



# Safe Online Impact

2023  
Keeping children safe in  
the digital world



# Contents

---

5 From the Executive Director

---

7 Safe Online's journey to date

---

11 Results achieved towards Safe Online 2023-25 strategic outcomes

12 Outcome 1: Enabling environment

14 Outcome 2: Strengthening the supply of services and technologies

16 Outcome 3: Increasing the demand for action

---

18 Progress made against Safe Online 2023-25 strategic goals

19 Goal 1: Invest for impact

21 Goal 2: Evidence and knowledge

23 Goal 3: Advocacy and action

25 Goal 4: Measuring change

---

26 Looking forward

---

28 People

---

29 Governance

---

30 Financial summary

---

33 Expression of thanks

---

34 Highlights of the results  
achieved by safe online portfolio  
of grantees in 2023

37 Networks and systems

51 Research and data

60 Technology tools

---



# Abbreviations

---

AI	Artificial Intelligence
API	Application programming interface
ASEAN	Association of Southeast Asian Nations
AU	African Union
CLICs	Community Linkage for Internet Child Safety
COPL	Child Online Protection Lab
CPP	Click to Path Protection
CSAM	Child sexual abuse material
CSEA	Child sexual exploitation and abuse
DCS	Directorate of Children Services
DKD	DeafKidz Defenders
DRAGON	Developing Resistance Against Grooming Online
ER	Extended Reality
EVAC	End Violence Against Children
EU	European Union
FDCO	Foreign, Commonwealth and Development Office
FGD	Focus group discussion
Gen AI	Generative Artificial Intelligence
GBV	Gender-based violence
HQ	Headquarters
ICT	Information and communication and technology
IFSW	International Federation of Social Workers
INGO	International non-government organisation

---

ISPCAN	International Society for the Prevention of Child Abuse and Neglect
IWF	Internet Watch Foundation
MCF	Marie Collins Foundation
MGEPEWSW	Ministry of Gender Equality, Poverty Eradication and Social Welfare
MOET	Ministry of Education and Training
MoSVY	Ministry of Social Affairs, Veterans and Youth Rehabilitation
NAMPOL	Namibian Police
NCMEC	National Center for Missing and Exploited Children
NGO	Non-government organisation
ODA	Official Development Assistance
OSAEC	Online Sexual Abuse and Exploitation of Children
SOPs	Standard operating procedures
PIER	Policing Institute of the Eastern Region
TKDF	Türkiye Kadın Dernekleri Federasyonu
TPM	Targeted Platform Modules
UK	United Kingdom
UN	United Nations
US	United States

# From the Executive Director

Dear Friends and Partners,

As we look back on the last seven years, we celebrate a remarkable journey where Safe Online has reached **US\$ 80 million in investments**, extending our footprint to over **85 countries worldwide** as of as of 31st December 2023. Our Annual Report highlights these achievements in numbers, but our true impact lies in the dedicated efforts of our grantees, who tirelessly work to make the online world safer for children.

In 2023, Safe Online reached a pivotal milestone by establishing an independent brand that truly embodies **our mission: to shape a safer digital world for all children and young people**. With unwavering support from our partners and donors, Safe Online has been at the forefront of a global movement to combat online child sexual exploitation and abuse (CSEA).

This mission is more urgent than ever. Every day, increasing numbers of children face growing threats in the digital world, turning this issue into a pressing public health crisis. Over the past year, we have seen promising actions from governments, multilateral organisations and international bodies to combat digital harms.

New legislation, regulations and investments in research are setting the stage for substantial progress. Survivor-led initiatives against CSEA are increasing political pressure and calling for accountability from industry and governments alike.

These collective efforts are beginning to lay the foundation for a safer digital future. However, there is still much work to be done. At Safe Online, we know what it takes to end online CSEA. Our work on the ground has shown the urgent need for more equitable and sustained funding, future-proof and tech-neutral legislation that prioritises children's safety and well-being and ensuring safety-by-design in digital technologies.

Despite the external challenges—rapid technological advancements, the evolution of Generative Artificial Intelligence (Gen AI) and Extended Reality (ER), global crises including wars and conflict, climate change and shrinking international development aid—the **desire for change has never been stronger**. There is reason to be hopeful and to press ahead with purpose and urgency.



Thanks to our donors, grantees, partners and friends:

- **More countries have improved legislative and policy frameworks**, services and infrastructure to tackle digital harms.
- **Children and parents feel more equipped** to navigate the online world safely.
- **Frontline workers across sectors have better skills** to prevent and respond to online harms to children through trauma-informed interventions.
- **Technology tools are enabling professionals** across sectors to identify and remove child victims from harm and remove child sexual abuse material (CSAM), helping to prevent further victimisation of survivors.
- **The ecosystem has access to better research and knowledge** on present and emerging threats and trends, as well as on what works and what does not work to end online CSEA.

In a few months, world leaders will convene for the first-ever Global Ministerial on Ending Violence Against Children. Safe Online, along with our partners and grantees, is ready to seize this opportunity and prioritise the online safety of children on a global scale. The time for action is now. Together, we can transform the digital landscape and protect every child from online exploitation and abuse.

With gratitude and determination,

**Marija Manojlovic**  
Executive Director,  
Safe online

# Safe Online's Journey to date

Safe Online is a UNICEF-hosted global initiative dedicated to keeping children safe in the digital world. It focuses on preventing and responding to the growing threat of digital harms to children. Initially part of the Global Partnership to End Violence Against Children ('End Violence'), launched by the UN Secretary-General in 2016, Safe Online has been investing in global efforts to protect children from online risks since its inception.

End Violence played a crucial role in advancing global efforts to end violence against children and supporting the achievement of Sustainable Development Goal (SDG) 16.2: End abuse, exploitation, trafficking and all forms of violence and torture against children. In 2023, the End Violence Board decided to reconfigure the Partnership and transition some of its priority initiatives to new hosts. As a result, on 1 October 2023, the UNICEF-hosted Partnership shifted its focus to a narrower digital safety agenda led by Safe Online.

Following the transition, Safe Online launched its own brand in 2023, marking a significant milestone towards creating a safer digital world for children and young people. It is the only global funding vehicle dedicated to this cause. Safe Online's mission is to foster a digital environment where every child feels safe and empowered by investing in evidence-based solutions, innovative technologies and cross-sectoral programs. These efforts specifically address online CSEA and other digital harms experienced by children.

With **US\$ 80 million in investments** as of December 2023, Safe Online continues to deliver impact through its grantee network and by **leveraging technologies, knowledge and evidence generated** through its initiatives.



# The issue: Online sexual exploitation and abuse



In 2023, IWF recorded **275,652** webpages that contained child sexual abuse imagery (up 8% from 2022)



More than **9 in 10** (254,071 or 92%) were assessed as containing 'self-generated' imagery



'Self-generated' images of **boys** accounted for **41%** (1320) in 2023 – a drop from **56%** (3,504) of all boys' child sexual abuse images in 2022.

Children aged **11-13** continue to appear most frequently in 'self-generated' imagery, as in previous years. There is also an increase in the proportion of this type of imagery featuring children aged **7-10** in 2023, (up 65% from 2022).

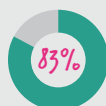
Both IWF and INHOPE data shows high levels of sexual abuse against girls. IWF discovered 2,401 individual 'self-generated' images and videos of children in the age category **3-6** years of which **91%** were of girls. INHOPE data shows that **9 out of 10** victims are young girls.



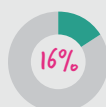
Disrupting Harm data suggests **girls and boys** are experiencing online sexual exploitation and abuse in fairly equal proportions based on data and evidence gathered across 12 countries in Southern and Eastern Africa and South-East Asia in 2021.



In 2023, INHOPE processed **785,000** reports based on inputs received from the public who submitted URLs suspected of containing CSAM. Of these, **69%** are classified as illegal (up from 68% in 2022)



**83%** of victims depicted in these reports are aged **3-13**.



There is a rise in content of **14-17-year-olds** (up from 11% in 2022 to 16% in 2023) related to NCII abuse.



INHOPE traced CSAM material to **84** countries, a slight increase from 2022 (83) and a notable increase of **35** countries since 2020. 'Hosting locations' refers to countries that the illegal CSAM was traced to –relating to distribution and not necessarily production of the material.



In 2023, the US-based NCMEC's CyberTipline received over **36.2** million reports of suspected child sexual exploitation (up from 32 million in 2022). Of these, **63,892** reports were escalated to law enforcement as they involved a child in imminent danger.

As per NCMEC, reports of online enticement increased by more than **300%** between 2021 and 2023.



**AI-generated** child sexual abuse imagery is on the rise with some examples being so realistic they would be indistinguishable from real imagery to most people.



Both NCMEC and IWF point to an alarming increase in reports involving Generative AI with NCMEC's CyberTipline receiving **4,700** reports of CSAM related to generative AI in 2023.

**CSAM:** Child Sexual Abuse Material

**IWF:** Internet Watch Foundation

**NCII:** Non-Consensual Intimate Image

**NCMEC:** National Center for Missing and Exploited Children



While the internet's increasing global reach is providing valuable opportunities for children to learn, connect and play, it can also increase the risk of unsafe or traumatic experiences, including online CSEA. Online CSEA can come in many forms and includes child grooming, live streaming of sexual abuse, CSAM, coercing and blackmailing for sexual purposes; and it is closely interlinked with other forms of violence—e.g. bullying, stalking, harassment, gender-based violence (GBV) and trafficking. The estimates are alarming: **every second, at least two images or videos of children sexually abused are shared online**. The impact is long-lasting and profound with severe consequences on the health, development and lives of children, including education attainments. A recent global Childlight study<sup>1</sup> revealed alarming new data—one case of online child sexual abuse is reported every second and **one in eight, or 12.6 per cent, of the world's children have been victims** of non-consensual image offences and online solicitation in the past year.

In 2023, the [Internet Watch Foundation \(IWF\)](#) reported a record year for child sexual abuse, with over 275,000 reports of child sexual imagery—an 8 per cent increase from the previous year. In 2022, 32 million reports of suspected photos and videos depicting sexual abuse of children on the internet were received. These are not only teenagers exploring their sexuality as people may think; in fact, one in every three reported photo or video is a child under the age of 10, and [a survey](#) conducted by the Canadian Center for Child Protection shows that **56 per cent of the cases of online child sexual abuse began before the age of 4**, and 42 per cent of these children were sexually abused for more than 10 years.

In some countries, up to 20 per cent of children are victims of online sexual abuse (Disrupting Harm data from 13 countries<sup>2</sup>). Scaled to the general population of internet-using children, these estimates represent more than **5 million children between 12–17 years of age that experienced online CSEA in 2021 alone**.

While emerging technological advances such as Gen AI offer unparalleled opportunities, they also can be exploited to pose serious risks for children, adding to existing threats such as online grooming, financial

1. Childlight – Global Child Safety Institute. Into the Light Index on Child Sexual Exploitation and Abuse Globally: 2024 Report. Edinburgh: Childlight, 2024.

2. <https://safeonline.global/disrupting-harm/#findings>



sexual extortion and child self-generated sexual material, further complicating the fight against online CSEA. Both the National Center for Missing and Exploited Children (NCMEC) and IWF have reported a troubling rise in incidents involving Gen AI. In 2023 alone, NCMEC's CyberTipline received over **4,700 reports of CSAM related to Gen AI**<sup>3</sup>.

The rapid and evolving nature of online CSEA presents significant challenges for all stakeholders, including governments, technology (hereafter tech) companies, professionals, and parents. However, this also creates key opportunities to enhance global efforts in combating this issue. By building a robust evidence base, aligning regulations and fostering effective cross-border and cross-sector coordination, we can drive meaningful progress. There is **a pressing need for increased global investment, harmonised regulations and the continued adoption of safety-by-design principles** by the tech<sup>4</sup> industry to prevent harm from occurring in the first place.

Turning the tide on online CSEA requires bold, informed and coordinated action. Safe Online is the only global investment fund solely dedicated to this cause, but it cannot do it alone. **Safe online needs collective commitment and action** to address online harms and harness technology's potential for good, ultimately creating a safe digital future for children and young people.



3. <https://www.missingkids.org/cybertiplinedata>

4. The term 'tech' has been used in the document for 'technology' when highlighting technology industry, technology companies and technology solutions

# Results achieved towards Safe Online 2023–25 strategic outcomes

As of 31 December 2023, Safe Online invested nearly US\$ 80 million across more than 85 countries to prevent and respond to online child CSEA. Working in partnership with governments, technology industry, development agencies, civil society, communities and children, Safe Online investments are strengthening the mechanisms and capacities at the national, regional and global levels for effective prevention and response to online CSEA. To address the challenges of online CSEA, Safe Online adopted a three-pronged approach:

- #1 Creating an **Enabling Environment** for effective action at all levels by strengthening the legislative frameworks, policies, institutional architecture and skills at all levels.
- #2 **Strengthening the Supply of Services and Technologies** for prevention and response.
- #3 **Increasing the Demand for Action** by empowering children, families and communities.

# Outcome 1: Enabling environment

## Results achieved

### Topline results (2017-2023)



Advanced national legal, regulatory and policy frameworks in **85 countries**



Facilitated the **convening of 40 multi-stakeholder bodies** to coordinate cross-sector collaborations



Facilitated agreement of over **1,550 industry partners** to conform to information and communication and technology (ICT) standards to protect children from online violence



Strengthened the capacities of more than **5,400 industry representatives** on child online safety through training or education activities

National legislative and regulatory frameworks must keep pace with the fast-changing landscape of technological advances. The global and trans-border nature of online CSEA necessitates improved regulation of the technology industry and collaboration with diverse stakeholders. The use of technology, particularly in the education sector following the COVID-19 pandemic, has brought tremendous positive benefits in increasing access to education. It has, however, exposed millions of children to digital harm, which calls for urgent measures to have an enabling environment with appropriate policy, legislative and regulatory systems in place with skilled law enforcement and social workforce available.

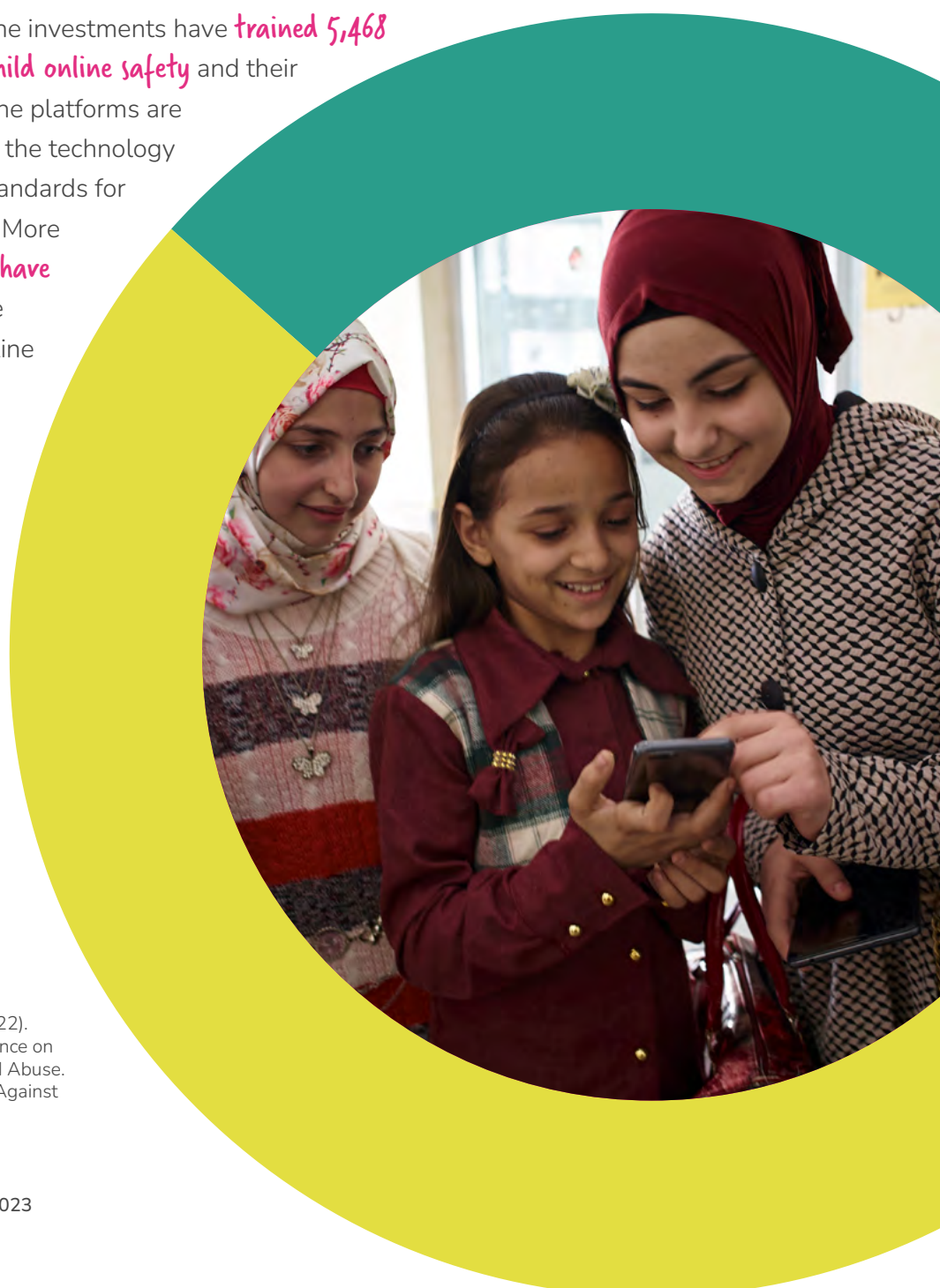
Safe Online investments contribute to positive changes in legislative and regulatory frameworks and government policies for combatting online CSEA. The investments also assist in operationalising the legislative and regulatory framework by developing standard operating procedures (SOPs) and fostering a collaborative approach.

