



Moldova  
2026  
Safer  
Internet  
Day

THE NATIONAL CAMPAIGN BRIEF

[ Lets use AI safely! ]

[siguronline.md](https://siguronline.md)

February 06 - March 31, 2026

# [ Let's use AI safely! ]

Every year, on the second Tuesday of February, the **Safer Internet Day** is marked at the initiative of the European Commission, under the theme “Together for a Better Internet.” The Republic of Moldova is joining the European campaign this year as well, addressing the specific topic of safe, ethical, and responsible use of artificial intelligence by children.

In the Republic of Moldova, the national campaign is organized by the International Center “La Strada”, in coordination with the Ministry of Labour and Social Protection, the Ministry of Education and Research, the Ministry of Economic Development and Digitalization, and the General Inspectorate of Police. All initiatives carried out within the framework of the campaign are annually communicated to the European Commission’s platform by the International Center “La Strada”, an organization that, since 2020, has been part of the European network of Safer Internet Centres (SIC+) and manages the Digital Safety Centre of the Republic of Moldova – [www.siguron-line.md](http://www.siguron-line.md) – based on cooperation agreements concluded with the Ministry of Education and Research and the General Inspectorate of Police.

The programme, funded by the European Commission, brings together organizations with similar missions aimed at promoting the protection of children in the online environment through awareness-raising activities

**The aim of the campaign** is to increase the level of information and awareness regarding emerging online risks and the safe use of artificial intelligence, as well as to promote open family dialogue on digital safety and responsible behaviour in the online environment.

and information provision, management of support services for children and parents addressing online risks, child participation, as well as hotline services for reporting child sexual abuse material (CSAM). All these services in the Republic of Moldova are provided through the platform [www.siguron-line.md](http://www.siguron-line.md), which, since April 2023, has also integrated the option to report child sexual abuse material (CSAM), internationally accredited by the global network INHOPE.

This year’s national campaign focused on the topic of responsible use of artificial intelligence, under the slogan “Let’s Use AI Safely.”

The Committee of the Parties to the Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse approved, on 6–8 November 2024, the *Declaration on the Protection of Children against Sexual Exploitation and Sexual Abuse Facilitated by the Use of Emerging Technologies*. Member States, including the Republic of Moldova, reported on the progress achieved in this area during the meeting of the Committee of the Parties to the Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse, held in Chişinău on 19–21 November 2025.



At the same time, the national campaign was organized in the context of the findings of a survey conducted by teachers from across the country, involving 632 children from grades I–IX in 15 localities (239 from rural areas and 393 from urban areas). The data showed that 88% of participating children use artificial intelligence, while 61% use AI daily or several times a week.

## CAMPAIGN BACKGROUND

Children reported using various types of artificial intelligence-based applications and tools, including conversational assistants (AI chatbots) such as ChatGPT, Gemini, and DeepSeek; AI voice assistants (e.g., Yandex Alisa); educational applications such as Duolingo; AI-powered image generators; as well as speech recognition and workflow automation tools.

— The results further showed that 1 in 3 children use AI to create images or videos, every second child uses AI to complete homework assignments, and 1 in 4 children use AI to discuss personal matters. These topics include questions related to health, relationships with parents, intimate issues, or requests for advice during periods of sadness or depressive moods.

Among children who have used AI, 81% reported that the responses they received were helpful. Regarding potential risks, children mentioned that AI can become addictive, “make us unaware of what we are doing,” affect critical thinking, and reduce the ability to think independently. A proportion of children who use AI reported that they do not know what the risks are or how AI may influence them. This percentage was 22% among students in grades V–VII and 16% among those in grades VIII–IX. Additionally, most children who choose to discuss personal matters with AI are from grades V–VII.

— Moreover, in 2025, the SigurOnline Hotline recorded 147 reports concerning virtual sexual abuse materials. Of these, 37% were generated using artificial intelligence, while 63% consisted of cartoon-style materials.

## SEE MORE INFORMATION

**Learn more about the campaign by scanning the QR code provided.**

Detailed information about the campaign’s objectives, planned activities, implemented activities, and additional relevant details.

# TOGETHER FOR A BETTER INTERNET



Child sexual offenders are increasingly turning to generative artificial intelligence to create synthetic sexually explicit images depicting real children, known as AI-generated child sexual abuse material (AI-CSAM). These materials include both entirely fabricated images and so-called “deepfake nudes,” referring to real photographs of children that have been digitally altered to portray them in sexually explicit situations without their knowledge or consent.

