The Center for
Social Responsibility
in the Digital Age

SRDA and its current activities.

A Do-Tank of the 21st century.

The SRDA mission

- A pool of experts from ICT industry, technology and research

- analyses how social concerns can be addressed using new technologies with a focus on tangible outcomes, best practice models and prototypes.

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Areas of concern:
Challenges and opportunities of new ICT technologies and services

- Risks using digital technology
  - Online consumer protection and online security
  - Online privacy
  - Protection of minors
- Opportunities using digital technology to address real-life concerns
  - Education
  - Health
  - Environment & natural disasters

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GAM - Global Alliance Matrix.

A new approach in international labelling.

Issue.

- Youth protection labels in MS are heavily fragmented.
- EC and EP since many years seek to implement international labeling standards.
- Parents need guidance.

Dilemma.

- National regulation of international content is restricted.
- Content is perceived before the background of different regional, national and individual values.
- Static age ratings are suboptimal in view of fluent cultural values and dynamic online content.
- Little potential for parents' orientation.

Situation.

- Each MS has classification knowledge and expertise.
- There are plenty of existing ratings out there.
- The Zeitgeist calls for open and processable data.
- Technology calls for electronic, not (only) visual labels.

Solution.

We need a GPS,
a Trusted Third Party,
a youth protection API
for online content.

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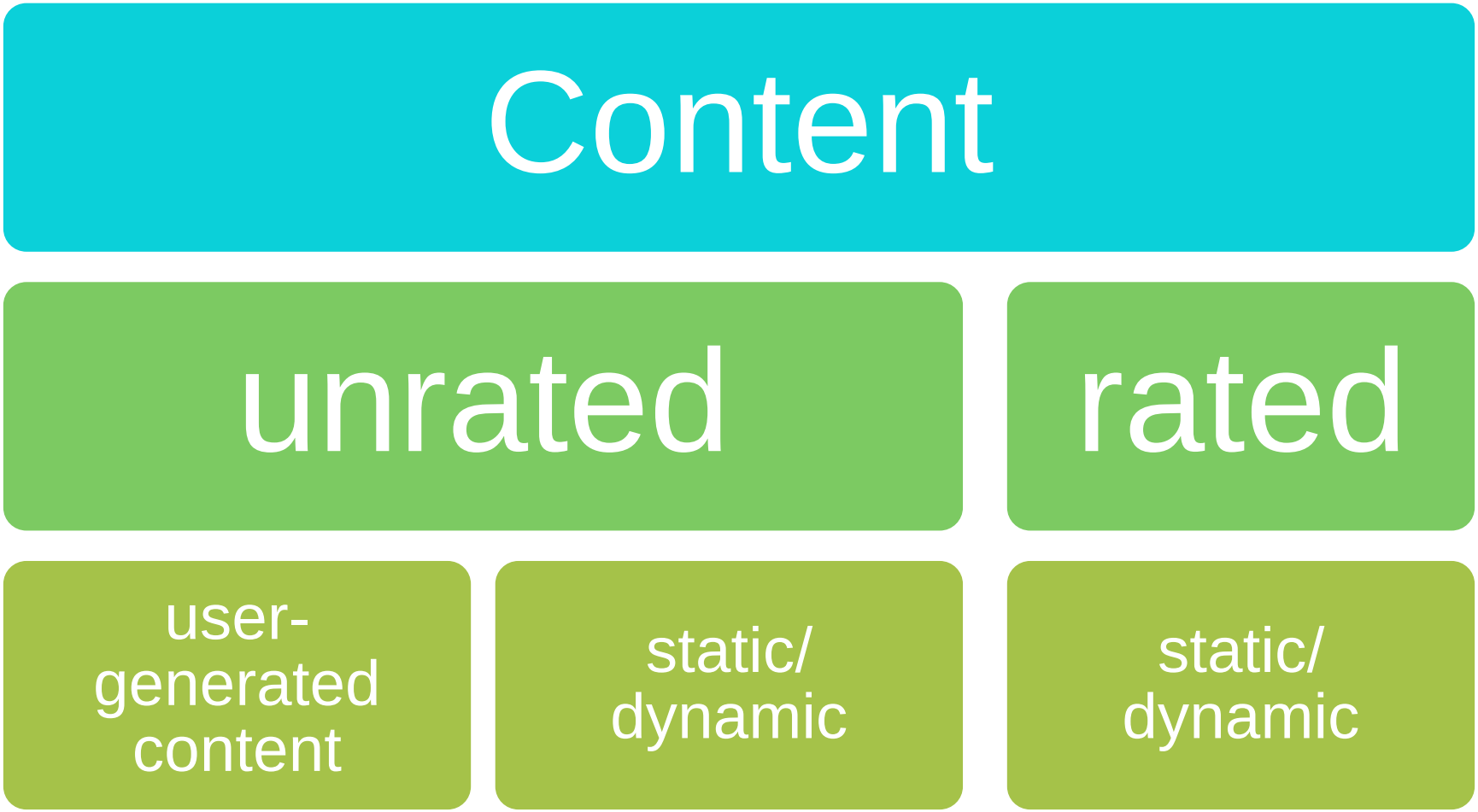
Solution.

