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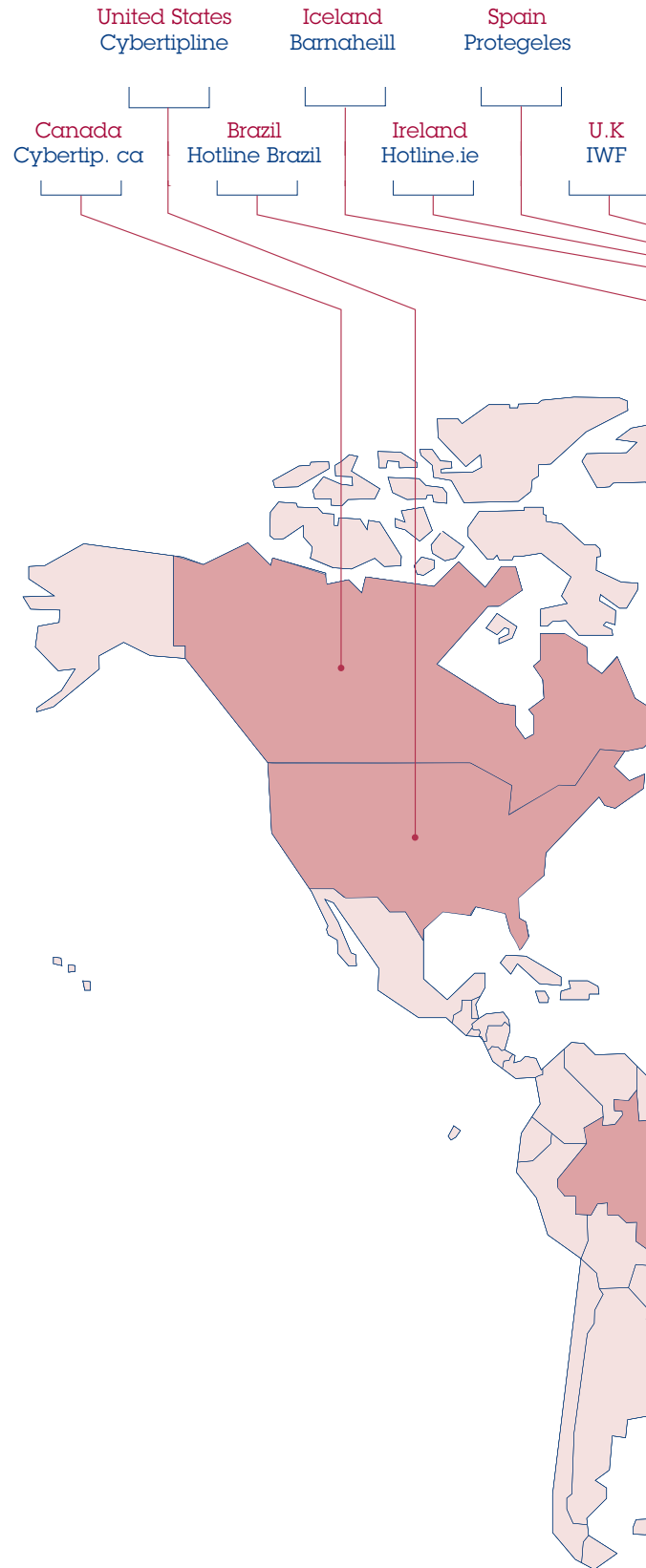
The International Association of Internet Hotlines

Towards Online Safety: Taking action today, ready for tomorrow

third report 2006

www.inhope.org

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preface from president

Over the last decade the Internet has changed the way we communicate, do business and ultimately the way we live. Unfortunately, there is also a downside to the Internet and the last number of years has seen an increase in illegal content online.

INHOPE has provided a strong and unique response to this increase by coordinating the work of Internet Hotlines all over the world, supporting them in their aim to react to reports of illegal content to make the Internet safer.

The year 2005 has been crucial to INHOPE. We now have 25 members from different countries in Europe, North and South America and Australasia. This cultural and linguistic diversity enriches our collaboration and exchange of experiences, making our organisation even more effective in tackling illegal content online.

INHOPE has also managed to grow as a professional organisation and it now comprises five permanent staff members and an office located in Dublin, Ireland.

All of these achievements reflect the increasing international recognition of the work of INHOPE and the growing demand for an organisation like ours.

The future poses challenges and opportunities for growth. We will continue to expand the network and offer our members excellent services and a trustworthy environment for exchanging their experiences. We also wish to develop further our network of international stakeholders engaged with INHOPE's mission through a substantial increase in our communication efforts.

Finally, it has been a great privilege to represent INHOPE these past months and I look forward to continue being a part of its many achievements in making the Internet a safer place for children and adults alike.

Ms. Ana Luiza Rotta
INHOPE President
January 2006

preface from ceo

While every year in the INHOPE story has been exciting and challenging, 2005 has been the year of most significant growth and development to date.

During the past 12 months there have been several milestones for INHOPE; we have achieved a record number of members, agreed a strategic plan for the organisation, established a central staffed office and submitted the INHOPE 4 project for the European Commission.

INHOPE now comprises 25 member hotlines in 23 countries. The 7 new members from 2005 include new EU member states Hungary, Poland, Cyprus and Lithuania as well as Canada, Taiwan and Brazil. This demonstrates how seriously the issue of Internet safety is being taken worldwide.

This level of growth highlighted even further the need for a review of the INHOPE strategy. During 2005 we conducted a series of workshops with 2004/05 Board of Directors as well as the existing Board to examine INHOPE's direction and mission. With the help of an experienced management consultant, we finalised a strategic plan for INHOPE.

This plan was shared and agreed at the October members' meeting. Task groups have been established to roll this out at an operational level and results and achievements to date are detailed later in this report.

To support further development of INHOPE, three additional staff members have been recruited and a central office in Dublin established. With skills in training, project management and communications, together as a team we now have the expertise and resources to continue to make a real difference in the area of Internet safety. I'd like to take this opportunity to welcome Yvonne Cassidy, Miriam Doran and Denton Howard to the INHOPE team and thank them for their enthusiasm so far.

I'd also like to thank the Board of Directors for their commitment and support over the last year. These positions are voluntary and require a significant amount of hard work and commitment.

This has been a period of growth for INHOPE and we are in strong position to consolidate our experience, strengths and resources to develop further to meet the challenges of safer Internet into the future.

