 Safe Online

Safe Online **Impact**

2024

Keeping children safe in the digital world





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# Abbreviations

AI	Artificial Intelligence	IWF	Internet Watch Foundation
COPL	Children Online Protection Laboratory	MEL	Monitoring, Evaluation and Learning
CSAM	Child Sexual Abuse Material	NCMEC	National Center for Missing & Exploited Children
CSEA	Child Sexual Exploitation and Abuse	OCSE	Online Child Sexual Exploitation
DH	Disrupting Harm	SID	Safer Internet Day
EAG	Evaluation Advisory Group	Tech	Technology
EU	European Union	UK	United Kingdom
Gen AI	Generative AI	UN	United Nations
ICT	Information and Communication Technology	UNICEF	United Nations Children's Fund
IDS	Institute of Development Studies	USD	United States Dollar
INHOPE	International Association of Internet Hotlines	WPGA	WeProtect Global Alliance
ITU	International Telecommunication Union		







# Introduction



# From the Executive Director

Dear Friends and Partners,

In 2024, Safe Online crossed a major milestone: nearly USD 100 million invested in child online safety across more than 100 countries. This is more than a number—it represents a collective commitment to building a safer digital world for children, one where protection, dignity and rights are non-negotiable.

We celebrate the scale of what we've achieved together. Our investments are helping frontline responders rescue victims and remove harmful content. They're fuelling research and innovation—from artificial intelligence (AI) based detection tools to school-based counselling. And they're giving children and families **the knowledge, tools and confidence** to navigate digital life safely.

Our knowledge, evidence and collective action are incentivising policy changes across countries and sectors setting foundations for a more effective and future-proof framework for tackling digital harms.

But the challenges are escalating. **Every second, a new case of child sexual abuse online is reported.** Deepfake abuse and AI-generated child sexual abuse material are rising at alarming rates. AI chatbots are now capable of grooming children at scale. In the digital world, abuse is multiplying, mutating, and spreading faster than ever before.

Technology has become both a tool and a vector for harm. In this reality, reactive solutions are not enough. **We must think upstream, move faster, and invest in bold, forward-looking action.**

That's why in 2025 and beyond, Safe Online will scale up efforts in four key areas:

- **Investments** in innovative solutions, especially in tackling emerging threats like generative AI.
- **Evidence**, through new research, peer learning, and innovative approaches to evaluation.
- **Sustainability**, piloting new financing models and strengthening grantee resilience.
- **Collective action**, building bridges across sectors, from policy to tech.

Thanks to the commitment of our donors, grantees, and partners, Safe Online has grown into the leading global fund dedicated solely to online child safety. **You've helped drive systemic change—and we're just getting started.**

In the face of accelerating risks, there is also unprecedented momentum. **Together**, we can reimagine the digital future—**one where every child is safe, supported, and free from online harms.**

With gratitude and resolve,



**Marija Manojlovic**  
Executive Director, Safe Online



# Safe Online impact in numbers (2017-2024)

86

countries in which **national, legal, regulatory & policy** frameworks have been **advanced**

52

countries have been **supported to strengthen the capacities** of their hotlines and helplines to **report on online CSEA**

12

**countries** in which **specialised law enforcement** units have been **established**

6800

**child victims of online CSEA** identified

3400

**perpetrators identified** by strengthened law enforcement units

26,800+

**online CSEA cases reported** through Safe Online supported projects

56

reporting mechanisms have been **supported to identify and remove online CSAM**

1,565

**industry partners have agreed to ICT** standards to protect children from online violence

37

**technology tools have been designed** and rolled out in over 100 countries to improve prevention and response efforts

1.72 million+

children have **engaged in digital education and awareness** raising activities on child online safety

266 million+

people have been **reached via advocacy and information campaigns** on online CSEA

21,700+

children **were engaged in the research** on online CSEA

30+

**innovative research** projects funded



# Online child sexual exploitation and abuse



Every second at least two images or videos of children sexually abused are shared on digital platforms.



In 2024, National Center for Missing & Exploited Children's (NCMEC's) CyberTipline received 20.5 million reports of suspected child sexual exploitation – 51,000 of these involved a child in imminent danger.



In 2024, the IWF recorded 291,270 webpages that contained child sexual abuse imagery or videos of children suffering sexual abuse, a 5% increase from 2023. Each page can contain up to thousands of images and videos.



In 2024, the United States (US)-based NCMEC saw a 1,325% increase (up from 4,700 in 2023 to 67,000 reports this year) in CyberTipline reports involving Gen-AI.



Perpetrators can lock children into high-risk interactions within 45 minutes in gaming environments, with some cases progressing from initial contact to coercion in under 19 seconds (WeProtect Global Alliance – WPGA)



In 2024, NCMEC received 546,000+ reports concerning online enticement – a 192% increase to 2023.



93% of victims in these reports are aged 3-13 years old, and 99% are girls.

In 2024, INHOPE processed 2.5 million reports of suspected Child Sexual Abuse Material (CSAM) – a 218% increase compared to 2023. Of these, 65% are classified as illegal.



