



SMARTBUS

DIGITALL YOUTH ON TOUR

Driving Online
Well-being in Europe



Belgium & The Netherlands
October - November 2019

huawei.eu



OVERVIEW

The Huawei **SMARTBUS** project has been designed to deliver a high-quality, evidence-based educational programme to school students around Europe on issues of high importance in the digital age. Huawei Benelux is committed to supporting the development of ICT and digital skills, and this not only includes areas such as coding and programming, but also a greater appreciation and understanding of “softer skills” required to navigate the digital environment, such as responsibility, care and awareness. The curriculum for the **SMARTBUS** has been designed to get students thinking about their behaviour and online well-being, and to provide a checkpoint where they can reflect on how they engage with others in the digital environment.

Read on to find out more about this unique project.

The **SMARTBUS** Project

- The Huawei **SMARTBUS** is a fully accessible, mobile interactive classroom, which will travel onsite to schools in Belgium and the Netherlands during October and November 2019, delivering an evidence-based educational programme focused on cyberbullying, online safety and data privacy.
- A similar project was delivered in Spain in 2014 to much acclaim and will be held again in Spain and Portugal in 2019, in parallel to Belgium and the Netherlands (please note that this document relates to the **SMARTBUS** tour in Belgium and the Netherlands specifically).
- Central to the approach of the programme is to provide students with the opportunity to better understand their responsibilities to themselves and to others in the online environment.
- Huawei Benelux is working with three key partners for this project; [Forum Europe](#), [LEF Marketing and Events](#) and [Insight](#).

The Purpose

- In Europe, students are growing up with the internet as a central part of their lives, as such it is important that they are supported by parents, schools and the tech industry to develop the levels of necessary skills to navigate the online world in a safe and productive manner.
- This programme will provide an engaging, interactive and fun learning environment for students between the ages of 11 and 15, where they will develop their understanding of what constitutes online well-being.
- Huawei has a significant commitment and programme of activities in the areas of STEM and ICT education in Europe. Huawei puts particular energy into supporting young people to improve their ICT skills and to develop a greater awareness of responsible internet use.

→ Upon completion of the programme, Insight will develop a policy report and recommendations that will be delivered to politicians at EU and national levels. This report will detail the information and experience from the SMARTBUS tour and help to inform policymakers and schools of where work is required in further developing ICT skills in Europe.

The Educational Programme

→ In order to develop an educational programme that directly meets the needs of school students, our project partner Insight, a leading provider of educational programmes that empower young people as responsible digital citizens, led by [Janice Richardson](#) and [Veronica Samara](#), has gathered survey information from students in the target age range, which has directly informed the design of the SMARTBUS programme.

The results from the survey have been developed into 5 key pillars. These are:

Social Sense / Sociability

Survey respondents reported that they spend the majority of their time online communicating. The SMARTBUS programme will explore what positive online behaviour looks like and how inappropriate behaviour or bullying can be reported.

My Digital Footprint

69% of respondents did not know how to work to ensure they have a positive online reputation/presence. The SMARTBUS will explore why it is important to maintain a positive presence online, particularly where digital footprints can remain online indefinitely, possibly affecting future employment opportunities and relationships.

Access to Opportunities

A central goal of the SMARTBUS is to awaken the interest of young people to the spectacular array of online opportunities on offer. Innovative SMARTBUS activities will include a virtual reality experience for those interested.

Rights and Responsibilities

Whilst only about 14% of survey respondents state that they would like to learn more about their rights online in the SMARTBUS sessions, around one in five say they want to learn more about anonymity, data storage, protecting their privacy and checking information about themselves online. The SMARTBUS will explore these topics, giving students valuable insights.

Trust

64% of respondents stated that they didn't know how to check the credibility of online information. Online trust will underpin most activities conducted on the SMARTBUS and is essential for a positive online experience.

These SMART results provide the backbone for the curriculum and activities of the SMARTBUS. You can find more information on the results later in this document.