Since 2017, Safe Online has **advanced legal, regulatory and policy frameworks in 85 countries**. For example, with the approval of the [African Union Child Online Safety and Empowerment Policy](#) at the African Union's (AU) Ministerial Meeting on ICT, Africa became the first region globally to implement a child online safety policy. **5Rights Foundation, a Safe online grantee, collaborated with the AU** to draft the Child Online Safety and Empowerment Policy and used Safe Online's Child Safety Toolkit as a resource to inform the deliberations during the drafting of the Policy. Other notable examples include the impact of legal and policy analysis conducted as part of the Disrupting Harm research project. In Cambodia, for instance, the **Royal Government of Cambodia endorsed Child online Protection Guidelines** for the Digital Technology Industry,

considering recommendations from the Disrupting Harm study<sup>5</sup> on ensuring that the private sector's digital products and services are user-centric and adhere strictly to children's rights and business ethics. The partnership with the **Disrupting Harm project in Namibia** led to the establishment of a dedicated, specialised online CSEA unit in the Namibian Police (NAMPOL).

Since 2017, Safe Online **supported 40 multi-stakeholder bodies** to coordinate cross-sector collaboration, which is crucial for sharing knowledge and insights and taking a synergised approach to tackle online CSEA. For example, the **Second Annual ASEAN-ICT Forum for Child online Protection**, convened in Thailand, brought together more than 200 diverse stakeholders from 12 countries. Two documents launched at the Forum: ASEAN Guidelines for Harmonised and Comprehensive National Legislation Against All Forms of Online Child Sexual Exploitation and Abuse; and ASEAN Guidelines for the Provision of Protective and Support Services for all Child Victims and Children in Conflict with the Law, provide critical guidance to ASEAN Member States to initiate legislative reforms and strengthen support system to address the challenges of online CSEA.

Since its inception, Safe Online investments have **trained 5,468 industry representatives on child online safety** and their critical role in ensuring that the platforms are safe for children. It is vital for the technology industry to conform to ICT standards for keeping children safe online. More than **1,550 industry partners have agreed to ICT standards** since 2017 under various Safe Online initiatives to protect children online.



---

5. ECPAT, INTERPOL and UNICEF. (2022). Disrupting Harm in Cambodia: Evidence on Online Child Sexual Exploitation and Abuse. Global Partnership to End Violence Against Children.

# Outcome 2: Strengthening the supply of services and technologies

## Results achieved

### Topline results (2017-2023)



Supported **52 reporting mechanisms** to identify and remove online CSAM



Supported **49 countries** to strengthen the capacities of their hotlines and helplines to effectively report online CSEA.



Established and supported **specialised law enforcement units in 12 countries**



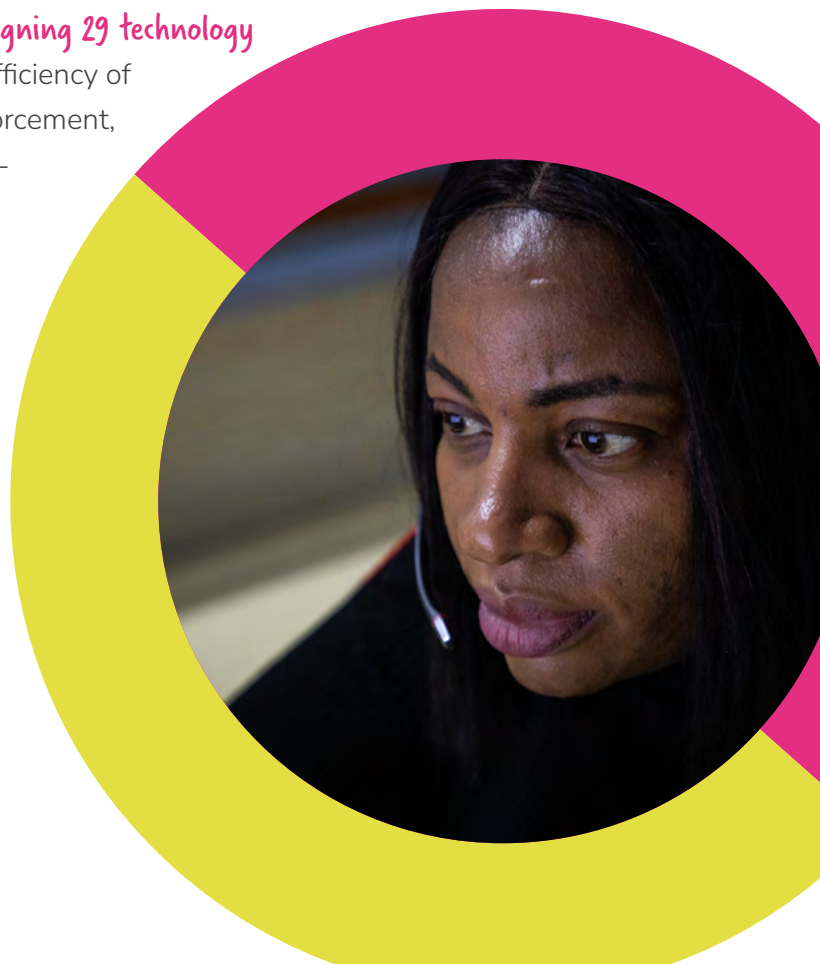
Invested in the **design of 29 technology tools** rolled out and improved the efficiency of prevention and response efforts across law enforcement, industry, hotlines and helplines and youth and child-focused organisations.



Supported law enforcement **identify over 3,300 perpetrators and 6,005 child victims** of online CSEA; and refer over 3,300 child victims to support services

From 2017 to 2023, Safe Online **invested in designing 29 technology tools used in over 100 countries** to improve the efficiency of prevention and response efforts across law enforcement, industry, hotlines and helplines, youth and child-focused organisations, among others.

Since 2017, Safe Online has contributed to establishing and strengthening **64 hotlines and helplines in 49 countries** as prevention and reporting mechanisms. Safe Online investments in developing and enhancing ground-breaking technology tools have helped law enforcement **identify over 3,300 perpetrators and 6,005 child victims** of online CSEA, and refer over 3,300 to support services.



The tools developed with Safe Online investments continued to strengthen the prevention and reporting of online CSEA in 2023. For example:

- The **Targeted Platform Module of Project Arachnid**, implemented by the Canadian Centre for Child Protection Inc., removed 95,053 archives containing CSAM in 2023.
- The **hotlines supported by the International Association of Internet Hotlines – INHOPE<sup>6</sup>** (henceforth INHOPE) as part of Safe Online investments processed 18,684 reports in 2023, of which 12,416 were classified as illegal. Equally importantly, INHOPE launched a Universal Classification Schema for classifying CSAM during the year.
- **reThink Chatbot, developed by IWF** and deployed on the Pornhub website to prevent users searching for CSAM to cause digital harm, was displayed 1.7 million times, resulting in 725 requests for more information in 2023.
- **ReDirection, a rehabilitative self-help programme** that supports individuals steer away from CSAM developed by Suojellaan Lapsia, Protect Children ry, has been visited by over 80,000 users since its inception.
- A **CSAM classifier developed by Thorn** that provides information that law enforcement and prosecutors need to apprehend CSEA offenders and safeguard children reported 1,546,097 classifier hits through their industry tool called Safer in 2023 (compared to 147,096 classifier hits over the same period in 2022).



Collectively, in 2023, **helplines in the Safe online portfolio handled 16,854 online CSEA cases**, 94 perpetrators were identified, 472 child victims were identified and 737 child victims were referred for further services.

Safe Online's investments support law enforcement strengthen their capacities to detect and investigate online CSEA and prosecute offenders. In 2023, more than **2,900 law enforcement officials and professionals were trained** in reporting, investigating and prosecuting CSEA cases. Training of officers from the police department and the judiciary on online CSEA was institutionalised in four countries in 2023. For example, the **Federal Supreme Court of Ethiopia** dedicated a section on online CSEA in its revised in-service training module for criminal justice professionals. **In Kenya, a number of justice agencies adopted a training curriculum** on investigation and prosecution of online CSEA developed with UNICEF technical and financial support. Online CSEA has also been incorporated into **training programmes for law enforcement in Cambodia and Namibia**. Safe Online focuses on developing social workers' capacities to provide child-sensitive services to victims of online CSEA. **Capacities of 3,763 social workers in nine countries honed their skills** in child-friendly case management for victims of online CSEA as a result of Safe Online investments.

6. INHOPE works to identify and remove CSAM through 54 hotlines in 50 countries (data as of July 2024)

# Outcome 3: Increasing the demand for action

## Results achieved

### Topline results (2017-2023)



Engaged with over 1.2 million children and 394,922 community participants in digital education and awareness-raising activities on child online safety



Reached more than 196 million people via advocacy and information campaigns, news media outlets, publications and social media channels covering issues related to online CSEA.



Organised nine in-person Network Forums, 18 Knowledge Exchange webinars with grantees and participated in 28 other high-level events

Large-scale awareness-raising campaigns, education and advocacy are some strategies that empower communities and children to demand change and keep children safe online. With Safe Online's support, **more than 196 million people have been reached through advocacy, information campaigns, publications and social media.** When part of an evidence-based strategy, rooted in participatory engagement, robust research and context-specificity (such as findings from Disrupting Harm), awareness-raising and advocacy can be effective at challenging the harmful norms that drive violence and supporting positive norms and behaviours, such as help-seeking among survivors. Furthermore, by raising awareness about relevant laws and social consequences of online CSEA, they may also act as a deterrent.

Under the Evidence Generation for Sustainable and Scalable Impact investment





round, Safe Online will be assessing how various initiatives, including the awareness-raising campaigns that are part of systems strengthening projects, have driven progress and supported the achievement of outcomes.

In 2023, **a national campaign in Indonesia, #JagaBareng, launched by the Ministry of Women's Empowerment and Child Protection** in collaboration with UNICEF Indonesia and other stakeholders, raised public awareness on online child safety and encouraged all members of the society to play a role in ensuring child online safety. It connected with more than 70 million people through social media outreach, news media outlets and publications. Adolescents and young people actively contributed to the campaign through the '#JagaBareng Challenge' to co-create key messages on online CSEA prevention. In India, a campaign launched by the Population Foundation of India on digital safety reached 81 million people during the year. In nine countries alone in 2023, Safe Online grantees raised awareness of more than 91,000 community and family members.

Working with representatives of governments, industry, researchers, experts, grantees, communities and children, Safe Online is uniquely positioned to convene all relevant stakeholders to share experiences and innovations in addressing online CSEA. Since 2019, **Safe online has organised nine in-person Network Forums** gathering grantees from across the world. It has also **convened 18 Knowledge Exchange webinars** with its grantees and **participated in 28 high-level events**, including the Safe Digital Futures for Children: Data for Change event in 2023 organised in partnership with the French Children Online Protection Lab and the WeProtect Global Alliance.



# Progress made against **Safe Online 2023–25 strategic goals**

In 2023, Safe Online continued working towards achieving its four strategic goals as articulated in the strategy: 1) Invest for impact; 2) Evidence and knowledge; 3) Advocacy and action; 4) Measure change. This was possible thanks to Safe Online's continued action and engagement with different partners and events throughout 2023.


# Goal 1: Invest for impact

## Progress to date

Safe Online aims to measure and increase its investments' individual and collective impact by investing strategically, adapting to incorporate new evidence, prioritising inclusivity and expanding to new regions and areas of programmatic impact. To achieve this goal, *Safe Online awarded three different Call for Proposals in 2023 for a total of more than US\$ 6 million:*

- The [Tech Coalition Safe Online Research Fund](#) granted [four additional awards](#) in 2023 to further accelerate the work of organisations from the [first cohort of grantees](#). The additional funds will be for a duration of 12 months and will support projects extend their research to applications, such as piloting solutions, technical collaboration and innovation efforts. The boost funding (US\$ 500,000) is a move towards promoting more real-world application of independent research and strengthening application of research to product and service development within the tech industry. Building on the existing research grants, the Fund aims to enhance the community of practice for online CSEA research to support capacity across the ecosystem in tackling digital harms against children.
- Safe Online announced a new investment round to seed and grow innovative solutions and research that leverage existing and new technologies to address challenges around age assurance and live streaming of abuse in the online CSEA landscape in mid-February 2023. By the end of 2023, Safe Online awarded [ten new trailblazing Technology Solutions grantees](#), with a collective value of US\$ 1.7 million. The new projects focus not only on technology solutions but also include research around the use of tech solutions for two key areas: age assurance and live streaming of abuse in the online CSEA ecosystem. These two themes were selected based on rising prioritisation in global discussions of online CSEA across sectors, upcoming legislation and emerging policy focus globally that raises the urgency of proactively engaging with these challenges, as well as from extensive consultation with diverse experts across the online CSEA and related fields.



 Under the [Evidence Generation for Sustainable Impact Call](#) launched in 2023, Safe Online awarded US\$ 4 million to eight grantees. This funding supports project interventions with the greatest potential for impact and scalability, as well as evaluations of these initiatives. The projects were selected in consultation with the [Safe Online Evaluation Advisory Group](#). Throughout 2023, Safe Online engaged with the grantees to refine their project results frameworks and prepare the stage for robust project evaluation.

To combat the growing threats in digital space, *Safe online launched a global call for proposals in July 2023*. A rigorous and thorough selection process took place throughout 2023 to select grantees who will collectively receive US\$ 10 million. The new investment will accelerate Safe Online's globally important role as a catalyst for new solutions to combat digital harms. This investment round undertook a 'whole system' approach by supporting work across multiple sectors to achieve maximum impact. Projects were sought under three different pillars:



### Networks and Systems

Projects that strengthen systems, key infrastructure and services and create incentives for action through changing norms, policies and regulations.



### Research and Data

Projects that create and promote a global evidence base to support the ecosystem, increase alignment of efforts and maximise their impact.



### Technology Tools

Projects that reduce barriers to accessing cutting-edge technologies in the online safety space and promote tools that are shareable, adaptable and create efficiencies in online CSEA prevention and response efforts at all levels.

# Goal 2: Evidence and knowledge

## Progress to date

Safe Online remains firm in its commitment to invest in actions backed by data and evidence on the risks, threats and workable solutions to tackle the challenges of online CSEA. The robust and actionable evidence base provides a strong foundation, advocating for change with the national authorities and the tech industry. Safe Online fosters collaboration and cross-learning among grantees and other partners in order to maximise impact.

○ [Disrupting Harm](#) is a large-scale research project in its second phase, generating unique insights on how online CSEA is manifesting in 12 countries and providing tailored roadmaps for countries to strengthen their prevention and response systems. In 2023, the project completed legal and policy analysis in nine countries and is in the process of completing the analysis for the remaining three countries.

○ In May 2023, Safe Online hosted a '[Safe Online Regional Network Forum](#)' for grantees and partners. Eighteen organisations from across Africa met in Nairobi, Kenya, to discuss and strengthen collaboration to keep children safe online. Safe Online grantees working in the continent came together to connect, learn, and co-create a body of collaborative knowledge and solutions to tackle online CSEA. The event was organised alongside the regional workshop, 'A step toward collective action to end Sexual Exploitation of Children in East and Southern Africa' organised by [ECPAT International](#).

