

Refresh of Model National Response Framework: Invitation to Tender

23 October 2026

WeProtect Global Alliance (WPGA) is seeking a consultant / team of consultants to deliver a comprehensive consultation, review and redrafting of WeProtect Global Alliance's [Model National Response](#) (MNR) Framework, including its accompanying [Maturity Model](#), Self-Assessment Tool (available on request) and related [Global Strategic Response Framework](#).

Proposals should be no longer than 10 A4 pages, excluding annexes, and must include:

- Proposed methodology and project management, including a plan for addressing all requirements covered in this document.
- An outline workplan and timeline, including key milestones and deliverables.
- Evidence of relevant experience, including two examples of work on technology-facilitated child sexual exploitation and abuse (TF-CSEA), child-protection systems strengthening, or comparable global policy frameworks completed within the last three years (can be included as an annexe).
- A proposed team structure, including roles, responsibilities and biographies of key personnel.
- A full cost breakdown and rationale, inclusive of VAT and any applicable expenses.
- Contact details for two relevant referees.

Please send completed applications to careers@weprotectga.org by midnight on **8 November 2026 with the subject line 'Model National Response – Application to Tender'**.

About WeProtect Global Alliance

WeProtect Global Alliance brings together experts from government, the private sector and civil society to protect children from sexual exploitation and abuse online. We work together to build, engage and support a diverse, child-centred global network with the commitment, knowledge and skills to tackle technology-facilitated child sexual exploitation and abuse.

The Alliance currently consists of 350+ members including governments, the private sector, civil society organisations and intergovernmental organisations.

In order to achieve our vision of a digital world free of child sexual exploitation and abuse (CSEA), we have three key strategic pillars:

- Knowledge Sharing
- Convening
- Impact

Learn more at www.weprotect.org.

About the Model National Response review

Background

The Model National Response (MNR) was first launched by WPGA in 2015 as a framework to support countries to develop comprehensive and coordinated national responses to child sexual exploitation and abuse online. Designed to be adaptable to different national contexts, the MNR sets out the key capabilities needed across six interconnected areas: legislation and policy; prevention; law enforcement; private-sector engagement; data collection and research; and victim support services. Its emphasis is on a holistic national response, bringing together the different actors and systems needed to prevent and respond effectively to online child sexual exploitation and abuse.

The MNR is supported by a Maturity Model and Self-Assessment Tool. The Maturity Model, developed by WPGA in partnership with UNICEF and launched in 2022, helps countries assess their existing capabilities and identify opportunities for continued development. It sets out four phases for each capability: building, enhancement, integration and maturity, recognising that countries have different starting points and can progress according to their national circumstances. An accompanying Self-Assessment Tool and guidance support governments and other stakeholders to apply the model in practice, with resources available in Arabic, English, French, Portuguese and Spanish.

The Global Strategic Response (GSR), developed in 2019, acknowledges the universality and cross-border nature of TF-CSEA and responds to this international dynamic. It provides objectives and a comprehensive strategy for collaboration, coordination and shared learning to eliminate TF-CSEA at global, regional and local levels. The GSR identifies six themes that are necessary to frame the response to CSEA and details 26 capabilities which break down the themes into manageable areas for action. A guidance document accompanies the framework.

Plans for the review

WPGA is undertaking the third update of the MNR since the framework was launched in 2015. The refresh responds to changes in the technology-facilitated child sexual exploitation and abuse threat landscape, developments in academic knowledge, research and practice, and feedback from WPGA members and users of the MNR.

The refresh will ensure that the framework reflects current evidence and best practice, has greater alignment and interoperability with other global child-protection frameworks, and provides an updated clear and practical basis for countries seeking to strengthen their national response. It will also strengthen the MNR's focus on prevention and improve coherence across WPGA's existing frameworks and guidance.

A secondary objective is to integrate the [Global Strategic Response](#) into the MNR and incorporate learning from WPGA's standalone [Prevention Framework](#). The review will also consider relevant developments and learning from the wider child-protection field, such as new and emerging technologies.

