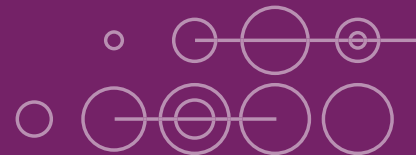# End Violence Fund Grantee Convening

A space for creativity, learning and problem-solving

Programmatic Report
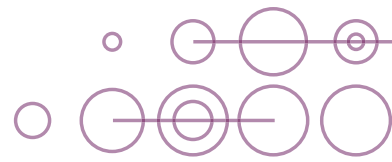
8-10 December 2019,
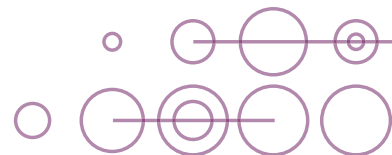Addis Ababa, Ethiopia

End Violence Against Children

List of **acronyms**

AHTCPU   Anti-Human Trafficking and Child Protection Unit (Kenya)

ASEAN   Association of South East Asian Nations

CHI   Child Helpline International

CHS   Capital Humano y Social Alternativo

CIFF   Children Investment Fund Foundation

COP   Child Online Protection

CRC   UN Convention on the Rights of the Child

CSAM   Child Sexual Abuse Material

CSEA   Child Sexual Exploitation and Abuse

ESPs   Electronic Service Providers

GTA   Global Threat Assessment

ICMEC   International Centre for Missing & Exploited Children

ICSE DB   International Child Sexual Exploitation Database

ICT   Information and Communications Technology

IJM   International Justice Mission

ITU   International Telecommunication Union

IWF   Internet Watch Foundation

MNR   Model National Response

NCMEC   National Center for Missing & Exploited Children

NGO   Non-governmental organisation

ODI   Oficina de Defensoría de los Derechos de la Infancia A.C.

P2P   Peer-to-peer

SAIEVAC   South Asia Initiative for Ending Violence against Children

TIP   Trafficking In Persons

UNICEF   United Nations Children's Fund

VAC   Violence against Children

WHO   World Health Organisation
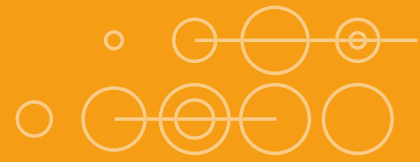
WPGA   WeProtect Global Alliance

Content

List of acronyms

Introduction

End Violence Fund Online Investment Portfolio

Since 2016, the Fund has invested $32 million in 37 projects across more than 50 countries to tackle online child sexual exploitation and abuse (CSEA). These projects are working to deliver practical and innovative solutions to the issue, and contribute to the systemic response that is needed to protect children.
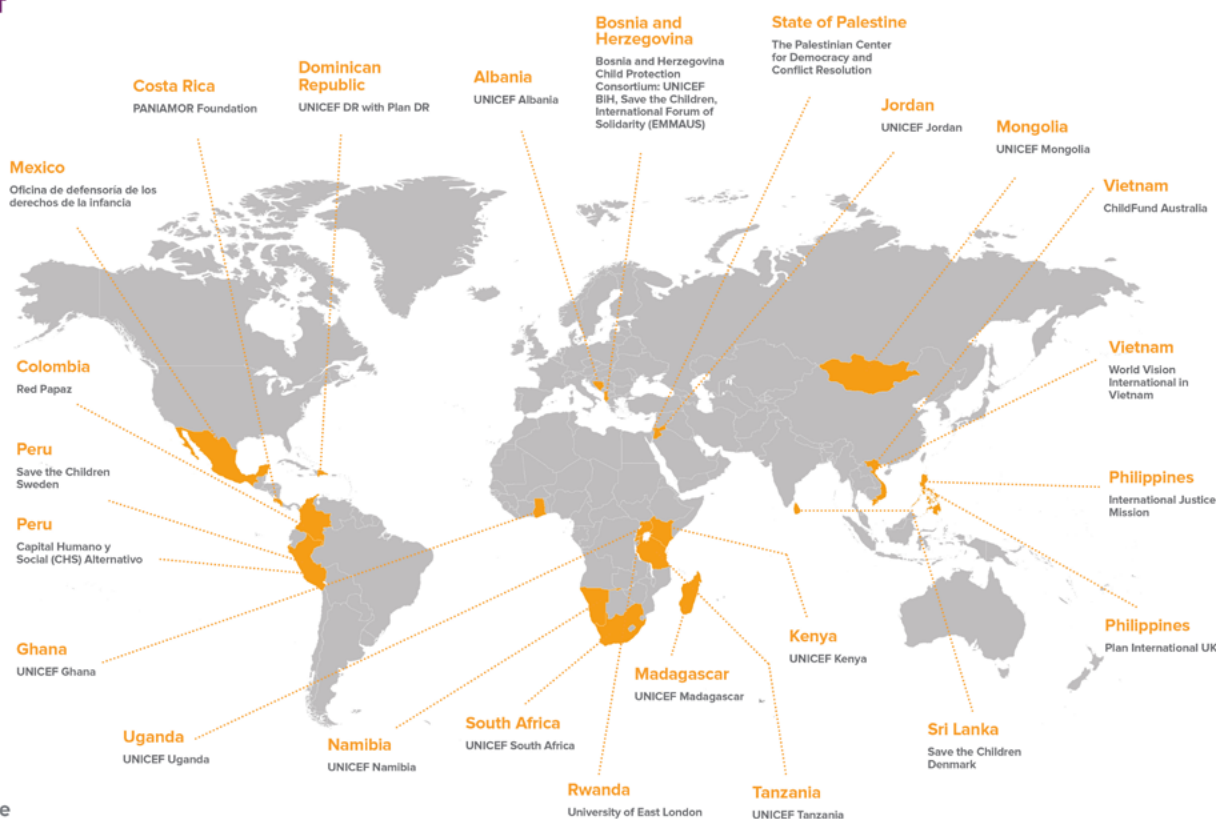
ONLINE GRANT PORTFOLIO

Total Funding Committed
$ 32,169,491

Global
- UNICEF Child Protection, Programme Division, UNICEF Headquarters
- World Health Organization
- The Marie Collins Foundation
- Thorn
- International Centre for Missing & Exploited Children in partnership with Child Helpline International
- Internet Watch Foundation (IWF)
- ECPAT International
- New Venture Fund
- INTERPOL

Regional
- South Asia Initiative to End Violence Against Children
- Council of Europe
- UNICEF East Asia and Pacific Regional Office (EAPRO)

Costa Rica
PANIAMOR Foundation

Dominican Republic
UNICEF DR with Plan DR

Albania
UNICEF Albania

Bosnia and Herzegovina
Bosnia and Herzegovina Child Protection Consortium: UNICEF BIH, Save the Children, International Forum of Solidarity (EMMAUS)

State of Palestine
The Palestinian Center for Democracy and Conflict Resolution

Jordan
UNICEF Jordan

Mongolia
UNICEF Mongolia

Vietnam
ChildFund Australia

Mexico
Oficina de defensoria de los derechos de la infancia

Colombia
Red Papaz

Peru
Save the Children Sweden

Peru
Capital Humano y Social (CHS) Alternativo

Vietnam
World Vision International in Vietnam

Philippines
International Justice Mission

Philippines
Plan International UK

Ghana
UNICEF Ghana

Kenya
UNICEF Kenya

Madagascar
UNICEF Madagascar

Sri Lanka
Save the Children Denmark

Uganda
UNICEF Uganda

Namibia
UNICEF Namibia

South Africa
UNICEF South Africa

Rwanda
University of East London

Tanzania
UNICEF Tanzania

End Violence Against Children

The first two rounds of Fund investment were used to build the foundations of an integrated response to online CSEA. To do so, the Fund supported initiatives implementing one or more capabilities of the WeProtect Global Alliance's Model National Response (MNR), a guideline that helps countries establish a comprehensive, coordinated response to online CSEA.

In late 2018 and 2019, the Fund invested in new projects in Rwanda and Vietnam, both of which have the potential to expand globally after their initial pilot phases. Furthermore, March 2019 saw the launch of a large-scale research project to collect evidence on online CSEA and other forms of crimes against children – Disrupting Harm – in 14 countries in Southeast Asia, and South and Eastern Africa. This project, which is being implemented by ECPAT International, INTERPOL and the UNICEF Office of Research - Innocenti, is pioneering an innovative methodology to determine the context, scale and manifestations of online CSEA. Findings of this study are expected in the first quarter of 2021.

In September 2019, the Fund launched a $13 million open call for solutions focused on leveraging new and existing technologies, such as artificial intelligence, machine learning, data science, blockchain, virtual reality and other innovative solutions that have the potential to enhance detection and response to online violence and prevent known and emerging online CSEA threats. In addition, $3 million were reserved for invitation-only strategic opportunities.
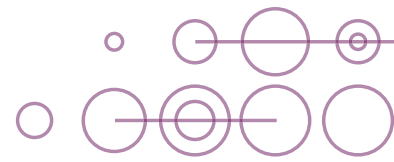
These investments, which are built across sectors in the online child safety space, have positioned End Violence to engage in the debates and developments that will shape children's future safety online and to strengthen its partnerships with key actors in the field. This includes the Child Dignity Alliance, the Interfaith Alliance, the ITU Broadband Commission for Sustainable Development, the WePROTECT Global Alliance, and others.

Why a grantee convening?

In addition to financial resources, the End Violence Fund has invested in technical resources, skills and opportunities to support learning and build a culture that values collaboration. In line with this approach, after three years of grant-making, the Fund decided to host its first grantee convening from December 8-10, 2019, in Addis Ababa, Ethiopia. The convening was made possible by the support of three donors to the End Violence Fund: Human Dignity Foundation, Oak Foundation and UK Home Office.

The aim of the convening was to provide grantees with a collaborative space to teach, learn and network, both one with each other and with key experts. In doing so, they increased the potential impact of their work on the ground.

The grantees identified three specific objectives for the convening: (i) share knowledge, good practices, and new trends and approaches to end online CSEA; (ii) build capacity to address and make progress on pressing and challenging issues; and, (iii) network to build working relationships and foster future collaboration.

Another key aim was to co-create a body of collaborative knowledge, shared lessons, and a culture that values collaboration as a resource for learning. This was achieved across three main areas:
- learning for grantees by creating a space for grantees to hear from each other and, in the process, reflect on their own work;[1]
- learning for the Fund about the grantees, their challenges their successes; and,
- learning for the field to channel information into the broader community. As research and published information on online CSEA is sparse and relatively new, the Fund recognised the opportunity to organise discussions in a way that would promote learnings of broader relevance to the field.

"The only way we can support children effectively and maximise the use of collective resources is by looking for opportunities for collaboration. It's at events like this that we get the time and space to have those conversations and move forward in a much more meaningful and impactful way."
Seán Coughlan, Executive Director, Human Dignity Foundation

The convening also aimed to strengthen the role of the Fund as a "critical friend" by connecting the grantee community with new resources and collaborators, maximizing opportunities for grantees to showcase solutions and mobilize resources and partnerships.[2] This was achieved by establishing a collaboration with the Investors Forum, who were invited to attend the convening.[3] This was also achieved by aligning the convening with the Global Summit to Tackle Online CSEA, a high-level event that gathered hundreds of individuals, organisations and governments working to prevent and end online CSEA. This event was hosted by the African Union, the UK Government and the WeProtect Global Alliance.

