EU Campaigning for Ending Childhood Sexual Violence: Strategies & Tactics

This resource was funded by the European Union's Internal Security Fund — Police.

brave movement™
End Childhood Sexual Violence

Objectives:

By the end of this training, survivor organisations should be able to:

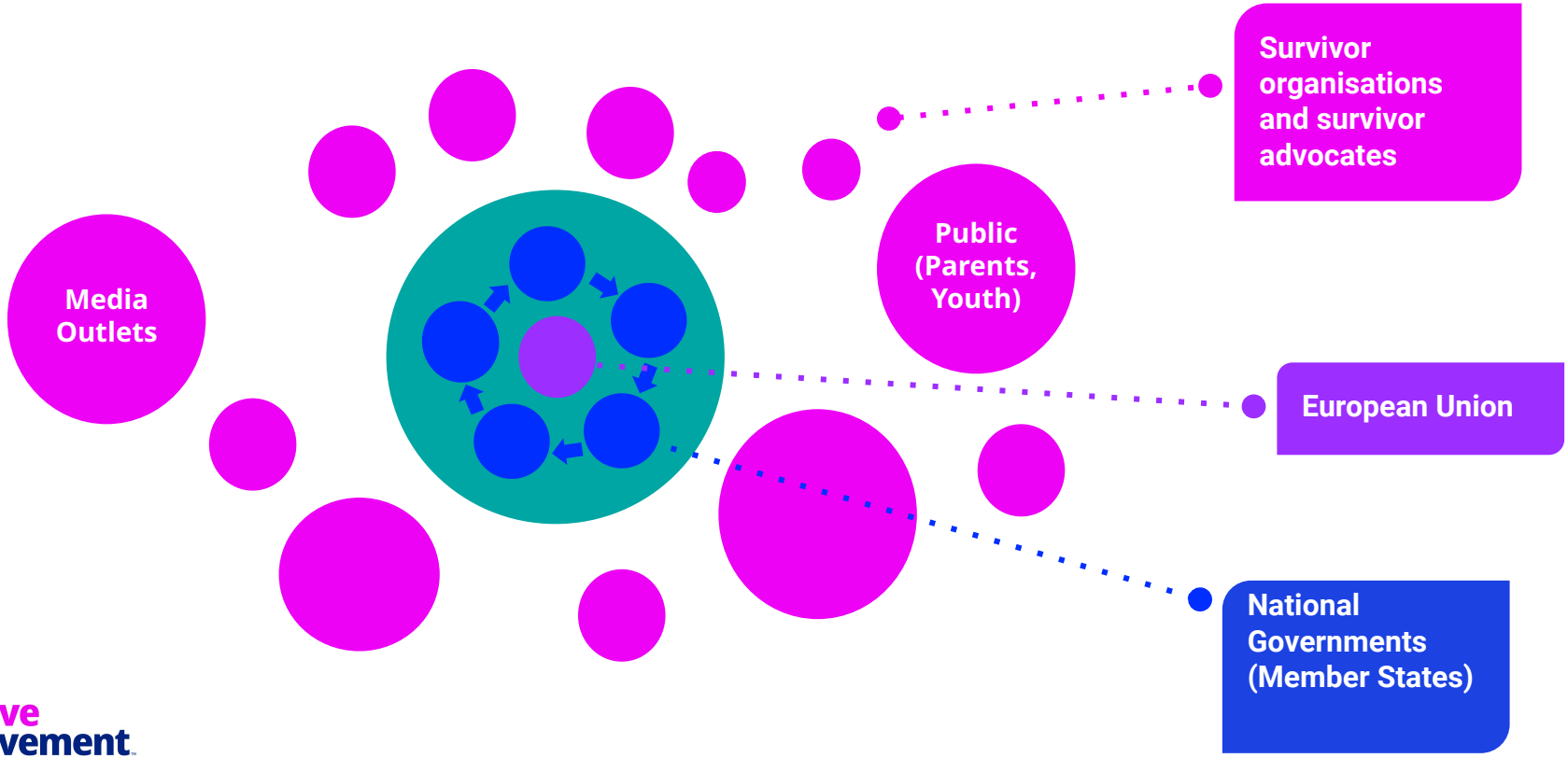
- Have foundational knowledge on the EU's diverse legal frameworks, cultural norms, and public awareness of childhood sexual violence.
- Know the key players and oppositional forces.
- Understand successful messaging and the media ecosystem.
- Recognize the EU's complexity and the importance of driving policy reforms through unified coalition efforts.

brave movement™
End Childhood Sexual Violence

Understand the EU Landscape

brave movement

The EU Landscape



brave movement

National Governments + European Union

The landscape of the EU in the context of campaigning to end childhood sexual violence is complex and multifaceted. Effective campaigning requires navigating this diversity to achieve a cohesive impact.

