

# Sebastian Jørgensen

*Head of Digital Prevention*

Empower Youth to Shape Democracy



Societal Resilience and Preparedness



A Democracy For All

Prevent Youth Crime



Safeguarding Digital Democracy



# Unifying Force

A Nordic Alliance



# Transformative Force

A Place to Pioneer



# Pioneering Solutions for a Secure Democratic Future

Scaling proven Nordic solutions across countries and into Europe



Safe Digital Cities

We pioneer and launch breakthrough solutions



Edda

We unlock public-private investments for collaboration innovation



Safe City Norway

The image features a dark blue gradient background with the silhouettes of six young people in profile, looking towards the right. The silhouettes are positioned at the bottom and sides of the frame, creating a sense of a group of people. The text is centered in the upper half of the image.

62 % of Canadians between 16 and 24  
years old get their news from Social Media

*Statistics Canada (2023)*

The image features a dark blue gradient background with the silhouettes of six young people. They are positioned at the bottom of the frame, looking towards the center. The text is centered in the upper half of the image.

74 % of youth in Canada say that they  
have seen harmful material online  
withing the last year

From which SoMe platforms do people under 30 get information on political and social issues?



46%



35%



28%



28%



1.5% of Facebook users are responsible  
for 100% of attacks



68% are men

80% are above 40 years old



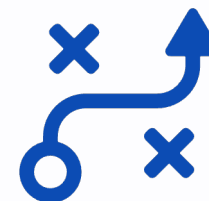
# Towards a Safer Digital City...



**LOCAL DATA**



**DIGITAL MINDSET**



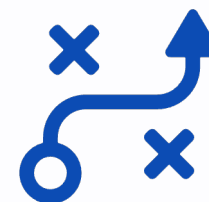
**DIGITAL PREVENTION**



Ten cities in the Nordic region are working on Safe Digital City, and we have conducted 25 analyses to date.



Safe Digital City has led to a greater understanding of how to work with digital safety.

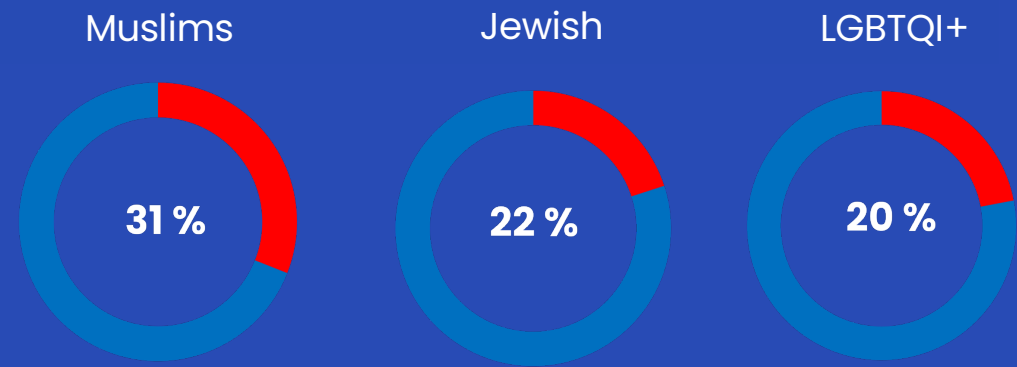


Five action plans with 16 initiatives have been approved by local politicians throughout the Nordic region.