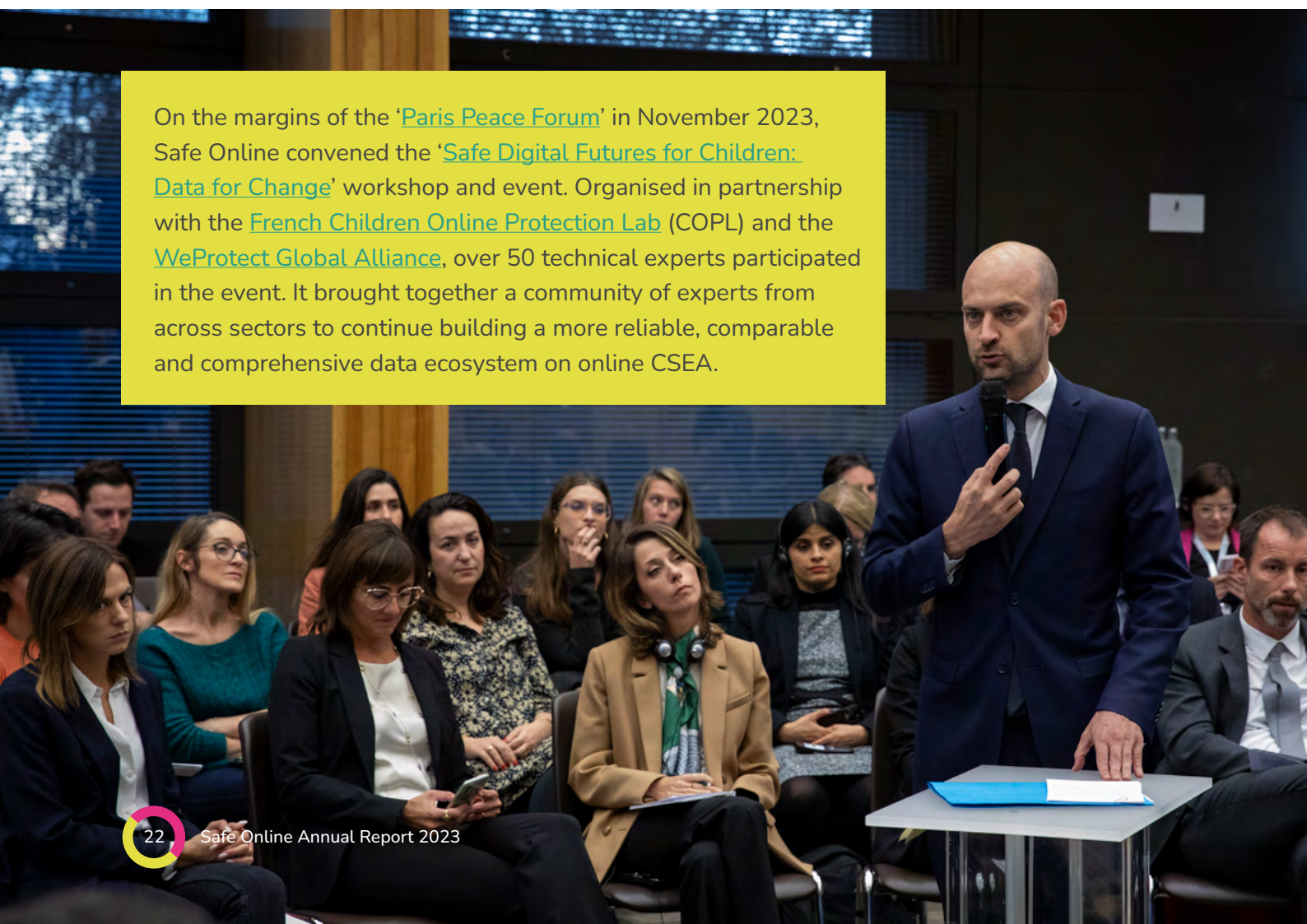
○ In June 2023, the Tech Coalition and its members, in partnership with WeProtect Global Alliance, hosted their '[2023 Multi-Stakeholder Forum](#)'. This biennial event convened experts and those working on the front lines against CSEA to grow the shared understanding and develop solutions to combat online financial sextortion of children and teens. Safe Online representatives moderated and participated in different sessions, covering topics such as financial sextortion, reporting and children's experiences. Marija Manojlovic and Natalie Shoup (Safe Online Director and Industry Lead, respectively) presented on panels and



facilitated one of the workshops during the event, as Safe Online is the key implementation partner for the research arm of the Tech Coalition's Project Protect.

- Safe Online convened the session 'Safe digital futures for children: Data for change in the online CSEA ecosystem', at the 2023 ISPCAN Congress, Edinburgh, Scotland, in September 2023. Moderated by the Fund and Grant Manager, Miguel Garcia Egido, the session highlighted the latest global evidence base on online CSEA, including data from the Disrupting Harm research project, as well as insights around essential infrastructures that must be built to translate data into change, including best practices for evidence-informed advocacy and programming in the field.
- Also in September 2023, Safe Online and the Tech Coalition organised a collaborative event for researchers and the tech industry hosted by Google at its headquarters in San Francisco, United States (US). The event facilitated knowledge sharing, promoted technical collaboration and strengthened the community of practice in this space. The convening opened with a public panel and also included a day-long, closed, interactive technical workshop with [Tech Coalition Safe Online Research Fund](#) grantees and Tech Coalition members. It took place on the margins of the Stanford Trust & Safety Research Conference on 28-29 September 2023, where Safe Online ran a session with grantees, sharing insights and lessons learned from the work supported by the Research Fund. All five grantees from the first cohort of the Research Fund were accepted to present their research at the conference, reflecting not only the quality of the research but the gap it is filling in this space.






On the margins of the '[Paris Peace Forum](#)' in November 2023, Safe Online convened the '[Safe Digital Futures for Children: Data for Change](#)' workshop and event. Organised in partnership with the [French Children Online Protection Lab](#) (COPL) and the [WeProtect Global Alliance](#), over 50 technical experts participated in the event. It brought together a community of experts from across sectors to continue building a more reliable, comparable and comprehensive data ecosystem on online CSEA.



# Goal 3: Advocacy and action

## Progress to date

Safe Online supports coalition building and communities of practice by facilitating convening, network expansion and South-South knowledge exchange. Bringing together disparate groups of the ecosystem accelerates ideas-generation and proves that the collective truly is greater than the sum of its parts.

-  In 2023, Safe Online began a [significant collaboration](#) with the [COPL](#). The COPL formalised its membership with Safe Online as the secretariat organisation supporting the development of COPL's programs. The COPL unites the expertise, resources and commitment of all member organisations of the Lab to forge a safe online world for children globally. As part of the collaborative effort, Safe Online and the COPL are exploring opportunities to bring visibility to impactful projects in the field and to leverage existing infrastructure in the ecosystem to support and enhance the Lab's featured experimentations.
-  Safe Online Director Marija Manojlovic presented an overview of Safe Online's technology solutions portfolio to the Five Eye countries at their Five Country Ministerial (FCM) official meeting at the US Department of Justice. Opportunities emerged to follow up on joining the group's monthly meeting as well as aligning around major upcoming moments.
-  In the first quarter of 2023, Safe Online joined the World Economic Forum's [Global Coalition for Digital Safety](#) as a Coalition Member. The Coalition is a public-private platform for global, multi-stakeholder cooperation to develop innovations and advance collaborations that tackle harmful content and conduct online. The work of the Coalition is focused on three main areas: Global Principles on Digital Safety, a Toolkit for Digital Safety Design Interventions and Innovations and a Digital Safety Risk Assessment Framework.
-  Safe Online was part of the Europe-wide coalition to demand action on child sexual abuse regulation and actively supported public statements, petitions and social media activation on 19 September 2023—Day of Action in support of the proposed European Union (EU) regulation to prevent and combat child sexual abuse.
-  On 10 October 2023, Safe Online hosted the roundtable "Safe Digital Futures for Children: Aligning Global Agendas" during the [Internet Governance Forum 2023](#), hosted in Kyoto, Japan. In this event, Safe Online Director Marija Manojlovic moderated the discussion among a group of high-level experts around ensuring that children are brought into other global digital agendas (such as cybersecurity and tech-facilitated GBV), as well as aligning upstream approaches for prevention of all manifestations of violence. Some of the high-level speakers who took part in the discussion were the Government of Ghana's Director General of the Cyber Security Authority, the Director of Reclaim Coalition —Panorama Global, the US White House Task Force to Address Online Harassment and Abuse Senior Advisor, the French Ministry of Europe and Foreign Affairs Children's Online Protection Lab Representative, along with senior

representatives from the United States Agency for International Development (USAID) and eSafety Commissioner Australia.

- Safe Online co-hosted a session in the '[Global Forum for Adolescents](#)' (11-12 October 2023), which is the largest gathering on adolescent well-being globally. It was organised by Partnership for Maternal, Newborn and Child Health (PMNCH), a global alliance advocating for women's, children's and adolescents' health, hosted by the World Health Organization. The session on how the digital world shapes adolescents' well-being, 'Generation Cyberwise: Fostering Safety for Digital Natives', was co-designed by Safe Online with three partners: Digital Transformations for Health Lab, University of Munich, and Young Experts: Tech 4 Health. As part of the session, Safe Online shared the experiences of 13,000 adolescents (age 12-17 years) from 13 countries, along with [perspectives from survivors](#) collected as part of the large-scale research project Disrupting Harm.
- In November 2023, Safe Online participated in the '[Paris Peace Forum](#)' in a [session](#) led by Henri Verdier, Ambassador for Digital Affairs, France, with Jean-Noël Barrot, Minister for Digital Transitions and Telecommunications, France, Iain Drennan, Director of WeProtect Global Alliance and Manuel Fontaine, Special Advisor for Child Rights, UNICEF as speakers. Safe Online Executive Director, Marija Manojlovic advocated for fortified child-centric digital prevention and response mechanisms to online child sexual exploitation and abuse in the context of efforts tackling various forms of violence against children, gender-based violence, other forms of digital harms and risks. She highlighted the importance of having nuanced conversations on risk profiles of various platforms and the need to carefully consider and balance digital rights related to both privacy and safety.

At the G7 Security and Interior Ministers' Meet in Mito, Japan, in December 2023, [Safe Online urged G7 Nations](#) to unite against online CSEA by boosting international funding, harmonising legislations and standards and advancing safety technology.





# Goal 4: Measuring change

## Progress to date

The collaboration with Oak Foundation has enhanced Safe Online's focus on generating, synthesising, and sharing evidence which can lead to best practices and innovations in combatting online CSEA. The creation of the [Safe Online Evaluation Advisory Group \(EAG\)](#) brought together academics, practitioners, and funders as part of a 'brain trust' to offer vital perspectives on which of Safe Online's investments have the most significant potential for impact, scale, and knowledge generation.

Safe Online's capacity to generate and share best practices has been enhanced by its investment in equipping grantees with the knowledge, resources and tools they need to monitor and evaluate their projects. This capacity-building work will ensure that Safe Online's grantees can generate evidence on what does and does not work in tackling online CSEA, to help empower key stakeholders and inform policy and advocacy efforts. Moreover, this will accelerate national, regional and global networking and collaboration.

In addition, Safe Online adopted a more strategic approach to grant-making, informed by an external evaluation completed in 2021. Safe Online's latest funding rounds are aligned with a vision of generating data and evidence on tackling online CSEA. Effective in 2023, each selected project under the Networks and Systems and Technology Tools investment pillars now includes a budgeted evaluation component.



# Looking Forward

The past year has been challenging for children and young people in the digital world. Data from the past year indicates an unprecedented rise in online child sexual abuse and exploitation. While emerging technological advances, including Gen AI and ER, present unparalleled opportunities, they also hide significant risks for children as malicious actors exploit digital platforms to commit sexual abuse. Rapidly evolving threats, such as AI-generated imagery depicting child sexual abuse, further complicate the battle against online CSEA. The epidemic of online abuse is an unaddressed escalating public health crisis.

The global response is picking up pace. The growing scale and complexity of online child sexual abuse have elevated the urgency of discussions on online safety laws. In the last few years, governments and inter-governmental and multi-stakeholder initiatives have started to define a regulatory ecosystem for the digital world.

Looking ahead, Safe Online needs to build on the momentum to shape and steer policy and regulatory approaches and actions and prioritise implementation. More crucially, *Safe online needs transformative funding to tackle the onslaught of online child sexual abuse* and build the necessary infrastructure and services across governments and technology platforms alike. Above all, *Safe online must make safety by design a norm in how digital technologies are built, tested and deployed.*

Safe Online's work in 2023 further strengthened global efforts to make the internet safe for children—from strategic investments to critical research and advocacy— Safe Online remained at the frontline of the battle to tackle online child sexual exploitation and abuse. The launch of the new Safe Online brand led to a renewed commitment to its mission of shaping a digital world that is safe and empowering for all children and young people everywhere. The work has just started and Safe Online will continue to implement the Safe Online strategy for 2023-2025 and *expand its portfolio to an estimated US\$ 120 million.*



# Key priorities for Safe Online

Investing in existing and emerging technology solutions that impact child online safety, including Gen AI, encryption, live streaming, immersive technologies, distributed web and online CSEA and financial crimes. These investments will promote open ways of working and open-source culture, building on knowledge and data generated from previous Safe Online funding.



Advancing efforts to build a strong evidence base and support the development of data governance systems that prioritise responsible data use.



Bridging the gap between research, policy debates, decision-making and change through innovative advocacy based on data, actionable knowledge, evidence and networks created by the portfolio and partnerships across sectors and levels.



Continuing to explore ways in which Safe Online can take a more preventive approach and shift the focus upstream to address the root causes of harms manifesting in digital environments and children's everyday lives. This includes a focus on children's well-being and mental health and their intersection with digital environments and risk factors associated with harmful behaviours.



Continuing to shape the global policy agenda to pave the way for safe digital spaces for children and youth across the globe. Safe Online will use strategic opportunities to bring key actors together and jointly demand sustained, multi-year funding, particularly in prevention and public health approaches to address the systemic drivers of online CSEA, stronger global cooperation, shareable and interoperable technology and future-proof and tech-neutral regulations.



Expanding and diversifying Safe Online pooled fund's donor base to ensure that it has a truly multi-national and multi-sectoral perspective and the longevity it needs to make the most significant impact in this fast-evolving field.



# People

The Safe Online Secretariat is a small yet passionate, diverse, and multicultural team with unique expertise ranging from child protection, violence prevention, safeguarding, global policy and aid financing to public management, gender and inclusion, data science, monitoring and evaluation and communications and advocacy. The Secretariat is responsible for the day-to-day operations and is based in New York, Geneva and other locations around the world. The Secretariat not only provides and oversees funding to organisations on the ground but also connects partners and individuals to prioritise child online protection. By bringing online CSEA to the forefront of the global agenda, it aims to galvanise the political commitment and resources necessary to make the digital world safe for children and young people.



**Iryna Gudima**  
Social Media Specialist



**Jessica Zimmerman**  
Fund Portfolio  
Management Specialist



**Manveen Kohli**  
Senior Evaluation Specialist



**Marija Manojlovic**  
Executive Director



**Miguel Garcia Egido**  
Fund Chief



**Nasiba Shamsutdinova**  
Budget and Finance  
Specialist



**Natalie Shoup**  
Industry and Data Lead



**Neira Budiono**  
Community of Practice  
Specialist



**Nipun Garodia**  
Design Specialist



**Sandra-Daniels Harte**  
Senior Administrative  
Associate



**Serena Tommasino**  
Knowledge Management  
and Advocacy Lead



**Tahseen Alam**  
Communications Lead

# Governance

Safe Online is governed by a Steering Committee that is external to UNICEF. The Safe Online Steering Committee oversees the delivery of the Safe Online strategy and priorities, including investments through its Fund. This Committee also oversees the work of the Secretariat.

## Safe online Steering Committee members as of July 2024

Christian Papaleontiou	United Kingdom Government - Home Office
Iain Drennan	WeProtect Global Alliance
Karen Moynihan	Human Dignity Foundation
Marija Manojlovic	Safe Online
Nazim Khizar	UNICEF
Sheema Sen Gupta	UNICEF
Vicky Rateau	Oak Foundation

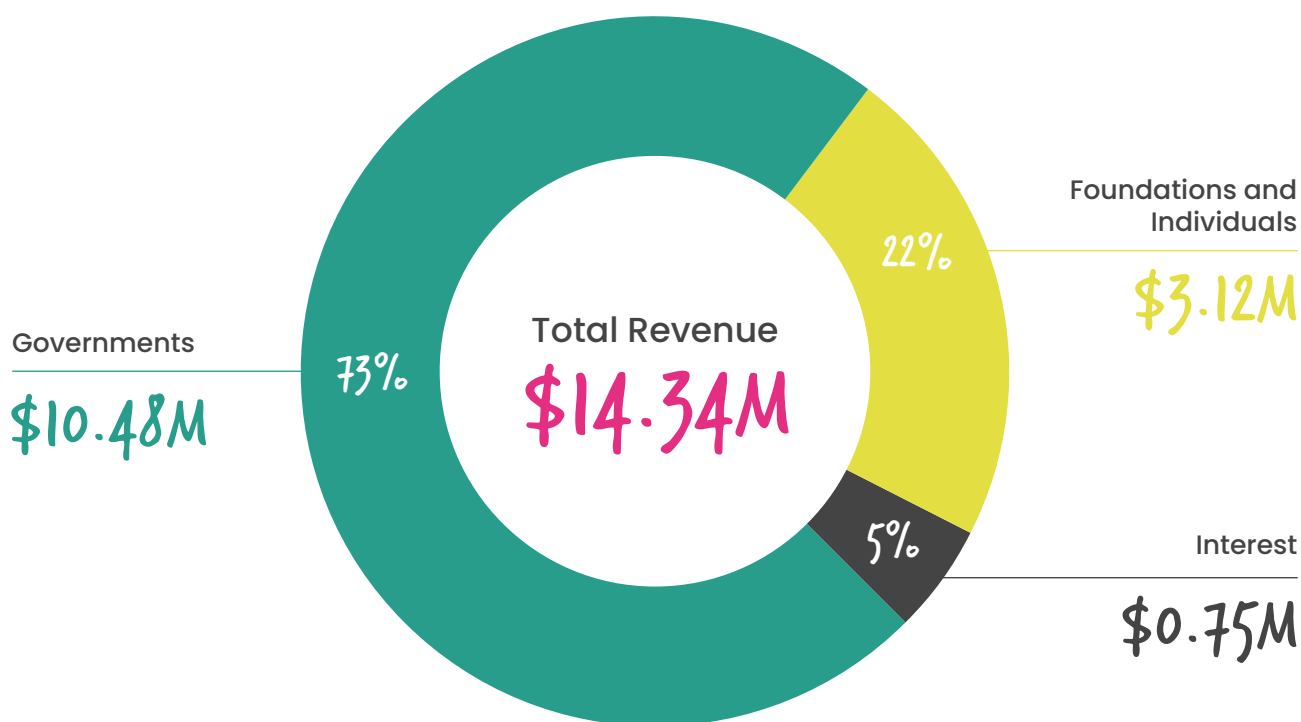
# Financial summary

Financial and in-kind support from funders and partners ensured that adequate resources were available for Safe Online to continue delivering tangible results to prevent and respond to violence against children online. Despite the challenges of multiple global crises and a constrained economic climate, End Violence received **revenue of over US\$ 14.3 million in 2023 (US\$ 12.3 million of which was devoted to Safe online**, including contributions from the Government of the United Kingdom, Oak Foundation and the Technology Coalition).