— Data from an international study conducted by the organization Thorn show that one in ten children knows someone who has used AI tools to generate nude images of other children. The consequences of this phenomenon are serious: although such materials are fake, the trauma experienced by victims is real. Affected children may face profound emotional harm, including anxiety, social isolation, bullying, and long-term reputational damage. These trends present a challenge for educational institutions, which must adapt their policies and educational programs to keep pace with the rapid development of emerging technologies.

This year’s campaign was launched during a press conference held on 6 February 2026, with the participation of all institutional partners.



## COMMUNICATION PACK

For the national awareness campaign “Let’s Use AI Safely!”, a distinct **visual identity** was developed and implemented to ensure consistency, visibility, and unified recognition of the campaign’s messages. This included specific graphic elements (logo, colour palette, typography, and visual style), which were consistently applied across all communication materials created and published throughout the campaign.

The visual identity was reproduced on promotional materials, printed materials (posters, brochures, and informational promotional materials), as well as on media communication materials, both in physical and digital formats. This contributed to strengthening the campaign’s impact and ensuring the effective delivery of informational messages to the target audience.

A campaign **communication kit** was also developed for the general public, made available for download and further use.



 [CLICK HERE TO SEE AND DOWNLOAD](#)





PRESS CONFERENCE

# Public launch of the national campaign

The national campaign **“Let’s Use Artificial Intelligence (AI) Safely!”** was officially launched on 6 February 2026 through a **press conference** held at the Government premises, bringing together representatives of public authorities and partner organizations.

During the event, the campaign’s objectives, the activities planned for the February–March 2026 period, and the priorities of the institutions involved in promoting children’s digital safety were presented. The event also marked the opening of the photography exhibition “Parents & Children in the Digital Age”, designed to encourage reflection and dialogue on the impact of digital technologies on intergenerational relationships and on the responsible use of artificial intelligence.

Additionally, the event provided an opportunity to launch the campaign’s official video spot entitled “I Don’t Want to Be Ion”, which was premiered during the conference and simultaneously promoted across multiple social media and media platforms.



[See more](#)

[Photo gallery](#)

**PUBLIC EXHIBITION**

# Photography exhibition: *Parents & Children in the Digital Age*

From 10–27 February 2026, the **public photography exhibition “Parents & Children in the Digital Age”** was hosted at the Cărturești Chișinău Bookstore, located within the National Museum of History of Moldova, as part of the national campaign “Let’s Use AI Safely!”.

The exhibition brought together a selection of thematic photographs illustrating the relationship between parents and children in a society increasingly shaped by digital technologies, highlighting both the opportunities and challenges they create for communication and interaction between generations.

