WEB
Safe & Wise
Creating a better digital world with children

CAMPAIGN REVIEW 2025

ChildFund
Alliance

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Alliance

free *from violence and exploitation*

WEB Safe & Wise

Creating a better digital world with children

Campaign Review 2022-2025

Contents

Executive summary

The WEB Safe & Wise: Creating a better digital world with children campaign was launched under ChildFund Alliance's 2022-2025 Strategic Plan to address the growing threats to children's online safety. Aligned with Sustainable Development Goal 16.2, the campaign focused on two key goals:

1. Protection: strengthen laws and policies that protect children from online child sexual exploitation and abuse (OCSEA); and
2. Participation: cultivate children as effective digital citizens who can engage in online civic engagement safely, ethically, and responsibly.

Scope and methodology of the review
This review assesses the campaign's effectiveness and its alignment with ChildFund Alliance's strategic objectives. It is structured around key evaluative questions that probe the campaign's background, contributions, challenges, and best practices. The review utilizes a theory-based approach, incorporating multiple lines of evidence, including standardized semi-annual and annual reporting forms submitted via KoBoToolBox, simplified follow-up questionnaires, and document reviews.

Campaign effectiveness and achievement
Major strides have been made in achieving the campaign's objectives for child protection and participation. Evidence demonstrates that the campaign has helped to reshape legal protections through the creation and revision of policies, leading to stronger legislative frameworks, such as the establishment of the Child Online Protection (COP) Guidelines, and the Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse.

These changes were supported by strategic advocacy, in-depth research, and partnerships with governmental bodies, which facilitated legal amendments and the implementation of a regional curriculum for online safety.

Additionally, the campaign has helped to bolster national infrastructures, exemplified by the creation of new national helplines and emergency response protocols, while also enhancing local response capabilities through community education and digital literacy programs. The campaign has also increased children's participation in online safety initiatives, raising their awareness and empowering them as online safety advocates.

The success of the campaign can be attributed to effective cross-sector collaboration and a unified approach, ensuring consistent policy application and fostering a protective and participatory digital landscape for children.

Challenges and adaptations

The campaign faced a range of challenges that required adaptive and context-specific solutions. In countries like Indonesia, materials had to be tailored to varying levels of digital literacy through tiered content, while in India, maintaining children's engagement prompted the use of gamified learning approaches.

Limited capacity and resources slowed implementation in several contexts—for instance, the Philippines required a dedicated campaign budget to move forward effectively. Adapting strategies to diverse community needs, as seen in India, and sustaining consistent engagement through additional training, as in Kenya, proved essential.

Staff turnover, such as in Cambodia, and logistical obstacles in countries like Bolivia further underscored the need for flexible, responsive planning.

Conclusions and next steps

Based on the campaign's findings, the following recommendations should be considered in future programming, or ChildFund Alliance initiatives, to further strengthen its efforts and expand its impact.

Collaboration at the country level is crucial, but structured and continuous partnership frameworks would ensure better effectiveness across all ChildFund Alliance offices. While the Alliance is recognized as a leader in child safety, and the campaign has demonstrably increased the Alliance's visibility in child online protection spaces, establishing a more defined campaign calendar and scaling-up successful dissemination strategies (e.g. through social media) could increase reach and impact while ensuring external cohesion with global, regional, and/or national initiatives and governments.

More targeted investment, technical, and financial support is needed to bolster child online protection, especially prevention efforts. Continuous engagement with government and non-government partners is essential for sustaining influence and ensuring the effectiveness of campaign advocacy efforts.

Despite the noted challenges, several best practices have emerged from campaign's regional adaptations, enhancing our approach to online child protection and pointing a way forward for future programming (see box below).

In particular, we emphasize the importance of inclusive strategies that cater to the diverse needs of children across different regions. Materials and interventions should be accessible to all demographics. Innovative content delivery, like Children Believe in Paraguay's digital skills development programs and Children Believe in India's use of interactive games and quizzes, could be integrated across all programs.

Fostering community involvement, as proven successful in Kenya and India, ensures program ownership and sustainability. Multi-media awareness champaigns utilizing social media, traditional media, and workshops can reach a wider audience. Empowering children as advocates through involvement in presentations and councils like the WEB Safe & Wise Children's Advisory Council, further enhances campaign effectiveness.

Lastly, to maximize the legacy of the campaign, if agreed, in fiscal year 2026 onwards, a structured learning agenda should be developed, focused on consolidating, documenting, and disseminating best practices and successful solutions to challenges encountered throughout the campaign's duration. This should include the creation of learning packages designed for easy adoption and adaptation by various teams across the Alliance. These efforts, combined with knowledge-sharing platforms such as best practice workshops, will serve to institutionalize learning within the Alliance.

BEST PRACTICE STRATEGIES	ACTION
Active involvement and empowerment of children and youth	Promote youth leadership in online safety and policy making by actively involving children and youth in shaping campaigns.
Diversification of communication channels	Use various communication methods, including social media and community engagement, for widespread reach.
Engagement of communities	Foster community ownership and sustainability of projects, as demonstrated in Kenya and Uganda.
Adaptation of education materials	Tailor educational content and utilize data to effectively engage government bodies, following examples from Vietnam and Sri Lanka.
Implementation of digital literacy programs	Enhance online safety knowledge through educational initiatives incorporating digital tools and social media.
Provision of a holistic approach	Collaborate with government, non-profits, and industry partners to address child safety issues collectively.
Partner	Work with governments, legislative bodies, civil society, and other sectors to enhance campaign reach, influence policy, and strengthen advocacy.
Integration of research into advocacy and policy making	Use targeted research on issues like cyberbullying to inform advocacy and policy revisions.
Cross-sector and interdisciplinary collaborations	Develop unified approaches to child protection through partnerships across government, private sector, and civil society.
Strategic legislative advocacy	Engage with legislative bodies to enact laws enhancing protections for individuals reporting online harms.
Integration into existing programs	Embed online safety and anti-OSCEA messages into existing programs to maximize efficiency and reach.

Introduction: an overview of WEB Safe & Wise

Digital connectivity offers significant benefits for children and youth, enabling access to information, educational resources, and opportunities for social and civic participation. However, increased online engagement also heightens children's exposure to a range of risks.

Each day, over 175,000 children access the internet for the first time[1], often without adequate safeguards. They face threats such as cyberbullying, exposure to inappropriate content, data privacy violations, and online predators. Approximately 750,000[2] individuals are actively seeking to exploit children sexually online, using platforms ranging from social media, messaging apps, and online gaming to distribute and solicit child sexual abuse material (CSAM).

These escalating risks highlight the urgent need for comprehensive and coordinated digital safety measures. At the global level, initiatives such as the WeProtect Global Alliance, Safe Online, and the Child Online Safety Universal Declaration are working to create safer digital environments by promoting stronger legal protections and fostering international collaboration.

Despite these efforts, significant gaps persist. Legal and policy frameworks vary widely across countries, and many lack specific legislation addressing online threats to children. This inconsistency weakens global protections and hinders effective enforcement. Additionally, the rapid evolution of digital technologies continuously introduces new risks, requiring dynamic updates to safety standards and prevention strategies.

A further challenge is the limited reach and scope of educational initiatives. Many children are not equipped with the digital literacy or critical thinking skills needed to navigate online environments safely and responsibly. Addressing these gaps is essential to ensure that children can benefit from digital connectivity without compromising their safety and well-being.

The WEB Safe & Wise campaign addressed these gaps through its programs, as articulated in its theory of change. As part of ChildFund Alliance's FY22-25 Strategic Plan, the campaign brought together seven member organizations, collectively working in approximately 30 countries. Their collaborative efforts focused on achieving Sustainable Development Goal 16.2 by striving to "end abuse, exploitation, trafficking, and all forms of violence and torture against children".

WEB Safe & Wise built on the success of the #FreefromViolence campaign, initiated in 2012, and achieved full participation from all relevant Alliance members and offices engaged in child online protection, encompassing approximately 30 countries. A complete list of the involved member organizations can be found in Annex 4.

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[1] UNICEF: https://www.unicef.org/eap/press-releases/more-175000-children-go-online-first-time-every-day-tapping-great-opportunities

[2] End Violence: https://www.end-violence.org/node/7939

The campaign's theory of change focused on two intermediary outcomes:

1. Child Protection: strengthen laws and policies that protect children from online child sexual exploitation and abuse.
2. Child Participation: cultivate children as effective digital citizens who can engage in online civic activities safely, ethically, and responsibly.

Campaign implementation members worked towards improving the protection and participation of children online. Each campaign member did so through their own set of activities or initiatives (see details in Table 5 – Annex 2). Each member contributed to at least one strategic outcome, working collectively to implement the activities detailed in the campaign.

Campaign activities were developed according to the campaign's Policy Asks, ranging from imparting essential knowledge about child rights and online safety to advocating for robust child protection systems and enacting supportive laws and policies. Activities leveraged existing collaborations and forged new partnerships dedicated to ending violence against children online. These partnerships and collaborations were established by campaign members with governments, communities, civil society, children and youth, schools, as well as tech and industry leaders.

The campaign was led by the Senior Advisor, Advocacy and Policy, of the Alliance Secretariat, tasked with compiling learning from country members and reporting on the campaigns' achievements and progress. Since its launch on May 19, 2022, the campaign has achieved several milestones (outlined in the box below).

MILESTONE	DESCRIPTION
Launch event	The campaign was officially launched on May 19, 2022, in Barcelona, marking the beginning of a concerted effort to enhance digital safety for children. This event set the stage for subsequent activities and collaboration among ChildFund Alliance members.
Awareness and training sessions	Starting in June 2022, online sessions were conducted to raise awareness about online safety and share best practices. These sessions reinforced the campaign's objectives across member countries.
Development of MEL System and advocacy tools	By March 2023, the campaign had developed and disseminated a National Advocacy Toolkit and a Monitoring, Evaluation, and Learning (MEL) Plan. These tools assisted members in advocating for and tracking the effectiveness of online safety measures.
Children's Advisory Council	Launched on Safer Internet Day in February 2023, the council included members from various countries and played a crucial role in shaping the campaign and ensuring that children's voices were integral to the advocacy efforts.
Strategic collaboration	Collaborations with governmental and technological stakeholders strengthened the campaign's reach and impact. Notable activities included workshops, symposiums, and the integration of the campaign into national policies where feasible.

MILESTONE	DESCRIPTION
Midterm Review	Campaign members participated in the midterm review, sharing their successes, challenges, and lessons learned.
Safer Internet Day (2024) Event	On February 6, global experts and members of the ChildFund Alliance WEB Safe & Wise Children's Advisory Council convened in Manila to tackle online harms to children and youth. There, the council urged duty bearers to create governmental bodies, criminalize online child sexual exploitation, and allocate resources to parent and caregivers to educate them on child online protection.
Second Review	Campaign members participated in the second review of the campaign, sharing their successes, challenges, and lessons learned.

Background of the review

This review is structured around a series of evaluative questions designed to assess the campaign's effectiveness and its alignment with the strategic objectives of the Alliance. The review aims to illuminate the campaign's impact, identify challenges and adaptations, and highlight best practices for future initiatives.

Below is a summary of the questions that guided the review.