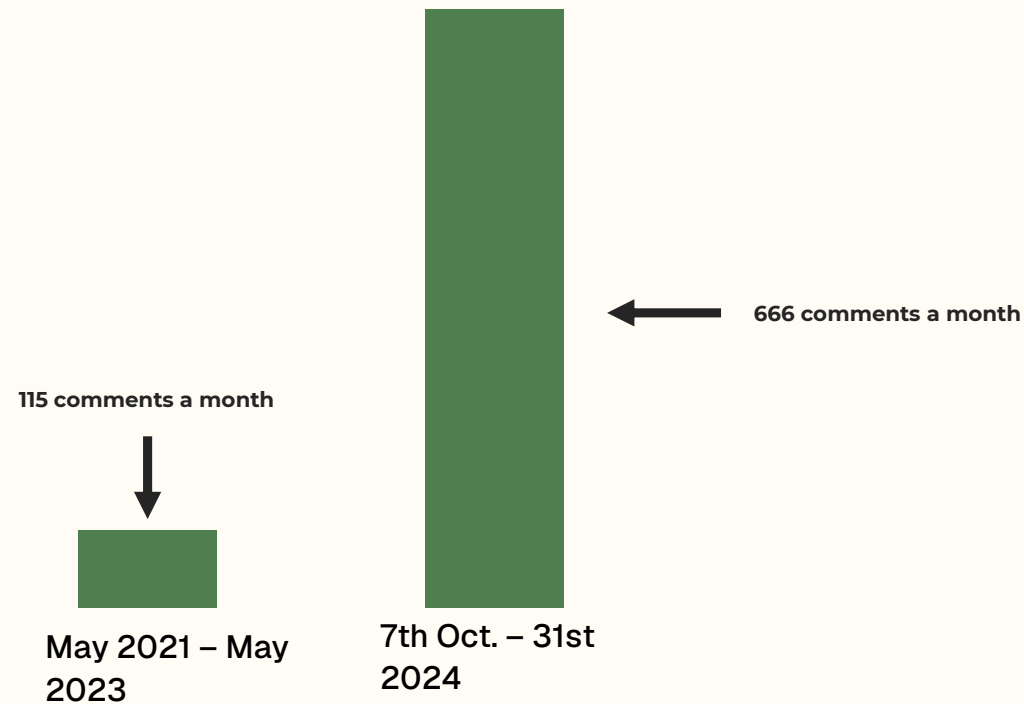




Online hate in Odense, Denmark  
 is not equally divided nor  
 similarly experienced ...



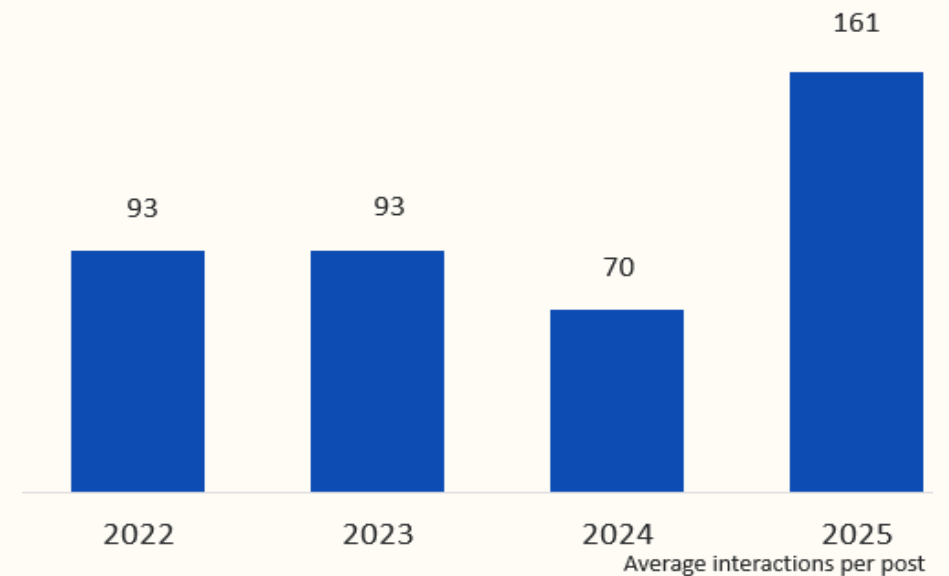
The number of antisemitic comments has increased nearly sixfold since 7 October 2023





# The debate around LGBTQI+ issues in Reykjavik is increasingly polarized and hostile

- The debate is intensifying
- The debate is becoming increasingly negative and polarized
- Nearly 1 out of 10 Comments about LGBTQI+ is Hateful





