



WORLD ASSOCIATION  
OF GIRL GUIDES  
AND GIRL SCOUTS



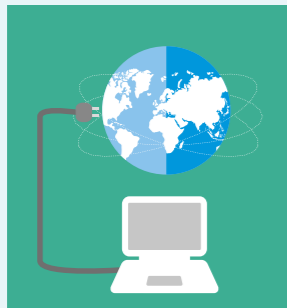
# SURF SMART 2.0 GENERATION DIGITAL

Surf Smart is a World Association of Girl Guides and Girl Scouts (WAGGGS) internet safety and wellbeing programme developed with Norton, one of the most trusted brands in consumer cyber safety.

Together we are raising generations of internet savvy young people who can use the internet to make a positive difference in the world.



## THE ISSUE



### A world without the internet has become unimaginable.

We use it to connect with friends, learn about new things and enjoy our free time. Bringing together billions of people worldwide, the internet is a core pillar of the modern information society. Amidst the COVID-19 pandemic, the use of the internet has increased rapidly, providing an invaluable way for people to remain connected and to continue learning and working during lockdowns.

But the pandemic has also unveiled and intensified some pressing issues for young people from cyberbullying to rampant misinformation and unequal access to the internet. At WAGGGS we believe we have an important role to play in enabling our members to benefit from all the internet has to offer, while ensuring that they are aware and able to keep themselves safe from harm in the online world.

Through Surf Smart 2.0 you will explore how you can use the internet as member of Generation Digital; not only to communicate, learn and play but also to get involved with society

## THE SURF SMART PARTNERSHIP

In 2011 we began our partnership with Norton, 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 deal with the risks the internet poses in a positive way.



Developed in partnership with the professional support and advice of Norton'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.

“With COVID, our youth are spending a lot of time behind the screen. I think it is really important to have this power as a Leader - to help young people realise how much an impact they can have on the lives of others, and how much they can contribute to making the internet a more positive place” -- Elise, Young Leader, France

## 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 sections:

### 1. GETTING STARTED

This section of the pack provides introductory activities to Surf Smart 2.0 Generation Digital.

### 2. PRESS ENTER

This part invites participants to develop new digital skills and awareness. There are five activity sections:

#### 1. DISCOVER INTERNET WONDERS

Discover and use the positive aspects of the internet

#### 2. CONNECT POSITIVELY ONLINE

Learn how to use social media and other platforms in ways that connect us with others positively and safely.

#### 3. PROTECT YOURSELF FROM ONLINE RISKS

Learn how to navigate the web safely.

#### 4. YOUR DIGITAL RIGHTS AND FOOTPRINT

Explore digital rights, learn about safe digital footprints and discover how to look at information critically.

#### 5. IMAGINE A BETTER INTERNET

Use the internet in a positive way to spark creativity and make it more enjoyable for others.

### 3. #BETHECHANGEONLINE

In this final section, participants explore how to make change happen and take up their own project to bring social change. They also take their Generation Digital Promise of contributing to a safer and positive internet experience for everyone.

Download the Surf Smart Curriculum and Leader's Guide (or their Audiobook versions) from [www.waggs.org/en/what-we-do/surf-smart-20/](http://www.waggs.org/en/what-we-do/surf-smart-20/)

“My mother used to say that smartphones are for those people that have nothing to do in life, so I also grew up with such a mentality. With the surf Smart training, I have been able to open my mind to new possibilities and a whole new digital world. My perception of technology has changed completely, I now run an online business that I run through social media.”

Girl Guide, Uganda Girl Guides Association

## IMPACT SNAPSHOT

Among girls and young women who took part in our Surf Smart evaluations:

- 99% Children indicated they enjoyed learning through Surf Smart
- 79% Children have favorable attitude on online safety overall after completing the programme
- 62.5% Children verified the source when they spotted fake news online which is a significant increase from 31.5% before taking Surf Smart.

“I get to teach my troop to differentiate between facts and opinions, between fake news and real news. It has been really helpful.”

-- Joan, Young Leader, Uganda

## OUR REACH

Since the partnership launched in 2011, WAGGGS and Norton have targeted 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**

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

**2015**

**SURF SMART** reaches **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**.

**2018**

After six years of delivering the programme, and reaching more than **350,000 YOUNG PEOPLE**, an in-depth evaluation of Surf Smart delivery is conducted across WAGGGS.

**2019-  
2020**

WAGGGS and Norton agreed **A FURTHER TWO AND A HALF YEAR PHASE TO OUR PARTNERSHIP** (until the end of 2021). The new phase involved an update to the Surf Smart curriculum, incorporating recent changes in how girls access the internet.

**2021**

**A SURF SMART AUDIO BOOK** is developed for greater accessibility, and an **E-COURSE** of Surf Smart is available in Campfire. **THIS NEW PHASE REACHES 252,431 LIVES**.

**2022**

Norton donates **\$1M+** to expand the Surf Smart programme and **EXTEND IT UNTIL 2024**.

**2023**

**A GLOBAL ADVOCACY FUND** is launched to support girls and young women to develop their own digital advocacy campaigns. Surf Smart is implemented across **WAGGGS WORLD CENTRES** programmes.

WAGGGS is the largest voluntary movement dedicated to girls and young women in the world with 10 million members across 152 countries. For more information please visit [www.wagggs.org](http://www.wagggs.org) or call 00 44 207 794 1181.