In 2024, the Internet Watch Foundation (IWF) processed 245 reports containing actionable AI-generated images of child sexual abuse – a massive jump from 51 reports in 2023.



1 in 17 teens (5.9%) have been direct victims of deepfake nudes with younger teen boys and young adult women most affected (Thorn).



Only 31% of victims recognise grooming behaviors during initial interactions with 360% increased vulnerability to coerced self-generated content among 7-10-year-olds since 2019.



WPGA reports a global surge in financial sexual extortion cases, with teenage boys representing 78% of reported victims.

# Key child online safety threats and trends in 2024

A new case of [online child abuse](#) is reported every second. Each of these represents a child whose abuse is documented and shared at a relentless pace. This isn't a distant problem or a future concern but is happening right now, at an unprecedented scale, and impacting children in every corner of the world.

Children today are growing up in a digital world that holds the promise of connection, opportunity, and learning but behind the screen lies an escalating crisis.

The 2024 data paint a devastating picture. According to the first-ever global victimisation index by [Childlight](#), **1 in 8 children worldwide, an estimated 300 million, experienced non-consensual taking, sharing and exposure to sexual images in just the past year.**

Nearly **2.5 million** suspected CSAM reports were received globally by [INHOPE](#) - **an increase of over 200% from the previous year.** Of these, 65% were confirmed as illegal. The victims are overwhelmingly young and vulnerable. **An estimated 93% are between the ages of 3 and 13, and 99% are girls.**

But the crisis extends far beyond these headline numbers.

**Online enticement** is expanding rapidly, with the US-based [NCMEC receiving 546,000 reports in 2024 - a 192% increase from the previous year.](#) Grooming can escalate with alarming speed: perpetrators are able to lock children into high-risk interactions within just **45 minutes in gaming environments, with some cases progressing to coercion in as little as 19 seconds.** Roughly **1 in 3 young people (36%),** reported

being asked to share sexual imagery of themselves while they were under the age of 18 by someone they had met online.

Moreover, children are often unaware of the danger. **Only 31% of victims recognise grooming during initial interactions,** and vulnerability to coerced self-generated content has increased with **7-10-year-olds 360% more likely today than five years ago to be coerced into creating sexual content.**

Particularly worrying is the dramatic increase in **financial sexual extortion, especially targeting boys.** Globally, **teenage boys now represent 78% of reported victims.**

**Emerging technologies** are supercharging this crisis. In 2024, [NCMEC saw a 1,325% increase in artificial intelligence \(AI\)-generated child sexual abuse imagery.](#) Deepfake abuse now affects **1 in 17 young people directly, with the highest prevalence among young adult women and teen boys** with perpetrators creating non-consensual sexual imagery that devastates victims emotionally and socially.

The platforms where these abuses unfold are mainstream: **63% of grooming cases begin on familiar social media sites, and 89% migrate to encrypted messaging apps, making detection and intervention exponentially harder.**

Despite the horrifying scope of the problem, the response remains fragmented and under-resourced. New technologies are being weaponised faster than protective measures can be implemented. Children are increasingly vulnerable, while perpetrators become more sophisticated.

Since 2017, **Safe Online has invested over United States Dollar (USD) 100 million into evidence generation, innovation, and systems-change across more than 100 countries.** Our work demonstrates that intervention works. Online sexual abuse is a preventable public health crisis but only if we act with urgency and ambition. The staggering scale of digital violence against children demands immediate and sustained

financial investment. We must treat this as a global emergency and prioritise dedicated funding across the ecosystem—supporting proven solutions, bold innovation, and cutting-edge research to prevent abuse, protect children, and respond to fast-evolving digital threats. Without this, we risk falling further behind as harms accelerate in scale and complexity.

## Stories of impact

### Reporting helpline steps in to stop viral spread of a minor's private content

**In India, a teenage girl sought help after intimate content she had shared privately was distributed online without her consent.** She reached out to a local helpline supported by [Meri Trustline](#), which uses the Asele platform and integrated tools from IWF. With initial guidance from a caseworker, she was able to report the content herself—ultimately leading to the removal of most of it from multiple pornographic platforms. **This case highlights how timely, tech-enabled intervention can directly protect young people from escalating digital harm.**

Safe Online's investment in [Asele](#)—an open-source, multi-channel contact center platform developed by Tech Matters—has been critical in enabling this kind of support. Since 2020, Safe Online has funded its development and scale-up, allowing helplines in countries like India to offer youth-friendly access via webchat, short message service (SMS), and social media. This technology is helping frontline responders act quickly and effectively, making real impact visible in cases that might otherwise go unresolved.







## Safe online progress towards achieving 2023 – 2025 Strategic Goals





In response to rapidly evolving digital threats, Safe Online is building a global movement to protect children's safety and well-being online - mobilising stronger cooperation, accountability, and investments. As a collaborative fund uniquely positioned to drive systemic change, Safe Online supports urgent needs across the ecosystem while also laying the groundwork for future-focused, anticipatory solutions.

