

DEUTSCHE TELEKOM INITIATIVE TEACHTODAY

ICT Coalition Forum

26th September 2018



LIFE IS FOR SHARING.



ABOUT TEACHTODAY



**SAFE AND COMPETENT HANDLING OF
DIGITAL MEDIA IS NECESSARY TO
UNDERSTANDING AND AUTONOMOUSLY
SHAPING THE VIRTUAL WORLD.**

**BIRGIT KLESER, SENIOR VICE PRESIDENT GROUP CORPORATE
RESPONSIBILITY/HUMAN RESOURCES, DEUTSCHE TELEKOM AG**



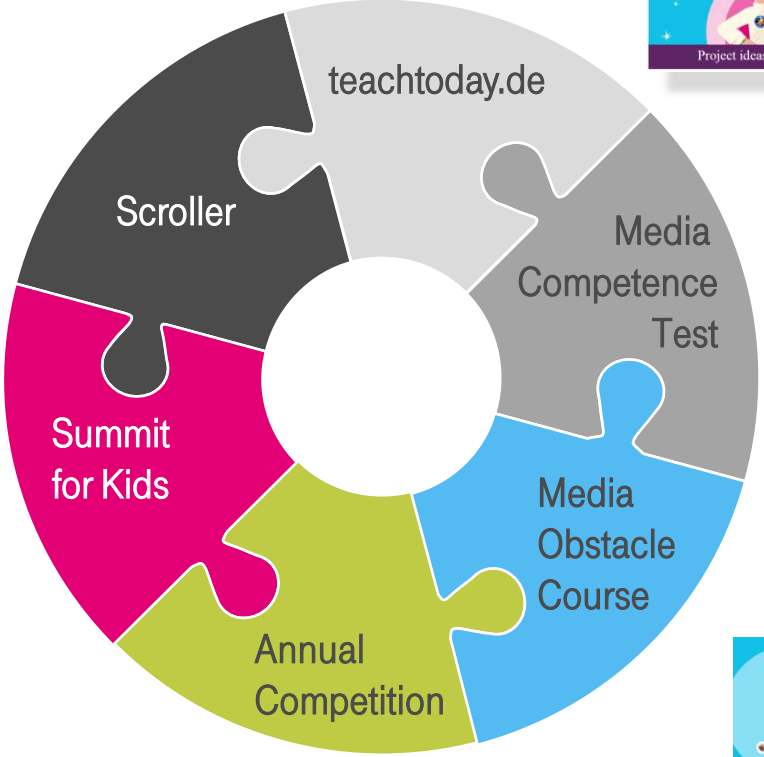
The Deutsche Telekom initiative Teachtoday promotes the secure and competent usage of media.

- components: online portal, activities on-site, children's media magazine
- offer: practically-oriented materials with relevant advice, contest, events, workshops
- target group: children & adolescents, parents & grandparents, educational professionals



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TEACHTODAY – COMPONENTS



ON-SITE: INTERACTION WITH CHILDREN

- key feature: meeting children at eye level and directly interacting with them
- cooperation: with partners and institutions affiliated with media education



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GET INFORMED: DATA PRIVACY

Background

The various sections of this dossier provide a descriptive overview as well as practical assistance in the everyday use of digital media.



[Read more](#)

The world of Big Data

In today's digital world, massive quantities of a wide variety of data are collected and automatically evaluated.



Password Check

With the Password Check from Teachtoday, you can check the “strength” of your password.



[Read more](#)



GET INFORMED: INFOGRAPHIC DATA SOURCE



Data source: User

The digital world is a huge flow of data. But data doesn't just flow anywhere. It's collected by online retailers, banks, insurance companies and state institutions, and it gets looked at closely.



Surfing behavior

What users do online doesn't go unnoticed: Every click, every text entry, every upload is registered and stored.



Mobile phones and apps

Whoever installs apps on his or her phone also generates significant data flows. One's own private mobile becomes a wide-open book.

Technical data:

location tracking,
address book,
device information,
microphone



activities:

chats, messages,
music, fitness,
games, video

Social Networks

It's not just your profile data that reveals things about you; your activities and networks provide information about you as a person.

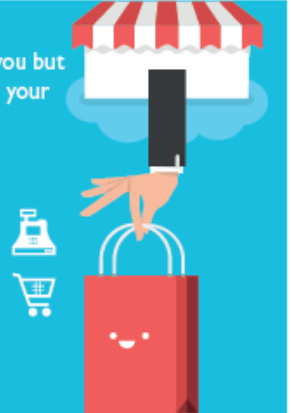


Online shopping

Online shopping is convenient – not just for you but also for the stores who get deep insights into your buying behavior.



payment data
delivery addresses
potential purchases
product preferences
interests and hobbies



Health

Fitness-tracking and sports apps collect data about your body step by step. This often offers a richer image than a doctor's visit!

body functions



nutrition



sleep patterns

sports



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HANDS-ON: LEARNING & CREATING

- workshops led by media experts and educators
- playful approach to aspects of secure media usage, e. g. data privacy, communication rules and social media
- creation of authentic messages from children for children (films, comics, video messages)



SAFER INTERNET DAY 2018

Debating Media Security with Board Member Dr. Thomas Kremer

INVOLVING: CONTEST & SUMMIT FOR KIDS

- annual contest “Media sure, but secure.”
- focus in 2018: responsible online behavior of children and teenagers
- finale: event “Summit for Kids” with jury and live-audience



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COMPETITION FOR CHILDREN TO SHOW RESPONSIBILITY ON THE NET THIS YEAR'S FINALISTS



Händel-the-media



Cyber Security – Aber wie?



HATE-Decoder



KLEIN mit großer Verantwortung



Don't hide yourself



Respekt – Mein Style im Netz!



MUST-READ: SCROLLER MAGAZINE

- first children’s media magazine solely focusing on digital media
- fun and child-friendly approach to secure media usage
- available as a print magazine and online



**GERMAN
DESIGN
AWARD
WINNER
2018**

THE BIGGER PICTURE: INTERNATIONALIZATION

- international orientation
- best-practice projects are communicated across borders
- online portal available in 7 languages



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TEACHTODAY – HIGHLY AWARDED



German Design Award 2018

10/2017

- children's media magazine SCROLLER awarded in the category Excellent Communications Design Editorial



Comenius Edu Media Siegel

06/2018

- awarded 2 times for
 - Teachtoday Internet Portal
 - children's media magazine SCROLLER



Stiftung Lesen Siegel

01/2017

- award for the children's media magazine SCROLLER

THANK YOU!

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