



How-To: Maximizing Research Impact for Stakeholder Uptake

Tech Coalition Safe Online
Research Fund grantees
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Overview

This short guide is to assist SO grantees, at whatever stage of their funding cycle, on how to communicate their research findings for uptake. This is to help with engaging successfully with Tech Coalition / Members for uptake but can be used by grantees to engage with other stakeholders too.

Uptake and application of finding are ideally one of the first things you think about as you design your research but don't worry if you are a later stage grantee, these tips and tools can still apply.

Researchers who do this well tend to:

1. **Understand uptake pathways** which are clearly linked from their research design, delivery and communication to their key stakeholders needs
2. **Introduce accessibility mechanisms** (the right pieces of information / evidence, knowledge products or conversations) to effectively communicate evidence at the right time, with the right people
3. **Identify and exploit opportunities** as they arise and work with others to maximize their visibility and reach

This short guide provides you with a suite of simple to use tools that can be used by you all to do this.

Before we get started...

Key research, communication and uptake reflections include:

1. Good quality evidence alone is not enough for uptake
2. Key stakeholders are often time poor and weary of 'new' evidence
3. Not every stakeholder is a decision maker (those who have the 'power' to apply your evidence). Decision makers are often small in number and may not be the people you expect them to be (sometimes you need to connect with someone who is connected with the decision maker first)
4. Local knowledge, experience and know-how are often the things that influence day to day decisions rather than formal research, which makes packaging findings in a accessible, relevant way key
5. Understanding the political economy and enabling environment that may either catalyze or inhibit the application of your findings by decision makers is essential when developing a plan for uptake
6. A "blame game" won't help - all stakeholders are coming together to support safety online, it doesn't help to point to a tech partner and say you should be doing more or stop this. Focusing on collaboration is more likely to promote engagement
7. Audience groups need to be able to access and make sense of emerging findings within their own context, which means being clear and concise and communicating at the right time, in the right way
8. Different audience groups will respond to different communication styles. Tech partners are more likely to engage with distilled topline findings as they emerge

How to... map stakeholders and their needs

Understanding who the different audiences are for your research findings, and their needs, is essential to ensure that your research findings are taken up. Mapping these different audiences, or stakeholder groups, at the start of the research process can help identify who would be interested in specific findings and the best way to engage them. The mapping process can also identify audience groups outside of the tech sector which might include policy makers, other researchers, civil society, the media and groups such as parents. Hopefully by doing this you should be able to understand better:

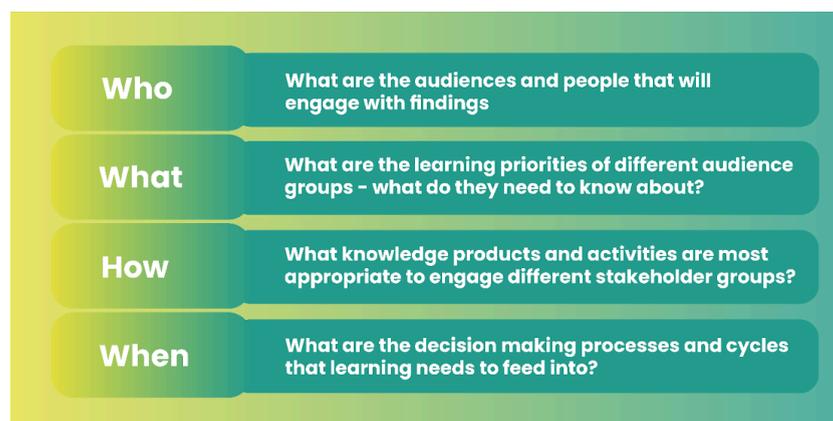
- Who are the key decision makers and how can you maximize the opportunities to influence them with your research?

Audiences in the tech sector are interested in findings as they emerge, stakeholder mapping can identify key moments and decision-making points when it would be useful to share emerging findings.

Audience groups may be users of research or groups that could support stages of research, such as through testing.

It is important to regularly reconsider who your stakeholders are. You may become aware of new stakeholders, and as your findings emerge, the results may be relevant to stakeholders you hadn't considered before.