REVIEW AREA	REVIEW QUESTIONS
Background of the Campaign	What is the WEB Safe & Wise campaign? What are its main goals, target audience, estimated reach, implementing bodies, and alignment with the strategic objectives of ChildFund Alliance?
Campaign Effectiveness and Achievements	What were the main contributions of the campaign to its intended outcomes? This includes an overview of organized activities, intermediate and final outcomes achieved, the most effective strategies employed, key mechanisms of impact, and examples of success stories.
Challenges and Adaptations	What challenges were faced during the campaign, and how have they influenced future programming? How have strategies been adapted in response to these challenges, and what lessons have been learned?
Best Practices	What strategies or approaches were most effective and are recommended for future campaigns? What specific best practices have emerged? Internal Learning and Sector Recognition: How effective has the collaboration within the Alliance been, what improvements can be made, and how is ChildFund Alliance recognized by others in the sector? Are we considered a peer in global safety?

Methodology

The review employed a theory-based approach using multiple sources of evidence:

1. Initial Data Collection: The Secretariat distributed a standardized Semi-Annual and Annual Reporting Form to all members via KoBoToolBox, collecting essential data on the campaign's activities and preliminary outcomes. The survey had a sample size of 30, with 11 respondents completing it.

2. Follow-up Questionnaire - After Action Reviews and Success Stories: After analyzing the Semi-Annual and Annual Reporting Forms, the Secretariat, with support from One South, sent out a simplified follow-up questionnaire. This questionnaire combined the After-Action Review (AAR) and Case Studies (formatted as *Success Stories*) to diminish complexity and enhance focus on key insights. The AAR identified effective strategies and areas for improvement, while Success Stories illustrated best practices through case studies of specific campaigns' best practices. The questionnaire had a sample size of 22, with 11 respondents completing it.

3. Document Review: The review also included an analysis of campaign documentation, such as newsletters and the content of the campaign's micro-site. This helped contextualize the collected data and align it with broader campaign documentation and outcomes.

Limitations and mitigation

While the methodology aimed to be thorough and inclusive, certain limitations existed. These included:

- Additional questionnaires made due to a low number of responses in the original surveys: Despite only receiving responses from one-third of Alliance members, data was supplemented through after-action reviews and key informant interviews to ensure a comprehensive understanding of the campaign's impact.

- Attributing Outcomes to Campaign Interventions: It was challenging to directly attribute outcomes to the campaign's interventions due to other influencing factors. To address this, qualitative assessments and case studies were employed, which helped provide context and enhance understanding of the contributions made by the campaign. Impact mechanisms were also highlighted, to explain possible contributions.

Campaign effectiveness and achievements

This section presents the results achieved under the two campaign outcomes: Child Protection, and Child Participation, within the review period of WEB Safe & Wise.

Outcome 1 results: strengthening legal protections

The campaign has influenced the creation and revision of laws and policies designed to protect children from online child sexual exploitation and abuse. Under child protection, the following outcomes were observed:

Enhanced legislative and policy frameworks to protect children from online child sexual exploitation and abuse have been established:

a. Government recognition of Child Online Protection (COP) Guidelines (ChildFund Australia in Cambodia)
b. Legal documents drafted by campaign members, defined key terms related to child online protection (Alliance Secretariat, Educo in Bolivia, ChildFund Australia in Vietnam, ChildFund International in Indonesia)
c. Research on the risks of child online protection, in particular cyberbullying, is currently being used for advocacy and the revision of policy frameworks (ChildFund International in Indonesia, ChildFund Korea, ChildFund International in Mexico)

Activities that contributed to policy development include:

o Development and endorsement of guidelines setting precedents for clear, enforceable standards (ChildFund Australia in Vietnam and Cambodia).
o Collaborative government research into OCSEA and cyberbullying (ChildFund International in Indonesia).
o Engagements with the National Assembly (ChildFund Korea).
o Establishment of national working groups focused on combating online violence against children (ChildFund International in Sri Lanka).
o Signing of MOUs and collaborative launches to strengthen partnerships (ChildFund International in India and Sri Lanka).
o Strategic collaborations with government bodies and comprehensive assessments of the digital environment (ChildFund International in Mexico).
o Engagement with a government agency or department overseeing children's affairs (ChildFund International in Sri Lanka).
o Advocacy for legal changes to safeguard children online (ChildFund International in Indonesia).

National infrastructures for child safeguarding and protection have been strengthened to prevent and respond to online offenses against children across several countries:

a. Establishment of a public-funded focal point for disseminating cyber tips (Educo in Bolivia)
b. Implementation of a national child helpline, increasing reported and supported cases of child exploitation (ChildFund International in Kenya)
c. Development and approval of a national protocol for the emergency response to child victims of online abuse (ChildFund International in Sri Lanka)
d. Increased structural readiness of country members to address online safety challenges effectively (ChildFund Japan in the Philippines)

Activities that contributed to strengthening national infrastructure:

o Nationwide training sessions for law enforcement and child protection agencies on handling OCSEA cases, enhancing their capacity to respond effectively (ChildFund International in Kenya).
o Formation of interdisciplinary task forces combining government, private sector, and civil society organizations to address child protection in the digital age (ChildFund International in Sri Lanka).
o Integrating the Swipe Safe curriculum into educational agendas (ChildFund Japan in the Philippines)

Enhanced local response capabilities in child protection efforts:

a. Active participation in digital safety discussions (ChildFund International in Mexico and Uganda)
b. Enhanced community-based protection measures (ChildFund International in Sri Lanka)
c. Reinforced support for ongoing child protection efforts (ChildFund Japan in the Philippes)

Activities that contributed to enhanced local response capabilities:

o Community sensitization about online threats (ChildFund International in Uganda)
o Use of Child-Friendly Accountability methodologies that engaged young people (ChildFund International in Mexico)
o Integration of community engagement in educational initiatives (ChildFund Japan in the Philippines)
o Training and capacity building to empower child protection professionals (ChildFund International in Kenya)

IMPACT MECHANISMS

The WEB Safe & Wise campaign employed several key mechanisms to achieve its outcomes:

Integration of Child Protection in Educational Curricula: The campaign successfully integrated child protection principles into educational frameworks through the creation and deployment of regional curricula and the incorporation of resources like Swipe Safe guides into school activities.

Enhancing Response Frameworks by Engaging Communities: Community engagement was crucial in enhancing response frameworks. This was achieved through community sensitization initiatives, journalist training, and the establishment of national child helplines.

Formation of Policy and Advocacy Groups: The establishment of national working groups and active engagement with legislative bodies and government agencies played a key role in shaping policy and advocacy efforts.

Collaboration with Governments: Active advocacy and collaboration with government bodies led to the enhancement of legislative protections for children online.

Cross-sector Collaboration: The campaign fostered collaboration among stakeholders from government, the private sector, and civil society, which was essential in the collective effort to enhance child protection.

Maintaining a Unified Approach Throughout the Campaign: Ensuring consistent policy application and enforcement across all offices contributed to a unified strategy for online child safety.

SUCCESS STORIES

Kenya

ChildFund International in Kenya's Safe Community Linkages for Internet Child Safety (Safe CLICS) Campaign was operational from June 2022 to May 2025 in Nairobi, Kiambu, Mombasa, and Kilifi Counties This campaign focuses on strengthening national mechanisms against online sexual exploitation and abuse, and includes implementing the Children Act 2022, crafting a national OCSEA manual, and training educators and students, all aimed at strengthening responses to online threats. Despite challenges such as irregular training schedules and limited ongoing dialogue, the campaign has made significant strides by integrating community teams and enhancing training frequency through digital tools like WhatsApp. Key strategies like extensive community involvement and strong partnerships have proven effective, establishing ChildFund Kenya as a leader in child protection in digital contexts.

Korea

ChildFund Korea's Children's Online Safety Campaign was operational from 2023 to 2025. This campaign focuses on enhancing online safety legislation and practices throughout the Republic of Korea. The initiative includes conducting a research survey to support the Children's Online Safety Act, organizing workshops that involve children's perspectives on digital safety, and launching an online campaign to rally public support for legislative changes. Key achievements include hosting an international symposium with renowned experts and incorporating children's feedback into digital platform policies. Challenges such as limited engagement from government and digital platforms have been met with strategic adaptations, including intensified collaboration with the National Assembly and symposiums to bridge dialogue between legislators and digital platform operators. These efforts underline the effectiveness of joint advocacy by NGOs, governments, and businesses in promoting children's online safety. ChildFund Korea's approach of integrating children's input and hosting significant advocacy events exemplifies effective strategies to influence policy and enhance child protection in the digital age.

Outcome 2 results: cultivating child participation

Progress has been made toward equipping children to be effective digital citizens, enabling their safe, ethical, and responsible participation in online civic engagement as part of their development. Under child participation, the following outcomes were observed:

Increased awareness of online safety issues across the Alliance:

a. Children and youth equipped with tools for self-care and awareness about online risks (ChildFund International in Mexico and ChildFund Japan in the Philippines)
b. Enhanced awareness among children, teachers, parents, and other stakeholders/duty bearers on internet safety and cyberbullying (ChildFund International in Indonesia and Uganda, Children Believe in India)

Activities that contributed to increased awareness of online safety issues include:

o Educational initiatives including digital tools and social media campaigns (ChildFund Japan in the Philippines)
o Training and awareness campaigns targeting children, teachers, parents, and other stakeholders/duty bearers (ChildFund International in Mexico and Uganda, Children Believe in India)
o Integration of digital literacy into parenting classes and school curricula, which gained media coverage (ChildFund International in Indonesia)

Empowered children and youth:

a. Engaged youth in online safety initiatives (ChildFund Japan in the Philippines)
b. Youth leadership in Safer Internet Day and other advocacy efforts (Children's Advisory Council)

Activities that contributed to increased awareness of online safety issues:

o Project involvement of youth, using methodologies that foster their leadership and engagement (ChildFund International in Mexico)
o Workshops inviting children's suggestions to directly influence digital platforms (ChildFund Korea)

Enhanced capacity of educators, community leaders, and social service providers across the Alliance:

This is exemplified by efforts in Kenya, where this outcome was achieved through the development of tailored training materials for various stakeholders, which was pivotal in enhancing their ability to handle online child sexual exploitation and abuse issues effectively.

Greater visibility and recognition:

a. Recognition of ChildFund Alliance as a leader in online child safety (ChildFund International in Indonesia)
b. Increased visibility of Alliance efforts in online child safety (ChildFund Australia in Vietnam and ChildFund International in Indonesia)

SUBMISSIONS RECEIVED

Some of the examples of initiatives that members provided in the Semi-Annual and Annual Reporting Form, by stakeholder type below:

Children and Youth	
• Collaborations with schools and communities for the provision of age-appropriate education on rights and reproductive health[3] • Organization of workshops and peer education initiatives for raising awareness among children and youth[4] • Dissemination of informational materials and establishment of youth-friendly centers and helplines for confidential services[5]	Initiatives like the training of youth facilitators in Indonesia and multiple workshops conducted in India underscore the campaign's focus on empowering young individuals with the knowledge to navigate online environments safely.

Schools	
In Sri Lanka and Vietnam, efforts to integrate online safety education into school curricula have reached many students and parents, exemplifying successful school-community collaboration.	• Online safety education initiatives for school stakeholders[6] • Reporting and response systems for online safety concerns[7] • Children's engagement activities in online safety policy and program development[8] • Art and mural competition, and training of teachers and School Management Committees)[9]

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[3] Reported by 2 organizations (ChildFund Australia in Vietnam, Children Believe (India)), this activity achieved 2,632 out of 2,616 planned activities (101%).

[4] Reported by 7 organizations (Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India), Children Believe, ChildFund Philippines), this activity achieved 191 out of 186 planned activities (103%).

