

WeProtect Global Alliance – Policy Plan 2023-25

Child sexual abuse and exploitation online is a growing, global threat that demands a global response. No single actor can tackle it alone. It crosses geographical and sectoral boundaries. Despite broad consensus that abuse and exploitation of children online is unacceptable, too many still see it as inevitable.

WeProtect Global Alliance makes the case for a coordinated global response as the most efficient and effective way to end child sexual abuse online. We have a highly regarded response framework and are already seeing change – our role as an Alliance is to nurture these green shoots and help them grow.

Our members overwhelmingly endorsed the value of a multi-sector, international network in delivering a global response to a global crime. While members agree action is required, there are tensions between constituencies and disagreement on the best approach. Silos and distrust limit collaboration and transparency and lead to fractured global response architecture.

Obstacles to action:

- Under-reporting: the true prevalence and impact of child sexual abuse is likely to be greater than current data indicates. This is a historically under-reported crime and the gaps in our understanding are likely to grow with increased end-to-end encryption.
- A complex problem: often there is no clear lead department, collaboration and information-sharing is limited and authorities have urgent capacity building needs.
- Limited resources: our members are managing an unprecedented number of global challenges. Prevention and horizon-scanning are globally under-served.

Our Alliance exists to solve these problems. We can provide greatest support for our members by acting as a force multiplier and catalyst for a more effective and inclusive global response. We support our members to achieve more together than they could alone, through pooling and sharing knowledge and data, solving problems and making a powerful case for change. We will remain focused on sustainable, strategic change and delivery through our network.

We will not duplicate the work of our membership by moving into grant-making, capacity building or frontline service delivery. We are the largest and most diverse multi-sector network dedicated to ending child sexual abuse online. Our members value our unrivalled convening power and reach, with our Global Threat Assessment, response frameworks and Global Summit seen as valuable assets and tools.

Alliance members will deliver sustainable, strategic change: our role as a secretariat is to provide them with the tools and information they need. Our advocacy will make a compelling

moral, operational and financial case for action, investing in research to quantify the costs of abuse online and understanding future trends and risks.

Our membership survey, team feedback and assessment of progress through our “startup” phase as an independent international organisation since our launch in April 2020, underlines the value of our vision and mission to bring together experts from government, the private sector and civil society, break down complex problems and develop policies and solutions to protect children from sexual abuse online. We seek to deliver this mission through four key objectives: knowledge, empowerment, advocacy and collaboration.

Our Theory of Change

How will the world look different?

Children will be able to take advantage of the benefits of the internet without fear of sexual abuse and exploitation

What will change for children globally?

- The threat from child sexual abuse and exploitation online will be shown to have decreased on an international scale, making children safer online
- The international response to child sexual abuse and exploitation online will be more effective and better resourced, delivering improvement across the Alliance’s model response frameworks
- The voices of victims, survivors, children and young people around the world are heard by decision-makers and inform and shape the international response.

How will change take place?

Collaboration – We drive cross-sector and cross-border cooperation and knowledge sharing with and between our members to ensure children are protected wherever they live or engage online.

This enables...

Knowledge – We gather knowledge from our members to create, refine and disseminate the latest understanding of the issue

Which together with...

Empowerment – We engage groups of survivors, children and young people active within our membership to embed their experiences and perspectives in our research, advocacy and governance.

Drives...

Advocacy – We draw on all these resources to present senior decision-makers with the strongest possible case for greater action and investment so that they will recognise the need for collective action.

This in turn generates action and resources that enable Collaboration.

Alliance Priorities 2023-25

Greater Focus

We will clarify and simplify our “offer” to members, retaining our key objectives and theory of change, but restructuring our work and resourcing around three lead outputs:

- Global Threat Assessment
- Global Summit
- Model National Response and Global Strategic Response frameworks

A public health and prevention-centred approach

We will reframe child sexual abuse online as a public health emergency, advocating for sustainable, preventative action, building on successful, long-term and resilient campaigns such as car safety in the USA. There is a moral, operational and financial case for greater prioritisation of prevention, versus responding to harm.

High Level Outcomes by December 2025

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

Across all four objectives: Innovative and effective measurement, evaluation and learning, shared with our membership and enabling improved understanding of impact and delivery
Enabled by an effective corporate team, strong governance, excellent stakeholder engagement (including reference groups) and sustainable fundraising.

WeProtect Global Alliance Outputs and Activities

The Alliance will deliver its mission and outcomes through three lead outputs:

Global Threat Assessment

- Knowledge
 - Global Threat Assessment
 - Intelligence briefings
 - Video explainers
 - Research to fill gaps
- Empowerment
 - Participatory research projects
 - Survivor & youth engagement to support the development of the Global Threat Assessment
- Advocacy
 - Policy briefings
 - Advocacy roundtables
 - Advocating for research recommendations
- Collaboration
 - Membership involvement and shaping the direction of the Global Threat Assessment
 - Member partnered briefings and video explainers

Response Frameworks (Model National Response and Global Strategic Response)

- Knowledge
 - Share new insights, data & learning at Global Summit, member reference groups, our government-focused Global Taskforce and on members-only *Protectors' Portal*
- Empowerment
 - Involve survivor and youth voices in decision making on strategic response, prioritisation and solution design
- Advocacy
 - Support the delivery of response frameworks and Global Threat Assessment recommendations (e.g. legislation, training & industry transparency)
- Collaboration
 - Respond to members' priorities through reference group and Global Taskforce

Global Summit

- Knowledge
 - Gather and promote good practice and impactful case studies (through our reports and communications)

- Empowerment
 - Amplify survivor, child and youth voices and recommendations with key leaders and decision makers
- Advocacy
 - Raise profile of the issue and convey that it is preventable
 - Drive ambitious, measurable commitments across membership
- Collaboration
 - Facilitate networking across the Alliance
 - Amplify traditionally underrepresented voices

Development and Fundraising

As an independent non-profit organisation, we have only been able to generate political commitments and practical approaches to begin working towards a digital world that is safe and positive for children, through the generosity and commitment of our donors. We are deeply appreciative of all of our donors for their commitment to support our mission.

We are funded through a combination of grants and donations that are both restricted and unrestricted. Funding is received from donors within the European Union and around the world, from a range of sources including governments, multilaterals, foundations, corporations, academic institutions, non-governmental organisations, and individuals. All funds raised are directed towards delivery of our strategic plan and mission.

To sustain our work, we seek to build long-term, meaningful relationships with donors by identifying donors who are aligned with our organisational values, and who have the capacity to provide funding in support of our mission. We do this by proactively identifying and establishing relationships with potential donors, as well as responding to competitive calls for proposals from donors.

Support from donors mostly consists of grant funding and donations, however we also benefit from pro-bono/in-kind support, where appropriate, as a way to increase the cost efficiency of the Secretariat. This includes internal support such as administrative and management resources, as well as external support for example to boost communications around key outputs such as the Global Threat Assessment.

We place a strong focus on efficiency and quality in how we generate funding and how we compliantly manage, and steward funds provided by donors. All donor funds are managed in compliance with our organisational policies and procedures, as well as the rules and requirements of each donor. To enhance and grow this work, we established a dedicated fundraising function within the Secretariat in 2023.

A high-level Development Committee has also been established to advise and support our fundraising. This committee is not remunerated.

Management of the Expenditure and Assets of WeProtect Global Alliance

The Alliance's expenditure and assets are managed by the Chief Operating Officer, under the authority of the Executive Director. The Executive Director and Chief Operating Officer are accountable to the Finance, Risk and Audit Committee (FRAC), which reports to the Alliance's *Stichting* Management Board and its [Policy Board](#) .