Every 4th comment about LGBTQI+ in Arendal is hatefull or derogatory

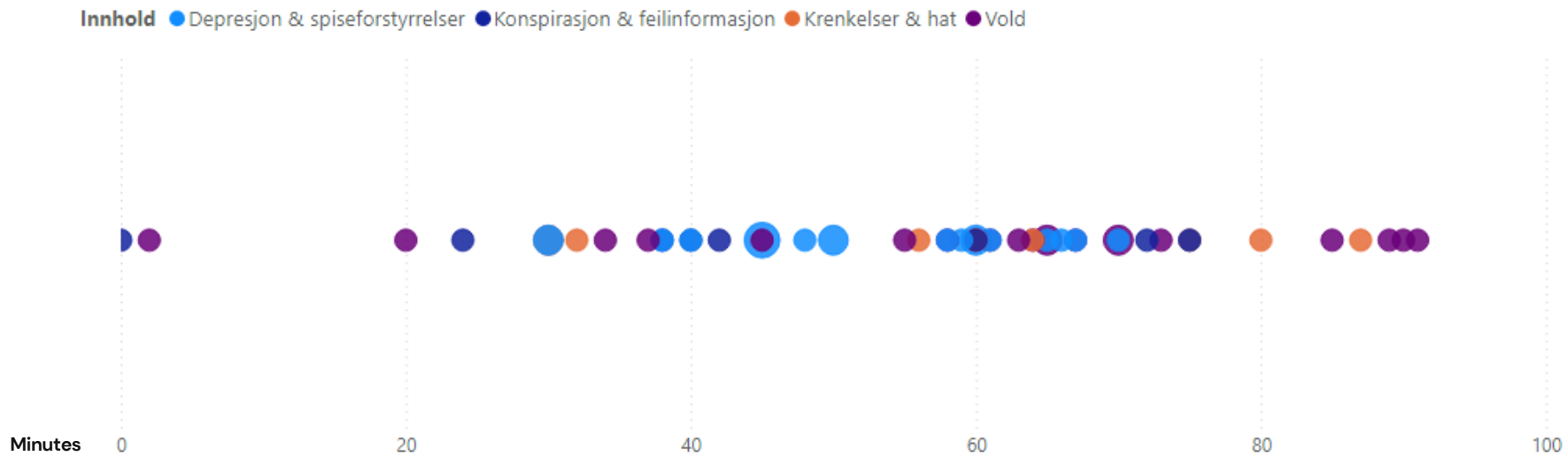


*«Homosexuality is and always will be perverse. 🤔»*

*«Fucking homo! 🙄»*

# In Bodø, Norway, it does not take long before youth meet problematic content when scrolling

Problematic videos appear quickly on TikTok & Instagram reels

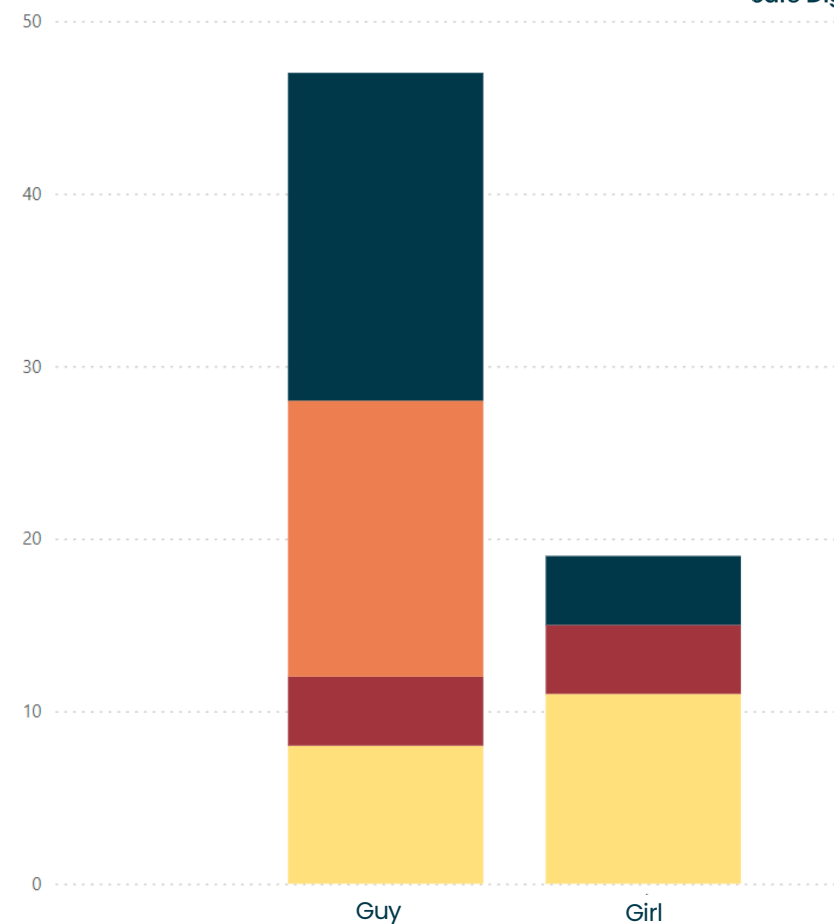




# In Tromsø, Norway, both girls and guys find problematic content, but guys find considerably more

## Videos marked pr. gender

- In 3 minutes, the boys are exposed to content with problematic ideals of masculinity that often devalue women. In addition, they are exposed to videos that contain violence and glorification of violence.
- Girls are more likely to be exposed to content about eating disorders, depression and self-harm.
- On the other hand, boys are exposed to a much greater amount of problematic content than girls.
- In fact, more than twice as much.