Mr. Cormac Callanan
INHOPE CEO
January 2006

Background

INHOPE Staff
Left to Right:
CEO: **Mr. Cormac Callanan**
Accounts Coordinator: **Mr. Derek Able**
Communications Coordinator: **Ms. Yvonne Cassidy**
Project Coordinator: **Ms. Miriam Doran**
Training Coordinator: **Mr. Denton Howard**
Deputy CEO & New Hotline Coordinator:
Mr. Ian Brown

MISSION STATEMENT

"The purpose of INHOPE is to support and enhance the performance of Internet hotlines, ensuring swift action is taken in responding to illegal content to make the Internet safer".

◗ INHOPE AND INTERNET SAFETY

Over the past decade the Internet has transformed our lives. It has provided us with new ways to communicate, to conduct business, to educate and to entertain. For those of us who use it, it's impossible to imagine life without it.

Unfortunately, as with many new forms of technology, there is also a downside to the Internet and in the mid 1990's concerns were raised over the new types of illegal content being found online.

INHOPE was formed by concerned individuals from the Internet industry, Internet users and child welfare groups. INHOPE, the International Association of Internet Hotlines, takes positive action towards Internet safety by representing Internet Hotlines all over the world, supporting them in their aim to respond to reports of illegal content to make the Internet safer. In 1999 INHOPE secured part funding through the EC Safer Internet Action Plan.

Over the past six years INHOPE has gained substantial and unique experience in coordinating a large network of successful hotlines to achieve this. This has given us valuable information and expertise to enable us to refine and hone our objectives.

INHOPE's Objectives

1. To establish policies and best practice standards for hotlines and encourage exchange of expertise among members through fostering good working relationships and trust.

2. To ensure rapid and effective response to illegal content reports around the world by developing consistent, effective and secure mechanisms for exchanging reports between hotlines internationally and ensuring a coordinated approach is taken.

3. To expand the network of INHOPE members around the world by identifying and supporting new hotlines to become members by providing consultation and training to meet best practice standards.

4. To promote a better understanding of the work of hotlines to policymakers at an international level, including government, law enforcement and other related bodies, with the aim of achieving better co-operation internationally.

5. To raise awareness of INHOPE and member hotlines with key stakeholders as well as the general public as a "one stop shop" for global reports of illegal content from around the world.

Through achieving these objectives and operating in a transparent and accountable manner, INHOPE and member hotlines have been rewarded with the trust and co-operation of key stakeholders. This includes governments, law enforcement, industry, child welfare groups and the general public as well as ongoing support of member hotlines. INHOPE has always been run as a financially sound association with good forward planning and verifiable accounting standards.

◗ THE ROLE OF HOTLINES

Hotlines have a key role to play in making the Internet a safer place. Through hotlines, anyone can make a report of something they suspect to be illegal on the Internet. The hotline will investigate these reports to determine if they are illegal, and if so, trace the origin of the content.

If the content is illegal, the hotline will refer this onto law enforcement agencies and also when appropriate issue a notice and takedown warning to the Internet Service Provider.

Hotlines have the support of their national government, Internet industry, law enforcement, and Internet users in the countries of operation and offer effective transparent procedures for dealing with complaints. Internet Hotlines have proven to be an effective first line of defence against illegal activity online.

International cooperation

Illegal activity on the Internet is a cross border problem that no one organisation can tackle alone. For Internet hotlines to be effective, they need not only to have relationships with stakeholders within their own country, but also internationally. Often material reported to hotlines is hosted beyond the borders of their own country.Developing relationships with other hotlines and relevant agencies internationally is critical to effectively investigating and tackling reports received.

INHOPE was established to enhance this international cooperation and developing and building these relationships is central to the role of INHOPE today.

Currently the INHOPE Association consists of 25 members in 23 countries. 19 members are located inside the European Economic Area. The EEA Members cover the states of Austria, Belgium, Cyprus, Denmark, Finland, France, Greece, Germany, Hungary, Iceland, Ireland, Italy, Lithuania, Netherlands, Poland, Spain and United Kingdom. The non-European members are based in the Australia, Brazil, Canada, South Korea, Taiwan and United States of America.

The benefit of a larger network is a reliable, transparent and effective method of responding to illegal content with strong support from the major stakeholders. This reflects the different cultural and linguistic values throughout the world.

Regulatory Environment & Legislation

INHOPE hotlines deal with a wide variety of illegal content and activity online and the specific focus of each hotline relates to the legislation in their country. Typically these activities would include hate speech websites, child pornography and online predatory and grooming activity of children.

In the specific area of child pornography although there is widespread international agreement that such material is abhorrent there are often variations in the regulatory environment. Sometimes these variations are substantial, sometimes subtle and INHOPE strives to ensure a consistent response to child pornography despite these variations.

National legislation normally makes it illegal for anyone to knowingly distribute, produce, print, publish, import, export, sell or show any child pornography. However, differences start to emerge immediately after this statement. The definition of a child

varies across the world. In Europe alone, the age of a "child" ranges from 14 to 18 years of age. In some countries knowingly possessing child pornography is also a criminal offence. Sometimes the definition of child pornography includes computer generated or altered images and even cartoon characters.

Regardless of the range of specific legal and jurisdictional definitions, each individual member of INHOPE operates a hotline within a single legal jurisdiction that means that any interpretations of law are subject to objective evaluation of reported material. The problems arise when material is reported to a hotline that is located in a separate jurisdiction from the reported material. If material is not illegal in the country where the hotline receives the report, the report is not processed any further. If the material is likely to be illegal in the country where the hotline receives the report, the report is forwarded to the hotline in the country where the material is located.

The hotline in that country then determines if the material is likely to be illegal under the local law. If it is not illegal no further processing on the report is performed. The clear definitions included in national legislation are extremely difficult to apply in daily practice. All hotlines started receiving a wide range of reports for processing immediately after launch and the trend is the number of reports to hotlines is on the increase. This is due to an increase in Internet usage and an increase in visibility of hotlines, among other factors.

These reports tend to range from the expected reports of child pornography to encompass such issues as adult pornography, unsolicited adult emails, virus attacks, financial fraud and enquiries about filtering software solutions. There have been many

requests for advice about best practices in dealing with non-illegal, yet harmful material on the Internet for the younger Internet surfers. The differences between what is illegal and what is harmful is at the forefront of every assessment performed by the hotline. Some of the hotlines within the INHOPE network also deal with reports of harmful as well as illegal content.

INHOPE respects the different legal and cultural values which different member countries observe. Illegal activities that are considered of major importance in one country are not given the same level of severity in another country. For example, National Socialist Offences on the Internet are of major importance in countries such as France, Germany and Austria yet Internet Chat Rooms and Grooming are major concerns in the United Kingdom and Canada.