The following key questions should be answered through the stakeholder mapping process:



It is useful to bring together the whole research team for stakeholder mapping to capture different perspectives.

Step 1: Identify your stakeholders

Begin by brainstorming a long list of potential audiences and stakeholders that might be interested in and potentially use your research findings. These could be individuals, organizations or broad target groups. The more groups and the more detailed you are able to be at this stage the better. They might be people you want to target to change their behaviors, or people that could help support the research.

Step 2: Map your priority stakeholders

The next step is to categorize and identify what they may be interested in from your research. This will help you understand who your priority audiences are.

You can use a simple matrix to map your stakeholders. You can decide what you map them against but often stakeholders can be broken down roughly into a few core groups (see Step 3 for examples). If you break them down like this, it helps to better understand their needs and when and how you may need to engage with them. Note that sometimes the most important gateway to a decision maker you wish to work with is not the person themselves but could be an intermediary etc.

The example matrix below highlights how you can map stakeholders, whether they are organizations or individuals by their level of influence and level of support for your work. This can help you to identify as a target to engage.



Step 3: Plan your engagement strategy

Use your stakeholder map to develop an engagement matrix that identifies the level of priority of the stakeholder, when they should be engaged, what their interest is and how best to communicate with them. It might be useful to group the stakeholders at this point and define who they are and how they can potentially use your research. An example is given below.

Stakeholder Group	Who are they?	How can they use your research?	What are they interested in?
Users & Decision Makers	These could include both the Tech Coalition and its members, and SO. It could also include other people you directly want to influence with your work: from police forces to parents.	Apply your evidence / research to their work or wider team practices.	<p><u>Be specific</u> - Identify if they have particular themes or problems they are trying to address and target specific evidence / data to that. This could range from a single data point of interest to wider research findings.</p> <p><u>Be cognizant</u> that they are likely to be time poor so be very concise and clear.</p>
Brokers & Influencers	They may have platforms and entry points that can be leveraged by you or SO to enhance the visibility of your work.	Influence other stakeholders (sometimes users and decision makers) to use your findings.	<u>Be focused</u> - concise format research briefs work well with brokers and influencers. This helps them place your research on their own knowledge platforms or to place in the hands of others.
Interested & Engaged	These include other people working in your space, who may be interested in your research and who you might wish to communicate with about it but are unlikely to apply or use it.	General interest in your work but no influence over others to use it.	<u>Be thorough</u> - these stakeholders are likely to have more time and might be interested to read long form versions of your work.

Step 4: Think Strategically

When thinking about the TC, in particular, there are differing roles or groups of people within each coalition partner who will be interested in differing things. Use this to your advantage when planning your research from both a data collection and uptake perspective.

The TC is not only interested in your final product but is both interested and potentially useful as you progress in gathering data for your findings. For example, you may be planning a survey with content moderators, parents, people at higher risk of committing CSAM. If so, can your survey be tailored very slightly (within all ethical boundaries etc.) to include a question that could be specifically useful for the TC in real time? Or could the TC be useful to share a survey with their networks to broaden the reach of your research? Or could you rapidly undertake analysis (that is within a week of data collection being complete) so emerging findings can be shared with the TC? Think through some of these ideas and ways to make your research useful in real time, share them with SO for initial feedback and then build them into your approach.

What can industry do with your research?

- **T&S POLICY** - What stays up vs comes down, age-restrictions, content disbursement
 - Research summaries, new abuse types
- **DETECTION** - Model building (visual material, text, behavioral signals)
 - Heuristics/taxonomies, training data, behavioral/linguistic analysis
- **INVESTIGATIONS & REPORTING** - Incident management, threat intelligence, NCMEC Reports (Cybertips + Supplements)
 - Keyword detection, trend analysis, contextual signals
- **USER EDUCATION/DETERRENCE** - In-product messaging, warnings, external collaborations
 - Tested language (RCTs, user testing), resources, parent or youth-facing materials
- **WORKFORCE SUPPORT** - Wellbeing resources, Continuing Professional Development
 - Self-guided modules, 'train the trainers'

Source: Alicia Blum-Ross (Global Head of Youth Safety by Design, TikTok)'s presentation at the w

Think and act strategically about your research like this. The work is not just about your final piece of research. The table below gives some of the job roles within tech firms within tech partners that might be interested in your work, take a moment to map out what they might be specifically interested in about your research (this may not be the final end piece of research) and help this to frame your research strategic thinking and delivery.

