The WePROTECT Global Alliance

Our Strategy to End the Sexual Exploitation of Children Online
The WePROTECT Global Alliance Board would like to gratefully acknowledge the work of EY in preparing its strategy and of UNICEF and the National Society for the Prevention of Cruelty to Children (NSPCC) in providing personal examples of the impact of online child sexual exploitation on its victims.

Cover photo: An eight-year-old girl clutching a favourite stuffed toy sits on the arm of a bench in front of her home at a shelter in the Philippines. She is among seven siblings, including her older sister Rosalyn, who were rescued during a cybercrime police raid six years ago, when their parents were caught forcing the two oldest girls to participate in live-streaming of child sexual abuse in their home. The story of Rosalyn and her family is on page 3.

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weprotect.org
Foreword

Technology empowers billions of people to connect, learn, dream and explore the world in ways previously unimaginable. But there are unforeseen consequences of technology, too, that enable criminals to harm the most innocent and vulnerable in society. The horrific global crime of online child sexual exploitation is one that challenges our very humanity and must be eradicated.

Criminals with a sexual interest in children leverage technology and join forces with other offenders online to abuse and exploit children on a mass scale. They can pay to watch the abuse of children streamed live, while children are coerced into producing sexually explicit images by people they have never met. This very modern evil demands a co-ordinated, global response.

The WePROTECT Global Alliance to End Child Sexual Exploitation Online is the multi-stakeholder movement mobilising those with a commitment to and the responsibility for protecting children from online sexual exploitation, no matter where they live in the world. We are building a broader and more comprehensive coalition than has ever existed before, with 70 countries signed up to the WePROTECT initiative and the existing Global Alliance Against Child Abuse Online and the support of technology leaders including Facebook, Google, Microsoft and TENCENT.

And, in partnership with UNICEF, we have also established the Fund to End Violence Against Children, which will fund projects and programmes needed to stamp out this vile and dreadful crime.

I am proud of the work we have accomplished to date, but there is much more to do and we won’t rest until all children are safe from this horrific crime. It takes us all united behind one goal, work that Prime Minister David Cameron began when he hosted the WePROTECT Summit in 2014. Only by continuing to work together towards a genuinely collaborative and global response can we give children the safety they deserve to connect, learn, dream and explore without fear.

I look forward to the continued support of the WePROTECT Global Alliance to protect children from sexual exploitation online. Together we can ensure a safe and happy future for children everywhere.

Baroness Joanna Shields OBE
UK Minister for Internet Safety and Security
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Introduction

Since 2012, we have seen the beginnings of a truly remarkable global movement against the sexual exploitation of children online. This abuse is happening on an almost industrial scale with a profound impact on our children and our societies.

As someone who has worked for many years to galvanise the protection of children, the emergence of both the Global Alliance Against Child Sexual Abuse Online (led by the U.S. Department of Justice and the EU Commission), and the WePROTECT initiative (brought together by the UK), has marked a turning point in the international response to this crime.

The leadership shown by former U.S. Attorney General Eric Holder, EU Commissioner Cecilia Malmström, and UK Minister for Internet Safety and Security, Baroness Joanna Shields has catalysed political commitment, forged a genuinely multi-stakeholder partnership, and secured the delivery of concrete action. The challenge is to develop and deliver a global response to tackle this global crime.

At the WePROTECT Summit in Abu Dhabi in November 2015, the U.S. Department of Justice, EU Commission, and UK Home Office announced their intention to merge these two initiatives. This creates, for the first time, a single global movement with the influence, expertise and resources, through our partnership with the new Fund to End Violence Against Children, to transform how online child sexual exploitation is dealt with worldwide. I was delighted to be asked to chair the Board of this new initiative, the WePROTECT Global Alliance to End Child Sexual Exploitation Online, which will drive progress towards its first summit in 2017.

I am now presenting the Board’s strategy, developed with the kind assistance of EY, for delivering our shared vision of:

- More victims identified and safeguarded;
- More perpetrators apprehended;
- An end to online child sexual exploitation.

At the heart of our approach is the WePROTECT Model National Response to Child Sexual Exploitation and Abuse, which will help all countries to assess their own needs in delivering a comprehensive national response to this crime.

We have set ambitious goals, which we will deliver in partnership with the many passionate and committed governments, companies, and international and civil society organisations that are already striving to promote the safety of children online.

On behalf of the Board, I would like to ask for your support in achieving this vision.

Ernie Allen
Chair, WePROTECT Global Alliance Board
Executive summary

The sexual exploitation of children online cannot be dealt with by any one country, company or organisation working in isolation. It demands a coordinated global response by governments, international organisations, technology companies and civil society. The WePROTECT Global Alliance is that response: a global coalition dedicated to national and global action to end the sexual exploitation of children online.