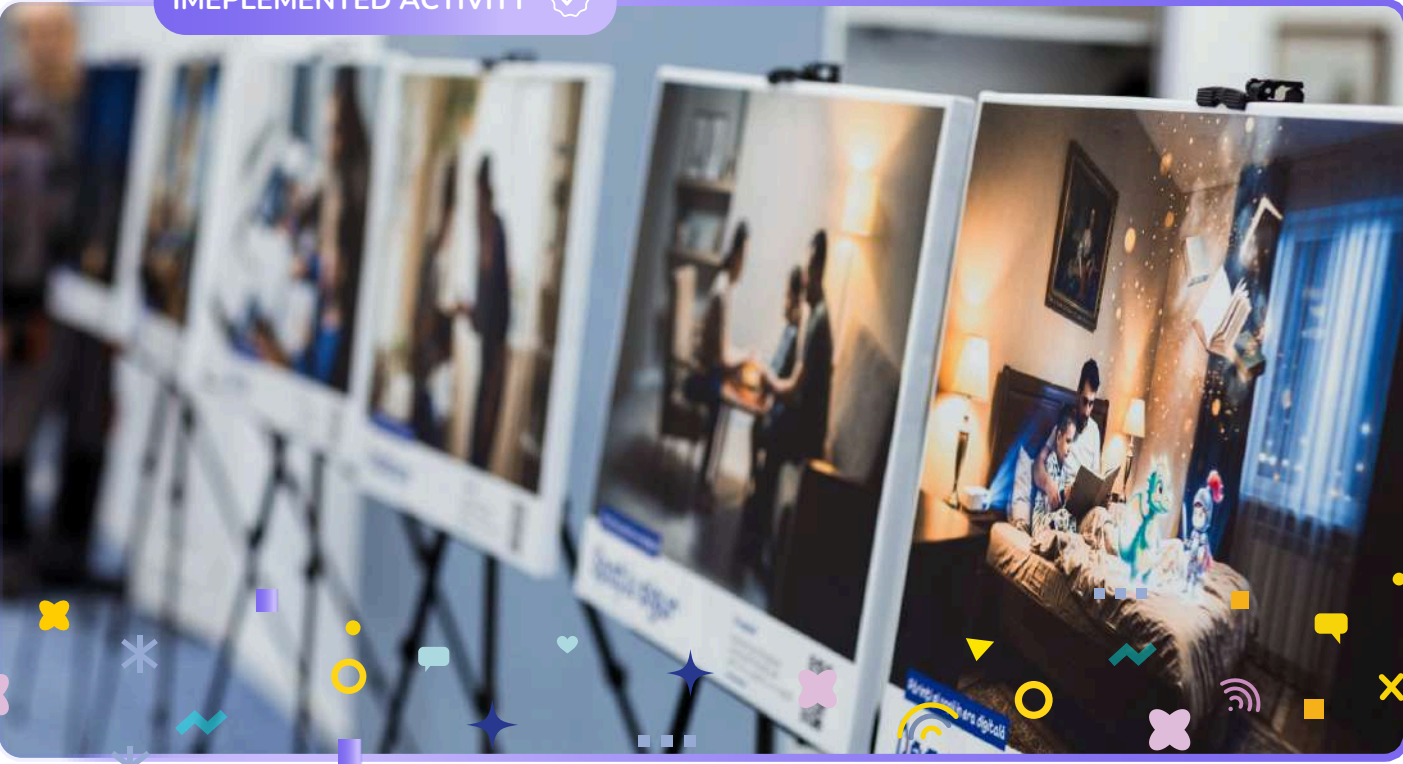
Through the displayed photographs, visitors were invited to reflect on the impact of technology and artificial intelligence on family life, the balance between online and offline presence, as well as the role of parents in guiding children towards safe and responsible use of the digital environment. The exhibition served as a public awareness and dialogue initiative, contributing to the promotion of the campaign’s messages on children’s online safety.