[1] This process has also been facilitated by the Secretariat via the knowledge sharing webinars (7 global and 2 regional webinars were held from April 2018-Nov 2019), which have been highly appreciated by grantees and secured consistent participation (40-60 people per webinar).
[2] The term 'critical friend' refers to a partner that builds trust and engenders a reflective culture that provides both constructive and positive feedback to the grantee in a supportive way throughout the life of the work.
[3] The Investors Forum convenes international, public and private donors to collaborate, align and increase funding and advocacy to urgently end violence against children.
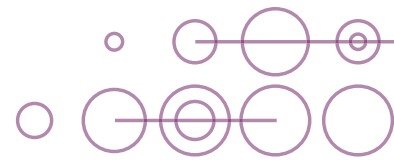
Therefore, the grantees had the opportunity to interact with members of the Investors Forum, and at the Summit, with more than 400 global leaders representing governments, industry and civil society. At the Summit, the WeProtect Global Alliance member countries renewed their commitment to work together to end online CSEA, and the 2019 Global Threat Assessment and Global Strategic Response to online CSEA were launched.

Who was there?

47 participants representing:

- 38 organisations
- 33 projects[4] (global, regional, national)
- 3 donors to the Fund (Human Dignity Foundation, Oak Foundation and UK Home Office)
- 1 private sector company (LiveMe)
- 1 global mobile industry organisation (GSMA)
- Members of the Investors Forum

Speed networking: Let's break the ice and meet each other!

The convening officially began on Sunday, 8 December 2019, with a welcoming and networking reception. The diversity and the richness of the group was remarkable, but what was truly unique and memorable was the positive energy, curiosity and openness of all participants. The Fund is proud to have such an impressive group of dedicated people working together to ensure children are safe online.

What do children say?

The Fund showed videos of children from Albania, Colombia, and Vietnam speaking about their online experiences and how they have benefited from the funded projects.

List of organisations that participated in the convening, representing 33 projects

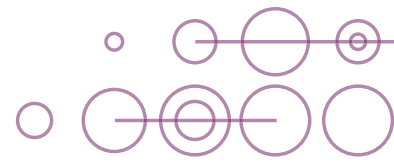| Name of organisation	Country of implementation
1. 5Rights Foundation	Rwanda
2. Capital Humano y Social (CHS) Alternativo	Peru
3. ChildFund Australia	Vietnam
4. Child Helpline International (CHI)	Global
5. Council of Europe	Regional
6. Corporación Colombiana de Padres y Madres (Red PaPaz)	Colombia
7. ECPAT International	Global
8. Fundación Renacer	Colombia
9. International Centre for Missing & Exploited Children (ICMEC)	Global
10. International Forum of Solidarity (EMMAUS)	Bosnia and Herzegovina

[4] Four grantees were unable to attend the convening.
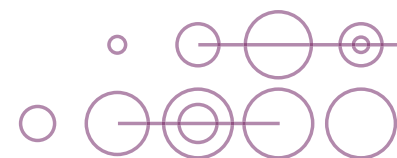
Name of organisation	Country of implementation
11. International Justice Mission (IJM)	Philippines
12. Internet Watch Foundation (IWF)	Global
13. INTERPOL	Global
14. Marie Collins Foundation	Vietnam, Global
15. Oficina de Defensoría de los Derechos de la Infancia A.C. (ODI)	Mexico
16. Paniamor Foundation	Costa Rica
17. Plan International Philippines	Philippines
18. South Asia Initiative for Ending Violence against Children (SAIEVAC)	Regional
19. Save the Children Bosnia and Herzegovina	Bosnia and Herzegovina
20. Save the Children Serbia	Serbia
21. Save the Children Peru	Peru
22. Save the Children Sri Lanka	Sri Lanka
23. Save the Children Sweden	Peru
24. Thorn	Global
25. UNICEF Dominican Republic	Dominican Republic
26. UNICEF East Asia and Pacific	Regional
27. UNICEF Ghana	Ghana
28. UNICEF Jordan	Jordan
29. UNICEF Headquarters	Global
30. UNICEF Kenya	Kenya
31. UNICEF Madagascar	Madagascar
32. UNICEF Mongolia	Mongolia
33. UNICEF Namibia	Namibia
34. UNICEF Office of Research – Innocenti	Global
35. UNICEF South Africa	South Africa
36. UNICEF Tanzania	Tanzania
37. World Health Organisation	Global
38. World Vision International in Vietnam	Vietnam

What grantees say about the convening?

After the convening, the End Violence Secretariat conducted a feedback survey to gather participants' satisfaction and observations about the convening; 35 out 38 participating organisations (92%) completed the survey and gave the overall convening a 4.6 out of a maximum score of 5 with 4 being 'Exceeded my expectations: very good' and 5 being 'Far exceeded my expectations: outstanding'; and, the overall management of the convening a 4.8, indicating high satisfaction with the event in general.

Here are some reflections from participants.

The energy in the room and the welcoming nature of the convening, where all participants felt they could share their views without any reservations, was amazing!

I felt part of a community, I feel that we as grantees are supported, coached, trained, informed. Could not be better!

The convening was the most engaging and productive gathering I have ever attended: non-stop learning, non-stop engagement.

The concept of having a workbook to take your learnings through and capture key pieces of information was very innovative and helpful.

I really hope my organisation always has an innovative idea or proposals for the Fund, so we can continue to be in this 'club'. Being in these groups is invaluable to us. Thank you!!

Excellent team-building exercise, very good background materials to help build on the key achievements, good sessions to build grantee's capacities. Thank you!!

The End Violence Secretariat certainly pulled together a great agenda and the levels of engagement that were maintained across the sessions was extremely impressive!

The networking and knowledge exchange was very significant and most beneficial, as well as face-to-face interaction with subject matter experts from EVAC and other grantees.
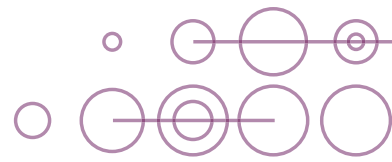
Excellent topics and time management, which allowed for all topics to actually be covered, while having sufficient time to network for more detailed follow-up where relevant.

I would recommend this to become a continuous practice as a floor for knowledge exchange, as it was quite useful. I would also suggest balancing examples, as there was higher focus on underdeveloped countries, and it would be useful to see examples from middle-income countries as well.

Congratulations to the team. An excellent tactic to open up the possibility for the participants to take control and lead good discussions, which I got a lot out of. I thought Fund team was great - super welcoming, friendly and genuinely enabling people to participate.

The convening was an excellent opportunity to learn and share experiences. I personally have taken a lot back home and this will help the government and all our beneficiaries. The sessions on building capacity to speaking about results, engaging with industry were accurate and to the point. Thank you.

# Child online safety overarching priorities

Throughout the convening, participants strategised on how to better collaborate across sectors, enhance their ability to engage industry, and measure and communicate results. They also reflected on the interlinkages and overlaps between new forms of abuse facilitated by technologies and other forms of violence against children, as well as on the latest technological tools and innovative practices to protect children online.

Through presentations, panel discussions, breakout sessions, gallery walks and ongoing networking, participants were able to share ideas, articulate challenges, voice concerns, consider solutions, and initiate or build upon existing collaboration. One report can never capture the range and depth of engagement by grantees and partners at the convening in Addis Ababa.

Nevertheless, amidst the wealth of information and ideas, some general and overarching priorities emerged from the discussions at the convening. These priorities are listed below and are applicable to the work of the grantees, and more generally to the wider child online safety agenda and key actors.

1. **Build the evidence** base through data collection and analysis to identify protective and risk factors that are specific to online CSEA and applicable to other forms of violence against children.

2. **Identify and measure "what works"** in universal and specific contexts, and promote a culture of learning and continued improvement by sharing knowledge and best practices.

3. **Make specialised knowledge and skills universal** to ensure that all relevant professionals understand and are able to address online CSEA and other forms of violence against children within their national child protection systems and the international ecosystem.

4. **Adopt a differentiated approach to stakeholders' engagement and cooperation**, especially for industry actors, while ensuring cross-sector collaboration at all levels and stages in the process.

5. **Invest in prevention** via addressing social norms and adapting existing evidence-based frameworks designed to tackle traditional forms of violence against children.

6. **Adopt flexible and creative approaches** in the design and scope of programmes while prioritising sustainability and taking into account contextual factors.

7. **Increase access to technology** and applications to tackle online CSEA and further invest in new technology and innovation.

8. **Adapt existing child rights instruments and accountability frameworks** to fully protect children from online violence and ensure that all actors work for the best interests of children, including by protecting children's privacy.

9. **Build a collective voice** and a shared understanding, messaging and a common ask, including by using common definitions and terminologies, to communicate and advocate about online CSEA.

10. **Ensure children and media are part of the solution** by promoting digital activism and nurturing a culture of shared responsibility.
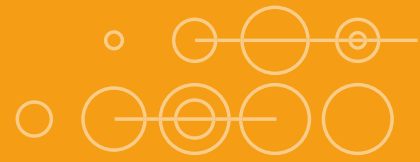
# Lessons learned, best practices and solutions

1. Let's start via celebrating accomplishments

The kick-off of the convening was a celebration of grantees' accomplishments. These were collated on a 'graffiti wall' to visualise collective progress and strengthen the knowledge of other grantees' initiatives, as well as to create a sense of community and collective achievement to facilitate networking and identify potential cross-country learning and future collaboration.

The array of accomplishments was diverse, but distinct clusters of activity and outputs emerged that offered opportunities not only for grantees to share knowledge, but also for the Fund to learn more about what works, and how and why those things worked in diverse cultural contexts. **It was clear from comments and observations that efforts by the Fund to connect grantees with similar needs and activity areas has been successful.** This should certainly continue where possible after the convening.

Accomplishments Graffiti Wall: What grantees are most proud of!

Systems to report, investigate and prosecute online CSEA	Legislative framework and cross-sector col-laboration	Education and empowerment
Bosnia & Herzegovina: Consortium (EMMAUS, Save the Children and UNICEF) established the Safer Internet Centre and joined INHOPE (global network of hotlines to combat online child sexual abuse material).	**Dominican Republic:** UNICEF facilitated the signing of a multi-sectoral MoU between government, private sector entities and NGOs.	**Bosnia & Herzegovina:** Consortium (EMMAUS, Save the Children, UNICEF) developed and supported the adoption of an online safety curriculum for prima-ry and secondary schools. They have trained 900 teachers, 1,800 parents and 650 children.
Colombia: Fundación Renacer, Red PaPaz and UNICEF helped generate links and facilitate coordination between the police, prosecutors and CSOs to enhance judicial processes and investigation of online CSEA.	**East Asia and Pacific:** UNICEF Regional Office supported the adoption of the Declaration on the Protection of Children from All Forms of Online CSEA in ASEAN by Heads of State at the 35th ASEAN Summit in November 2019. This declaration provides a framework for multisectoral national action, regional cooperation and engagement with the ICT industry.	**Colombia:** Red PaPaz adapted the NetSmartz pro-gramme to include a component for parents and caregivers in the national education programme.
Kenya: UNICEF supported the establishment and pro-vided technical support to the Anti-Human Traffick-ing and Child Protection Unit (AHTCPU) with a cyber unit connected to the INTERPOL International Child Sexual Exploitation Database (ICSE DB) and NCMEC.		**Europe:** Council of Europe developed an awareness-raising tool, which was created by children for children.
Jordan: UNICEF supported the establishment of the Unit on the Prevention of Online Child Sexual Exploitation to identify and handle cases of CSEA in cooperation with the government.	**Mongolia:** UNICEF supported the inter-agency platform between key stakeholders to oversee efforts to end online CSEA. UNICEF also enhanced victim support services for victims of online CSEA.	**Ghana:** UNICEF facilitated the integration of Child Online Protection in the national cybersecurity strategy.
Mexico: ODI installed specialised units for child testimony in the	**Peru:** CHS Alternativo supported the development and adoption of a new law that explicitly recognises and punishes CSEA.	**Peru:** Save the Children supported 100 children and adolescents to become digital activists.
	Rwanda: 5Rights Foundation worked with key partners to create a national child online protection	**South Africa:** UNICEF developed online awareness materials for children, parents, frontline workers (schools, health, law enforcement, social services) and religious communities.
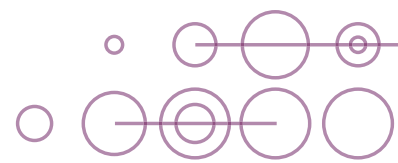
Systems to report, investigate and prosecute online CSEA

Mexican Supreme Court, with clear-ly articulated procedures to ensure that children will only have to testify once.

