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After its success in other countries in Europe, Smartbus has also arrived in Italy, thanks to Huawei's collaboration with Parole O_Stili, with an awareness-raising project to promote the development of digital citizenship and a communication without words’ violence.

An occasion that immediately turned into an extraordinary opportunity to be able to stand next to so many boys and girls, teachers and citizens to help them acquire proper awareness on the use of digital tools. A special opportunity that, through a completely new format designed "ad hoc" for our country, brought the 10 principles of the Manifesto of Non-Hostile Communication and Huawei's know-how around Italy.

Some collaborations have the ability to channel energies and build opportunities for growth from many points of view, and the one that just ended was a valuable experience that, we hope, has given back to the people we met, in terms of equal awareness and a renewed desire to learn more about issues related to online security and privacy.

Starting from the concept that "virtual is real", it becomes even more imperative to devote more time and resources to take care of our digital identities.

With the coming school year, our wish is that we will be able to reach many new destinations and continue to bring our principles and values around Italy.

Rosy Russo
President of the Parole O_Stili Association
According to a 2022 Ipsos-Changes Unipol survey, **30% of Italians do not perceive Cyber Risk as a danger**, while **17% of citizens are unable to assess this risk and its consequences**, showing little awareness and much vulnerability.

Relative to the adoption of measures to protect themselves from cyber risks, **more than 1 out of 2 Italians try to counter Cyber Risk by providing only essential data and avoiding the sharing of photos**, a practice instead very common among younger people who manifest a very low perception of the risk related to the publication of their own images on Social Networks.

The pitfalls present online for the very young are numerous. Also, in 2022, the Postal and Communications Police and Cyber Security Operations Centers recorded an **increase in the number of individuals (people or websites) identified and referred for crimes related to techno-mediated abuse of minors**. In particular, online grooming involved more of the preteen group (10-13 years old). While cyber bullying cases, which were slightly decreasing, mainly affected the 14-17 age group.

The context related to the growing number of crime cases in the area of cyber security and privacy violation, the increase in the amount of time that "Gen Z" spends on digital devices, and the **lack of awareness that the entire population has regarding the opportunities and risks of digital** requires a timely and collective response.
From these instances and the experience gained by Huawei in other European countries, the collaboration with Parole O_Stili took shape to create an all-Italian "SmartBus" tour. The Trieste-based reality, committed to raising awareness against the violence of words, embraced the project right from the start by creating a training course and a WebApp, useful for monitoring awareness skills on cybersecurity and privacy issues.

Parole O_Stili works closely with schools and over the years has registered the need for teachers and students to learn more about these issues, partly in light of the fact that they do not have the opportunity to train adequately due to the limited funds available to schools.

Offering them a totally free educational and awareness-raising experience, thanks to Huawei’s support, was immediately received with great enthusiasm that turned concretely into active participation.
Promoters

Huawei

Huawei is a global leading provider of Information and Communication Technology (ICT) solutions. Huawei is committed to bringing digital to every person, home and organization, for a fully connected and intelligent world in which connectivity and network access are guaranteed to everyone, everywhere and at any moment.

Founded in 1987 with headquarters in Shenzhen, its products are distributed in more than 170 countries. The company can count on 207,000 employees, 50% of whom work in R&D, an area in which Huawei has invested more than 140.5 billion USD over the past 10 years.

Huawei has been active since 2004 in Italy, with more than 700 employees, two offices in Milan and Rome, three Global Research Centers, a Security and Transparency Center, six Innovation Centers with telecom operators, and five R&D Joint Labs with Italian universities.

Parole O_Stili

Parole O_Stili is a social project that aims to raise awareness of digital citizenship and fight against the violence of words. Founded in Trieste in 2016, Parole O_Stili aims to empower and educate Net users to choose non-hostile forms of communication. It promotes the values expressed in the "Manifesto of Non-Hostile Communication", a charter listing ten principles useful for improving the style and behavior of Web users. The association works on awareness and training projects with schools, universities, companies, associations and national and territorial institutions.
Parole O_Stili in schools

Parole O_Stili works closely with schools and does so through trainings aimed at teachers, students and parents, in order to ensure a comprehensive approach to digital civics education. A key aspect of Parole O_Stili efforts is the provision of free educational materials, which include video webinars and videos for all targets. These materials offer up-to-date and accessible resources to support teachers and students with their learning. In particular, Parole O_Stili has developed a digital platform dedicated to the school world called #AncheIoInsegno in collaboration with the Ministry of Education which counts more than 25,000 registered teachers. Within #AncheIoInsegno, an entire Parole O_Stili Civic Education pathway is available, inspired by the principles of the Manifesto of Non-Hostile Communication.

