

# HIGHLIGHTS

# 2024

**Action  
Innocence**



# HIGHLIGHTS 2024

## Information campaign on harassment and bullying

– From June 2024

The Action Innocence Foundation, in collaboration with the CIAO Romandy Association launched an information campaign to raise awareness of the many forms that harassment and bullying can take. Through twelve video clips specifically targeting 14- to 18-year-olds, the campaign addresses situations and behaviours that young people may encounter. Its aim is to enable young people to identify situations of harassment and bullying, or conversely, to become aware of the impact of their own actions.

The campaign successively presents four phenomena, starting with street harassment, which was the subject of three video clips in June 2024. This will be followed in January 2025 by sexual harassment at work and will continue in autumn 2025 with psychological harassment at work, then (cyber)bullying among students in 2026.



[Watch the videos](#)

[Read the press release](#)



## Campaign “Écrans, parlons-en! (Screens, let’s talk!)”

– From October 2024

The “Écrans, parlons-en! (Screens, Let’s Talk!)” campaign launched by the Department of Social Cohesion and Solidarity of the City of Geneva and Action Innocence, aims to open a constructive dialogue on screen use, from early childhood to adulthood. It is aimed at both professionals and the general public. It is also an opportunity to promote the prevention materials developed by Action Innocence, “Vivre avec les écrans (Living with Screens)”, translated into 12 languages and adapted into easy-to-read and understand French (FALC).

Deployed over two years, the campaign will offer in 2025 a conference for professionals, an activity weekend for families, as well as training for cultural mediators within associations. It will continue with the installation of a pavilion, designed by Action Innocence for pupils in their 5<sup>th</sup> and 6<sup>th</sup> years of primary school (ages 8–10), which will begin touring school playgrounds across the City and Canton of Geneva from May 2025, followed by a travelling exhibition in local neighbourhoods starting in September.



[Visit the website www.ecransparlonsen.ch](http://www.ecransparlonsen.ch)

[Read the press release](#)



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## Film “Grandir avec les écrans, de 12 à 24 mois (Growing up with screens, from 12 to 24 months)”

– September 2024

In the film “Grandir avec les écrans, de 12 à 24 mois (*Growing up with screens, from 12 to 24 months*)”, produced by Action Innocence, families from French-speaking Switzerland reveal how they manage screens on a daily basis with their very young children. The footage is analysed by five experts who highlight good practices and emphasise the needs of the child.

This documentary follows on from the film “Grandir avec les écrans (*Growing up with screens*)”, produced in 2022 for parents of children aged 0 to 12 months. It stems from a think tank created by Action Innocence in 2019, bringing together experts from French-speaking Switzerland in the academic, medical and social fields, with the aim of reflecting on the impact of screens on very young children and developing prevention tools.



[Watch the film](#)

[Read the press release](#)



## Leaflet “Gérer l'utilisation des écrans, comment trouver un équilibre ? (Managing Screen Use: How to Find a Balance?)”

– May 2024

In collaboration with the REPER association, the Action Innocence Foundation developed a leaflet to help parents support their children in using screens. The content was directly inspired by the video “Être parents à l'heure du numérique (*Parenting in the Digital Age*)”, created in 2021 by Action Innocence.



[Watch the film «Être parents à l'heure du numérique  
\(Parenting in the Digital Age\)»](#)



## Multilingual guide “Vivre avec les écrans (*Living with Screens*)”

– October 2024

To make its prevention messages more accessible and reach as many parents as possible, especially those who are non-native speakers or from migrant backgrounds, Action Innocence developed the guide “Vivre avec les écrans (*Living with Screens*)”, had it translated into 12 languages, and adapted it into easy-to-read and understand French (FALC). In 2024, as part of the “Écrans, parlons-en! (*Screens, Let's Talk!*)” campaign, the guides were distributed in paper format, together with a display stand, to around a hundred institutions in the City of Geneva, including early childhood centres, toy libraries and community centres. Distribution will continue in 2025 to professionals and institutions in French-speaking Switzerland.

At the time of its launch, a dedicated website was also created to make the translated guides available electronically, so that parents can consult them at any time and from anywhere. A multilingual leaflet and poster complete this initiative and make it easier to access the website.



[View the guides on the website \[vivreaveclesecrans.org\]\(https://vivreaveclesecrans.org\)](https://vivreaveclesecrans.org)



## Theatre production “Interconnecté·e·s (*Interconnected*)” (a play)

– November 2024

Supported by Action Innocence, the play “Interconnecté·e·s (*Interconnected*)” by the Théâtreochamp company explores, with humour, sensitivity and without blame, the use of screens and the Internet, and the balance between time spent online and offline, through the eyes of twelve young actors aged 8 to 12. Intended for children aged 7 and over and their families, it was performed in Chêne-Bourg, Geneva, in November 2024. The company benefited from the advice of Action Innocence in writing the script. The Foundation was also invited to lead a round table on 28 November 2024 to answer parents’ questions after a performance. This initiative reached more than 800 people, including both adults and children.