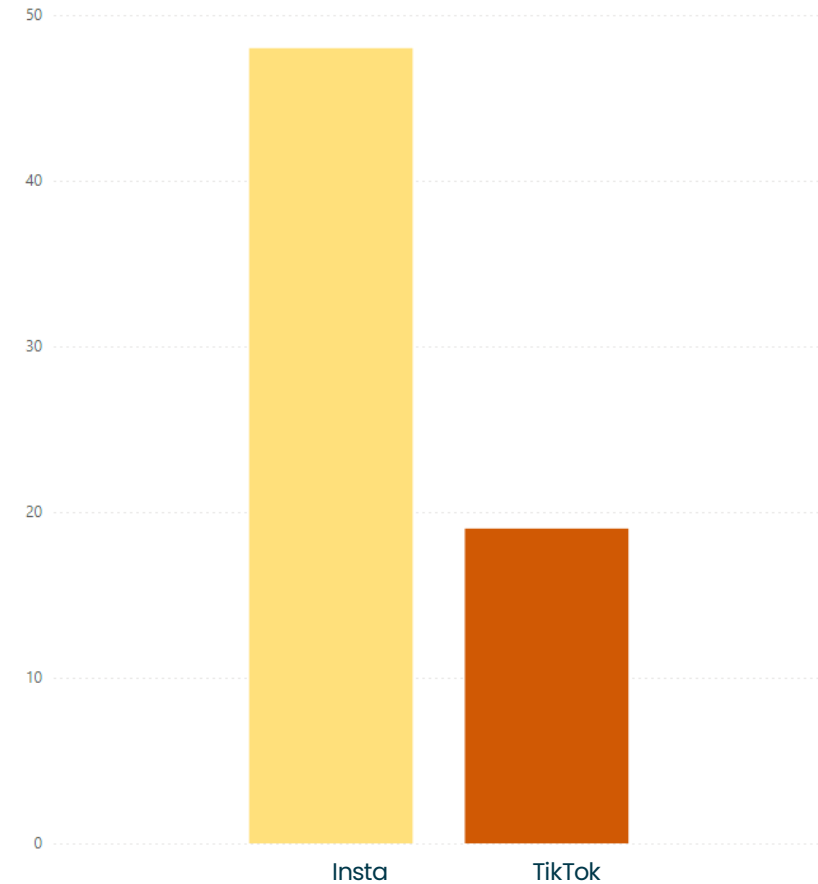
Innhold ● Depresjon & spiseforstyrrelser ● Konspirasjon & feilinformasjon ● Krenkelser & hat ● Vold



# In Northern Norway, we find a lot more problematic content on Instagram than TikTok

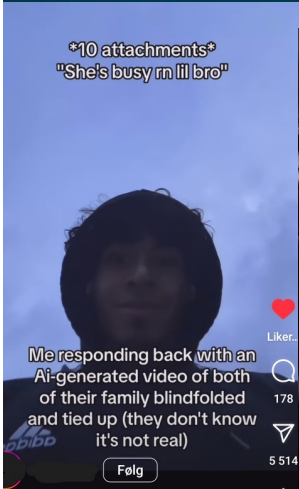
## Videos marked pr. platform

- Problematic social media content dominates much of the political and public debate about banning TikTok.
- Both Instagram and TikTok have been criticized for their inability or unwillingness to address the issue.
- The number of videos with problematic content is more than twice as high on Instagram Reels as on TikTok



# Problematic Ideals of Masculinity

\*10 attachments\*  
"She's busy rn ill bro"



Me responding back with an AI-generated video of both of their family blindfolded and tied up (they don't know it's not real)

Liker. 178 514

Folg



when your girlfriend doesn't text you goodnight so you get in a car crash so she can appreciate you more

1 118 171 k

For deg v

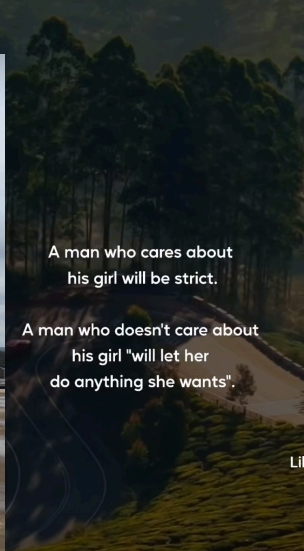
Her: "Did you pull out"  
Me: First of all u called me daddy so i thought u wanted to have kids 🤔💀



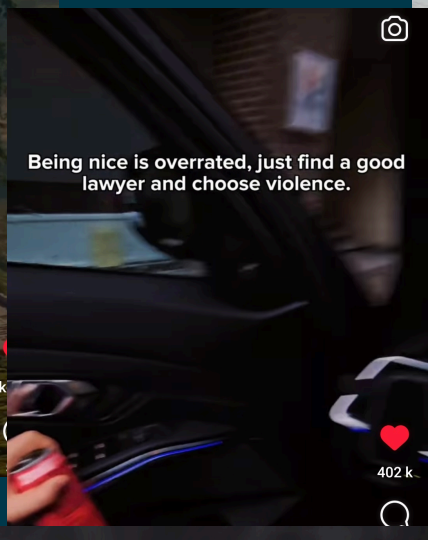
55 k

A man who cares about his girl will be strict.