[5] Reported by 5 organizations (ChildFund Cambodia, ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India)), this activity achieved 100,998 out of 100,998 planned activities (100%).

[6] Reported by 5 organizations (Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Australia in Vietnam, Children Believe (India), Children Believe), this activity achieved 233 out of 236 planned activities (99%).

[7] Reported by 3 organizations (Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Australia in Vietnam), this activity achieved 2 out of 2 planned activities (100%).

[8] Reported by 3 organizations (ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India)), this activity achieved 17 out of 16 planned activities (106%).

[9] Reported by 2 organizations (ChildFund International, Children Believe (India)), this activity achieved 2,038 out of 2,015 planned activities (101%).

Communities	
• Caregiver workshops on online child sexual exploitation and abuse (OCSEA) prevention strategies and risks, including cyberbullying • Distribution initiatives for educational materials aimed at caregivers • Child-focused forums for discussing online safety • Children's involvement in community-based online safety initiatives	Community-level activities, particularly in Cambodia and Bolivia, have leveraged local resources to enhance the understanding and implementation of online safety practices among caregivers.

Civil society	
Engagements such as webinars and community dialogues in Sri Lanka and Indonesia have facilitated a broader discourse on online safety, engaging civic society in meaningful conversations and policy-oriented actions.	• Partnerships with universities and research institutions for expertise in children's digital experiences and online safety[10] • Development of a research agenda with partners focused on children's engagement and safety online[11] • Participatory research initiatives involving children, young people, and parents on online safety, including topics like OCSEA[12] • Webinars for sharing research findings and best practices from Alliance programs[13] • Partnership-driven implementation and collaboration[14]

Tech and Industry Leaders	
• Workshops involving young people, industry leaders, and stakeholders for the creation of mandatory industry codes. • Implementation and monitoring of mandatory industry codes for online safety and age-appropriate content.	In Sri Lanka and Vietnam, hosting workshops and establishing collaborative networks like the Vietnam Cyber Safety for Children Club highlight the campaign's proactive approach to involving industry leaders in creating safer digital environments for children.

[10] Reported by 1 organization (ChildFund Australia in Vietnam), this activity achieved 1 out of 1 planned activities (100%).

[11] Reported by 3 organizations (Fundación Educación y Cooperación - EDUCO, ChildFund India, ChildFund Australia in Vietnam), this activity achieved 1 out of 2 planned activities (50%).

[12] Reported by 2 organizations (ChildFund International, ChildFund Australia in Vietnam), this activity achieved 2 out of 2 planned activities (100%).

[13] Reported by 3 organizations (ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam), this activity achieved 4 out of 4 planned activities (100%).

[14] Reported by 2 organizations (ChildFund Australia in Vietnam, Children Believe), this activity achieved 2,038 out of 2,015 planned activities (101%).

IMPACT MECHANISMS

The WEB Safe & Wise campaign employed several key mechanisms to achieve its outcomes:

Active child participation proved to be a driver across several campaigns: Programs like ChildFund International in Uganda's Children's Advisory Council, which mirrored WEB Safe & Wise, and ChildFund International in Mexico's Niñez Segura y Protegida en Línea (Safe and Protected Children Online) provided platforms for children to express their concerns and actively participate in shaping online safety initiatives.

This participation extended to advocacy efforts at various levels, from the community to the national stage. Examples include ChildFund Korea's workshops, where children's suggestions directly influenced digital platforms. Similarly, ChildFund International in Sri Lanka's youth advocates contributed to the International Reporting Portal on online violence. Finally, initiatives like ChildFund Japan in the Philippines' involvement of children in the ChildFund Alliance Safer Internet Day event showcased their development as advocates.

Community Engagement as a Platform for Disseminating Essential Online Safety Information: For ChildFund Australia in Cambodia and Vietnam, training sessions and community engagement initiatives were instrumental in spreading essential online safety information among children, parents, and community members. For instance, ChildFund Australia in Cambodia trained 30 youth as core trainers, who then reached 2,023 children, and 12 community volunteers who educated 1,076 parents/caregivers about online safety.

Effective Collaborations - Expanding Reach and Deepening Impact: Strategic partnerships with government bodies and local organizations in India and Sri Lanka broadened the campaign's outreach and impact. These collaborations were critical in implementing school-level debates, workshops, and training sessions that addressed online safety and child protection.

SUCCESS STORIES

Cambodia

ChildFund Australia in Cambodia's Swipe Safe Project operates with the mission to improve digital safety for children across Prey Veng, Battambang, and Kratie provinces by 2025. The project aims to empower children aged 12 to 17, their parents, and child protection professionals with skills for safe online navigation. Training over 3,000 children and numerous professionals, the initiative has successfully embedded online safety education into local frameworks. Despite challenges like high turnover of volunteers and poor internet connectivity, the project adapts through enhanced internet services and strengthened community volunteer programs. Emphasizing collaboration, ChildFund Australia in Cambodia partners with local NGOs and the Cambodia National Council for Children, achieving a government-endorsed Child Online Protection guideline and demonstrating a sustainable model for national integration of child online safety education.

India

Children Believe in India's WEB Safe and Wise Campaign, operational in Tamil Nadu and Andhra Pradesh, is dedicated to empowering children as effective digital citizens. This initiative is part of a broader mission to create environments where children can thrive, focusing on education, child protection, and active participation. The campaign delivers educational programs and awareness initiatives to children, parents, teachers, and community members, successfully raising awareness about internet safety and cyberbullying. Despite challenges like resource limitations, varying digital literacy levels, and engagement issues, Children Believe India has responded with tailored educational materials and collaborative efforts to develop culturally relevant content. Effective strategies have included interactive learning methods, such as games and role-playing, which engage children actively. Additionally, the organization emphasizes community support and youth leadership, significantly extending the campaign's influence and effectiveness. While collaboration within the alliance has been beneficial, there's potential to expand partnerships and enhance support to further the campaign's goals and reach.

Indonesia

ChildFund International in Indonesia, in collaboration with various stakeholders, ran a year-long campaign focusing on the dangers of online sexual exploitation and abuse (OCSEA) and cyberbullying. This collective effort reached over 5,000 individuals through educational efforts and community events. Despite challenges including limited funding and the complexity of reaching vulnerable groups, the campaign made significant impacts, including major media coverage and contributions to policymaking. ChildFund International in Indonesia emphasizes the importance of strategic partnerships and robust collaboration for sustainable impact.

Mexico

ChildFund International in Mexico's Niñez Segura y Protegida en Línea Project aims to raise awareness of online risks and equip children and youth with self-care tools. Since its inception in 2023, the project has reached over 165,423 people through social networks and directly engaged 1,173 adolescents. Key activities include training local partners, engaging adolescents with Child-Friendly Accountability methodologies, collaborating with government bodies for better regulation, and conducting research on the digital environment experiences of young users and their parents. Despite language barriers and inconsistent global campaign pacing, ChildFund International in Mexico has responded by improving translation efforts and empowering local partners to adapt swiftly to new opportunities. The project has successfully integrated digital security into the advocacy agendas of 85% of local partners and facilitated active youth participation in national forums and UN committees. Recognized as a leader in national child protection efforts, ChildFund International in Mexico's approach places children and youth at the center of advocacy, enhancing campaign impact and visibility.

Paraguay

Children Believe in Paraguay has been advancing online protection awareness through its WEB Safe and Wise campaign, operational since May 2022 across various regions, including Limpio, Villeta, Caaguazu, Villarrica, Coronel Oviedo, and Remansito. Targeting children aged 6-18 and local authorities, the initiative has conducted extensive social media outreach, youth forums, and interactive educational campaigns, successfully educating nearly 10,000 participants on the risks associated with online networks and fostering enhanced digital citizenship. Despite challenges such as parental awareness of electronic device usage and linguistic barriers due to limited resources in Spanish, the organization has effectively integrated internet safety topics into educational activities and emphasized comprehensive engagement with children and caregivers. This proactive approach has improved community understanding of online safety. Children Believe in Paraguay has utilized participatory methodologies, ensuring children and adolescents are actively involved in the campaign, which has significantly increased ownership and impact. The project has also benefited from localized, culturally adapted materials and strong collaborations with local partners, aligning with global efforts to boost reach and relevance. Looking ahead, there is potential to further structure these collaborations and enhance the campaign's national and global visibility, solidifying Children Believe in Paraguay's role as a leader in child protection and digital safety.

The Philippines

ChildFund Japan in the Philippines engaged in two key projects: enhancing online safety awareness and integrating safety education into existing programs. The first project, #WEBSafeAndWiseWednesday, utilized social media to educate about Anti-Online Sexual Abuse and Exploitation of Children (OSAEC) despite limited organic reach. The second initiative involved ongoing activities including discussions with sponsored children, and training for staff, reinforcing their understanding and advocacy against CSEA. These efforts empowered youth and better-informed staff, while demonstrating ChildFund Japan in the Philippines' online commitment to child safety. They plan to expand their reach through paid advertising and partnerships with local youth organizations.

Sri Lanka

ChildFund International in Sri Lanka's project Strengthening Sri Lanka's child protection systems aims to combat new threats from the online world, targeting children, youth, parents, and teachers across eight districts. Launched in January 2023, the initiative focuses on preventing online sexual exploitation and abuse (OSEAC) through community engagement in forums, educational school campaigns, and policy influence by establishing a national working group and contributing to an international reporting portal. Despite challenges such as limited technical knowledge on OSEAC and financial constraints, ChildFund Sri Lanka has effectively adapted by enhancing digital literacy and strengthening collaborative efforts across various sectors. The project is recognized for its holistic, community-based approach and robust partnerships, which have successfully engaged communities and influenced policy, solidifying ChildFund Sri Lanka's position as a leader in child safety within the sector.

Vietnam

ChildFund Australia in Vietnam, through its ChildFund Swipe Safe Project, aimed at establishing a safe digital environment for children in Hoa Binh, Bac Kan, and Cao Bang provinces. The initiative, which ran from April 2021 to June 2024, educated children, parents, and professionals on online safety, helping to integrate child protection systems into educational agendas and foster multi-sectoral collaboration. Despite successes such as the adoption of the Swipe Safe curriculum in local schools and enhancements to child protection laws, the project encountered challenges including limited resources and the need to update strategies alongside rapid technological changes. ChildFund Australia in Vietnam's efforts to strengthen collaboration and continue advocacy for child protection measures in digital interactions showcase its pivotal role in enhancing online safety for children and its recognized leadership in the sector.

Uganda

ChildFund International in Uganda's WEB Safe & Wise Children's Advisory Council, which ran from January 2023 to December 2024, worked to enhance online safety by empowering children as effective digital citizens. The project engaged various stakeholders through school clubs, media sensitizations, and events like the Day of the African Child, leading to increased awareness and strong advocacy actions, including children presenting online safety petitions to government officials. Despite budget limitations and scheduling conflicts, the project adapted by integrating virtual meetings during weekends and aligning activities with school operational plans. Recognized for its community-focused, collaborative approach, ChildFund International in Uganda highlighted the need for structured alliance-wide frameworks to enhance the effectiveness of such campaigns, ensuring sustainability and broader impact.

Challenges and adaptations

Throughout the WEB Safe & Wise campaign, several challenges were encountered, influencing the overall execution and outcomes as highlighted below.

Limited Context-Specific Resources: These challenges were notably encountered in India and Indonesia, necessitating the creation of localized training materials to meet diverse community needs effectively[15]. For example, in Indonesia, tiered educational content was developed to accommodate various levels of digital literacy, emphasizing that resources must be accessible and comprehensible to all participants.

