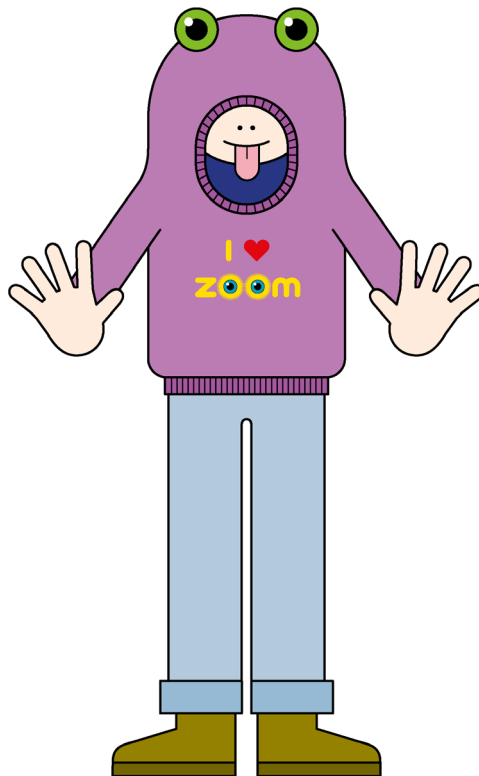


ZOOM CHILDREN'S MUSEUM

Child protection concept - abridged version

Status/date: Abridged version 1/February 2025
Overall responsibility: Andrea Zsutty (Head)
Implementation responsibility: Bettina Langegger (KSB, day management)



Preamble

ZOOM Children's Museum is a private institution where children and young people can engage with various topics from art, science and culture, in a playful way and with all their senses, during their visit. This child protection concept was developed in a participatory process lasting several months in 2023 with the support of 'die möwe'. Everyone working for ZOOM Children's Museum was invited to take part in the dialogue during the development and establishment of the child protection concept. This process included, among other things:

- **Basic training** on child protection for **all employees** of ZOOM Children's Museum,
- The **appointment and training of child protection officers**,
- An **inventory and participatory risk assessment**,
- The creation of the ZOOM Children's Museum's **child protection concept (KSK)**, and
- The drafting of **binding behavioural guidelines** for all employees working at ZOOM Children's Museum.

The development and implementation of the child protection concept is seen as a comprehensive process of organisational development to be evaluated and adapted at regular intervals. The legal provisions applicable in Austria, the UN Convention on the Rights of the Child, the existing ZOOM mission statement and the house rules of ZOOM Children's Museum, as well as the training materials of the child protection organisation 'die möwe', provide the basis for the concept.

Abbreviations used:

KSK - Child protection concept

KSB - Child Protection Officer

VR - Behavioural guidelines

HO - House rules

1. Introduction

1.1 Mission statement

The mission statement of ZOOM Children's Museum focuses on children and young people as 'autonomous individuals' and explicitly refers to the rights of children and young people: 'Their wealth of experience and energy, their competences, rights, perceptual worlds and ideas are valued'. In this sense, ZOOM Children's Museum is intended to be a safe, open and inclusive space for all children and young people and their accompanying adults – regardless of where they come from or which first language they speak, as well as their sexual orientation, gender identity or potential disabilities or impairments. Diversity, inclusion and a safe, non-violent experiential space are therefore fundamental concerns of ZOOM Children's Museum.

ZOOM Children's Museum sees itself as a learning, flexible organisation and its child protection concept must also be able to adapt to changing needs – which is why evaluation cycles are planned. Participation of children, young people and staff is an important basic principle for ZOOM Children's Museum. With this in mind, the child protection concept was developed in an initial version together with staff members from various departments and is supported and endorsed by the department heads and management.

1.2 Objectives

The aim of our child protection concept is to protect the children and young people who visit us, as well as children and young people in external ZOOM programmes, from any form of violence, by means of specific guidelines and instructions. It also aims to provide clear procedures in the event of incidents and complaints in the context of child protection.

The protection concept is a quality assurance measure for the interaction between the organisation/employees and children/young people and their accompanying adults. It serves to protect children and young people from boundary violations, assaults and violence, as well as protecting the organisation and staff by increasing their confidence to act, especially in (potential) risk situations, and guarding them against false accusations and possible loss of reputation.

1.3 Scope

The child protection concept applies to all persons working at ZOOM Children's Museum, including the board of directors, volunteer staff, interns, guest students and school pupils who complete their practical training days at ZOOM, as well as current and potential future cooperation partners.