In 2023, funds were used to support partners globally in responding to elevated risks of violence to children online. This included **US\$ 11.13 million in grants disbursed** from the Fund, **US\$ 2.83 million for programme support** and **US\$ 1.68 million for cross-cutting enablers**.

The tables and graphs below provide a snapshot of overall 2023 End Violence revenue, income and expenditure tables for both the Fund and Secretariat in 2023 and cumulatively since 2016.

## End Violence Revenue 2023

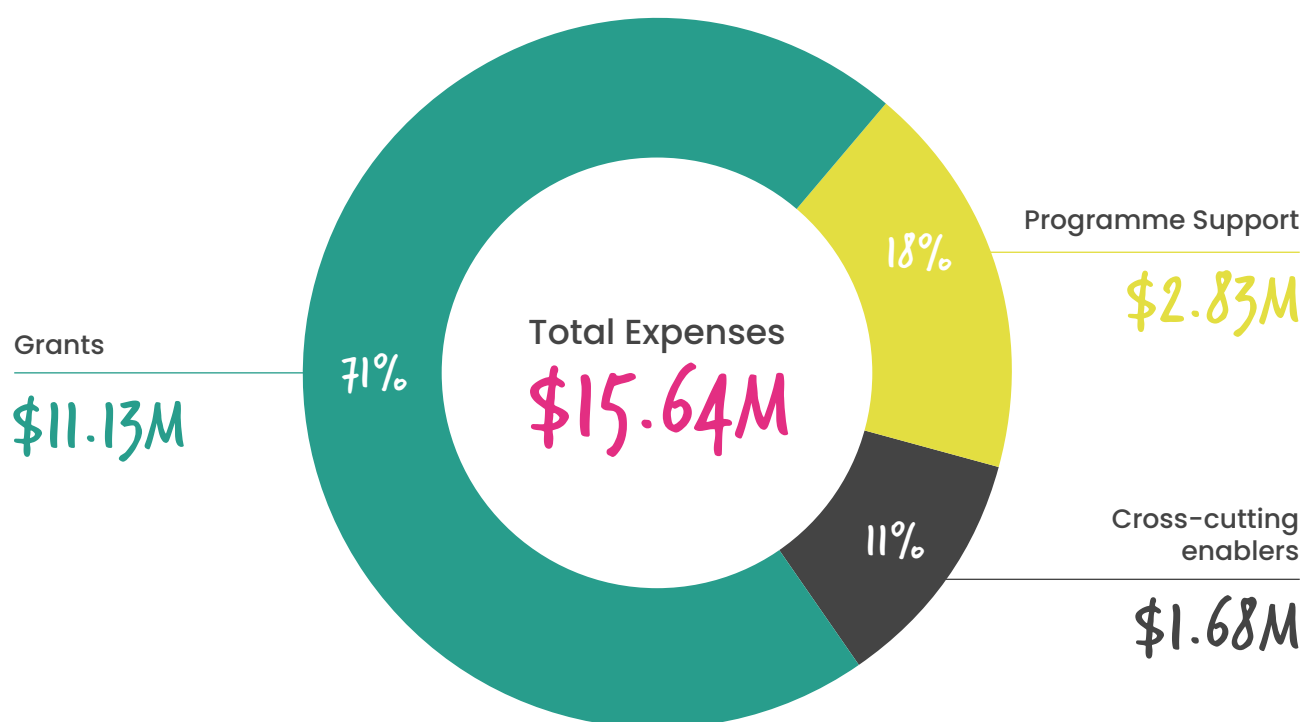


## Cumulative and 2023 Income

The table given below is effectively the final financial update of the End Violence Partnership as it was previously configured. It covers the historical income of the organisation and the period of transition of the Partnership's operational and hosting arrangements in 2023.

Donor Contributions Received	Earmark Area	Cumulative	2023	Prior Years
United Kingdom Government - Home Office	OCSE	88,074,656	9,552,058	78,522,598
United Kingdom Government - FCDO	Secretariat	7,173,044		7,173,044
United Kingdom Government - FCDO	Safe to Learn	5,469,755		5,469,755
Switzerland	Secretariat	1,217,158		1,217,158
Switzerland	Safe to Learn	4,047,573		4,047,573
Human Dignity Foundation	OCSE (non ODA included)	5,050,000		5,050,000
Oak Foundation	OCSE	8,530,003	1,716,756	6,813,247
Japan	Humanitarian	7,296,590		7,296,590
Japan	Sub-Saharan Africa	925,500	925,500	
Kofi and Nane Annan	Unearmarked	143,534		143,534
Canada	Secretariat	74,311		74,311
Ignite Philanthropy (via New Venture Fund)	Secretariat	3,309,500	400,000	2,909,500
Sweden	Secretariat	2,691,009		2,691,009
Technology Coalition	OCSE	3,000,000	1,000,000	2,000,000
Carlson Family Foundation	Unearmarked	15,000		15,000
Roblox	Unearmarked	10,000		10,000
Global Initiative to End All Corporal Punishment of Children	Secretariat	110,178		110,178
<b>Total - Money-In</b>		<b>137,137,811</b>	<b>13,594,314</b>	<b>123,543,497</b>
Less UNICEF Administrative Agent Fee (1%)		1,374,008	135,943	1,238,065
UNICEF		1,655,884	745,993	909,891
<b>Net Contributions (in US\$)</b>		<b>137,419,687</b>	<b>14,204,364</b>	<b>123,215,323</b>

## Expenditure 2023



## Cumulative and 2023 Expenditure

Fund	Expenses 2016-22 (US\$, million)	Expenses 2023 (US\$, million)	Total (US\$, million)
Grants for projects to prevent and respond to violence, abuse and exploitation of children	72.17	11.13	83.30
Outstanding grant commitments to be disbursed	11.11		11.11
<b>Total Commitments</b>			<b>94.41</b>

Secretariat	Expenses 2016-22 (US\$, million)	Expenses 2023 (US\$, million)	Total (US\$, million)
Secretariat activities and operations	25.32	4.51	29.83
<b>Total Expenditure - Fund and Secretariat (including grant commitments)</b>			<b>124.24</b>



# Expression of thanks

Safe Online acknowledges the generous contributions of governments, foundations and coalitions whose support over the past several years has helped to create a safer digital world for children and young people.

*Safe online owes special thanks to the following:*

---



**JAPAN GOV**  
THE GOVERNMENT OF JAPAN

**HUMAN  
DIGNITY  
FOUNDATION**

Finally, we extend our sincere gratitude to UNICEF for hosting Safe Online.

**unicef**   

---

**for every child**

# Highlights of the results achieved by Safe Online portfolio of grantees in 2023

Between 2017 and 2023, Safe Online had a programme portfolio that included **nearly 100 grants worth nearly US\$ 80 million, directly impacting more than 85 countries**. The focus of the projects in the investment portfolio ranged from supporting governments to strengthen governance systems for combatting online CSEA and undertaking research projects to deepening the evidence base to supporting technological innovations for tackling the challenges of online CSEA. The projects had local, national, regional and global impacts.

In 2023, the Safe Online **investment portfolio had 52 active projects with 47 grantees**. This section highlights the results achieved by Safe Online grantees from January to December 2023. The results are presented across Safe Online's three priority areas:



Networks  
and Systems



Research  
and Data



Technology  
Tools



## List of Safe Online grantees by country of implementation (2023)

COUNTRY	GRANTEE	PILLAR
<b>NATIONAL PROJECTS</b>		
Brazil	SaferNet Brazil	Technology Tools
	University of Huddersfield	Technology Tools
Cambodia	UNICEF Cambodia	Networks and Systems
Colombia	Corporación de Padres y Madres - Red PaPaz	Networks and Systems
Ethiopia	UNICEF Ethiopia	Networks and Systems
Ghana	UNICEF Ghana	Networks and Systems
India	Population Foundation of India	Technology Tools
Indonesia	UNICEF Indonesia	Networks and Systems
Jordan	UNICEF Jordan	Networks and Systems
Kenya	ChildFund International	Networks and Systems
	UNICEF Kenya	Networks and Systems
	ZanaAfrica Programs	Research and Data
Madagascar	UNICEF Madagascar	Networks and Systems
Namibia	UNICEF Namibia	Networks and Systems
Nepal	ChildSafeNet	Research and Data
Philippines	UNICEF Philippines	Networks and Systems
	Justice and Care	Research and Data
South Africa	UNICEF South Africa	Networks and Systems
Turkiye	Turkiye Kadin Dernekleri Federasyonu (Federation of Women Associations of Turkiye)	Research and Data
Viet Nam	Plan International Viet Nam	Networks and Systems
	UNICEF Viet Nam	Networks and Systems
Zimbabwe	Childline Zimbabwe	Networks and Systems
<b>MULTI-COUNTRY PROJECTS</b>		
Georgia, Moldova, Montenegro	Council of Europe	Networks and Systems
Chile, India, Jamaica, Thailand, Zimbabwe	Tech Matters	Technology Tools
Pakistan, South Africa, Zambia	DeafKidz International	Technology Tools

COUNTRY	GRANTEE	PILLAR
Albania, Canada, Kenya	Royal Roads University	Research and Data
Australia, Cambodia, Colombia, Finland, Kenya, Philippines, and South Africa	Save the Children	Research and Data
REGIONAL PROJECTS		
New Zealand, Australasia	Kindred Tech	Technology Tools
East Asia and the Pacific	UNICEF East Asia and the Pacific	Networks and Systems
Disrupting Harm: Europe and Central Asia: Montenegro, North Macedonia, Serbia, Armenia; Latin America and the Caribbean: Brazil, Colombia, Dominican Republic, Mexico; Middle East and North Africa: Jordan, Morocco, Tunisia; South Asia: Pakistan	ECPAT International	Research and Data
	INTERPOL	Research and Data
	UNICEF Global Office of Research and Foresight – Innocenti	Research and Data
Latin America	Universidad de los Andes	Research and Data
Southeast Asia	University of Bristol	Technology Tools
GLOBAL PROJECTS		
Global	5Rights Foundation	Networks and Systems
	Canadian Centre for Child Protection Inc	Technology Tools
	Internet Watch Foundation	Technology Tools
	INHOPE - International Association of Internet Hotlines (2 projects)	Technology Tools
	INTERPOL	Technology Tools
	Marie Collins Foundation	Networks and Systems
	Medical School Berlin	Research and Data
	Middlesex University	Research and Data
	National Center for Missing and Exploited Children	Technology Tools
	Suojellaan Lapsia, Protect Children ry (2 projects)	Research and Data
	Swansea University (2 projects)	Research and Data
	Thorn (2 projects)	Technology Tools
	Technological University Dublin	Research and Data
University of Kent	Research and Data	



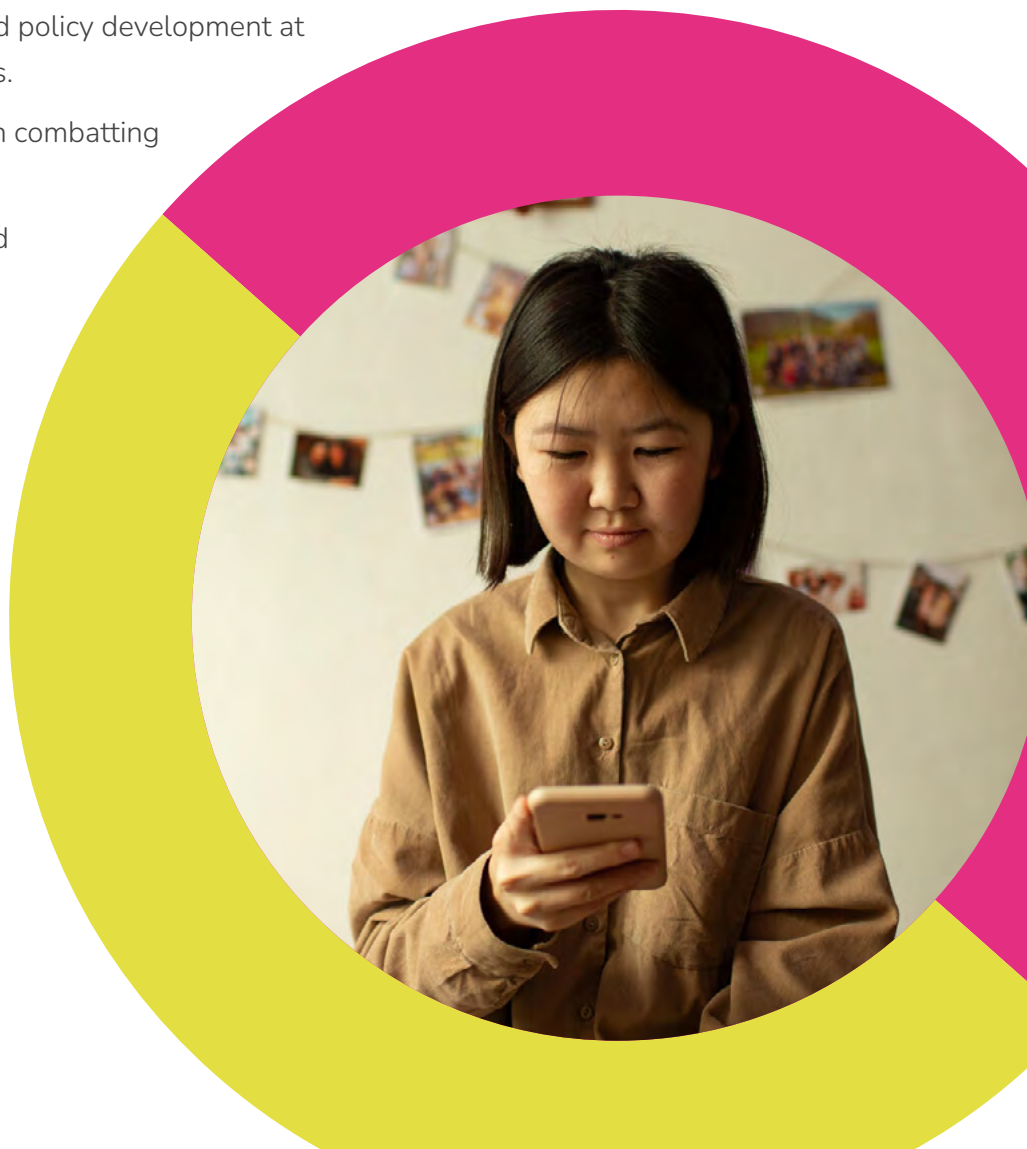
# Networks and systems

Safe Online's Networks and Systems investment pillar takes a 'whole-of-society' approach to strengthen the institutional architecture needed to respond to the challenges of online CSEA and the capacities of relevant stakeholders to prevent and respond to online CSEA in the context of efforts tackling other forms of violence against children. Safe Online and its grantees do so by:

- advocating for strengthened and integrated governance structures, policies, and legal frameworks;
- enhancing capacities of government, industry, civil society, communities, caregivers, parents and children;
- facilitating necessary networks and collaborations across sectors and levels;
- equipping stakeholders with innovative tools and technologies; and
- leveraging evidence and knowledge to amplify efforts and maximise impact.

This section describes the work of Safe Online's grantees in the following areas of systems strengthening, which broadly correspond to the strategies adopted:

- Improve reporting, investigation and prosecution of online CSEA cases.
- Expand and improve the quality of services for child victims of online CSEA.
- Strengthen cooperation and policy development at national and regional levels.
- Ensure child participation in combatting online CSEA.
- Engage industry, media and technology solutions.
- Enhance digital education, raise awareness, and transform harmful social norms





## Networks and systems

# Improve reporting, investigation and prosecution of online CSEA cases

Safe Online’s grantees contribute to strengthening the reporting, investigation and prosecution systems by developing, maintaining and upgrading tools and helplines for reporting CSEA incidents and CSAM, supporting the establishment of CSEA units and strengthening the capacities of relevant stakeholders. In 2023, new reporting mechanisms were established in six countries. Additionally, eight countries strengthened the capacities of their hotlines and helplines to report cases of online CSEA effectively.