Towards this, in 2024, Safe Online deepened efforts across its four strategic objectives - **(i) investing for impact, (ii) generating evidence and knowledge, (iii) advocacy and action, and (iv) measuring change** - while remaining agile and responsive to fast-evolving online threats.

These efforts build on a strong foundation: To date, **Safe Online has invested nearly USD 100 million with an impact in more than 100 countries.**



## Invest for impact

Given the global funding gap to address the threats to online Child Sexual Exploitation and Abuse (CSEA), Safe Online invests in strategic, high-impact interventions. It adopts a holistic, upstream approach to programming that prioritises prevention, infrastructure-building, and cross-sector collaboration. Scalable initiatives, open-source technology solutions and strengthening data systems that benefit the entire ecosystem are prioritised.

**In 2024, Safe Online awarded and announced new investments amounting to nearly USD 16 million, aiming to support more than 50 innovative projects.**

### USD 10 million investment awarded to tackle digital harms

Safe Online awarded USD 10 million across 23 new projects to advance the online safety agenda by building a robust global evidence base, driving innovation, and breaking barriers to new technologies. Projects awarded under this 'whole system' approach will support work across multiple sectors to achieve maximum impact for three Safe Online investment pillars: **Networks and Systems, Research and Data, and Technology Tools.**

Selected projects in the **Networks and Systems** category aim to boost global

capacity and cross-sector collaboration, including global educational resources and technology (tech) tool integration. The projects in the **Research and Data** category intend to advance understanding of online CSEA by exploring novel frontiers such as children and youth experiencing the Ukrainian conflict, the influence of gender and sexual minority narratives on abuse recognition and reporting, risks faced by migrant children in transit, and emerging intersections like online scamming and sextortion.

Selected projects under the **Technology Tools** pillar aim to focus on innovative methodologies and application of technologies and range from using advanced AI models for visual content classification in livestream environments to work on improving reporting and banning in the gaming sector.

### **USD 5 million Global Open Call for Proposals announced to address the most pressing challenges in the fight against online CSEA**

In addition to the USD 10 million investment, in 2024, **Safe Online launched a new global Open Call** to fund innovative, high impact projects that will **empower local experts to prevent digital harms to children through capacity-building in technology, youth outreach, and child participation**. Funded projects will explore evolving tech's impact on trends in offending and children's experience, empower children facing multiple risks, and address intersections with broader agendas like cybersecurity and school connectivity.

### **Investment to learn what works - and what doesn't - in protecting children online**

Marking a significant step forward in Safe Online's efforts to generate evidence on what works and what doesn't to tackle online CSEA, it awarded **USD 500,000 in continued support to evaluations**.

This forms part of **Safe Online's broader commitment to evidence generation** and offers a unique opportunity to use grantee-reported results to understand the impact of the programmes and tools it funds, while also capturing lessons from the ground on how change happens.

### **Investment to explore Gen AI and child safety**

**Given the alarming rise in AI-generated CSAM**, in 2024, **Safe Online awarded USD 220,000 to projects** to increase the sparse research landscape on intersections of Gen AI and online CSEA.

This round of the **Tech Coalition Safe Online Research Fund** marks a critical development in understanding risks associated with AI-generated content. It aims to foster collaboration among key stakeholders - child safety advocates to law enforcement and tech companies—ensuring that the potential dangers of Gen AI are met with informed and actionable responses.

### **The French Government joins as a supporter of Safe Online**

**In 2024, Safe Online succeeded in securing funding** for the **Children Online Protection Laboratory (COPL)**, with the support of the Ministry for Europe and Foreign Affairs of the French Republic, and is poised to explore, promote, and implement solutions that support children and youth in the digital space. The COPL initiative was launched by the President of the French Republic in 2022 and brings together governments, tech companies, academic experts, and civil society organisations to exchange expertise, share best practices and develop innovative solutions for online child protection. This is the third G7 country that committed financial resources to be managed by Safe Online, along with the United Kingdom (UK) and Japan.



## Investments lead to significant results

Safe Online achieved pivotal milestones in 2024, witnessing tangible results of years of sustained investments and strategic interventions. The results achieved in 2024 (please refer to page 21) contributed directly to the progress on the three outcomes of the Safe Online Strategy 2023-2025.

1. Enabling environment for effective action at all levels by strengthening legislative frameworks, policies, institutional architecture, and skills.
2. Supply of services and technologies for prevention and response.
3. Demand for action by empowering children, families, and communities.

The successes achieved in 2024 have further validated Safe Online's role as a catalytic force in the digital safety ecosystem, enhancing its credibility and influence at the global level.