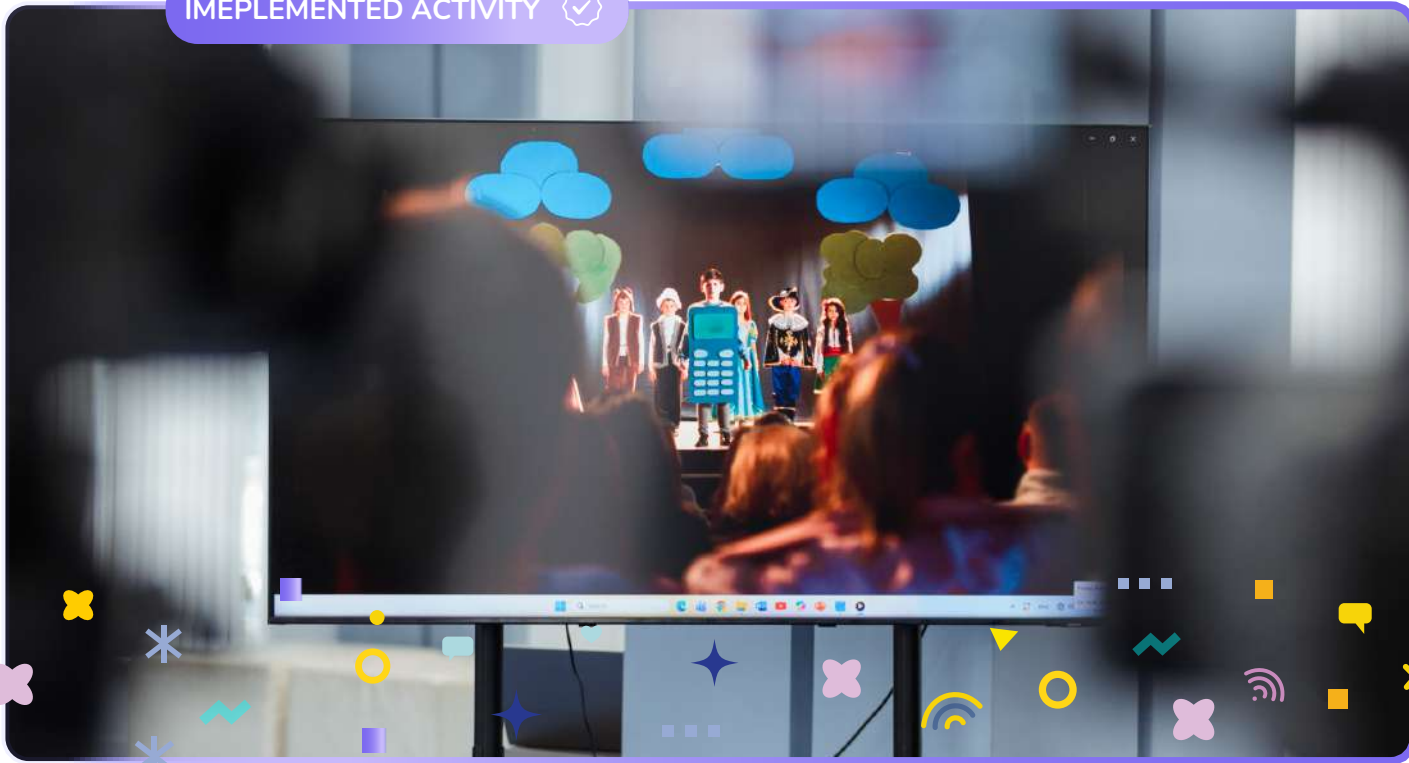


[See more](#)

[Photo gallery](#)

**IMPLEMENTED ACTIVITY**





**AWARENESS VIDEO**

# Launch of the official video of the campaign

As part of the campaign, the awareness-raising video spot **“I Don’t Want to Be lon Anymore. I Want to Be a Phone”** was developed, launched, and promoted. Inspired by a phrase uttered by a child, the video transformed this statement into an alarm signal addressed to parents regarding the impact of the lack of communication within the family.

The central message of the spot — “Connect with your child. Digital safety starts at home, with a conversation.” — aimed to encourage dialogue between parents and children as an essential element of online safety. The video material was distributed on social media platforms, where it generated organically 19.8 thousand views, 225 reactions, and 167 shares.

Furthermore, in order to extend the campaign’s reach and impact, the spot was also promoted on the Facebook page of the SuntPărinte.md platform, generating 31,181 views and 1,736 interactions, demonstrating the significant interest and engagement of the audience with the campaign’s message.



**SCAN THE CODE**  
to watch the video

Watch on YouTube 

## PUBLIC DISCUSSION

# OFFLINE about responsible use of AI

As part of the campaign, the public dialogue with domain specialists titled **“OFFLINE on the safe use of AI”** was organized in the welcoming atmosphere of the Cărturești Bookstore within the National Museum of History of Moldova.

The event brought together students and teachers from five educational institutions in Chișinău: “Ștefan cel Mare” Theoretical High School, “Mihail Kogălniceanu” Theoretical High School, “Princess Natalia Dadiani” Theoretical High School (IPLT), “Columna” High School, and “Iulia Hașdeu” Theoretical High School.



The discussions addressed topics such as the responsible use of technology, trust, digital presence, collaboration, and the impact of artificial intelligence on everyday life, offering participants the opportunity to reflect on the challenges and opportunities generated by emerging technologies.

[See more](#)

[Photo gallery](#)



## OFFLINE SESSION

# How do we stay #safe online?

The activity continued with a second meeting held at the National Library of the Republic of Moldova, where eighth- and ninth-grade students from the “Pro Succes” Theoretical High School took part in an interactive discussion on the safe and responsible use of artificial intelligence, as well as on developing the skills needed to navigate the online environment safely.

Events of this kind, organized during the February–March period, contributed to raising young people’s awareness and understanding of the impact of digital technologies and highlighted the importance of using them in a critical, informed, and responsible manner.



[See more](#)

[Photo gallery](#)

# National webinars for teachers/educators

As part of the national campaign “Let’s Use AI Safely!”, **two national webinars** dedicated to the safe, ethical, and responsible use of artificial intelligence by children were organized.

The activities brought together approximately 900 participants, including teachers, school principals, and representatives of local specialized education authorities from all districts and municipalities of the Republic of Moldova.

During the sessions, participants were introduced to practical tools for organizing educational activities on digital safety, approaches to the responsible use of artificial intelligence in the school environment, and methodological recommendations for integrating these topics into the educational process.

At the same time, educational resources and informational materials developed within the campaign were promoted and made available on the SigurOnline platform. The webinars contributed to strengthening the capacities of education professionals and expanding awareness-raising efforts regarding the opportunities and risks associated with children’s and adolescents’ use of artificial intelligence and digital technologies.