Job Role	Interests
----------	-----------

Policy	
UX	
Engineers	
Product Managers	
Operational	

Once you know a little more about stakeholders, you then need to develop a strategic communications strategy based on this stakeholder mapping and categorisation. It should identify when the key decision-making and strategy processes take place. For example, annual planning and resourcing processes that your work could feed into etc. You can do this in a very simple matrix like:

Who	When	Why	What

If you can, once you have planned and prioritized your engagement strategy, try to speak with the specific person or organization you would like to influence. And validate if what you think they are interested in is true and adjust the above as necessary.

Keep track of what you are doing, who you are engaging with and any results / impact that might emerge. SO will expect you to report this to them.

How to... engage tech stakeholders (and others) for uptake

During consultations for this project, tech industry participants shared interest in high-level findings that are presented in an accessible, often visualized format. Some participants expressed interest in research findings rather than recommendations, as they are best placed to develop solutions.

Practical suggestions include:

- **Establishing a minimum viable product** that is focused on action and uptake
- **Developing more accessible outputs** such as visuals and slide decks
- **Distilling learning from academic papers** that cannot be reached by industry

This section includes practical guidance to help you collaborate with tech partners:

1. **20 guidelines to communicate research to tech stakeholders**
2. **How to record your own videos** for use as testimonials and other applications
3. **Guidelines** to pitch to tech stakeholders by email
4. **Templates** for executive summary, email, requests for collaboration, and slide decks (attached)

20 guidelines to communicate research to tech stakeholders

Preparation

1. **Research your audience in detail.** Identify their expertise, pain points, priorities, funding areas, upcoming events, and online channels (see above processes)
2. **Every audience member is unique.** The tech industry is not homogenous. Organizations, teams, and people have varying priorities and perspectives. Tailor your approach. An engineer may likely have differing needs from a legal specialist or a youth safety manager
3. **Showcase credentials.** Explain your organization and track record. Highlight case studies of earlier high-impact research. Develop your website, slide decks, executive summary, and case studies.
4. **Find trusted 'critical friends' to critique your pitch**
5. **Study other pitches.** Find out what has worked. Communicate with other researchers who have successfully communicated their research to tech stakeholders
6. **Pre-prepare responses** to complex or challenging questions
7. **Be prepared for disagreement.** Some tech teams may disagree with your approaches and ideas. Consider the roles of data sensitivity and confidentiality, data governance protocols, commercial motivations, trust, competing priorities, and even a simple lack of resources
8. **Use appropriate branding.** Ensure your materials are visually consistent and professional, aligning with your organization's identity. Incorporate logos, colors, and fonts as per your branding guidelines to build credibility and make your materials easily recognizable. As per Safe Online's guidelines, your materials don't necessarily need to look like a Safe Online document, as long as the logo guidelines are followed and there are acknowledgements to the fund. You can find more guidelines and resources below:
 - **Guideline for including Safe Online logos:** This ensures proper usage of the Safe Online logo in outputs.
 - **Branding guideline for the research fund:** If you would like to align the design further with the research fund branding, this resource provides details on colours, fonts, and other elements.

What makes research useful in industry?

- **Generalizable** - Doesn't require knowledge of particular user circumstances
- **Evidence-based** - Clearly tied to findings, presented in an accessible format
- **Scalable** - Systems and tools that can work in multiple languages, contexts
- **Actionable** - Provides recommendations that can translate into practical action
- **Evocative** - Especially for qual research, examples that are clear and memorable
- **Knowledgeable** - About current practices in industry, so that rec's are forward-looking

- **Differentiated** - Acknowledges that platforms have different affordances, and companies have different resources

Source: Alicia Blum-Ross (Global Head of Youth Safety by Design, TikTok)'s presentation at the 2024 Research Fund Convening