## Stories of impact

### When online friendship becomes exploitation

**When 13-year-old Ana\* was groomed online and blackmailed with explicit images, she turned to Moldova's Child Helpline in a moment of fear and isolation.**

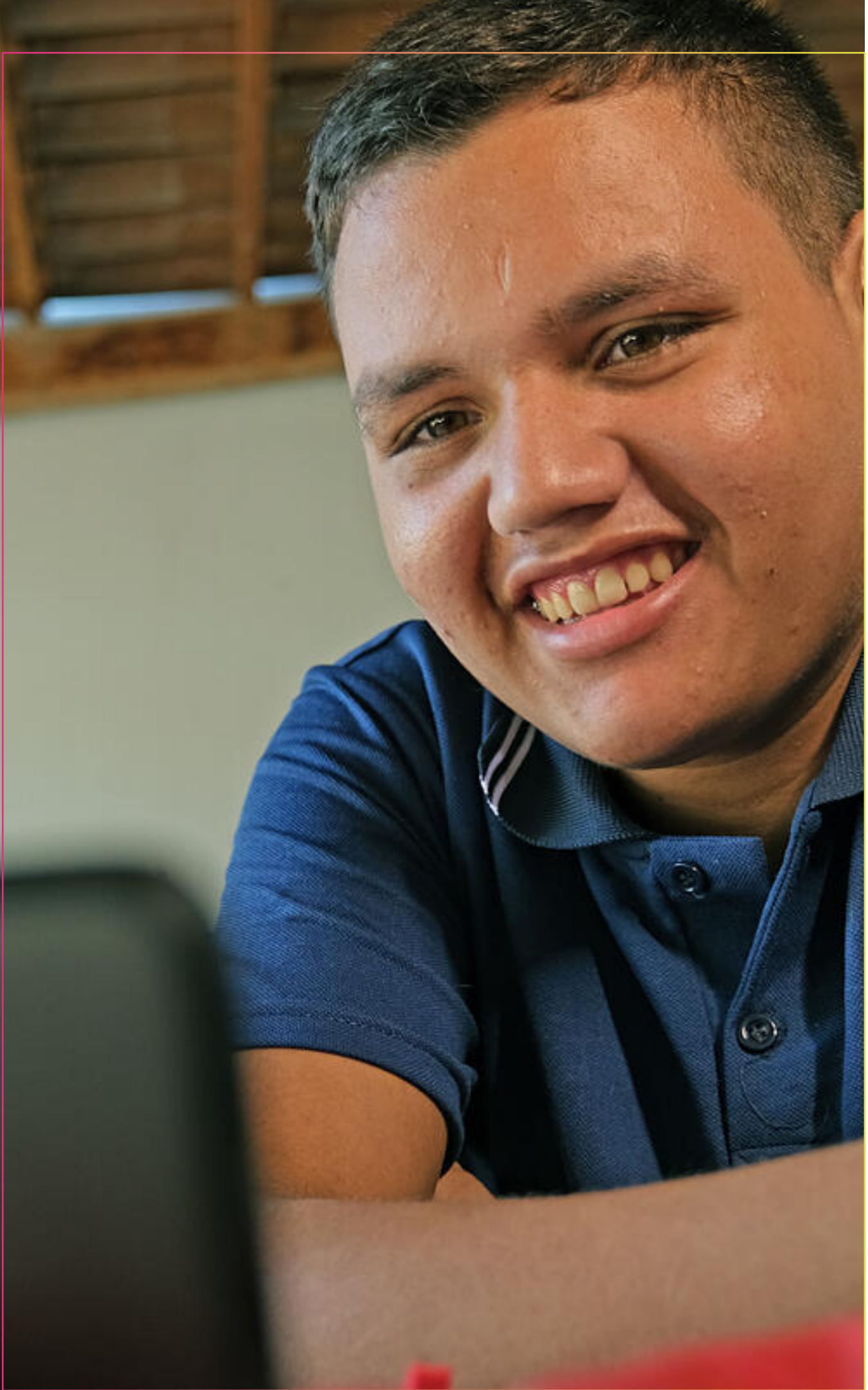
The helpline was able to immediately refer her to International Center La Strada's Child Assistance Team—an integrated service model designed to respond to online exploitation cases with urgency and care.

Ana's first contact was with a trained counsellor who provided immediate emotional support, helping her feel safe enough to share what had happened. A trauma-informed psychologist then worked with her in ongoing sessions to address her anxiety, shame, and fear, creating a path toward emotional recovery. In parallel, a legal advisor supported her parents—**helping them preserve digital evidence, understand their rights, and initiate contact with Moldova's Cybercrime Investigation Unit, while ensuring that Ana's identity remained protected.**

Each part of this coordinated response was essential: emotional support helped Ana open, legal guidance empowered her parents to act, and the connection to law enforcement ensured the case was taken seriously. What could have remained a hidden crisis became a story of intervention, resilience, and recovery—made possible by integrated services that bridged emotional, legal, and protection needs. **With Safe Online's investment**, this model in Moldova is proving that children affected by online exploitation don't just need help—they need the right help, delivered together.

\*Name changed for privacy.





# Evidence and knowledge

Safe Online generates knowledge and evidence at the local, national, regional, and global levels to enhance response to online CSEA and to empower communities. In 2024, Safe Online strengthened the knowledge base and data for 25 countries on a range of topics including review of gaps in policies, legal and regulatory frameworks, and understanding the awareness levels of children and parents on the threats to online safety. Safe Online supported projects also examined help-seeking behaviours of CSAM offenders, patterns of grooming, and the effectiveness of the systems adopted by the social media platforms for age verification, among others.