This new initiative combines WePROTECT and the Global Alliance Against Child Sexual Abuse Online to create a single movement with unprecedented reach: 70 countries are members of WePROTECT or the Global Alliance, along with major international organisations, 20 of the biggest names in the global technology industry, and 17 leading civil society organisations. All members of these two founding initiatives have been asked to join the WePROTECT Global Alliance.

At its first meeting in March 2016, the WePROTECT Global Alliance Board agreed upon a vision to identify and safeguard more victims, apprehend more perpetrators, and end online child sexual exploitation.

In support of this, the Board has agreed to focus on:

- **Securing high-level commitment** from all parts of the international system on the need to end online child sexual exploitation and making resources available for this purpose;

- **Supporting comprehensive national action**, by providing authoritative guidance to countries and organisations that support the development of national responses to online child sexual exploitation;

- **Galvanising global action**, by catalysing and driving global initiatives that bring together industry, countries, law enforcement agencies and international and civil society organisations to develop the critical interventions needed to end online child sexual exploitation; and,

- **Developing strategy and governance**, including securing a long-term future for the WePROTECT Global Alliance and a clear and stable governance structure.

Building capacity and capability to tackle this crime is essential and the WePROTECT Global Alliance is committed to working in partnership with a major new development fund, the Fund to End Violence Against Children, to deliver this. The Board will be responsible for advising the Fund on how to prioritise and programme its activities for maximum results and impact.

Looking forward, the Board intends to hold the first summit of this new initiative in late 2017. Its expectation is that the summit will produce a single set of commitments that will establish the standard for tackling online child sexual exploitation worldwide, formalise the governance of the WePROTECT Global Alliance, and mobilise resources to support the Board and capacity building.
Why we need to take this issue seriously

It is an uncomfortable reality that while technology offers incredible possibilities to our societies, never before has it been easier for perpetrators to make contact with children around the world, share images of abuse, and encourage each other to commit further crimes.

Online child sexual exploitation includes, but is not limited to:

- The online production, possession and distribution of child sexual abuse material where each image is a potential crime scene and each child a victim of sexual abuse;
- The online grooming of potential child victims with the intention of sexual exploitation such as manipulating or coercing a child into performing sexual acts online; and,
- The live-streaming of child sexual exploitation and abuse.

Although our understanding of the scope and scale of this problem is evolving, the sheer volume of child sexual abuse material online is almost inconceivable. The statistics we have available from internet hotlines—those organisations working to report and remove child sexual abuse material from the internet—point towards an increasing volume:

- The U.S. National Center for Missing and Exploited Children (NCMEC), which gathers reports of child sexual abuse material from technology companies in the United States, has received more than 7.5 million reports since 1998. More than half of these—4.4 million—were received in 2015.²
- In 2014, INHOPE, the association of internet hotlines, assessed 83,644 URLs as containing child sexual abuse material worldwide, a 71 percent increase from 2013.³

The threat is evolving rapidly to make use of new technologies. Increasingly, those accessing and distributing such content are doing so on peer-to-peer platforms and using encrypted technologies.

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1 While the UN agencies and other international institutions describe this material as *child pornography*, following the Interagency Terminology and Semantics Project completed in June 2016, the WePROTECT Global Alliance believes that the phrase *child sexual abuse material* best captures the heinous nature of sexual violence and exploitation of children while protecting the dignity of victims.

2 [www.ncmec.org](http://www.ncmec.org) accessed 8 June 2016


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Rosalyn

This teenager, known to us as “Rosalyn”, is at a shelter in the Philippines. She and her six siblings were rescued during a cybercrime police raid six years ago when their parents were caught forcing the two oldest girls to perform in live streaming of child sexual abuse in their home.

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Rosalyn was drawn into online sexual abuse by a neighbour, and her parents were paid for Rosalyn’s acts. Her younger sister began to perform online as well, financing the parents’ ability to purchase their own computer system. Using this, they continued to force their two older daughters to participate in live-streaming of child sexual abuse in front of a webcam in their home.

Rosalyn is now an advocate for online safety and agreed to share her story to help raise awareness of child sexual exploitation online.
This imagery is often the worst imaginable. Of some 68,000 reports in 2015 handled by the UK hotline, the Internet Watch Foundation:

- 69 percent were of children assessed to be under 10 years of age;
- 34 percent of images involved the rape or sexual torture of children;
- 1,788 victims were assessed to be two years of age or younger.\(^4\)

As our understanding of the scope of this issue evolves, so too does our understanding of children’s vulnerabilities. Young people themselves have a clear sense of the threat: 80 percent of 18 year olds surveyed in a 2016 UNICEF study believe that young people are in danger of being sexually exploited online\(^5\). A recent survey of countries by the International Centre for Missing and Exploited Children (ICMEC) showed that although 125 countries have put in place or amended laws against child sexual abuse material since 2006, some 35 nations still have no such laws.

