



ANNUAL REPORT

# 2024 year in review

## A message from our Executive Director

The landscape of online child protection continues to evolve at a rapid pace, driven by emerging technologies, evolving threats, and shifting global priorities. While innovations like generative artificial intelligence (AI) and extended reality offer new opportunities, they also present significant risks—often outpacing the safeguards needed to protect children. Our work has never been more critical.

Guided by our [three-year strategy](#), 2024 was a year of growth, impact and collaboration. We continued to grow, innovate and lead the charge in protecting children online. With 42 new members joining our mission, we ended 2024 as a powerful network of 321 organisations—united in our commitment to creating a digital world where every child is safe from exploitation and abuse.



Our Global Summit in Abu Dhabi and online on 4–5 December, co-hosted with the Ministry of Interior of the United Arab Emirates, was a key highlight of the year as we brought together Ministers, technology pioneers, intergovernmental agencies and civil society organisations to share knowledge and collaborate on the bold steps needed to protect future generations online.

Launched at the Summit, our research on emerging threats to child safety over the next 5–10 years produced with Thorn highlighted the urgent need for proactive and future-focused solutions. With generative AI, quantum computing, and extended reality reshaping the online landscape, the report highlighted the opportunity we have to prevent harm before it happens through pre-emptive action and visionary policymaking.

Our Model National Response (MNR) framework continued to empower governments worldwide and featured at the first-ever Global Ministerial Conference on Ending Violence Against Children. Our reports on financial sexual extortion and the risks of extended reality provided crucial insights to inform global policy and practice, while we continued to build momentum developing a Prevention Framework.

Throughout the year, our advocacy reached the highest levels, from the Global Ministerial Conference in Bogotá to our strategic engagement with ASEAN (the Association of Southeast Asian Nations), the US Department of Justice, the White House and European policymakers, pushing for stronger legislative action against online child exploitation.

Collaboration remained at the heart of our efforts as we worked alongside partners such as MOORE at Johns Hopkins Bloomberg School of Public Health, Safe Online and Together for Girls to champion greater investment in prevention and safety-by-design solutions.

We remained committed to centring the voices of survivors, children and young people. Our research on youth digital rights and institutional abuse provided critical insights, while #MyVoiceMyFuture began amplifying young people's perspectives on shaping a safer digital future.

Our Global Policy Board remain central to guiding our work and providing oversight. This year we welcomed two new board members - His Excellency Shem Nyakutu, Secretary of Children's Services at the Ministry of Labour and Social Protection of the Government of Kenya, and Her Excellency Sokhunthea Sambath, Deputy Secretary General of the Cambodian National Council for Children. Both bring deep knowledge and expertise to the Board, reflecting their countries' positions as regional and global leaders in the fight against child sexual abuse and exploitation. Together with our other Board members from across the world, and across sectors, I am thankful for their ongoing support.

I would like to extend my thanks to the Secretariat team, and all our members, partners, donors and supporters. Together, we are forging a path toward lasting, global change—because every child deserves to grow up free from online harm.



Iain Drennan

Executive Director



## About WeProtect Global Alliance

### Our purpose

The digital world was not created with child safety in mind; it can be unsafe for children to explore.

Every phone and computer is a potential gateway for offenders seeking to sexually exploit children.

Our Alliance generates political commitment and practical approaches to make the digital world safe and positive for children, preventing sexual abuse and long-term harm.

### Our vision

A digital world designed to protect children from sexual exploitation and abuse.

### Our mission

Our mission is to bring together experts to develop policies and solutions to protect children from sexual abuse online. We seek to deliver this through four key objectives: knowledge, empowerment, advocacy and collaboration.

### Our members



### Our strategy

At the end of our 2023-2025 strategy, we want to deliver impact in four core areas:

- **Collaboration:** More practical cooperation between our members enables a better response to child sexual abuse, drawing on global, diverse experience and learning
- **Knowledge:** Our members understand the scale and nature of child sexual abuse online and what they can do to respond
- **Empowerment:** Victims and survivors and children inform and shape the global response to child sexual abuse online
- **Advocacy:** Our members take action to deliver an effective and well-resourced response to child sexual abuse online at a national and transnational level

## Our achievements

### 2024 Global Summit

One of our landmark initiatives, the [2024 Global Summit](#), held on 4–5 December in Abu Dhabi, United Arab Emirates, and online, brought together over 1,000 leaders from more than 100 countries to address the evolving challenges of child sexual exploitation and abuse online.