Educational approach of the SmartBus project

The training designed by Parole O_Stili for SmartBus promotes an educational objective through the integration of digital materials and elements such as video, audio, images and quizzes with game and interaction dynamics that make learning more engaging. Learning by doing has fostered behavioral changes in school children and the ability to act more spontaneously in an environment where they can make mistakes without feeling judged. The model adopted is purposeful and the pathways focus on promoting life skills and significant relationships. It includes examples of everyday life with activities, in which boys and girls could easily identify. The methodology used is active and privileges the transition from the cognitive to the emotional level, involving all the protagonists of the educational process, including teachers, students/children, parents and the local community.

The entire work has always proposed the use of 'non-hostile' communication modes, both online and offline.
The "SmartBus" project, launched in Europe in 2019, is part of TECH4ALL, Huawei’s global program that puts technology at the service of people and the environment, with numerous initiatives carried out around the world in collaboration with local and international partners. The main goal of this program is to promote digital inclusion and nature conservation. Since its launch and until September 2022, the SmartBus project has visited more than 300 schools in 8 countries, including Spain, Portugal, Belgium and the Netherlands, involving more than 65,000 students, parents and teachers.

For more information on the Huawei SmartBus project in Europe and in Italy, you can visit the dedicated webpages at: https://huawei.eu/what-we-do/smartbus and https://www.huawei.com/en/tech4all/stories/italy-smartbus
In Italy, **SmartBus is a project developed with the support of Parole O_Stili.** A special bus equipped with educational and technological materials **stopped in many Italian cities**, helping to improve the level of awareness of male and female students as well as citizens on the **issues of cyber security, privacy and the use of digital tools**.

The initiative has offered an inspiring and free opportunity to discuss digital skills and security, providing useful information and tools to face the challenge of the digital world responsibly.
During its journey, the SmartBus has reached **15 cities**, spread across 5 different regions: Piedmont, Lombardy, Tuscany, Lazio and Campania. Cities involved were: Turin, Settimo Torinese, Novara, Bergamo, Brescia, Cremona, Pisa, Livorno, Grosseto, Viterbo, Frosinone, Latina, Caserta, Salerno and Naples. An extra stop was done in **Trieste** on occasion of the Festival of Non-Hostile Communication organized by Parole O_Stili.
In each city, **the bus stopped for three consecutive days**, during which free training **sessions were offered to secondary school students** and through the **active involvement of other segments of the citizenry**, including students' families and teachers.

Under the motto **#CYBERSICURIABORDO**, the training provided by the SmartBus program **aimed to raise awareness among students and citizens about the protective measures to be taken to ensure online safety**. These measures included using antivirus software, the importance of keeping devices up-to-date, choosing complex passwords, and carefully configuring social networks to preserve personal data privacy as much as possible.
To facilitate the learning process, the SmartBus was equipped with 25 tablets with an educational WebApp installed, developed by Parole O_Stili just for this project.

Set up with informational and educational materials to offer a stimulating environment for participants, the bus experience was also accompanied by Parole O_Stili’s experienced educators, who guided users through the learning process, helping them to explore the different activities available.
Each morning, 45-minute training sessions were organized within the SmartBus, from 8:30 a.m. to 1:30 p.m., for a total of five daily sessions. During these sessions, Parole O_Stili created an engaging, interactive and fun learning environment, fostering students' interaction with the trainer through simulated activities that reflect everyday situations.

The lessons were mainly aimed at male and female secondary school students. In some cities, some students from the fifth grade of primary school or the first year of high school also took part in the activities.
Each 45-minute training session was structured as following: an introduction to the SmartBus project, Parole O_Stili and the principles of the Manifesto, as well as the issues faced. Afterwards, participants worked on the WebApp individually, by completing interactive activities and testing their knowledge and skills in cyber security, privacy and digital tools. At the end, a closing session gave them the opportunity to share their thoughts with the educator on the exercises they had just completed online.

At the end of the morning, Parole O_Stili educators received a report with the results of each class, allowing them to monitor which topics they could expand on later. In addition, several free materials were offered to teachers for use in the classroom to work with students on these topics, providing additional resources and tools for learning. This comprehensive and personalized training approach enabled participants to become more aware and prepared regarding digital safety, as well as fostering a culture of responsibility in the use of digital tools.
During the afternoon, from 3 p.m. to 6 p.m., other age groups of the citizenry were also involved.