Communication and relationship building

1. **Build trust, relationships, and alliances.** Adopt a longer-term view. Create long-term value for your collaboration
2. **Talk about pain points and problems that your research can resolve or you can work on together.** Come as a collaborator, do not come finger pointing or blaming
3. **Take time to understand the industry and technology.** You may not be a technology expert, though you may likely benefit from an understanding of the technology and industry that may be affected by your research. Technology stakeholders may be more likely to engage in a relationship if they are reassured by your attentiveness to issues such as data security, data ethics, and country and industry laws and regulations
4. **Be sensitive in requests for support and information.** Technology stakeholders may be cautious, unwilling, or even legally prevented from sharing data or ways of working

Tailoring research for industry impact

1. Tailoring research outputs for internal stakeholders

One useful way to design research outputs is to tailor to the structure and needs of specific internal teams (Product, policy, PR and communications, legal and other teams). Legal teams often have a lot of influence, so producing outputs that anticipate their concerns is especially useful. PR and comms teams, in particular, are key in shaping messaging to both victims and bad actors and are closely linked to Trust & Safety.

It's also important to understand what kind of tech company you're engaging with—social media, gaming platforms, domain registrars, or others will all have different business models, risk profiles, and research needs. Tailoring outputs to match the company's core offerings and risk exposure will make the research more actionable.

That said, creating lengthy, bespoke reports for every tech company can quickly become unsustainable. Using concise, high-impact formats like one-pagers with TLDR-style summaries is often more effective across different teams and more efficient for researchers.

2. Practical limitations within companies

Legal approvals and staffing capacity for Trust & Safety within companies are often the main bottlenecks to using external research—not a lack of interest. Offering clear, concise outputs with a well-defined “minimum threshold” of evidence or insight

could help teams take research forward more efficiently.

Navigating a shifting landscape is an additional challenge in efforts to translate research to industry practice. The process of integrating research into practice evolves constantly in response to regulatory changes and internal priorities. Sometimes a piece of research may seem to not be actionable at first glance, only for its relevance to become clear later. Highlighting key findings early and clearly can address this more proactively and make it easier for teams with competing priorities and timelines to recognize the value or application of research.

3. **Building relationships and credibility over time**

Making the jump from passive engagement to active collaboration with industry isn't just about the research itself. It's about showing up consistently in spaces where discussion can happen, making your work visible, and creating moments of interaction as part of building trust and credibility. Reflecting the expertise and perspective you and your organisation bring, not just as an expert, but as a leader in your country, region or topic area, helps give your research more weight and credibility. Emphasizing the networks you are connected to and communities you help to represent is crucial to sparking active engagement opportunities. Trust doesn't happen right away, but it builds through repeated touchpoints.

Finding small ways for two-way exchange and support is also a good strategy to build towards active collaborations for tech industry to take up your work or for research to translate to actionable policies that impact tech industry practice. Asking tech industry and government representatives to input to your research process, events and discussion spaces, or collaborative outputs in a way that maintains the independence of your work but leverages the expertise of tech industry and government partners helps to generate buy-in and momentum towards incorporating your work into their practice and policy as well.

Source: Research Fund Community Call, July 17th 2025

Messaging and language

1. **Speak the language of the industry.** One very general trend among technology stakeholders is the preference for short-form language, for visualized information, and for the avoidance of long academic documents. Remember that the academic and research sectors, as a trend, communicate in long-form documentation that may not connect optimally with tech audiences
2. **Too much information dilutes important messages**
3. **Avoid the 'curse of knowledge'.** Start from the basics to help audiences understand your research and intentions. You may need to begin communication with first principles. Audiences with diverse stakeholders may benefit if you demonstrate an ability to communicate at roughly a grade 3 reading level
4. **Plain language is not dumb language.** Use short words, sentences, and ideas. Write like a journalist. Journalists are experts at simplifying complex messages into simple language that mass audiences can understand

5. **Many people think in data and numbers.** Narrative helps to sell a story, but numbers really help. Talk in scale, time, timelines, resources, numbers, money. Use audio, visuals, data, numbers, quotes, links, screenshots. That being said make sure your numbers and graphs are clear - not everyone understands (or needs to understand) standard deviations etc
6. **Finish with clear calls to action and next steps**

After the pitch

1. **Always ask for responses and comments.** Feedback may help your future relationships
2. **Follow up even if you do not achieve your desired outcome:** there may be a future relationship
3. **Never be discouraged by rejection.** Rejection is learning

How to... pitch your research to tech stakeholders by email

Email is personal. Each of your audience members have their own preferences. However, there are some general guidelines that can help you to maximize your chances of success.