Co-hosted with the Ministry of Interior of the United Arab Emirates, the Summit focused on the theme ‘Focus on the Future,’ emphasising the need for proactive, forward-thinking solutions to keep children safe in an increasingly digital world.

A key highlight was the launch of groundbreaking research in partnership with Thorn, exploring emerging threats to child safety over the next 5–10 years. The findings underscored the urgent need to stay ahead of risks posed by generative AI, quantum computing, extended reality and encryption, calling for pre-emptive action and policy innovation to mitigate harm before it occurs.

Youth participation was a central focus of the Summit. Young people played an active role in panel discussions, breakout sessions and plenaries, sharing their perspectives on digital rights, online safety and the role of technology in their lives. The Summit also featured a film preview of youth voices in Nigeria and Nepal on their digital rights, and shared early insights from #MyVoiceMyFuture, co-created with young people from across the world to advocate for a safer digital world.



[The Summit] was a confluence of knowledge, experiences and future directions. It served as an excellent platform for experts, practitioners and survivors to come together. The sharing of practical experiences and networking across diverse sectors provided a significant opportunity for national, regional and global advocacy.



Participant at the 2024 Global Summit



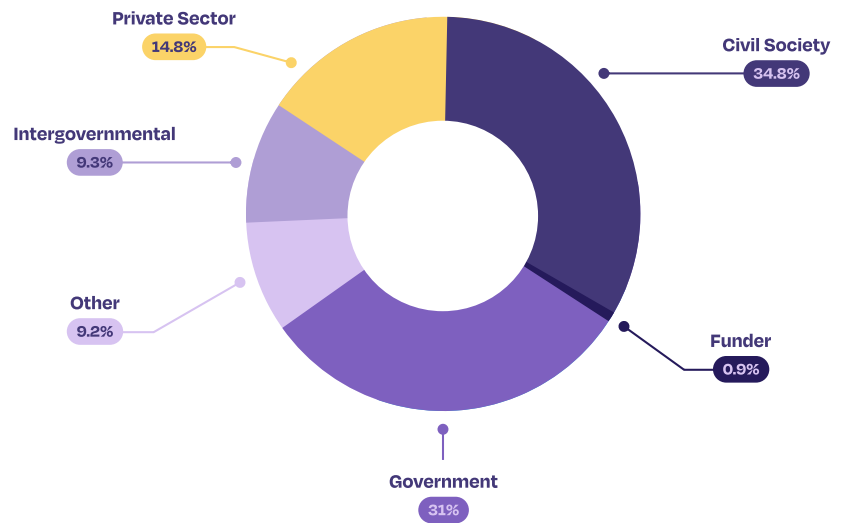


Collaboration remained at the heart of discussions, with Ministers, technology leaders, civil society organisations and intergovernmental agencies engaging in high-level dialogue on artificial intelligence, response to online child exploitation.

As the Summit concluded, a strong [call to action](#) was issued, urging governments, technology companies and global stakeholders to prioritise child protection, invest in safety-by-design solutions, and accelerate policy efforts to combat online abuse.

The 2024 Global Summit reaffirmed the power of collective action, reinforcing WeProtect Global Alliance's mission to drive meaningful, lasting change in the fight to safeguard children worldwide.

## Representation by Sector



Other included academia, consultant, independent organisations

Co-hosted by the United Arab Emirates Ministry of Interior



UNITED ARAB EMIRATES  
MINISTRY OF INTERIOR

We are also grateful to the Government of Australia and the European Commission for their support.



Co-funded by  
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Australian Government

## Summit feedback



**99%**

said the Summit met  
their expectations  
(18% said it exceeded  
them)



**77%**

said it addressed key  
challenges and  
opportunities  
protecting children in  
a digital world



**86%**

said the Summit  
provided  
opportunities to  
build knowledge



**79%**

said the Summit  
provided meaningful  
networking and  
collaboration  
opportunities

## Strategic outcome 1

### **Collaboration: More practical cooperation between our members enables a better response to child sexual abuse, drawing on global, diverse experience and learning**

We bring together governments, the private sector, civil society and intergovernmental organisations to develop collaborative solutions and drive real-world change, unifying partners across nations and industries to achieve what no single organisation can accomplish alone. A key focus of our work is to engage members in cross-border cooperation, leveraging global expertise for a unified response.