Articles of Association

The INHOPE association was formally established on 23rd November 1999 and the Articles of Association were registered in Amsterdam. The Articles of Association are available in full on the INHOPE website www.inhope.org and cover a wide range of areas.

Article 5 relates to the introduction of new hotlines into the network. See Membership Overview sections for more details.
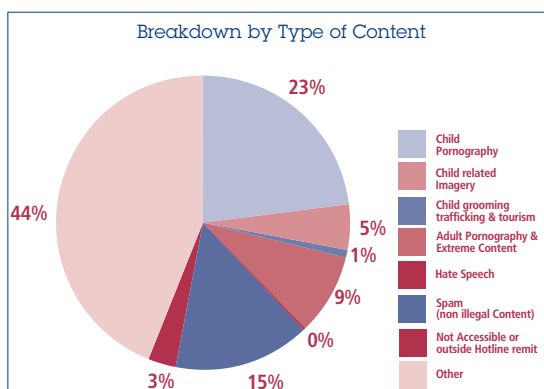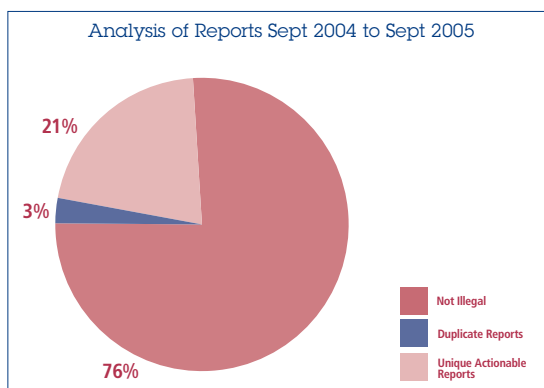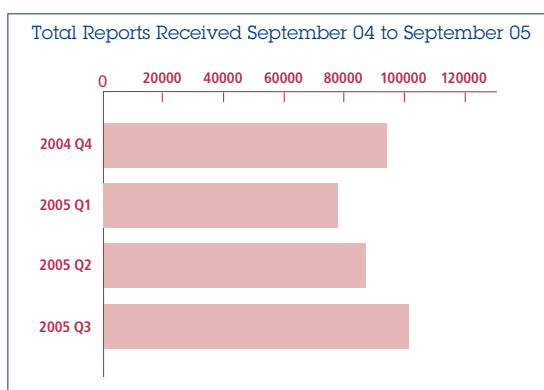
Rules & Regulations

The Articles of Association provide high-level guidance for the activities of the association and the Rules and Regulations focus on the more practical aspects of operations and management. Rules and regulations are also available on the INHOPE website. The Rules and Regulations cover the areas of Membership, General Assembly, General Assembly Voting, Board Elections, INHOPE Board of Directors, Secretariat and Financial.

◗ INHOPE TRENDS & STATISTICS

A key benefit of the INHOPE network is the ability to monitor trends of reports of illegal content on the Internet. Through working with all our members we can analyse not only the volume of reports but also the types of illegal content and how new technology is being used.

By analysing and understanding trends today, INHOPE can prepare for the challenges tomorrow. The graphs below are based on reports from INHOPE members over the 12 month period from September 2004 - September 2005.

Total Reports Received September 04 to September 05

Analysis of Reports Sept 2004 to Sept 2005

- 21%
- 3%
- 76%
- Not Illegal
- Duplicate Reports
- Unique Actionable Reports

Breakdown by Type of Content

- 23%
- 44%
- 5%
- 1%
- 9%
- 0%
- 3%
- 15%

- Child Pornography
- Child related Imagery
- Child grooming trafficking & tourism
- Adult Pornography & Extreme Content
- Hate Speech
- Spam (non illegal Content)
- Not Accessible or outside Hotline remit
- Other

For clarity of representation some of these categories were grouped together as follows:

Child related imagery
- Child Erotica/Inappropriate Child-related images
- Child Nudism

Child grooming, trafficking and tourism
- Child Grooming Activities
- Child Trafficking
- Child Sex Tourism

Adult Pornography & Extreme Content
- Adult Porn Accessible to Children
- Adult Pornography
- Extreme Adult Content

Hate Speech
- Racism and Xenophobia
- Promoting Violence Against an Individual
- Terrorism

Other
- Drugs
- Other Content or Not Illegal
- Queries

◗ SUCCESS STORIES

Call to US Hotline CyberTipLine puts child abuser behind bars.

On March 21, 2005, the US Hotline CyberTipline received a report from a computer technician at a data recovery provider in California. The reporting person had found what he thought were images of child sexual exploitation during his processing of a customer's hard drive. He immediately reported this incident to the CyberTipline. An ECU (Exploited Child Unit) analyst quickly reached out to the reporting person for additional information. The computer technician provided the ECU analyst with the suspect's full name, telephone number, and email address as well as details of the potentially illegal images he had found. After conducting email and public database searches, the ECU analyst was able to locate a possible residential address for the suspect in Eugene, Oregon. The telephone number provided by the reporting person further corroborated this location.

The next day, the CyberTipline report was forwarded to the Oregon Internet Crimes Against Children Task Force (ICAC). The ICAC launched an investigation immediately, and, in cooperation with the Lane County Sheriff's Office and the Lane County District Attorney's Office, issued several search warrants. Based on evidence located during these searches, investigators determined that the suspect was not only in possession of child pornographic images, but that he was also sexually abusing his own daughters.

On March 29, 2005, one week after the OR ICAC received the CyberTipline report, the suspect was arrested on multiple counts of possession and distribution of child pornography.

The suspect remained in custody until August 26, 2005, when he entered a plea of guilty to 14 counts of Encouraging Child Sexual Abuse II, Unlawful Sexual Penetration II, Sexual Abuse I, and two counts of Using a Child in a Sexually Explicit Display. Five days later, he was sentenced to 10 years imprisonment. He is to have to no contact with his children. In addition, he is barred from using the Internet for any reason and must register as a sex offender.

Most importantly, two children have been removed from an abusive situation and are receiving the counselling they so desperately need.

KISCOM work with korean national police agency to arrest cyber criminals

On 20th May 2005, Cyber Crime Investigation Unit in KyungNam Provincial Police Agency in Korea arrested 79 cyber criminals and put the other 7 suspects on Central policy's wanted list.

This organised crime gang had developed 368 Webcam chatting sites where thousands of female members including teenage girls had been lured to perform sexually explicit activities.