Most worryingly, the number of victims known to international law enforcement agencies but still unidentified is significant. As of June 2016, the International Child Sexual Exploitation database hosted at INTERPOL held records of almost 9,000 unique identified victims. But there are also tens of thousands of victims of child sexual abuse still unidentified, and victim identification experts in INTERPOL, Europol and 50 countries are entering the details of new victims every day.

In all its forms, evidence points to how seriously harmful online child sexual exploitation is to children and young people. Firstly, children suffer grave sexual abuse in the creation of child sexual abuse material and the impact on them is clearly substantial and long lasting. In later life, they may face increased risk of substance abuse, risky sexual behaviours and sexual offending.\(^6\)

Secondly, many children also suffer contact sexual abuse at the hands of those who view and share child sexual abuse material online. Offenders who meet online have been found to encourage and embolden each other to abuse children.\(^7\)

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\(^4\) IWF Annual Report 2015  
\(^5\) UNICEF (2016), Perils and Possibilities: Growing up Online  
\(^6\) Maniglio, R. (2011). The Role of Child Sexual Abuse in the Etiology of Substance-Related Disorders  
\(^7\) Mitchell, K., Finkelor, D. & Wolak J. (2005). The Internet and Family and Acquaintance Sexual Abuse. Available at:
In addition, children are re-victimised each and every time material depicting their abuse is viewed or shared. Once a child abuse image is on the internet, it is likely that it will remain there forever. Child victims often talk of how this amplifies deep feelings of shame and powerlessness as they grow up. That a child’s internet presence is now so inextricably linked to their real world identity can only increase the impact of the exploitation they have suffered.

The young people whose stories are highlighted in this report have agreed to share their experiences, so as to demonstrate the terrible impact of this crime and the need for action by all of those responsible for protecting children online. The stories were gathered by UNICEF as part of its campaign #ReplyForAll, which was supported by the WePROTECT Global Alliance, and the National Society for the Prevention of Cruelty to Children (NSPCC) in the UK. In the cases of "Rosalyn", "Gina" and "Elisa", "Andrea" and "Charlotte" the names of these children and young people have been changed to protect their identity.

Eric Holder

"Many of the technologies that our societies have come to rely upon have also created vulnerabilities that paedophiles find all too easy to exploit – to trade illegal images, to discuss fantasies about abusing children, and even to find and target potential victims."

Rt Hon David Cameron MP
UK Prime Minister, at the 2014 WePROTECT Children Online Global Summit

"This is a major international crime of our age. There are networks spanning the world, children abused to order. This is a global crime, so it needs global action."


Our mission and vision

This issue cannot be dealt with by any one country, company or organisation working in isolation and instead demands a coordinated global response.

"We are here to develop the capabilities needed within our countries and pursue international cooperation on a scale that has not been seen before, and in a way that can only be accomplished when people who truly care work together."

Baroness Shields
Minister for Online Safety and Security, at the 2015 WePROTECT Children Online Global Summit

The WePROTECT Global Alliance to End Child Sexual Exploitation Online is that response: a global coalition dedicated to national and global action to end the sexual exploitation of children online.

The WePROTECT Global Alliance brings together all of those with a responsibility to protect children online. It combines WePROTECT and the Global Alliance Against Child Sexual Abuse Online to create a single initiative with unprecedented reach: 70 countries are members of WePROTECT or the Global Alliance, along with major international organisations, 20 of the biggest names in the global technology industry, and 17 leading civil society organisations.

The WePROTECT Global Alliance has, for the first time, assembled the influence, resources and expertise to transform how this crime is dealt with worldwide, so as to deliver our vision of identifying and safeguarding more victims, apprehending more perpetrators, and ending online child sexual exploitation.