[Read the press release](#)



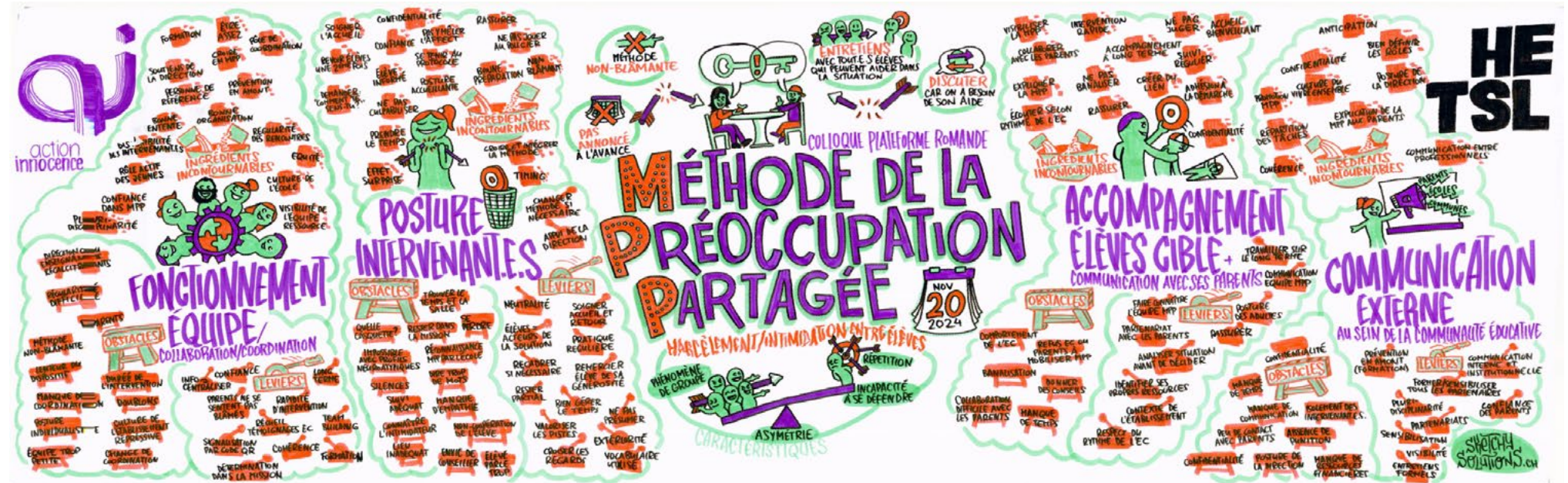


– November 2024

The third conference organised by the French-speaking Swiss Shared Concern Method Platform was held on 20 and 27 November 2024 at the Faculty of Social Work & Occupational Therapy Department in the University of Applied Sciences and Arts of Western Switzerland (HETSL) in Lausanne. The conference enabled more than a hundred professionals trained in the Shared Concern Method to swap insights and experience in the combat against bullying in schools.



[Read the latest news on our website](#)



Live sketch notes of the conference discussions were created throughout the day by the artist Filippo Buzzini from [Sketchy Solutions](#).

## **Plateforme de la Méthode de la préoccupation partagée (Shared Concern Method Platform)**

– March 2024

Professionals from French-speaking Switzerland involved in tackling bullying between pupils, using the Shared Concern Method, now have a dedicated website. The site brings together information on the actions taken and the resources available. The objectives: to improve the management of bullying between pupils and to encourage sharing good practices and working together. Supported by the Action Innocence Foundation, the French-speaking Swiss MPP Platform brings together the seven French-speaking cantons and Bern.



[Visit the online platform](#)

## **CAS “Prévention des phénomènes de harcèlement-intimidation entre pairs (Prevention of peer bullying and harassment)”**

– 2023-2024 and 2024-2025 cohorts

The CAS (Certificate of Advanced Studies) aims to study peer bullying and harassment in school, extracurricular and institutional settings. It is structured in three modules, corresponding to a total of 12 ECTS credits. The course covers the concepts and practical issues related to bullying and the various ways of preventing and addressing it. It leads to the development of an institutional project, the aim of which is to enable each participant to apply the knowledge and experience acquired during the course in their own work context. 13 professionals obtained the CAS in June 2024. The third cohort, 2024-2025, began in September 2024 and there are 14 participants.



[Visit the course page](#)



## Partnership with the DIS NO (*Say no*) association

As part of its AntiPedoFiles programme, which aims to combat child sexual abuse online, Action Innocence has been working since 2023 in partnership with the DIS NO association, whose mission is to prevent child abuse and sexual abuse.

Action Innocence supports the DIS NO association and, together, the two organisations develop prevention initiatives to combat child sexual abuse, and more specifically, the production, consumption, distribution and exchange of child sexual abuse material.

