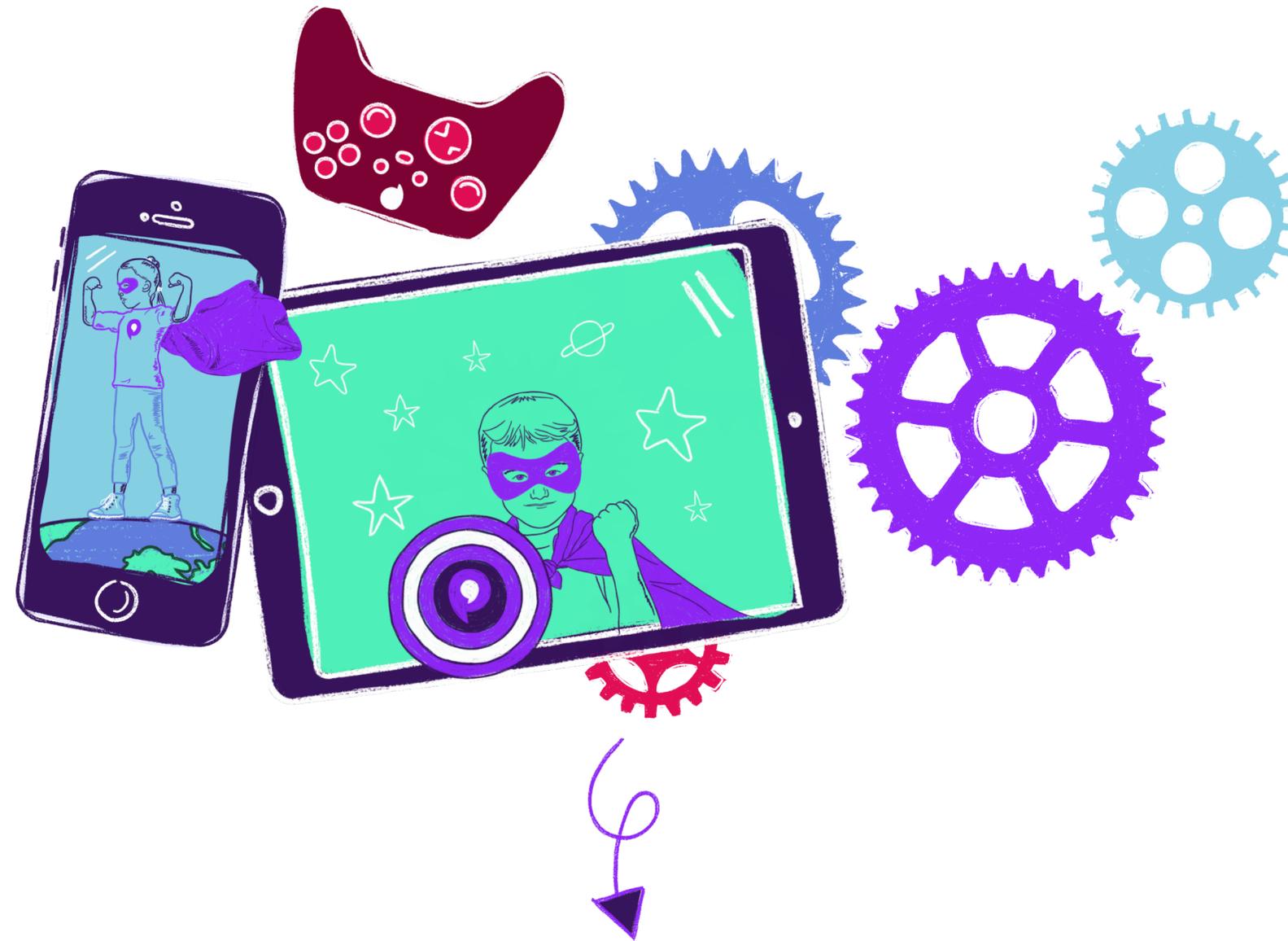


For their future

 **parentzone**





Parent Zone are the experts in digital family life.

Introduction

We were founded in 2005 and since then have gone on to collaborate with many organisations who share our vision.

The online world offers enormous opportunities to children, young people and families. But we also know it can also pose huge challenges.

We're a proud social enterprise with a mission – to improve outcomes in a connected world, so children will be:

- safer online
- resilient to the challenges of the online world
- educated for a digital future

We work with partners to deliver this: developing innovative tools and resources to create real impact for families and the professionals that support them.