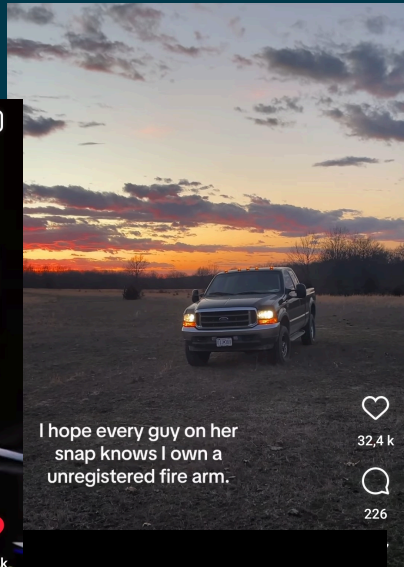
A man who doesn't care about his girl "will let her do anything she wants".



Being nice is overrated, just find a good lawyer and choose violence.

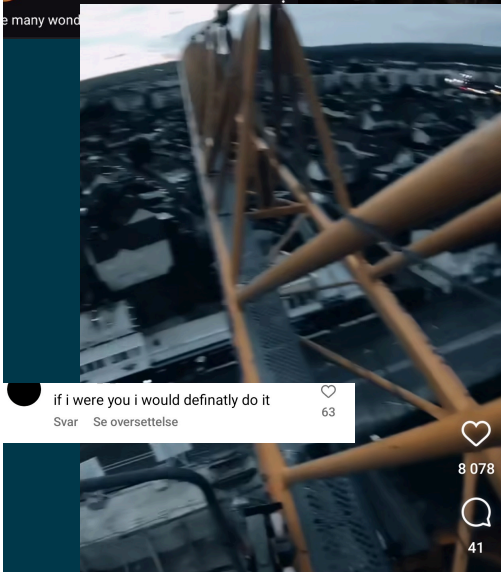


402 k



I hope every guy on her snap knows I own a unregistered fire arm.

32,4 k 226



if i were you i would definatly do it

Svar Se oversettelse 63

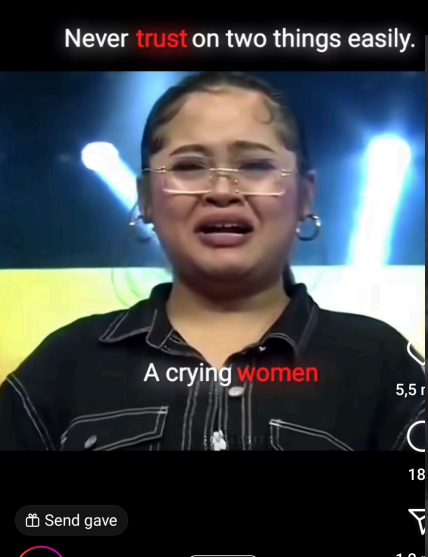
8 078 41

Not all ex's are bad. Look at me I'm someone's ex and im the coolest thing since racism.



110

Never trust on two things easily.



A crying women

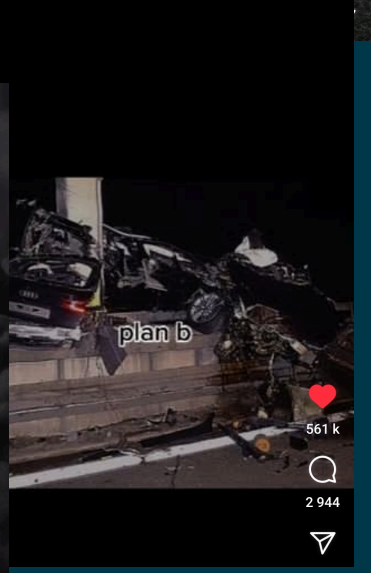
5,5 r 18

Send gave

If she is **not crying for you**, she gives 0 fucks about you.

Women **show love** through crying.  
Men show love **through anger**.