The tip off initially came via KISCOM, the Korean hotline. After KISCOM's reports and information to the National Central Cyber Crime Investigation Unit, the police operation was conducted swiftly and effectively to bring the criminals to justice.

The Policy said that more that 80% of illegal webcam chatting sites connected in Korea had been shut down due to the arrest and the work of the hotline.

jugendschutz.net work to shut down right wing extremist websites

The shut-down of several Anti-Antifa Network (AAN) websites hosted in Argentina represents a significant step for German hotline jugendshutz.net in the battle against right wing extremism on the Internet.

AAN have been well known for publishing a so-called "enemies list" containing details of individuals involved in the fight against right wing extremism. These latest published hate lists caused even greater concern as many people on the list went on to become victims of neo-Nazi attacks.

Following a report to the hotline about this content, jugendschutz.net contacted the responsible Argentinean service provider and obtained a complete shut-down of all the country sections of the AAN. In addition, jugendschutz.net named other web sites with incitement to racial hatred and neo-Nazi content which the service provider proceeded to block as well.

International cooperation is central to combating right wing extremism on the Internet. In this case jugendschutz.net had help from the Spanish hotline and INHOPE member Protegeles. Protegeles translated communications to the Argentinean service provider into Spanish which was central to a securing a speedy response and positive outcome.

Organisational Structure

Board of Directors 2005 - 2006
Left to Right:
Treasurer: **Ms. Barbara Schloßbauer**
Vice President: **Mr. Frank Glen**
President: **Ms. Ana Luiza Rotta**
Member without Portfolio: **Ms. Suvi Kuikka**

◗ ORGANISATIONAL STRUCTURE

INHOPE is a not for profit organisation that is funded via the EC Safer Internet Action Plan, membership fees and some donations from industry.

INHOPE members elect a Board of Directors every year who are responsible for the strategic direction of the organisation. The positions on the Board are President, Vice president and Treasurer. Additional members can be elected without portfolio. Each position can be held for up to three consecutive terms and the new Board of Directors is elected in May each year.

2005 has also seen the recruitment of three INHOPE staff members as a response to the growing and changing needs of the organisation. In October 2005 a central office was established in Dublin where the majority of staff are based. INHOPE staff work closely through the CEO to support and execute INHOPE strategy as set by the Board of Directors.

In addition, INHOPE uses the services of several other organisations that provide specialist services. INHOPE organises three meetings each year for the members. The Annual General Meeting and elections are held during one of the meetings – usually in May.

◗ BOARD OF DIRECTORS

2005 – 2006

PRESIDENT
Ms. Ana Luiza Rotta

VICE PRESIDENT
Mr. Frank Glen

TREASURER
Ms. Barbara Schloßbauer

MEMBER WITHOUT PORTFOLIO
Ms. Suvi Kuikka

The Board of Directors is responsible for the strategic direction of the organisation. The President has overall responsibility for the organisation and, along with the CEO, represents INHOPE at international events. The Board of Directors consult with the members at the regular members meetings and there is a regular exchange of information on the Members' and Board of Directors' mailing lists.

Featured here is an overview from each Board Member on their area of responsibility and key achievements during their term of election.

◗ REPORT FROM PRESIDENT

I was elected President of INHOPE on May 13th 2005 for a one year term. During this brief period of time INHOPE has changed tremendously. We now have 25 members from different countries in Europe, North and South America and Australasia. In addition, INHOPE has also managed to grow as a professional organisation and there are now five permanent staff members and an office located in Dublin, Ireland.

This increase in staff has had a direct impact on the Board of Directors of INHOPE since we have been able to move into a more advisory role. The Board develops the organisation's strategy and presents this to the members for approval; however it is the staff who are responsible for executing the everyday work in order to meet INHOPE's objectives.

A major milestone for INHOPE during this year was the development and adoption of a strategic plan for the next two years. External Services has been the area I have been particularly involved in. It is my responsibility to drive and foresee the development of valuable alliances with international stakeholders. A great deal of effort in being put into this objective by our CEO, members and collaborators and concrete results will be made public very soon.

As part of this plan, INHOPE has also concentrated greatly in providing expert services and training to other organisations in the Internet safety arena. Our representatives are regularly approached by third parties to attend events all over the world. Sometimes we receive more invitations that we are able to meet, reflecting the increased international recognition of the work

of INHOPE and the need for an organisation like ours. Also during this period a proposal for a fourth contract was prepared and presented to the European Commission. This process has been extremely challenging and time consuming for both the staff as well as the Board of Directors. The proposal is currently under review and we anticipate the new contract will be signed soon. The European Commission has been INHOPE's major sponsor and supporter since the beginning and for that we are very grateful.

The future for INHOPE is exciting and challenging and for me it is a great privilege to be a part of it. I owe a great deal of appreciation to my colleagues on the Board of Directors, Frank Glen, Barbara Schloßbauer and Suvvi Kuikka, for their support and hard work over the past number of months. I would also like to express my gratitude to Cormac Callanan and Ian Brown for their dedication and commitment to INHOPE's mission these past years and I would like to warmly welcome INHOPE's new staff, Yvonne Cassidy, Denton Howard and Miriam Doran.

Finally, I would like to thank the people who have provided INHOPE with valuable expertise to carry out different tasks for the organisation and have participated in our meetings and seminars providing our members with expertise and knowledge.

Ms. Ana Luiza Rotta
President

◗ REPORT FROM VICE PRESIDENT

2005 was the second year for me to serve the INHOPE Members on the Board of Directors. It is a demanding but rewarding role and I feel especially privileged to have been elected by the members to serve as Vice-President.

It was a busy year, as usual, with the most significant achievement in my view being the members' unanimous acceptance of the new INHOPE strategic plan. I had worked on the plan with both the previous and current Boards and was part of the team presenting the plan to the members. The fact that over 20 countries agreed on this is something I am extremely proud of.

As Vice-President I am responsible for the managed network expansion of INHOPE and I'm pleased to report great success here too. In October 2005 the membership rose to 25 members in 23 countries with new members South America and new EU Member States further increasing the global effectiveness of the INHOPE network.

I would like to acknowledge and thank the Chief and Deputy Chief Executives for their hard work and commitment in achieving the expansion - they are the ones who coordinate applications and visit potential members carrying out the due diligence checks.

As part of the new strategic plan INHOPE created a new task group responsible for network expansion, I would also like to thank my colleagues who joined me on the task group for their contributions and enthusiasm thus far. I look forward to 2006 and the continued expansion and effectiveness of INHOPE in combating illegal Internet content.