The Maturity Model and Self-Assessment Tool will be reviewed in parallel to ensure that they remain coherent with the revised MNR and provide a clear pathway for countries to assess progress, identify gaps and strengthen their national response.

Goal and objectives of the review

The overarching goal of the MNR refresh is to support WPGA members to develop and strengthen comprehensive national responses to prevent technology-facilitated child sexual exploitation and abuse and protect children online. The refresh aims to increase the adoption and practical use of the MNR by WPGA government members, including greater uptake of the Self-Assessment Tool, while ensuring that the framework remains responsive to current evidence and best practice, aligned with relevant global child-protection frameworks, and clearer in its approach to prevention.

To achieve this, the project will update and strengthen the MNR to reflect developments in evidence, policy and practice and improve its alignment and interoperability with other global child-protection frameworks. It will bring WPGA's frameworks together by integrating the Global Strategic Response into the revised MNR framework and incorporating learning from the Prevention Framework. The refresh will also review the Maturity Model and Self-Assessment Tool, with the aim of creating a digitised and more coherent, interactive and user-friendly suite of products that enables countries to assess their current capabilities, identify opportunities for further development and strengthen their national response over time. The consultant should consider the digital-first and user-friendly nature of the revised MNR as a priority as they develop the approach and structure of the revised framework. The consultant should be prepared to work closely alongside the design consultant to ensure maximum usability. Alongside improving the framework itself, WPGA will seek to strengthen member engagement with and uptake of the revised framework, including through its future integration into member onboarding.

Scope and purpose

WPGA is seeking a consultant or team of consultants to lead two interconnected phases of the wider MNR refresh: **consultation** and **re-drafting**.

Scope of this consultancy

This consultancy covers consultation, qualitative analysis, re-drafting and support for technical validation. Design, translation, communications and launch activity will be commissioned or delivered separately by WPGA.

Phase 1: Desk review, consultation and analysis

Desk review

The first stage of the consultancy will be a comprehensive desk review of relevant academic and grey literature published from 2022 onwards, drawing on materials collated by WPGA and supplemented by the consultant where necessary. The review will involve conducting a gap analysis or similar, using MAXQDA qualitative software, to identify developments in evidence, policy and practice relevant to the capabilities covered by the MNR, as well as emerging approaches to prevention and response and relevant developments across the wider child-protection landscape. This will identify key evidence, developments and gaps that should inform the refresh, and will provide the evidence base for the subsequent consultation, including the development of qualitative research questions.

Consultation

The consultant will design and deliver a structured consultation to gather evidence on how the MNR, GSR and associated tools are currently used, where they are effective, where they require improvement, and how they can better support comprehensive national responses across different contexts and levels of maturity.

Consultation design

Working with the WPGA Policy Manager and drawing on the desk review, the consultant will:

- Refine the consultation methodology, research questions and analytical framework.
- Develop key informant interview tools and focus-group discussion tools for different sector groups.
- Develop a sampling and stakeholder-engagement plan that ensures appropriate geographical, sectoral and contextual diversity.
- Agree ethics arrangements, including for informed consent, confidentiality, secure data handling, safeguarding and risk management.
- Support selected WPGA Secretariat colleagues to facilitate focus-group discussions at in-person and virtual sector events where required.

Data collection

The consultation phase is expected to include key informant interviews and focus-group discussions with a broad range of stakeholders, including:

- Subject-matter experts.
- Organisations, both members and non-members, that have used the MNR in their work.
- WPGA members, including members of the Policy Board, involved in the historical development of the MNR and associated tools.
- WPGA Reference Groups, including the Global Taskforce on Child Sexual Abuse and new cross-sector Reference Groups.
- Other relevant WPGA members and partners.

Consultations will largely be conducted virtually through Microsoft Teams or Zoom. Some discussions may be conducted by WPGA Secretariat staff on the sidelines of planned sector events, with tools, guidance and training provided by the consultant.