Difficulty Maintaining Children's Attention During Educational Sessions: In India, maintaining children's attention during educational sessions proved challenging[16]. Innovative solutions such as gamified learning modules and shorter, more interactive sessions were introduced to enhance engagement while ensuring online safety and privacy.

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[15] Follow-up Questionnaire, ChildFund Indonesia & Children Believe India, May 2024
[16] Follow-up Questionnaire, Children Believe India, May 2024

Capacity and Resource Constraints Impacting Program Delivery: Across various country offices, limited capacity and inadequate resources strained implementation efforts[17]. This was evident in efforts to build capabilities, which slowed the achievement of desired outcomes and led to disparities in effectiveness across regions. The necessity for a dedicated budget, as seen in the Philippines under ChildFund Japan, became apparent, especially when trying to overcome unfavorable social media algorithms that required paid advertisements for effective message dissemination.

Community Dynamics and Cultural Challenges Necessitating Tailored Approaches: In countries like India[18], organizing programs in diverse community settings required careful planning to ensure inclusivity and effectiveness. Adapting strategies to fit local cultural and community dynamics was critical for the successful delivery of the campaign.

The Infrequent Training and Awareness Sessions Limiting Engagement: Some members, like those in Kenya[19], cited that the lack of regular training and dialogue sessions hindered sustained engagement. Future programming in Kenya will integrate community teams with established structures to enhance continuous engagement and responsiveness. Plans include increasing the frequency of training and utilizing digital platforms like WhatsApp for ongoing stakeholder communication.

High Turnover Among Youth Facilitators Disrupting Training Continuity: In countries like Cambodia[20], high turnover rates among youth facilitators disrupted training continuity. This necessitated continual retraining of new staff and volunteers, impacting the effectiveness and consistency of program delivery.

Logistical and Regulatory Hurdles Requiring Flexible Responses: In Bolivia[21], logistical and regulatory constraints caused delays and necessitated the reallocation of resources, requiring flexible strategies to maintain campaign momentum.

Best practices and case studies

Across the Alliance, several strategic approaches have proven effective and are recommended for future campaigns or Alliance initiatives.

Active involvement and empowerment of children and youth: Actively involve children and youth in shaping campaigns and discussions, promoting youth leadership in online safety and policymaking.

Diversify communication channels: Utilize a diverse range of communication channels, including social media, advisory councils, and community engagement, to ensure widespread reach.

Engage communities: Engage community members to foster a sense of ownership and project sustainability, as seen in Kenya and Uganda.

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[17] Semi-annual Reporting Form/Follow-up Questionnaire, Multiple Countries, between 2023 and May 2024
[18] Follow-up Questionnaire, Children Believe India, May 2024
[19] Follow-up Questionnaire, ChildFund Kenya, May 2024
[20] Semi-annual Reporting Form, ChildFund Cambodia, October 2023
[21] Semi-annual Reporting Form, Fundación Educación y Cooperación - EDUCO, October 2023

Adapt education materials: Develop tailored educational materials and use data to effectively engage government bodies like in the case of Vietnam and Sri Lanka.

Digital Literacy Programs: Implement educational initiatives that incorporate digital tools and social media to enhance children and youth's online safety knowledge.

Provide a holistic approach: Integrate government, non-profits, and industry partners to address child safety issues collectively.

Partner: Partner with governments, legislative bodies, and other sectors to enhance campaign reach, influence policy, and strengthen advocacy efforts.

Integration of Research into Advocacy and Policy Making: Leverage targeted research on topics like cyberbullying to inform and strengthen advocacy efforts and policy revisions.

Cross-sector and Interdisciplinary Collaborations: Develop partnerships across government, private sector, and civil society to create a unified approach to child protection, enhancing the effectiveness and reach of safety initiatives.

Strategic Legislative Advocacy: Engage directly with legislative bodies to enact crucial law amendments, enhancing protections for individuals reporting online harms.

Integration into Existing Programs: Embedding online safety and anti-OSAEC messages into existing programs, maximizing efficiency and reach.

This is exemplified in the following four case studies, centered around sharing best practices:

Indonesia: the power of multi-stakeholder collaborations

In Indonesia, ChildFund has been pioneering an OCSEA Campaign across eight provinces since December 2022. The campaign targets parents of children aged 0 to 17, children and youths themselves, and key stakeholders, including government agencies and the media. This comprehensive initiative focuses on transforming the systems that safeguard children from online exploitation and bullying through robust advocacy and reform of digital safety laws.

Central to ChildFund Indonesia's efforts is the push to amend the Information and Electronic Transaction Law (UU ITE). The former version of this law often penalized individuals who reported online exploitation or bullying, labeling their pleas for help as defamation. Through strategic advocacy with Indonesia's UU ITE Working Group, the House of Representatives, and the Ministry of Communications and Informatics, ChildFund has championed legislative reforms. These efforts have culminated in modifications to the law, preventing its misuse and strengthening protections against online harm to children.

The campaign's success extends beyond legislative reform. ChildFund Indonesia has implemented an extensive educational outreach across multiple levels of society. Initiatives include training for parents and teachers on the Six Components of Internet Safety and integrating these principles into school curricula and parenting classes. The campaign has also undertaken comprehensive research on Cyberbullying and Online Sexual Exploitation and Abuse of Children (OCSEA) in four provinces, engaging over 1,160 young individuals and presenting findings at international forums.

Media engagement has been another critical area of success, with the campaign generating over $830,000 in PR value and extensive coverage across national news outlets. Strategic collaborations with civil society organizations and government bodies have boosted the campaign's reach and impact, influencing national, provincial, and district policies on child safety.

ChildFund Indonesia's approach, characterized by its partnerships with schools, active parent and caregiver involvement, and youth engagement through peer education, underscores a community-centric strategy. This holistic methodology not only enhances digital literacy but also empowers children and their communities to advocate for a safer online environment.

These concerted efforts demonstrate ChildFund Indonesia's commitment to safeguarding children in the digital age. They highlight the critical role of multi-stakeholder collaboration and innovative communication strategies in driving substantial and sustainable change.

Holistic Approach: Legal reform, education initiatives, and community engagement	**Multi-stakeholder Collaboration**: Partnering with government, civil society, and media	**Empowering Youth:** Actively involving young people in education and advocacy efforts

Korea: promoting the active involvement of children and youth

ChildFund Korea is actively enhancing children's digital rights through a series of targeted initiatives aimed at reforming both public perception and legislative frameworks in Korea. A notable achievement in 2023 was the international symposium on Children's Rights and the Digital Environment, co-hosted with the National Assembly Forum on Woman and Children. This event featured key discussions led by Dr. Mikiko Otani, former chair of the United Nations Committee on the Rights of the Child and attracted 90 participants who engaged in real-time deliberations on enhancing digital safety laws.

Concurrently, ChildFund Korea has launched a Research Survey involving domestic legal experts to align Korea's broadcasting and communications laws with international standards like those of the US, UK, and Australia. This effort underscores the commitment to grounding children's online safety in robust legal frameworks.

In addition to these efforts, the 2024 Child Participation Workshop mobilizes insights directly from children across nine regions. This three-month program focuses on evaluating digital platforms and their

impact on children's rights, culminating in proposals directly communicating to corporations like TikTok. This initiative not only amplifies children's voices but also shapes corporate strategies towards safer digital environments.

The ongoing Online Campaign, set to conclude in 2024 with a digital signature drive, aims to rally public and governmental support for necessary legislative changes. This campaign exemplifies the power of community engagement in driving policy change.

Through these multifaceted approaches, ChildFund Korea demonstrates the critical importance of collaboration among NGOs, government bodies, and industry leaders to ensure a safe online environment for children. This collective effort highlights a dynamic advocacy model, emphasizing that safeguarding children's digital interactions is a shared responsibility.

Active Involvement of Children and Youth: Mobilizing children's insights through workshops and empowering them to communicate with corporations for safer online spaces directly	**Research-driven Advocacy:** conducted research survey involving legal experts to improve laws and the online campaign with a public signature drive

Sri Lanka: involving communities

ChildFund International in Sri Lanka is spearheading an initiative aimed at strengthening the country's child protection system to address emerging online threats effectively. Launched in January 2023, this project is part of the broader WEB Safe & Wise campaign and spans eight districts. It targets a diverse group, including children aged 7-17, young adults up to 24, parents of school-going children, teachers, and various stakeholders such as government bodies, duty bearers, industry leaders, and community organizations.

The activities implemented are extensive and varied, encompassing the Country Office and local partners. At the country office level, efforts include press releases, virtual and in-person stakeholder forums, social media campaigns, and expanding the WSAW campaign to the district level. Partners contribute through inter-school debate programs, school awareness initiatives, community dialogues, art competitions focusing on online safety, and comprehensive community consultations. These efforts culminate in the ongoing development of district-level plans to prevent Online Sexual Exploitation and Abuse of Children, set to be completed in June FY 24:

Several achievements have been made throughout the reporting period:

- **Policy influence and stakeholder engagement**: there has been active involvement of key government, private sector, and civil society stakeholders in strengthening and forming new policies aimed at ending online child sexual exploitation and abuse. This collaborative effort led to the establishment of a national working group dedicated to enhancing policy around online child sexual exploitation and abuse

- **International collaboration**: ChildFund International in Sri Lanka has contributed to setting up the International Reporting Portal to Combat Online Violence Against Children in partnership with the Internet Watch Foundation

- **Community and National Impact**: the campaign has served as an effective platform for addressing online sexual exploitation and abuse prevention, both at the national and community level. Encouraging feedback from district-level (local/community) government stakeholders has further fueled efforts to expand the project

The program's success can be attributed to its holistic approach, integrating partnerships and collaborative strategies that enhance program quality. This multi-stakeholder approach underscores the importance of comprehensive intervention strategies and the necessity of extending digital literacy not only to children but also to parents, thereby fostering a safer online environment for all.

Multi-stakeholder Collaboration: partnering with government, civil society, industry leaders, and community organizations	**Community Engagement:** through school programs, dialogues, consultations, and art competitions	**Holistic Approach:** policy advocacy, initiatives at various levels (children, parents, teachers), and international collaboration

Philippines: promoting the active involvement of children and youth

In the Philippines, ChildFund Japan in the Philippines is integrating WEB Safe and Wise and anti-OSAEC advocacies into its programs, building on the momentum of the #WEBSafeAndWiseWednesday project (2023).

This initiative currently reaches 3,303 children and youth, along with 15 adults, fostering healthy discussions about online safety and digital citizenship.

By embedding these advocacies within its existing frameworks, ChildFund Japan promotes awareness among program participants, staff, and partners about the dangers of Online Sexual Abuse and Exploitation of Children (OSAEC) and the importance of safeguarding children online.

Despite initial budget constraints, the program staff displayed creativity in incorporating these advocacies into their existing programs. They have secured a budget for OSAEC for the current fiscal year to strengthen the integration of WEB Safe & Wise into their operations.

A key element of the project has been the **empowering role of child representatives who are, in turn, expected to lead advocacy and educational efforts among their peers**. On February 6, 2024, during the Safer Internet Day (SID) celebrations organized by the ChildFund Alliance, three sponsored child (SC) representatives contributed to the discourse. Their active participation is set to influence both their peers and the broader community

The introduction of the Swipe Safe app is anticipated to enhance the campaign's reach further. Chester, a youth advocate, commented on the app's potential: "This [Swipe Safe App] will help people, especially active internet users, to be more aware of their actions online that could lead to unsafe situations." His remarks highlight the project's commitment to innovative and effective online safety solutions.