Further, in 2024, Safe Online made concerted efforts to promote knowledge sharing and cross-learning at the regional and global levels to ensure broader applicability and uptake by policymakers and the tech industry.

## National level data generation

**Safe Online continued to strengthen national-level evidence generation through its flagship Disrupting Harm (DH) project** which delivers deep, country-level insights on online CSEA. Phase 1 of the DH project delivered powerful insights from 13 countries across Southern and Eastern Africa and Southeast Asia, uncovering critical system gaps and shaping national responses.

Building on its success, Safe Online expanded the initiative in 2022 with an additional USD 7 million investment - **bringing total funding to USD 15 million and extending research to 12 more countries** across Latin America and the Caribbean, the Middle East and North Africa, Europe and Central Asia, and South Asia.

Findings from these 12 countries will be available soon and will provide governments, tech platforms, and child protection actors with the data they need to keep children safe online. The impact of DH Phase 1 and the progress of the second phase in 2024 is available [here](#).

## Actionable research for Tech

**The [Tech Coalition Safe Online Research Fund](#)**, a unique collaboration between academia and the tech industry, strengthens the knowledge base on critical emerging threats to children's online safety as well as deepens the literature on the understanding of children and parents on online CSEA. Safe Online prioritises research that drives practical solutions and informs real-world interventions. A notable example of research translating into action in 2024 was the co-development of a CSAM warning message by the [University of Kent, a Safe Online grantee](#), in collaboration with Google. Informed directly by psychological insights from the research project, the warning message is now displayed to users searching for CSAM on Google, exemplifying how targeted research can drive impactful, real-world interventions.

In 2024, to further strengthen evidence use across the tech industry, Safe Online, in collaboration with the Tech Coalition, developed tailored research resources that translate grantee findings into practical, actionable insights for tech companies - helping to turn research into real-world impact.

## Knowledge exchange through expert convenings

### • Boosting regional coordination

Safe Online supported the regional workshop, [Collective Action: End Child Sexual Exploitation and Abuse](#), organised by ECPAT International with



support from the United Nations Office on Drugs and Crime (UNODC) and Down to Zero. The workshop was a unique opportunity to translate the evidence generated by [Disrupting Harm 1](#) in six Southeast Asian countries into change across sectors and levels. On the margins of the regional workshop, Safe Online hosted the [Regional Network Forum in Southeast Asia and the Pacific](#) and contributed to the regional workshop for West and Central Africa to identify specific regional needs, foster cross-country learning, and build partnerships.

- **Building bridges between independent research and industry**

In 2024, Safe Online co-facilitated a [convening](#) with the Tech Coalition Safe Online Research Fund, bringing together 13 grantees from the Research Fund as well as more than a dozen leading tech companies to share findings on grooming, technology solutions for data gaps, and systemic solutions grounded in local trends, along with youth perspectives.

This convening, held alongside the [Tech Coalition Hackathon](#), with support from Google, bridged the gap between research and implementation, creating space for researchers, engineers, and product teams to collaborate on translating evidence into actionable strategies. Discussions focused on embedding research into industry roles, aligning insights with industry roadmaps, and applying findings across industry through pathways such as policy, detection, investigation, user education, and workforce support.

- **Breaking silos at TrustCon**

Safe Online together with the Tech Coalition hosted a workshop at TrustCon 2024. The session engaged nearly 50 participants — a great mix of Trust and Safety (T&S) professionals, tech industry leaders, civil society organisations, non-government organisations, and academic researchers on identifying effective ways for researchers and industry professionals to collaborate and exchange ideas to

combat digital harms. You can read more about the TrustCon event [here](#).

Through the convening and TrustCon workshop, virtual webinars between grantees and tech industry representatives, Safe Online engaged over 20 leading tech companies to explore effective collaboration between researchers and industry on combatting digital harms.

- **Data harmonisation for a safe digital future**

Harmonising data ecosystems across countries and sectors is essential to building global evidence base and a key public good to combat online CSEA and drive informed action.

In 2024, Safe Online hosted a [Data for Change workshop in London](#), presenting a consultatively developed mapping of the online CSEA data ecosystem followed by a community-wide virtual convening. A 2024 briefing note captured key insights, strategies, and calls to action from both the events. The initiative has since grown into a thriving [Data for Change community](#) with over 200 community members - representing 120 organisations and institutions.

This is just a snapshot of the research and evidence-building efforts supported by Safe Online in 2024 to deepen understanding on emerging threats, drive innovations, inform policies, and strengthen regulatory frameworks. The knowledge generated enabled data-driven, collaborative action, and is building a shared knowledge ecosystem to develop scalable and context-relevant solutions for protecting children from online sexual exploitation and abuse.



# Advocacy and action

Advocacy and political mobilisation are at the heart of Safe Online's work. In 2024, leveraging locally and nationally generated evidence and insights on critical and emerging issues, Safe Online amplified the voices and concerns of the communities it serves in global forums and policy dialogues.

## Global spotlight on digital safety and well-being of children

In November 2024, the first-ever [Global Ministerial Conference on Ending Violence Against Children](#) brought world leaders together to commit to a future where all children are safe in their homes, schools, communities, and online.