See more here



## NATIONAL PROGRAMME

# Information Programme for parents/caregivers *Safe Online Zone*

As part of the campaign, the “Safe Online Zone” information programme for parents and caregivers was launched for the first time. The programme was developed in partnership with the Moldcell Foundation and in coordination with the Ministry of Education and Research, the Ministry of Labour and Social Protection, the General Inspectorate of Police, and local public authorities.

The programme is designed for parents and caregivers across the Republic of Moldova and aims to support their understanding and management of the impact of digital technologies and artificial intelligence on children and adolescents by providing practical information and recommendations for fostering a safe digital environment.

The official launch took place on 25 February 2026 in the municipality of Hîncești, bringing together parents and caregivers from several educational institutions in the area.

Throughout 2026, the programme will be implemented in more than 200 educational institutions across the country.

The activities will be facilitated by the programme partners and Online Safety Ambassadors, thereby contributing to strengthening parents’ digital safety skills and promoting the responsible use of emerging technologies.



# Safe Online Zone

- ✓ Parental digital education
- ✓ Equipping adults with practical and useful resources
- ✓ A nationwide intervention in more than 200 schools

[See more here](#) 

[Photo gallery](#) 

[After movie here](#) 





IDEATHON 2026

## National competition „Together for a Better Internet!”, 8th edition

The 8th edition of the **“Together for a Better Internet!”** contest brought together around 50 representatives of Student Councils from 12 educational institutions across the Republic of Moldova in Chişinău, as part of an Ideathon dedicated to online safety and the responsible use of digital technologies.

The event aimed to strengthen young people’s participation in awareness-raising and information activities related to the challenges and opportunities of the digital environment, providing them with a space for dialogue, collaboration, and idea generation.

As part of the activity, the “Cyber Quest – About Digital Safety” intellectual game was piloted as an interactive educational tool designed to develop students’ knowledge and skills in the area of online safety.

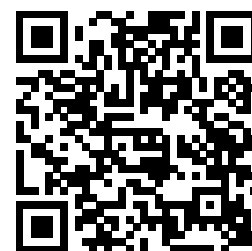
Subsequently, the game and its implementation methodology were made available to educational institutions across the country, with the aim of expanding digital education opportunities and diversifying extracurricular activities focused on ensuring the safety of children and adolescents in the online environment.

	Numar de membri	Puncte adunate	TOTAL
AI Partners	31300	0	31300
Cyber Shield	22300	0	22300
NeuroNova	18525	0	18525
Click-ul Responsabil	18150	0	18150
Winners	3400	0	3400
Sinapsa	2100	0	2100



Scan the QR code

și vizionează reportajul video din cadrul evenimentului.



See more

Photo gallery

## Follow-up session From IDEAS to IMPACT

Approximately three months after the 8th edition of the national contest “Together for a Better Internet!”, the follow-up event **“From IDEAS to IMPACT”** was organized, bringing together the 48 young participants of the previous Ideathon.

The activity aimed to evaluate the outcomes of the initiatives implemented by students in their schools and communities, facilitating the exchange of experiences, the presentation of best practices, and reflection on the impact of actions promoting online safety and the responsible use of artificial intelligence.

During the March–May 2026 period, the participating teams carried out local awareness and information campaigns involving students, teachers, parents, and other community stakeholders. In the follow-up session, the young participants presented their results, challenges encountered, and lessons learned, thereby contributing to the strengthening of a national network of digital safety ambassadors.



Evenimentul a inclus și un atelier colaborativ dedicat elaborării conținutului pentru Ghidul de siguranță online și utilizare responsabilă a inteligenței artificiale, o resursă practică destinată Consiliilor Elevilor și instituțiilor de învățământ. Totodată, participanții au fost apreciați pentru implicarea și contribuția lor la promovarea unui mediu digital mai sigur, fiind încurajați să continue inițiativa de educație și conștientizare în comunitățile din care fac parte.


[See more](#)
[Photo gallery](#)


# 1731 young people

involved in local campaigns  
promoting online safety and the  
responsible use of AI.



# SOCIAL MEDIA

## We were visible. Offline & ONLINE.



**Ziua 2026  
Siguranței pe Internet**  
14 Feb + 10 Minute

**IMPREUNĂ PENTRU UN INTERNET MAI BUN!**

### Inteligența Artificială e utilă sau periculoasă?

Aflăm împreună, în curând.