Active Involvement of Children and Youth: Empower children as advocates and educators, build ownership and promote peer-to-peer learning on online safety.	**Integration into Existing Programs:** Embedding online safety and anti-OSAEC messages into existing programs.

Recommendations

This review highlights several areas for enhancing this campaign and its impact, which may be taken into consideration for future programming or initiatives:

Strengthen collaboration frameworks to maintain effectiveness across the Alliance by establishing structured, continuous partnership frameworks that facilitate regular updates and coordinated efforts among various actors involved in child protection.

Enhance visibility of online child safety initiatives by implementing broad-based digital marketing strategies and forming partnerships with the private sector to increase recognition and reach of ChildFund's campaigns.

Optimize operational coordination within the Alliance by creating a shared campaign calendar and enhancing network collaborations, which will ensure synchronized actions and maximize the impact of collective efforts.

Maintain continuous engagement with governmental and non-governmental partners to sustain influence and enhance the effectiveness of advocacy efforts through regular strategic meetings and joint initiatives.

Continue implementing inclusive strategies that cater to the diverse needs of children across different regions by adapting materials and interventions to be culturally and contextually relevant, ensuring accessibility for all demographics.

Integrate innovative content delivery methods, such as digital skills development and interactive elements like games and quizzes, to engage participants effectively and enhance learning outcomes in all programs.

Continue fostering community involvement in projects to ensure ownership and sustainability by encouraging local input and feedback in project planning and execution, as demonstrated successfully in Kenya and India.

Utilize various media channels for multi-media awareness campaigns to reach a wider audience, incorporating social media, traditional media, and interactive workshops to diversify engagement and spread key messages effectively.

Continue providing opportunities for children to meaningfully participate as advocates through their involvement in councils and presentations, thereby enhancing the campaign's effectiveness and extending its reach by incorporating the unique perspectives and energies of young participants.

Enhance resource sharing across the Alliance to improve program outcomes by conducting best practice workshops and knowledge sharing sessions that facilitate easy adoption and adaptation of successful strategies.

Develop a structured learning agenda focused on consolidating, documenting, and disseminating best practices and successful solutions to ensure that all members can benefit from collective expertise and experiences, which will aid in overcoming challenges encountered during the campaign.

Annex 1: semi-annual and annual report results

The following is the outcome achievement for all outputs of the campaign as reported by 1/3 of the campaign members (10 out of 30 members). It provides an indication of target achievement and areas where members might benefit from knowledge exchanges or additional guidance.

Protection

Analysis of the campaign's semi-annual report data highlights achievements across six government-related protection activities to improve national policies and infrastructure. The achievement rate is calculated by dividing the number of completed activities by the planned activities and then multiplying by 100 to get a percentage.

This metric assesses the effectiveness of the campaign's initiatives. As shown in Figure 1, success rates vary among the activities:

- Other 'Government' activities achieved the highest rate at 200%, with initiatives such as strengthening partnerships with government agencies by ChildFund Sri Lanka and enhancing collaboration with government cyber safety and child protection systems by Children Believe India proving effective.
- Both "Curriculum Development" and "Community-Based Protection Networks" fully met their goals, achieving 100% of their planned activities.
- "Lobbying Activities" and "Collaborative Legislative Efforts" showed lower completion rates at 50% and 60% respectively, reflecting challenges in policy engagement and legislative advocacy.
- No activities were reported under the category for developing strategies to expand internet connectivity and electricity infrastructure.

Figure 1 Achievement rates for reported government-related activities
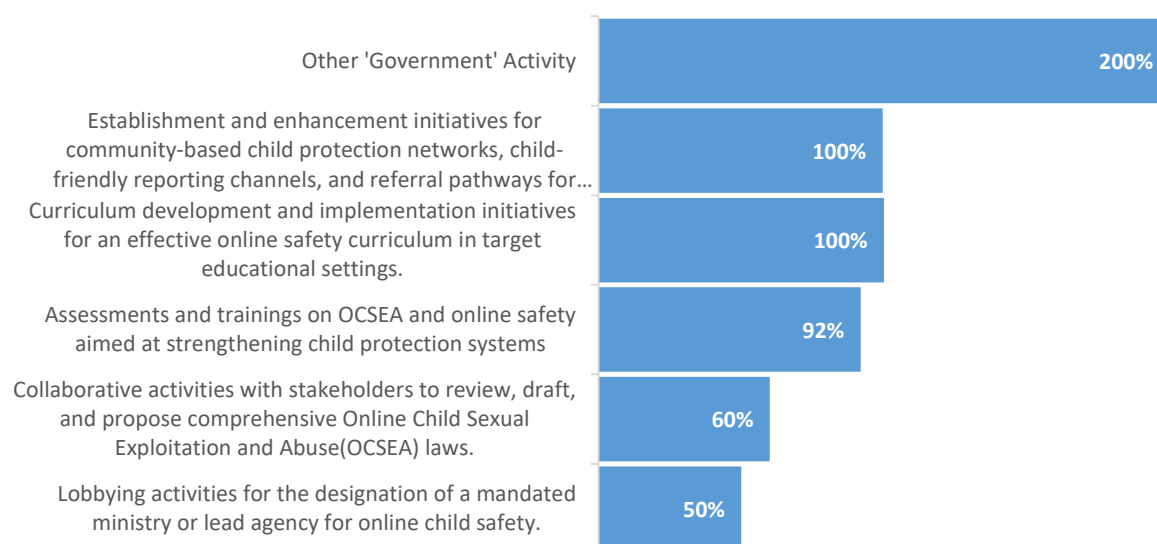
When evaluating achievement, it is essential to consider the number of members who provided information. Most campaign members reported on training and assessments for online child safety, with 7 out of 11 organizations providing this information. Additionally, 5 organizations focused on enhancing community-based child protection networks. However, no activities were reported for expanding internet connectivity and electricity infrastructure for children and young (See Annex for a detailed breakdown by activity).

FURTHER PROTECTION RESULTS (BY ACTIVITY)
Table 1 provides further information from analyzing the data entered into the Semi-Annual Report form.

Table 1: Reported Government-Related Protection Activities and Participating Organizations

ACTIVITY	REPORTING ENTITIES (OUT OF 11)	REPORTING ORGANIZATIONS	ACTIVITIES PLANNED	ACTIVITIES ACHIEVED
Lobbying activities for the designation of a mandated ministry or lead agency for online child safety.	4	Fundación Educación y Cooperación - EDUCO, ChildFund India, ChildFund International, ChildFund Australia in Vietnam	10	5
Collaborative activities with stakeholders to review, draft, and propose comprehensive Online Child Sexual Exploitation and Abuse (OCSEA) laws.	3	ChildFund Cambodia, ChildFund Sri Lanka, ChildFund Australia in Vietnam	5	3
Assessments and trainings on OCSEA and online safety aimed at strengthening child protection systems	7	ChildFund Cambodia, Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India), ChildFund Philippines	3560	3269
Advocacy and monitoring activities on the allocation of resources for OCSEA training programs.	2	ChildFund Australia in Vietnam, ChildFund Philippines	0	0
Development and advocacy initiatives for a comprehensive strategy to expand internet connectivity and electricity infrastructure for children and young people.	0	No data	0	0
Curriculum development and implementation initiatives for an effective online safety curriculum in target educational settings.	2	ChildFund Cambodia, ChildFund Australia in Vietnam	5	5
Establishment and enhancement initiatives for community-based child protection networks, child-friendly reporting channels, and referral pathways for OCSEA disclosures. (Also includes community category)	5	Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India)	648	645

Table 1: Reported Government-Related Protection Activities and Participating Organizations				
ACTIVITY	**REPORTING ENTITIES (OUT OF 11)**	**REPORTING ORGANIZATIONS**	**ACTIVITIES PLANNED**	**ACTIVITIES ACHIEVED**
Other 'Government' Activity	2	ChildFund Sri Lanka, Children Believe (India)	2	4

Table 2: Achievement Rates of Government-Related Activities by Organization			
ORGANIZATION NAME	**PLANNED**	**ACHIEVED**	**ACHIEVEMENT RATE (%)**
ChildFund Australia in Cambodia	9	9	100%
Educo	6	5	83%
ChildFund Korea	0	0	-
ChildFund Korea	0	0	-
ChildFund International in India	6	1	17%
ChildFund International in Indonesia	4	2	50%
ChildFund International in Sri Lanka	6	8	133%
ChildFund Australia in Vietnam	59	35	59%
Children Believe in India	4140	3871	94%
ChildFund Japan in the Philippines	0	0	-

Participation

Most members achieved what they expected with participation-related activities targeting children, youth, schools, and communities generally achieved high achievement rates, as detailed in Annex 2: Achievement rates. The achievement rate is calculated by dividing the number of completed activities by the planned activities and then multiplying by 100 to obtain a percentage.

Some activities related to civil society, specifically developing a research agenda focused on children's engagement and safety online, had a lower achievement rate of 50%.

The following are the results for activities relating to children and youth, communities, civil society, and tech industry leaders.

Figure 2: Children and youth activities, achievement rate (%)

Other 'Children and Youth' Activity	101%
Dissemination of informational materials and establishment of youth-friendly centers and helplines for confidential services.	100%
Organization of workshops and peer education initiatives for raising awareness among children and youths.	103%
Collaborations with schools and communities for the provision of age-appropriate education on rights and reproductive health.	101%

Figure 3: Schools, achievement rate (%)

Other 'Schools' Activity	101%
Children's engagement activities in online safety policy and program development.	106%
Reporting and response systems for online safety concerns.	100%
Online safety education initiatives for school stakeholders.	99%
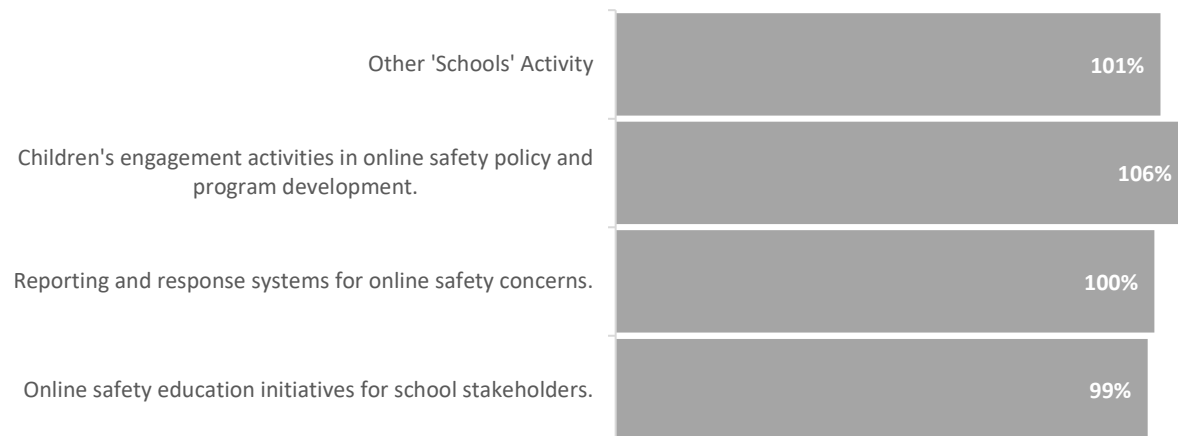
Figure 4 Civil society, achievement rate (%)

