



Strategy: 2023-2025

An irreversible problem?

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**.



No, a preventable one

We must make 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.



What are the 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.

Limited resources

Our members are managing an unprecedented number of global challenges. Prevention and horizon-scanning are globally under-served.

A complex problem

Often there is no clear lead department, collaboration and information-sharing is limited and authorities have urgent capacity building needs.

Disagreements on approaches

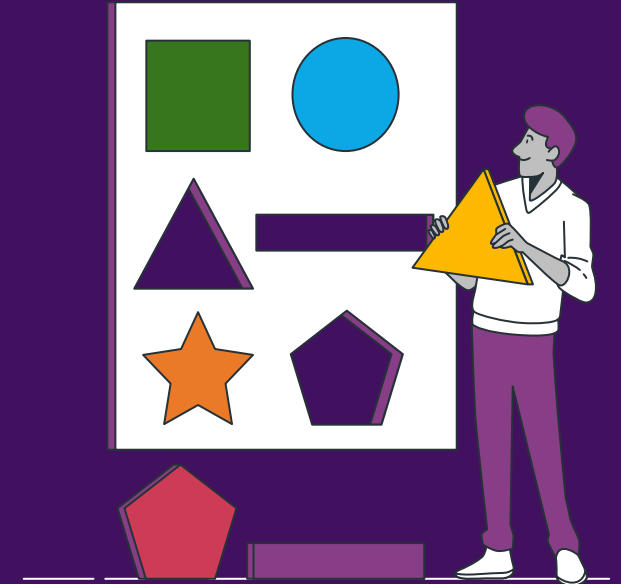
While members agree action is required, there are tensions between constituencies and disagreement on the best approach. Silos and distrust limit collaboration and transparency and lead to fractured global response architecture.



Our Alliance exists to solve these problems

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 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.

Progress so far

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

Our **Global Threat Assessment, response frameworks and Global Summit** are seen as valuable assets

The next slides provide some highlights from the past three years across our key objectives:



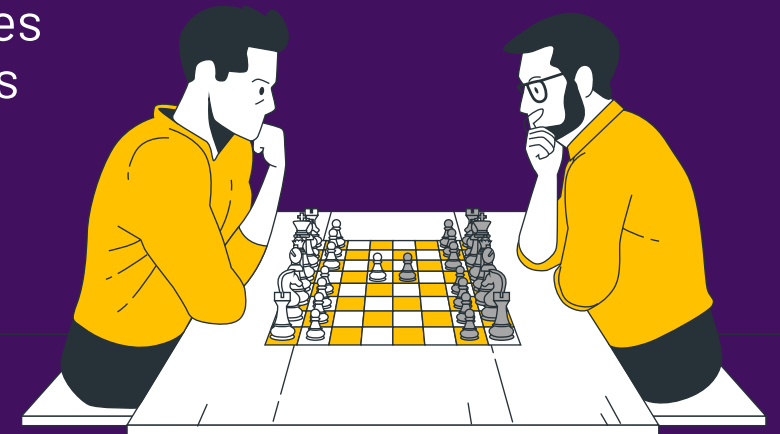
Strategy 2020-22 – Beginning to Turn the Tide

Collaboration

We established regular virtual links with our membership to complement in-person engagement, building a members-only online portal and inaugurating reference groups for all key Alliance constituencies, including a Global Task Force focused on governments launched in October 2022. A comprehensive membership survey in October 2021 informed updated commitments, agreed in December 2021.

Knowledge

The third Alliance Global Threat Assessment was launched in October 2021, the most comprehensive and wide ranging so far. New information sources drove truly global reach and coverage for the first time. The Framing the Future report, identifying best practices and lessons learnt from the Model National Response (MNR) across 42 countries, was launched on 2 June 2022 in partnership with UNICEF. 90% of countries used the MNR as a reference for good practice.



Strategy 2020-22 – Beginning to Turn the Tide

Empowerment

In January 2022 we finalised our Voices of Survivors project, listening to the perspectives of child sexual abuse and exploitation online and understanding the effectiveness of the social care response. The Alliance welcomed a new survivor advocate to its Board in December 2022, building on the appointment of a dedicated participation manager in March 2022.

Advocacy

Our Global Summit, held in June 2022, was our largest and most representative advocacy event, with 400 in-person delegates and nearly 500 virtually. 83% rated the Summit very positively, with 95% keen to attend again. Our global reach and influence was highlighted by the April 2021 G7 Internet Safety Principles which highlighted the “important work” of WeProtect Global Alliance in enhancing a safe online environment. This was reiterated in the June 2022 G7 Leaders’ Communiqué.



Key Milestones 2020-2022

Regulation



Enhancing Online Safety for Children



Regulation on combatting the sexual abuse of children



Online Safety Act



UN General Comment



Online Safety Bill

Technology



Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse



Online Safety Tech Industry Association founded



Technology Coalition Trust Framework

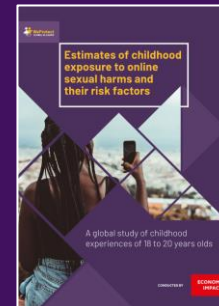
International collaboration

2021 Roundtables on legislation and human trafficking

2021 Paris Peace Forum Call for Action on Children's Rights in Digital World

2022 Summit in Brussels & online

Publications





**Working for a digital world
designed to protect children
from sexual exploitation &
abuse**

Our membership survey, team feedback and assessment of progress through our “start-up” phase as an independent international organisation underlines the value of our vision and mission.

We 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.

Our Theory of Change

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.



What will it take to Turn the Tide?

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

Making the case: 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

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 (see Annex).

Reaction vs Prevention

The trauma associated with online abuse takes an enormous **toll on victims and their families**, together with the societal costs of providing medical treatment, social care and mental health support.

€150,000 is the cost of a sexual crime is for medical care and therapy per victim , according to the Finnish Preventing Sexual Crimes Network.



€9,600 is the cost of preventative therapy for the offender costs, over the same three years

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