Mr. Frank Glen
Vice President

REPORT FROM TREASURER

It was a great honour for me to have been elected in the position of the INHOPE treasurer at the AGM in May 2005. This role has allowed me to bring the experience I have gained since 2001 at the Austrian Stopline directly into the INHOPE board.

The job of the INHOPE Treasurer is to supervise and support the financial management of the CEO and to contribute to all strategic decisions related to the work and development of INHOPE. To ensure that INHOPE is run as a financially sound organisation, an independent accountant is employed to monitor and audit INHOPE. In order to offer the greatest possible transparency about the financial situation to the INHOPE members, a financial presentation is held at every members' meeting.

During 2005 a number of milestones stand out as key challenges within my role as Treasurer. One of these milestones has been the application for a new funding contract to receive further funding under the European Commission Safer Internet Plus programme. While we are currently investigating ways to broaden our funding base to date INHOPE has received the majority of funding from the EC. INHOPE reapplied for a new funding contract in November 2005 and in this context I would like to draw special attention on the hard work put in by the Chief and Deputy Chief Executives.

Besides the financial responsibilities I am head of the Communications Task Group that was established in October 2005 to support delivery of the INHOPE strategic plan. Within this task group we have developed a communication strategy paper to plan targeted communications to key INHOPE audiences. In this context I would like to express my special thanks to Yvonne Cassidy, INHOPE Communications Coordinator, for her enthusiasm and experienced work and my INHOPE colleagues who joined this task group and give extremely valuable input.

2006 is going to be another exciting, challenging and busy year for INHOPE and I am looking forward to be able to participate fully as member of the INHOPE board.

Ms. Barbara Schloßbauer
Treasurer

Vice President: **Mr. Frank Glen**
Treasurer: **Ms. Barbara Schloßbauer**

REPORT FROM MEMBER WITHOUT PORTFOLIO

I was elected to the INHOPE Board in May 2005 as the Member without portfolio. This was my first time to be elected to the Board and I was very proud to represent the interests of the INHOPE members using the experience I have gained managing the Northern Hotline in Finland.

For me, 2005 has been an busy and dynamic year. As well as working on the general responsibilities of the Board I have overall responsibility for the Excellent Hotline Services Task group. This task group is a new and structured approach to the area of hotline training and best practice.

Meeting the needs of the 25 hotlines in the INHOPE network is a real challenge as there are not only cultural and operational differences but also varying levels of expertise. It is the objective of the task group to provide support and training for new members long experienced members alike.

So far we have made good progress in this area and had good initial responses to our survey to establish training needs. There is still a lot of work to do in developing training programmes, an INHOPE resource centre and other support services and I look forward to a busy and productive year for INHOPE in 2006. I would like to thank Denton Howard, INHOPE Training Coordinator for all his hard work to date as well as the other members of the group.

I've enjoyed being a part of the Board and have found the role very rewarding. Among the four different countries represented on the Board there is a real diversity, which I believe helps INHOPE meets the varied needs of its members and develop into the future.

Ms. Suvi Kuikka
Member without Portfolio

Member without Portfolio:
Ms. Suvi Kuikkav

❯ INHOPE STAFF

Following the recruitment of three additional staff members in 2005 there are now five permanent members of INHOPE staff supporting the work and strategy of the Board of Directors.

All the staff are based in the new INHOPE central office in Dublin with the exception of the Deputy CEO, Ian Brown who is based in the UK.

CEO
Mr. Cormac Callanan

Cormac has previously held the role of INHOPE president and INHOPE Secretary General and in September 2005 became INHOPE's first CEO.

Reporting into the President, Cormac is responsible for execution of INHOPE strategy to achieve the agreed objectives. Regularly taking part at International events for organisations such as Interpol, Europol and other related areas Cormac's role is central to raising visibility with key INHOPE stakeholders and is responsible to work alongside Ana Luiza Rotta for the External Services Task Group.

Deputy CEO
& New Hotline Coordinator
Mr. Ian Brown

Ian has worked in various roles within INHOPE since 1999 and was promoted to the role of Deputy CEO in September 2005.

Among Ian's key areas of responsibility is the expansion and growth of the INHOPE network. Not only does this involve the identification and targeting of new hotlines but also working with provisional members to ensure they meet best practice standards.

Within this role Ian is responsible for the Managed Network Expansion task

group alongside INHOPE Vice President Frank Glen.

2005 saw a record intake into INHOPE with 7 new members joining the network from all over the world, bringing the total network to 25 members.

Ian is based in the UK INHOPE office but is a regular visitor to the Dublin office.

CEO: **Mr. Cormac Callanan**
Deputy CEO and New Hotline Coordinaor:
Mr. Ian Brown

Communications Coordinator
Ms. Yvonne Cassidy

Yvonne joined INHOPE in September 2005 as Communications Coordinator with the objective to put a communications programme in place to raise awareness of INHOPE.

Within this role Yvonne works closely with member hotlines, key stakeholders and the media to increase visibility among the relevant target segments.

Yvonne is responsible for implementation of the work of the Communications Task Group, working closely with Treasurer, Barbara Schloßbauer to achieve these objectives. The recent Communications Workshop in January 2006 was the first of its kind and provided an excellent platform for sharing and visibility going forward.

Training Coordinator
Mr. Denton Howard

Denton joined INHOPE in October 2005 as Training Coordinator. Within this role Denton has responsibility for identifying knowledge gaps within hotlines and developing and implementing training programmes to fill these gaps.

Having a best practice standard across the network is central to INHOPE's success and Denton's role is to establish and maintain this. As well as managing training programmes Denton is also responsible for the Vanguard and bursary programmes as well as management of the monthly statistic reports from hotlines. Denton represents the Excellent Hotline Service Task group, working alongside Executive Member Suvi Kuikka to achieve these objectives.

Project Coordinator
Ms. Miriam Doran

Miriam joined INHOPE in August 2005 in the role of Project Coordinator.

In this role Miriam provides essential support to the running of the INHOPE office as well as co-ordination of logistical support for all INHOPE events and members' meetings. Miriam works closely with Cormac on the External Services Task Group and is the first point of contact for all external organisations with regard to INHOPE participation at events and conferences. Miriam has also built a database of key INHOPE contacts, which will be a key tool not only for the External Services Task group but also the implementation of the communications plan.

Together as a team the INHOPE staff and Board of Directors are well equipped with a unique mix of experience and skills to meet the online safety challenges of tomorrow.