European Union

The EU is a unique partnership between 27 European countries, or Member States. The EU is home to around 447 million people. Citizens of the EU countries are also EU citizens.

EU-wide policies and directives provide a common ground for broad legislation.

National Governments

Each national government is diverse and unique. They have their own legal frameworks, cultural norms, and levels of public awareness about childhood sexual violence.

National governments provide a testing ground for messaging and policy.

brave movement

Organisations + Individuals

Building strong coalitions with youth activists, parents, organisations, and survivors is essential to create a unified, powerful movement capable of influencing both public opinion and legislative action across the EU.

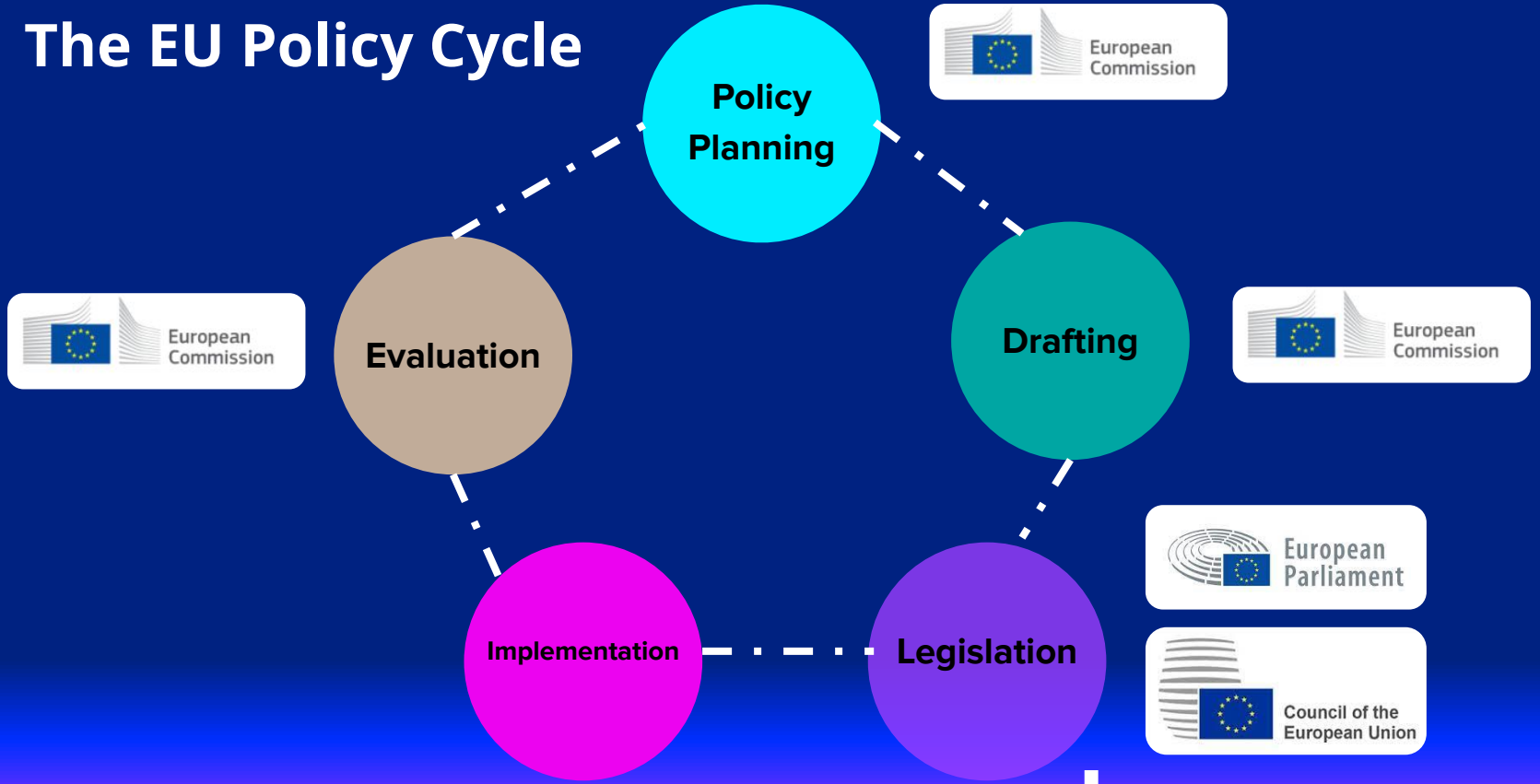
- Child Rights' Organisations
- Parents + Youth
- Survivor Activists
- General Public
- Media Outlets
- Private Companies + Corporations
- Supportive Politicians
- Educators + Youth Serving Organisations

brave movement

Review the EU Policy Cycle

brave movement

The EU Policy Cycle



FUTURE ADVOCACY

brave movement™
End Childhood Sexual Violence

The EU Legislative Process

Phase 1:
Proposal (Commission)

