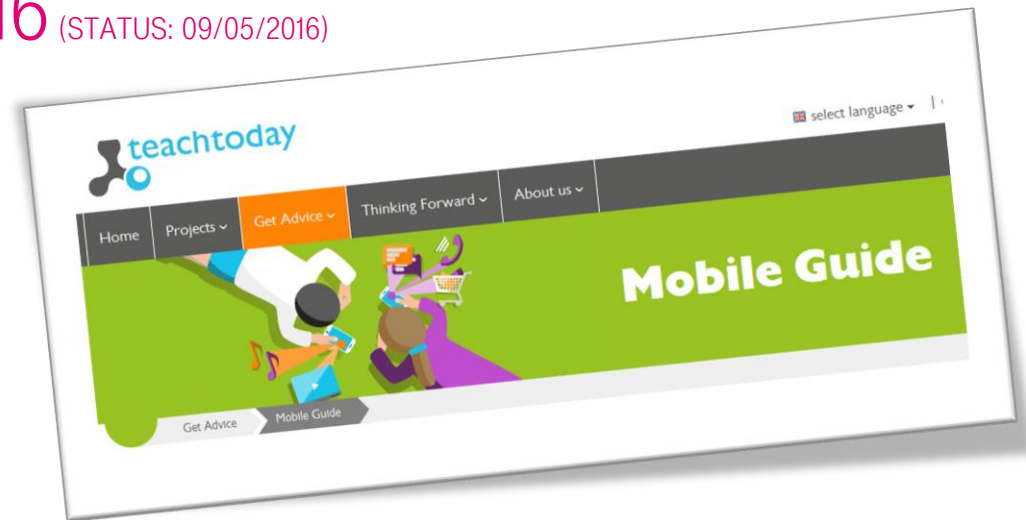
Facebook-Fans: 20,724

Twitter-followers (since June 2015): 206

YouTube-views (new content from Feb. 2016): 127,920

On-site activities: 58

Children and young people reached on-site: 5,456



Scroller sample-prints (out of stock): 5,000

Scroller English: 1st edition 1,500

Scroller: 1st print run (Jan 2016): 20,000 ; 2nd print run (July 216) 20,000 each with guidebooks for parents and educational covering letters

Handouts media course: 1,500

Contributing national companies : 4



THE INITIATIVE TEACHTODAY HIGHLY AWARDED

Initiative

- Comenius EduMedia seal 2016 in the category “Didactic Multimedia Products“
- recommended by “Freiwillige Selbstkontrolle Multimedia -Diensteanbieter (FSM)”
- suggested for “Klicksafe Preis 2016”
- scientifically proven by University of Saarbrücken

Secure media course

- Comenius EduMedia seal 2016 in the category “Computer Games” (as a “computer game for the gym“)

www.teachtoday.de

- Comenius EduMedia certificate 2015 for Teachtoday

Scroller - the media magazine for kids

- Comenius EduMedia seal 2016 in the category “General Multimedia Products“
- recommended by “Seitenstark” (working group “Kinderseiten”)



LIFE IS FOR SHARING.

THE INITIATIVE TEACHTODAY

EVALUATION – UNIVERSITY OF SAARLAND

- The initiative's goal to accompany the safe and competent media usage of children and young adults is a currently **most relevant topic**. At the moment, there is **no comparable German-speaking internet-page** for parents and educational staff handling this topic more extensively.
- Already now, the initiative and the portal reach a **big target group** and has the **potential to become one of the best initiatives in Germany**. With regards to the target group, the initiative's **name, claim and goals** could be even more refined.
- From a **quantitative perspective**, the **offer is very extensive** as well as constantly extended and updated. The range of topics should **be widened to the topics relevant** for the target group. A **re-structuring of materials** is recommended in order to avoid doublings and to achieve a content with substance.
- **Materials** are created with great care and **take into account numerous didactic and pedagogical** principles. All materials are of **good linguistic quality** and consider the target group's requirements.
- The **individual contents are designed motivating** and presented in different media-formats. The **distinction between the page for children and the one for adults** within the portal **should be clarified** – at the same time carefully positioned cross-references could be useful.

THE INITIATIVE TEACHTODAY COMPONENTS

www.teachtoday.de

- Online-platform for parents and educational staff
- Thematic dossiers (e.g. mobile special), project ideas, online trainings etc.
- Media competency test
- German, English, Romanian as a perspective: Polish, Croatian



www.scroller.de

- Platform for children
- Tips for different topics
- Interactive games
- German, English, Romanian as a perspective: Polish, Croatian



Scroller – the media magazine for children

- Edition 01 Jan 2016: Fit for your mobile phone
- Edition 02 June 2016: Social networks
- Covering letters for parents and educational staff
- German, English



THE INITIATIVE TEACHTODAY

COMPONENTS

Secure media course

- In 2015, national tour at schools across Germany
- for children of 9-12 years
- Computer game for the gym
- Materials for independent implementation online available



Competition "Media sure, but secure"

- Yearly since 2014
- international
- For all adults who carry out media projects with children
- Award ceremony at the Summit for Kids



Summit for Kids

- Yearly since 2014
- In 2015 over 150 children worked on and discussed their most important theses regarding a safe media usage
- The children's view has been recorded in 8 collages and a manifest

