



## **Call for Information by the IGF MAG Chair**

Decisions and Actions Taken as a Result of IGF-Related Engagement

30 June 2014

### Encouraging Local Content

Based on our collaboration in preparing a workshop on encouraging local content creation industries for the IGF Bali, Disney and the Bandung Institute of Technology (ITB) in Indonesia launched the ITB Apprentice Awards, a competition to reward young innovators with cash and mentoring opportunities to support the development of app concepts and animation that promote the cultural and economic advancement of Indonesia. The Award is specifically designed to promote the growth and development of innovation and the creative economy in Indonesia. It grows from Disney's belief that encouraging the production of locally relevant content contributes to a virtuous cycle that fuels multiple sectors of society, including broadband investment and adoption.

The competition was formally launched at the end of November 2013 at Indonesia's Digital Media Festival, which was held in Bandung and sponsored by the Ministry of Creative Economy. In July 2014, Disney plans to host a one-day innovation workshop for the contest finalists and, after the winners are announced in September 2014, Disney will host the winner in each category (i.e., Best Animated Short (animatic or animated short with a maximum duration of 5 - 8 minutes) and Best Mobile App (a mobile interactive app on any mobile platform)) for a mentoring internship at our Singapore regional office, with travel and expenses paid.

### Child Online Protection

Based on active discussions at each of the 2011, 2012 and 2013 IGF's on the global need for greater online safety related education and tools available to parents and children, Disney has launched new initiatives in the Latin America, Europe and the US on child safety. In Latin America, in partnership with an NGO, we have developed a schools based online safety curriculum which includes training guides, training sessions, online material and editable graphic packs. The program has reached 785 schools, nearly 2000 teachers and 300,000 children in Argentina, Mexico, Brazil, Chile and Colombia. In addition, the materials were used at the ITU sponsored Global Youth Summit in Costa Rica in 2013 for a train-the-trainer program for participants from all over the world. In the US and the EU, we have launched the *It Starts with You Campaign*, which includes creation and airing of online safety messages delivered by Disney talent online and on the air, online tools for parents and children, a leadership program in schools to combat bullying and a partnership with an education NGO to distribute online safety information to teachers.