People who boarded the SmartBus had the opportunity to complete a dedicated course on the topics of cyber security, privacy and digital tools, taking advantage of the support of an expert tutor from Parole O_Stili.
In order to offer a comprehensive and engaging educational experience, the **SmartBus was equipped with tablets** that allowed students and the public to access a dedicated WebApp, specifically created to guide users through the discovering of risks and threats present on the Web during their daily lives.

This innovative digital application was designed and developed by Parole O_Stili with the technical support of SpazioUau, **a team specializing in the field of digital communication and education**. Through this software, users were able to immerse themselves in **interactive educational activities**, which provided them with a deeper understanding of the topics covered, thus improving their awareness and acquired skills.

To ensure a **tailored experience, two distinct paths** were developed **within the app**. The first one **for students**, longer and more complex, taking 15-20 minutes to complete. The second one **for citizens**, shorter and easier, taking about 5 minutes to complete, useful for offering an essential but effective overview of the main concepts to be aware of. Both tracks were designed with a combination of **informative content, interactive quizzes and engaging activities in mind to encourage active learning and user participation.**
The framework

After filling up their profiles, users have access to a thematic pathway, divided into four "moments of the day": morning, lunch break/back home, afternoon and evening. For each one of them, participants are presented with real situations related to the topic faced.

For example, in the morning, users have to face a practical case related to cyber security. When they go back home, however, they must decide what information to include in their hypothetical bio on a social media channel, considering the implications for their online privacy and security. In the afternoon, an e-mail phishing attempt is simulated. Finally, during dinner, quizzes and tests on cyber security related terms and concepts are presented.

In this way, users are tested on different facets of cyber security and privacy through direct interactions with the content offered in the training course. This allows them to acquire knowledge and skills useful for addressing the challenges they may encounter on a daily basis.
The software

The **WebApp was developed specifically for the Smartbus project** to manage the needs of the training pathway. The application allows flexibility in creating routes for students and adults, these can be customized and modified quickly and easily.

Data management follows GDPR guidelines, including Cookie Banners with preference choice and management of explicit consent by adults to start a quiz with their email. About consent, data are saved according to General Data Protection Regulation guidelines.

**Students’ data**, since the design of the user experience, **have been anonymized** by not requiring email, first or last name from the student.

The reports

Regarding the students’ experience, each enrolled class was associated with a code that allowed tutors to receive a report on the "awareness achieved" through a visualization of aggregated data, preserving the **privacy of individual students**.

This report allowed teachers to **assess the skills and competencies acquired by the class** and identify any gaps. Numerous free Parole O_Stili materials were included within the file with which teachers could further explore different topics.

The use of codes avoided the handling of personal data such as first name, last name, date of birth, ensuring the protection of participants' privacy.

Regarding the interaction with adults, an **email address was requested**, which was useful later for sending their report.
The reports

La privacy su Internet è un termine generico che si riferisce a una varietà di fattori, tutti molto importanti: tecniche e tecnologie utilizzate per proteggere dati, comunicazioni e preferenze sensibili e privati. Termini che, più semplicemente, si traducono concretamente in foto, testi, account social e digital, password etc.

C’è chi esige delle informazioni chiare e precise sulla privacy e chi attende informazioni tratte da fonti affidabili. Le informazioni chiare e precise sono fondamentali per che cosa si tenga la parola chiave!

Per approfondire su Cybersecurity

Qui ti segnaliamo alcuni materiali attraverso i quali puoi approfondire il tema della cybersecurity:

- Cybersecurity, la sicurezza in rete: scopri cosa rischi e come difenderla: video YouTube
- Consiglio dei ministri - Phishing: video YouTube & lo spot radiofonico
- Minor e nuove tecnologie & GDPR

Per approfondire su Privacy

Qui ti segnaliamo alcuni materiali attraverso i quali puoi approfondire il tema della privacy:

- Garante della privacy & Consiglio dei ministri & La privacy al tuo fianco
- Diritti in materia di protezione dei dati & GDPR
- Suggerimenti per creare e gestire password & GDPR
The SmartBus tour was a great success; a total of 4,421 students participated, mainly from high schools.

The initiative involved 250 teachers from 206 schools in 5 different Italian regions and 15 municipalities, with an extra stop in Trieste.

The Parole O_Stili Team played a central role in engaging the community of teachers and principals through its work in communicating, telling about and promoting the project, which also managed to involve regional and provincial school bureaus, and municipal and regional advisors. A process of collaboration and mutual support resulted in a wide adherence to the project.

