



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



SURF SMART STAY SAFE ONLINE

Our Surf Smart partnership with Symantec began in 2011, to help keep girls make the most of the internet whilst staying safe online.

Together our aim is to raise a generation of internet savvy girls and young women who can use the internet to make a positive difference in the world.



SUMMARY



The internet has become a part of everyday life very quickly. For a global organisation like The World Association of Girls Guides and Girl Scouts, (WAGGGS), its rapid expansion has opened up opportunities for our ten million members to form connections and friendships around the world; a Girl Guide in Peru or Kenya can now connect with a new friend in Canada, South Korea or India, bringing the Movement closer together than ever before. With a window into the rest of the world, young people are now connecting, sharing information and advocating on issues that are important to them in their communities, country and the world.

But with all these opportunities comes risks, and at WAGGGS we believe we have an important role to play in enabling our members to benefit from all the internet has to offer, whilst ensuring that they are aware and able to keep themselves safe from harm in the online world.

Although most of the girl experience in Girl Guiding and Girl Scouting involves being in groups, away from screens and often outdoors, the reality is the same girls and young women are increasingly online at school and at home. We want to ensure that when they are online they are safe and that they learn how to be global citizens online.

▶ **This includes learning** about when online how to identify and challenge the image myth (see WAGGGS programme 'Free Being Me') and gender stereotypes that might lead to gender-based violence (see WAGGGS' 'Voices Against Violence'). Girls and young women can also advocate for change online and have their voice heard through initiatives such as U-report polls.

THE INTERNET IN NUMBERS

AS OF JUNE 2018, 55.1% OF THE WORLD'S POPULATION HAD INTERNET ACCESS.

BY 2020 IT IS PREDICTED THAT OVER 50 BILLION DEVICES WILL BE CONNECTED TO THE INTERNET, EQUAL TO SEVEN FOR EVERY PERSON ON THE PLANET.



**IN 1 MINUTE
THERE ARE:**



79,740
TUMBLR POSTS



4,333,560
YOUTUBE VIDEOS
VIEWED



473,400
TWEETS SENT



2,083,333
SNAPS SHARED BY
SNAPCHAT USERS¹



49,380
INSTAGRAM
PHOTOS
UPLOADED



176,220
SKYPE CALLS

¹<https://www.statista.com/statistics/195140/new-user-generated-content-uploaded-by-users-per-minute/>

THE SURF SMART PARTNERSHIP

In 2011 we began our partnership with Symantec, one of the largest internet security firms in the world. The central component of the partnership is a non-formal education badge curriculum, **Surf Smart**, designed to help children of all ages get more out of their time online and know how to deal with the risks the internet poses in a positive way.



Developed in partnership with the professional support and advice of Symantec's cyber-security professionals and WAGGGS non-formal education experts, the Surf Smart curriculum provides a unique resource, which will ensure a generation of girls and young women have the knowledge and skills required to protect themselves and others online.

Surf Smart empowers girls and young women to use the internet safely. This helps achieve SDG5, particularly target 5.B "enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women"



“ Since it is so common to use all the social networks, and it is such a part of our daily lives, we didn't realize the difference between right and wrong information to share. We usually don't think about our actions in that way or maybe we just don't think that bad things will ever happen to us. ”
Samantha Alcocer Morales, 15 years old, Mexico City

HOW DOES THE CURRICULUM WORK?

Surf Smart takes young people on a digital adventure to explore how they can connect with local and global communities, stay safe and make good choices when they are connected. It has three themes:

CONNECT POSITIVELY ONLINE:

How does the internet affect you, your family and your time? In this section, you will find out about the advantages, and dangers of the internet.



PROTECT YOURSELF FROM ONLINE RISK:

Learn how to build better passwords, recognise and understand online dangers, and how to take precautions to protect yourself when surfing online.

RESPECT YOUR RIGHTS AND REPUTATION ONLINE:

From cyber bullying to your digital reputation, critically engage with how the internet can affect your life and why you should consider carefully before sharing online.

“ I think the best way of caring about us young people is sharing this sort of information so that we understand what can happen. This is not about putting ourselves in a bubble, but protecting our information and who we provide it to. ”

Samantha, Mexico City

OUR REACH SINCE 2011

Since the partnership launched in 2011, WAGGGS and Symantec have targeted those regions that represent some of the fastest growing internet populations and have high rates of cyber crime but limited access to information on how to protect themselves online.



2012

SURF SMART curriculum developed and piloted in the **UK, France** and **Germany**. Over **100,000** Girl Guides and Girl Scouts take part.

2013

SURF SMART is adapted to the **AFRICAN** context and includes advice for mobile internet users. Surf Smart is now available in **TEN COUNTRIES**.

2014

SYMANTEC and **WAGGGS** agree a larger third phase in **LATIN AMERICA, THE CARIBBEAN AND INDIA**.

2015

SURF SMART reaches its **200,000 PARTICIPANTS**, is active in **44 COUNTRIES** and available in **9 LANGUAGES**.

2016

The partnership reaches the goal of reaching **60,000 GIRLS AND YOUNG WOMEN** in **SOUTH AMERICA AND INDIA**.

2017

SURF SMART curriculum delivery extends to the Asia Pacific Region, engaging **100,000 GIRLS IN IN THE PHILIPPINES, SINGAPORE AND AUSTRALIA**. Symantec employees also provided their technical expertise to units completing the programme in Australia and learnt more about the Movement.

2018

After six years of delivering the programme, and reaching more than **350,000 YOUNG PEOPLE**, an in-depth evaluation of Surf Smart delivery across WAGGGS. The evaluation helped us better understand:

- Girls' experience completing the Surf Smart curriculum and the impact that participation has on their understanding of internet safety
- MO and Leader experience delivering the curriculum

Nearly 400 girls in 12 countries and their leaders participated in the research and provided their feedback, which will be used to create a modern and updated curriculum.

2019

WAGGGS and Symantec have agreed **A FURTHER TWO AND A HALF YEAR PHASE TO OUR PARTNERSHIP** (until the end of 2021). The new phase involves an update to the Surf Smart curriculum, incorporating recent changes in how girls access the internet and the new world of social media and apps. We will also be making more programme content available online in new ways so that as many girls and young women access it as possible.

July 2019

WAGGGS is the largest voluntary movement dedicated to girls and young women in the world with 10 million members across 150 countries. For more information please visit www.wagggs.org or call 00 44 207 794 1181.