Safe Online Portfolio Results	2023	2017-2023
National CSAM reporting portals	1	52
Online CSEA cases reported	16,584	23,859
Child victims of online CSEA identified	472	6,005
Child victims of online CSEA referred to services	737	3,338
Perpetrators identified	94	3,332

## Highlights

- In **Colombia** in 2023, reports processed by [Corporación de Padres y Madres - Red PaPaz's Te Protejo CSEA reporting hotline](#) processed **40,329 reports, which is an increase of 11 per cent** compared to 2022. **Ninety-six per cent of the victims were girls or female teenagers.** The Te Guío helpline, which allows Red PaPaz to prevent abuse by providing children and adolescents with a space to understand and talk about their sexual behaviours and express any concerns, saw a 300 per cent surge in reports, with 33 contacts made, half of which were by women. In 2023, Red PaPaz continued to enhance Te Protejo and upgrade the technological platform.
- In **Cambodia**, [UNICEF Cambodia](#) is supporting the INHOPE hotline in the country, which **reported 277 cases of online CSEA in 2023.** Forty-four cases were referred to the national police for investigation and 139 victims received social and legal support services. Additionally, with support from UNICEF, the Ministry of Social Affairs, Veterans and Youth Rehabilitation (MoSVY) established, rolled out and managed a Child Protection Information Management system in collaboration with 14 other ministries and institutions in the country. This system consolidates all child protection related online CSEA data from multiple sources, including existing systems such as Primero.<sup>7</sup> onto one platform and makes it accessible to relevant stakeholders.

7. Primero™ is an open-source software platform driving digital transformation in social services. Primero helps workers manage protection-related data with tools that facilitate child protection and gender-based violence case management, incident monitoring as well as family tracing and reunification.



- Madagascar**, the Ligne Verte 147 child helpline and Arozaza website continued to receive reports of online CSEA and refer cases to the appropriate care services with support from [UNICEF Madagascar](#). A total of **118 cases of online CSEA were reported**; all received care at the six 'Vonjy Centers' (one-stop centres) and were referred to the cybercrime departments of the National Police. In 2023, the **Cybercrime Department apprehended 90 perpetrators of online violence**. The Safe Online investments in Madagascar respond to the findings of Phase 1 of the Disrupting Harm research project<sup>8</sup>. One such finding was that when implemented well, one-stop services, where a range of professionals engaged in investigations and support can collaborate in a single, child-friendly setting, can reduce re-traumatisation of children seeking justice.
- Kenya**, the Safe Community Linkage for Internet Child Safety (Safe CLICs) project, implemented by [ChildFund International](#), **identified 193 cases of online CSEA** from across the country. All 193 children were linked with a helpline for counselling and psychosocial services, and seven of them were connected with the Directorate of Criminal Investigation for further investigation. In 116 cases, child victims received necessary psychosocial support services, medical services and legal services. A perpetrator was identified in one case and brought to justice.
- South Africa**, the Films and Publication Board (FPB), which has the authority to issue or renew content distribution licenses, established a hotline for reporting CSAM. In line with the recommendation of the Disrupting Harm research project<sup>9</sup> that "child sexual abuse material is the preferred term, subsuming older outdated and inappropriate terminology such as 'child pornography'" for all regulatory purposes, **FPB changed the term 'Child Pornography' to 'Child Sexual Abuse Material (CSAM)'**. During the reporting period, [UNICEF South Africa](#) entered into a partnership agreement with Childline South Africa and supported online chat counsellors working on the hotline's online chat function.



8. ECPAT International (2022). Promising Government Interventions Addressing Online Child Sexual Exploitation and Abuse. Disrupting Harm Data Insight 5. Global Partnership to End Violence Against Children

9. ECPAT International (2022). Legislation Addressing Online Child Sexual Exploitation and Abuse. Disrupting Harm Data Insight 4. Global Partnership to End Violence Against Children



## Networks and systems

# Expand and improve the quality of services for child victims of online CSEA

Safe Online's grantees continue to strengthen institutional responses to victims of online CSEA in a child-friendly, time-bound manner, ensuring the safety and well-being of those involved by improving the systemic response and enhancing responders' skills. In 2023, Safe Online helped strengthen national capacities to report, investigate and prosecute online CSEA cases, including by supporting dedicated training to law enforcement and social service providers.

Safe Online Portfolio Results	2023	2017-2023
Law enforcement officials trained	2,947	29,288
Social service providers engaged in capacity development	3,763	24,770

## Highlights

- Justice institutions in **Kenya**, such as the Directorate of Criminal Investigations, National Police Service, Law Society of Kenya, Council of Legal Education and the Prosecution Training Institute, adopted a training curriculum developed with support from [UNICEF Kenya](#). UNICEF Kenya also **trained 220 police officers on online CSEA in 2023**. UN Office on Drugs and Crime (UNODC) supported training sessions for police officers specialising in gender and children's issues in four counties (Nakuru, Meru, Kakamega, Mombasa) and Eldoret town using the same curriculum. The focus on training conforms with the recommendation of the Disrupting Harm research study for Kenya<sup>10</sup> that called for urgent investments in the "training of police officers, prosecutors, judges/magistrates, lawyers, courtroom staff, child protection officers and frontline workers on what OCSEA is and how to address it within their respective professions."
- Also in **Kenya**, [ChildFund International](#) **trained 34 medical and legal service providers** on online CSEA. The Safe Online grantee also collaborated with the Directorate of Children Services (DCS) and drafted a gender-sensitive National Online Child Protection Manual to build the capacity of social service providers to identify, prevent, and respond to online CSEA. Additionally, supported by ChildFund International, stakeholders from the Ministry of Education, Teachers Service Commission, Kenya Institute of Curriculum Development, DCS Civil Society Organisations and leadership of 65 schools were sensitised on online CSEA. Community-based Child Protection Champions were trained on online CSEA, and they, in turn, sensitised community members, caregivers and parents on the same, including on the

10. ECPAT, INTERPOL and UNICEF. (October, 2021). Disrupting Harm in Kenya: Evidence on online child sexual exploitation and abuse. Global Partnership to End Violence against Children.





reporting and referral system. ChildFund International's initiatives in Kenya, supported by Safe Online, are informed by the findings of the Disrupting Harm research project in Kenya<sup>11</sup>, which called for investments in improving the capacity of the social service workforce, including teachers and pastoral care staff in schools, health workers and all those providing psychosocial support.

- The **Namibian** Police (NAMPOL) participated in a training of trainers on offline and online violence against children conducted by INTERPOL, supported by UNICEF Namibia through a Safe Online grant. NAMPOL further **trained 1067 recruits at two police training colleges** on online and offline violence using the UNICEF-supported training manual. Further, **34 staff members and 39 social workers** of the Ministry of Gender Equality, Poverty Eradication and Social Welfare (MGEPESW) **received in-depth training on investigations and best practices** for prevention and response of online and offline abuse from Lifeline/Childline with support from UNICEF Namibia through the Safe Online grant.
- In **Cambodia**, the government, with support from [UNICEF Cambodia](#), developed an online CSEA training manual and **trained 142 law enforcement officers**, including specialised police officers from multiple departments and provinces and members of the Police Academy of Cambodia. The focus on training responds to an observation of the Disrupting Harm study for Cambodia<sup>12</sup> which noted that Cambodian law enforcement's capacity to respond to OCSEA crimes is hindered by limited training. Additionally, **16 government officials** from the MoSVY Child Protection Department **and 92 social workers received training on case management** and 'Primeros'.
- The People's Police Academy and the Criminal Police Department in **Viet Nam**, supported by [UNICEF Viet Nam](#), **raised awareness of 29 frontline investigators** on gender-responsive and child-friendly investigation techniques. The Safe Online funding also contributed to procuring equipment for the Police Child Friendly Interview Room.
- In **Viet Nam**, **676 stakeholders**, including 110 police officers, 70 social workers, 70 Youth Union and Women's Union representatives, 177 heads of villages and others from the education, health and legal sectors **received training** from [Plan International Viet Nam](#). The topics covered



11. ibid

12. ECPAT, INTERPOL and UNICEF. (2022). Disrupting Harm in Cambodia: Evidence on Online Child Sexual Exploitation and Abuse. Global Partnership to End Violence Against Children.



included online CSEA case management, referral, advanced counselling skills and working with CSEA survivors. Six cases of CSEA were identified and supported by provincial social workers in 2023.

- In **Madagascar**, with support from [UNICEF Madagascar](#), the Ministry of Justice and the Ministry of Public Security **trained 53 professionals**, including 15 magistrates, 25 police officers and members of the Gendarmeries and 13 other government officials on online CSEA. The training focused on their respective roles vis-à-vis online CSEA. Additionally, UNICEF Madagascar trained 122 social workers to support child victims of online CSEA.
- In **Ethiopia**, **1,090 criminal justice, law enforcement and social welfare professionals received training** on online CSEA from [UNICEF Ethiopia](#).
- More than **572 social workers, 219 law enforcement officials and about 2,500 community facilitators** in **Indonesia** enhanced their knowledge and skills in online CSEA prevention and response through training programmes organised by [UNICEF Indonesia](#).
- In 2023, the [Global Protection Online Network](#), a global online resource designed and implemented by [Marie Collins Foundation](#) (MCF), **continued to support professionals and practitioners improve child protection services**. For example, [ChildFund Viet Nam](#) used MCF's Click to Path Protection (CPP) resource to develop new e-safety resources for six ASEAN countries and deliver training to 150 law enforcement personnel. In Namibia, MCF trained 44 multi-agency professionals in responding to technology-assisted child abuse. Another 309 professionals were trained on CPP, bringing the total number of professionals trained in Namibia to 755. In Colombia, [MCF resources were adapted to the regional context, translated, and shared across Red PaPaz networks](#) in Ecuador, Mexico and Uruguay. In Kenya, MCF trained a network of 26 professionals and the resources are being translated into Swahili.
- In four cities of **Zimbabwe** (Harare, Mutare, Bulawayo and Masvingo), children, families and communities are adopting strategies that prevent online CSEA and improve access to justice and social care for child victims, as part of a project implemented by [Childline Zimbabwe](#). In 2023, the project **trained 732 individuals on Psychosocial Awareness and Psychological First Aid (PAPFA)**, including 276 key decision makers such as traditional leaders, religious leaders, church leaders, Child Protection Committees and Community Childcare Workers. One hundred and ten social service providers received training on counselling the victims of online CSEA.
- In the **Philippines**, [UNICEF Philippines](#) supported social workers' capacity-development activities by contributing to the 27<sup>th</sup> Asia Pacific Regional Conference and the Philippine National Conference of Social Workers, organised by the Philippine Association of Social Workers, Inc. (PASWI). **More than 1,500 social workers nationwide attended both conferences** through the International Federation of Social Workers (IFSW). UNICEF Philippines and IFSW issued a [Joint Advocacy Statement](#) encouraging the promotion of evidence-based positive parenting intervention to support the achievement of the SDGs, specifically SDG 16.2.



## Networks and systems

# Strengthen cooperation and policy development at the national and regional levels

Safe Online and its grantees seek to strengthen national and regional policy frameworks for preventing, detecting, responding to and investigating online CSEA. This is achieved by advocating for online CSEA's inclusion in national plans and legal frameworks, emphasising the importance of multi-stakeholder bodies and convening platforms that bring together governments and industry representatives to ensure a cross-sectoral response.

In 2023, Safe Online's grantees continued to assess countries' capabilities and inform legal and policy reform, completing reviews of legal and policy frameworks and gap analysis in 12 countries (85 countries since 2017).

## Highlights

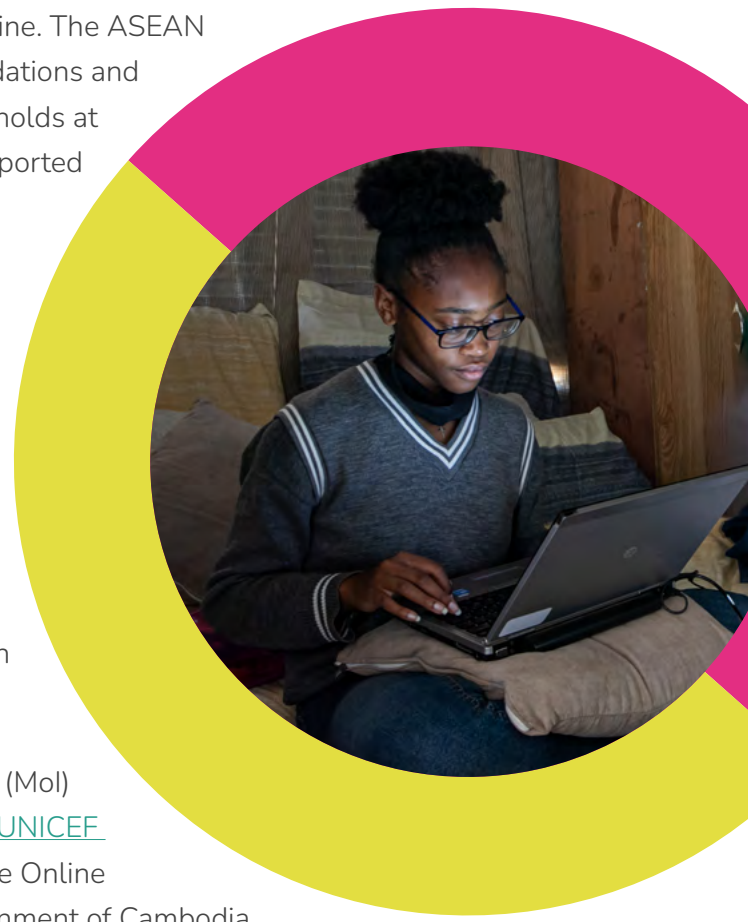
- The [5Rights Foundation](#) continued its **global roll-out of the Child online Safety Toolkit**, including by presenting it at the Organization for Economic Co-operation and Development (OECD) 'Roundtable on Safety by Design' and during the International Telecommunication Union (ITU) 'Global Symposium for Regulators 2023' that brought together over 300 regulators and policymakers. The African Union's Ministerial Meeting on ICT approved the African Union Child Online Safety and Empowerment Policy (henceforth the Policy). The Policy is the world's first comprehensive framework for implementing children's rights in the digital environment. 5Rights Foundation **collaborated with the African Union to draft the Policy using the Child online Safety Toolkit**, funded by Safe Online, to structure the discussion and as a resource to inform internal deliberations throughout the drafting process.
- The 2<sup>nd</sup> Annual ASEAN ICT Forum on Child Online Protection took place in Bangkok, Thailand under the leadership of the Royal Thai Government together with the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC) Thailand, with support from [UNICEF East Asia and Pacific Regional Office](#). **220 delegates** comprising of development partners, the UN system, tech industry, international non-government organisations (INGOs), non-government organisations (NGOs) and academia **from 12 countries participated in the Forum**. Children and young people reiterated the 2022 Call to Action to the tech industry to take concrete, urgent





steps to keep them safer and empower them online. The ASEAN Industry Working Group shared their recommendations and minimum legislative and regulatory reform thresholds at the Forum. UNICEF and ECPAT International supported the preparation of the document. Two regional guidance documents were launched for ASEAN Member States on legislative reforms needed to protect children from online CSEA and support victims of online CSEA.

- In 2023, **child online safety was included as a key priority** in the National Action Plan for Orphans and Vulnerable Children in **Zimbabwe**, as a result of continued advocacy efforts by [Childline Zimbabwe](#), working collaboratively with the government and other stakeholders.
- In **Cambodia**, the MoSVY and Ministry of Interior (MoI) **finalised Child Protection SOPs** with support from [UNICEF Cambodia](#). The draft SOPs were piloted with Safe Online investments before finalisation. The Royal Government of Cambodia endorsed Child Online Protection Guidelines for the Digital Technology Industry (DTI) to prevent and address the challenges pertaining to online CSEA in compliance with global, regional and national frameworks. UNICEF Cambodia supported the Ministry of Education, Youth and Sports (MoEYS) in integrating child online protection into local Life Skills Training Programmes by developing training materials on child online safeguarding for schools.
- In **Ethiopia**, the **Federal Supreme Court introduced a section on online CSEA** in its revised in-service training module for criminal justice professionals, with support from [UNICEF Ethiopia](#). The Ministry of Education (MoE) included e-safety for students as an essential component of the Digital Education Strategy 2023-2028. UNICEF Ethiopia presented the findings of Safe Online's flagship Disrupting Harm research project to the government. This led to the initiation of an internal legal analysis by the Information Network Security Association (INSA), which reconfirmed that not all forms of online CSEA are criminalised under the current legislative framework in Ethiopia, thereby reiterating the need for legal reforms.
- **Ghana** strengthened its Cybersecurity Act by adding provisions related to child online protection, with support from [UNICEF Ghana](#). UNICEF Ghana also supported the Cyber Security Authority to **convene 30 key stakeholders and partners across sectors** through the biannual meeting to enhance multi-sectoral engagement and cross-sectoral collaboration for the implementation of the Cybersecurity Act and the National Child Online Protection Framework.