At the margins, [Safe Online](#), the [Brave Movement](#), [WeProtect Global Alliance](#), and [15+ partners](#) hosted [Safe Digital Futures for Children](#), a high-impact satellite event spotlighting digital safety

and well-being of children. With 1,100+ participants from over 64 countries, the event underscored the urgent need to address digital harms and called on leaders to embed online safety in the global agenda to end violence against children. A powerful [Joint Call to Action](#) from survivors and allies urged for a safer digital world for all children.

The momentum was undeniable: leaders from 10+ countries shared strategies and lessons learned, [while 20 nations submitted formal pledges to combat online harms at the Ministerial Conference](#).

## Child safety at the centre of the connectivity agenda.

The global push to expand internet access in education, while transforming learning, also increases the risk of online abuse for millions of children.

## Stories of impact

### Safeguarding the Amazon's children digital safety in Murui

In Peru's remote **Centro Arenal Native Community**, digital access has brought both opportunity and new risks—especially for children vulnerable to online sexual exploitation. [With support from Safe Online](#), CHS Alternativo is equipping Murui-Muinan youth to stay safe through a culturally adapted mobile app, translated into Murui Bue by a local young woman, and supported by regular workshops, psychosocial care, and radio programming led by trained adolescents.

*"As a school brigadier, I talk to my classmates about the dangers of misusing the internet... I'm happy that the teachers from CHS Alternativo are raising our awareness on online safety,"* says 14-year-old Angélica. This initiative proves that even in the most remote communities, youth can lead the way when given the right tools and trusted support.



Safe Online is advocating to make online safety a core priority in the education sector. In 2024, Safe Online, with support from Giga, hosted **'Safe Connections'** a first of its kind event that united connectivity experts and child online safety champions to place the safety and well-being of children at the heart of the connectivity agenda. Held on the margins of the **Giga Connectivity Forum**, organised by the International Telecommunication Union (ITU) and United Nations Children's Fund (UNICEF), the event explored practical solutions to embed online safety into efforts to connect schools and communities worldwide.

### **Collective Action for Youth Online Safety at United Nations (UN) Summit Side Event**

**At the same time as the UN General Assembly 2024** and the adoption of the Global Digital Compact, Safe Online teamed up with All Tech is Human for a gathering on the sidelines of the UN's **Summit for the Future** in New York City, bringing together 100 key players from civil society, government, industry, and academia, all focused on creating a safer online world for young people. It provided a space to bring in fresh perspectives, highlight real challenges in online child safety by people working in the ecosystem, and also, importantly, showcase bold solutions that are making a difference.



### **Global Digital Compact – a milestone for children**

**The inclusion of provisions for children's digital safety in the Global Digital Compact is a landmark moment in the movement for online safety** of children and was directly linked to Safe Online and partners' advocacy efforts - **joint submission on the Global Digital Compact** with 5 Rights Foundation, ECPAT International, ITU, WPGA and World Childhood Foundation.

### **Joint Statement Urges Swift Adoption of European Union (EU) ePrivacy Derogation**

Along with partner organisations, Safe Online drafted and presented a statement urging policymakers for a swift adoption of the **temporary derogation of the ePrivacy Directive**, which serves as a key legal structure within the EU for protecting the privacy of online communications.

### **High-impact advocacy to advance the fight against online CSEA**

**Safe Online continued its advocacy for digital safety on Safer Internet Day (SID) 2024** through the **Protecting Children and Youth from Digital Harm Symposium** organised by the United States Agency for International Development (USAID) and through social media. Safe Online was featured as a SID supporter on the official SID page joining a range of stakeholders globally to protect and empower children in their digital lives.

Overall, in 2024, Safe Online significantly influenced the global digital safety agenda for children and young people. Through active involvement in nearly 50 key events—including a landmark satellite event alongside the inaugural Global Ministerial Conference on Ending Violence Against Children—it spurred urgent, collective action, and promoted coordinated, multi-stakeholder solutions.



# Measuring change

Safe Online is committed to strengthening the capacity to measure change by supporting the generation and use of data on online risks to children and leveraging evidence of what works to drive action through investments and global advocacy.

## Robust evaluations to drive action

Over the past year, the Safe Online [Evaluation Advisory Group \(EAG\)](#) has provided valuable technical and strategic directions to Safe Online's evaluation efforts. The EAG supported the development of a more cohesive and rigorous approach to assessing the impact of Safe Online's investments. This included advising on evaluation design, identifying appropriate methodologies for complex systems change, and strengthening the use of evidence to inform programming. Their contributions helped Safe Online better understand and articulate the outcomes and pathways of change emerging from its work, while reinforcing a culture of learning and accountability across its portfolio.