1.4 Definitions

A uniform understanding of the following terms is necessary for effective communication within ZOOM Children's Museum, but also in exchanges with other organisations, in external communication, and in the course of awareness-raising and public relations work.

- **Children:** persons aged 0-13 years
- **Adolescents:** Persons aged 14-17 years

- **Accompanying adults:** Adults aged 18 and over who have been given the duty of supervision and responsibility for the children visiting the Children's Museum (e.g. parents, relatives, teachers, recreational pedagogues, etc.).
- **Child protection:** Refers to all measures and actions that serve to protect children from the various forms of violence (see below), physical or psychological harm or impairment, as well as prevention and risk minimisation.
- **Child welfare:** According to the ABGB (Section 138), *in all matters concerning the minor child, [...] the best interests of the child must be taken into account as the guiding principle and guaranteed in the best possible way.* This includes various aspects, from the care and living conditions of the child and the avoidance of danger, to the promotion of abilities and the protection of the child's emotional integrity. ¹

Violence:

There are different categorisations of forms of violence². Forms of violence that are particularly relevant to the activities of ZOOM Children's Museum are:

- **Physical violence:** Forms of abuse that are directed against the body. E.g. pushing, kicking, holding, hitting, etc. ...
- **Psychological violence:** Forms of violence that target self-worth, integrity and dignity. E.g. ignoring, mocking, insulting, terrorising, humiliating, etc. ...
- **Sexual violence or sexualised violence:** the abuse of children or adolescents to satisfy one's own sexual, emotional or social needs. Sexual violence refers to attempted and/or completed sexual acts, but also sexual acts without direct physical contact – such as the production of pornographic material.
- **Neglect:** inadequate care, non-care and forgetting or withholding physical and psychological support and care.
- **Peer violence among children and adolescents and bullying:** physical, sexualised and psychological violence as well as interpersonal violence (social exclusion from groups) and systematic aggression/violence towards one or more children/adolescents.
- **Media-mediated violence/cyber violence:** Forms of violence in the digital space that misuse communication tools such as WhatsApp, tiktok and Instagram for various forms of violence such as cyber bullying, stalking, etc.
- **Institutional violence:** Violence and abuse of power by employees of an institution, or toleration of violence by external persons, wards, clients, patients, visitors, etc...

Violence and assaults can occur between adults, between children/young people or between adults and children/young people. In this child protection concept, the main focus is on the *protection of children and young people in the context of the activities of ZOOM Children's Museum*. For better differentiation, the following three subordinate terms will be discussed ³

¹ See ABGB §138:

<https://www.ris.bka.gv.at/NormDokument.wxe?Abfrage=Bundesnormen&Gesetzesnummer=10001622&Artikel=&Paragraf=138&Anlage=&Uebergangsrecht=>, last accessed on 07.09.

² The definitions are based on the 'Leitfaden Kinderschutz und Schule', published by the Federal Ministry of Education, Science and Research:

https://www.schulpsychologie.at/fileadmin/upload/psychologische_gesundheitsfoerderung/Leitfaden_Kinderschutz_und_Schule.pdf, last accessed on 07/09/2023.

³ For more information on different forms of violence, see: 'Leitfaden für Kinderschutz und Schule'; https://www.schulpsychologie.at/fileadmin/upload/psychologische_gesundheitsfoerderung/Leitfaden_Kinderschutz_und_Schule.pdf, last accessed on 07/09/2023.

Boundary violations: Behaviours through which the personal boundaries of others are verbally, non-verbally or physically violated (sometimes also out of ignorance or carelessness). These behaviours can subsequently lead to violence. Examples include disparaging remarks, disregard for the right to one's own image, flirtatious behaviour...

Assaults: These are massive violations of boundaries that are intended to enforce one's own interests at the expense of others. Examples are: psychologically humiliating behaviour, (deliberate, strong) pushing or pulling, sexualised comments and gestures, failure to stop bullying ...

Violence (criminal law): Violence in the criminally relevant sense refers to harassment, coercion, torturing, assault, (severe) sexual abuse, severe neglect, rape, child prostitution, stalking, dangerous threats, sending nude photos or videos or child pornography.

1.5 Legal framework

The following international agreements and national laws form the legal framework for the work of ZOOM Children's Museum in the context of child protection:

- The UN Convention on the Rights of the Child (UNCRC) of 1989 as well as its optional protocols and other child rights standards. The UN Convention on the Rights of the Child is based on the following ⁴:
 1. **The right to equal treatment:** No child shall be discriminated against – whether because of sex, origin, nationality, language, religion or colour, disability or political opinion.
 2. **The best interests of the child take precedence:** Whenever decisions are made that may affect children, the best interests of the child must be prioritised.
 3. **The right to life and development:** Every country undertakes to ensure the development of children to the greatest extent possible.
 4. **Respect for the views of the child:** All children should be taken seriously as persons, respected and involved in decision-making.