[siguronline.md](http://siguronline.md)

#SID2026 #SigurOnline #ImpreunaPentruUnInternetMaiBun

**LA STRAZA siguronline Safe Online**

**IMPREUNĂ PENTRU UN INTERNET MAI BUN!**

### Copiii din Moldova față-n față cu IA

Minutata lume nouă a celei mai controversate tehnologii pentru generația nativilor digitali

Partea a II-a

**IMPREUNĂ PENTRU UN INTERNET MAI BUN!**

### Conferință de presă

privind lansarea campaniei naționale dedicată siguranței digitale a copiilor

„Mai să utilizăm IA în siguranță”

6 februarie 2026 - ora 14:00

Casa Cuveretului - etaj 1, holul central

#IASAUtilizamIAInSiguranta #SID2026 #SigurOnline

Parteneri media: [sunparinte.md](http://sunparinte.md)

**IMPREUNĂ PENTRU UN INTERNET MAI BUN!**

### Kit de campanie #SID2026

Deservit tuturor celor interesați de a fi implicați în campania națională anuală dedicată siguranței online a copiilor

Descarcă-l gratuit!

Nu uita să utilizezi și hashtag-urile tematice:

- #IASAUtilizamIAInSiguranta
- #ImpreunaPentruUnInternetMaiBun
- #SID2026 #SigurOnline

Pentru informații suplimentare despre utilizarea acestui kit, contactați-ne: [comunicare@lustraza.md](mailto:comunicare@lustraza.md)

**LA STRAZA siguronline Safe Online**

Expoziția tematică

### Părinți & copii în era digitală

10 - 27 februarie 2026 | Bibliotecă Cărturești - Muzeul Național de Istorie

#IASAUtilizamIAInSiguranta #SID2026 #SigurOnline

Parteneri media: [sunparinte.md](http://sunparinte.md)

**LA STRAZA siguronline Safe Online**

**IMPREUNĂ PENTRU UN INTERNET MAI BUN!**

### Copiii lumii față-n față cu IA

Minutata lume nouă a celei mai controversate tehnologii pentru generația nativilor digitali

Partea I

**LA STRAZA siguronline Safe Online**

### Tinerii din țară învață cum să utilizeze IA în siguranță

100+ tineri participanți la sesiunea OFFLINE tematice

Interveni - Anenii Noi - Hîncești - Chișinău

[siguronline.md](http://siguronline.md)

#IASAUtilizamIAInSiguranta #SID2026 #SigurOnline

Ziua Siguranței pe Internet

**LA STRAZA siguronline Safe Online**

Webinare informative pentru specialiștii din educație

### Resurse educaționale privind utilizarea IA în siguranță

5 - 6 februarie 2026

Descarcă-le gratuit!

[www.siguronline.md](http://www.siguronline.md)

#IASAUtilizamIAInSiguranta #SID2026 #SigurOnline

Ziua Siguranței pe Internet

**LA STRAZA siguronline Safe Online**

Dialog public cu specialiștii în domeniu

### OFFLINE despre utilizarea IA în siguranță

10 februarie 2026 | Bibliotecă Cărturești - Muzeul Național de Istorie

#IASAUtilizamIAInSiguranta #SID2026 #SigurOnline

Ziua Siguranței pe Internet

Parteneri media: [sunparinte.md](http://sunparinte.md)

**LA STRAZA siguronline Safe Online unicef MOLDOVA FOUNDATION**

### IMPREUNĂ PENTRU UN INTERNET MAI BUN!

ediția a VIII-a

6 echipe, formate din reprezentanți ai Consiliilor Elevilor din 12 instituții de învățământ din țară, și-au consolidat cunoștințele despre IA și siguranță în mediul online

28 martie 2026 - Chișinău

**LA STRAZA siguronline Safe Online**

Expoziția tematică te așteaptă la muzeu!

### Părinți & copii în era digitală

10 - 28 februarie 2026 | Muzeul Național de Istorie - Intrarea Bibliotecă Cărturești