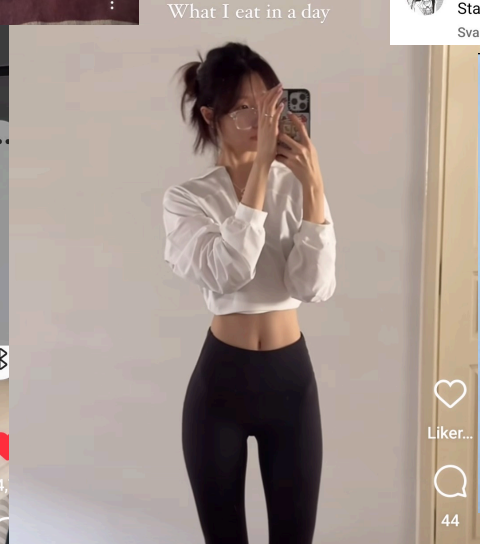
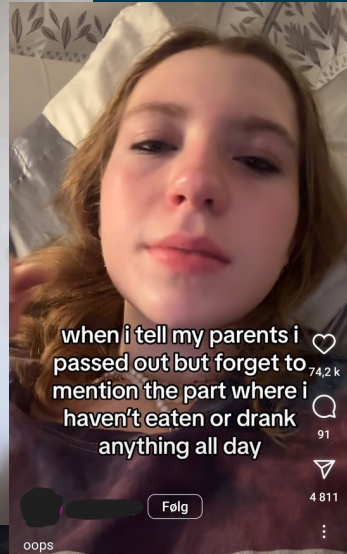
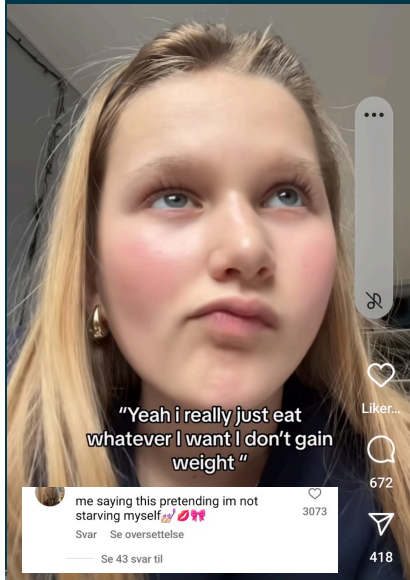
206 k 589



plan b

561 k 2 944

# Eating Disorder Content



# From Insights to Action



Digital  
Volunteers



Digital Team



Safe  
Moderation



Upstander  
intervention



Digital  
Preparedness



Digital  
Outreach  
Work



Parental  
Upgrades

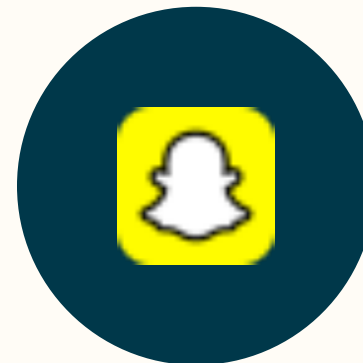
# Digital Outreach Work



**Aalborg and Bergen on discord**



**Odense on Telegram**



**Bodø on Snapchat**



# Digital volunteers as partners in Copenhagen

- 30 digital volunteers gathered
- 559.000 people in their groups
- Upgrade their moderation skills
- Adopt their insights into prevention work