Analysis

The consultant will systematically analyse interview and focus-group evidence using MAXQDA. The analysis must also incorporate relevant existing evidence and member feedback. This includes findings from WPGA's 2025 Members Survey, relevant qualitative findings gathered through the 2025 Global Threat Assessment qualitative research, and consultation with private-sector members undertaken during WPGA's US West Coast engagement with private sector members in October 2026.

The consultant must ensure there is clear evidence of how consultation findings informed recommendations and subsequent changes to the framework and tools.

Phase 2: Re-drafting

Drawing on the consultation and comprehensive desk review, the consultant will lead the substantive revision of the MNR and supporting tools. This will include:

- Reviewing and revising the overall structure, capabilities and content of the MNR.
- Integrating the Global Strategic Response and learnings from the Prevention Framework.
- Considering relevant developments and learning from other global child-protection frameworks and initiatives (a full list will be provided upon commencement of the consultancy).
- Updating the evidence base, references and other time-sensitive information.
- Ensuring the framework remains coherent, practical and adaptable to different national contexts and levels of maturity and taking account of the transnational nature of TF-CSEA.
- Strengthening the treatment of prevention of TF-CSEA across the framework.
- Reviewing and aligning the Maturity Model and Self-Assessment Tool with the revised MNR framework.
- Considering the future naming of the revised framework, ensuring it builds on the existing strong brand recognition of the MNR product, while reflecting a more global perspective.
- Drafting clear, concise and jargon-free English text to publication standard (including copyediting).
- Providing recommendations to inform the subsequent interactive design of the products, while recognising that the design itself is outside this commission. This may include working closely with the designer selected by WPGA.
- Working closely with the designer to ensure the revised Framework is user-friendly and engaging for WPGA members.

Technical validation

The revised products will undergo technical validation with key stakeholders. The consultant will support the validation process by preparing materials, participating in relevant meetings

and events, recording and analysing feedback, advising WPGA on proposed revisions, and incorporating agreed changes into the final drafts. The consultant will work closely with the designers as the deliverables are finalised to ensure they can be digitised and made more interactive.

The consultant will also attend meetings of the MNR Review Steering Group as required. Some meetings may take place outside typical UK working hours to support participation across time zones.

The finalised drafts will then be designed and translated into multiple languages by additional consultants supported by WPGA. This is not expected as part of this consultancy.

The overall updated MNR framework is expected to be completed by August 2027, with a wider communications and launch phase planned for later in autumn 2027.

Deliverables

Deliverables expected as part of this consultancy include:

- A comprehensive revised Model National Response framework in English, with text ready to publication standard
- Revised Maturity Model
- Revised Self-Assessment
- Copies of qualitative data collection tools
- Copies of anonymised interview and focus group transcripts
- Copy of MAXQDA (or similar) file/s with coded desk review and anonymised transcripts, as well as the codebook/nodes.

Methodology

Applicants should propose a robust, proportionate and participatory methodology. The approach should:

- Ensure meaningful input from all sectors of the WPGA membership including governments, international organisations, the private sector and civil society.
- Draw on a balanced range of sources including grey literature, civil society research, government and international institution reporting, and academic research.
- Demonstrate how consultation findings will be analysed and translated into decisions about the revised framework and tools.
- Address geographical diversity and the applicability of the MNR and/or GSR in countries with different legal, institutional and resource contexts.
- Include effective quality assurance, version control and reference management arrangements.
- Use new and emerging technology only where it supports quality, impact, sustainability and value for money, with appropriate attention to confidentiality and data protection.

Research ethics, risk management and safeguarding

WPGA requires robust confidentiality and protection measures in the design and planning of data collection, data storage, consent to participate and reporting. The research partner together with WPGA must develop a risk assessment of potential negative impacts and a trauma-informed risk management plan detailing explicit protocols to minimise risks and safeguard participants (please note it may require a formal ethics approval and to incorporate this into any planned costs, if relevant). No children will be interviewed as part of this research.