Mission and work over Covid

When Covid hit in 2020, it brought with it new and unpredictable challenges for families. Technology became a lifeline for education, work and socialising.

While it had a positive impact on family life (*77% of parents told us that connected tech helped during lockdown**) many issues were amplified.

For us, the importance of our mission and partnership work was thrown into even sharper focus – and catapulted our projects into new spaces.

We've gone live with virtual assemblies, upskilled local professionals to deliver family quiz nights and created a new app for 8-11 year-olds and their parents.

*Left Behind in Lockdown report, PZ November 2020

Vision for 2022

This year will be just as exciting. Our partnerships have helped us to experiment, tread into new territory and reimagine strands of our work.

As we adjust to a post-pandemic world, we'll be confronted by new and emerging trends. We will continue to support families and the professionals around them to embrace the online world.

Above all, we want to thank our partners for helping us achieve our mission.

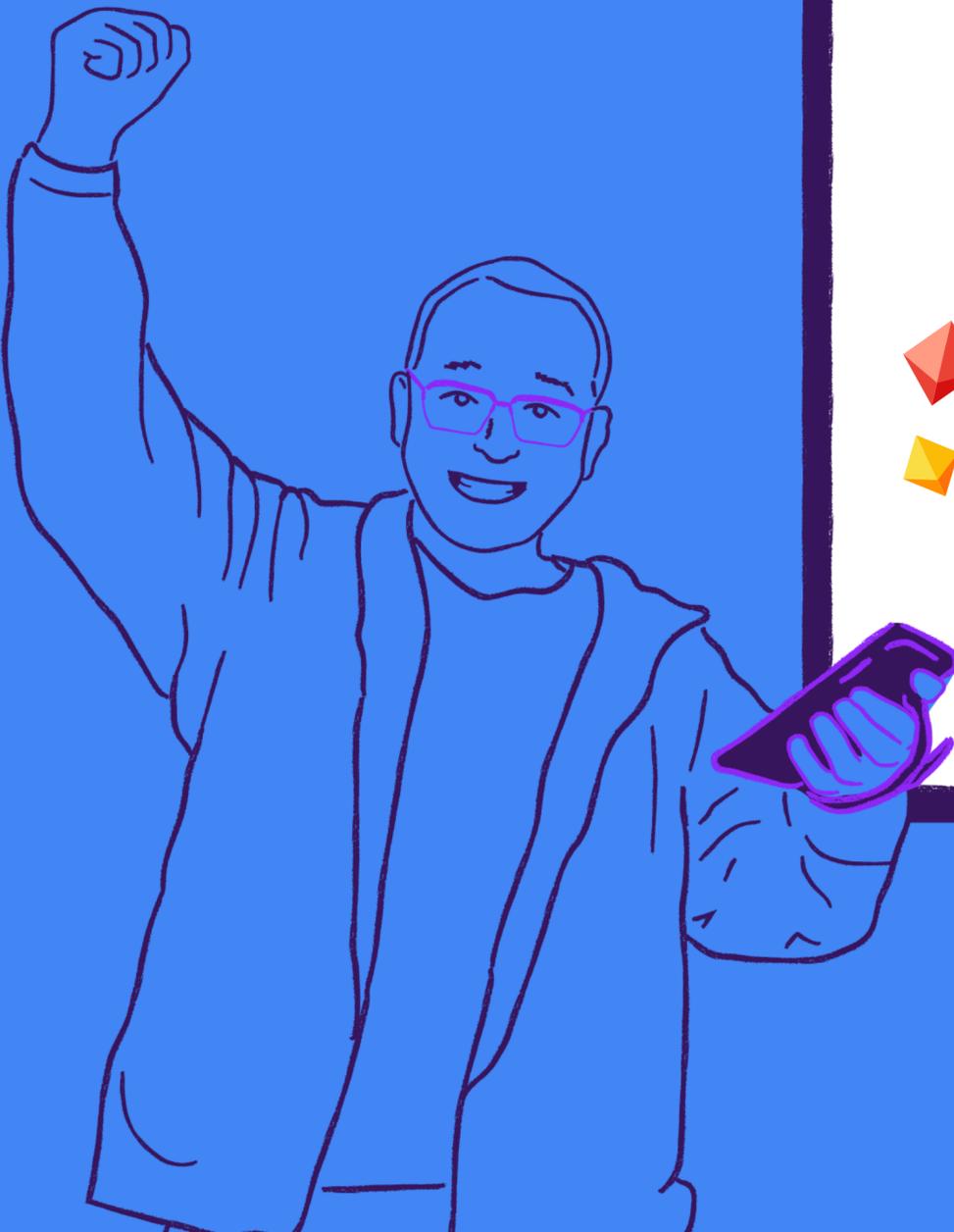
We're looking forward to what comes next.