Guidelines before the email

- Research your audience. Research can help you to create connections and find in roads Make sure that you are sending your email to the right person in the organization
- Personalized thoughtful emails are likely to perform better than cold, cut and paste templates
- You get a limited number of chances to connect. Make the email count
- If you send several emails to different audiences, consider sending them in gradual sequence. Test success of a few emails before you send a larger batch. Refine your approach and language as you go

The email

- Clear, email subject heading
- Plain language tailored to your audience
- Put the most important information near the top of the email, rather than delaying
- Appropriate tone tailored to your audience. Err on the side of formal
- Focus on pain points and problems that you can resolve
- Try to connect further. Request a brief call or meeting. Include your phone number, links, and social media. Sign up to their newsletter. Connect on LinkedIn
- Personalize the email to create connections
- Include as much information as needed, but no more
- Write for quick browsing or scanning
- Short sentences, words, paragraphs, and ideas
- Consider frequent line breaks to assist audiences who may struggle to read large paragraphs of text
- Offer something else that may invite a future connection
- Use attachments with care. Some spam filters will reject emails with attachments in order to protect the email recipient
- Show appreciation of your audience's time and attention regardless of whether your pitch is successful

At the end of this document you will find the [Basic templates for grantees to use when communicating about the fund or reporting to it](#) section, in which you can find email templates to use and adapt when you are writing the email.

How to... write a research project executive summary

Guidelines

- Up to 5-10% of the length of the full report
- Tailor language to your audience
- Focus on main points. Do not lose the audience in details and technicalities
- An executive summary should be understandable without the full report
- Write your executive summary last
- Your executive summary may be read more than your actual report
- Capture audience attention immediately during the introduction
- Paraphrase from the main report. Do not cut and paste
- Imagine it as a standalone document
- Use active voice (not passive voice)
- Remove jargon
- Include relevant quotes, call-out boxes, visuals, and other high-impact content blocks
- Include your executive summary within the final exported file (probably a PDF) of your report, and also export a separate copy of your executive summary only
- Format well

At the end of this document you will find the [Basic templates for grantees to use when communicating about the fund or reporting to it](#) section, in which you can find executive summary templates to use and adapt.

How to... take a self-recorded video

Video is a powerful tool for sharing your knowledge with peers and potential partners. This section comprises a short primer on taking self-recorded videos with your mobile. These videos can then be edited professionally, and published to your social media or other platforms for use in promoting your work.

This section covers:

- Preparing to shoot a video
- How to pick the right environment for filming
- Mobile phone video best practices
- How to speak/ how to present
- The specific format for recording a video message
- How to upload the video

Planning to shoot a video

1. Have a clear focus and objective for filming a video. Have you been asked to answer interview questions remotely for use in a larger film? Are you promoting an opinion online? Are you producing a persuasive video for attracting a tech partner to your work? Taking

some time to establish why you are making this video ensures there is a clear direction to travel in for the remainder of the process.

2. Some early considerations:
 - a) Is this a scripted piece? Or partially scripted? Are you going to memorize your lines, or read them?
 - b) Are you going to use a mobile phone? Or a computer webcam? Something else?
 - c) Will you be recording yourself? Are you going to hold your device, or stabilize it e.g. in a tripod? Is somebody else going to film it for you?
3. Keep your videos short—30 to 60 seconds. This is ideal for a couple of reasons:
 - a) People are generally short on time for viewing your piece
 - b) A shorter video is a lighter video, i.e. it will upload and download faster, and it will take up less memory on your devices

Picking the right environment for filming

The ideal environment is:

- Relatively quiet
 - Ask others to leave the room, or to be quiet while you record
 - Be mindful of noises e.g. traffic, construction, household appliances e.g. microwaves, UPS, fans and air conditioners, people talking
- Well-lit, with natural light
 - Avoid filming between the hours of 11 am - 2 pm when the sun is overhead
 - Additionally, be mindful about noise, including the wind
- Avoid cluttered/ crowded/ busy backgrounds
- Make sure there are no consumer products' branding in the background e.g. from billboards and shop displays
- Avoid hard light on your face