- In 2023, **Namibia** included convictions on electronic harassment, grooming and child pornography in the **Cybercrime Bill**, with support from [UNICEF Namibia](#). This bill is currently under final approval of the Parliament. The INTERPOL-NAMPOL-UNICEF partnership led to the establishment of an online CSEA unit.
- **Viet Nam** endorsed an inter-sectoral regulation and protocol to better position the social welfare, police, health and education sectors to respond to cases of child abuse and violence. With Safe Online investments, [UNICEF Viet Nam](#) contributed to improved legislation to promote inter-agency response to address violence against children. The inter-sectoral protocol, approved by the Ministry of Labour, Invalids and Social Affairs (MOLISA), the Ministry of Health (MOH), the Ministry of Education and Training (MOET) and the Ministry of Public Security (MPS), earmarks roles and responsibilities for each sector. UNICEF Viet Nam also supported the MOET to develop a child protection protocol in schools, guiding prevention and response to child abuse cases in early childhood and general educational establishments and schools.
- The Quang Binh province of **Viet Nam** established SOPs to improve collaboration among stakeholders to receive, verify, investigate and handle cases of child abuse, as well as track data related to online CSEA as part of a collaboration with [Plan International Viet Nam](#).
- In **Kenya**, [ChildFund International](#) supported the government in developing SOPs for online CSEA through the Directorate of Children Services. The SOPs provide a comprehensive framework for stakeholders to identify, report and respond to online CSEA.
- In the **Philippines**, the government is drafting the Child Protection Systems Strategy and is in the process of adopting the National Plan of Action for Children. [UNICEF Philippines](#) contributed to drafting these documents. It also developed modules on digital responsibility and online safety and mapped the services and protocols of helplines for children.





## Networks and systems

# Ensure child participation in combatting online CSEA

Safe Online grantees ensure that the voices of children in all their diversities are at the centre of research, tools, technological solutions and institutional responses to address the challenges of online CSEA. This is achieved by engaging with children to seek their experiences and views while designing and implementing different interventions and collaborating with them as champions for online safety.

## Highlights

- The #JagaBareng campaign in **Indonesia** mobilised adolescents and youth through the '**#JagaBareng Challenge**' to co-create key messages on online CSEA prevention with support from UNICEF Indonesia. More than 300 participants attended an online workshop to enhance their understanding of online CSEA. Following the workshop, UNICEF Indonesia **received 67 youth-led campaign proposals** on preventing online CSEA. Ten of these were selected and were provided seed funding for implementation. At the sub-national level, the programme **reached 9,531 children, including 122 children with disabilities**.
- In **Cambodia**, with the support of UNICEF Cambodia, **116 children and adolescents co-designed and participated** in pre- and post-tests of educational materials and messaging of online digital assets on online grooming and sexual extortion campaigns.
- In **Kenya**, **3,707 youths contributed to four polls** on children and youth online safety through 'Yunitok', UNICEF Kenya's flagship platform. UNICEF Kenya **facilitated a dialogue between 288 youths and officials** from the relevant departments and institutions of the government, the judiciary and the industry. The youth's recommendations to the government were to focus on awareness raising, regulation of streaming services, collaboration with social media companies to enforce stricter regulations on online postings and partnering with the tech industry to stop the distribution of CSAM materials.





## Networks and systems

### Engage industry, media and technology solutions

Safe Online grantees engage with industry representatives to leverage their expertise in providing technical solutions to strengthen the governance systems for preventing and responding to online CSEA. They also raise awareness of media professionals and mobilise them to raise public awareness on online CSEA. In 2023, over one hundred industry representatives benefited from training or education activities on child online safety (more than 5,400 since 2017).

### Highlights

- In **Kenya**, [ChildFund International](#) sensitised 29 local media journalists to enhance their understanding of online CSEA and improve their skills in child-friendly reporting. This initiative led to increased media coverage of online CSEA issues, for example on channels such as NTV that have an outreach to millions of viewers. Radio programmes were also broadcast to urban, peri-urban and rural areas.
- In **Indonesia**, [UNICEF Indonesia](#) mobilised the media to increase the #JagaBareng campaign's outreach. For example, as a result of media mobilisation by UNICEF Indonesia, there was full-page media coverage in KOMPAS Daily, an Indonesian national newspaper, highlighting online CSEA prevention efforts in one pilot district, in addition to airtime and social media posts on FM Radio Network and CNN Indonesia TV. UNICEF Indonesia also collaborated with Meta to expand the campaign's outreach.
- In **Colombia**, [Corporación de Padres y Madres - Red PaPaz](#) collaborated with Protect Children and the Universidad de los Andes to utilise a technology platform for conducting specialised research focusing on conversations and forums on the dark web where potential perpetrators and aggressors convene. The research is assisting in adapting tools like ReDirection to the national context. A partnership with Swansea University on the DRAGON-S project is focused on sharing information on online grooming cases in Spanish.





## Networks and systems

# Enhance digital education, raise awareness, and transform harmful social norms

Through information campaigns, including digital campaigns, and physical awareness generation sessions, Safe Online grantees are raising awareness of communities, caregivers, parents, and children on online CSEA. In 2023, with Safe Online support, 238,943 children and 91,109 community participants (including caregivers, educators, and other community members) were engaged in digital education and awareness-raising activities on child online safety. Since 2017, over 1.2 million children and 394,222 community participants have been engaged in similar activities. Additionally, in 2023, more than 154 million people (more than 196 million people since 2017) were reached in four countries via advocacy and information campaigns, news media outlets and publications and social media channels covering issues related to online CSEA.

## Highlights

○ The #JagaBareng campaign in **Indonesia**, launched in collaboration with [UNICEF Indonesia](#), raised public awareness on online CSEA and encouraged all members of society to play an active role in ensuring child online safety in 2023. The campaign **connected with more than 70 million people**; the online component of campaign alone connected with over 26 million internet users and received 2 million reactions.

○ In **Zimbabwe**, **323 children, including 69 children with disabilities, were sensitised on digital safety** through online safety symposiums and quiz competitions by [Childline Zimbabwe](#).

**Across 81 schools, 79,891 children participated in awareness generation sessions.** Eight helpline agents received training in sign language to ensure the inclusion of persons with disabilities. Childline Zimbabwe also launched an educational game, 'Tsuru in Digiland', on Google Play Store to promote online safety among children.







- In **Ethiopia**, [UNICEF Ethiopia](#) sensitised **13,580 children and 1,457 community members** to empower them on online risks, child online safety, online sexual abuse and reporting.
- In four provinces of **South Africa**, more than **2,400 learners from 146 Representatives of Council of Learners were trained** on online safety, as part of a collaboration with [UNICEF South Africa](#), based on training manuals prepared with support from Safe Online funds.
- In **Kenya**, the Safe Community Linkage for Internet Child Safety (Safe CLICs) project implemented by [ChildFund International](#), **convened two consultative forums for 52 members** of the Kenya Child Assembly and sensitised them on the provisions of the Children Act 2022, specifically on online safety.
- In **Viet Nam**, **90 adolescents from ethnic minorities** from six existing Champions of Change Club (COC) **were trained** by [Plan International Viet Nam](#) on online CSEA and reporting CSEA in the country. Additionally, 150 children participated in six group counselling sessions in schools designed by Plan International Viet Nam.
- In targeted regions of Boeny, Anosy, Androy, Atsimo Andrefana and Analanjirofo in **Madagascar**, the Ministry of Population, the Ministry of Youth and the Ministry of Education, in partnership with [UNICEF Madagascar](#) and other partners, **raised awareness of more than 100,000 children and 6,000 parents** on online CSEA.
- In **Namibia**, the Lifeline/Childline school programme, supported by [UNICEF Namibia](#) through a Safe Online grant, **sensitised 325 students** on online and offline violence.





## Scaling Positive Parenting to Reduce Violence Against Children in Sub-Saharan Africa in the Context of the Triple Threat of COVID-19, Conflict and Climate Crises

Safe Online also incorporated to its portfolio the 'Scaling Positive Parenting to Reduce Violence Against Children in Sub-Saharan Africa in the Context of the Triple Threat of COVID-19, Conflict and Climate Crises' project (henceforth referred to as the 'Scaling Parenting Support' project). This project aimed to strengthen national efforts to scale-up parenting support to prevent violence against children in five 'Pathfinding'<sup>13</sup> countries (Burkina Faso, Côte d'Ivoire, Ethiopia, Nigeria, and Zimbabwe), by strengthening evidence-based and cost-effective parenting programmes. With funding from the Japanese Government, this project was developed and implemented within the scope of work of the [Global Initiative to Support Parents \(GISP\)](#) together with technical partner Parenting for Lifelong Health (PLH) and in cooperation with national partners (UNICEF, government and research institutions, among others) in all the five countries. The project's activities were initiated in February 2023 and finalised in May 2024.

Dedicated PLH Technical Country Teams in each of the five countries were responsible for co-implementing activities with related UNICEF and/or government counterparts. Following the working modalities of the 'Pathfinding' initiative, national leadership and ownership is fundamental for the success and sustainability of the project. The PLH Technical Country Teams were guided by the PLH Global Core Team, who were in constant contact with the Positive Parenting Fund Manager and GISP members. In-house expertise within PLH guided the development of a chatbot for parenting children in humanitarian crisis specifically adapted for the project. Two digitally deployable content packages are now available to help governments reach families in humanitarian crises with much-needed parenting support. Both content packages include guidance on localisation and cultural adaptation, and thus can be integrated into national strategies for population-level dissemination of parenting support.

The project has also: produced mapping reports, situational analyses, and needs assessments (all countries); supported multi-sectoral stakeholder workshops for fostering coordinated efforts and collectively planning next steps (all countries); undertook the review and revision of parenting programme modules to align with existing evidence (Burkina Faso); provided formative feedback into national parenting frameworks (Ethiopia); supported the adaptation and facilitator training for the delivery of a two-module parenting programme to be delivered in schools (Zimbabwe); and prepared a final report for publication with the documentation of lessons learned throughout the process. More details on the country-level activities and links to all these documents are available in the country cases.

---

13. More information on the 'Pathfinding' initiative is available here: <https://www.end-violence.org/sites/default/files/2020-07/Pathfinding.pdf>



## Research and data

Safe Online strives to contribute to the safe design of digital environments for children by supporting evidence-based research that analyses the risks and emerging trends of online CSEA and provides actionable solutions. Research supported by Safe Online aims to gain a deeper understanding of the impact of online CSEA, along with children's and communities' related attitudes, knowledge and behaviours. Research findings are used to strengthen: government policies; online platforms developed by the industry; and programmes and initiatives of cross-sectoral organisations working on online child safety.

Safe Online's commitment to large-scale evidence generation is exemplified by its flagship research project, Disrupting Harm, and its ongoing partnership with the Tech Coalition, particularly via the Tech Coalition Safe Online Research Fund. More details on both the partnerships are given below.





## Research and data

### Disrupting Harm research project

The [Disrupting Harm](#) research project is an investment of over US\$ 15 million to produce unique insights on how digital harms to children and young people are manifesting in 25 countries across six regions and provide tailored roadmaps for key actors across various levels. It started in early 2019 when Safe Online invested US\$ 7 million to undertake new research in 13 countries across Eastern and Southern Africa and Southeast Asia. Safe Online renewed its commitment to Disrupting Harm in 2022, building on the success of the project's first phase that provided unique, country-specific insights on the pathways for the manifestation of online CSEA and strategies to strengthen systemic response.

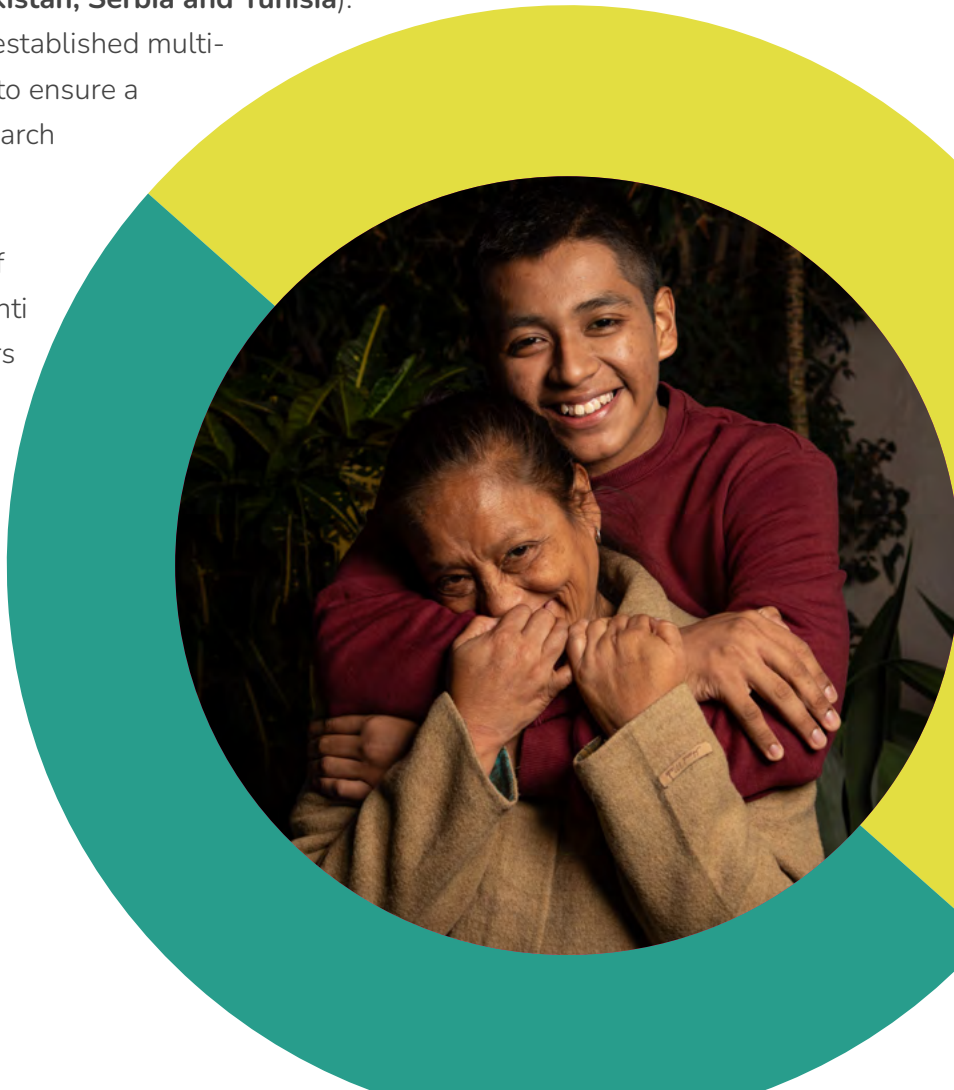
The collaborative approach of Disrupting Harm, which brings the expertise of [UNICEF Global Office of Research and Foresight – Innocenti](#), [INTERPOL](#) and [ECPAT International](#) to global and local levels, aims for rich data collection and analysis, strong ownership of findings, and strengthened advocacy on issues of online CSEA.

### Highlights

- In 2023, the project **began its second phase, engaging with government ministries in 12 focus countries** (Armenia, Brazil, Colombia, Dominican Republic, Jordan, Mexico, Montenegro, Morocco, North Macedonia, Pakistan, Serbia and Tunisia).

Seven of the 12 focus countries established multi-sector technical working groups to ensure a coordinated response to the research findings.

- In 2023, UNICEF Global Office of Research and Foresight – Innocenti collaborated with project partners to complete the preparation, project design and recruitment phases. It also **finalised the research methodology** (including revisions of research tools), **obtained global ethics approval, conducted training and contracted national research institutions** to implement the research in all 12 countries.





- In **Jordan**, facilitated by [UNICEF Jordan](#), the National Council for Family Affairs (NCFA) established a National Advisory Committee (NAC) to guide Safe Online's flagship research project, Disrupting Harm. The Safe Online grant is **enabling a survey of 500 children and 500 parents or guardians** in the Za'atari camp for Syrian refugees, addressing a gap in research on the prevalence of online CSEA among children in Jordan, especially those in refugee camps.
- ECPAT International **completed analyses of national legal provisions and policies** on online CSEA **for nine countries** in 2023 (**Armenia, Brazil, Colombia, Dominican Republic, Mexico, Morocco, North Macedonia, Serbia and Tunisia**).
- In 2023, INTERPOL engaged extensively with relevant national authorities in **Colombia, Brazil, the Dominican Republic and North Macedonia** to understand the prevalence of online CSEA and to assess law enforcement responses. Based on its direct, on-site engagement with relevant national authorities and the analysis of the data collected, INTERPOL **drafted a confidential country report for Colombia** and is preparing confidential reports for Brazil, the Dominican Republic and North Macedonia.