A significant aspect is the enthusiasm of many school leaders and teachers who, over the months, expressed a desire to add more stages so that their institutions, sometimes distant from the chosen locations, could participate.
It is important to note that, due to distances, it was not always possible to meet requests from the schools farther from the city center. Unfortunately, the interest shown far exceeded the **effective number of schools** that were able to access the Smartbus.

This is a tangible sign of the **importance that teachers attach to digital education** and awareness of the challenges related to the use of technology.

Citizens were involved through the main social media channels, with a **dedicated campaign**, including posts and stories created ad hoc to communicate the arrival of the Bus at the different destinations. Communication also went through the **Parole O_Stili newsletter**, with 52,000 subscribers, in which we shared information and directions useful for participation in the initiative.

The bus was often placed in **central squares** where the passing of citizens and curiosity led them to entering the bus. **556 people** were the ordinary citizens who boarded the bus to take the test.
To ensure the success and impact of the SmartBus project, active work was done to **engage institutions at both national and local levels**. Thanks to this collaborative strategy, it was possible to create an important synergy and give more visibility to the initiative.

The project received **official patronage** from the **5 regions** involved in the bus route (Piedmont, Lombardy, Tuscany, Lazio and Campania) and ASSTEL (the trade association representing the telecommunications industry). The initiative also received the support and patronage of **14** among the **municipalities** involved in the SmartBus tour.

This formal recognition confirmed the importance of the initiative itself for digital education, cyber security awareness and online privacy. It was a tangible sign of the **appreciation and interest of local institutions in addressing these crucial issues** and promoting a responsible digital culture among students and the general citizenry.
During SmartBus tour, **institutional visits** were organized at almost every stop, where **mayors and advisors had the opportunity to directly participate in the work done together with the students.** These visits allowed them to personally appreciate the students' commitment and the effectiveness of the proposed training activities. The initiative had a tangible impact on local institutions, demonstrating the value and importance of digital education as a tool to promote online awareness and digital citizenship.

The project was also supported by the operator **Fastweb**, which participated in the initiative by organizing **training sessions for citizenship** inside the bus. During the training events for students, representatives of the **Postal Police** took part in the activities by sharing **testimonies and experiences with the young participants.** Their presence brought **added value to the trainings**, providing a direct and concrete perspective on the topic of online safety.
The results of all the digital activities carried out on board the bus made it possible to create a **map of the digital competencies** of Italian cities and regions, while fully respecting privacy and personal data. This map is a valuable tool for **understanding the level of awareness and preparedness of different communities towards challenges related to online security**. In addition to providing an overview of the digital skills present, it also allows the **identification of possible areas for improvement and development** to ensure greater protection and awareness in the use of digital technologies. Through this mapping of digital skills, it will be possible to identify the **specific needs of each city and region** in order to provide targeted and tailored interventions to promote the diffusion of a digital security culture. **Best practices** and the most effective solutions to educate and raise awareness of cyber security issues will thus be identified, enabling everyone to navigate safely and responsibly in the increasingly pervasive digital world.
Evaluation system

Each question could have 2 to 3 possible answers, tending to 3. Each answer was given a weight from 1 to 3:

3 = Correct
2 = Partially correct
1 = Incorrect

The rating displayed at the end of the quiz was obtained by calculating the average of the scores collected during the quiz:

Average less than 1.66 = "Attention"
Average between 1.66 and 2.33 = "Not bad"
Average between 2.66 and 2.99 = "Great"
Average equals 3.00 (all correct answers) = "Super"

The rating was then accompanied by a brief description to give a more thorough explanation of the result obtained.
Everyone passed but not with flying colors.
This can be summarized as the data from the final SmartBus report, which is the
compilation of the results of all the tests completed by students and citizens
during the 15 stops around Italy.

Only 3.1% scored "Excellent"
by answering all questions
correctly while 80.6% finished the
test with a "High" score.

Secondary school students are more competent than adults in cyber
security and privacy issues. A 75% correct average of the answers was given
by youngsters against 69% scored by adults. A figure that can be further
interpreted in light of the 30-minute training session, curated by Parole
O_Stili, that the students attended before taking the educational test;
a meeting that was certainly preparatory, and outside the usual educational
standards, to activate a very stimulating learning and concentration frame.

The scale from 0 to 100 corresponds to the percentage of the score to
the total achievable. 100% is equivalent to having answered all questions
correctly, 0% the opposite
Among the adults, **women are on average slightly more competent than men** (59.4%), with a 61.5% "High" rate response, while higher is the male percentage that scored "Excellent" 9.5%.