To find out more or ask a question about Parent Zone's partnership work, visit www.parentzone.org.uk or email partnerships@parentzone.org.uk.



Be Internet Legends.

In partnership with Google

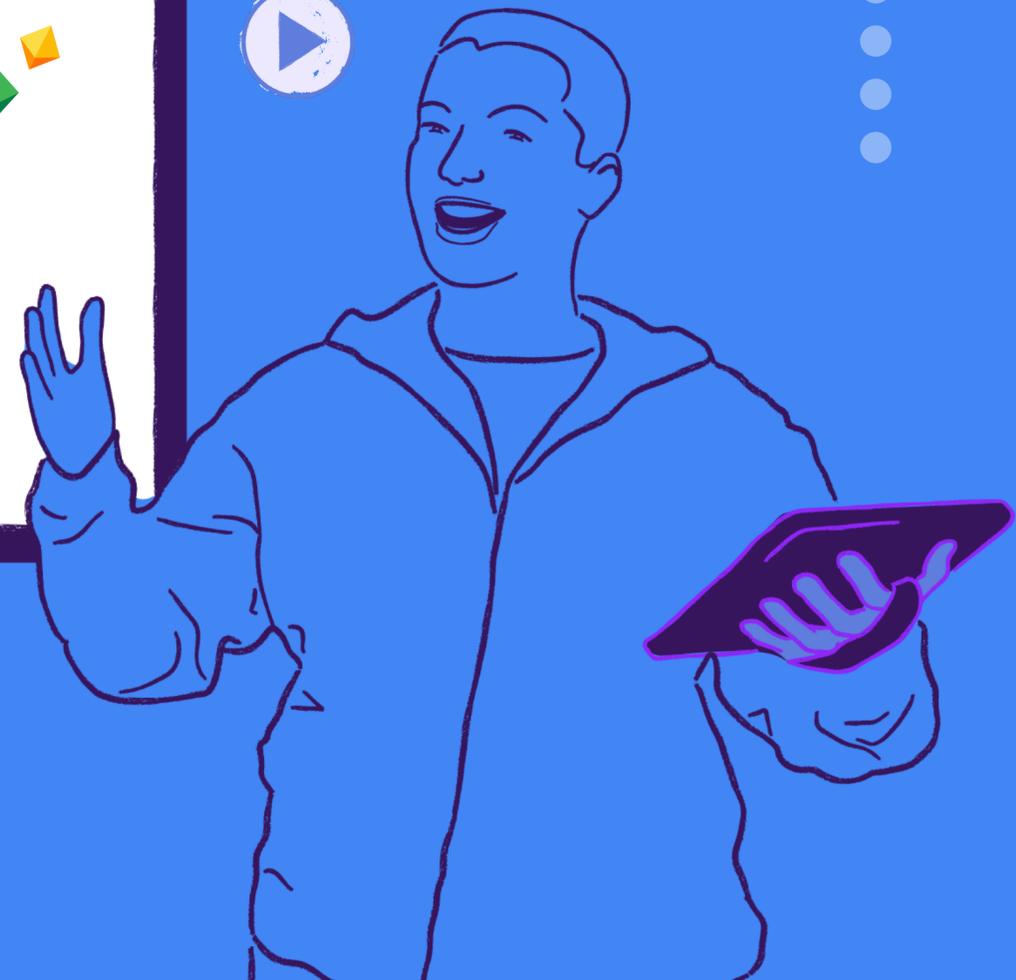


1.3 million

UK primary school children trained to be safer, more confident explorers of the online world.

1,200 teachers trained in how to deliver engaging online safety lessons.

500,000 parents reached through a fun and interactive physical resource.