Mobile phone video best practices

- Hold the phone in landscape mode (hold the phone sideways)
 - Visual comparison: Landscape vs portrait mode
- Hold the mobile camera steady. If you're not comfortable taking a selfie, consider propping the camera up somewhere stable, or use a tripod
 - Shaky mobile phone vs a phone on tripod
- If you are taking a selfie video, put the camera into Selfie mode to switch from the lens on the back face of your mobile to the lens on the front side/ the screen side
- Make sure you look into the lens of the camera and not e.g. at your hand or the screen
- The farther you hold the phone away, the more faint your voice will become. Frame your face and the background well, and talk in the direction of the phone
- Avoid getting too close to the phone. This can overload your camera's microphone and result in distorted, poor-quality sound that cannot be fixed later on
- Avoid excessive handling of the mobile phone in your hands during filming. This will negatively impact both picture and sound quality
- Don't make the composition too tight. Leave some head room

- Visual comparison: Tight composition vs a good composition with enough room over your head
- It's always a good idea to watch your video back and quality check these issues being mentioned once yourself

How to speak/how to present

- Take a deep breath before you start speaking. Clear your throat. Sip some water. Smile!
- Talk slowly and clearly. Relax, and smile! Be yourself and aim for a natural-sounding recording
- Remember that these are very short films, only 60 seconds each! Your answers should be short, concise, and clear. It's a good idea to practice what you will say first

Here is an example of a well-planned script:

- Start recording, look into the camera for 2 seconds, then start speaking:
- "Hello, everyone. My name is [xyz] and [I work at abc]."
- 1-2 sentences responses to a short series of questions e.g. 2-3
- "Thank you."
- Hold your gaze on the camera lens, count to 3 slowly in your head, then stop the video

Sending on your video

- Devices nowadays normally have an option to upload/ send the file on to a source such as an online folder, email
- Select the option to upload your file to an email account. An email should open in your preferred email app, with the video attached
- Avoid sending your files to apps like WhatsApp. These platforms will strip the quality from your videos to make the file smaller and more manageable, resulting in diminished video and audio quality
- Label your files well, always. This is tidy, and it will make retrieving the files much easier