## Closing the gap on Monitoring, Evaluation and Learning (MEL) capacity

In 2024, Safe Online undertook a comprehensive MEL capacity needs assessment across its grantee portfolio to better understand existing strengths, challenges and priorities related to measuring change, evidence generation and use. The assessment revealed significant variability in MEL capacities and training needs. Key gaps were identified in designing MEL systems, results frameworks, and the use of MEL for adaptive learning and strategic decision-making. In response, Safe Online contracted the Institute of Development Studies (IDS) to design and deliver MEL capacity-building webinars throughout 2025. These will cover high-priority topics such as the theory of change, results framework, evaluation design, and applying MEL for strategic advocacy and learning.

## 🔗 Stories of impact

### Navigating online abuse with school support

**Lanh\***, a 7th grader from **Quang Binh, Vietnam**, began to withdraw after facing relentless cyberbullying. Encouraged by a peer, she sought help from her school counsellor—one of several trained through a [Safe Online-funded initiative with Plan International Vietnam](#). These qualified counsellors are central to the program, providing children with safe, confidential support and equipping them with tools to navigate digital threats.

With regular one-on-one sessions, **Lanh learned how to protect herself online and regained the confidence she had lost**. Today, she shares her story with peers, helping others recognise and respond to online harm—showing how trusted adults and targeted support can turn digital vulnerability into resilience.

\*Name changed for privacy





# 3

## Highlights from **Safe Online** grantees in 2024





**Safe Online grantees worldwide contributed to progress in tackling online harms against children, driving forward the Safe Online Strategy 2023–2025 and Results Framework.**

Multiple grantees contributed to advancing comprehensive child-centered policies, practices and partnerships to prevent and tackle online CSEA and support survivors. In Indonesia, a National Roadmap on Child Online Protection (2025–2029) was formulated, while the Philippines finalised its **Multi-Year Strategic Action Plan on Online Sexual Abuse and Exploitation of Children (OSAEC) and Child Sexual Abuse and Exploitation Materials (CSAEM) (2024–2028)**. Ghana's Cyber Security Authority developed a **National Child Online Protection Framework**. Safe Online grantees also generated and disseminated a robust evidence base to prevent and tackle online CSEA and support survivors. As an example, legal gap analyses in Kazakhstan, Moldova, and Montenegro informed **Kazakhstan's Draft Digital Code, Moldova's National Action Plan on Child Safety Online, and Montenegro's Strategy for Preventing and Protecting Children from Violence (2025–2029)**.

Safe Online grantees have continued developing practices, standards, and tools to prevent and respond to online CSEA, for the benefit of industry and law enforcement players. Till 2024, INTERPOL's DevOps group distributed six new CSAM detection tools to **law enforcement officers across 41 countries**. RigrAI's AI-powered Video Summarisation Tool (VST), developed in collaboration with INTERPOL's DevOps group, and used to address live-streamed CSEA, **was deployed in 16 European child exploitation units** (including four in the Balkans), and in Oceania and South America. Finally, Thorn's CSAM classifier was formalised as "Thorn Detect" in 2024. Integrated into Griffeye Advanced (a digital media forensics tool to help investigators analyse large volumes of images and videos, particularly on sexual exploitation

and abuse, efficiently), it enabled two major law enforcement agencies using the Enterprise plug-in to improve CSEA case identification and contribute more effectively to the INTERPOL International Child Sexual Exploitation (ICSE) database.

**Safe Online grantees also worked in 2024 towards ensuring that inclusive child-centred systems, services, capacities and technology tools are available to prevent and tackle online CSEA and support survivors.** The Royal Government of Cambodia integrated child-centered online CSEA training into the National Police Academy curriculum in 2024. Other countries also benefited from new and improved systems, processes and tools put in place to effectively prevent and tackle online CSEA and support survivors. For example, in Madagascar, Safe Online partners launched a smartphone app for children and communities, linked to national reporting systems.

**Finally, children, caregivers, communities, survivors and their families have been empowered to prevent and tackle online CSEA thanks to Safe Online investments in 2024.** For example, in Cambodia, awareness of more than half a million children, adolescents and, adults was raised through a campaign to promote understanding of different forms of online CSEA, and how to report the cases. **Training of 53 editors in Kenya on reporting online CSEA contributed to extensive media coverage on online CSEA, amplifying the messages.** Partnership with Meta in Indonesia and South Africa for campaigns on online child safety reached **55.4 million and 11.4 million users** in their respective countries. Additionally, Suojellaan Lapsia ry (Protect Children Finland) completed a research study to understand the help-seeking behaviours of CSAM offenders and provide insights into their pathways in the dark web.





Looking  
forward



- **Support to the field:** Safe Online will continue to invest in the critical work done by frontline organisations, governments, the research community, and the technology partners to deepen the impact of online CSEA prevention and response, with an increased focus on emerging threats, especially Gen AI, and intersecting issues.

- **Broader scope:** Safe Online will enhance its programmatic scope to tackle cross-cutting issues like gender-based violence, mental health, and other digital harms recognising that these are foundational to digital resilience. Its approach will remain rooted in upstream, preventive strategies that focus on children's overall well-being, and reduce vulnerabilities.

- **Evidence:** Safe Online will expand its support for evidence-based approaches through capacity building, peer learning, and strategic research initiatives. Efforts will focus on strengthening global collaboration, scaling data-driven impact, and delivering actionable insights to protect children online.