Other 'Civic Society' Activity	101%
Webinars for sharing research findings and best practices from Alliance programs.	100%
Participatory research initiatives involving children, young people, and parents on online safety, including topics like OCSEA.	100%
Development of a research agenda with partners focused on children's engagement and safety online.	50%
Partnerships with universities and research institutions for expertise in children's digital experiences and online safety.	100%

FURTHER PARTICIPATION RESULTS (BY ACTIVITY)

Table 3: Achievement rates for reported participated-related activities by stakeholder group (children and youth, schools, communities, and civil society)				
ACTIVITY	**REPORTING ENTITIES (OUT OF 11)**	**REPORTING ORGANIZATIONS**	**ACTIVITIES PLANNED**	**ACTIVITIES ACHIEVED**
Children and youth				
Collaborations with schools and communities for the provision of age-appropriate education on rights and reproductive health.	2	ChildFund Australia in Vietnam, Children Believe (India)	2616	2632
Organization of workshops and peer education initiatives for raising awareness among children and youths.	7	Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India), Children Believe, ChildFund Philippines	186	191
Dissemination of informational materials and establishment of youth-friendly centers and helplines for confidential services.	5	ChildFund Cambodia, ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India)	100998	100998
Other 'Children and Youth' Activity	6	ChildFund Cambodia, Fundación Educación y Cooperación - EDUCO, ChildFund Korea, ChildFund International, Children Believe, ChildFund Philippines	2015	2038

Table 3: Achievement rates for reported participated-related activities by stakeholder group (children and youth, schools, communities, and civil society)				
ACTIVITY	**REPORTING ENTITIES (OUT OF 11)**	**REPORTING ORGANIZATIONS**	**ACTIVITIES PLANNED**	**ACTIVITIES ACHIEVED**
Schools				
Online safety education initiatives for school stakeholders	5	Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Australia in Vietnam, Children Believe (India), Children Believe	236	233
Reporting and response systems for online safety concerns	3	Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Australia in Vietnam	2	2
Children's engagement activities in online safety policy and program development	3	ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India)	16	17
Other 'Schools' Activity	2	ChildFund International, Children Believe (India)	2015	2038
Caregiver workshops on online child sexual exploitation and abuse (OCSEA) risks and prevention strategies, including cyberbullying	6	ChildFund Cambodia, Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Australia in Vietnam, Children Believe (India), Children Believe	673	676
Distribution initiatives for educational materials aimed at caregivers	5	ChildFund Cambodia, Fundación Educación y Cooperación - EDUCO, ChildFund International, ChildFund Australia in Vietnam, Children Believe (India)	1012	1088
Child-focused forums for discussing online safety	4	ChildFund Korea, ChildFund Australia in Vietnam, Children Believe (India), ChildFund Philippines	11357	11367
Children's involvement in community-based online safety initiatives	3	ChildFund Australia in Vietnam, Children Believe (India), ChildFund Philippines	11252	11252
Other 'communities' activity	5	ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam, Children Believe (India), Children Believe	2015	2038
Civil society				
Partnerships with universities and research institutions for expertise in children's digital experiences and online safety	1	ChildFund Australia in Vietnam	1	1
Development of a research agenda with partners focused on children's engagement and safety online	3	Fundación Educación y Cooperación - EDUCO, ChildFund India, ChildFund Australia in Vietnam	2	1

Table 3: Achievement rates for reported participated-related activities by stakeholder group (children and youth, schools, communities, and civil society)				
ACTIVITY	**REPORTING ENTITIES (OUT OF 11)**	**REPORTING ORGANIZATIONS**	**ACTIVITIES PLANNED**	**ACTIVITIES ACHIEVED**
Participatory research initiatives involving children, young people, and parents on online safety, including topics like OCSEA	2	ChildFund International, ChildFund Australia in Vietnam	2	2
Webinars for sharing research findings and best practices from Alliance programs	3	ChildFund International, ChildFund Sri Lanka, ChildFund Australia in Vietnam	4	4
Other 'civil society' activity	2	ChildFund Australia in Vietnam, Children Believe	2015	2038
Tech and Industry Leaders				
Workshops involving young people, industry leaders, and stakeholders for the creation of mandatory industry codes	3	ChildFund Sri Lanka, ChildFund Australia in Vietnam, ChildFund Philippines	4	3

Table 4: Achievement Rates of Participation-Related Activities by Organization					
Organization	**Children & Youth**	**Schools**	**Communities**	**Civic Society**	**Tech and Industry Leaders**
ChildFund Australia in Cambodia	101%	-	108%	-	-
Fundación Educación y Cooperación - EDUCO	80%	100%	100%	100%	-
ChildFund Korea	100%	-	113%	-	-
ChildFund Korea	100%	-	113%	-	-
ChildFund India	-	-	-	0%	-
ChildFund International	100%	44%	120%	100%	-
ChildFund Sri Lanka	100%	-	-	100%	100%
ChildFund Australia in Vietnam	100%	100%	100%	100%	100%
Children Believe (India)	100%	100%	100%	-	-
Children Believe	250%	200%	250%	100%	-
ChildFund Philippines	100%	-	-	-	0%

Annex 2: list of project descriptions associated with the campaign

Description	Project Duration	Project Final Year
EDUCO IN BOLIVIA **Programa Tejiendo Redes Seguras**		
The Program will contribute to the fight against the trafficking of children and adolescents (NNA) for the purpose of sexual exploitation, related crimes (pimping, child pornography and commercial sexual violence) and Online Sexual Exploitation. Through the strengthening of the National System for the Protection of Children and Adolescents, families, communities, civil society and the empowerment of especially vulnerable children and adolescents, prevention, protection, care and reintegration mechanisms will be consolidated, influencing in a comprehensive, sustainable and direct way. in the protection of NNA against the different forms of sexual and gender violence. The intervention will be implemented in 6 municipalities, and at the national level through the strengthening of state entities, communication, and awareness actions.	4 years	2026
CHILDFUND JAPAN IN NEPAL **SAJAGTA: Resilient Children and Schools to Combat Online Sexual Exploitation of Children (OSEC)**		
The project outcomes: 1. Strengthened resilience among children and young people, SMC, parents, PTA, and other stakeholders of schools to combat Online Sexual Exploitation of Children (OSEC). 2. Endorsement of School Child Protection and Safeguarding Policy (SCPSP) inclusive of child mental health and prevention of OSEC. 3. Prevention of OSEC through the sensitization of children and young people, guardians, local and provincial duty bearers, and government line agencies with the support of Child Helpline 1098 in Sudurpaschim Province with the support of private sector/ISPs. 4. Provided inputs to incorporate OSEC subject to the national education curriculum development center in the national curriculum for the secondary school curriculum with support from an expert workgroup	3 years	2025
EDUCO IN THE PHILIPPINES **Learning Sessions on online safety: STEP Project**		
In meetings with caregivers/duty bearers and children during sponsorship activities, a session on Child Protection is held to increase awareness.	2 years	2025
EDUCO IN THE PHILIPPINES **Project STEPS: Strategic Approach Towards Engaging Children in their Protection and Ensuring a Safe and Protective Environment for Children and Adolescents**		
Project STEPS is a 36-month project that will be implemented in Educo in the Philippines project areas anchored which aims to contribute to the development of child-led and community-led VAC preventive and protective initiatives in times of crisis and disasters. This will facilitate and strengthen children's (participation and) agency to influence community and child protection actors in the development and implementation of child protection and system-strengthening community-led initiatives, including the digital safety of children. In this project, we will develop Child Protection Manual and Toolkit that will include sections about OSEAC and digital safety awareness-raising. This manual will be cascaded to children, parents, community volunteers, local partners, and local child protection actors and stakeholders. Child-led initiatives on digital safety, by creating digital platforms for children and child-led advocacy is one of the components of the project. Safe to Learn Campaigns in schools is also part of the	3 years	2025

Description	Project Duration	Project Final Year
main activities to promote the prevention of VAC in schools including cyberbullying and strengthening of school child protection committee.		
CHILDFUND AUSTRALIA IN VIETNAM **Swipe Safe**		
By end of 2023, teachers, Youth Union members and local young champions are equipped to provide online safety knowledge and skills to children and parents in targeted areas via formal provincial education agenda and community events. By end of 2023, NCHL staff and child protection (CP) officers and law enforcement officers, in targeted areas, are equipped to support survivors of online violence using child-sensitive response mechanisms and systematic training. National coordination mechanism is established to strengthen holistic prevention, response and support for child online protection issues. Interventions: Online safety ToT training to teachers, Youth Union and community facilitators, Advocate for integration of online safety education into provincial education agenda, Training on COP and child sensitive response mechanisms to child helpline staff and child protection officer, Scoping and gap analysis of current judiciary and law enforcement practice as well as existing law and policies referring to online child sexual exploitation is completed, and national capacity building approach drafted. Support government to operationalize a formal Child Online Protection Network (led by MIC) including government, CSOs, media and industry stakeholders.	3 years	2025
CHILDFUND INTERNATIONAL IN KENAY **Safe CLICs Project**		
The 3 years Project is being implemented in 4 counties in Kenya. The following outcomes/ outputs are anticipated at the end of the project. Outcome 1: Kenyan service providers have increased capacity, cross-sector coordination and collaboration and stakeholder commitment to effectively prevent and respond to online child sexual exploitation and abuse. Outputs: The enactment of the 2021 Children Bill supported, National OCSEA Manual and OCSEA child-friendly outreach tool developed, OCSEA Standard Operating Procedures (SOPs) reviewed and operational guidelines to increase interagency coordination and collaboration developed, National government funding for online child protection agencies and Victim Protection Trust, Fund activated, Increased communication and collaboration between government stakeholders and technology companies. Outcome 2: Supported by their schools, children and youth are empowered with an improved understanding of the risks of the digital environment, self-protection skills online and access to effective referral mechanisms. Outputs: Learners, teachers, and school leadership identify and prevent online child sexual exploitation and abuse and refer OCSEA victims, Peer educators hold child-friendly guided dialogue forums on OCSEA at the school level, Linkages of OCSEA survivors to referral services become stronger. Outcome 3: Caregivers improve children's online safety, supported by their communities' increased surveillance of OCSEA and linkages between formal and informal child protection mechanisms. Outputs: 9,600 parents and caregivers educated on OCSEA, Parents and caregivers have an enhanced understanding of OCSEA, reporting and referral mechanisms, Community structures ensure sustainable OCSEA support for caregivers and build up community surveillance efforts, Capacity of the media at grassroots level build.	3 years	2025
WEWORLD IN KENYA **Enhanced Access to Quality Education and Wellbeing of Vulnerable Children living in Karungu (Migori County) and Gwassi (Homa Bay County)**		
Creating awareness on Proper use of Media. Motivational talks to children. Caregiver sessions to Parent. Conducting sessions on child protection	3 years	2024
EDUCO IN BOLIVIA		