The Insight Team



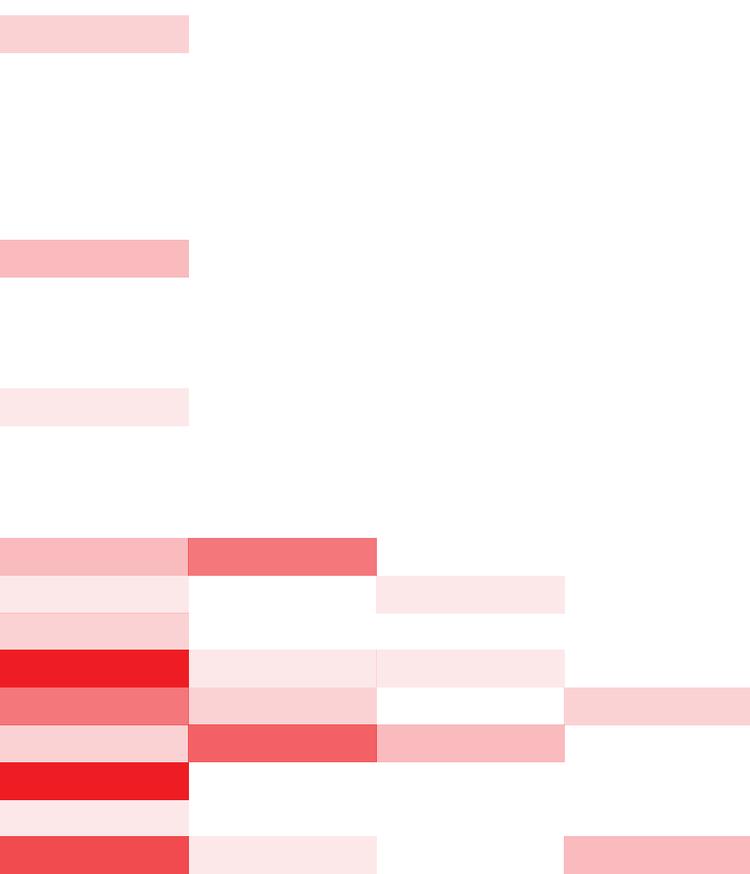
Janice Richardson

The empowerment and well-being of students on- and offline has been the driving force of Janice's 5-decade career as a teacher, researcher, project innovator, author and public speaker. Janice works with governments and NGOs, international institutions and universities in Europe and worldwide to increase understanding of the societal impact of digital technology and prepare tomorrow's citizens for the challenges ahead. Career highlights include the creation of Safer Internet Day (Luxembourg 2003), now celebrated worldwide, and the publication of a dozen books including 7 for the Council of Europe. Born in Australia, she is a French national based in Luxembourg.



Veronica Samara

Veronica has been working on digital literacy and online safety since 2000. As Greek national coordinator in the European Commission's Safer Internet network, her Safer Internet Centre brought together the key stakeholders from public- and policy-related fields, while the Centre's resources were rated amongst the top 5 national media literacy projects in Greece. She has authored 5 educational books and over 300 articles on literacy and internet safety issues, have been invited speaker at numerous international conferences and served as a member of the Greek Ministry of Education Safe Internet Committee. She holds a Masters and a PhD degree in Computer Science from the Technical University of Darmstadt, Germany.



Session Facilitators

The SMARTBUS programme will be hosted by Robin Matrix in the Netherlands, and Gunther Guinelli in Belgium. Robin and Gunther are well known personalities and magicians, who will bring the content to life in an entertaining and engaging fashion, moreover both hosts are experienced in working with young people.

Insight and the hosts will work together to ensure a valuable experience for students, which will be delivered in the native language.

Netherlands

Facts about [Robin Matrix](#)

- Hollands got Talent semi-final contestant 2019
- Has appeared on TV shows since 2016
- Has worked for Huawei before
- Started when he was 8 years old
- Performed in national and international shows > 230 performances per year
- Won awards in Belgium and the Netherlands
- Was part of the World Expo in Japan.

Belgium

Facts about [Gunther Guinelli](#)

- Belgium got Talent semi-final contestant 2012
- Has appeared on TV shows since 2012 in Belgium
- Worked for many corporate companies before
- Does shows also dedicated for students
- Was a performer on Belgium TV show from VTM & VT4
- Speaks fluent Dutch, French and English.



FREQUENTLY ASKED QUESTIONS

How will students benefit from this project?

- Students will come away from the **SMARTBUS** experience with a better understanding of the importance of their personal well-being online, and how their interactions online can have lasting effects on both themselves and others.
- The goal is to raise the levels of confidence and sense of responsibility that young people have to themselves and to others when online.

How many students will have the opportunity to experience the **SMARTBUS** in Belgium and the Netherlands?

- The intention is for the **SMARTBUS** to tour each country for one month, stopping at 1 school/day and hosting 3-4 sessions/school for max. 28 students/session. 2000+ students will therefore have the opportunity to experience the **SMARTBUS** in each country.

What will students be asked to do on board the **SMARTBUS**?

- Alongside engaging in fun and interactive sessions directly with the magician and dealing with the core educational component, we are also utilising a game-based Q&A platform called Kahoot! to facilitate the engagement of students. Kahoot! is an anonymous system and no personal data is collected. You can find out more about Kahoot! [here](#) and [here](#).

Will any data be collected on board the **SMARTBUS**?

- Personal data will not be collected throughout the sessions and all responses to surveys are anonymous. Insight will be the controller of any data received.
- The host school will be asked to confirm that it has obtained the necessary parental consent for students to attend a SmartBus event and take part in the activities. The school is responsible for obtaining consent and no data will be shared with any of the SmartBus partners.
- If the host school agrees and can confirm that it has obtained the necessary parental consent, there may be photographers present at SmartBus events who will take photos and videos. Whilst the focus of these images is not on individuals, there may be individuals who are identifiable from the images.
- Any data collected is exclusively for the purposes of the activities within the **SMARTBUS** and the policy report that Insight will produce. Huawei and the other event partners, Forum Europe and LEF marketing and events, will not have access to any of the data that is collected.

How will the information be gathered for the policy report?