# Digital volunteers on Facebook in Denmark



9.000 digital  
community houses



50 million  
memberships on  
Facebook alone



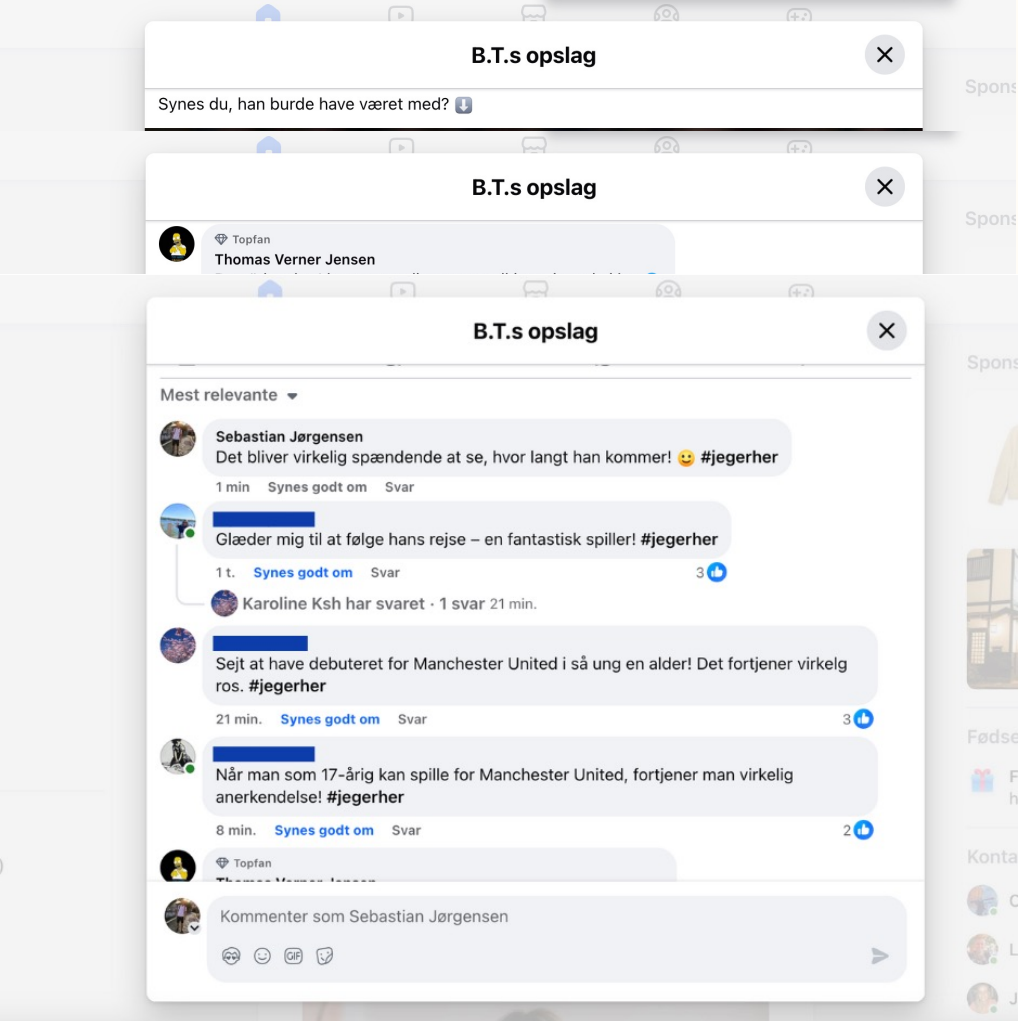
85.000 comments  
every day



34% increase in  
memberships  
since 2021

  
**#ViErHer**

Lovestorms on Facebook



**B.T.s opslag** ×

Synes du, han burde have været med? ↓

**B.T.s opslag** ×

Topfan  
Thomas Verner Jensen

**B.T.s opslag** ×

Mest relevante ▾

**Sebastian Jørgensen**  
Det bliver virkelig spændende at se, hvor langt han kommer! 😊 #jegerher  
1 min. Synes godt om Svar

**[Redacted]**  
Glæder mig til at følge hans rejse – en fantastisk spiller! #jegerher  
1 t. Synes godt om Svar 3 🍌

**Karoline Ksh** har svaret · 1 svar 21 min.

**[Redacted]**  
Sejt at have debuteret for Manchester United i så ung en alder! Det fortjener virkelig ros. #jegerher  
21 min. Synes godt om Svar 3 🍌

**[Redacted]**  
Når man som 17-årig kan spille for Manchester United, fortjener man virkelig anerkendelse! #jegerher  
8 min. Synes godt om Svar 2 🍌

Topfan  
Thomas Verner Jensen

Kommenter som Sebastian Jørgensen

# EDDA moderation

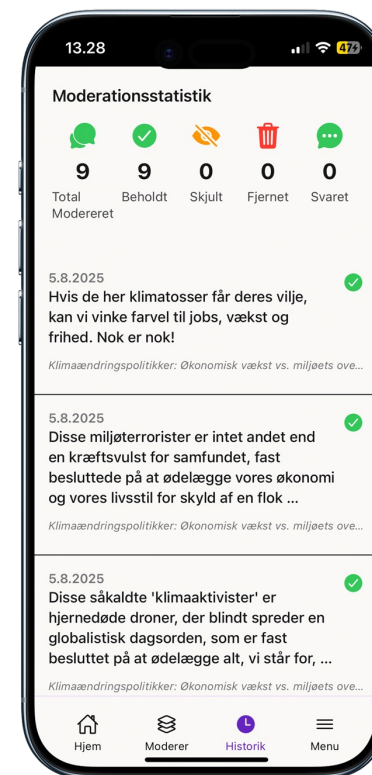
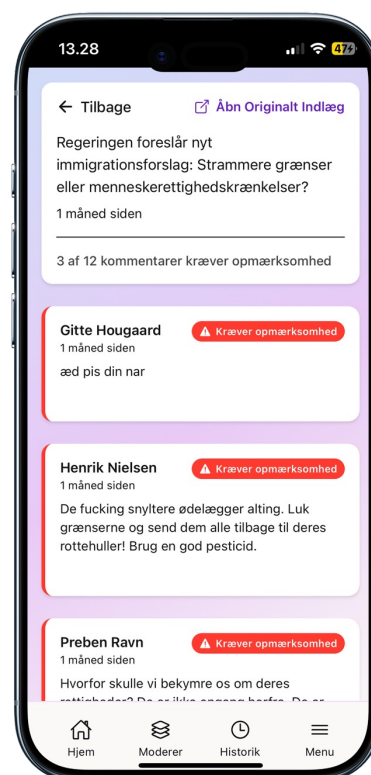
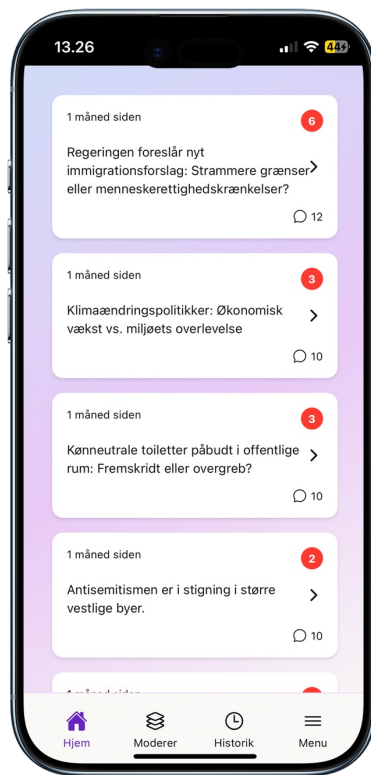
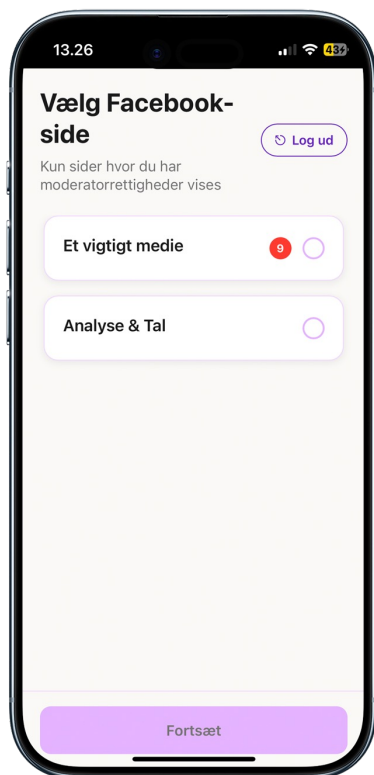
- Make it easier for politicians to moderate the digital debate
- Ensure a more inclusive and safe conversation
- Gather and share knowledge about effective moderation

