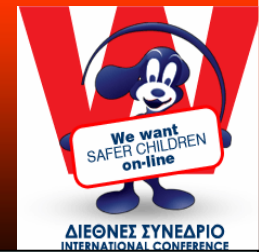# Corporate Social Responsibility (CSR)
and
Safer Internet for Children

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1st International Conference
We Want Safer Children On-line
Thessaloniki, Greece
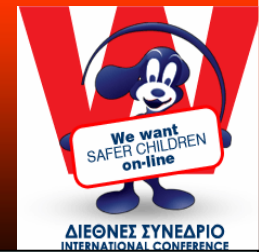**September 22, 2006**

- **Parent's business**

- **Legislator's business**

- **Educator's business**

- **Business's business**

- **…many people's business**
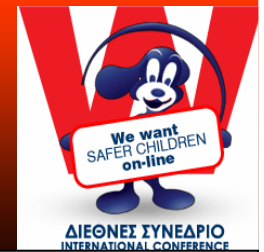
<u>Is it any of my business?</u>

- **C**hildren's **S**afety **R**esponsibility

- **C**yber **S**afety **R**esponsibility

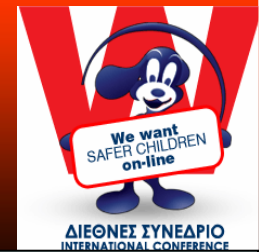- **C**orporate **S**ocial **R**esponsibility

…CSR!

CSR

- Would I accept to <u>earn less profits</u> in order for children to experience a safer Internet?

- Have I ever thought about investing some of my <u>human, time and capital resources</u> into helping make the Internet a safer place for children?
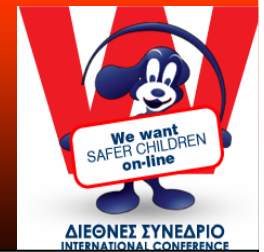
YES!

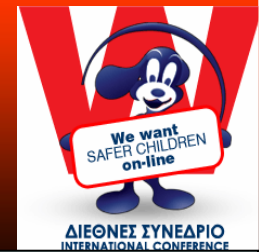# *…but, action speaks louder than words!*

The integration of **business operations and values**, whereby the **interests of all stakeholders** including investors, customers, employees, the community and the environment are reflected in the company's **policies and actions**.
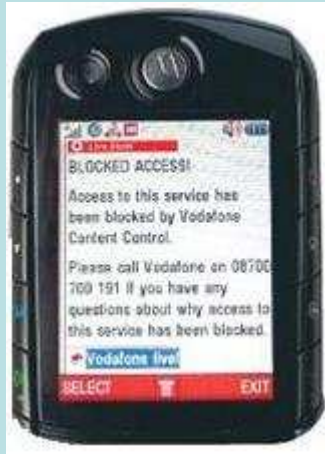
Source: CSRwire

Good practices

1. Vodafone live!

- A combination of technological filters and human moderators provide a safeguard against misuse of **chatrooms** within the **Vodafone live!** domain

- Rollout of content controls in local Vodafone operating companies (e.g. Internet filter for Greece from March 2007)

- Age verification in the UK: credit card registration + proof of age
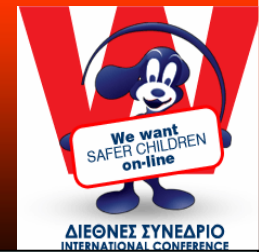
2. Nintendogs

- Recognising animal-friendly achievements and progress in commerce and culture, Nintendo launched **"Nintendogs for Nintendo DS"** (**www.nintendogs.com**)

- Launched on the **Nintendo DS handheld console** in October 2005

- Lets owners train and care for **lifelike puppies** using the Nintendo DS system's touch screen and microphone
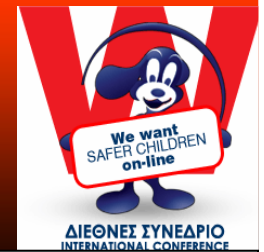
Greece's most comprehensive Corporate Social Responsibility Directory

…making a world of difference!

"We can't solve problems by using the same kind of thinking we used when we created them."

Albert Einstein (1879-1955)