During the year, 42 new [members](#) joined the Alliance. We now have a total of 321 members representing government, private sector, intergovernmental and civil society organisations from over 100 countries.

We welcomed Morocco as our 103rd government member and the first member from the North African region. Other new members included the Childlight Institute at the University of Edinburgh, MOORE at John Hopkins University and the Kempe Foundation affiliated with the University of Colorado, Faculty Science, Discord, Basechat, Missing Child Kenya Foundation, the Global Initiative Against Transnational Organized Crime, Red Papaz, Social & Media Matters, the Halley Movement for Social and Community Development and many others.

Our civil society and private sector Reference Groups, and our Global Taskforce of government members, played a vital role in fostering collaboration, bringing together our members to share knowledge and solutions several times during the year.

Our [Global Taskforce](#) met twice in April and December, with the Council of Europe joining as new members this year. The April meeting, attended by 13 countries, focused on the growing issue of financial sexual extortion. The December meeting – held in person in the lead up to the Global Summit – was attended by 27 countries, along with youth and survivor representatives from the Brave Movement and She Leads, discussing regulatory frameworks and strengthening prevention within the MNR.

Our private sector and civil society Reference Groups met and received key briefings on financial sexual extortion, the drivers of sexual abuse offending (led by Protect Children), and the risks posed by AI-generated child sexual abuse material (presented by Anglia Ruskin University), as well as shared insights and knowledge from their work on the frontline.

In collaboration with our partners Together for Girls and SVRI, we launched the Safe Futures Hub website and the 'Building Safe Futures' evidence review which calls for practical action to protect children worldwide.

We partnered with Safe Online's Data for Change initiative which tackles the challenges of inadequate and inconsistent data on online harms to children by fostering a global, multi-sectoral community dedicated to advancing child online safety. We joined a collaborative workshop in London bringing together diverse actors to address gaps and barriers in data practices while co-creating practical solutions for improving data collection, sharing and usage across sectors.

We also partnered with Centre for Information Policy Leadership (CIPL) to facilitate multi-stakeholder dialogues in London, Brussels and Washington on potential risks and unintended consequences associated with age assurance and how we can best mitigate these risks. Working groups focussed on law and regulation, risk assessments and global and regional perspectives.



The work of WeProtect Global Alliance to tackle child sexual abuse online is an integral part of the wider work to end violence against children. It plays a key role in supporting strong linkages between protection in the online and offline spheres



Dr Najat Maalia M'jid, UN Special Representative of the Secretary-General on Violence Against Children

We joined the Global Cybersecurity Forum in Riyadh in October, where together with the International Telecommunications Union, UNICEF and the DQ Institute, we supported a dedicated event on 'Child protection in cyberspace' to bring together key stakeholders from around the world to identify pathways for collaboration and collective action so children can be safe online.

During the year we become an observer of the Global Online Safety Regulators' Network, enabling closer collaboration with leading online safety regulators. In the law enforcement space, we continued collaboration with the Virtual Global Taskforce (made up of 15 dedicated law enforcement agencies from around the world working together to fight child sexual abuse) and joined the INTERPOL Specialists Group on Crimes Against Children meeting in March.

## Strategic outcome 2

### Knowledge: Our members understand the scale and nature of child sexual abuse online and what they can do to respond

One of our key priorities is to build knowledge of our members to gain insights into the scale and nature of online child sexual abuse and effective responses.

To enhance national capabilities in preventing and responding to online child sexual exploitation and abuse, we actively promoted our [Model National Response](#) (MNR)—a structured framework providing guidance and support to help countries develop a coordinated, effective response. The MNR featured on the official agenda of the first ever Global Ministerial Meeting to End Violence Against Children in Colombia, as a practical tool for building country responses to childhood violence.

We worked closely with partners to expand MNR adoption, ensuring its principles drive tangible progress in safeguarding children and were delighted to showcase how Alliance member, the International Centre for Missing and Exploited Children (ICMEC), continues to use the MNR to undertake capability assessments and strengthen national responses through a webinar featuring [case studies](#) from five countries.

In collaboration with Alliance member Thorn, we published the '[Evolving technologies horizon scan](#)' in December, drawing on insights from 300 global experts. This report, launched at the 2024 Global Summit, explores the impact of predictive AI, generative AI, end-to-end encryption, extended reality, decentralisation and quantum computing on online child safety over the next 5–10 years.