In partnership with BBC Children in Need

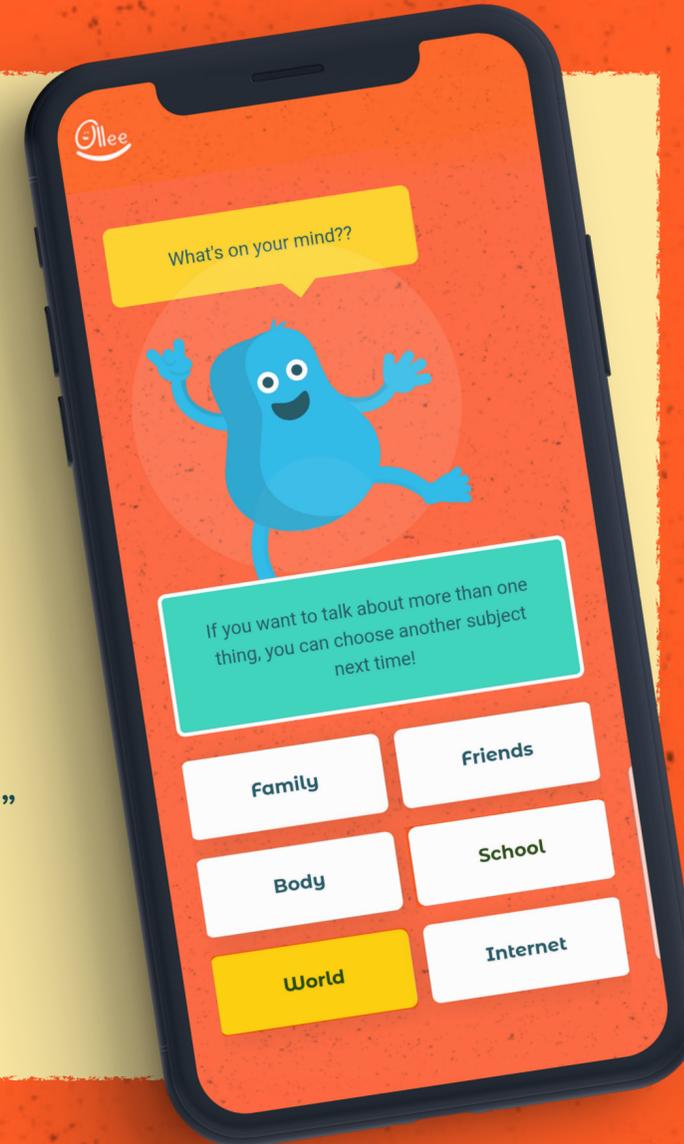


We reached over 350,000 families

and helped children to reflect on and communicate their feelings, leading to them feeling **more supported**.

“Ollee makes the world a better place”

“Ollee gave my child a greater understanding that they do not have to feel perfect all the time”