### The AntiPedoFiles programme

The primary aim of Action Innocence was to highlight the emerging dangers of the Internet and to denounce what was developing in terms of child sexual abuse.

In 2003, the Foundation launched the AntiPedoFiles programme. Until 2018, it designed and provided, free of charge, tracking software to interested police services, which enabled the arrest of thousands of individuals consuming child sexual abuse material.

Since 2019, Action Innocence has been considering how to develop prevention aimed at perpetrators. This reflection led to a collaboration with DIS NO.

### The DIS NO association

The DIS NO association's work is rooted in child protection, with the objective of preventing sexual abuse of minors by working with potential perpetrators of such acts.

#### THE DIS NO HELPLINE AND PREVENTION SERVICE

DIS NO focuses its efforts on people who are concerned about sexual thoughts or behaviours involving minors. Family, friends and professionals seeking information and advice can also contact DIS NO.

The helpline and prevention service offers:

- Non-judgemental listening
- Confidential help
- Targeted advice and information
- Guidance to facilitate access to specialised care



[Visit the DIS NO association website](#)

## DIS NO brochures for professionals

– 2024

Action Innocence worked with the DIS NO association and provided advice for writing the two brochures:

- **“Disclosure of a paedophilic attraction: what to do?”**
- **“Consumption of child sexual abuse material: what to do?”**

These two brochures, which will be distributed in 2025, are intended to provide professionals with tools and improve the support for people who show a paedophilic attraction or consume child sexual abuse material.

## DIS NO conference series

– From September 2024

A series of six conferences organised by DIS NO began in September 2024 and will continue until June 2025 with the support of the Foundation. Its aim is to encourage the sharing of expertise and knowledge, to raise awareness and inform professionals about current issues in the prevention of sexual violence against minors.

The first conference focused on “Supporting people with paedophilic tendencies: the importance of secondary prevention”



[View the conference series program](#)

[Read the press release](#)



## **“Video Games” Think Tank**

– 2024

The working group, made up of video game experts active in French-speaking Switzerland, decided to draft a position paper in 2024 on the issue of screen time and the use of the term “addiction” as applied to digital practices. Niels Weber, FSP psychologist-psychotherapist specialising in hyperconnectivity, was commissioned to write this document.

### **“Effet de l'exposition aux écrans sur le développement des compétences multisensorielles et des interactions précoces chez les très jeunes enfants (6-36 mois) (Effect of screen exposure on the development of multisensory skills and early interactions in very young children (6-36 months))” study**

As part of a research project commissioned and supported by Action Innocence and carried out between 2020 and 2024 at the Faculty of Psychology and Educational Sciences at the University of Geneva, Estelle Gillioz, Head of Research at the Foundation, wrote six scientific articles: Two articles on the use of and exposure to screens by very young children (6-36 months) in Swiss households, and four articles on the effect of screen exposure on the development of their attentional, emotional, prosocial, tactile and sensory skills. Of these articles, three were published in 2024:

- **August 2024**, The Effect of Screen Habits and Alternative Activities on Tactile Exploration Skills in 6- to 36-Month-Old Toddlers, Children 2024, 11(8), 1027; – [Read the article online](#)
- **October 2024**, Screen exposure in children under three in French-speaking Switzerland following the COVID-19 pandemic, A.N.A.E, no. 191, 2024. – [Read the article online](#)
- **October 2024**, October 2024, Screen exposure, parental technoference and understanding of emotions in preschool children, A.N.A.E, no. 191, 2024. – [Read the article online](#)

In December 2024, Estelle Gillioz successfully defended her doctoral thesis at the University of Geneva.

This research is a first for this age group in Switzerland.



[View the results of this research](#)



# EVENTS 2024

## Toy distribution

– January 2024

To brighten up the festive season for families in precarious situations, Action Innocence gave toys to children supported by the Les Colis du Coeur Foundation in Geneva, distributed during the week of the 8 January 2024. These toys, originally used as decorations at the 2023 Charity Gala in Gstaad, were thus given a second life and brought joy to hundreds of children.



## 25 years of Action Innocence: Partners' Evening

– 5 november 2024

To mark its 25<sup>th</sup> anniversary, Action Innocence was delighted to bring together its many partners, whose contributions play a vital role in the development and success of the Foundation's projects. The anniversary evening brought together more than 135 guests.



## 25 years of Action Innocence: 2024 Christmas Evening

– 4<sup>th</sup> December 2024

To celebrate 25 years of Action Innocence, the traditional Christmas Evening took place on the 4 of December 2024 at the Hôtel Président Wilson. The event brought together 434 guests and the auction raised CHF 1,450,000. It was also an opportunity to produce a retrospective film about the Foundation, which was screened for the first time during the evening. It highlighted the actions and achievements that have marked the history of Action Innocence, as well as the lasting commitment of those whose loyal support makes this mission possible.



[Watch the video celebrating 25 years of the Action Innocence Foundation](#)







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