- Accept and recognize cultural and societal differences
- Build on existing rating knowledge and labels to foster existing systems – not replace them
- Make existing labels interoperable
- Establish a trustmark for all users and add levels of trust to the ratings
- Support individual user-side filter systems
- Harmonize industry codes
- Outsource monitoring and enforcement

GAM.



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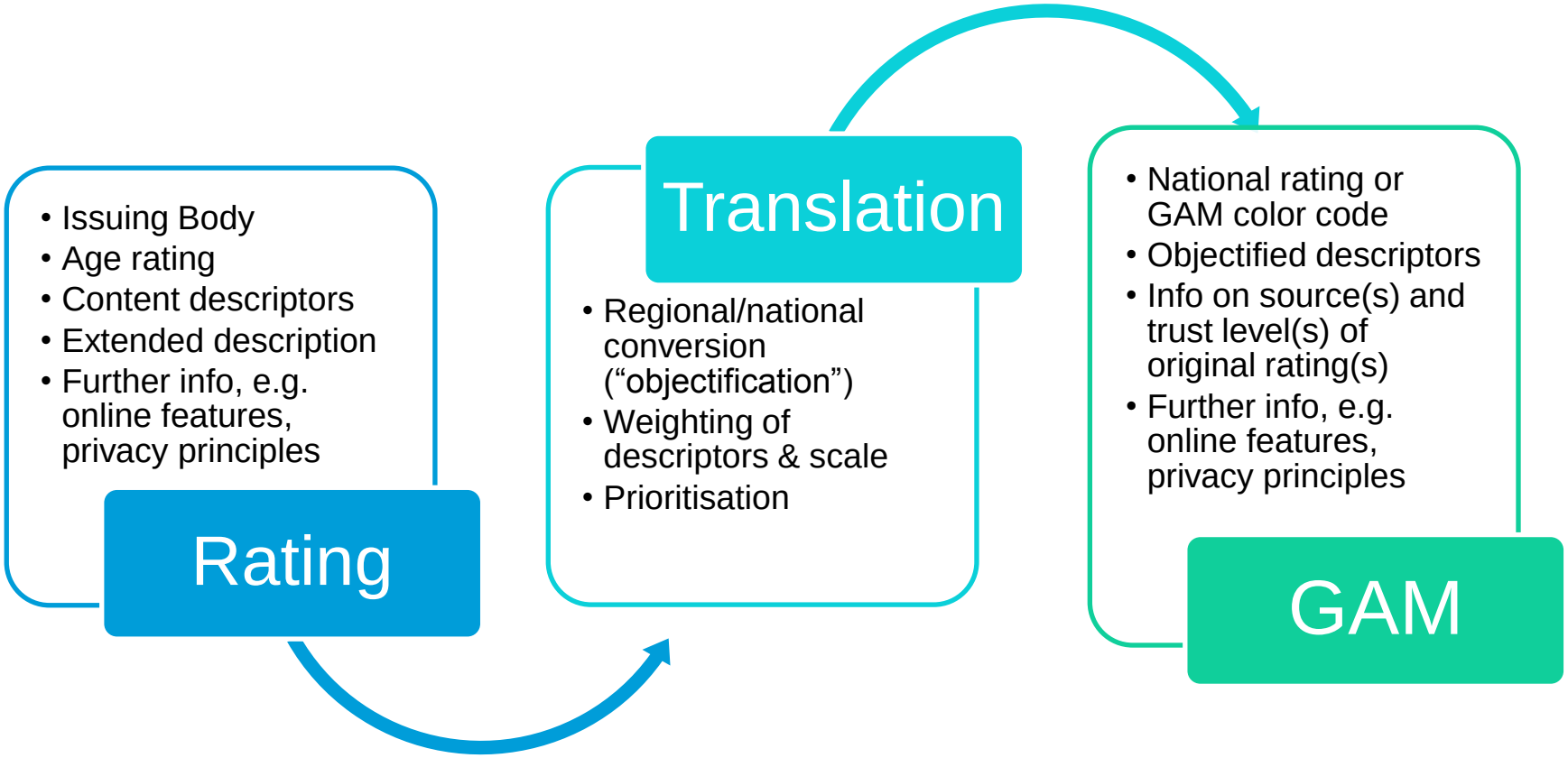
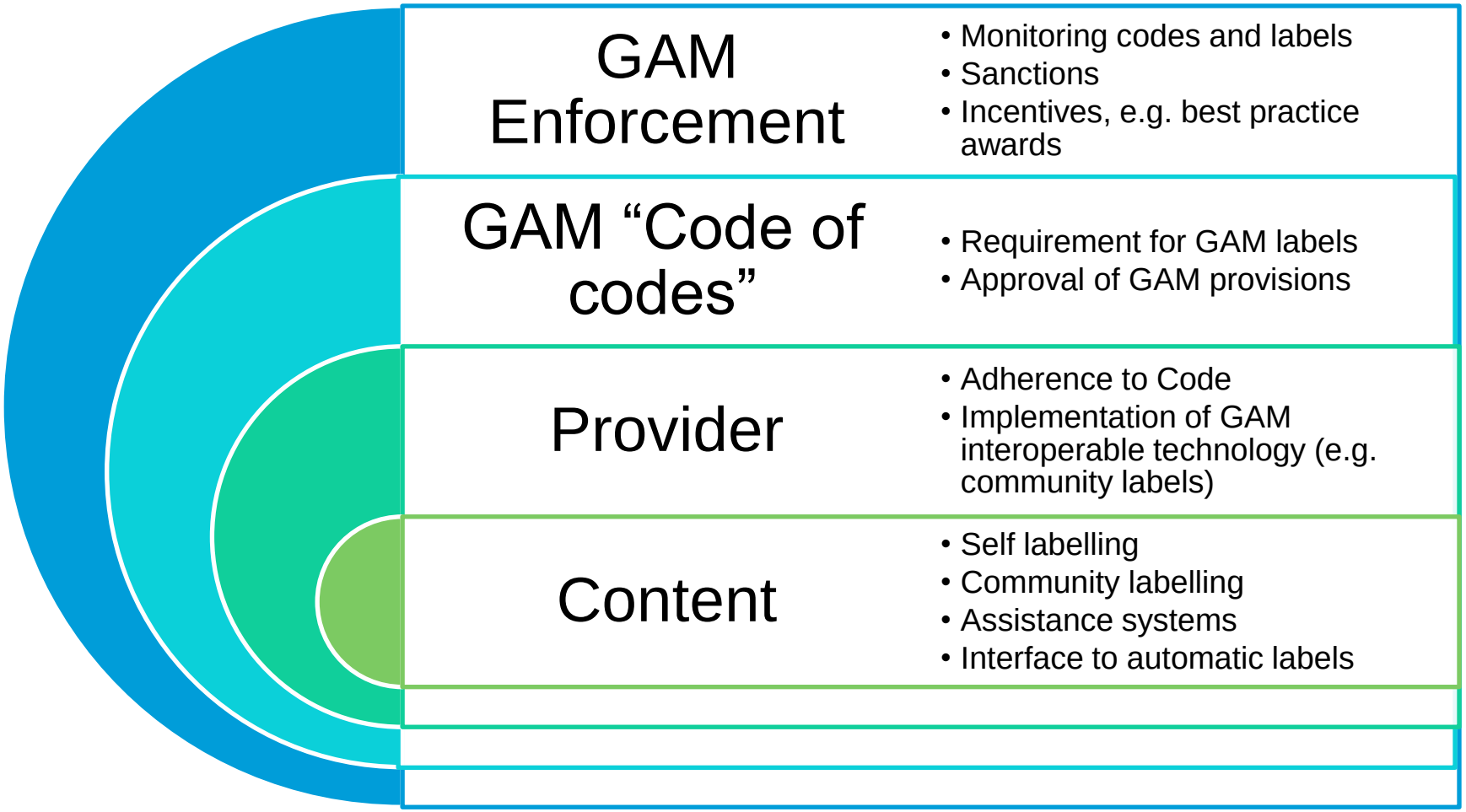
GAM: Rated content.



GAM: (Yet) Unrated content.



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Advantages.

Consumers

- Orientation
- Information
- More trust
- Flexibility
- User-side filter software

Publisher / Content Provider

- Interoperability of ratings and labels
- Comparable codes of conduct
- Consumer confidence
- Social responsibility
- (Costs)

GAM.
Epic win.

Host Provider

- Monitoring of more specific complaints
- Minimising legal risks
- Providing information to consumers
- Fostering social responsibility among clients
- (Costs)

Classification bodies

- National expertise becomes global value
- Legitimacy on an international scale
- Information sharing / best practice
- (Costs)

Needs.

- Political & financial support
- Research (on electronic labels & regional values)
- Pilot projects (principal approvals exist!)
- More partners
- Technical & organisational infrastructure

Thank you*

*We need your support.

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