Description	Project Duration	Project Final Year
Fortalecer sistemas integrales de protección de niños, niñas y adolescentes ante la trata de personas y delitos conexos		
The Project contributes to the fight against child trafficking focus in sexual exploitation, and related crimes as online exploitation, child pornography, sexual exploitation and procuring. The strategies are development of child capacities for safe use of internet, identification of dangerous situation and promoting equality gender relationship. With caregivers we work strengthening their capacities for safe and rispettos breeding, promoting gender equality and community organization for the response in dangerous situations against children. We also work with national and local authorities promoting and proposing a legal framework, the implementation of policies and increasing the capacity for the investigation and fight against these crimes. We promote a lot of activities online, such as share information and videos, webinars and courses in all of our issues and for all of the groups that we work with.	4 years	2025
EDUCO IN NICARAGUA **Aprendizajes colaborativos para el uso adecuado de internet y las redes sociales**		
The project will help children and adolescents to exercise their right to participation by putting into practice protection standards that will enable them to prevent risks to which they are exposed due to the growing use of the Internet and social networks. This will be achieved through a process of capacity building, communication, awareness raising and transfer that will involve the entire educational community. Translated with www.DeepL.com/Translator)	3 years	
CHILDFUND INTERNATIONAL IN BOLIVIA **Cuidados Digitales, Web Safe and Wise**		
Digital Care, Web Safe and Wise	2 years	2024
CHILDREN BELIEVE IN NICARAGUA **Uso seguro de internet para la Niñez**		
Through Children Believe local partners, we encourage groups of adolescents and youth to create message and spots to promote the safe use of internet and social networks	2 years	2024
CHILDFUND AUSTRALIA IN ASIA **Swipe Safe**		
A regional project that focuses on improving the digital literacy and core online safety skills of children; and the knowledge and support skills of parents and carers and frontline workers across Vietnam (new locations), Cambodia, Timor Leste and Indonesia. Note that activities in Timor are preliminary in the first year of the project 22/23. We are also planning communications and campaign activities to be wrapped around this project including a regional swipe safe panel for Safer Internet Day 2023.	3 years	2025
CHILDFUND INTERNATIONAL IN GUINEA **Sensibilisation sur les droits des enfants**		
We are working with youth groups called *Voice Now Groups*, which use WhatsApp to sensitize their peers on child rights and sexual reproductive health. They are about to create a Facebook page to organize interactive discussions with their peers with the support of specialists.	1 year	2023
CHILDFUND INTERNATIONAL IN INDONESIA **Bijak dan Aman Berinternet**		
ChildFund Swipe Safe is a project aimed at preventing online abuse and exploitation of children. Swipe Safe is working to enhance the skills and knowledge of schools' children (teenagers) to enable access and use the internet in a safe and effective way.	3 years	2026

Description	Project Duration	Project Final Year
CHILDFUND INTERNATIONAL IN INDIA **Cyber Smart project**		
This is a grant project supported by WNS cares foundation. With this we reached around 6,47,911 children, youth and parents from Jan'22 - June'22 from Madhya Pradesh state. This included educating children and their parents about the dangers of cyber world and basics of cyber safety. This was done through a series of videos developed by WNS cares foundation. After the information was given a quiz was taken and those who cleared the quiz would get a cyber smart certificate.	1 year	2022
CHILDFUND INTERNATIONAL IN ZAMBIA **Lekeni ukuchush abana**		
This campaign is implemented across the country with messages in both English and local languages on the dangers of violence against children especially child marriage	3 years	2023
CHILDFUND INTERNATIONAL IN ECUADOR **Naveguemos Seguros**		
The initiative focuses on the promotion of digital rights and the prevention and care of digital violence against children and adolescents, through advocacy and support to state entities in prevention actions. and protection against online violence; training fathers, mothers, children and adolescents from the communities that participate in ChildFund programs to develop skills and competencies to recognize the main risks associated with digital violence and mitigate them; the development of innovative guides and tools to understand and address the problem and the implementation of communication campaigns on social networks and traditional media to raise awareness among the population about safe navigation and disseminate the tools developed.	4 years	2024
CHILDFUND **Desarrollo de videos testimoniales de jóvenes para contribuir con la campaña Web Safe & Wise**	1 year	2022
CHILDFUND INTERNATIONAL IN MEXICO **#MiVozExige seguridad digital**	1 year	2024

Annex 3: project descriptions

This annex provides a consolidated summary of the responses gathered from members through the follow-up questionnaire. It contains detailed descriptions of the projects as reported by the members, serving as a reference that parallels the information presented in the main report.

ChildFund International in Indonesia

ChildFund International in Indonesia aims to empower vulnerable children in Indonesia. They recently ran a year-long campaign to raise awareness about the dangers of online child sexual exploitation and abuse (OCSEA) and cyberbullying. This campaign, aligned with ChildFund's global WEB Safe and Wise initiative, targeted parents, children, educators, and government officials.

The campaign successfully reached over 5,000 people through educational activities, training, and community events. They secured major media coverage, garnered over $830,000 in publicity value, and even influenced policy by collaborating with the government on research into OCSEA and cyberbullying. Despite the challenges of limited funding, reaching vulnerable youth, and collaborating with NGOs, ChildFund Indonesia demonstrated resilience and adaptability. They partnered with the disability community and government agencies, learning the importance of collaboration and using diverse media channels. Moving forward, ChildFund Indonesia recommends prioritizing partnerships with schools, parents, and youth groups. They also suggest formalizing collaborations within the Alliance for better resource sharing and sustainability, showing their commitment to continuous improvement and growth.

ChildFund Japan in the Philippines

The ChildFund Japan in the Philippines participated in the WEB Safe and Wise campaign with two projects. Their first initiative, #WEBSafeAndWiseWednesday (August-November 2023), aimed to raise awareness about online safety and Anti-Online Sexual Abuse and Exploitation of Children (OSAEC) through social media posts. While the organic reach was limited, this project established ChildFund Japan 's online presence on this issue.

Their second project focused on integrating online safety education into existing programs. This ongoing initiative, launched in February 2024, incorporates discussions during monthly meetings with sponsored children, sending youth representatives to relevant events like the Safer Internet Day celebration, and training staff on child protection. This resourceful approach, implemented due to budget limitations, proved successful.

This project resulted in several key achievements. Children gained valuable knowledge about online safety and OSAEC, youth representatives felt empowered to share their learnings with peers, and staff gained up-to-date knowledge on child sexual exploitation and abuse (CSEA). Looking forward, ChildFund Japan plans to explore paid advertising and audience engagement strategies for future social media campaigns. They will also collaborate with local youth organizations for offline awareness initiatives and share learnings from the Swipe Safe App walkthrough with other ChildFund members. This initiative demonstrates CFJ's commitment to promoting online safety for children. Their emphasis on youth participation and resourceful approach offer valuable insights for the WEB Safe and Wise Campaign.

ChildFund International in Kenya

ChildFund International in Kenya has been proactive through its campaign titled "Safe Community Linkages for Internet Child Safety (Safe CLICS)," which has been instrumental in enhancing child protection mechanisms against online sexual exploitation and abuse. Based in Nairobi, Kiambu, Mombasa, and Kilifi Counties from June 2022 to May 2025, the campaign aims to strengthen national infrastructure to prevent and respond to online offenses against children. Key activities included the dissemination of the Children Act 2022, the development of a national OCSEA manual, the training of school leaders, teachers, and students, and the successful linkage of OCSEA victims to necessary services. These efforts led to the creation of robust response frameworks and empowered educational communities to act effectively against online threats.

The campaign faced challenges such as the infrequency of training and limited continuous dialogue, which initially hindered sustained engagement and timely response to emerging issues. In response, ChildFund Kenya has begun integrating community teams with existing structures to enhance continuous engagement and is planning to increase the frequency of training using digital platforms like WhatsApp to maintain effective communication with stakeholders.

Effective strategies identified from the campaign include deep community involvement, which fostered a strong sense of ownership and responsibility among participants, and robust partnerships and collaborations that facilitated the sharing of best practices and resources. These approaches have been pivotal in enhancing the campaign's comprehensiveness and impact, making ChildFund Kenya a recognized leader in child protection, particularly in digital safety. The organization's work has been acknowledged through invitations to share expertise and participate in media discussions, underscoring its role as a key player in the sector.

ChildFund Korea

ChildFund Korea's campaign, titled "Children's Online Safety," spans from 2023 to 2025 and targets the enhancement of online safety laws and practices across the Republic of Korea. This initiative aims to establish comprehensive online safety legislation and educate stakeholders through a series of innovative activities, including a research survey to propose the "Children's Online Safety Act," workshops to gather insights from children on digital safety and an online campaign aimed at raising public support for necessary legal reforms. The project's significant achievements include hosting an international symposium attended by notable experts and obtaining direct feedback from children to influence digital platform policies.

The campaign has encountered challenges in garnering attention and cooperation from governmental and digital platforms essential for promoting children's rights. In response, ChildFund Korea has adapted its strategies by intensifying collaborations with the National Assembly, engaging in symposiums to foster dialogue between lawmakers and digital platform operators. This collaboration has underscored the importance of joint efforts among NGOs, governments, and businesses in advocating for children's online safety.

Effective practices identified from the campaign include hosting symposiums in partnership with the National Assembly to amplify advocacy messages and involve children directly in shaping online safety

policies. These methods have proven pivotal in promoting legislative changes and enhancing the campaign's reach and effectiveness. ChildFund Korea continues to seek collaboration with various organizations to influence policies and improve children's online safety in Korea, reflecting its strong standing in child protection and digital participation within the sector.

ChildFund International in Mexico

ChildFund Mexico's project, "Niñez Segura y Protegida en Línea" (Online Safe and Protected Childhood), focuses on increasing awareness of online risks and equipping children and youth with tools for self-care. Operating countrywide since Q2 FY23, the project targets youths aged 13 to 18 and adults, reaching over 165,423 people on social networks and directly engaging 1,173 adolescents in FY24. The initiative's activities encompass training local partners, involving adolescents through Child-Friendly Accountability methodologies, collaborating with government bodies for enhanced regulation, and developing research to assess the digital environment experience for young users and their parents. Notable achievements include the integration of digital security into the advocacy agendas of 85% of local partners and the impactful participation of youth in national forums and UN committees.

However, the campaign has encountered challenges, including language barriers that affect the engagement of local actors and children due to the prevalence of English in campaign materials. The inconsistent pace of global campaign activities has also impacted dynamism and participant engagement. In response, ChildFund Mexico has adapted by enhancing translation efforts and encouraging local partners to develop independent responses to emerging opportunities, learning the importance of timely, culturally appropriate communication to maintain campaign momentum.

Best practices identified include placing children and youth at the forefront of advocacy efforts, effectively making them central voices in key discussions. This approach, coupled with strategic collaborations with CSOs and government authorities, has amplified the campaign's reach and established ChildFund Mexico as a key player in national child protection efforts. The organization's work is recognized as pioneering within the sector, with recommendations for future campaigns emphasizing the need for a more defined campaign calendar to shift from reactive to proactive engagement strategies.

ChildFund International in Sri Lanka

ChildFund International in Sri Lanka has been instrumental in advancing child protection through its initiative titled "Strengthening Sri Lanka's child protection system to cope with new threats from the online world," which started in January 2023 and is set to continue until June 2024. The project spans eight districts, targeting children, youth, parents, and teachers with a multifaceted approach to prevent online sexual exploitation and abuse (OSEAC). Notable activities under this initiative have included engaging community stakeholders through forums, both virtual and in-person and educational campaigns at schools, alongside efforts to shape policy by establishing a national working group focused on OSEAC and contributing to the International Reporting Portal to Combat Online Violence Against Children. These efforts have garnered positive feedback from district-level government stakeholders, encouraging the expansion of the project.

However, the campaign has faced challenges, including a lack of technical knowledge of OSEAC among relevant authorities and insufficient financial contributions to sustain efforts. In response, ChildFund Sri Lanka has adapted its strategies to enhance digital literacy not only among children but also among parents and has strengthened its collaborative efforts to improve program quality. These adaptations include engaging more deeply with international resources and ensuring a multi-stakeholder approach to both learning and intervention.