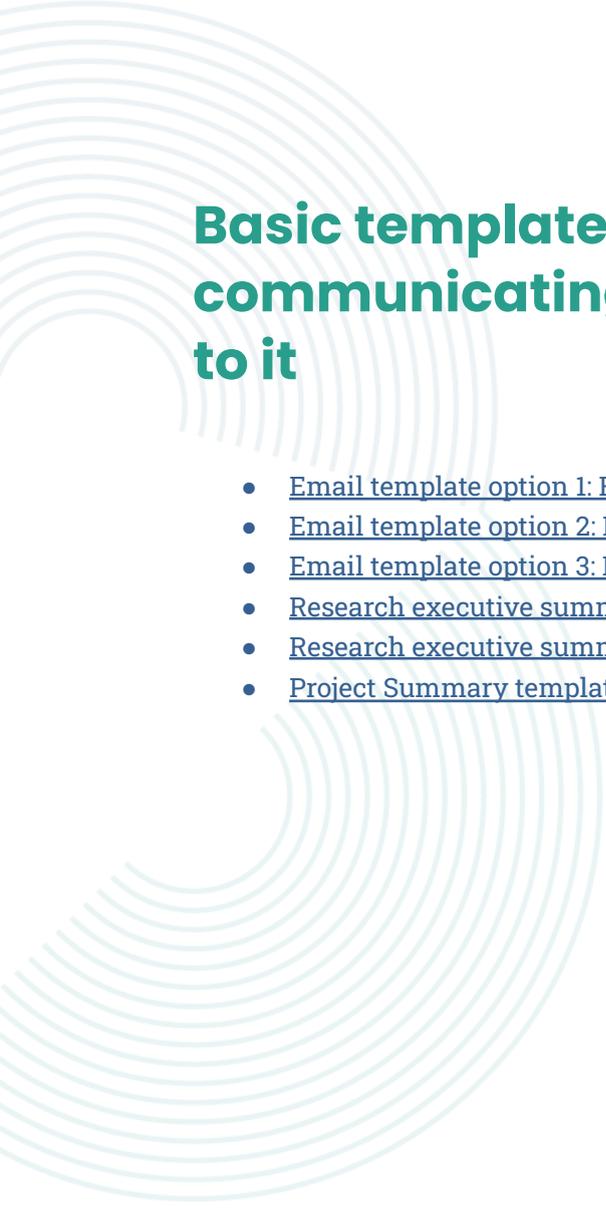
Example videos

Here is an example of a 'good'-quality video using a desktop webcam:

<https://www.youtube.com/watch?v=sBRxanDI-ow>

Below are some positive characteristics that define this webcam video:

- Quiet environment
- Decent lighting
- Filmed in landscape mode
- Camera is steady
- Sound is optimal- not too loud, not too soft
- Steady speaking pace
- Speaker is relaxed, natural
- Speaker is clear, not stumbling on their word



Basic templates for grantees to use when communicating about the fund or reporting to it

- [Email template option 1: Research focused](#)
- [Email template option 2: Funding focused](#)
- [Email template option 3: Requests for collaboration](#)
- [Research executive summary template option 1: Industry](#)
- [Research executive summary template option 2: Academic](#)
- [Project Summary template \(separate document\)](#)

Email template option 1: Research focused

Email subject heading: Meeting request: New research into Kenya children and online harm

Hello, [name of recipient]. I hope all is well.

I am a [job role] at Kenyan NGO **ZanaAfrica**. ZanaAfrica is a Kenyan NGO that ensures healthy, safe childhoods for adolescent girls.

Our team has recently completed a research study that can assist technology platform providers to protect children with intellectual disabilities from online sexual exploitation and abuse.

We are eager to present our research to your team. Are you and/ or your colleagues available for an initial video meeting in the next two weeks? If this is agreeable, kindly suggest a day and time. I will then send a calendar invitation.

Research into this critical issue is currently lacking. Our study is a vital opportunity for platform providers such as [name of research organization] to consider how to protect children with intellectual disabilities from harm.

The research is funded by the **Tech Coalition and Safe Online Research Fund**.

We are aware that [audience organization] recently launched the **Lantern program** with other platform providers to share data and fight child sexual abuse.

We believe that our research can be of particular value to Lantern, as well as your team's broader operations.

Let us know if we can share more details. We look forward to your response.

Email template option 2: Fund focused

Email subject heading: Meeting request: New research into Kenya children and online harm

Hello, [name of recipient]. I hope all is well.

I am a [job role] at Kenyan NGO **ZanaAfrica**. ZanaAfrica is a Kenyan NGO that ensures healthy, safe childhoods for adolescent girls.

With funding from the **Tech Coalition and Safe Online Research Fund**, ZanaAfrica has recently completed a research study that can assist technology platform providers to protect children with intellectual disabilities from online sexual exploitation and abuse.

We are eager to present our research to your team. Are you and/ or your colleagues available for an initial video meeting in the next two weeks? If this is agreeable, kindly suggest a day and time. I will then send a calendar invitation.

Research into this critical issue is currently lacking. Our study is a vital opportunity for platform providers such as [name of research organization] to consider how to protect children with intellectual disabilities from harm.

We are aware that [audience organization] recently launched the **Lantern program** with other platform providers to share data and fight child sexual abuse.

We believe that our research can be of particular value to Lantern, as well as your team's broader operations.

Online child sexual exploitation and abuse is the fastest growing form of violence against children. Safe Online, in close partnership with partners and grantees, is leading on global efforts to make the internet safe for children. To date, Safe Online has invested \$76m in 95 projects in more than 80 countries.

Let us know if we can share more details. We look forward to your response.

Email template option 3: Requests for collaboration

Email subject heading: Collaboration Opportunity: Addressing [Specific Issue/Research Area]

Dear [Recipient's Name],

I hope this message finds you well. My name is [Your Name], and I am a [Your Role] at [Your Organization/NGO]. [Your Organization] is dedicated to [briefly describe the mission or focus of your NGO, e.g., promoting digital safety, advancing child protection, etc.].