- **Financing and investments:** Alongside a broad coalition of partners, Safe Online is preparing to mobilise urgent investments—combining domestic government funding with catalytic support from philanthropy, the private sector, and international financial institutions. These investments are vital to build the systems, infrastructure, and knowledge children need to thrive online.
- **Sustainability and impact:** Safe Online will continue to strengthen the sustainability and impact of its grantee networks. A two-pronged approach will be adopted - one that strengthens systems for continuous knowledge exchange, evidence, and learning, and tests sustainable financing models to enable grantees to transition to long-term financial resilience.
- **Advocacy:** Safe Online will prioritise advocacy, collective action, and industry engagement to safeguard children from digital harms and promote a safer online environment.

The work ahead will be challenging, but Safe Online, together with its donors and partners, will continue to push boundaries, close gaps, and **reimagine what is possible. Because a safer digital world for children isn't a distant ideal. It is a shared responsibility that must be met with urgency, courage, and conviction.**









# Financial summary



# Safe Online money-in; money-out report

**As of December 31, 2024**

(In United States Dollars)

Donor Contributions Received		
Donor	Earmark Area	2024
United Kingdom Home Office	OCSE	5,979,513
Government of France	Safe Online	158,228
Technology Coalition	OCSE	75,000
Technology Coalition	Secretariat	500,000
<b>Total</b>		<b>6,712,741</b>
UNICEF		686,163
Less UNICEF Administrative Agent Fee (1%)		67,127
<b>Net Contributions (in USD)</b>		<b>7,331,777</b>
Allocation to Fund Account		
Donors		
United Kingdom Home Office		5,022,791
Government of France		126,582
Technology Coalition		74,250
UNICEF (Interest)		597,262
<b>Total</b>		<b>5,820,886</b>
Allocation to Secretariat Account		
Donors		
United Kingdom Home Office		896,927
Technology Coalition		495,000
Government of France		30,063
UNICEF		88,901
<b>Total</b>		<b>1,510,891</b>



# 2024 Financial summary of Safe Online fund *account*

**As of December 31, 2024**

*(In United States Dollars)*

2024 disbursements to grantees:	12,201,550
<b>Funds Held in Trust</b>	<b>14,895,213</b>
<b>Breakdown of Funds Held in Trust by Earmarking Pot (as of 31 2024)</b>	
OCSE (UK Home Office, Oak)	13,974,977
Non-ODA countries (HDF)	323,000
Sub-Saharan Africa (Japan)	0
OCSE (Technology Coalition)	-
UNICEF	597,262

## Stories of impact

**Safeguarding the digital lives of deaf children: a facilitator reflects**

**As a facilitator for DeafKidz Defenders in South Africa, Hlengiwe**—herself deaf—teaches children how to recognise unsafe situations, assert boundaries, and seek help. The interactive sessions, delivered in sign language and tailored to deaf culture, help children build both awareness and confidence. One moment stood out: a quiet girl in her class firmly told a peer **“Stop”** when they made her feel uncomfortable and reported the incident to a teacher. **“That child had found her voice,”** Hlengiwe recalls.

Beyond the classroom, the lessons stick to it. One girl proudly showed Hlengiwe a drawing she made at home, repeating what she’d learned: **“Yell if something is not right and run to a trusted adult to feel safe again.”** With Safe Online’s support, DeafKidz International is reaching deaf children across South Africa, Pakistan, and Zambia through accessible, inclusive programming. **“These children are growing up knowing they are not alone. They matter,”** says Hlengiwe—underscoring how inclusive safety education can empower even the most marginalised children to protect themselves and others.





# 2024 Financial summary of Safe Online secretariat *account*

**As of December 31, 2024**

*(In United States Dollars)*

OUTCOMES	2024
<b>OUTCOME 1: Collective, focused advocacy</b>	<b>718,839</b>
Output 1.1: Strengthened communications and external visibility	267,381
Output 1.2: Enhanced cross-sectoral collaboration and whole-society approach	69,980
Output 1.3: Increased global attention and awareness on the issue of online harms	381,478
<b>OUTCOME 2: Investing in tackling online CSEA</b>	<b>1,186,073</b>
Output 2.1: Capacities and capabilities of SO grantees and key stakeholders strengthened at national, regional and global levels for more effective and coordinated evidence-based responses to online harms	306,900
Output 2.2: Improved collection, management and use of data to inform context-specific planning, advocacy and decision-making at the national and global levels	879,173
<b>OUTCOME 3: Strategic action and resources mobilisation</b>	<b>315,965</b>
Output 3.1: Sustained investment from governments, philanthropy and the private sector, channeled through Safe Online	315,965
Cross-cutting enablers (Mgmt, Ops, Comms)	1,193,707
<b>GRAND TOTAL</b>	<b>3,414,584</b>

The outcomes in this Financial Summary reflect programme support activities charged to the Secretariat Account only.





## Expression of thanks



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

Safe online owes special thanks to the following:



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





Safe Online **Impact**

2024

Keeping children safe in the digital world



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website here

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