The project's success rests on several best practices that have emerged, notably the holistic, community-based approaches and the collaborative partnerships that have been forged across various sectors, including government agencies, non-profits, and industry partners. These strategies have proven effective in both engaging the community and influencing policy, positioning ChildFund Sri Lanka as a leader in child safety within the sector. Moving forward, the organization aims to further these efforts by expanding partnerships, improving the capacity of staff, and enhancing stakeholder consultations at the international level to share global online safety approaches and lessons learned.

ChildFund International in Uganda

ChildFund Uganda's project, the "WEB Safe & Wise Children's Advisory Council," implemented from January 2023 to December 2024 across Uganda, is aimed at fortifying online safety for children by fostering their capacities as effective digital citizens. The project's activities included sensitizing key stakeholders about online threats, establishing clubs in schools, conducting media sensitizations, and celebrating significant days like the Day of the African Child. These efforts led to notable achievements such as heightened awareness among children, teachers, parents, and other key stakeholders about online safety, effective advocacy actions such as children presenting petitions on online safety to key governmental figures and plans for comprehensive research to bolster programming and advocacy.

The project faced challenges primarily related to budget constraints, which limited the reach and frequency of its initiatives, and scheduling conflicts with school activities, which affected the continuity of program interventions. To address these issues, adaptations were made, including the shift to virtual meetings on weekends and the integration of campaign activities into the Annual Operation Plans of schools to ensure alignment with the academic calendar. These adaptations reflect the project's learning curve and its efforts to enhance engagement without disrupting participants' regular schedules.

ChildFund International in Uganda employs a range of best practices that could be mirrored in future campaigns, such as leveraging community involvement to ensure project ownership and sustainability and maintaining strong partnerships that aid in sharing best practices and enhancing campaign reach. Despite these strengths, there is a noted need for more structured collaboration frameworks within the ChildFund Alliance to amplify the impact and maintain the effectiveness of such campaigns. Recognized as a peer in child protection, especially in digital safety, ChildFund International in Uganda's efforts underscore the importance of collaborative, community-focused approaches in advocating for children's online safety.

ChildFund Australia in Vietnam

ChildFund Vietnam, part of ChildFund Australia, plays a pivotal role in fostering a safe digital environment for children, exemplified by their project titled "ChildFund Swipe Safe." Running from April 2021 to June 2024 across the provinces of Hoa Binh, Bac Kan, and Cao Bang, the project aims to protect children from online violence by enhancing child protection systems and fostering multi-sectoral collaboration. The initiative targets children and youth aged 10-18, prioritizing education on online safety through specially developed curricula for children, parents, and professionals. These efforts align with the global campaign objectives to strengthen laws and policies against child exploitation and abuse online while also empowering children to be safe, responsible digital citizens.

ChildFund Vietnam has been successful in integrating online safety education into formal and community settings, raising awareness among children, parents, and community leaders. An important milestone was the adoption of the Swipe Safe curriculum into local educational agendas, backed by advocacy that influenced provincial education departments. Additionally, ChildFund Vietnam established the National Child Help Line and collaborated with government bodies to enhance child protection laws and practices. Despite these achievements, the project faced challenges, including limited resources and the need for continual updates to keep pace with technological advances. To address these issues, ChildFund Vietnam has refined its strategies, focusing on evidence-based advocacy and strengthening its collaborative framework with both governmental and private sectors to ensure sustainability and broader impact.

Moving forward, ChildFund Vietnam recommends enhancing multi-sectoral collaboration and continuing advocacy efforts to integrate child protection measures into all aspects of children's digital interactions. By engaging more actively with private companies and leveraging their CSR initiatives, ChildFund aims to expand its reach and efficacy in creating a safer online environment for children. The organization's commitment to this cause is recognized within the sector, positioning it as a key player in the global effort to safeguard children's online activities.

Children Believe in India

Children Believe in India operates its WEB Safe and Wise Campaign, mainly in Tamil Nadu and Andhra Pradesh, focusing on empowering children as digital citizens capable of navigating the online world safely and responsibly. This campaign aligns closely with Children Believe's broader mission to foster environments where children can achieve their full potential by promoting education, child protection, and active participation. The campaign's efforts include a diverse array of educational programs and awareness initiatives targeting children, parents, teachers, and community members, which have notably increased awareness about internet safety and cyberbullying.

Through a range of interactive workshops, peer-led sessions, and community-based outreach, the initiative has reached over 54,995 individuals, including 15,511 children, significantly increasing awareness of online safety, cyberbullying, and responsible internet usage. Key interventions of the campaign have included direct cyber safety training for 912 children, equipping them with skills to identify online threats, fake news, and unsafe interactions.

The initiative also trained 58 schoolteachers, reaching students in 29 schools, and sensitized 136 School Management Committee members, parents, and community representatives on online child sexual exploitation and abuse (OCSEA).

The campaign further built the capacity of 34 Creative Learning Centre volunteers, 88 CFAM and youth club members, and 220 Child Protection Committee members, offering specialized modules on child sexual abuse material (CSAM) and digital safety. Two children from India, were part of the Children Advisory Council, and participated in Safer Internet Day 2024 in Manila, Philippines

The campaign has faced challenges, including resource limitations specific to local contexts, engagement difficulties due to varying digital literacy levels, and maintaining children's attention. In response, Children Believe India has adapted by developing more tailored and interactive educational materials and partnering with other organizations to create culturally relevant content. These adaptations have led to better engagement and a deeper understanding of online safety among participants, with proactive steps taken by young people to secure their online presence and personal information.

Best practices emerging from the campaign include the use of interactive and experiential learning methods like games and role-playing, which have proven effective in engaging children. The organization has also focused on community building and support networks, fostering environments where children and adults can exchange resources and support each other. Additionally, empowering youth to lead safety initiatives has been instrumental in amplifying the campaign's reach and impact. Internally, Children Believe India's collaboration within the alliance has been pivotal, enhancing the project's legitimacy and impact through integrated stakeholder involvement, although there is room for expanding partnerships and increasing the technical and financial support to enrich the campaign's initiatives further.

Children Believe in Paraguay

Children Believe in Paraguay has been actively promoting online protection awareness and disseminating the WEB Safe and Wise campaign across Paraguay since May 2022. The project spans several locations, including Limpio, Villeta, Caaguazu, Villarrica, Coronel Oviedo, and Remansito, targeting children aged 6-18 and adults who are local authorities. Key activities have involved extensive outreach through social media, meetings with representatives of the ADDNA (Children and Adolescent Association in Defense of Children's Rights), youth forums, and various interactive campaigns within educational settings. The project has successfully raised awareness about the risks associated with online networks among nearly 10,000 participants, enhancing digital citizenship among children and adolescents. In general, campaign has achieved significant milestones, engaging over 66,000 individuals, including 8,955 children, 907 adults, and a social media reach of 56,211

Children involvement was also connected with Child Friendly Accountability groups, another alliance initiative, making the campaign part of a process and not a stand-alone initiative.

As part of campaign process, children groups contributed with video clips for global advocacy efforts with the UN Special Representative on Violence against Children.   One of participants, a 14 years boy from a rural community, Heriberto, represented his peers as a member of Children's Advisory Council,

contributing to shape the campaign's tools and advocacy messages. He shared insights from Paraguay's youth about online risks and safe practices, ensuring Latin American perspectives were heard. Heriberto even took part in Safer Internet Day 2024 in Manila, Philippines proudly putting Paraguay on the global stage. His leadership inspired peers in his community to promote responsible internet use, demonstrating the far-reaching impact of Paraguay's involvement in creating a safer digital world for children.

The campaign faced challenges such as limited awareness among parents about proper electronic device usage, a lack of sufficient resources in Spanish, and language barriers that affected the effectiveness of engagement efforts. In response, Children Believe Paraguay has adapted by integrating safe internet usage topics into ongoing educational activities and emphasizing the need for comprehensive engagement with both children and their caregivers. These adaptations have facilitated better communication and understanding of online safety within the community.

Lesson learned:
- Engaging caregivers and educators is crucial to amplifying the campaign's impact.
- Empowering children to actively participate in knowledge dissemination fosters deeper understanding and sustainability.
- Collaboration across cultural and linguistic contexts strengthens advocacy efforts.

Best practices from this initiative include using participatory methodologies that ensure the involvement of children and adolescents in all stages of the campaign, which has fostered ownership and increased the impact of the initiatives. The project also demonstrated the effectiveness of localized and culturally adapted materials. Collaborations with local partners and alignment with global efforts have amplified the reach and relevance of the campaign. Moving forward, there is an opportunity to structure these collaborations further and increase the campaign's visibility both nationally and globally, ensuring Children Believe Paraguay continues to be recognized as a leader in child protection and digital safety.

Children Believe in Nicaragua

Recognizing the increasing importance of digital safety, Children Believe in Nicaragua strengthened the knowledge of children, adolescents, young people and parents on the safe use of the internet and social media through the Web Safe & Wise Campaign. We empowered them to navigate digital environments responsibly by providing extracurricular activities, workshops, and training sessions for parents and their children. As a result, the campaign enhanced the safe use of digital platforms for 1,732 children and adolescents (922 girls and 810 boys).

Additionally, through our programs activities we encouraged adolescent and youth groups to create messages and spots promoting safe internet and social media practices, as well as awareness talks on secure social media use. As a result, the initiative reached 341 people (245 women and 96 men), fostering a community that prioritizes digital safety. Moreover, 481 teachers (83% females) were trained in the use of technological tools for virtual education and the integration of safe learning environments in the classroom.

ChildFund Australia in Cambodia

ChildFund Australia in Cambodia is dedicated to enhancing the safety of children in the digital realm through its "Swipe Safe Project," which runs from October 2022 to June 2025 in the provinces of Prey Veng, Battambang, and Kratie. The project's primary goal is to equip children aged 12 to 17, their parents, and child protection professionals with the necessary skills and knowledge to navigate online environments safely. Key activities of the project include the development of localized training packages, delivery of training to various stakeholders, and high-level sensitization visits aimed at integrating child online protection into national policies and practices. The project has reached thousands, with training delivered to over 3000 children and numerous professionals, making significant strides in embedding online safety into local educational frameworks.

Despite its success, ChildFund Cambodia has encountered challenges such as the high turnover of community volunteers and youth facilitators and issues with internet connectivity, which have affected the stability and continuity of the training sessions. In response, the organization has adapted by improving internet services and actively engaging local authorities to ensure a steady replacement of facilitators. These adaptations underscore ChildFund Cambodia's commitment to maintaining robust program delivery and overcoming obstacles to safeguard children online.

The "Swipe Safe Project" is noted for its collaborative approach, working closely with local NGOs and the Cambodia National Council for Children to ensure the campaign's success and sustainability. This initiative has not only resulted in the development and governmental endorsement of a national Child Online Protection guideline but has also fostered a strong partnership model that enhances the project's reach and impact. Moving forward, ChildFund Cambodia focuses on deepening these collaborations and continuing to integrate online safety education into national systems, demonstrating a scalable and sustainable approach to protecting children in the digital age.

Annex 4: Participating ChildFund Alliance Members

The ChildFund Alliance Secretariat gratefully acknowledges the dedicated participation and valuable contributions of the following Alliance Member organizations in the WEB Safe & Wise campaign, through their engagement in Outcome 1: Child Protection activities and/or Outcome 2: Child Participation initiatives:

- ChildFund Australia
- ChildFund International
- ChildFund Japan
- ChildFund Korea
- Children Believe
- Educo
- WeWorld

Their commitment and support were instrumental to the success of the campaign.

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