Our work supports the landmark commitment by world leaders to end abuse, exploitation, trafficking and all forms of violence and abuse of children by 2030 as part of the UN Sustainable Development Goals (SDGs). It also supports the implementation of the UN Convention on the Rights of the Child, as well as its Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography which has been ratified by 173 countries.
How the WePROTECT Global Alliance supports the Sustainable Development Goals

The WePROTECT Global Alliance, working with the Fund to End Violence Against Children, is directly supporting:

**SDG 16.2**
End abuse, exploitation, trafficking, and all forms of violence against and torture of children

**SDG 5.2**
Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking, and sexual and other types of exploitation

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**Dec 2012**
Global Alliance launched by former US Attorney General Eric Holder and Commissioner Cecilia Malmström in Brussels

**Dec 2014**
WePROTECT Children Online Global Summit in London

**Sep 2014**
Second Ministerial Conference of the Global Alliance, in Washington DC

**Nov 2015**
WePROTECT Children Online Global Summit in Abu Dhabi

**Jun 2016**
Merger of the Global Alliance and WePROTECT begins
What we will achieve by 2017

At its first meeting in March this year, the WePROTECT Global Alliance Board agreed on how it would fulfill its mandate in advance of the first WePROTECT Global Alliance Summit, intended for late 2017.

Aims of the WePROTECT Global Alliance

Taking a broad view of commitments made by members of WePROTECT and the Global Alliance, and looking in depth at the excellent work being undertaken internationally and nationally, the Board considered how it might add the most value in achieving its vision.

The Board agreed that it should initially focus on four key action areas:

- **Securing high-level commitment** from all parts of the international system on the need to end online child sexual exploitation and making resources available for this purpose;

- **Supporting comprehensive national action**, by providing authoritative guidance to countries and organisations that support the development of national responses to online child sexual exploitation, and strategic advice to the UNICEF-hosted Fund to End Violence Against Children;

- **Galvanising global action**, by catalysing and driving global initiatives that bring together countries, industry, law enforcement agencies and international and civil society organisations to develop the critical interventions needed to end online child sexual exploitation; and,

- **Developing strategy and governance**, including securing a long-term future for the WePROTECT Global Alliance and a clear and stable governance structure.

Securing high-level commitment and making resources available

The Board will work towards international consensus on the need to take action on online child sexual exploitation by getting this issue onto international and regional agendas and working with partners to amplify our shared messaging.

It will encourage members of the Global Alliance and WePROTECT to join the new initiative and seek to increase its membership to ensure a genuine global movement.

It will call for resources to support the work of the WePROTECT Global Alliance and the Fund to End Violence Against Children.
Supporting comprehensive national action

The Board will focus on helping national governments to adopt the WePROTECT Model National Response to Child Sexual Exploitation and Abuse, supported by relevant companies and international, regional and civil society organisations, and to implement their commitments to end online child sexual exploitation.

It will coordinate the development of the Model National Response, including publishing new guidance on how countries can develop a comprehensive national approach.

It will also consider how new members can fulfill the Global Alliance and WePROTECT commitment to biennial reporting on progress in implementing their commitments. It will aim to commission national responses for a report to be published in late 2017, in line with the current tempo of reporting set by the Global Alliance.

It will formulate advice to the Fund to End Violence Against Children on how to prioritise its funding, and monitor and evaluate the results of the programmes and projects that the Fund supports.

Galvanising global action

The Board will identify, catalyse and drive global initiatives by our international partners—the companies, law enforcement agencies, and international and civil society organisations needed to end online child sexual exploitation.

It will support its members to deliver on their commitments to develop tools and technology by understanding the capabilities needed by the global consumer community, encourage their deployment at scale, and provide guidance to enhance cooperation among industry and other organisations.

It will increase the number of "hashes", a kind of "digital fingerprint" of each child sexual abuse image, available to industry, civil society organisations and law enforcement agencies to assist in preventing the circulation of child sexual abuse material, and increasing the identification of victims and both crime and criminals.

What are hashes?

“A software program [is used to create] a unique value based on the visual characteristics of an image. That hash value can then be used to compare the image against a collection of images to find those that are visually similar. A company or law enforcement agency can compare photos against a set of hash values of known child sexual abuse images, in order to identify child sexual abuse material and either prevent its upload or assist in prompt removal.”

From Thorn Best Practices Guide, August 2014

Strategy and governance

The Board will promote high-level, global and multi-stakeholder attendance and ambitious outcomes at the 2017 Summit, including the long-term future of the WePROTECT Global Alliance.

As part of this, the Board will make recommendations to members as to the future governance and priorities of the initiative, including the composition of the Board and how this should be agreed at the 2017 Summit.
WePROTECT Global Alliance: Our Strategy

Our work at a country level: the WePROTECT Model National Response

At the core of the WePROTECT Global Alliance is establishing and developing coordinated national responses to online child sexual exploitation, guided by the WePROTECT Model National Response to Child Sexual Exploitation and Abuse. The Model National Response details the capabilities required by a country to enable the delivery of a comprehensive national response to both online child sexual exploitation and wider issues of child sexual abuse. It will support governments to achieve the aims of:

- Enhancing efforts to identify victims and ensure that they receive the necessary assistance, support and protection;
- Enhancing efforts to investigate cases of online child sexual exploitation and to identify and prosecute offenders;
- Enhancing efforts to increase public awareness of the risks posed by children’s activities online, including the grooming of children and self-production of images that result in the production and distribution of new child sexual abuse material online; and,
- Reducing as much as possible the availability of child sexual abuse material online, and thereby reducing the re-victimisation of children whose sexual abuse has been depicted.