Phase 1:
Proposal (Commission)

- Distribution of file to parliamentary committee
- Committee debates
- Committee draft reports
- Committee amendments
- Committee vote
- Negotiation mandate

Phase 1:
Proposal (Commission)

- Distribution of file to parliamentary committee
- Committee debates
- Committee draft reports
- Committee amendments
- Committee vote
- Negotiation mandate

Phase 1:
Adoption/Implementation

brave movement

The EU Legislative Process

Phase 1: Proposal (Commission)

Phase 2(a): Co-Legislators (European Parliament)

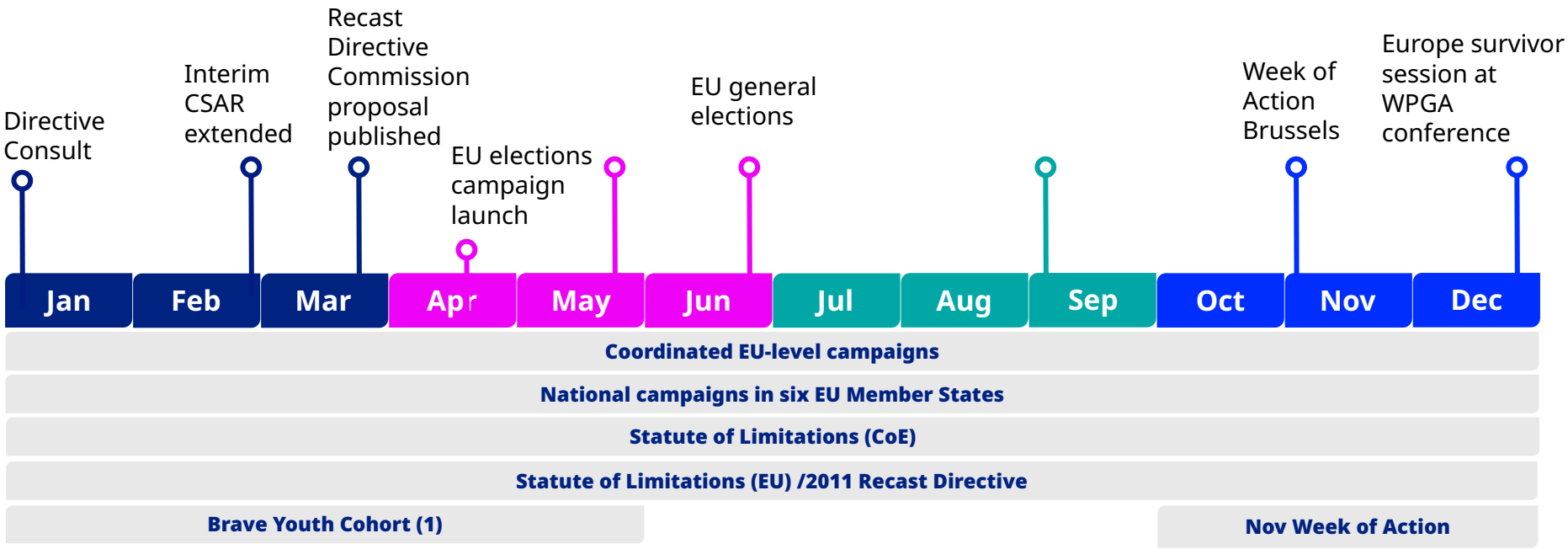
- Distribution of file to parliamentary committee
- Committee debates
- Committee draft reports
- Committee (compromise) amendments
- Committee vote
- Negotiation mandate

Phase 2(b): Co-Legislators (Council of the EU)

- Council Working Party (national attachés and experts)
- Presidency compromise draft
- COREPER (ambassadors)
- General approach (ministers)
- Trilogue negotiations

Phase 3: Adoption + Implementation

Shaping the EU Policy Cycle in 2024



brave movement

Know the Key Players and Opposition

brave movement

Power Mapping: Key players

Below is a sample power map for an advocacy campaign addressing online child sexual exploitation and abuse (the "Regulation").

European Commission

- The EC has proposed a Regulation to prevent and fight Child Sexual Abuse in 2022 and a revision of the CSA Directive in Feb. 2024
- They are a key partner, seating at the negotiating table.