Sri Lanka: Save the Children helped to establish a cybercrime unit at the National Child Protection Au-thority and provide technical expertise to tackle com-plaints and investigations on online CSEA.

The Philippines: International Justice Mission helped rescue 150 child survivors, arrest 55 traffickers and secure 19 convictions.

The Philippines: Plan International supported re-sponse systems to cases of online CSEA through mul-tidisciplinary teams (police, doctors, social workers, etc.).

Legislative framework and cross-sector col-laboration

policy, which was adopted by the government.

South Africa: UNICEF established a Steering Committee to advise on child online safety.

South Asia: SAIEVAC adopted a regional action plan to end CSEA, including online.

Tanzania: UNICEF ensured incorporation of online CSEA into a five-year child justice reform strategy that brings together governmental and NGO actors to tackle online and other forms of violence against children.

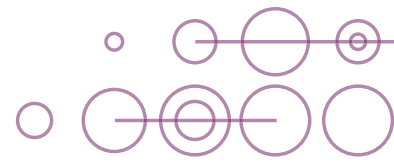## Education and empowerment

The Philippines: Plan International helped increase children's skills to use the Internet safely. From June 2017 to December 2019, over 16,000 children and youth (up to 30 years) attended digital safety sessions.

Vietnam: World Vision International empowered children to raise awareness among their peers and communities by engaging 12,000 children and 4,000 community members in online safety education activi-ties.

Vietnam: ChildFund Australia engaged communities with over 90% of ethnic minority children through its Swipe Safe project, which resulted in improved knowledge and skills on online safety.

Equip practitioners

Bosnia & Herzegovina: Consortium (EMMAUS, Save the Children and UNICEF) strengthened the capacity of police, judges and prosecutors to respond to case of online CSEA.

Costa Rica: Paniamor Foundation developed the digital platform 'E-Mentores,' which contains resources for practitioners and children.

England: By sharing knowledge and increasing understanding of online harms among stakeholders, the Marie Collins Foundation is empowering professionals to change their way of working to the benefit of victims.

Namibia: UNICEF trained 72% of justice professionals by integrating child online protection in pre-and in-service training programmes on the Child Witness Training Manual for police, prosecutors, magistrates, social workers, educators.

Kenya, Jordan, Peru, Tanzania, The Philippines: ICMEC & CHI joined forces to deliver training to law enforcement, academia and healthcare professionals, as well as worked with policy makers to encourage a multidisciplinary approach.

Kenya, Jordan, Peru, Tanzania, The Philippines: CHI supported tailored, culturally sensitive, in-country trainings on online CSEA for child helpline staff and volunteers.

Knowledge and advocacy

Council of Europe is supporting multi-sectoral col-laboration by conducting a gap analysis and base-line mapping in three countries, of which two have ratified the Lanzarote Convention.

Disrupting Harm established a strong multisectoral team, finalised research methodology and tools, and began mobilizing national stakeholders' engagement in 14 target countries. This includes a survey on chil-dren's digital experiences and online CSEA, which is part of the new research methodology to assess online CSEA and understand the overlaps with other forms of VAC.

Madagascar: UNICEF supported the generation of evidence on online CSEA.

UNICEF Headquarters: helped to put online CSEA on the global policy agenda, bringing the voices of children into key global deliberations on the topic, maintaining and brokering key partnerships, and providing technical support to field offices.

WHO conducted a global review of evidence on what works to address online VAC to help policymak-ers and practitioners choose effective interventions.

Industry engagement

Bosnia & Herzegovina: Consortium (EMMAUS, Save the Children, UNICEF) developed guidelines for socially responsible internet service providers.

Colombia: Fundación Renacer, Red PaPaz and UNICEF established a national notice and takedown procedure for removal of online CSAM hosted in Colombia.

The Philippines: Plan International is working with tech companies to tackle online CSEA.
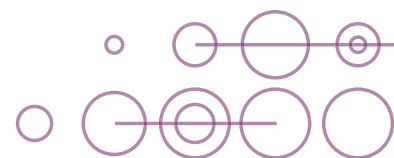
2. Common challenges and areas for improvement

Building on the positivity of so many accomplishments, the group moved to recognizing the equal importance and value of identifying challenges. More specifically, participants had the opportunity to gain better clarity on the areas that need attention and begin to discover other ways to address them.

A synthesis of the key challenges – all of which were identified by the grantees in their grant reports – was presented and participants workshopped around them. The challenges were grouped in three top-level categories:
- Stakeholder engagement;
- Awareness-raising, education and training; and,
- Project design and implementation capacity.

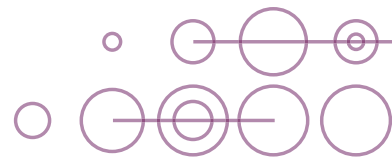| Stakeholder Engagement	Awareness, Education & Training	Project Design and Implementation Capacity
• Social norms & taboos • Lack of commitment & resources • Lack of stakeholder clarity role • Weak legislation, policy, enforcement • Limited capacity to respond	• Lack of data and evidence • Developing evidence-based materials • Coordination to address capacity gaps • Adapting training for different groups • Mentoring and follow up sustainability	• Finding qualified staff • Sourcing external expertise • Securing stakeholder commitment • Positioning OCSEA in national response • Political instability, natural disasters

While the challenges identified are not insignificant, they offer an essential yardstick for the Fund, and its donors and can actively inform future investment strategy and grant-making. More specifically, challenges are useful for the Fund because they help identify gaps, better understand progress, and improve monitoring and evaluation processes.

For example, having created a baseline of challenges in 2019, the Fund might consider revisiting this topic in the coming years to identify any areas where improvement has been noted and where causal factors can be identified. Similarly, it is extremely important for the grantees to discuss and learn from challenges together, as this will help them (i) identify and address pressing and unresolved areas; (ii) learn from each other's experiences and solutions; (iii) explore and identify what works and what doesn't; and, (iv) build common knowledge and improve measurement.

At the convening, the grantees demonstrated a visible openness and willingness to talk about the challenges and obstacles they have encountered during implementation of their project. In part, this is testament to the positive relationship that has developed between the grantees and the Fund thanks to the Fund's continued efforts to build a culture that values openness, learning and cooperation. This also reflects the positive engagement of the Fund's major donors and their desire to understand challenges tackled on the ground globally.

As a result, it is clearly sensible and important for the Fund to continue organizing webinars and connecting grantees to ensure cross-collaboration and knowledge exchange.

Best practices and solutions

Grantees were equally forthcoming with ideas about how to address challenges, both in their countries as well as together at regional and global level. Some challenges resonated with the group more than others. Examples are listed in the table below with solutions suggested by the grantees.

Challenges	Suggested approaches and solutions
Engagement and cooperation by government stakeholders can be hampered by multiple factors. For example, many countries suffer from political instability, weak enforcement of legislation and limited resources allocated to the issue as a result of the hidden nature of online CSEA and the sheer range of competing issues and government priorities.	• Government stakeholders must be involved from the start • Share good practices and use them as a backbone to overcome political change • Find hooks within the national strategy to ensure online CSEA is not overshadowed by other competing priorities • One individual or agency can become a champion for the issue • Keeping the media involved remains critical when faced with a 'hidden' issue (where no hard data or evidence are available) that has to compete with many other priority issues • Identify and share key messages and involve children at all stages
Knowledge, data, evidence generation, and common language and definitions were highlighted as crucial across the three top-level categories. Much of the criminality associated with online CSEA is hidden unless looked for, and even then, hard data tends to be limited. Moreover, tracking behavioral change is very difficult and takes time, meaning that proxy indicators may need to be accepted. More generally, the process of designing and implementing projects that tackle online CSEA can be hampered by a lack of coherent data, common language and definitions.	• Invest in data and evidence generation, as this is a crucial component to frame the issues and inform advocacy efforts • Further clarity and guidance are needed on the amount of data and evidence (anecdotally or through other means) needed to act on the issue • Research and data collection should be carried out by organisations with a clear mandate or experience to ensure quality standards and comparability • Further develop and bring greater clarity to existing definitions and guidelines, such as the Luxembourg Guidelines • Actors should be sharing and pooling data to build a global evidence base while protecting children's privacy
Technical expertise and capacity of key professionals across sectors is limited or lacking in most countries. Traditional child protection actors are familiar with work such as systems strengthening, however, it can be challenging to expect practitioners with no knowledge or expertise of online CSEA to pick up this topic as part of their normal work.	• Consider sourcing external expertise for new topics • It is vital to engage key agencies and professionals using messages and persistence until those messages take root (e.g. repeated child testimony is harmful to children) • Address the challenge of how to work with and address perpetrators within society • Build regional capacity to enable countries to work together
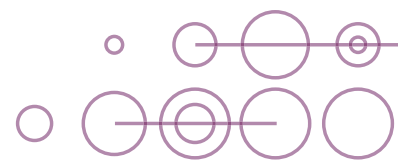
Challenges	Suggested approaches and solutions

Sustainability and contextual factors remain generally unresolved. In general, context was identified as crucial, particularly because contexts characterised by very limited resources and/or political instability make the search for sustainability and continuity very challenging.

- Be context-specific when responding to the realities in the country, as well as the level of interest and capacity to tackle the issue
- Faced with the pace of societal change and technology development and uptake, prevention work should focus on values rather than specific risks and harm
- There is value in integrating child online protection into the broader VAC prevention work. For instance, prevention programs should be integrated into the school curriculum, but this can be challenging in some contexts
- The gap between the knowledge of children and adults about the Internet and digital technology is evident everywhere and needs to be creatively addressed. The inclusion of child online protection into positive parenting programmes has shown positive results
- Be creative to reach vulnerable groups, such as out-of-school children
- Building sustainability and securing funding take time and require momentum. One option is to frame online CSEA within issues or indexes the government considers a priority (e.g. trafficking or cyber-crimes).