- An anonymous policy report survey will gather information on how students are using the internet and what their attitudes are towards others when online. Only when the host school has confirmed that the necessary consent has been obtained will students participate in the survey.
- In addition, an anonymous survey will be made available to teachers and parents. This survey will also feed directly into the policy report that will be developed in parallel with the SMARTBUS activities. Participation in this survey is voluntary. All participating schools will be sent a copy of the final report.

What devices will be used on the SMARTBUS?

- Huawei Benelux is providing all the equipment and devices for the SMARTBUS programme. There is no requirement for students to use their own tablets or phones. No personal data will be collected at any stage.
- Students will also have the opportunity to learn more about how VR works. The headsets can be removed from the SMARTBUS and they do not form part of the educational component.

How accessible is the SMARTBUS?

- We aim for the SMARTBUS to be as accessible as possible. Therefore, when we are approaching schools to become involved in the project, we are actively asking them about their student cohort and what needs they may have. The SMARTBUS is wheelchair accessible and conforms to all health and safety requirements.

What support will be offered to students following the SMARTBUS session?

- We will liaise with the schools' welfare officers ahead of the project to ensure that they are fully briefed on the content of the SMARTBUS and prepared to offer support as required. Contact details for local helplines will also be provided.

Further questions?

Please contact Janice Richardson at Insight on:

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SURVEY RESULTS

5 pillars underpinning Huawei SMARTBUS activities

The SMARTBUS sessions will be designed around 5 pillars, based on the needs, concerns and interests that have been expressed by students aged 11 to 15 years in focus groups and through a survey questionnaire. Interactive quizzes, contact with parents and teachers and ongoing classwork will help further customise the content and follow up of the one-off 50-minute SMARTBUS sessions.

S

Social sense / Sociability

Young people rate bullying and mean messages to themselves and others as being amongst the most bothersome things about the internet, second only to the more obvious issues of slow internet connection and wasting too much time online. They rated netiquette, the unspoken rules of civility for online interactions, as the area they know the least about. As communication with friends is what they like to do above all other activities online, the session will look at some quick tips for more user-friendly online behaviour, as well as ways and means users can report, block or get help when things go wrong. More than 50% are unable to find the report button on their favourite website.

M

My digital footprint

Posting videos and photos ranked second in preferred online activities for the 11 to 15 year olds who responded to the pre-SMARTBUS survey, and digital footprint was their second least understood concept. 64% of survey participants admit to having posted personal information online, 41% say they've posted personal information they now regret, and 15% have posted false information about themselves to impress others. 69% of the young people say they don't know how to create a positive online reputation and almost one in four is hoping that the SMARTBUS will give them an opportunity to learn more about where their information is stored and how to check online information about themselves.

A

Access to opportunities

Few survey participants included cultural and educational activities in their top 3 online activities: only 5% included reading news and articles, 7% using internet as a tool to research for homework, and 6% as a means of learning new things. Creating online content lagged way behind other activities, with just 3% citing this amongst their top three. Listening to music was rated unexpectedly low in the top 3 online activities, and only 12% included playing online games. A central goal of the SMARTBUS is to awaken the interest of young people to the spectacular array of online opportunities on offer. Innovative SMARTBUS activities will include a virtual reality experience for those interested.

R

Rights and responsibilities

Whilst only about 14% of survey respondees state that they would like to learn more about their rights online in the **SMARTBUS** sessions, around one in five say they want to learn more about anonymity, data storage, protecting their privacy and checking information about themselves online. 40% of young people say they download content illegally, seemingly unaware of the high risk of being contaminated from viruses, bots and trojans and other malware in the process. 43% of respondees don't know how to manage the privacy settings on their favourite website and admit to having posted personal information of other people without their knowledge. Another 28% don't think they are able to create a really strong password. These figures suggest that young people generally lack knowledge regarding their online rights and responsibilities. Only a little over 26% of young people have used the reporting button on their favourite website, and of these around 59% received an unsatisfactory response or were unable to track the outcome. How can young people become responsible users of the internet if they are not sufficiently informed of, and empowered to exercise, their rights?

T

Trust

Young people simply don't seem to realise that they are the ones shaping the internet, and the confidence it inspires is a direct result of the trustworthiness of its users. Whilst only 7% of the pre-session **SMARTBUS** survey respondents state they are really bothered by not knowing how to separate true information from false, 64% claim not to know how to check the credibility of online information, and one in five want to learn more about sifting real information from fake. **SMARTBUS** activities will aim to show participating teens that trust, like rights and responsibilities, is a two-way street that begins with the way we act online ourselves. A case in point is the large number of respondees (86%) with a profile on WhatsApp... despite WhatsApp being open only to age 16+ in the European Union! When creating a social media profile, 61% have given a false birth date and 15% have posted false information to impress others. This is all the more concerning when we see that contact requests are accepted just by looking at the person's name (73%) and/or photo (43%), and that 47% have been approached by a stranger online and 22% have met face-to-face with people they first met online. Online trust will underpin most activities conducted on the **SMARTBUS**.



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