With the global Extended Reality (XR) market projected to exceed \$1.1 trillion by 2030, virtual, augmented, and mixed reality technologies offer innovation but also pose risks as avenues for the distribution of child sexual abuse material and simulated abuse of virtual children. In May 2024, we convened 26 stakeholders from diverse sectors to discuss these challenges and subsequently published a paper, '[Beyond the headset: charting a safer course for children in extended reality environments](#)', which examines risk mitigation strategies such as content moderation, age assurance, and Safety by Design.

We hosted three member webinars to facilitate knowledge sharing during the year, attended by over 200 participants. Meta and the National Center for Missing and Exploited Children (NCMEC) presented work on tackling financial sexual extortion across borders, while Professor Michael Salter from the University of New South Wales and Robbert Hoving from Offlimits, the Dutch hotline, presented their groundbreaking work on prevention. We also hosted a webinar with ICMEC on the use of the Model National Response framework to undertake capability assessments in five countries. The webinar series proved a popular initiative with members, with average satisfaction ratings exceeding 90%.

As an issue of significant concern highlighted in our most recent Global Threat Assessment, we published a [briefing paper on financial sexual extortion](#) to provide an overview of this rapidly growing threat, details of who is impacted, who the perpetrators are, and the typical pathways used to target children and young people.

Recognising the need to support frontline responders, a gap identified in the 2023 Global Threat Assessment, we launched a study across 13 countries, engaging content moderators, hotline analysts, social workers, caseworkers and law enforcement officials to explore their health and wellbeing given the type of content they are regularly exposed to. The research, set for publication in 2025, will offer evidence-based recommendations to improve their health, wellbeing and working conditions.

Additionally, we began research on harmful sexual behaviours among children and young people to enhance understanding of its links to online exploitation and abuse. The findings will be published in 2025.

Building on a key recommendation from the 2023 Global Threat Assessment, we are developing a Prevention Framework to complement the MNR. Insights from discussions experts from across the world, and at the Envision conference in Washington, the December Global Taskforce meeting and our Global Summit have helped shape this initiative, which will launch in 2025.

## **Strategic outcome 3**

### **Empowerment: Victims and survivors and children inform and shape the global response to child sexual abuse online**

Children, young people and survivors of online sexual abuse are essential to creating a safe digital environment. Their lived experiences provide crucial insights into how we can effectively combat child sexual exploitation and abuse. Centring the voices of those affected is vital for developing practical solutions that truly address the issue.

Throughout the year, we continued our collaboration with [POP: Protection Through Online Participation](#), a cross-sector initiative led by the UN Special Representative of the Secretary-General on Violence against Children and the International Telecommunications Union. This project explores how young people engage

with digital solutions to seek protection and support both online and offline. We contributed to the redrafting of the youth consultation tool and, at the October partners' meeting, highlighted how the developing framework could align with our MNR framework.

An initial draft of principles and guidance on participation was finalised through a member-led task and finish group chaired by the Marie Collins Foundation and International Justice Mission working alongside Alliance members such as ACSAI, Fumaco, Protect Children Suojellaan Lapsia, Hamogelo (Smile of the Child), Child X, and the Safer Young Lives Centre. The guidance and principles will be made available to Alliance members in 2025.

In May, we partnered with the Brave Movement and Safe Online to host an event in London amplifying survivor voices in the lead up to the Colombia Ministerial, launching a call to action 100 days before the ministerial meeting seeking greater focus on online harms to children.

Other initiatives amplifying youth and survivor voices included partnering with ECPAT International, SheLeads, UNICEF, and the Brave Movement to support in-person youth speakers at our Global Summit, who delivered opening and closing addresses, spoke during the survivor perspectives plenary, and led two breakout sessions on participation. We also collaborated with Alliance member VoiceBox to commission content from 12 young people worldwide, capturing their vision for a safer digital world—which was highlighted at the Summit. By placing young people at the centre of these conversations, we are ensuring their perspectives drive real change in shaping a safer digital future.





Governments must prioritise digital safety in their violence prevention strategies, recognising that online violence is a global health crisis demanding a comprehensive response. Their commitments to protect children must be backed by concrete, well-funded policies. Without a strong focus on digital safety, efforts to combat violence in the digital space will remain fragmented, leaving children vulnerable to preventable harm... We are confident that global leaders understand the gravity of the crisis and will seize this historic opportunity to make real, impactful change.