3. How to build cross-sector collaboration

Building on experiences from their project implementation, grantees workshopped around existing models and examples of good practices to design, build and sustain cross-sector collaborations. As a result, grantees gained a better grasp of the process and approaches to design and/or contribute to cross-sector collaboration in this field.


There was consensus on the fundamental principle of adopting a multisectoral approach and involving as many stakeholders as possible to tackle online CSEA and other forms of VAC, including children, caregivers and faith leaders.

"We need to think about how to strengthen collective action at all levels. There are many meetings, but collaboration could be much stronger. The key ingredients to strengthen collaboration across sectors are awareness, legislation, dialogue, capacity." Regina Jensdottir, Council of Europe

Best practices and solutions

- Ensure you have the **right decision-makers** in the room so resources can be channeled towards solutions. This can be especially challenging when the government says the crime is a low priority, often because it is not 'visible' and there is lack of hard data and evidence to track prevalence rates. In this case, consider how to frame online CSEA within the issues that are priorities for them, e.g. within a response to trafficking or cyber-crimes.

- Another way to **influence government leaders** is by invoking their regional and global 'image' and by demonstrating what other countries have achieved. It has also proved helpful to remind governments of their commitment to international instruments and mechanisms, such as the UN Convention on the Rights of the Child (CRC), as well as the good standing they would have by committing to further initiatives such as the WPGA Statement of Actions, End Violence Pathfinding process and other regional and international instruments like the Lanzarote Convention. All of this can help to advocate for the prioritisation of

online CSEA and guide the discussion.

- Advocating for and supporting **policy and legal reform**, as well as local implementation, is very important to provide the foundations for action. Investing in data and evidence generation to support these remains critical.

- It is equally important to ensure that service providers' respective **theories of change are complementary**. One way to address this would be to convene multiple stakeholders to compare theories of change, identify areas where there are conflict and synergy in their responses, and agree on a cross-sector roadmap informed by existing frameworks (e.g. Model of National Response).

- While cross-sector cooperation is necessary, **clear leadership from government and lines of responsibility** are also a must. One ministry should be responsible for a government's response to online CSEA and have the mandate and resources to lead on the agenda.
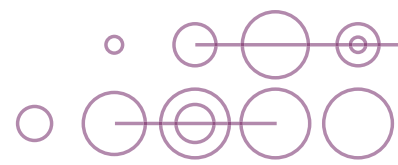
- **A child-centred approach** to rehabilitation and recovery remains essential. It is important to consider the question of whether, how and in what circumstances various actors can make decisions or compromises on behalf of child victims.

- **Education** is needed for professionals at all levels. *"Stakeholders will only start cooperating when they are aware of the issues. Transform community leaders into cyber safe facilitators."* Sheila Estabillo, Plan Philippines

- Engage **existing platforms**, such as a network of parliamentarians (local and regional), to share key messages and train them (e.g. develop an information package). Another option is to bring together a multisectoral group to provide a place for all involved to better understand the manifestations of the crime. Moreover, by bringing a multisectoral group together, actors from across sectors can clarify roles, responsibilities and expectations, increasing the group's collaborative effectiveness and improving the quality of an integrated response. It is equally important for both parents and children to be informed about the dangers online; one approach is to use religious institutions to engage with parents or to reach out to parents who are digitally competent on social media.

- The role and the **power of the media** to direct public discourse and information exchange is increasing and should be harnessed for positive purposes.

- Strategies should be fit for purpose and **political and socio-cultural sensitivities** should be considered, as these will affect participation in organised activities. Revisit projects' objectives along the way and recognise success at each step of the process, such as key populations' receptiveness toward the project, commitment signified by key leaders in the communities, and targetted audience attendance to orientation and trainings. These are counted as 'small wins' and a step toward achieving the project goal.
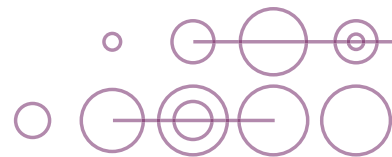
Key observations and lessons learned

- **Resistance from government stakeholders** to recognise that online CSEA is an issue in their country, often due to a lack of data to demonstate this. Generally, key actors tend either not to recognise the issue as important or to 'pass the ball' because government agencies have different mandates, goals, standards and accountability frameworks, and they operate by definition and department boundaries. There is also a general lack of trust and political will to cooperate that equally affect other sectors.

- This further limits government commitment to working with other sectors to tackle the issues. And where there is cooperation, challenges emerge from the **lack of strong lines of accountability for multi-sector collaborations**.

- Different sectors lack a **common understanding of the issues**, which is aggravated by the lack of clear definitions and technical capacity. At the level of the education system, for example, a key challenge relates to the clarity of the mandate and the capacity of teachers to respond to the issues.

Another example is the disconnnect between legislative and judiciary branches of government. For example, some prosecutors may pursue evidence in a way that risks retraumatising the child victim, while a child protection or health practitioner might prioritise a child's recovery and rehabilitation over multiple testimonies. As such, the two approaches come into conflict with each other.

- In many countries there is **limited or no capacity** for referral and coordination, which is aggravated by weak enforcement of laws and legislation. It is challenging to mainstream capacity across sectors, especially in contexts where child protection systems are not well functioning and, therefore, cannot be expected to respond in a specialised way to online issues.

- The **lack of public awareness** of online risks and dangers, including common misconceptions related to the nature of the crime (e.g. "No touch, no harm") is also a challenge.

Country experiences

Council of Europe 'dynamic triangle' to build multi-sector collaborations

Standard-setting
- Provision of a common framework (e.g. Lanzarote and Cybercrime Conventions)
- Collaborative obligations
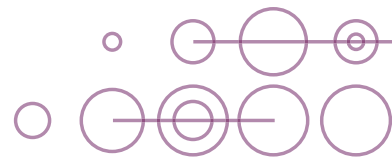- Practical guidance
- Intergovernmental processes

Monitoring
- Establish collaborative mechanisms (e.g. Lanzarote and Cybercrime Committee)
- Identify challenges and good practices in collaboration
- Peer-to-peer exchange

Technical cooperation
- Use holistic approaches: strengthen law, policy and practice
- Generate data and evidence across sectors
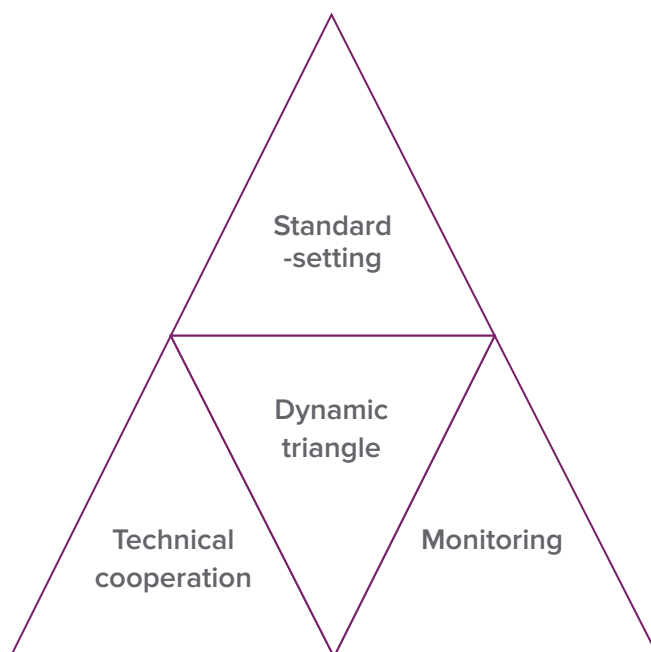
The Philippines: cyber safe spaces for children and youth

Community-based cross-sector collaborations between children, young people, parents, care givers, teachers, practitioners, faith representatives and industry actors to strengthen:

- The capacity of duty bearers so they can better protect children; and
- Safe online behaviour of children so that they can enjoy the benefits and opportunities of the Internet

Grantee: Plan UK working with Plan International in the Philippines
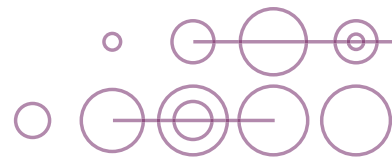
4. Child safeguarding

This session aimed to strengthen grantees' understanding of the importance of safeguarding across all aspects of their organisations. It also introduced grantees to currently available resources to enhance their own safeguarding practices and increased their ability to share such knowledge and resources with relevant stakeholders in their respective countries.

To support grantees' efforts, in 2019 End Violence developed a **safeguarding self-assessment checklist** based on 11 categories as per the diagram below. Grantees provided self-assessed declarations as to whether the policy or guidance stated is in place, in progress or not in place. The checklist is a way for organisations to identify whether they have a policy in place and to begin the journey of creating, updating, adapting it to meet the needs and circumstances of their organisations.

End Violence will use the individual assessments to build a progress chart to help grantees on their journey towards effective safeguarding culture and practice. Based on the feedback received, End Violence will provide webinars and other support to grantees as requested.

"End Violence is committed to supporting organisations' efforts to improve their safeguarding capacity and practice." Sarah Stevenson, End Violence Safeguarding Specialist
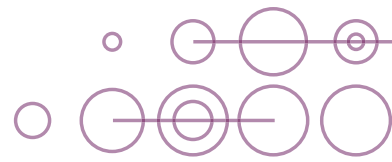
Key observations and lessons learned

- A safeguarding policy needs to be updated regularly and it must be high on an organisation's list of priorities. Safeguarding policies should be integrated into the programme cycle, clearly presented as a cross-cutting issue, and remain a standing item on management meeting agendas.

- There needs to be evidence of the safeguarding policy being implemented, not only for staff but also for contractors engaged in the project. Robust monitoring is also needed to track safeguarding policies and child protection issues as they arise. Staff need to know what the safeguarding policy implies, and for this, comprehensive training is required. At a minimum, all staff should receive induction training, be aware of appropriate reporting mechanisms, and understand that no one is exempt from responsibility.

- A common problem is that reporters are afraid of sanctions and negative outcomes of reporting, so a whistleblowing policy is important, as well as a transparent, accountable and effective process to handle reports in an appropriate way. It is also important to note that survivors are among the workforce and organisations need to consider the best way to support them.

- The transition from an organisation without a strong safeguarding policy to one with a policy can be challenging and it requires the nurturing of a safeguarding culture. Senior managers have a key role to play in championing the issue and leading by example for the organisation. It is also important to identify and engage people within the organisation, and senior leadership needs to communicate a clear message that the policy is not tokenistic and lead the way in building a culture of compliance.

Country example

Vietnam, ChildFund

Child safeguarding is an ongoing narrative and a firm part of the culture of the organisation. This aims to ensure a 'do no harm' principle across the organisation. The safeguarding policy is integrated at all levels and reaches beyond just the programme teams but also the human resources and communications teams, with the aim of helping all staff understand how to notice and act upon child safeguarding concerns.

What does an effective safeguarding culture look like?

"Having a safeguarding policy 'in place' is in fact part of a long continuum and that it is an ongoing conversation to ensure the policy is alive and being updated." **Mary Healy**, Investors Forum

Adapted from the Bond Working Group: Organisational Culture.