The regional breakdown into the different skill levels sees **Tuscany** ranking **first with 86.9% of "high" responses scored** followed by Lombardy (84.6%) and Lazio (84.5%).
Students

The results collected among the students regarding cyber security and privacy skills, tell us that the new generation is on average informed about the topics but still needs to go more in-depth and be accompanied on this learning path. One topic out of all is, for example, passwords and their use.

Almost 50% of students do not know how to set a safe password. Even today, most of them choose security keys that refer mainly to their passions or to the dates of birthdays and anniversaries. More than half, on the other hand, keep their passwords stored in the Note App of their smartphones, while only 49.6% use encrypted key fobs. In this setting of poor management of their privacy and the security of their digital identity, girls (47.6%) do worse than boys (45.7%).

Question: What characteristic does my password have? Choose the most appropriate option

- 1. I always use some dates (like birthday date) so I don’t forget it (51.2%)
- 2. I refer to some of my passions (26.2%)
- 3. Use of acronyms or puns (22.6%)

Question: How do you remember your passwords?

- 1. I only share them with a friend (49.6%)
- 2. I only share them with a friend (47.6%)
- 3. I use encrypted key fobs and share them only with my parents (2.8%)
Pirated games or games of dubious origin are of no concern to the younger generation. In fact, 50.7% say they disagree or are indifferent as to whether pirated versions are dangerous for PCs, smartphones or tablets to install. Just as for 38.1% it is not a problem to receive parental consent to purchase premium services online. **Online autonomy seems to prevail at the expense of security.**

**Question:** *I don’t download pirated versions: it can be dangerous for computer/phone security. Pirated game = copies of a computer or console game without the permission of the developer and copyright owner of the product.*

- 36.4% agree
- 49.3% disagree
- 14.3% indifferent

**Question:** *Premium games are the best but they cost too much. I always ask my parents if I can buy them.* Premium games = paid games

- 30% agree
- 51.9% indifferent
- 18.1% disagree

**Highly developed skills,** on the other hand, **regarding cyber security** and privacy languages, were shown by the students with 90% of them knowing the exact meaning of words such as “ban”, “block” and “reporting a violation” of a platform’s guidelines.
Question: **Excluding an Internet user from access to a chat room, forum, etc. In case he/she has violated the rules of behavior or done illegal things.** It is the definition of:

- 3. Ban
- 2. Block
- 1. Reporting

Question: **Prevent a user from interacting with you, in some cases from not showing some content you post.** It is the definition of:

- 3. Block
- 2. Ban
- 1. Reporting

Question: **Provide for reporting misbehavior or inappropriate behavior to the platform managers. This provides them with information to take action if community rules are violated.** It is the definition of:

- 3. Reporting
- 2. Ban
- 1. Block
Adults

The results collected from adults’ tests are significantly worse than those collected from students. **More than 1 out of 3 adults have insufficient skills on cyber security topics**, with 35.8% of them scoring medium - low. On average, men do worse, collecting 37% medium-low results against 34.5% of women, although the formers achieved a higher percentage on the "Excellent" response rate.

The situation does not improve when it comes to privacy either; 29% scored medium-low, where women did best with only 26.6% medium-low responses.
From the tour and discussion with more than 5,000 people, two important points emerged:
- the generational factor, as young people demonstrated to be more skilled than adults;
- the importance of training, which we assume also had a fundamental impact on the good results achieved by the students of secondary schools, comparing to adults who didn’t receive a training before taking the test.

Activating a path of accompaniment and awareness is an essential step in nurturing a culture of cyber security and online privacy management. And if for the very young it is possible to intervene through the school system, with the involvement of teachers, educating the citizens is a way more complex thing to do. Intercepting adults and, above all, their interest requires a more articulated effort, also due to a different relationship of these generational groups with technology and the assumption that "virtual is real".

There are two key words, interconnected with each other, that can summarize and simplify two important steps of the SmartBus project, but also the philosophy and mission of Parole O_Stili, shared by Huawei.

**Awareness**
Awareness of proper and safe navigation cannot be a secondary issue, but is a very important act towards building a solid digital identity. The work of Parole O_Stili and Huawei goes precisely in this direction, so as to stimulate one's own personal growth.

**Digital citizenship**
That set of rights and duties that we can exercise through digital technologies. Therefore, it is our own responsibility to structure and maintain a citizenship that carries with it an awareness that our online and offline actions have an impact in the present and future for ourselves and others.