It is our intention that the Model will help a country evaluate its current response, identify gaps, prioritise national efforts to fill those gaps and, by establishing a common set of aspirations for all countries, enhance international cooperation. That said, the Model is not prescriptive; it defines the capabilities required but does not dictate how they should be provided.

Charlotte

“Charlotte” from Nottingham, England was groomed online by a person posing as a young girl. After a diagnosis of Asperger Syndrome, Charlotte turned to social media for friendship. The “girl”, later identified by police as a man who had exploited other young people in this way, befriended Charlotte but then began demanding naked photos, using them to blackmail her in exchange for more.

The abuser leaked the photos on a social media site. These were eventually circulated to Charlotte’s mother who instantly reported this to the police. After moving away to escape bullying at school, Charlotte was contacted again by the same man under another name. Her case was investigated by a specialist police unit, and the man was successfully prosecuted and placed on the UK’s sexual offences register for five years.

The police also referred Charlotte to the National Society for the Prevention of Cruelty to Children (NSPCC), which provides support for the victims of online child sexual exploitation in the UK, as well as the UK’s child helpline. Charlotte says, “I used to think that what happened to me was all my fault but they helped me to realise that it wasn’t”. The NSPCC also taught her mother about online safety, who says she now feels “a lot more confident” in helping Charlotte stay safe online.

The Model details the capabilities required across all the sectors—government, law enforcement agencies, industry and civil society—which is why the WePROTECT Global Alliance emphasises the need for countries to form national multi-stakeholder groups to coordinate the development of comprehensive national action.

**Preventing and Tackling Child Sexual Exploitation and Abuse (CSEA): A Model National Response**

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<th>Enablers</th>
<th>Capabilities</th>
<th>Outcomes</th>
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<tbody>
<tr>
<td><strong>Policy and Governance</strong></td>
<td>Leadership: An accountable National Governance and Oversight Committee</td>
<td>Highest level national commitment to CSEA prevention and response</td>
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<td></td>
<td>Research, Analysis and Monitoring: National situational analysis of CSEA risk and response, measurement and indicators</td>
<td>Comprehensive understanding of CSEA within the highest levels of government and law enforcement. Willingness to work with, and coordinate the efforts of, multiple stakeholders to ensure the enhanced protection of victims and an enhanced response to CSEA offending.</td>
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<td></td>
<td>Legislation: Comprehensive and effective legal framework to investigate offenders and ensure protection for victims</td>
<td>Effective and successful CSEA investigations, convictions and offender management</td>
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<td></td>
<td><strong>Dedicated Law Enforcement:</strong> National, well-trained officers, proactive and reactive investigations, victim-focused, international cooperation</td>
<td>Law enforcement and judiciary have the knowledge, skills, systems and tools required to enable them to perform victim-focused investigations and ensure positive judicial outcomes. CSEA offenders are managed and reoffending prevented.</td>
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<td><strong>Criminal Justice</strong></td>
<td><strong>Judiciary and Prosecutors:</strong> Trained, victim-focused</td>
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<td><strong>Offender Management Process:</strong> Prevent re-offending of those in the criminal justice system nationally and internationally</td>
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<td></td>
<td><strong>Access to Image Databases:</strong> National database, link to Interpol database (CISE)</td>
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<td><strong>Supportive reporting environment</strong></td>
<td><strong>End to end support:</strong> Integrated services provided during investigation, prosecution and after-care</td>
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<td></td>
<td><strong>Child Protection Workforce:</strong> Trained, coordinated and available to provide victim support</td>
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<td><strong>Compensation, remedies and complaints arrangements:</strong> Accessible procedures</td>
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<td></td>
<td><strong>Child Helpline:</strong> Victim reporting and support; referrals to services for ongoing assistance</td>
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<td><strong>Societal</strong></td>
<td><strong>CSEA Hotline:</strong> Public and industry reporting for CSEA offences - online and offline; link to law enforcement and child protection systems</td>
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<td></td>
<td><strong>Education Programme:</strong> For children/youth, parents/carers, teachers, practitioners, faith representatives</td>
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<td><strong>Child Participation:</strong> Children and young people have a voice in the development of policy and practice</td>
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<td><strong>Offender Support Systems:</strong> Medical, psychological, well-being awareness</td>
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<td><strong>Industry</strong></td>
<td><strong>Notice and Takedown Procedures:</strong> Local removal and blocking of online CSEA content</td>
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<td><strong>CSEA Reporting:</strong> Statutory protections that would allow industry to fully and effectively report CSEA, including the transmission of content, to law enforcement or another designated agency</td>
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<td><strong>Innovative Solution Development:</strong> Industry engagement to help address local CSEA issues</td>
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<td><strong>Corporate Social Responsibility:</strong> Effective child-focused programme</td>
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<td><strong>Data and evidence on CSEA</strong></td>
<td><strong>Ethical and informed media reporting:</strong> Enable awareness and accurate understanding of problem</td>
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<td><strong>Universal terminology:</strong> Guidelines and application</td>
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Our work at a global level: galvanising the global response