Communications Coordinator:
Ms. Yvonne Cassidy
Training Coordinator: **Mr. Denton Howard**
Project Coordinator: **Ms. Miriam Doran**

◗ INHOPE MEMBERSHIP

Although part funded through the European Commission INHOPE has always had a global focus and any hotline can apply for INHOPE membership and be subject to the INHOPE membership vetting process.

All INHOPE members enjoy benefits of the association including access to best practice papers, training programmes, knowledge management systems as well as members' meetings.

To qualify for membership Hotlines are evaluated in line with Article 5 of the INHOPE articles of Association and must meet the following criteria:

• Provide a mechanism, other than reporting channels provided by law enforcement agencies for receiving complaints from the public about alleged illegal content and/or use of the Internet

• Have effective transparent procedures for dealing with complaints

• Have the support of government, industry, law enforcement, and Internet users in the countries of operation

• Co-operate with other members in exchanging information about illegal content and use and share their expertise

• Make a commitment to maintain confidentiality

• Respect the procedures of other members

There are three levels of INHOPE membership:

• **Provisional Membership**

• **Full Membership**

• **Associate Membership**

Provisional Membership

As the name suggests, provisional membership is the entry level membership to INHOPE. Once the new hotline co-ordinator and the INHOPE CEO are confident the criteria have been met, a recommendation will be made to the Board of Directors to approve the new hotline as a provisional member. Each new hotline has the chance to present their case to the broader membership base at an INHOPE members' meeting.

It is at this meeting that members vote on acceptance of the new provisional member. The new member is often subject to meeting certain standards over the period of provisional membership.

The period of provisional membership is typically one year however this can be extended in certain circumstances if standards or obligations have not been met. Provisional membership fees are currently €2,000 per year.

Full Membership

The progression from provisional to full membership is acknowledgement that the hotline is now up to the INHOPE best practice standards.

Over the period of provisional membership the hotline will receive training on specific areas that have been identified. This training may be conducted directly from INHOPE or be provided by mentoring and coaching through more experienced hotlines in the Vanguard programme.

Progress will be monitored over the period and once the criteria have been met the Board of Directors will recommend the hotline be approved for full membership. The provisional member will again have the opportunity to address the general assembly who will vote on their promotion to full members.

If all criteria have not been met over the course of provisional membership this may be extended for up to another 12 months.

Full member hotlines have full voting rights as well as an official accreditation from INHOPE. Full membership fees are €6,000 per year.

Associate Membership

Associate membership of INHOPE may be given to corporate bodies or private individuals if, at the sole discretion of the General Assembly, the association has a strong interest in their admission.

Associates may be:

• Organisations whose work is of relevance to the INHOPE

• Experts in issues which are of concern to members

• Organisations which qualify for full membership under Article 5 are not eligible to apply for associate membership
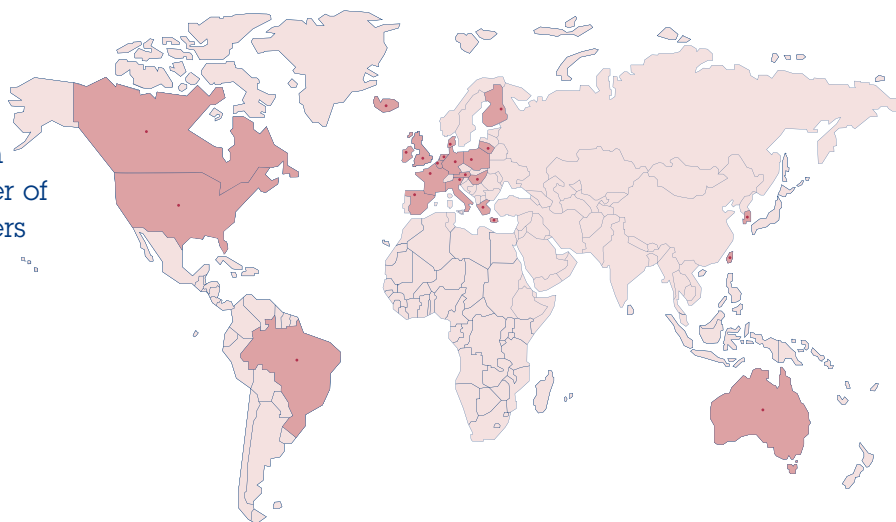
Associates must make a commitment to maintain confidentiality. Currently there are no Associate Members of INHOPE.

◗ INHOPE MEMBERS

INHOPE has grown significantly in membership over the past number of years. Today there are 25 members in 23 countries.

Complete members list below:

	Country	Membership	Hotline	Year Joined
1	Australia	Full	ACMA	1999
2	Austria	Full	Stopline	1999
3	Belgium	Full	Child Focus	2001
4	Brazil	Provisional	Hotline Brazil	2005
5	Canada	Provisional	Cybertip. ca	2005
6	Cyprus	Provisional	SafeWeb	2005
7	Denmark	Full	Red Barnet	2002
8	Finland	Full	Northern Hotline	2002
9	France	Full	AFA	1999
10	Germany	Full	eco	1999
11	Germany	Full	FSM	1999
12	Germany	Full	jugendschutz	1999
13	Greece	Full	Safeline	2004
14	Hungary	Provisional	Matisz	2005
15	Iceland	Full	Barnaheill	2001
16	Ireland	Full	Hotline.ie	1999
17	Italy	Full	Stop - it	2003
18	Lithuania	Provisional	Draugiskasintertas	2005
19	Netherlands	Full	Meldpunt	1999
20	Poland	Provisional	Nask	2005
21	South Korea	Full	KISCOM	2003
22	Spain	Full	Protegeles	2002
23	Taiwan	Full	ECPAT	2005
24	United Kingdom	Full	IWF	1999
25	United States	Full	Cybertipline	1999