In the context of the activities of ZOOM Children's Museum, the **right to play and leisure** is a particular focus of the UN Convention on the Rights of the Child:

'Every child has the right to rest, leisure, play, age-appropriate active recreation and free participation in cultural and artistic life (Art. 31).'

- Federal Child and Youth Welfare Act 2013 (B-KJHG 2013).
- Federal Constitutional Act on the Rights of Children of 20 January 2011, which enshrines in particular the right to a violence-free childhood (Art. 5), the right of the child to appropriate participation and consideration of their opinion in their own affairs, and the principle of priority of the best interests of the child, which applies to the entire legal and social order (Art. 1).
- General Civil Code (Allgemeines Bürgerliches Gesetzbuch, ABGB): Section 137, prohibition of violence and Section 138, best interests of the child.

⁴ Cf. Unicef- Children's rights: <https://unicef.at/kinderrechte-oesterreich/kinderrechte/>, last accessed on 07/09/2023.

- Criminal Code (StGB): Section 10 Criminal offences affecting sexual integrity and self-determination – particularly relevant §§ 206; 207; 207a; 207b; 208; 208a; 212; 214; 215a – and also § 220b, prohibition of activity.
- Code of Criminal Procedure (StPO): § Section 66 (2) and Code of Civil Procedure (ZPO) paragraphs 1 and 2 of Section 73b on trial counselling.
- Victims of Crime Act (VOG).

2. Organisational analysis in matters of child protection

2.1 Inventory survey

When drawing up the child protection concept, the inventory was used to collect and catalogue all documents, structures and processes already in place at ZOOM Children's Museum that are fundamental to child protection. In this context, the inventory analysis was carried out at the beginning of the development process of the child protection concept and is collected in the document 'Inventory Survey' which can be found on the internal server. An inventory, i.e. a review of the current ZOOM child protection status, will continue to be carried out as part of every evaluation.

2.2 Risk identification

The documentation of (potential) risks to child welfare is the basis for all measures to be taken and entails identifying potential risks and opportunity structures relating to child protection through the activities, programmes and offers of ZOOM Children's Museum.

An initial risk assessment was carried out by 'die möwe' in **July 2023** in the form of an anonymous written employee survey and analysed in August 2023. The results will be incorporated into the further development of the child protection concept and the planning and implementation of tailored and sustainable measures to minimise risks as far as possible.

3. Preventive measures

The following preventive measures are to be taken to strengthen the welfare of children at ZOOM Children's Museum and to prevent child endangerment:

3.1 Personnel

3.1.1 Behavioural guidelines for employees

The Code of Conduct is a participatory agreement. It sets out the fundamental ethical principles that are to govern the thoughts and actions of everyone working at ZOOM Children's Museum.

The Code of Conduct is based on the ZOOM mission statement, the child protection principles and the risks identified. It formulates specific desired and unacceptable forms of behaviour towards children and young people. The Code of Conduct serves as a means of reflection and guidance for

employees and is a working tool that can be adapted and further developed as part of regular evaluations.

All persons working for the organisation are responsible for observing and complying with the Code of Conduct and are obliged to acknowledge it with their signature. The current Code of Conduct can be found in the appendix and was drawn up in collaboration between the Child Protection Officer and employees from various areas of ZOOM Children's Museum.

3.1.2 Child protection team

Organigramm

The ZOOM Children's Museum has appointed two child protection officers (KSBs) from the day management team, who are responsible for the smooth running of day-to-day operations and are the first point of contact for concerns and complaints from visitors and staff. During ongoing operations, one person from the day management team is always on site and, if necessary, is responsible for contacting the two child protection officers (unless they are currently working in day management themselves).

Child protection team/child protection officer of ZOOM Children's Museum

In line with the four-eyes principle, the child protection team at the ZOOM Children's Museum consists of a **child protection officer** and a **deputy**.

Contact details:

General child protection email address: kinderschutz@kindermuseum.at

KSB: Mag.a Bettina Langedger

KSB deputy: Nina Florian

All employees can contact the child protection officers in person, by email or anonymously via the mailbox⁵ with their concerns, current incidents, worries and complaints.