## Research and data

### Tech Coalition Safe Online Research Fund

The Tech Coalition and Safe Online established the [Tech Coalition Safe Online Research Fund](#) as part of Tech Coalition's Project Protect in June 2020. In 2023, 13 organisations implemented projects with support from this Research Fund. The research topics included a wide range of high-priority issues including; parents' and caregivers' knowledge, attitudes, and practices related to online CSEA; online grooming tactics and pathways; children's experiences of peer-to-peer violence; and risk factors and early warning signs for offenders or those at risk of offending.

### Highlights

-  In **Nepal**, [ChildSafeNet](#) is implementing a research project to examine the knowledge, attitudes and practices of Nepalese parents in protecting their children from online violence in Kathmandu and Lalitpur. In 2023, the project undertook **quantitative data collection, surveying 900 parents of children aged 6 to 17 years** to gain a deeper understanding of the safety of children in the digital space. Preliminary findings of the survey revealed that only 15 per cent of parents had discussed online sexual exploitation and abuse with their children. Ninety-four per cent of parents reported not using any parental technological tools to monitor their children's internet activities and blocking or filtering inappropriate content. Three parents among the respondents disclosed that following incidents of online sexual exploitation and abuse, their children had attempted suicide. **Nine focus group discussions (FGDs) were also held**, of which five were with parents and four with children. Parents and children identified the risks of grooming and online CSEA during the FGDs. They also identified associated risks of gaming such as phishing, online scams, dating violence and sextortion.
-  A research project in the **Philippines**, implemented by [Justice and Care](#) in partnership with Dublin City University and DeLaSalle University, studied key characteristics of perpetrators facilitating online CSEA, principally focused on financially-motivated offending (or the 'supply-side'). It provides practical strategies to improve the efficacy of protective, deterrence and preventive approaches to online CSEA. In 2023, the project prepared broad profiles of Online Sexual Abuse and Exploitation of Children (OSAEC) offenders based on **interviews with various stakeholders and examination of case files of 23 persons deprived of their liberty (PDLs)** and convicted of OSAEC facilitation. Justice and Care shared the project's initial findings widely at the North South Criminology Conference, hosted by the Dublin City University, the Stanford Trust & Safety Research Conference in San Francisco, and an event convened by Stop It Now, an initiative of the Lucy Faithfull Foundation, hosted by the European HQ of Google in Dublin. Academics, representatives of law enforcement agencies, criminologists, members of the legal profession and civil society attended these conferences.

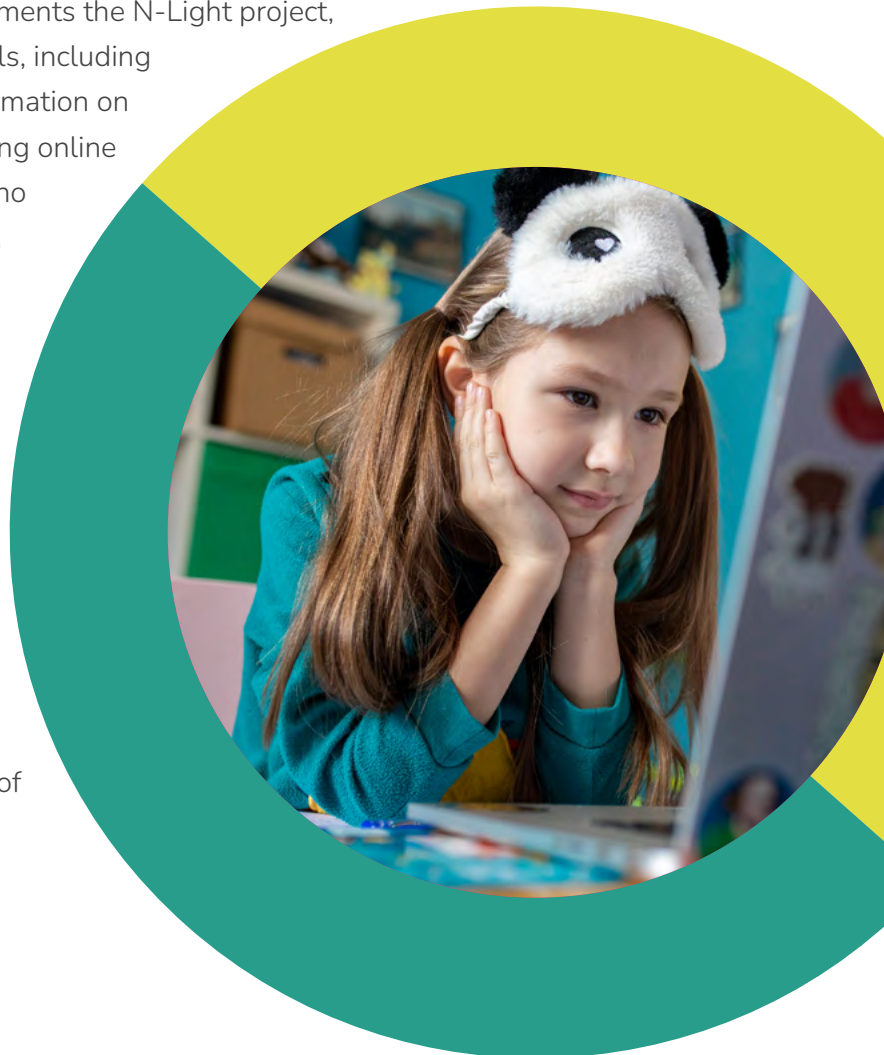


- The [Medical School Berlin](#) aims to understand the risk factors and identify early warning signs for people transitioning from viewing legal online content to online CSAM. It will recommend strategies to deter people at risk of offending from committing online harm to children based on research findings. In 2023, the project **completed two pilot studies** to understand the drivers that contribute to harmful online behaviour and developed psychological profiles that lead to sexually harmful and problematic behaviours on online platforms. Findings from one of the two pilot studies indicate that people are more likely to break laws when they feel they will not be identified or get caught. Reported rates of interest in pornography were 5 to 15 times higher if the label 'young person' was used rather than 'child' across various behaviours, such as engaging in sexual behaviour and viewing pornography. The second pilot study analysed the relationship between viewing times of child and adult images and the proclivity to engage in sexually offending behaviour against children. It found small to moderate correlations between viewing times and sexual proclivity towards children. Risk factors for increased likelihood to seek online CSAM included experiences of a traumatic childhood, a history of substance abuse, sex addiction and sexual and interpersonal motives.
- A research project implemented by [Suojellaan Lapsia, Protect Children ry](#) (henceforth Protect Children), aims to understand the pathways for CSAM offenders to move between open web platforms and the dark web. The research findings are used to strengthen the ReDirection self-help programme (for more information on the ReDirection self-help programme, please refer to [page 63](#)). In 2023, data was collected directly from anonymous CSAM users through the ReDirection survey 'Help us to help you'. Preliminary research results based on a **survey of 1,368 respondents** indicate that 81 per cent encountered CSAM on the surface web, 34 per cent actively used social media to search, view or share CSAM and 70 per cent attempted to contact a child via social media or messaging app. Protect Children widely disseminated the study findings at 27 national and international events, including conferences, trainings, webinars and workshops.





- A study in **Albania, Canada and Kenya** undertaken by the [Royal Roads University](#) is studying youth's experience of peer-to-peer online sexual violence, analysing the social norms around it and providing youth-led recommendations for prevention and response. In 2023, **six youth advisory committees were formed** across the three countries to ensure youth participation in every stage of the study. **Eighty-seven children and adolescents aged 13-18 years were surveyed** in the three focus countries.
- A research project across **Australia, Cambodia, Colombia, Finland, Kenya, the Philippines and South Africa**, implemented by [Save the Children](#) in partnership with the Young and Resilient Research Center of Western Sydney University, seeks to prevent and deter online CSEA. In 2023, **558 children and adolescents aged between 9 and 16 years participated in a series of workshops**. The research study included children who are at particular risk, such as children with disabilities, migrant children, children who work on the street, young female sex workers and girls who are neighbours of female sex workers. The research study, 'Protecting children from online grooming', highlighted that children want tech companies to make the online space safer by focusing on account verification, in-app training and education and enforcing age restrictions. In 2023, Save the Children **established a Technical Advisory Board with officials from Apple, Google, Meta, Microsoft, TikTok, Snap Inc. and Yubo**, to ensure that the research findings inform technology platforms addressing online CSEA. Children also highlighted that governments have a critical role in holding tech companies accountable and ensuring that laws and policies keep pace with the fast-evolving digital landscape.
- [Technological University Dublin](#) implements the N-Light project, which aims to develop deployable tools, including artificial intelligence, that provide information on key characteristics of adults perpetrating online child sexual abuse and the children who are affected by such violence. In 2023, the Technological University Dublin published a CSAM post-classifier to assist the analysis of groomer discussion. It **acquired and assessed 900 victim chats from child support agencies**. The text analysis revealed that a significant number of people mentioned in the messages are those that the children are familiar with (friends, acquaintances, family members), reflecting the existing evidence in the field that in a majority of cases, abusers are known to the child.





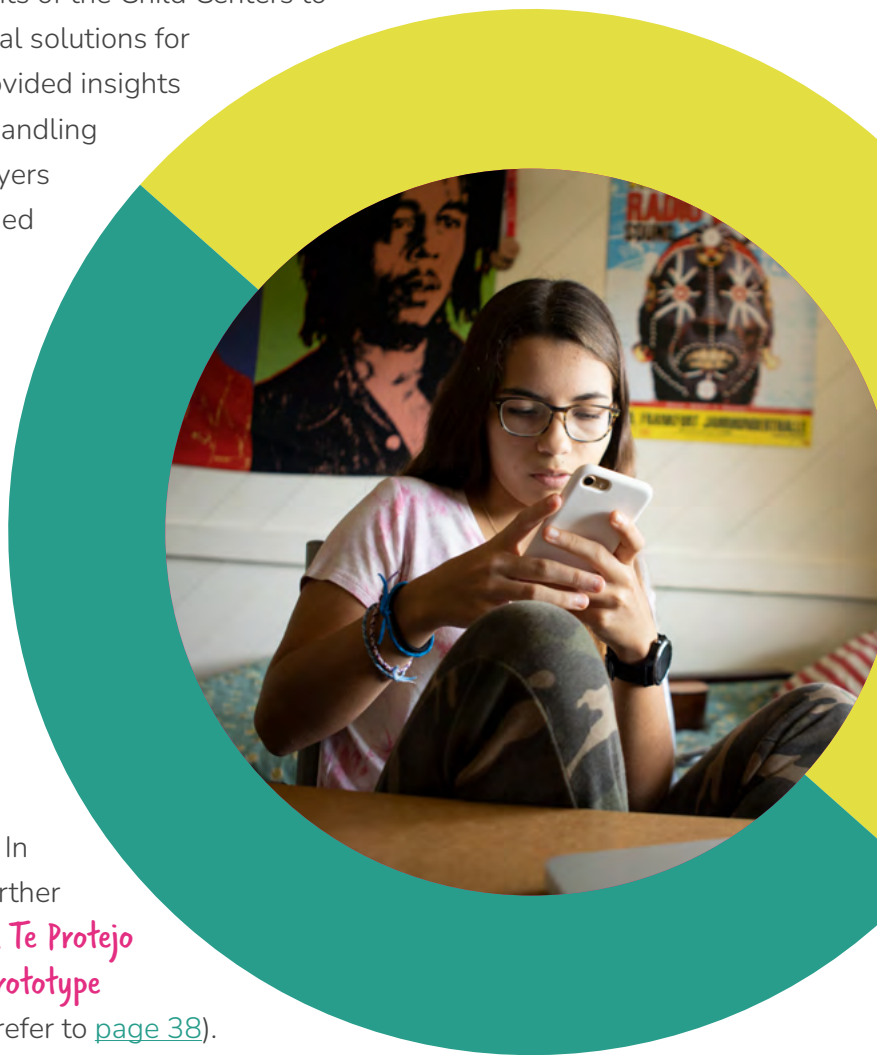


In 2023, the CSAM post-classifier **analysed Metadata dark web CSAM forum posts** on more than **353,000 posts generated by 35,400 distinct users** and written in **118 different languages** across **eight dark web forums** in 2022. Out of these, approximately 221,000 posts were written in English and contributed by around 29,500 unique users. The analysis revealed patterns of how offenders use social media platforms and identified the leading platforms from which offenders extracted media and shared on the dark web. The project prepared extensive details on CSAM user identities, popular forums, social media platforms involved, geo-victim profiles, and per cent of CSAM posts per victim age by nationality.

○ The Connect the Dots project, implemented by the [Federation of Women Associations of Türkiye \(TKDF\)](#), is improving the detection, reporting and response mechanisms to online CSAM in **Türkiye**. TKDF conducted FGDs with the Bar Associations of İzmir and Hakkari, **engaging over 50 lawyers** from the Rights of the Child Centers to understand the challenges and potential solutions for tackling online CSAM. The lawyers provided insights based on their diverse experiences in handling legal cases on online CSAM. Most lawyers participating in the project acknowledged increased numbers of reported cases through reporting mechanisms. The project has paved the way for forming a coordination board across the bar associations focused on online CSAM.

○ A project implemented by [Universidad de los Andes](#) is using artificial intelligence models to study language and patterns of interactions of potential and current offenders and potential victims or survivors of online CSEA in Spanish, addressing a critical need for work in non-English contexts. In 2023, the Universidad de los Andes further **consolidated the work on two tools – a Te Protejo hotline classifier and an alert system prototype** (for more details on Te Protejo, please refer to [page 38](#)).

Universidad de los Andes provided technical support to the team of Te Protejo hotlines to help them understand the benefits of the AI tool developed for case processing and reporting practices. It **disseminated the learnings from the project through a workshop**, ‘Public Policy Workshop on Risks and Opportunities in Children’s Internet Use’, which had participation from the government, the public sector and civil society.





- 'Understanding Online Sexual Exploitation and Abuse of Children with Intellectual Disability in Kenya' is a research project in Nairobi and Kiambu Counties implemented by [ZanaAfrica Programs](#) in partnership with Alta Consult. The study, undertaken in 2023, sheds light on the digital experiences of children and youth with mild and moderate intellectual disability. It did the following: **assessed online risks** that children with intellectual disabilities in the two counties are exposed to, **studied their online behaviour, identified knowledge gaps, and recommended ways to make online platforms safer** for these vulnerable populations. The study emphasised that while technology plays a catalytic role in facilitating communication, learning, socialising, providing access to information and promoting inclusion for children with intellectual disability, it can also expose them to the dangers of online sexual exploitation and abuse.

The data collection process validated the findings of the literature review that children with intellectual disability are more vulnerable to online CSEA because of their decreased ability to read social cues, discern online hazards, and communicate effectively. They are more susceptible to online scams, cyberbullying, harassment and predatory grooming. The study underscores the critical need for enhanced support and digital literacy and initiatives for children and youth with intellectual disability and their caregivers. It calls for policymakers, educators and technology companies to ensure digital inclusivity and safety for children and youth with intellectual disability.

- The DRAGON+ project, implemented by [Swansea University](#), aims to prevent online grooming by analysing the interactional dynamics between offenders and children. It studies how perceived-first-person CSAM may be generated and how children resist groomers' manipulations. DRAGON+ successfully **partnered with 23 hotlines and helplines** internationally, nine of which are in the Global South. Notably, the project includes coverage of non-English language contexts and data, addressing a critical gap in the ecosystem.

**Four studies with linguistic analysis of online grooming chatlogs** were completed in 2023. These are: (i) The child's perspective in online grooming interactions; (ii) Child resistance in online grooming interactions;





(iii) Children sending videos and photos in online grooming interactions; and (iv) Investigating age being stated in online grooming interactions. The studies provide research-based evidence on offender-child dynamics and children's language during online grooming. The DRAGON+ project has benefited from the inputs from children and adults who have been victims of online CSEA, particularly online grooming.

The DRAGON+ project complements the DRAGON-S project, under which Swansea University developed two cutting-edge technological tools to prevent online grooming - Developing Resistance Against Grooming Online (DRAGON) – Spotter and Shield - as part of Safe Online investments for developing technological tools to tackle online CSEA. The DRAGON-Spotter is an AI-linguistics-powered grooming detection tool for law enforcement, while the DRAGON-Shield is a linguistics research-informed online grooming prevention training tool for child safeguarding practitioners. Swansea University collaborated with more than **250 experts from more than 30 organisations** to develop and test the tools. In 2023, the DRAGON-Spotter tool was deployed in a United Kingdom (UK) based police force for internal testing, taking the number of police forces where the tool is deployed to four (three in the UK and one in Australia). The DRAGON-S tools were presented at international events, such as the Sexual Assault Referral Centre (SARC) event in Manchester in April 2023 and the PIER 23 conference, 'Tackling online harms - A whole system response', held in May 2023.