#IASAUtilizamIAInSiguranta #SID2026 #SigurOnline

Ziua Siguranței pe Internet

**LA STRAZA siguronline Safe Online MOLDOVA FOUNDATION**

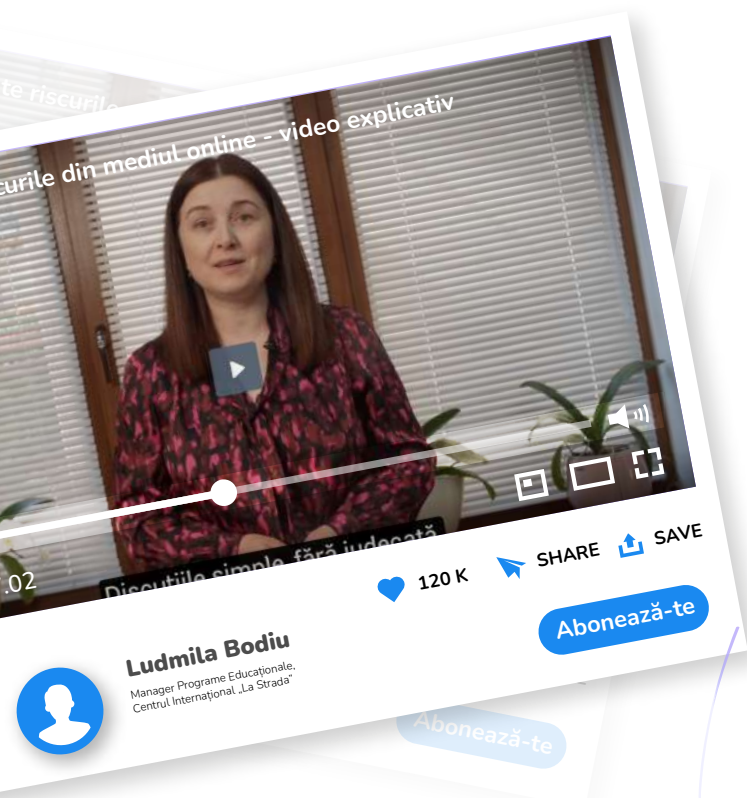
### Peste 200 de părinți susținuți prin programul „Zona Sigură Online”

25.02 - 03.03.2026 | Interveni - Hîncești - Anenii Noi - Chișinău

- Educatie digitala parentală
- Echiparea adulților cu resurse practice utile
- Claritate și încredere privind tehnologiile IA

## EDUCATIONAL VIDEO

# Educational video for parents on the risks of the online environment



As part of the campaign, an **educational video material for parents** was developed and disseminated to support the strengthening of parental skills related to children's safety in the digital environment.

The resource was also promoted and used during parent meetings organized in educational institutions, facilitating discussions on relevant topics related to the use of digital technologies and artificial intelligence.

The video provides parents with practical recommendations and useful guidance for initiating conversations with their children about safe online behaviour, the development of critical thinking, and the responsible use of technology.

Scan the QR code

and watch the video material.



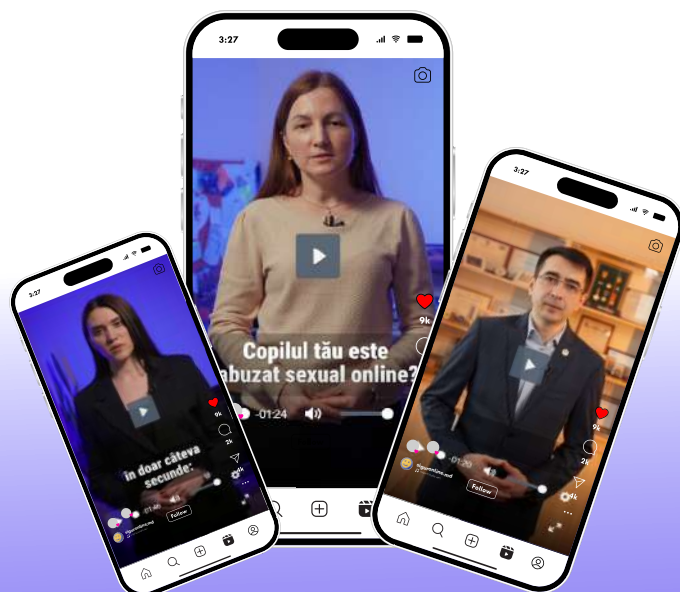
## SPECIALISTS RECOMMEND

# A series of reel-style videos on the risks of AI use and online safety.

To increase public awareness of the risks associated with the use of artificial intelligence-based technologies, a series of **informational video materials and educational posts** were developed and promoted, with the participation of officers from the Cybercrime Combatting Centre (CCCC) and representatives of the International Centre "La Strada".

They explained, in an accessible language, the phenomenon of deepfakes, the risks associated with sharing such content, as well as the reporting procedures and complaint mechanisms in cases of online abuse.