 Nordic  
Safe Cities

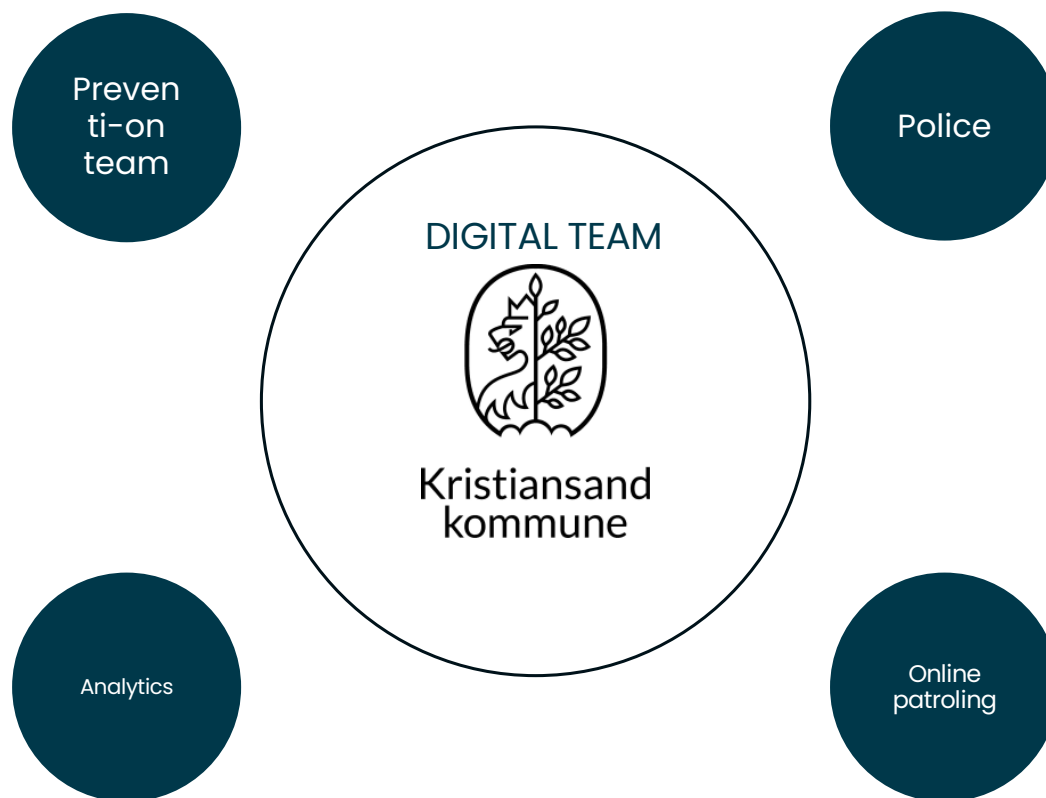
 &#  
Analyse & Tal

TrygFonden





# Digital teams





# Prevention lessons & efforts in 2026+



**Cities on the frontline of knowledge**



**Building the digital muscle across the nordics**



**Prevention online cannot be done alone**



**All cities go from insights to action in their digital streets**



Thank you