1. Policies and processes

- A robust and effective policy exists, is a key part of induction and is **lived** day-to-day, with supporting processes in place and used
- Policy is well **integrated** - staff **proactively** refer & adhere to policy & processes which **guide** behaviour and actions
- Relevant organisational policies have safeguarding as an integrated element and are actively considered by all those who have safeguarding integrated into their role & functions
- Processes are sensitive to gender and power imbalances, **inclusive** and explicitly ensure that the perspectives of those most at risk are addressed. Staff are able and willing to challenge when that is not achieved
- There is **rigour** amongst all staff in adhering to and upholding policies & processes

  Demonstrable contextualised, localised and effective approaches to **embedding** core, consistent safeguarding standards

2. Reporting

- Staff **routinely** report issues, including lower-level concerns
- Staff report because it is the right thing to do and are **confident** about the response
- There is **diversity** in reporting mechanisms making it accessible to all groups
- Reports relate to incidents of possible abuse and to **concerns** about behaviour
- Reports are actively encouraged and received from marginalised groups and the organisation routinely **reflects** on patterns, trends and how to improve
- Clear guidelines and process to prevent and address gossip & retaliation.
- Senior leaders are **open** to receiving feedback about all sorts of issues; and never penalise those who ask difficult questions; but instead demonstrate accountability
- Focal points & line managers are equipped to **respond** to reports

3. Safer programming

- Safeguarding is **integral** to all stages of the programme cycle; managers actively check how safeguarding has been considered & addressed
- **Consistent** safeguarding standards are upheld and teams resist pressure to cut corners on safeguarding (e.g. in rapidly moving emergency response)
- Leadership will only approve new projects/initiatives if they are **assured** that the programme ensures safeguarding is a compliance issue and risks are fully assessed
- All staff, volunteers are **empowered and support** to challenge poor safeguarding practice; and their concerns are addressed
- There is a consistent process to assess partner & programme compliance, ensuring there is staff capacity supported by ongoing mentoring and training
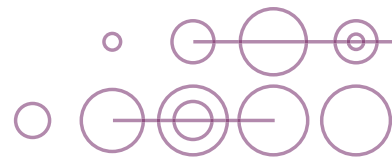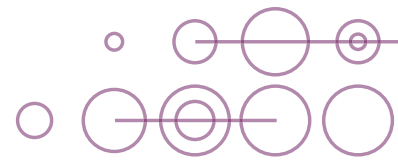
4. Survivor-centred approach

o Leaders demonstrate doing the **right thing for survivors** by placing them at the heart of their response, even above the interests of the organisation (e.g. risk to fundraising) & ensure there is a strong track record of support

o Organisational reporting processes **prioritise** the wellbeing of survivors

o Survivors are consulted and involved in determining the response to their issues

o Staff undertaking investigations receive gender based violence specific training

o Financial & other (e.g. PEP, counselling) **resources** are allocated to survivor care and investigations are properly resourced

o Confidentiality in knowledge of, storage and access to sensitive information is routinely followed and monitored

o Survivors report that the organisation is a **safe place** for the employment of survivors

5. Organisational awareness

o Regular open discussion and ongoing **dialogue** is evident, especially with communities

o CEO & Senior leadership lead from thefront, talking about safeguarding and promoting corporate responsibility

o They are visibly **engaged with safeguarding** learning opportunities

o The **relevance** of safeguarding training is clear to all, there is active discussion of vulnerability and a commitment to addressing it

o Leaders **model commitment** to learning and development about safeguarding

o Good quality and accessible information, training and learning opportunities are available for all staff. Regular checks on awareness and compliance

o Senior leaders regularly **share insights** around safeguarding that bring the issues to life in a meaningful way for staff

5. Online CSEA in the context of the wider VAC agenda

A panel of grantee representatives shared their views, experiences and examples of optimal ways to integrate 'online' into the wider VAC agenda and programs. This led to an active discussion and exchange of ideas and experiences between grantees.

"We aimed to create a safe space to share, learn and reflect on the interlinkages and overlaps between new forms of child abuse facilitated by technologies and more traditional forms of violence against children." **Serena Tommasino**, End Violence Technical Specialist

Panelists:
Berit Kieselbach, World Health Organisation
Carolina Piñeros, Red PaPaz Colombia
Daniel Kardefelt Winther, UNICEF Office of Research
Faith Manyala, UNICEF Kenya
Tink Palmer, Marie Collins Foundation
Facilitator: Serena Tommasino, End Violence Fund

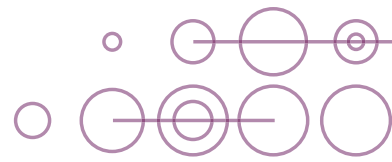## Key observations and lessons learned

Knowledge and instruments are inadequate

- **More data and evidence** are needed to better understand the linkages and overlaps between child online CSEA and other forms of violence against children, and to identify the drivers of violence and key vulnerabilities specific to online CSEA.
- **Common terminology and definitions** to address violence in all areas and contexts of children›s lives are extremely important and need to be better articulated.
- **There is a strong need for attention to and conversation about offenders** and those perpetrating online CSEA, which includes children themselves. There is a high risk of criminalisation of young people who produce and share self-generated sexual material.
- **Child rights instruments**, such as the UN CRC, do not fully protect children from violence facilitated by digital technology, as they do not menion the digital space as of yet. It remains crucial for child rights agreed in the offline world to be transposed and implemented in the online world.
- **Existing evidence-based frameworks** designed to tackle traditional forms of violence against children (e.g. INSPIRE Strategies) can be used or adapted to prevent emerging forms of violence mediated by technology.

There are strong linkages between contact and online abuse

- **There is a strong link between 'contact abuse' (or offline abuse) and online abuse**. For instance, child sexual abuse material (CSAM) is a depiction of an offline crime that involves a real victim, and a large percentage of this type of abuse occurs in the home. Addressing internet-enabled crimes against children requires the acknowledgment of this reality, and steering the conversation away from ‹online› to consider the best tools to deal with the offence committed against the child. In this sense, the issue needs to viewed not merely in terms of CSAM and the online manifestation of abuse, but also in terms of the act of the abuse itself. This also requires us to rethink our approach to prevention.
- An assessment of the global evidence on different forms of online violence conducted by WHO shows **significant overlaps between online and other forms of VAC**. For example, 40% of children experiencing bullying have also been bullied online. These and other overlaps are not necessarily addressed in the global response at present. There is therefore a strong argument for integrating the response to online issues into existing mechanisms to address violence in general, something that will also helping the child protection community maximise scarce resources.
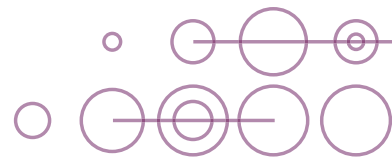
- **Crimes against children committed online cannot be treated in isolation from their physical world manifesations**. Child protection systems need to be built or strenghtened to address all forms of violence against children. For instance, professional assessments of child victims need to adopt an integrated approach that considers online and offline manifestations and impact, since the two are intricately linked. There are already robust models for dealing with sexual violence; it is important not to seek new models but to use pre-existing and evidence-based models, such as the INSPIRE Seven Strategies and others. Greater capacity, better communication and specific tools are needed to address the challenges of 'online' violence in the overall context of the VAC agenda. To avoid siloing the issues, knowledge of online CSEA needs to be integrated in the social welfare, justice system and education programmes. It is also important to embrace the fact that the digital world is changing in multiple ways, as are the tools and venues availble to tackle violence against children.
- Prevention and response are similar for online and other forms of violence. Though variations can be found in education and child victim support programmes, the **most significant differences are found on the investigation and prosecution side**. Careful sequencing of the response to online violence within child protection systems remains critical. This requires a modified response, engagement of a wider range of stakeholders, and different tools for each actor. For example, law enforcement agencies investigating online CSEA need to use tools for digital evidence collection.[5]
- Child online protection is sometimes tackled using an issue-based approach, but the challenge is that **many countries do not have a well-functioning child protection system**, so they cannot be expected to respond in a specialised way to 'online' issues. Specialised knowledge and skills, both for online CSEA and other forms of VAC, need to be universal and integrated by default to ensure that all professionals understand and are able to address all crimes against children within the national child protection system.
- **Industry actors have a great role to play**, but accountability frameworks and domains of responsibility can be unclear. It is important to consider which forms of child abuse we expect technology companies to deal with. There is an argument to be made that the wholesale demand made on industry to do more may be misleading. For example, the industry role and responsibility in relation to CSAM is not the same as that in relation to cyberbullying. A nuanced and differentiated enagement with the industry on distinct issues could be considered.

Country experiences

- In **Mexico**, the Oficina de Defensoría de Los Derechos de la Infancia (ODI) found that in relation to criminal investigation, there is often greater risk than benefit in making a distinction between online and offline, because in most cases the type of abuse is unknown at the start of the investigation. The challenge is to work out how to universalise the specialised skills needed to respond to both online and offline cases.
- It can be helpful to steer the conversation away from 'online' and identify the best available tools to prosecute the offence committed against the child. For instance, the International Justice Mission (IJM) uses trafficking legislations because in the **Philippines**, the sentences are higher for this crime. On the demand side in relation to online sex offenders, IJM looks at the strongest legal avenues to go after abusers because charges of CSAM possession are not strong enough, and production charges need to be made.
- In many countries there is limited capacity to deal with sexual abuse overall, let alone offences committed online. This is why UNICEF **Namibia** refocused the 'online' project to strenghten the child protection system more broadly before they could focus on the online dimension.

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[5] Digital evidence is any information stored in digital devices that can be used in courts. Conventional examples are files stored in a computer or mobile device, such as e-mails, images, and internet browser histories. Law enforcement uses digital forensics software and hardware interchangeably. Most products available to law enforcement, whether open source or commercial, concentrate on computer and mobile device forensics.
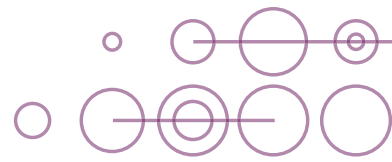
- In **Kenya**, the response and prevention mechanisms for online and other forms of violence are integrated. The capacity of the Anti-human Trafficking Child Protection Unit (AHTCPU) is increasing, but the required knowledge and skills are not yet distributed across the country and challenges remain. As a result, when reports are made in local areas, the police are not able to address them effectively, which creates further risk for child victims. An additional challenge is that the national child helpline records child abuse differently from the AHTCPU, which prevents effective handling of referrals from the helpline to law enforcement.

Box 1: Self-generation of CSAM increases the risk of criminalisation of young people

- In 2019, 30% of CSAM processed by the Internet Watch Foundation (IWF) was self-generated sexual material. Among the children and young people producing these images, some have specific vulnerabilities and are being groomed or victimised in other ways. The IWF designed a campaign called 'Report, Remove' to enable young people to self-refer content that is legally CSAM even if the content is of themselves and produced consensually. Verifying the age of the young person remains a significant challenge, but it is crucial that they feel empowered to take action.

- According to the Marie Collins Foundation, there are ongoing attempts in the UK to change the age of criminal responsibility to ensure children's online behaviors are not criminalised but understood in the context of healthy or unhealthy child development. This is aggravated by the fact that it is challenging to determine what constitutes ‹normal› behavior as this changes over time.

- The Lanzarote Committee conducted a survey on self-generated sexual images with 42 Council of Europe member states; the results will be published in 2020. The Committee's view is that the private exchange of these images is not problematic if it is consensual and part of healthy sexual development. It becomes problematic when that material is shared further. Education and life skills programmes integrated in the school curriculum can partially address the issue, but adequate resources and political will are needed.