Audience

The primary audience is adult government, civil society, private sector and international organisation stakeholders responsible for preventing and responding to technology-facilitated child sexual exploitation and abuse. Material must be technically accurate while remaining practical, accessible and appropriate for use across different national contexts.

The resulting revised framework should be concise, clearly structured and jargon-free. The consultant should consider how complex or technical material could subsequently be supported through visual, interactive or multimedia presentations, although final design and production are outside the scope of this assignment.

Project management and governance

The consultant will report to the WPGA Policy Manager and work closely with the wider Secretariat, including the Membership and Communications teams. The expected management arrangements are:

- Weekly virtual progress meetings with the Policy Manager.
- Regular meetings with the wider WPGA Secretariat and designer, as required.
- Participation in MNR Review Steering Group meetings as required.
- Regular written progress updates, including risks, dependencies, decisions required and upcoming milestones.
- Prompt escalation of delivery, safeguarding, data protection or quality risks.

WPGA will provide access to the desk review documents, relevant internal materials including existing consultation work and member contact details. Final decisions on scope, content, publication and the acceptance of deliverables will remain with WPGA.

Consultant or team requirements

The successful consultant or team of consultants should demonstrate:

- Substantial knowledge, to Master's degree level or above, of technology-facilitated child sexual exploitation and abuse and/or child-protection systems strengthening.

- Demonstrated experience designing and delivering complex, international, multi-stakeholder qualitative research studies.
- Strong qualitative research skills, including key informant interviews, focus-group facilitation, coding and analysis using MAXQDA or comparable software.
- Experience translating research and stakeholder evidence into practical global policy frameworks, guidance or implementation tools.
- Strong understanding of prevention and multidisciplinary national responses to child sexual exploitation and abuse.
- Experience working across countries and regions and adapting global frameworks to different national contexts.
- Excellent written English and demonstrated ability to produce complex policy or technical material to publication standard.
- Strong facilitation, stakeholder management and project management skills.
- Demonstrated understanding of research ethics, confidentiality, safeguarding, trauma-informed practice and data management.
- Capacity to deliver the assignment within the required timetable and to participate in meetings across time zones.

Proposal evaluation

Proposals will be assessed on quality (80%) and price (20%), using these criteria:

- Understanding and methodology: 20%
- Relevant experience: 20%
- Approach to developing practical frameworks and tools: 15%
- Workplan, resourcing and quality assurance: 20%
- Research ethics, safeguarding and data protection: 5%
- Price: 20%

Quality criteria will be scored from 0 (no response) to 5 (excellent) and weighted accordingly.

At least two assessors will independently score proposals. Bidders with the highest combined weighted scores across assessors will be invited to interview to discuss their proposals in more detail. WPGA reserves the right not to appoint.

Budget and timeline

We have a budget of 18,400 Euro (not inclusive of VAT) for this project – to include all deliverables. We would expect any proposals to utilise new and emerging technology to support the outputs' developed impact, sustainability and value for money.

The financial proposal should clearly state assumptions and identify any costs excluded from the total. Payments will be linked to satisfactory completion and acceptance of agreed deliverables, with the final schedule confirmed during contracting.

Applicants based outside the United Kingdom should account for any relevant tax implications. WPGA will confirm whether reverse-charge VAT must be factored into the approved budget.

The anticipated timeline is as follows:

- Invitation to Tender closes – 8 November 2026 (midnight)
- Interviews – 20 - 24 November 2026
- Project begins – December 2026 (exact date negotiable)
- Consultation phase complete, with copy of MAXQDA files, anonymised transcripts and qualitative tools provided to WPGA – 31 March 2027
- First draft of revised MNR framework (including Maturity Model and Self-Assessment) complete – 31 May 2027
- Technical validation of all deliverables complete – 31 July 2027
- Deadline for final delivery of all deliverables to publication standard – 4 August 2027.