3.1.3 Personnel policy and management

Child protection is firmly anchored in the organisational personnel policy and personnel management of ZOOM Children's Museum, namely in principles for personnel selection, personnel development (including further training) and, where necessary, supervision.

3.2 Data protection

ZOOM Children's Museum does not collect or store any personal data from children. The artistic works produced by children at ZOOM, such as animated films produced in collaboration with other children and ZOOM mediators, will only be published after the children and their legal guardians have submitted a signed declaration of consent. Children who appear in official press photos etc. will never be named⁶.

⁵ There is a corresponding letterbox, accessible to all employees, in the corridor area in front of the offices of the ZOOM Children's Museum.

⁶ The exception to this is data collected as part of case management following suspected cases, which must be stored securely for 10 years. Only authorised persons have access to this data.

3.3 Communication standards

When communicating externally (media, social networks, etc.), ZOOM public relations, in consultation with the Child Protection Officer, provides guidelines to ensure the protection of children and young people. In addition to dealing with the media, these also include the internet, apps and social networks.

3.3.1 Media reports, photos and videos

In order to make the Children's Museum a safe space for children and young people, it is necessary to handle smartphones and sound and image recordings sensitively. Through a very restrictive and careful handling of photo and film recordings in the Children's Museum, we endeavour to guarantee the dignity of children and young people in the production and distribution of media content.

Photos and videos taken by visitors

Within the framework of the ZOOM Children's Museum programmes, visitors are only permitted to photograph and film their own children for private purposes. Audio and video recordings of other children and staff are prohibited. The cultural mediators of ZOOM Children's Museum ensure that accompanying persons with smartphones or cameras only take pictures of their own children. This is also regulated in our house rules.

Photos and videos commissioned by ZOOM Children's Museum

Photos and film recordings that the ZOOM Children's Museum makes available in its press area have been specially produced for this purpose. The press department of ZOOM Children's Museum looks for school classes, kindergarten groups or private visitors who come to the Children's Museum especially for a tour communicated as a 'photo session'. For this purpose, declarations of consent are obtained from the legal guardians and the children for the photographs and film recordings produced. All consent forms are stored in the archive of the Children's Museum.

3.3.2 Internet, apps & social networks

All persons working for the organisation are obliged to use the Internet via all available channels, e.g. PC, laptop, smartphone, etc., in accordance with the Code of Conduct. Any illegal use of the Internet by employees of ZOOM Children's Museum or via an Internet access of the ZOOM Children's Museum, e.g. downloading or creating inappropriate images of children, cyberbullying, etc., is prohibited. The WiFi is generally available to employees and external persons, but is protected with two different access codes that are not publicly or freely accessible.

Social Media

ZOOM Children's Museum currently operates social media pages on Instagram and Facebook. Photographs or film recordings of children are also only used there with great caution. If recordings are posted, then only after explicit consent has been obtained from parents and children in advance. If recordings are made at events where it is not possible to obtain consent, recordings for posting on social media are only made from a distance or in such a way that individuals are not recognisable.

In the everyday reality of social media networks, ZOOM Children's Museum is often tagged on the private pages of visitors who take photos or film footage of their children during their visit to ZOOM. Although, following the logic of social networks, this would be useful for the children's museum's self-promotion, ZOOM Children's Museum does not share such posts. We therefore actively protect the dignity of the children and young people in these posts.

Employees of ZOOM Children's Museum do not use social media networks or other apps such as WhatsApp to establish or maintain private contact with visiting children and young people.

3.4 Premises

The premises of the organisation frequented by visitors should enable safe, relaxed and attentive interaction with children and young people and at the same time be organised as openly as possible (e.g. help close at hand, no locked doors). The day management is located in the foyer of ZOOM Children's Museum and is the point of contact for complaints, suspicious circumstances and assistance.

Adults who are not accompanying children on their visit to ZOOM are not permitted to attend the ZOOM programmes or stay on the ZOOM premises for any length of time without a reason. This is checked during ticket sales and at the respective area entrance.

4. Intervention: Case and complaint management

The basis for all decisions within ZOOM Children's Museum's case and complaints management is the well-being and protection of the children and young people who visit the museum. With this in mind, ZOOM Children's Museum creates a framework that allows room for concerns and complaints of all kinds, but especially with regard to all forms of boundary violations, assaults and violence. To this end, ZOOM Children's Museum promotes a trusting, transparent and respectful culture of error, conflict and communication that is practised, supported and continuously reflected upon at all levels.