Strategy

The Strategic Plan
Excellent Hotline Services Task Group
Managed Network Expansion Task Group
External Services Task Group
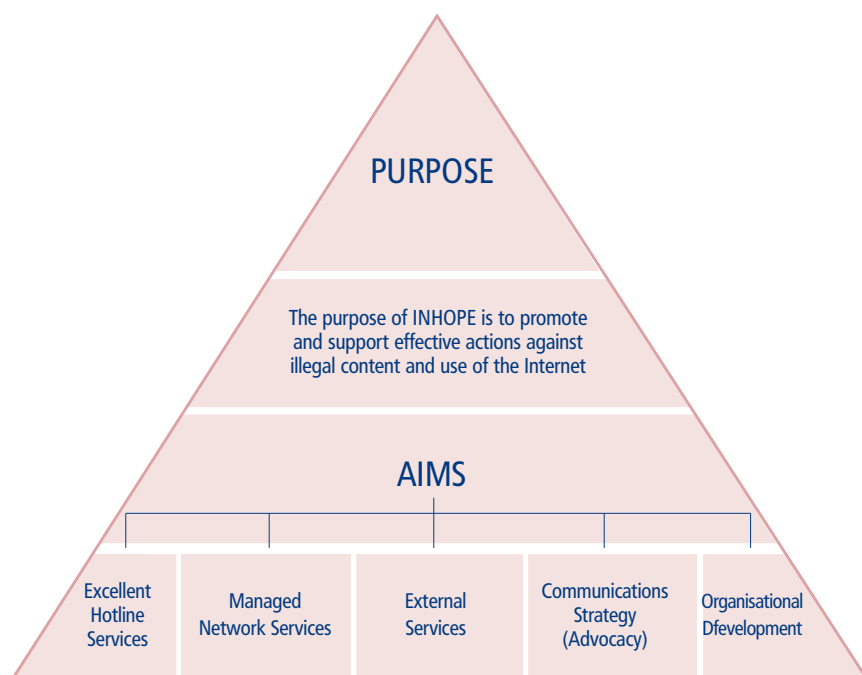Communications Task Group

▶ THE STRATEGIC PLAN

Over the course of several months between May and October 2005, the mission and strategic direction of INHOPE was reviewed. To facilitate this process an external strategic management consultant worked with the Board of Directors from 2004/2005 and 2005/2006. The objective of these sessions was to further develop and agree a strategic plan for INHOPE.

This strategic plan was shared with the General Assembly at the members' meeting in October 2005. In addition to discussing the process and structure used to achieve this plan the objectives were discussed and reviewed in depth. As part of this a Task Group was formed against each key delivery area within the Strategic Plan. The purpose of each task group is to bring the strategy to an operational level to allow INHOPE to deliver on the goals outlined.

Each task group is made up of a number of INHOPE members and led by a member of INHOPE staff. A Board member has been assigned to each task group to provide overall direction and oversee the progress of the group.

Four Task Groups were established to deliver this Strategic Plan:

- Excellent Hotline Services
- Managed Network Expansion
- External Services
- Communications

PURPOSE

The purpose of INHOPE is to promote and support effective actions against illegal content and use of the Internet

AIMS

| Excellent Hotline Services | Managed Network Services | External Services | Communications Strategy (Advocacy) | Organisational Dfevelopment |

EXCELLENT HOTLINE SERVICES TASK GROUP

BOARD MEMBER
RESPONSIBLE   **Ms. Suvi Kuikka**

INHOPE STAFF
RESPONSIBLE   **Mr. Denton Howard**

Individual INHOPE member Hotlines respond on a day-to-day basis to reports of illegal and harmful content on the Internet. Working together through the INHOPE network, members can exchange reports and expedite relevant actions to ensure a consistent and rapid response to illegal content online.

A key part of INHOPE's strategy is to ensure that member hotlines are enabled to respond effectively to the illegal and/or harmful use of the Internet. There are two requirements here, firstly to support and train new hotlines to an INHOPE best practise standard and secondly to maintain the level of excellence provided by existing INHOPE hotlines.

These needs have resulted in the development of the Excellent Hotline Services Task Group. This Task Group is responsible for a set of objectives designed specifically to support member hotline needs. Its purpose is to take the strategic objectives to an operational level to work towards improving the effectiveness of the organisation in its main mission.

Personnel Support Services is a key area of focus for the Task Group. Through further development of the existing bursary and mentoring programmes and the introduction of new support systems such as education grants, INHOPE will ensure that hotlines have well-trained and skilled personnel. Another focus for The Task Group is the development of a training programme for INHOPE. Topics available would include management, technical, psychological, legal and communications training. This training programme will provide flexibility to represent the needs of members across a number of different skills and levels.

Part of this will be to hold face-to-face training and workshops where members can meet and share their learnings, experience and expertise.

A number of support systems will be in place to meet these objectives including an online resource centre, topic support kits and a web based FAQ system for members.

In October 2005 Denton Howard, Training Coordinator was recruited to coordinate the implementation of these objectives and support Board Member Ms Suvi Kuikka.

1: **Excellent Hotline Services Task Group**
2: **Ms. Janice Richards INSAFE presents at INHOPE Stakeholder Event**
3: **Managed Network Expansion Task Group**

◗ MANAGED NETWORK EXPANSION

BOARD MEMBER
RESPONSIBLE **Mr. Frank Glen**

INHOPE STAFF
RESPONSIBLE **Mr. Ian Brown**

Problems of a global media can only be tackled by global solutions. As a result, a large network offers enormous strengths and INHOPE now comprises 25 hotlines in 23 countries. The challenge now, is to sustain and manage the growth rate, without compromising the attention to detail, and giving due diligence to the new membership process to avoid overstretching existing resources.

Over the last two years INHOPE has grown from 18 to 25 members. This rapid expansion has come about as a result of a greater awareness of INHOPE and a number of new countries joining the EU. INHOPE is now an organisation with a high global profile, which is resulting in a strong demand from potential hotlines around the world to become INHOPE members.

INHOPE acknowledges that some organisations do not have the financial means to set up a hotline, pay INHOPE membership fees or travel to INHOPE meetings. During the last two years INHOPE has increased the number of options available to members in this situation.

One such example is the Vanguard programme that has helped a number of new hotlines to attend INHOPE meetings and has resulted in one organisation becoming a member of INHOPE. We have also had a number of hotlines who have become members and have taken advantage of the mentor programme to develop their skills and learn from more experienced

hotlines. Both of these schemes have proven very successful and it is our aim to develop these further over the next two years.

INHOPE has also developed a new Hotline Starters Kit which provides support and assistance to new hotlines to become members of INHOPE. It is our intention over the next two years to assess the impact of this and to enhance and refine the kit to meet the needs of new members. Over the next two years INHOPE intend to carefully target those countries who are about to become EU members and those countries which host a significant amount of illegal material. We will ensure that those countries identified for membership are fully prepared for INHOPE membership by active coaching through our mentor scheme.

INHOPE will continue to encourage and support new hotlines by making contact with appropriate bodies with a view to completing the network's coverage in the Member States and candidate countries.

In addition, due to the need for a global response to the issue of illegal content on the Internet, INHOPE is aware of and encourages the development of hotline initiatives around the world and welcomes the participation of such hotlines in INHOPE.

Any new hotlines joining the network will have access to a pool of expertise and advice as well as a coaching process designed for start up hotlines.