The WePROTECT Global Alliance marks a fundamental recognition that national action must be complemented by a coordinated global response.

At the London WePROTECT Summit in 2014, signatories to the Statement of Action made commitments to:

- Work on new tools and techniques to combat online child sexual exploitation;
- Share hashes to detect and remove images of child sexual abuse material from the internet and companies’ platforms and services;
- Improve the public reporting of child sexual abuse material around the world; and,
- Deploy expertise and resources to enhance cooperation and build global capacity to combat and prevent online child sexual abuse material.

We have already seen the impact of developing and implementing tools and technologies. The changes that major search providers have brought to their search rankings have made it almost impossible to use their services to look for child sexual abuse material on the open web, including an eight-fold reduction in the number of searches for this vile content on Google. Another example is PhotoDNA image-matching technology from Microsoft, which has set a global standard for technology that can be used to detect online images of child sexual abuse.

In 2014, WePROTECT brought together 48 of the world’s leading technology firms to develop new approaches to protecting children online. And, in 2015, WePROTECT again assembled major firms and smaller players from around the world to learn from some of the biggest technology companies how to better protect their systems and users from these horrific crimes.

WePROTECT’s partnership with the technology industry has been enormously productive and will remain at the heart of the work of the WePROTECT Global Alliance. In addition, there are solutions at the global level that also require the engagement of international and civil society organisations and law enforcement agencies.

The WePROTECT Global Alliance will therefore work to identify, catalyse and implement the global initiatives needed to end online child sexual exploitation. It will build on the commitments of our members to develop new tools and techniques, share best practices, and ensure all are deployed at scale. It will support efforts to improve hotlines and to ensure that systems and structures are in place to facilitate the global sharing of hashes, or unique identifiers of images.
Our work with the Fund to End Violence Against Children

We know that systematic capacity building can help better protect children online. At the first WePROTECT summit in London in 2014 the UK Government announced that it would commit £50m over five years to help eradicate child sexual abuse material from the internet.

The first £10m has funded a global programme of capacity building, delivered by UNICEF, to tackle online child sexual exploitation in 17 countries. This funding has already kick-started research, educational and awareness raising campaigns in these countries, and delivered impressive results. For example, Jordan has established a new police unit to investigate crimes against children, and in Guatemala, a Cyber Crime Investigation Unit has dismantled two networks that exploited children online.

These funds have also assisted with projects, including:

- World-leading advocacy and awareness-raising initiatives, including UNICEF’s #ReplyForAll campaign;
- The relaunch of the GRID database, which the Family Online Safety Institute developed to map the online safety space, providing information about the response of each country around the world to the challenge of keeping children safe online; and,
- The preparation by the organisation ECPAT of a guide for religious leaders and faith-based organisations addressing online child sexual exploitation.

The WePROTECT Global Alliance is committed to continuing to deliver this kind of concrete action, including working in partnership with a major new development fund, the Fund to End Violence Against Children. Hosted and administered by UNICEF, the Fund will work on a number of aspects of child protection, and the UK’s remaining £40m over the next four years will support its work on the sexual exploitation of children online.

Crucially, the WePROTECT Global Alliance will, for the first time, bring both political will and resources to this pressing global issue. It will be responsible for advising the Fund on how to prioritise and programme its activities for maximum results and impact. This partnership is unprecedented in this field: a genuine multi-stakeholder initiative with the resources to transform how online child sexual exploitation is dealt with worldwide.