Your Digital Family

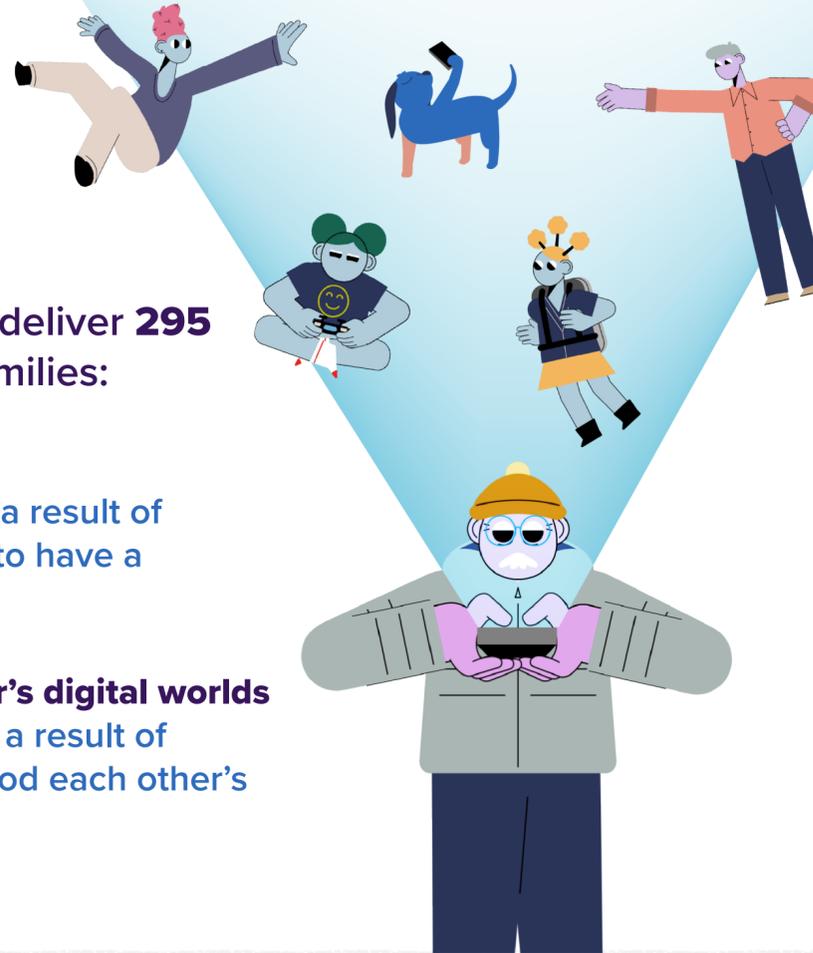
In partnership with Facebook



240

grants were awarded to local organisations who went on to deliver **295 family quiz events**, helping families:

- **talk about technology**
77% of attendees said that as a result of the quiz, they are more likely to have a discussion about technology.
- **better understand each other's digital worlds**
82% of attendees said that as a result of the quiz, they better understood each other's views of technology.



I AM Remarkable FOR YOUTH

In partnership with Google



We were able to positively impact how young people feel about their future, and help them recognise and speak about their accomplishments.



I AM Remarkable

“I learnt to feel positive about myself and not put myself down”



I AM Remarkable

“I didn't realise how bad I was at liking myself but now I'm aware and can work on that”



Resilient Families

In partnership with the Home Office



388 family-facing professionals and **over 1,000 children** and young people were trained on the Digital Resilience framework.

99% of trained professionals now **understand** how a resilience-based approach can protect against the risks of online radicalisation and extremism.

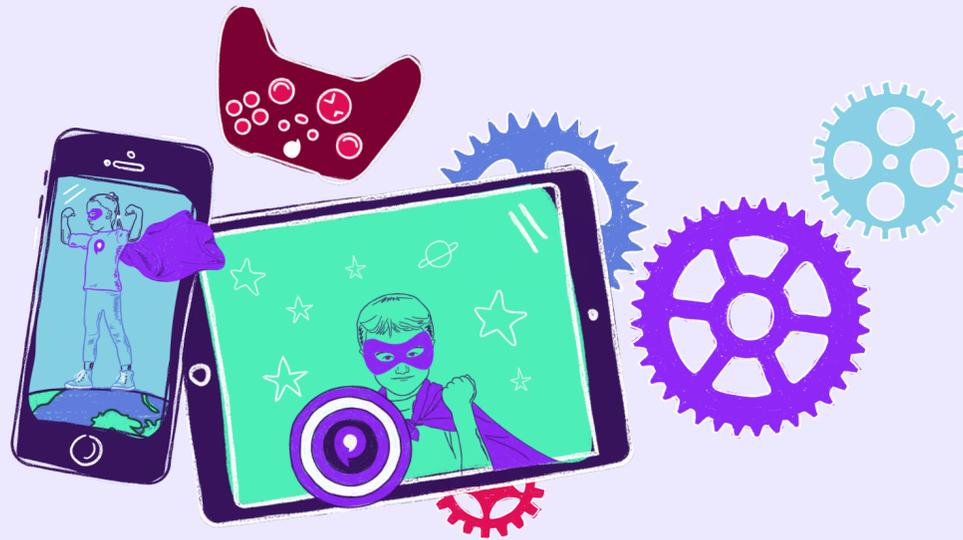
92% of children **know** to speak to a trusted adult if something worries or upsets them online.

Understand
Know
Learn
Recover

$d = \sqrt{(x_2 - x_1)^2 + (y_2 - y_1)^2}$
 $\log_a x = \frac{\log_c x}{\log_c a}$
 $V = \frac{1}{3} \pi r^2 h$
 $y = mx + b$
 $a^2 + b^2 = c^2$
 $C = 2\pi r$
 $\frac{1}{2}(a+b) = \frac{\sin(A+B)}{\cos(A+B)}$
 $2a$



 parentzone



www.parentzone.org.uk