

# Challenges and Opportunities



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**Have you seen my mobile?**



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# The Nursery is invaded

- ✓ Trend-industry
- ✓ Multi-media industry
- ✓ Remote controls and cellular phones  
(sms-phantoms attacking)
- ✓ MD, CD and DVD
- ✓ - or ADSL broadband
- ✓ <http://global-child.int>



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**“Technology has simplified  
our life so much we can no  
longer live simple lives”**

**- H.Tikkanen**



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# Adolescent and Emancipation

- ✓ Last building bricks in the process of framing identity
- ✓ Rebelling is normal in this process; role playing
- ✓ *The Challenge is:*
  - ✓ The youth culture is becoming hermetic closed (closed circuit com system –sms, direct targeting by media and trend industry)
  - ✓ Child work issue to finance the trend industry.
  - ✓ Children need to check-out if the info on the net is correct



# Agents of Social Change

## Children and young people as agents of social change:

- ✓ more open to alternatives and quick to pick up emerging ideas.
- ✓ serve as antennas picking up signals too faint for adults to notice. This applies to a number of areas, including gender equality, opposition to violence and racism, involvement in the environment, new trends in fashion and music, and especially in relation to the new media.



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# Challenges

- ✓ Lesson learned from Internet
  - ✓ Governments are slow
  - ✓ ISP's sitting waiting
  - ✓ Code of Conduct
  - ✓ Freedom of choice – and not a threat to freedom of speech
  - ✓ Children first



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# Challenges

- ✓ Self-regulation or Leadership
  - ✓ a children ethical account in the financial statements (The Federation of Financial Analysts Societies) (Greenpeace – Screenpeace)
  - ✓ Marketing advantage
  - ✓ There is nothing such as a free market



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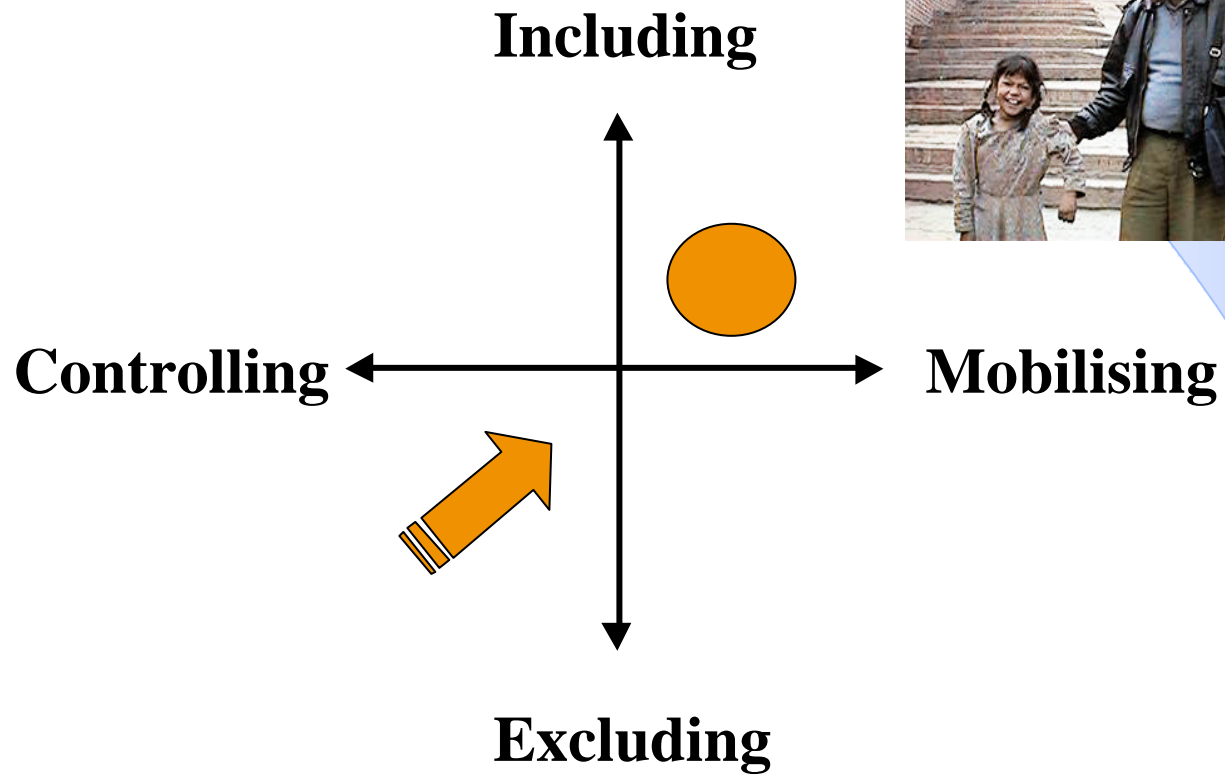


# Challenges

- ✓ **Parental approach**
  - ✓ Involving – not controlling
  - ✓ Counselling - not interrogate
  - ✓ Coaching – not invading
  - ✓ Visible and distinctness; Not abdicate, not become friends, not buy yourself out, not overprotect, etc.
  - ✓ Prioritise availability
  - ✓ Participation approach



# Mobile Generation



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# “The Political Vision”

- ✓ “With *law* you build the country”
- ✓ “With *religion* you build the country”
- ✓ “With *education* you build the country”
- ✓ “With *IT* you build the country”

With CHILDREN you build the country



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# Being prepared for the future

- ✓ Knowledge of human nature
  - ✓ living together
  - ✓ relationship
  - ✓ normative maps
- ✓ Instruments of navigation
  - ✓ the capacity to orientate oneself in an information overflow
  - ✓ Search info that increase life quality