Watch reels



# #SID 2026 campaign in numbers



**70.546**

students involved in various campaign activities

**155**

inquiries to consultant Gabi on [www.siguronline.md](http://www.siguronline.md)

**27.051**

parents involved in campaign activities

**22**

thematic events organized within the campaign

**12.306**

teachers involved in campaign activities

**11.128**

users who accessed the [www.siguronline.md](http://www.siguronline.md) platform

**50.981**

number of views of the campaign spot on Facebook

**895**

downloads of the campaign communication kit

**260.000+**

online campaign views

**6.493**

thematic activities organized by teachers in the field with students and parents

**8**

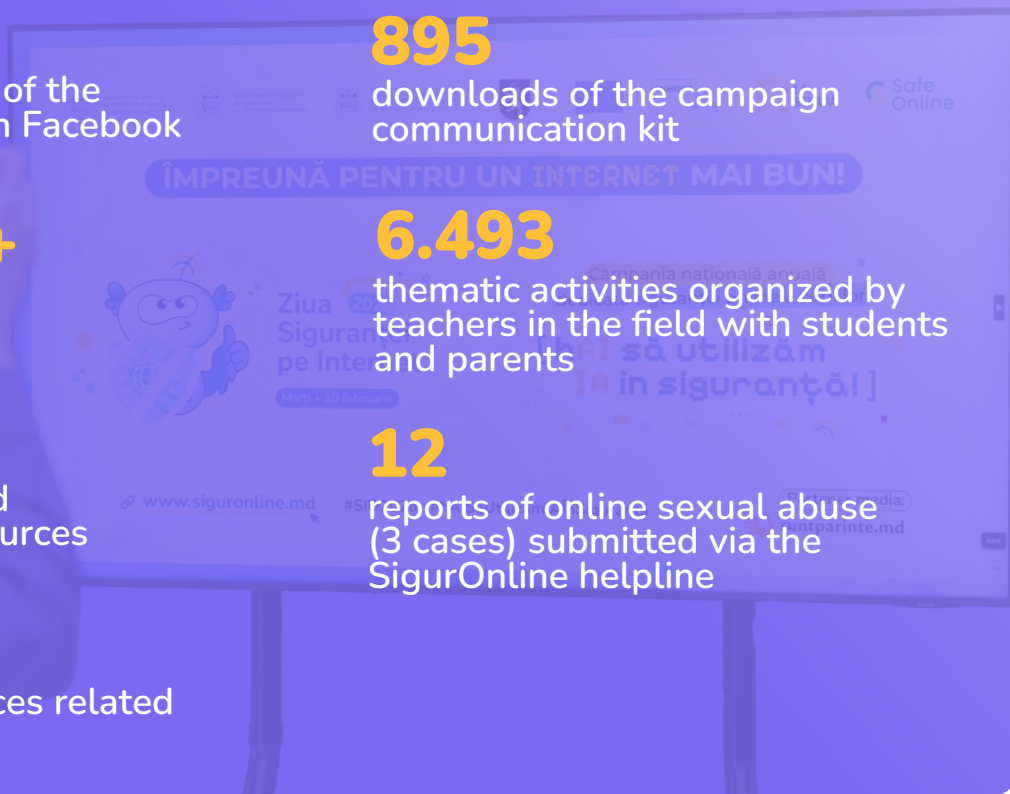
newly developed educational resources

**12**

reports of online sexual abuse (3 cases) submitted via the SigurOnline helpline

**45+**

media appearances related to the campaign



**This is not all!**

**Scan the QR code!**

Discover more initiatives carried out within the campaign [#SID2026](https://twitter.com/SID2026).



# Thanks to all the partners who supported #SID2026!

## Institutional partners



MINISTERUL MUNCII  
ȘI PROTECȚIEI SOCIALE  
AL REPUBLICII MOLDOVA



MINISTERUL EDUCAȚIEI  
ȘI CERCETĂRII  
AL REPUBLICII MOLDOVA



MINISTERUL DEZVOLTĂRII  
ECONOMICE ȘI DIGITALIZĂRII  
AL REPUBLICII MOLDOVA



## International partners



## Other implementing partners



## Media partners of campaign



## Organizers



The campaign “Let’s Use AI Safely!” was organized by the International Centre “La Strada” in coordination with the Ministry of Labour and Social Protection, the Ministry of Education and Research, the Ministry of Economic Development and Digitalization, and the General Inspectorate of Police, with the support of the Global Partnership to End Violence Against Children – Safe Online Fund.

The media partner of the campaign was the platform – [www.suntparinte.md](http://www.suntparinte.md).