- Safe Online investments for the advancement of technological tools are contributing to educating deaf children in selected schools in **Pakistan, South Africa and Zambia**. For example, an interactive and accessible digital platform developed by DeafKidz International, DeafKidz Defenders (DKD) educates deaf children on how to stay safe online. The [DeafKidz Defenders](#) platform consists of seven themed games and uses body language, gestures and facial expressions to educate deaf children in a visual, non-auditory way. In 2023, DeafKidz International trained deaf youth in the project areas in South Africa as DKD facilitators. In Zambia, it trained teachers on the platform. The DKD facilitators and the trained teachers, in turn, imparted **training to 124 children** on the DKD programme. In 2024, DKD is **expected to reach 1284 students, 162 teachers, 16 schools and 456 caregivers** in the three focus countries.



# Technology tools

Safe Online promotes the incubation, strengthening and scaling up of innovative technological solutions to support the prevention, detection and response to online CSEA. It collaborates with technology partners, law enforcement entities and frontline partners to address the challenges of online CSEA. Safe Online supports interventions that:

- prevent online CSEA by working on technologies that avert online grooming and dissemination of known and new CSAM;
- detect and remove CSAM using technology tools; and
- strengthen the capacities of children, adolescents and service providers engaged in the removal of online CSAM. It also supports technologies that identify and counsel potential CSEA offenders.

Safe Online invests in:

- design of a proof of concept that demonstrates an innovative use of technology to address a specific challenge with clear plans for further research and testing;
- development of new prototypes or products—including hardware/software/content components—or of new features within existing products or tools; and
- adaptation or combination of existing tools to address current gaps, increase efficacy and effectiveness, or apply to new use cases.

Safe Online invested US\$ 18 million between 2017 and 2023 in projects to develop, strengthen, or scale up technological tools to prevent online CSEA. In 2023, it supported 15 grantees who implemented 17 projects across different regions and countries.

The highlights of key results achieved by the grantees in 2023 through the Safe Online investments are presented in the section that follows, categorised by the following three areas of work:

- Detect, remove and report images and videos with sexual content or acts involving children.
- Promote prevention, reporting and effective response of online CSEA, including strengthening support services.
- Create innovative mechanisms for strengthening interoperability and promote collaboration among actors addressing online CSEA.



## Technology tools

# Detect, remove and report images and videos with sexual content or acts involving children

In 2023, Safe Online grantees continued working on technological solutions for online CSEA prevention and victim identification by strengthening the technology for detecting, removing and reporting images and videos with CSAM. Safe Online grantees shared technologies, information, databases and expertise at the national, regional and global levels. Grantees also facilitated capacity strengthening of law enforcement agencies and other relevant stakeholders to deploy and use the technologies to prevent, respond and report CSAM on the open as well as dark web.

## Highlights

- Implemented by the [Canadian Centre for Child Protection Inc \(C3P\)](#), **Project Arachnid** is a set of tools for removing online CSAM, as well as proactive detection that prevents CSAM from being uploaded to digital services. Twelve electronic service providers (ESPs) in Europe and North America are using the tools. In 2023, entities using Project Arachnid API **prevented the upload of 66,020 images and videos** into the digital space. The **plugin tool allowed analysts to inject 622,329 pieces of media involving CSAM** into the Project Arachnid database.


The Targeted Platform Modules (TPM) tool enables the extraction of CSAM from file download services typically advertised through the dark web. The TPM is a targeted approach to identify and issue removal requests. In 2023, the TPM approach resulted in the **removal of 93,053 archives containing CSAM**. Since the deployment of the TPM, **four prolific sites hosting CSAM/CSEA content have been shut down** as they were unable to manage the volume of removal requests.

- [International Association of Internet Hotlines - INHOPE](#) (INHOPE) is a global network of hotlines combatting online CSAM with **54 hotlines in 50 countries** (as of July 2024). The hotlines work to identify and





remove CSAM content. As part of the Safe Online-funded Escape project, in 2023, the INHOPE network expanded to two countries where hotlines were non-existent —Moldova and Ukraine (SigurOnline and NGO Magnolia, respectively). In 2023, INHOPE member hotlines from the countries supported through the Safe Online grant **processed 18,684 reports, of which 12,416 or 66 per cent were classified as illegal.**

 **Thorn's** CSAM classifier provides information that law enforcement and prosecutors need to apprehend CSEA offenders and safeguard children. In 2023, Thorn integrated the CSAM classifier into products offered by three law enforcement forensic software providers (Magnet Forensics, Griffeye and BlueBear) to support them in conducting their investigations. Since its launch on the AXIOM platform of Magnet Forensics in April 2023, the classifier has been **shared with over 700 users from 485 organisations across 36 countries**, including a wide range of law enforcement agencies, NGOs and reporting hotlines. The Thorn CSAM classifier has a 94 per cent recall<sup>14</sup> at 99 per cent precision<sup>15</sup> or 78 per cent recall at 99.9 per cent precision in a robust testing environment (indicative of a high level of accuracy in identifying online CSAM content). Two labelling events organised in 2023 led to the **annotation of 69,974 files with 90,574 new labels**. This will further improve the precision and recall rates of the classifier. Thorn is a partner of INHOPE's Global Standard Project and contributed to developing the Universal Classification Schema in 2023 (please see the highlights of INHOPE Global Standard Project below for more information on the Universal Classification Schema).



- 
14. The percentage of content that the classifier is able to detect as containing CSAM out of the total CSAM content it analyses. For instance, presuming that a classifier analyses a total of 1,000 content materials, of which 100 contain CSAM. A recall rate of 90 per cent means that the tool will be able to identify 90 CSAM content out of 100.
  15. The accuracy with which a classifier identifies CSAM material. It is measured as a per cent of the content identified by a given tool as CSAM that depicts CSAM in reality. A precision rate of 90 per cent means that out of every 100 content materials identified by the tool as CSAM, 90 will be actually CSAM, and ten will not be.





## Technology tools

# Promote prevention, reporting and effective response of online CSEA, including strengthening support services

Safe Online grantees continued to work on innovating and upgrading digital forensic and evidence tools to support the work of law enforcement and strengthening support services. They also contributed to enhancing the capacities of law enforcement and other key stakeholders to use such solutions to prevent and respond to live streaming of child sexual abuse.

In 2023, Safe Online grantees continued to provide technological solutions and implement programmes to prevent online CSEA consumption, including supporting services that provide counselling and promote behaviour change.

## Highlights

-  In the **UK**, the innovative reThink Chatbot intervenes and engages with potential online CSEA offenders to deter them from looking at online child sexual abuse imagery. Developed by the [Internet Watch Foundation \(IWF\)](#), reThink Chatbot was deployed on the Pornhub website in the UK in 2022. The chatbot engages with internet users searching for CSAM on Pornhub and directs them to support services called Stop It Now, an initiative of the Lucy Faithfull Foundation. In 2023, the **chatbot was displayed 1.7 million times, resulting in 725 requests for more information and Stop It Now services.** An [evaluation of the reThink Chatbot](#) noted that “there is a statistically significant trend showing a decrease in the number of searches for CSAM material on Pornhub in the UK during the length of the intervention.” The evaluation findings were shared at an event attended by Meta, the European Commission and the National Crime Agency representatives.
-  [Suojellaan Lapsia, Protect Children ry \(Protect Children Finland\)](#) implements the ReDirection project, an anonymous rehabilitative self-help programme promoting behaviour change and guiding users to stop using CSAM. The program is available in three languages: English, Spanish and Finnish. The ReDirection surveys, ‘Help us to help you’ and ‘No need for help’, collect data from anonymous child sexual abuse offenders on the dark web and are available in 21 languages. Cumulatively, **over 80,000 users have visited the ReDirection self-help program.** Seventy-five per cent of the 77 respondents to the feedback survey of the programme stated that their use of CSAM had decreased or completely stopped.

A confidential service that allows users to chat with trained specialists, RDChat, was piloted in 2023 to sustain behaviour change gains of the ReDirection self-help programme users. During pilot testing RDChat, Protect Children specialists responded to messages from 10 users of the ReDirection self-help program to motivate them to continue using the program and work towards long-term behavioural change to stop using CSAM.



In 2023, the ReDirection project **produced two new research outputs:** (i) German Speaking CSAM Users on the Dark Web and Russian Speaking CSAM Users in the Dark Web, and (ii) Findings from Russian Language Respondents to ReDirection Surveys of CSAM Users in the Dark Web. The results from the **research were shared at the PIER 23 conference organised by the Policing Institute of the Eastern Region (UK) to an audience of 1,300 specialists** and the 39<sup>th</sup> Operational Meeting of the INTERPOL Specialist Group on Crimes against Children.

- In the United States**, the [National Center for Missing and Exploited Children's \(NCMEC\) CyberTipline](#) is a centralised online system for reporting violence against children in the country. NCMEC reviews each report to identify the potential location of the reported incident to provide support services and share the information with law enforcement agencies. In response to extensive feedback from child sexual exploitation survivors and caregivers, NCMEC launched a new CyberTipline form in 2023. The new interface is trauma-informed based on the user experience of family members or victims of child sexual exploitation. It is bilingual, in English and Spanish, and includes referral agencies for other types of crimes.

The additional data fields in the new reporting form give NCMEC a detailed timeline of events and specific information. This has resulted in better quality reporting of violence against children, which in turn enabled NCMEC to provide better support services and share more precise information with law enforcement agencies. **In 2022,**

**3,280 reports were flagged to NCMEC for escalating factors; this increased to 10,352 from 30 August, 2023 to 31 December, 2023.** Additionally,

more survivors reported requests for content takedown through the new form, increasing from 448 in the baseline period to 1,302 in the post-launch period.

- In India**, Snehai, an AI-powered chatbot developed by the [Population Foundation of India](#), aims to create awareness among young people on appropriate online behaviours and help them recognise different forms of online CSEA. Snehai, launched on Facebook and WhatsApp, provides a secure space for young people to learn about sexual and reproductive







health. In 2023, **81 million people were sensitised through digital campaigns on online safety and 94,000 users interacted with the bot.**

The Population Foundation of India conducted a series of workshops in educational institutions and foundations spread across ten states in India. It **trained 15,000 adolescents** on using Snehal and critical aspects of online safety. **More than 7,500 adolescents were sensitised** in one Indian state through community campaigns and sensitisation workshops at the local level.

- In Brazil, [The None in Three Research Centre](#)** at Huddersfield University developed a computer game, My Friend Ana, designed to enable youth to engage in safe online behaviours by challenging attitudes among boys, fostering empathy towards victims, building emotional intelligence and reinforcing pro-social behaviours. The game was fully operationalised in 2023 and is ready for public deployment. The project conducted a **randomised control trial (RCT) with 351 children and young people aged 13-19 years** which found that both males and females were significantly less likely to see sexting as fun after engaging with My Friend Ana and an associated classroom discussion.







## Technology tools

# Create innovative mechanisms for strengthening interoperability and promote collaboration among actors addressing online CSEA

Safe Online invests in technological solutions that ensure shareability and interoperability for maximum impact to tackle online CSEA. It fosters collaboration among law enforcement, industry and technology partners, optimising the benefits of technological advancement and harnessing each stakeholder's comparative advantage.

## Highlights

-  **INTERPOL's** DevOps Group project aims to bring the most advanced technology to CSEA investigators by facilitating research and developing and extending solutions to specialised officers worldwide via INTERPOL's secure channels<sup>16</sup>. It brings together a network of specialised technical staff (police and civilians), software developers, programmers, data scientists and investigators fighting crimes against children to support law enforcement agencies in the investigation and prevention of online CSEA. The project is integrated into INTERPOL's programme to fight against CSEA, allowing wider implementation of the activities and greater impact. **Two Devops hackathons were held in 2023** with the participation of several INTERPOL Member Countries. Groups worked on six different projects in these hackathons; four of these projects were taken up in more than one hackathon. The outcomes of the DevOps are available to law enforcement agencies of INTERPOL Member Countries.
-  The **INHOPE** Global Standard Project aims to harmonise terminology for classifying CSAM to facilitate more effective identification and processing of CSAM by hotline analysts, law enforcement officers and technology industry professionals. **A Universal Classification Schema** (henceforth referred to as the Schema), which identifies core characteristics of child exploitative material and standardises them with labels and definitions, **was launched in 2023**. It can map all relevant legislative criteria and can be used across different countries. INHOPE engaged with more than 70 experts to identify the core characteristics of abuse and exploitation material following national legislations from different countries before finalising the Schema, which was validated by 103 experts. The **Schema has been presented to more than 300 people at 18 events, and more than 150 stakeholders are using it**. For example, the Schema was used at the DevOps meetings hosted by INTERPOL and Thorn applied it to annotate the material at the meeting.

---

16. <https://www.end-violence.org/grants/interpol-global>

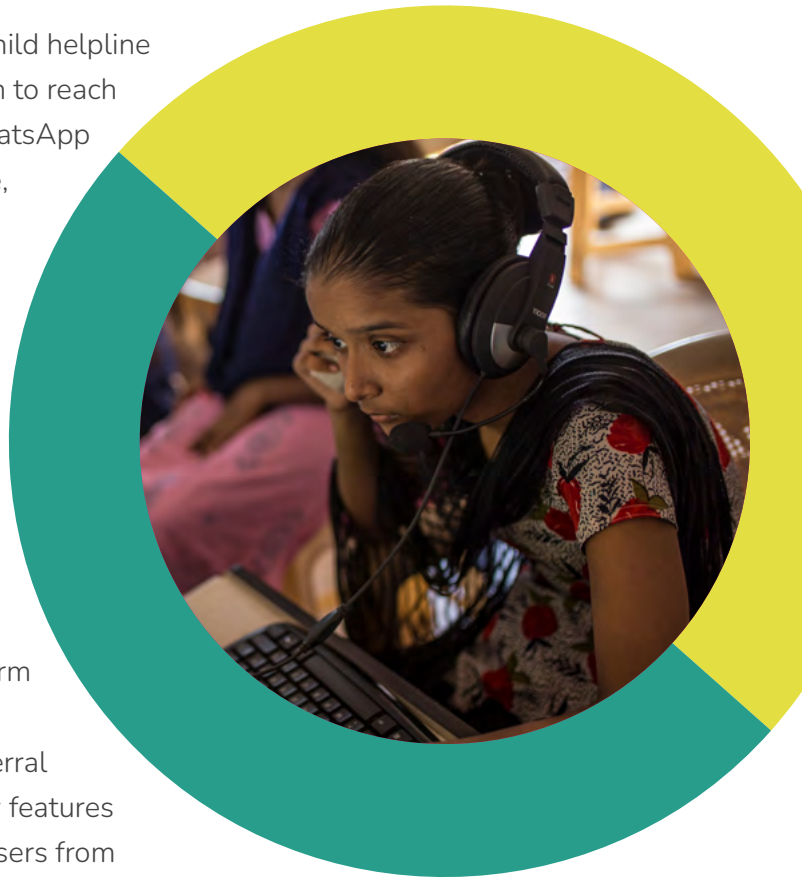


○ In **New Zealand**, [Kindred Tech](#) is **developing a tool to minimise vicarious trauma affecting sensitive content reviewers**. The tool, the Auditor, streamlines the process of identifying and managing reports of digital harms received by hotlines as mandated by New Zealand legislation. In 2023, Kindred Tech undertook testing of an auditor interface. A graphical user interface (GUI) is being developed to improve the user experience. Kindred Tech is collaborating with the staff of NetSafe to undertake an analysis of the challenges they face in performing their duties of providing online safety support, expertise and education to people in New Zealand. Kindred Tech entered into a Non-Disclosure Agreement (NDA) with Project Arachnid to facilitate the sharing of sensitive data and technology resources to enhance its capabilities in the AI categorisation of websites. It is partnering with the INHOPE Global Standards Project to harmonise with global online safety standards.

○ In 2023, [Tech Matters](#) scaled up the Asele child helpline platform—which enables children and youth to reach helplines through voice, SMS, web chat, WhatsApp and Facebook Messenger—to Canada, Chile, Colombia, Hungary, Malta, Thailand and Zimbabwe. With this, **15 countries across the world are benefitting from the Asele child helpline**. Safe Online is supporting software advancements that benefit all the countries where the helpline operates. In addition, Safe Online funding is directly supporting helpline operations in Chile, India, Jamaica, Thailand and Zimbabwe.

Tech Matters also improved the Asele platform by incorporating feedback it received from helplines, such as adding a resource and referral database and other features. One of the new features of Asele allows the identification of repeat users from any channel using the caller profile functionality and guides counsellors on handling repeat callers. In 2023, the helplines in the five Safe Online supported countries **handled 41,690 user contacts, of which 12,444 cases were processed**.

In India, RATI Foundation **deployed the Asele child helpline in Meri Trustline** (translation ‘My Trustline’) and began its pilot testing in 2023. During initial testing, the helpline created 19 links for children reporting self-generated content. Eight of these reports have been deemed actionable by IWF, and 15 videos and 17 images were added to its illegal content takedown lists. During 2023, RATI Foundation also began using Asele’s functionality to report CSAM that was not self-generated. **Counsellors created 94 reports, 57 of which were identified as CSAM and taken down by IWF**.



[www.safeonline.global](http://www.safeonline.global)



← Visit our  
website here

---

**f** @SafeOnlineFund

**@** @SafeOnlineFund

**X** @SafeOnlineFund

**in** @Safe Online