Recently, our team has been working on a research project titled [Research Title/Focus], funded by the **Tech Coalition and Safe Online Research Fund**. This study addresses [describe the problem or gap, e.g., the growing challenge of online child exploitation among marginalized groups, the need for advanced tools to detect harmful content, etc.]. Our findings have [highlight the relevance or significance of the findings, e.g., identified critical gaps, suggested innovative solutions, etc.].

We are reaching out to explore a potential collaboration with [Industry Partner's Organization/Name]. Specifically, we are seeking [key ask, e.g., expertise in technology solutions, data sharing, input on practical applications, etc.]. We envision [Industry Partner's Organization/Name] contributing by [specific role or contribution, e.g., providing access to anonymized data, co-developing solutions, piloting interventions, etc.]. The timeline for this collaboration is [specific timeline or key milestones].

A partnership on this project would [explain benefits to both sides, e.g., advance the impact of our research, help refine scalable solutions, enhance the industry partner's corporate responsibility efforts, position the partner as a leader in addressing critical challenges, etc.]. We believe this collaboration can create meaningful change and align with [Industry Partner's Organization/Name]'s commitment to [specific values or initiatives of the partner].

We would be delighted to share more details and discuss this opportunity further. Are you available for a meeting or call in the next two weeks? If so, please kindly suggest a day and time, and I will send over a calendar invitation.

Thank you for considering this opportunity to collaborate. I look forward to hearing from you.

Research executive summary template option 1:

Industry

Write your executive summary under the headings below. Up to 400-500 words. Use the guidelines on the previous page.

Context

UNICEF Indonesia's Strengthening Safe and Friendly Environments for Children Online (SAFE4C) project aims to improve Indonesia's national infrastructure and early support

for victims so that children and caregivers are able to prevent harmful or unwanted experiences online.

Understanding Indonesia's specific challenges and opportunities

Insert up to 5 sentences about Indonesia's specific challenges. For instance, these challenges may relate to specific risks of harm, such as cyber bullying or online grooming. Provide context that enables non-academic or non-development professionals to quickly understand your country context.

TL;DR (what Tech Coalition needs to know)

- Key insight 1 listed here
- Key insight 2 listed here
- Key insight 3 listed here
- Key insight 4 listed here

Quote/ testimonial

"In line with Indonesia's national plan of action, this programmes aims to reduce children's exposure to online risks and supports parents and caregivers to respond to harmful contact, conduct and content online." - Robert Gass, Representative ai of UNICEF Indonesia

How our insights can help Tech Coalition to design safer online environments for children

- Key recommendation 1 listed here
- Key recommendation 2 listed here
- Key recommendation 3 listed here
- Key recommendation 4 listed here

Additional background info

UNICEF Indonesia's Strengthening Safe and Friendly Environments for Children Online (SAFE4C) project aims to improve Indonesia's national infrastructure and early support for victims so that children and caregivers are able to prevent harmful or unwanted experiences online.

Project key objectives

- Project key objective 1 listed here
- Project key objective 2 listed here
- Project key objective 3 listed here
- Project key objective 4 listed here

Major challenges to project implementation

- Challenge 1 listed here
- Challenge 2 listed here
- Challenge 3 listed here

How we share our research with tech sector

- Communications and awareness-raising activity 1 listed here
- Communications and awareness-raising activity 2 listed here
- Communications and awareness-raising activity 3 listed here

How to contact us to discuss our research

- Key contact details listed here

About UNICEF Indonesia

On the ground in the communities or within the corridors of ministries, UNICEF's work in Indonesia encompasses research, policy and program advice as well as practical support to equitable planning, financing and delivery of essential services for Indonesia's 80 million children, focusing on the most vulnerable.

In addition to UNICEF's headquarters in Jakarta, our seven field locations in East Java, Aceh, East Nusa Tenggara, Maluku, South Sulawesi, Papua and West Papua fulfill a key role in addressing location-specific issues and service gaps in areas with the greatest disparities.

Research executive summary template option 2:

Academic

Write your executive summary under the headings below. Up to 400-500 words. Use the guidelines on the previous page.

Introduction

Purpose of study

Methods

Findings/ results

Recommendations

Conclusion