An open letter to Governments in the lead up to the first ever Global Ministerial Conference to End Violence Against Children, by Daniela Ligiero, Co-founder of the Brave Movement; Marija Manojlovic, Executive Director of Safe Online; and Iain Drennan, Executive Director of WeProtect Global Alliance.

## Strategic outcome 4

### **Advocacy: Our members take action to deliver an effective and well-resourced response to child sexual abuse online at a national and transnational level**

Driving impactful, well-resourced actions at national and global levels is a key element of the Alliance's strategy as we work with our broad membership base to influence laws, policy and practice across the world.

In September, we participated in the ASEAN Internet Forum in Bali, moderating a panel on the private sector's pivotal role in tackling social challenges—particularly in preventing and responding to online child sexual abuse and exploitation and supporting victims. We also contributed to a regional review assessing the implementation of ASEAN's five-year Regional Plan of Action for the Protection of Children from Online Exploitation and Abuse. This review identified key areas for improvement and will inform the development of the next five-year plan (2026–2030) to strengthen child protection efforts across the region.

The inaugural Global Ministerial Conference to End Violence Against Children took place on 7–8 November 2024 in Bogotá, Colombia, bringing together global leaders, policymakers, and activists to tackle violence against children. At the conference, WeProtect Global Alliance partnered with UNICEF to host an official side event on the MNR Framework, demonstrating how governments are effectively using it to combat child sexual exploitation and abuse. The event featured key speakers including Marja Ruotanen (Council of Europe), Dinara Zakiyeva (Kazakhstan's Commissioner for Child Rights), Rahimisa Kamuingona (Namibia's Ministry of Gender Equality), who all spoke on how they had used the MNR to shape national work, alongside Rhiannon McDonald (Marie Collins Foundation) who reinforced the importance of including and responding to survivor voices.

Ahead of the Ministerial, we co-hosted a 'Safe Digital Futures for Children' side event in Colombia alongside Safe Online and other partners. This day-long event highlighted the digital risks children face, fostered cross-sector dialogue and aimed to build awareness and action from delegates attending the conference. Together with Safe Online and Together for Girls, we issued a joint [call to action](#) and an open letter seeking greater investment in child-centric, safety-by-design solutions to reduce online harms and urging

policymakers and governments to prioritise digital child safety. Media engagement at the Ministerial resulted in widespread coverage in El Tiempo, Publimetro, MSN News, Caracol TV and other major outlets.

We provided expert advice to the United States Department of Justice and joined a White House roundtable on provisions within the UN Convention on Cybercrime and global legislative alignment. The treaty was formally adopted on 24 December 2024. Our advocacy continues into 2025, with engagement efforts in the European Parliament on ratification and implementation.

At the Global Summit, we premiered [Protect Us](#), a powerful short film exposing how AI applications and chatbots are being weaponised to exploit children online. Our members are being encouraged to share the film and use it as an advocacy tool for governments and technology to strengthen AI protections for children.

We continued to work alongside ECPAT International, Childlight, and Safe Online to revise the Luxembourg Guidelines, a key resource providing practical guidance on the terminology used to address child sexual exploitation and abuse. Originally developed in 2016, the updated guidelines will be launched in 2025.

The Alliance Secretariat also provided detailed responses to multiple policy consultations, ensuring the scale and nature of online child sexual abuse and our response frameworks inform emerging legislation. With over two billion children navigating the digital world and new threats continuing to emerge, together with our members, we influenced the United Nations' Global Digital Compact to include a specific point to 'strengthen efforts to tackle online facilitated violence against children including cybercrimes against children'.

We also contributed to industry standards developed by the Australian Office of the eSafety Commissioner and Ofcom's guidelines on protecting users from illegal harms online and regulations for service providers publishing pornographic content.



## **Our supporters**

We are grateful to those donors who have funded the Secretariat in 2024.

Thanks also to all our members, supporters, partners, and the children and survivors who have helped shape, influence and drive this work during the year. By working together, we can make change happen to better protect children from sexual exploitation and abuse online.

## **About WeProtect Global Alliance**

WeProtect Global Alliance brings together experts from government, the private sector, civil society and intergovernmental organisations. Together, they generate political commitment and practical approaches to build a digital world designed to protect children from sexual exploitation and abuse online.

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**[weprotect.org](https://weprotect.org)**