Council

- Countries in support: Belgium, Bulgaria, Cyprus, Hungary, Ireland, Italy, Latvia, Lithuania, Romania and Spain
- Countries against: Germany, Poland, Austria
- On 1st July 2024, Hungary took over Presidency of the Council.

European Parliament

- The EP has issued its position on the proposed Regulation in Nov. 2024. The ECLAG coalition has expressed deep concerns.
- Work on the proposed revised CSA Directive will resume in Sept. 2024.

Negotiations on the Revision of the CSA Directive are ongoing in the Council.

brave movement

Power Mapping: Know Your Opposition

Below is a sample power map for an advocacy campaign addressing online child sexual exploitation and abuse (the "Regulation").

Tech Companies

- C-Suite Executives
- Shareholders
- Employees
- Customers and Supporters

Pro-privacy organisations

- Pro-privacy CSOs
- Data Protection Agencies
- Tech experts and academics

Media

- Oppositional news outlets (local, national, and EU-wide)
- Tech-specialised media and journalists

brave movement

Key Messages

brave movement

Key messages

- **1 in 5 children** in Europe are subject to sexual violence and abuse.
- In 2023, more than 100 million of images of child sexual abuse were reported online. And cases of grooming and sexual extortion increased by 300%.
- **Over 60% of all child sexual abuse material** online can be traced back to EU countries.
- Children under 10 feature in 30% of child sexual abuse material.
- We have hit a **Child Sex Abuse Crisis**. It is urgent to act.
- The EU stands at the precipice of becoming the champion of a safer digital revolution for children around the world.
- **7 out of 10 adults** in the EU want more child safety online.
- As survivors, we call on you to **pass the proposed EU legislation** to prevent and combat child sexual abuse, to ensure **harmonised protection of children in 27 EU Member States**, and set a powerful example for the rest of the world.

WE CALL ON YOU TO BE BRAVE, SO CHILDREN CAN BE SAFE ONLINE.

brave movement

Contentious Points

- **Child rights vs privacy rights: a false dichotomy**
  - we can protect children from harm and protect privacy,
  - the legislation puts a number of safeguards in place.

- **Non existing or insufficient technologies vs tech-neutral legislation:**
  - the legislation needs to be tech-neutral and future-proof to keep relevant and applicable now and in the future,
  - creating a harmonised, coherent framework under the control of the EU Centre and national authorities which will vet technologies.

- **A legislation covering all threats to children online vs a limited scope:**
  - Currently, the legislation is broad in scope, covering known CSAM, unknown CSAM, and grooming

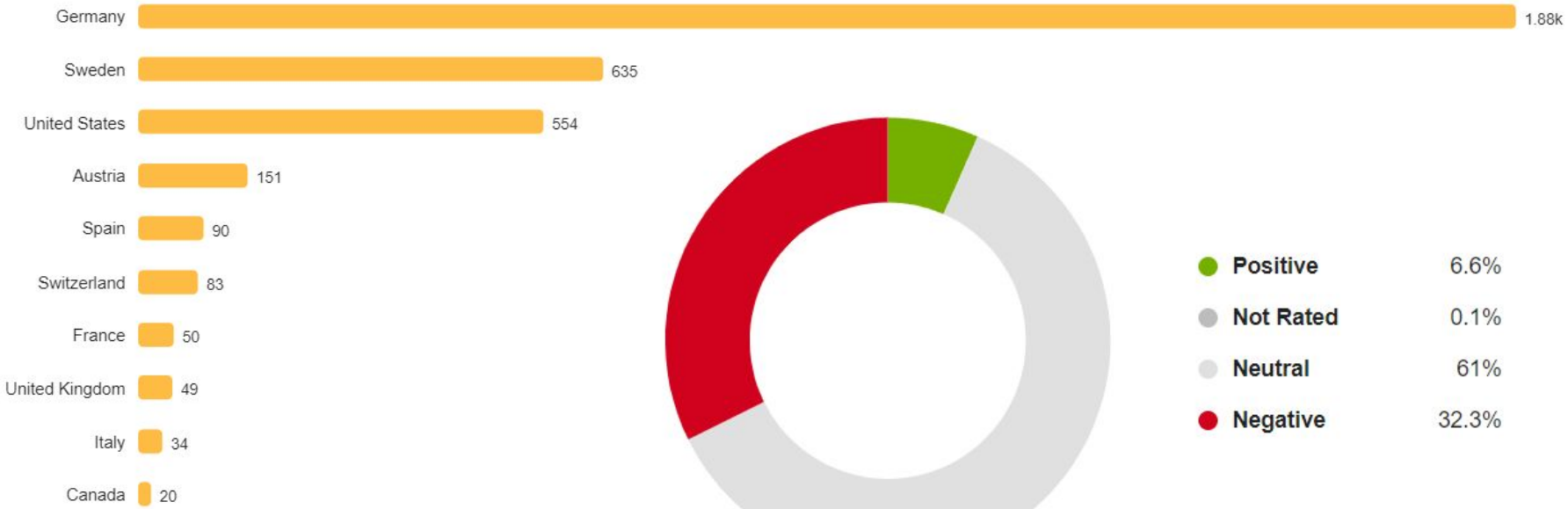
  Some are calling for these to exclude:
  - End-to-end encrypted communications because of the risks to the right to privacy -> We disagree, because it would create a significant loophole for perpetrators to commit their crimes with impunity.
  - Grooming because there are fewer technologies that currently exist which can detect grooming messages -> We believe that it should remain within the scope in order to address the full range of risks that children face, and remain future-proof for development of technologies.