6. The power of parents, schools and communities

Participants shared and discussed best practices to meaningfully engage and empower parents, schools and communities. This included a gallery walk structured around key challenges and solutions, which are summarised here.

Best practices and solutions

How do you consult key stakeholders (including children) in the design process of activities targeting parents, schools and communities?

- **Use data and evidence**, as well as individual and collective consultation processes, to understand the issues and shape activities accordingly. Example: case studies, victim statements, etc.

- **Engage key stakeholders** from the conceptual stage and involve them in the design and monitoring process. Example: organise project design workshops and establish a collaborative space to stimulate consultations and conversations around the topic.

- **Empower children** to voice their opinions and offer ideas about what needs to happen from beginning to end; ensure their voices are genuinely heard and that interactions are free from judgement and criticism. Example: establish child rights clubs and fora in schools that can identify issues, provide suggestions and inform activities.

- **Consult parents and teachers** to identify needs, then develop tools and materials to be tested with key stakeholders. Example: focus group discussions in randomly selected schools, parent-teacher association meetings and youth panels, and social media surveys.

- **Incorporate the issue into national planning and priorities**. Example: establish a technical working group to guide the process, ensure joint identification of key issues and input from all necessary parties, make key recommendations, etc.

How do you ensure that initiatives focusing on schools, parents and communities are well targeted to the audience and are sustainable?

- Ensure that needs assessments and gap analyses are **well informed** by the target audience and a wide range of stakeholders.

- **Be clear on your goal**, select your target groups and identify the most appropriate platforms to reach them. Use these platforms to raise the issues as much as possible.

- **Ensure that initiatives are integrated into broader public policies and systems** by including the topic in existing frameworks, strategies and plans. Example: targeted education and training should be integrated into the school curricula using participatory methodologies such as drama and music.

- **Initiatives should be simple but powerful and evidence-based**. Example: use human-centered design to assess the issues in the specific community.

- **Use a multisectoral approach** that combines traditional and innovative approaches and involves local NGOs, communities, government and industry.

- **Initiatives should build upon existing platforms and structures** within schools, parenting groups and communities with materials and tools adapted to the language of the audience.

- **Build capacity** within the education sector and among parents and schools, and work with audiences to maintain momentum.

- **Develop child-friendly resources** and a step-by-step guide for parents and teachers to empower them to be enablers and change-makers.
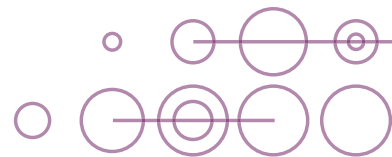
How do you overcome socio-cultural barriers and gender barriers? What were the key barriers to implementation of these activities and how did the team re-adjust?

- Involve local partners during the planning and design phase of an activity or project, ensure ongoing communication throughout, and adapt materials to the local language and socio-cultural context.
- Talk to parents, educators and children to identify real and perceived barriers, and research and identify the underlying causes of sexual abuse to address its manifestation in society.
- Barriers include socio-cultural norms and religious beliefs, as well as a general lack of understanding about children's sexual and reproductive rights. This can be accomplished through awareness-raising and advocacy, and by identifying a 'champion' community influencer or leader within a stakeholder group who can promote change internally.
- Ensure a gender-balanced approach via developing gender-sensitive indicators, pedagogical resources and engagement strategies. Example: girls educating girls, engaging both mothers and fathers and addressing the role of fathers in childcare and child protection. Donors can request gender mainstreaming and gender-sensitive indicators for funded projects.
- Address barriers to accessibility by integrating sign language and braille, and by addressing the needs of people with disabilities in other ways.
- Promote digital activism and work with the media, including through public service announcements and with tech companies through their Corporate Social Responsibility programmes.
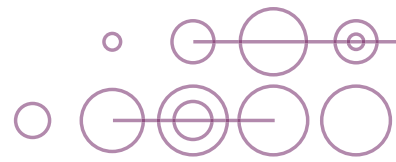
What are the best practices to foster dialogue between parents, teachers and children on issues related to online CSEA?

- Consult relevant groups at the planning stage, such as through fora with key stakeholders and local NGOs to enhance their capacity to lead, facilitate and 'champion' the process, and develop toolkits that will guide dialogue, including sector-specific discussions to identify areas of commonality.
- Educate parents and children so there is common understanding and greater confidence in discussing the issues, identifying and distinguishing between perceived and actual concerns, and challenging social norms that, for instance, dictate that children must strictly do what adults say.
- Use peer-to-peer and child-to-parent educational strategies to share knowledge and initiate the conversation on online CSEA between parents and children (example: with curiosity about the apps they use, what they talk about, etc.) as a way to normalise online activities.
- Support parents to develop their communication skills with children on online dangers, along with a broader range of issues such as positive discipline, e-parenting practices and relationships.
- Ensure genuine child participation, engage young people to facilitate dialogue on the issue, and focus on support rather than monitoring or policing young people's behavior.
- Schools must be open to participation and working closely with the community. They should promote safe and collaborative conversations about the topic as part of normal school activity.

What are best practices to evaluate the impact of activities targeting children, parents and communities?
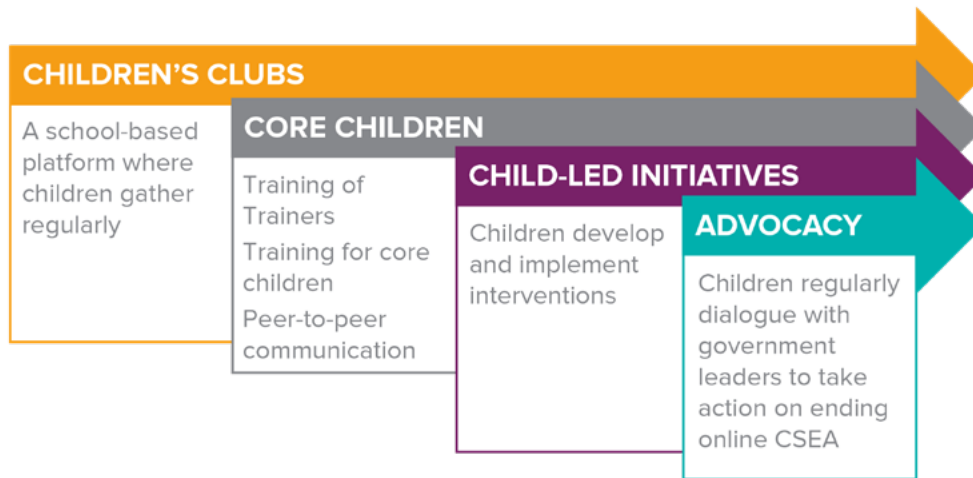
- Build a comprehensive and budgeted monitoring and evaluation system in the programme design. Example: conduct outcome mapping, establish indicators, set up monitoring process.
- At the project level, ensure baseline, mid-term and endline evaluation, including through Knowledge, Attitudes and Practices (KAP) surveys. At the activity level, conduct pre-and post-activity tests to measure changes in skills and behavior.
- Collect human-interest stories and stories of change as a measure of positive outcomes.
- Use the Communication for Development and behavioural change models.
- Use web-based monitoring tools and data collection mechanisms as well as public fora and discussions to evaluate impact.
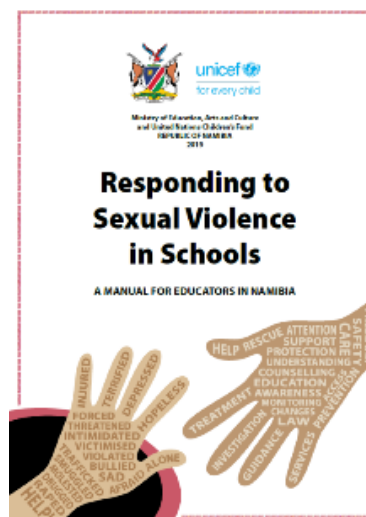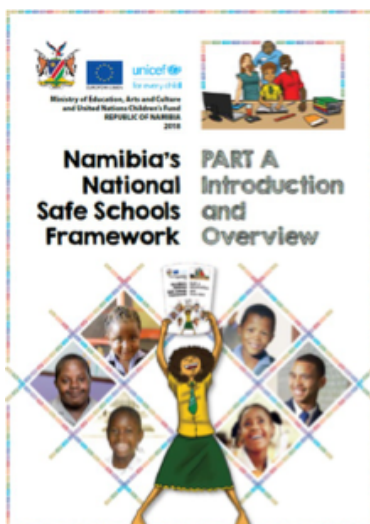
Country experiences
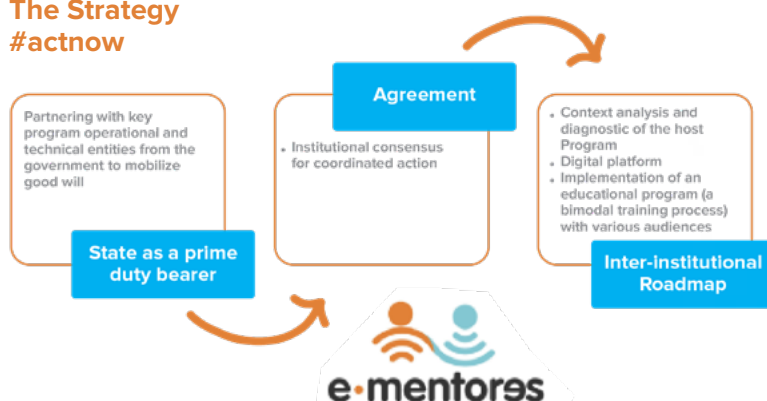
Vietnam, World Vision International

CHILDREN'S CLUBS
A school-based platform where children gather regularly

CORE CHILDREN
Training of Trainers
Training for core children
Peer-to-peer communication

CHILD-LED INITIATIVES
Children develop and implement interventions

ADVOCACY
Children regularly dialogue with government leaders to take action on ending online CSEA

Namibia, UNICEF

Costa Rica, Paniamor Foundation

The Strategy #actnow

Partnering with key program operational and technical entities from the government to mobilize good will

State as a prime duty bearer

Agreement
. Institutional consensus for coordinated action

. Context analysis and diagnostic of the host Program
. Digital platform
. Implementation of an educational program (a bimodal training process) with various audiences

Inter-institutional Roadmap

www.ementores.org

Digital platform to provide program operators and families with access to resources developed with the expert advice of ECPAT International, and in consultation with local stakeholders
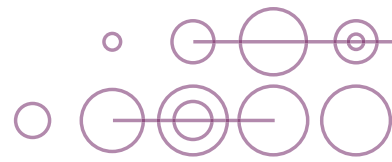
7. Technology solutions and innovative practices

Panelists:
Blake Barrett, LiveME
Brooke Istook, Thorn
Guillermo Galarza, ICMEC
Hisham Mundol, CIFF
Laurent Felgerolles, INTERPOL
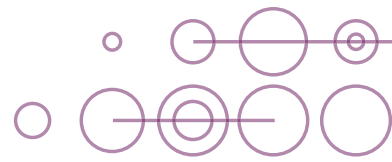**Facilitator:** Marija Manojlovic, End Violence

With an introductory keynote by Nicholas Thompson, Editor in Chief of WIRED Magazine, the session explored global technology-related trends that have an impact on children's safety online, including the key challenges, emerging threats and opportunities to respond to online CSEA. During the session the panellists pointed out the difficult choices we are facing and some of the existing and emerging solutions in different areas and form different perspectives, such as law enforcement, industry, CSOs, donors, and others. This session was organised in collaboration with the Investors Forum.