The Board is working with the Fund and UNICEF to actively seek further donors to support this critical work. For further information, visit www.end-violence.org.
### Our work with UNICEF in 2015-16: examples of the outcomes we have achieved for children in the first year of our global programme of capacity building

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<th>Country</th>
<th>Outcome Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Albania</td>
<td>National platform for child safety online created, leading to 40 reports of online CSE, and education campaign that reached 20,000 primary school children</td>
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<td>2</td>
<td>Algeria</td>
<td>3 million Algerians will be reached by child online protection campaign by the end of 2016</td>
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<td>3</td>
<td>Brazil</td>
<td>Proteja Brasil app launched, allowing young people to report abuse through one platform, coordinated to register with all the relevant authorities and agencies</td>
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<tr>
<td>4</td>
<td>Dominican Republic</td>
<td>New police unit focused on online child sexual exploitation, with 13 investigations and 4 prosecutions since autumn 2015</td>
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<td>5</td>
<td>El Salvador</td>
<td>New cybercrime investigative unit provided with specialised forensic software and forensic specialist police trained</td>
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<td>6</td>
<td>Guatemala</td>
<td>Two online exploitation networks dismantled; 28 cases investigated and prosecuted</td>
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<td>7</td>
<td>India</td>
<td>National study on online child protection and analysis of capacity gaps completed, using WePROTECT Model National Response</td>
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<tr>
<td>8</td>
<td>Jordan</td>
<td>Dedicated online child exploitation investigation unit created with links to social services</td>
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<td>9</td>
<td>Kenya</td>
<td>2,244 child victims received support through child protection services</td>
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<td>10</td>
<td>Madagascar</td>
<td>18 child victims identified and rescued</td>
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<tr>
<td>11</td>
<td>Montenegro</td>
<td>Awareness-raising mobile app and role-playing game developed and rolled out in schools</td>
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<tr>
<td>12</td>
<td>Namibia</td>
<td>Online grooming and CSAM clauses included in new criminal legislation</td>
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<tr>
<td>13</td>
<td>Paraguay</td>
<td>National coordination mechanism developed for child helpline referrals</td>
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<tr>
<td>14</td>
<td>Philippines</td>
<td>Ground-breaking National Baseline Survey on Violence Against Children carried out</td>
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<tr>
<td>15</td>
<td>Serbia</td>
<td>First ever targeted training within child protection services carried out, covering 265 professionals</td>
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<tr>
<td>16</td>
<td>Uganda</td>
<td>National multi-stakeholder working group and action plan established</td>
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<tr>
<td>17</td>
<td>Vietnam</td>
<td>Police Academy lecturers trained as master trainers in the use of technology in investigating online CSE</td>
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How the WePROTECT Global Alliance serves its members

A multi-stakeholder Board, responsible to all the members of this new initiative, will oversee the WePROTECT Global Alliance. The new Board will:

- Support those who signed up to join the WePROTECT initiative and Global Alliance to implement their commitments, including by helping to set the direction for the Fund to End Violence Against Children;
- Show global leadership and represent the issue at the highest levels, as well as coordinate and drive forward major projects to tackle online child sexual exploitation; and,
- Identify and define the international response to key issues and future challenges that emerge.

Beginning with the first WePROTECT Global Alliance summit in 2017, the Board’s intention is that its priorities and composition will be agreed at a biennial summit of government ministers and leaders from industry, international organisations, law enforcement agencies and civil society. In the interim, the Board will be governed by its terms of reference, which set out its mandate and mission: these can be found at www.weprotect.org/leadership.

The Board’s principles

In working to deliver the vision of the WePROTECT Global Alliance, the Board agreed to the following guiding principles:

- **The Board will focus on ending the online sexual exploitation of children.** It will base its advocacy and methodologies on leading international practice, and work alongside and in harmony with other initiatives that seek to end sexual violence against children and to tackle online crime;
- **The Board will put advocacy and action at the heart of its mission.** Guided by the Statements of Action made at WePROTECT Summits, the Board will work to support its members on delivering on commitments made by Global Alliance members, and to secure the support of more countries and organisations;
- **The Board will promote global and regional partnership, inclusiveness and collaboration as ways to end online child sexual exploitation.** The WePROTECT Global Alliance is a multi-stakeholder initiative and the Board welcomes participation by partners from all sectors. It will operate in an open, transparent and accountable manner and at all times work to maintain the trust and support of those who have signed up to the initiative; and
- **The Board will work in a way that respects and promotes the UN Sustainable Development Goals and international and regional legal instruments designed to end sexual violence against children,** including the UN Convention of the Rights of the Child and its Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography.
WePROTECT Global Alliance: Our Strategy

The Board’s structure

As Chair, Ernie Allen leads the work of the Board, which in this initial period will take an activist approach to driving the initiative forwards. To support its work, the UK Government has agreed to provide, for an initial period, staff from the Home Office to serve as a Secretariat. The Secretariat will support the Chair by advising on and implementing the Board’s decisions and overseeing those functions delegated to it. The Board will also work in partnership with others to deliver shared objectives.