All persons working for ZOOM Children's Museum are aware of and have easy access to the relevant processes within the child protection system as well as the corresponding instructions and forms, and the relevant internal and external contacts (KSB and child protection centres).

Handling of concerns, complaints, questions, suspected cases

In principle, complaints can be submitted by all persons in contact with ZOOM Children's Museum (children, young people, accompanying persons and employees). All employees of ZOOM Children's Museum can and should accept complaints and forward them to the responsible persons. The aim is to create a climate in which critical feedback is also heard.

Email complaints can also be sent via the child protection email address (**kinderschutz@kindermuseum.at**), the official office email address (**office@kindermuseum.at**) or directly as an email to the members of the KST. In cases concerning child protection, the KSB must be informed immediately.

ZOOM Children's Museum will promptly investigate any suspicion of violence and any complaint (initial investigation by the KSB within 48 hours of becoming aware of it).

Reports, concerns and complaints from children (and their accompanying adults) are always taken seriously. They are received in a level-headed, sensitive and respectful manner – neither trivialising nor dramatising.

Appendix

Appendix 1: Code of Conduct (VR)

Code of Conduct

About ZOOM Children's Museum

The Children's Museum creates spaces where children can experiment, discover and explore new things at their own pace in a relaxed atmosphere. At ZOOM Children's Museum, children and young people are recognised as independent individuals and taken seriously. Their wealth of experience and energy, their competences, rights, perceptual worlds and ideas are valued. A feeling of safety is essential for this playful discovery – all staff of ZOOM Children's Museum take this responsibility seriously and take an active stance against the various forms of physical, psychological and sexual violence, bullying or discrimination. ZOOM Children's Museum is a space where children and their accompanying adults are welcome, regardless of their origin, first language, sexual orientation, gender identity or any disabilities or impairments.

The staff of ZOOM Children's Museum take responsibility for the safety and well-being of children and young people in accordance with children's rights and child protection!

I will adhere to the following behavioural guidelines

- I undertake to actively protect children and young people from violence, in particular physical, psychological and sexual violence, in the programmes and events of ZOOM Children's Museum.
- I will create a respectful and non-discriminatory environment in which children and their accompanying adults feel safe and welcome regardless of their origin, first language(s), socio-economic status, talents and/or possible disabilities and regardless of their sexual orientation or gender identity(ies).
- I will treat children and their accompanying adults with respect – I will refrain from verbally and non-verbally aggressive, derogatory, shaming or hurtful behaviour, even in stressful or challenging situations.
- In the event of conflict, I will always resort to non-violent solutions.
- If conflicts threaten to escalate (or have already escalated), I will seek support from colleagues, child protection officers and/or superiors as quickly as possible.
- I will recognise and respect individual physical and psychological boundaries, as well as the different individual needs for contact, physical closeness and distance of children and adults. I will not force physical proximity or touch on children – except for the immediate defence against danger (e.g. protection against accidents, falling, fire, ...).
- I will handle my responsibility for the protection and welfare of children and young people with care and sensitivity. In particular, I will not abuse my role and authority as an employee of ZOOM Children's Museum for inappropriate and/or private contact with children.
- I will only take photos and videos of children/young people for professional purposes and only on behalf of the Children's Museum, and with the consent of the children and young people or their accompanying adults, and I will comply with the GDPR.
- I will take concerns and complaints from children, young people and their accompanying adults seriously and pass them on to the relevant responsible body.
- I will comply with the legal regulations and undertake to actively observe the child protection measures of ZOOM Children's Museum.

I accept the above code of conduct as binding:

Name, Signature

Appendix 2: Child-appropriate child protection information

Child protection information in child-friendly language

Your voice is important to us: tell us if you don't feel comfortable here!

The child protection team:

Bettina and Nina: kinderschutz@kindermuseum.at

Tell someone if you don't feel comfortable at ZOOM: e.g. your parents, your teacher, a ZOOM employee – you can also always go to the day managers (to the right of the cash desk) and tell them what's bothering you.

And you can also get help here:

- **Kinder- und Jugendanwaltschaft Wien** (Vienna Ombuds Office for Children and Youth):
<https://kija-wien.at/>
Phone: 01 70 77 000
Email: post@jugendanwalt.wien.gv.at
- **Rat auf Draht** (Advice on the phone): <https://www.rataufdraht.at/>
Tel: 147
Online counselling: <https://www.rataufdraht.at/online-beratung>
- **die Möwe:** <https://www.die-moewe.at/>
Tel: 01 532 15 15
Online counselling: <https://die-moewe.beranet.info>