Key observations and lessons learned

- **Technology is critical for the work of law enforcement to analyse, categorise and share data in relation to online CSEA.** Law enforcement faces huge challenges to conduct investigations because of the large number of data sources that relate to the crimes and the international nature of the investigations needed. An additional challenge is the volume of data (i.e. the number of items being seized, as well as the size of the data), notably due to an exponential increase of videos in recent years. Tools currently used by INTERPOL include the International Child Sexual Exploitation Database (ICSE DB) and the use of Artificial Intelligence to analyse content, including previously unseen CSAM. Moreover, INTERPOL is working on tools to conduct language and text analysis, and is planning to work more on chat analysis to detect live streaming of CSEA.

- **'Safety tech' is expensive and often, companies do not have access to the knowledge and tools they need to address the problem.**[6] Of the 45 million reports sent to the National Center for Missing & Exploited Children (NCMEC) from Electronic Service Providers (ESPs) in 2018, 98% were from just 12 companies. The challenges for small and medium-sized companies include lack of knowledge about the problem or the degree to which the content is spreading and may be affecting their business. This is why Thorn built Safer as a plug-and-play content moderation solution for companies. Another challenge is also that once a company is aware of the problem, they need the political will to be proactive about addressing it, which ultimately comes down to the legal and regulatory environment under which they operate. However, regulatory and accountability frameworks are not clear or well-developed as yet, which makes things legally complicated. In the US, for instance, companies are not required to look for what they are not made aware of.

"In most countries there would be a price to pay if a shopkeeper sells alcohol to a child, but if we contrast this with the situation of CSAM it becomes clear that we need to shift the responsibility."
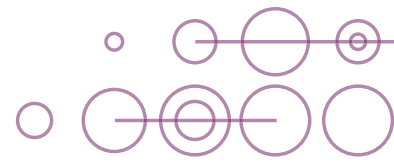Hisham Mundol, CIFF

- **The encryption debate is shining a light on the required balance between protection and privacy.** It provides an opportunity to discuss how to ensure children's rights in digital environments, and could potentially lead to new standards that will hold companies accountable. Encrypted services are inevitable, but tech solutions are needed to ensure that CSAM is not channeled through them. There are technology solutions that can be explored, such as client-side solutions, but the technology is not yet there and this should be a focus of innovation. To explore this further, technical investments from companies are needed. *"The main challenge for ICT companies is to strike a careful balance between children's protection and the promotion of their digital citizenship."* Anjan Bose, UNICEF

- **Children's privacy needs to be protected**, and in fact, many companies are already doing this through the use of encryption. At the same time, encryption does now allow existing tools – like PhotoDNA – to detect CSAM. As such, key actors need to figure out a way to secure the privacy of children while continuing to protect them. There is an opportunity to highlight what is and is not being addressed on plaforms that are

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[6] Safer is currently in beta and has three main customers. It leverages global hash sets to monitor uploads to the platform and flags this for the company. At present, it is only for US companies because the reporting module feeds into NCMEC, but Thorn is keen to make it accessible to companies in other locations and to continue to lower the barriers for small and medium-sized enterprises.

encrypted rather than focusing solely on what we would lose with companies like Facebook encrypting its Messenger app. *"Victims have no privacy when their images are shared. We need to think about whose data that really is, and this requires flipping the conversation on its head."* John Tanagho, IJM

- **A global hash collaboration or database could be an avenue for collective action and a way to speak with one voice.** This would require combining existing knowledge and linking it with technology. This may not result in a global database of hashes, but it could connect the different hash sets, helping countries across the globe align their hash databases and criteria. That being said, there are policy, data cleanliness and trust issues to counter in this process: countries without a national repository of images should address this gap so that eventually all the different pieces of the puzzle can be joined.

- **Build confidence around what is possible**, not by inventing anything new but by implementing the simplest possible component from an existing framework such as the Model National Response. Understanding the threat is critical before being able to find proper solutions, invest more on advocacy and media to spread awareness, and break the taboos and build familiarity with the response needed.

- **Actors need to stop speaking with individual voices and start to be more assertive and collective about a common ask.** For instance, if national stakeholders got together and began speaking with a collective voice, tech companies would start listening because they want to expand in those national markets.

"Think about the childproof cap on bottles; this did not happen overnight but was the result of problems and failures and organisations coming together. We need to think about building on design flaws." Hisham Mundol, CIFF

What do you think the 'unified message' should be?

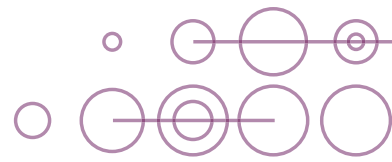*Children have right to privacy and protection -* Hisham Mundol, CIFF

Companies need to ensure privacy while also protecting children - Guillermo Galarza, ICMEC

Nobody can solve this problem alone - Laurent Felgerolles, INTERPOL

Industry actors need to get better at identifying and reporting - Blake Barrett, LiveME

We can eliminate CSAM from the Internet, so let's teach companies how to do it and ensure that governments and CSOs can support them through the process - Brooke Istook, Thorn

Box 2: How a donor makes decisions about investments and balance risks with innovation?

During the panel discussion, Hisham Mundol was asked how the Children's Investment Fund Foundation (CIFF) makes decisions and balances risks with innovation. He explained that CIFF focuses on the toughest challenges facing children and seeks to identify what can make a difference to the lives of the most vulnerable children. For CIFF, one of the fundamental issues is the impunity that allows violence against children to continue in our societies. The second lens used is the combination of partners with the solution. Nobody has all the solutions, and it will never be only one solution to dictate an investment decision; rather, it must be the context in which a particular solution is embedded. A further lens is the involvement of governments, which is difficult but essential; otherwise a solution cannot be scaled. In terms of innovation, investment decisions and innovation are not mutually exclusive; unless you take a risk, you could have a portfolio of initiatives that delivers nothing. Because of this, CIFF felt that taking bets can be worthwhile – if they are properly costed, thought out and make sense.

Box 3: ICMEC collaboration with industry actors

In 2003, ICMEC launched a one-year training programme that, as of 2019, continues to be implemented. The organisation works in partnership with law enforcement; many of the tools they use are also developed by law enforcement (e.g. peer-to-peer monitoring tools used by law enforcement to identify and remove child abuse material). ICMEC also partners with companies such as Microsoft and Griffeye to provide case management tools to police forces, and with companies that develop and provide access to forensic tools to help law enforcement make dramatic time savings for reporting and removal of CSAM. As the nature of online CSEA and technology is dynamic and fast-changing, ICMEC also works with new companies to better support capacity at the national level with new adapted tools.

Box 4: LiveME experience with grooming

LiveME had issues with grooming on its platform but did not know how to handle it or keep children safe – particularly because moderation of live-streamed content is extremely difficult. The company adopted cutting edge Artificial Intelligence to identify the age of the users, but soon recognised that the technology is only as good as the dataset it learns from, and the problem was not being effectively solved. Therefore, the company raised its age limit to 18 years old, which is unusual for a social media application and a difficult decision from a business point of view. Even so, the age restriction was hard to enforce.

To combat these issues, LiveME is now using various tools to verify the age of its users, including a facial scanning tool with 60-70% accuracy. If users are recognised as underage, they are asked to provide an ID while the account is suspended and checked by a moderator. The company also has a safety advocate programme with vetted members globally, along with a data retention policy to allow data to be resurfaced if needed for an investigation.
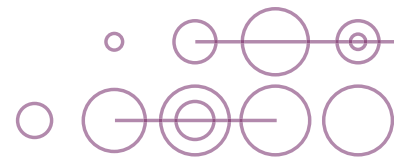
The company does not present this approach as a silver bullet, but rather, as a stop gap for action. LiveME would like to see more players recognise online child sexual exploitation as a problem and come together to find solutions. Technology such as Microsoft's PhotoDNA has been essential for companies working in this space, but PhotoDNA was designed for static images and is not applicable for live streaming. The text analysis tool launched by Microsoft in 2020 promises to help bridge the gap in technological response to grooming.
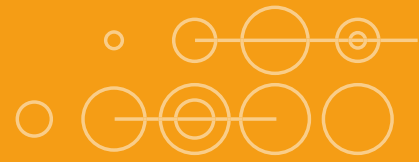
Build capacity to make progress on challenging issues

How to engage industry actors

With thanks to Jenny Jones, Director Public Policy at GSMA and to Milka Pietikainen and Annette Fergusson, Threefold Sustainability.

This was a working session where grantees worked – individually and in groups – on how to engage industry actors with their work and how organisations can identify and engage with the right partners. Prior to the convening, grantees were invited to participate in a **pre-event webinar** and **pre-read materials** were provided with examples of different types of collaboration models with industry actors and two case studies of existing partnerships (see below). Following the webinar, grantees were also asked to carry out **pre-work** to: (1) define more specifically what they want and need from industry actors; and, (2) identify and do research on one potential target company in their country.

The pre-event webinar provided an overview of the following:

- ICT sector ecosystem
- How companies are organised internally
- The drivers for grantees to engage with companies: what can companies offer?
- What motivates companies to engage?
- Tips for finding the right partners

The ICT sector ecosystem

These are increasingly few boundaries between different 'players' in the ICT sector as the sector continues to converge.

- o Telecommunications services including providers of fixed and mobile telecommunications services (date and voice) and ISPs
- o Hosting provider including website hosting, servers, and additional features like security
- o Internet services and platforms including things like search, social networking, cloud computing, video sharing platforms and many more

These are also telecommunications equipment providers, device manufacturers and software providers.

Box 5: Finding common ground and building relationships with industry actors

There are many ways organisations can have converging interests with private sector players. Fighting online CSEA is clearly a vested interest for ICT companies, particularly those who provide connectivity to the Internet, and those who host and provide Internet services. No company wants to be singled out for their service being misused to distribute or store CSEA materials or for failing to do enough to protect their vulnerable users from inappropriate contact and grooming. Companies often want to go beyond meeting their legal obligations and protect and build their reputation with a wide range of stakeholders, including their customers and users, regulators, investors and internally with employees.
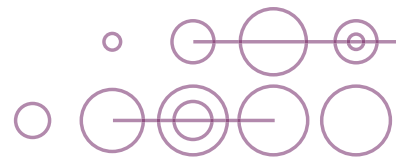

Regional and country experiences

East Asia and the Pacific: In 2018-2019, five multi-stakeholder roundtables were convened to share promising industry practices to address online CSEA. These were organised by UNICEF East Asia and Pacific Regional Office with financial support from the End Violence Fund. Attendance was secured from leading private sector companies such as Google, Facebook, Microsoft, Telenor, Ericsson, MobiCom (Mongolia) Mobifone+ (Vietnam), Globe Telecom (The Philippines), True (Thailand), GSMA and civil society partners, including INHOPE, ECPAT International and CHI.

Latin America and the Caribbean: In 2015, UNICEF Regional Office, Private Fundraising and Partnerships (PFP) and partners (GSMA) facilitated national workshops in Bolivia, Costa Rica, Ecuador, El Salvador, Guatemala and Paraguay to disseminate the ITU and UNICEF Guidelines for Industry and initiate a first point of engagement with national stakeholders.

