

Children's Online Safety Center
in the Republic of Moldova

sigur^{online}

Together for a
better INTERNET!

Safer Internet Day **2025**

Moldova

Impact **report**

February – March, 2025

#SID2025

MOLDOVA



Press Club

Let's Talk About CSAM!

February 10, 2025 • offline

This event officially launched the “*SID 2025 – Let's Talk About CSAM!*” campaign. We laid out the facts, opened honest discussions, and brought together journalists, influencers, and organizations to talk about the reality children face online.

[Read more here](#)

[Click here to see more photos](#)



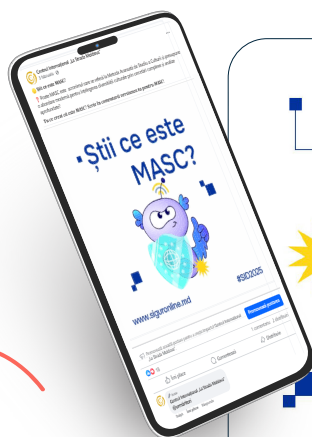
#event



Social media campaign actions

We also took the conversation online, with 32 posts reaching *over 100,000 people*, achieving record visibility on the official “La Strada Moldova” Facebook page.

[Discover more about this](#)



MASC:
materiale ce reprezintă
abuzul sexual asupra copilului



www.siguronline.md

#SID2025

#SID2025



MIT:

Vizualizarea materialelor
de abuz nu face rău,
întrucât nu ai interacțiune
directă cu copii.

ADEVĂR:

Prin vizualizarea și
distribuirea acestui
conținut, tu, ca utilizator
al Internetului, sprijini
indirect producția și
răspândirea abuzurilor.

#campaign

#3 Vox populi

Let's Talk About CSAM!



February 2025 • offline & online

We created a series of *5 vox populi videos* promoting public responsibility and the role each person plays in protecting children online. These challenged myths and stereotypes around viewing, sharing, or accessing abuse materials and encouraged reporting illegal child sexual abuse content.

See more here

Watch the videos on YouTube



Official kit

of our campaign • SID 2025

A dedicated visual *communication kit* for the SID 2025 campaign was also developed and used in both online and offline promotion.





#5 Digital Empowerment

Program for graduating students

📅 February - March • offline

Over 13,000 graduating students from general education institutions, colleges, and centers of excellence across the country received support in using digital technologies and were educated on safe and responsible online interaction.

[Read more here](#) 🔗

[Click here to see more photos](#) 👁



#empowering



#6 Info session

for students pursuing a teaching career

We also engaged with about **300 students** pursuing a teaching career about online risk behaviors and how to address these topics with their future students. A special resource, “*Nino's Adventures*” was launched for parents and educators.

[Discover more here](#) 🔗



#resources



National contest

Together for a Better Internet!

March 22, 2025 • offline

Eight teams of 4–6 youth center volunteers from different regions of the country gathered in Chişinău for the 7th edition of the national contest “Together for a Better Internet.”

They came together and developed innovative ideas of games in order to protect teenagers online, including both online and offline games.

[Read more here](#)

[Click here to see more photos](#)



#ideathon

Hold on! Don't go just yet!
There's more!

Discover more activities carried out during the **#SID2025** campaign

Scan the code!



SID 2025 in numbers

Short overview



100.5 K

people reached
on Facebook

5

vox populi videos
created and shared

97

institutions involved in
the campaign

7

digital postcards created
to challenge stereotypes

1.901

teachers engaged in
campaign activities

70

participants in the national
contest (Ideathon) „Together
for a Better Internet!”

8.450

parents engaged in
campaign activities

26

reports of illegal content on
SigurOnline hotline.

20.282

students participated in
online safety activities

9.714

users accessed our platform
www.siguronline.md

3

new educational
resources developed

3

abuse cases
(including 2 incidents) reported
via helpline **SigurOnline**

20+

media titles covered
the campaign

#SafeOnline

#SafetyOnInternet

#SafetyInternetDay2025



Thanks to our **SID 2025** partners



MINISTERUL EDUCAȚIEI
ȘI CERCETĂRII
AL REPUBLICII MOLDOVA



AGENȚIA
NAȚIONALĂ
PENTRU TINERET



Safe
Online



ULTRA

our
media
friend

kreyon

“Let’s Talk About CSAM” campaign was carried out by the International Center “La Strada Moldova” in partnership with the Ministry of Education and Research of the Republic of Moldova, the National Youth Agency, the General Police Inspectorate, with the support of the Global Safe Online Fund.

#SID2025

MOLDOVA