brave movement

Explore the Media Ecosystem

brave movement

Media Coverage



ECLAG
Ending Child Sexual Abuse Online

Traditional Media Channels

Media landscape fragmentation, from Brussels-centric outlets to local news, necessitates tailored strategies to engage various audiences.

Print

- Focus on main national mainstream media outlets in 6 EU focus countries
- Youth & Women's press - avoid tech-specialised press

Television

- Mainstream television in 6 EU focus countries
- Documentaries
- Topical TV shows

Radio

- Mainstream radio
- Youth radio
- Podcasts

brave movement

Media Strategy

1. **Focus on local, national, trusted general coverage** - within Member States, invest in supporting local members to secure stories leveraging collective resources
2. **Position** survivor organisations and activists as a **reliable subject matter expert source to comment on local/national news around individual child sexual abuse cases** (e.g. arrests, investigations) - these highlight the need for regulation, leverage real and local perception of threat, engage emotional hooks
3. **Identify opportunities** to **investigate Big Tech and privacy lobbyists**- turn the tables on them with counter case

brave movement

Identifying Partners + Allies

brave movement

Who will you partner with to achieve your campaign goals?

There are many individuals, organisations, and groups working to build a better world for children.

We have highlighted 4 profiles to help you start your search.

brave movement

Partner Profile 1: Youth activists (18-35 years old)

- Highly engaged on digital media (e.g. TikTok, Instagram Reels) and less engaged via traditional news media
- Share and engage most with attention-grabbing video content
- Limited knowledge about EU policy
- Trust peer-aged favourite online influencers, friends and celebrities
- Likely to be engaged with activism
- Favour video/audio to text
- Start viral trends

Partner Profile 2: Parents (35-55 years old)

- Get news from top five national online media sources in their native language
- Read headlines/ledes of articles or information on social media
- Trust friends, family and community; skeptical of government and distrust technology companies
- Limited knowledge about EU policy
- Highly motivated by fear of government abusing power and safety of their children
- May prefer to avoid uncomfortable topics
- Follow viral trends

Partner Profile 3: Organizations + Coalitions

- Engage through formal channels (newsletters, official websites, LinkedIn).
- Participate in conferences, webinars, and networking events.
- Trust established organisations, academic experts, and official communications from government bodies. Skeptical of unverified information.
- Actively participate in policy discussions, advocacy campaigns, consultations and EU legislative processes.
- Driven by impact, focusing on systemic change and long-term solutions.

Partner Profile 4: Survivors

- Active on platforms like Facebook, Instagram, and specialized forums.
- Seek information from peers, survivor organisations, trusted advocacy groups, experts, and mental health professionals.
- Follow content that resonates with their experiences.
- Have limited direct engagement with EU.
- Motivated by personal experiences and the desire to prevent future abuse.
- Driven by the need for justice, healing, and creating safer environments for others.

Take on the Challenges

brave movement

EU Challenges + Opportunities

Challenges	Opportunities
Strong opposition, particularly Big Tech and pro-privacy organisations	Survivor voices win the narrative
Negative hits in traditional media and attacks on social media	Focus on local, national, trusted general coverage
Partner orgs in EU countries under-staffed, under-funded and under-supported	Leveraging collective resources
Some key EU countries opposing the CSA Regulation, like Germany & Poland	Overall society-wide discussion on children and the internet
Taboo around CSA	Dramatic and constant increase in CSA online as a sign of the urgency to act

brave movement

brave movement

End Childhood Sexual Violence

Thank You

BraveMovement.org
#BraveMovement
#BeBrave