Peru: As part of the project supported by the End Violence Fund, in 2018 CHS Alternativo entered into a partnership with Telefónica, the largest Internet, cable and phone service provider in Peru with 14.4 million customers, including more than eight million Movistar mobile users. The relationship was initiated through Telefónica's Corporate Social Responsibility Department via the Director of Institutional Relations, Communication and Corporate Sustainability and Telefónica›s vendor RESPONDE specializing in marketing.

#EnInternet
NavegoFresh

Curso virtual

Redes
Seguras
APP

With this app learn how to configure
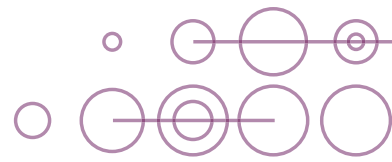your social media safely for you and
your children.

Several activities were achieved thanks to this fruitful partnership:

- **A virtual course** on child online safety was developed by Telefónica with CHS Alternativo's technical support. This course is now available on Telefónica's website for open access, and the company is tracking the number of people who enroll and successfully complete the course. The Ministry of Education agreed to include access to this virtual course through the Ministry's official website.

- **A booklet** on Internet safety was created by CHS Alternativo and distributed by Telefónica in all of its 300+ mobile sales centres. The aim is to raise Telefónica's customers' awareness of online safety and the risks associated with online CSEA.

- **An interactive game** on online CSEA developed by Telefónica with CHS Alternativo's technical support so that its customers can play it while waiting for their turns at Telefonica's stores.

Building on the success with Telefónica, CHS Alternativo partnered with Econocable, another Internet and cable service provider that works in remote areas with low-income populations not reached by Telefónica. Econocable distributed 300,000 flyers containing information about safe configuration of social media settings; they will also be showing CHS's prevention videos in their sales offices and through their cable channels. Econocable is also sharing paper flyers on online CSEA to their 145,000 customers.

Industry collaboration models

Expert panels and committees: Companies are increasingly forming external advisory groups to advise them on specific issues. This is a way to influence company practices but also to start forming relationships for other types of collaboration.

Legal and regulatory advocacy: Companies benefit from clear and up-to-date legal frameworks. Different parts of the ICT ecosystem are impacted by existing, evolving and new regulations and can be effective partners in advocacy. They may have good connections and access and have an interest in fostering relationships with regulatory entities. Companies can also support or lead the organisation of events.

In-kind support and volunteering: In-kind support can vary from free calls, Internet connectivity and devices to making company premises available for events or conferences. In-kind support can also be via secondments or by offering pro bono employee expertise, whether technical, legal, PR, or financial.

Foundations: Many companies have separate charitable foundations dedicated to managing their donations and social investments. Some foundations may be focused on specific issues and may have calls for proposals to receive funding.

Responsible business practices: Companies are becoming more willing to collaborate closely where both parties share their expertise for mutual benefit. Engaging with companies in this way will improve your understanding of the practical challenges of implementing solutions, and the companies will gain understanding of the issues and their leverage to influence and improve practices within their value chain.

Innovation funds: In addition to foundations, many companies are creating innovation funds to support technical innovation with a social impact.

Marketing: There are different ways companies can promote the work of your organisation, by linking to your website from theirs, distributing your materials on their websites or in stores, or promoting your activities via their communication channels.

Training: Many companies offer training to their staff or support educational initiatives for parents and children. They often look for expert organisations to help develop and deliver the content. For example, companies in the travel and tourism industry often train their staff to recognise victims of trafficking and sex tourism, while the ICT industry traditionally focuses on providing trainings on online safety and building resilience in schools.
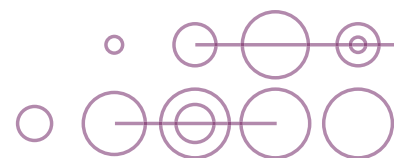
Measuring and communicating results, and designing the future

"*We need to move away from the 'train and hope' mentality that all available evidence shows to be ineffective."* **Jacquie Brown**, Families Foundation

Grantees discussed and workshopped the best ways to measure and communicate results from projects, including how to identify and communicate stories and solutions from the field to inform key audiences and support advocacy efforts. The concept of exploring planning and communication to support sustainability was also introduced via a sustainability matrix.

This participatory session focused on pragmatic and usable methodologies that can be applied in many contexts. The first exercise was to identify grantees' "project profile," which included the core components of their projects, the key activities and processes, and the expected outputs and outcomes. This is important as clarity about what is being done is an essential precursor to measuring success and impact. Grantees then explored the development of clear and simple indicators for the work they are planning or already doing, as well as methods through which they can measure the indicators and how to communicate them to various audiences.

Effectively communicating results can contribute to the securing of ongoing funding, as well as continuing commitment by governmental, external or internal agencies. Effective communication can also sustain existing practices and changes that have been implemented.

"It is crucial to know why you are collecting the data and information you are collecting; you need to be clear about what you and others want to know, as well as what you are measuring, for whom, and why you need to measure it. And you need to be able to adapt to different audiences and understand the message each audience wants to know - this informs the data you will collect for this purpose."
Jacquie Brown, Families Foundation

On the last session of the convening, "Co-designing the Future," each grantee reflected on how to address their identified challenges and what needs to be done to sustain their achievements and impact. Then they designed a plan of action using the knowledge and skills acquired during the convening. This will help grantees to visualise future needs and possible areas of collaboration between grantees.
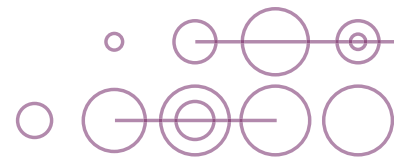
Core Components of Outcome Mapping	What Outcomes Mapping achieves
• Clearly defined actions and intervention • Identification of influencing factors • Identification of stakeholders • Identification of assumptions and risks • Recognition of the impact on those involved • Articulation of learning • Identification of what is different as a result of the learning • Clearly defined outcomes	• Articulates the path from intervention to outcomes • Links activities to outcomes • Considerations of influencing factors • Considerations of the stakeholders and impact upon them • Enables the clear articulation of outcomes

What is Outcome Mapping?

Outcome mapping is a process that helps organisations understand whether what they are doing will contribute to what they want to achieve. More specifically, it is a **methodology for planning and assessing development programming that is oriented towards change and social transformation.**

Outcome mapping clarifies the presumed logical intended relationships among the objectives of a program or activity. This can be useful at any stage, from ex-ante design to ex-post assessment.

Outcome mapping also provides a set of tools to design and gather information on outcomes. It helps a project learn about its influence on the progression of change, and helps those in the assessment process think more systematically and pragmatically about what they are doing and to adaptively manage variations in strategies to bring about desired outcomes.

Communication plan

"Communications may not be something you are passionate about, but it is absolutely essential. No matter how good your work or your project is, if you don't know how to talk about it then the effort may be wasted."
Andrew Hassett, Communications and Advocacy Director at End Violence

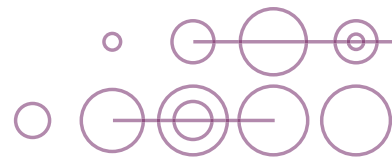| Strategic objectives	Key steps
• Generate and share evidence, data, learning • Secure funding • Inform and influence government policy • Position as thought leader • Scale your programme for national influence • To secure internal resources • Report back and accountability to donors, partners and children	• Set your strategic objectives • Identify and understand your audience • Craft key messages and narratives • Identify communication channels and assets • Design products • Develop a communication plan • Measure success

Key observations, lessons learned and solutions

- **To sustain achievements and impact**, it is necessary to understand what needs to be in place at all levels of the system, and who plays a role in what needs to be done. It is crucial to identify which stakeholders have a responsibility in contributing to sustainability, what those stakeholders' contribution is, how they will provide support, and who will engage with them to do so.
- **Sustainability needs to be addressed from the very start** of a project's design. It is important to better understand what sustainability implies, as this may differ for various elements of a project. Additionally, even in situations and contexts where sustainability is very hard to create, it is always worth starting because it is impossible to know what will happen and how things will change as the project develops.
- **Children engaging as activists is empowering** and important, and there are ways to use those same channels to spread messages of safety, as long as there is a risk management strategy developed with young people.
- **'Solutions journalism' is a growing area** that does not always focus on the negative or newsworthy; this could be an option worth exploring. Programmes to train journalists and children themselves can also be helpful. Grantees reflected on the challenges they faced when communicating with various audiences because the media, as well as other stakeholders, often opt for 'newsworthy' items and decide what they want to say regardless of the communication needed for a particular topic.

Country experiences

- **Tanzania** UNICEF shared their experience of working within government structures to create ownership of the issue of online CSEA from the start, resulting in the integration of the issue into the government's five-year child protection strategy.
- **The Philippines:** IJM shared their experience of a situation in which the Philippines Anti-trafficking police had a very small budget and were, as a consequence, regularly seeking support from IJM to finance activities. In response, IJM helped them develop an advocacy plan, which was successful and resulted in a four-fold increase in their budget. This action from government came about because they were able to see initial successes and a proof of concept that provided a clear justification for additional budget.

The way forward

The Grantee Convening ended on a high note. Grantees reported feeling energised from the new knowledge they had obtained and connections they had made over the two days, and were excited to execute their plans for the future.

Monitoring the impact of the grantee convening

After the convening, a feedback survey was conducted to gather participants› satisfaction and observations about the convening; 92% participating organisations completed the survey and gave the convening a scoring of 4.6 (out of 5) indicating high satisfaction with the event in general.

The Secretariat has used the results of the feedback survey to better understand the outcomes of the convening and the ways in which the Fund can support grantees and provide value to the field of preventing and ending online CSEA. In June 2020, a follow-up survey will be shared with grantees to gather information about how they have applied the learning, skills and solutions, as well as how they have used the new working relationships and resources.

Continued technical support to grantees

The Fund will continue connecting grantees to ensure cross-collaboration and knowledge exchange, while also investing in a culture that values collaboration as a resource for learning. The Fund will also continue its support to the End Violence grantee community through tailored technical support and Knowledge Exchange Webinars series, which will also include targeted capacity-building on key areas (e.g. safeguarding, measuring results, etc.).

In 2020, the Fund will further its support by hosting a Child Online Safety Community Portal to co-create with grantees a repository of collective knowledge and resources to tackle online violence against children. Several grantees requested this repository of information and the Fund sees the value of creating one, as research and published information is sparse and relatively new. The portal will form a knowledge base to make key resources easily available, promoting learning within the grantee community and possibly in the wider ecosystem.

New investments

Following the latest open call for solutions launched in September 2019, the End Violence Fund is expected to welcome a new cohort of grantees working on cutting-edge tools for the global community to make children safe online. This cohort will enrich the diversity of the organisations the Fund is working with, and bring new expertise to the network.

It is the Fund's aspiration to continue to connect grantees to both each other and relevant stakeholders. The Fund is also comitted to promoting knowledge exchange, and using its investments to generate credible evidence across the world. With this evidence and knowledge, the Fund hopes to contribute to the field of ending violence against children more broadly.

Through the End Violence Fund donors, the Secretariat is humbled in its support to like-minded organisations around the world and is steadfast in its commitment to protect all children.

**End Violence
Against Children**