◗ EXTERNAL SERVICES

BOARD MEMBER
RESPONSIBLE   **Ms. Ana Luiza Rotta**

INHOPE STAFF
RESPONSIBLE   **Mr. Cormac Callanan**

Internet safety is a global problem with many diverse stakeholders who work together to combat online danger. Such cooperation and partnership is key to INHOPE's success. In light of this INHOPE maintains regular contact with key international organisations including Law Enforcement Agencies, Child Rights and Welfare Groups, European Commission, national governments and trans-national governmental organisations.

Developing and maintaining international relations and co-operation serves several of the key goals and activities of INHOPE and its members. INHOPE cannot on its own expect to end child pornography and other illegal content and activities on the Internet.

The role of the External Services Task group is to foster and build these relationships and formalise these where possible. Through this INHOPE aims to influence legislation, policies, public opinion and the actions of LEAs, ISPs and governments and combat child pornography and other illegal content.

Over the past year INHOPE has participated at international events hosted by many organisations including:

• ECPAT (End Child Pornography, Child Prostitution and Trafficking)

• Europol – European Police Force

• ICMEC (International Centre for Missing and Exploited Children)

• INSAFE (Safer Internet Awareness node)

• Interpol – International Police Force

• NCMEC (US National Centre for Missing and Exploited Children)

• OSCE Anti Terrorism Unit

• VGT (Virtual Global Taskforce)

In most cases these organisations have also participated at INHOPE events and share knowledge and expertise with INHOPE members. To develop strong relations and partnerships with organisations with such varied objectives across a number of countries is a challenge for INHOPE. This needs a structured and specialised approach and allowing time for face to face visits, continuity and follow ups is key. For some strategic partners such as ISPs a very practical approach will suffice to reach agreement - for instance to sign MoU's. For other organisations a more diplomatic or formal process is needed, and perhaps different procedures other than MoU's are more appropriate.

The External Services Task Group is in a unique position to maximise and build on relationships already in existence with hotlines and develop a more structured approach.

This approach will include working more closely together to achieve our common aims and develop written Memoranda of Understanding (MoU) with international organisations where appropriate. INHOPE currently have a written MoU with EUROISPA and are in discussions with other organisations to formalise relationships in this way also.

INHOPE have also been working closely with other Safer Internet Action Projects, in particular INSAFE; the awareness coordinating node, taking part in Internet Safety Day initiatives.
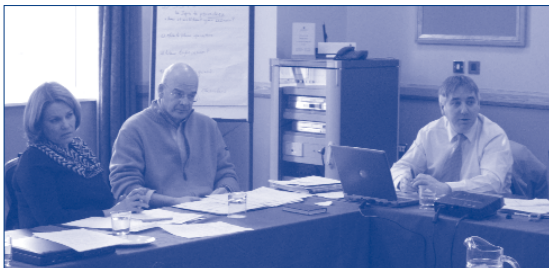
◗ COMMUNICATIONS

BOARD MEMBER
RESPONSIBLE **Ms. Barbara Schloßbauer**

INHOPE STAFF
RESPONSIBLE **Ms. Yvonne Cassidy**

While INHOPE has achieved significant progress over the past number of years in combating online dangers, general awareness of INHOPE and hotlines has remained low.

To address this, increasing visibility for INHOPE was highlighted as a specific objective within the strategic plan and a Communications Task Group was established. In September 2005 a Communications Coordinator was recruited with responsibility for developing and implementing a communications strategy to meet these objectives.

The first step in this process has been the development of a communications plan for INHOPE. This plan covers both internal and external target audiences.

As the network has grown to 25 hotlines a need for a more formalised internal communications approach has emerged. The INHOPE website is the backbone to INHOPE internal communications and is complemented by the INHOPE members' newsletter, mailing lists as well as face to face meetings and events.

For external target audiences there is a natural link with the External Services task group and communications with Stakeholders such as law enforcement, children's rights groups, governments and industry. Media relations is also a key focus for the Communications task group with the objective of becoming more proactive, establishing contacts and building better relations with the media.

One specific area highlighted in the strategic plan is the need to broaden the INHOPE funding base. Currently a number of sponsorship options are being investigated with the intention of seeking out a small number of exclusive industry partners. Naturally these sponsors would have Internet safety as a key objective for their organisation and would be a good ethical fit with INHOPE and member hotlines.

Through developing this communications plan it became apparent very quickly that there is a strong level of experience and knowledge already in existence throughout the network. As a first step towards gathering and sharing this knowledge, on 12th January 2006, the first INHOPE Communications Workshop took place in Dublin. With over 17 communications experts from 12 countries in attendance the event was an overwhelming success. Key learnings were shared from each hot-

1: **External Services Task Group**
2: **Communications Task Group**
3: **Managed Network Expansion Task group**

line and brainstorming sessions were held to address areas that provide specific challenges for hotlines.

As a result of the workshop an INHOPE Communications Email Group has been established to provide an ongoing mechanism for sharing and communications. It is anticipated that a follow up workshop will be held later in 2006.

1: **External Services Task Group**
2: **INHOPE Board of Directors**
3: **INHOPE Stakeholder Event**

APPENDIX

Brand Values
INHOPE website

INHOPE BRAND VALUES

OPEN

We are open and honest in how we deal with our members, the public and others.

TRUSTED

We foster trusted relationship with other members, key stakeholders and the public.

CONSTANT

We follow the agreed procedures and act in a transparent manner

SWIFT

We act swiftly because coming to the aid of victims is at the heart of everything we do.

INHOPE WEBSITE

The INHOPE website is available in four languages and provides essential services to the public and INHOPE members alike.

PUBLIC SITE

INHOPE provides the only point on the Internet where Internet users can report suspected illegal online activity to any country in the world.

In addition there is information available from the network of hotlines regarding trends of illegal online activity as well as Internet safety tips and other related information. During 2005 the public area of the INHOPE website was further developed to enhance the user experience.

As such www.inhope.org is a one stop shop for Internet users who have concerns about online safety and illegal activity.

MEMBERS' AREA

The members' area of the INHOPE site provides an essential support tool to the network.

The members' area provides enhanced channels for communications including gallery areas for members to share media coverage and success stories. The knowledge management feature of the site provides an excellent resource for all members to access presentations, reports and best practise documents.

Event registration and statistics gathering are other unique features of the members' area that all INHOPE members have full access to.

ALL INFORMATION CORRECT AT TIME OF GOING TO PRINT 17/02/06

inhope.

www.inhope.org