The Board’s membership

The Board is a multi-stakeholder group drawn from key countries and international organisations, civil society and the technology industry. It has initially been formed from the body of stakeholders appointed by the UK to take forward the WePROTECT initiative. This interim Board will serve until the 2017 Summit. In addition to the members listed below, the interim Board will appoint three new members to increase representation from countries in key regions.

- **Ernie Allen** (Chair), former President and CEO of the National Centre for Missing and Exploited Children and International Center for Missing and Exploited Children
- **Baroness Joanna Shields**, UK Minister for Internet Safety and Security
- **Major General/Dr. Nasser Salem Saif Lakhrebani Al Nuaimi**, Chair of the Virtual Global Taskforce, Secretary General of the Office of HH The Minister of Interior, UAE
- **Maud de Boer-Buquicchio**, UN Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography
- **Jacqueline F. Beauchere**, Chief Online Safety Officer, Microsoft
- **Antigone Davis**, Head of Global Safety, Facebook
- **Veronica Donoso**, Executive Director, INHOPE
- **Steven J. Grocki**, Chief, Child Exploitation and Obscenity Section, U.S. Department of Justice
- **Johnny Gwynne**, Director, Child Exploitation and Online Protection (CEOP) Command, United Kingdom National Crime Agency
- **Susie Hargreaves OBE**, CEO, Internet Watch Foundation
- **Susan Molinari**, Vice President, Public Policy, Google
- **Mick Moran**, Assistant Director, Vulnerable Communities, INTERPOL
- **Dorothy Rozga**, Executive Director, ECPAT International
- **Cornelius Williams**, Associate Director, Child Protection, Programme Division, UNICEF

The Board is also supported by the Directorate-General Migration and Home Affairs of the EU Commission.
Next steps

The Board recognises that the first year of this new initiative will be critical for establishing the WePROTECT Global Alliance and building momentum.

All members of the two founding initiatives have been asked to join the WePROTECT Global Alliance, and the Board will initially focus on consolidating the membership of this new initiative. It will also support UNICEF to establish the Fund to End Violence Against Children, and bolster its own membership to ensure that the Board is more representative of the initiative that it serves.

Looking forward, the Board intends to hold the first Summit of the WePROTECT Global Alliance in late 2017. The Board’s expectation is that this summit will:

- Refine existing commitments made by members of WePROTECT and the Global Alliance to produce a single set of world-leading commitments that will establish the standard for tackling online child sexual exploitation worldwide;

- Grow the membership and reach of the WePROTECT Global Alliance, bringing new countries, companies and organisations into the initiative to share their expertise and knowledge;

- Support the Fund to End Violence Against Children to successfully deliver the development of capacity and capabilities that result in the prevention of online child sexual exploitation, the identification and safeguarding of victims, and the conviction of offenders; and,

- Formalise governance of the WePROTECT Global Alliance, including putting Board membership on a permanent footing and mobilising resources to support the Board and capacity and capability building projects.

Winny

Young people’s participation in tackling online sexual exploitation and all forms of abuse and violence is central to the WePROTECT Model National Response and the UN Convention on the Rights of the Child.

Winny Moreira (17), centre, is a Brazilian advocate against online child sexual exploitation and cyberbullying.

Winny was herself bullied online at school. However, she became a passionate advocate for young people when her friend Jessica was bullied and harassed after inappropriate images from her phone were stolen and shared with her peers in school. Winny supported her friend and participated in a UNICEF-sponsored girls’ empowerment programme in Brazil. In 2015, she was a finalist of UNICEF Brazil’s Safe Surf Campaign for her YouTube video, “Internet sem Vacilo” (Internet without Hesitation).

The stories of the two friends have been highlighted in an online video for the UNICEF/WePROTECT Global Alliance #ReplyForAll campaign. Just three weeks into this campaign, this and other true life stories had received some two million views and helped to generate a positive online discussion amongst young people.

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While these ambitions will no doubt evolve through discussion and consultation among our members and key stakeholders, the Board’s expectation is that the 2017 summit will create the basis for a robust and sustained initiative that can deliver our vision of an end to the sexual exploitation of children online.

<table>
<thead>
<tr>
<th>Spring 2016</th>
<th>Late 2017</th>
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<tr>
<td>Announcement of merger of WePROTECT and Global Alliance</td>
<td>First WePROTECT Global Alliance summit</td>
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<thead>
<tr>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>Summer 2016</td>
<td>Spring 2017</td>
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<tr>
<td>Publication of WePROTECT Global Alliance Strategy and launch of the End Violence Against Children Fund</td>
<td>Publication of Board’s recommendations to members on deliverables for the 2017 summit, including its proposed draft communiqué</td>
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