

Policy brief:

Brave Movement's G20 call to action 2025:

Investing in children



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A G20 call to action to end violence against children

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Mission: To end childhood sexual violence through survivor leadership

Executive summary

Violence against children is a global crisis with devastating human and economic consequences.

- 1 in 2 children is a victim of violence.
- 1 in 5 girls and 1 in 7 boys experience sexual violence.
- The economic cost of violence against children reaches up to 11% of national GDP surpassing health budgets in some countries.

As the G20 controls 85% of global GDP, its members have a unique responsibility and opportunity to lead in ending violence against children. The Brave Movement, a survivor-led global advocacy network, calls on G20 leaders to commit to bold financial and policy actions in 2025 to:

1. Increase public investment in child protection and violence prevention.
2. Strengthen child rights-based budgeting with transparent tracking.
3. Mobilize catalytic funding for digital safety, including AI-driven threats.
4. Leverage international financial institutions to support child protection in digital transformation.
5. Boost Official Development Assistance (ODA) for global child safety initiatives.

The G20 must act now, children's safety is an economic imperative.

1. The crisis of Violence Against Children: A Threat to Global Prosperity

Key statistics and evidence

- 50% of children experience violence (*Global Prevalence Study, 2016*).
- 20% of girls & 14% of boys suffer sexual violence (*Together for Girls, 2024*).
- Economic cost: Childhood violence costs the world \$7 trillion annually(*UN SRSG-VAC, 2025*).

- Digital threats: AI-generated child sexual abuse material (CSAM), online grooming, and deepfake exploitation are rising (*WeProtect, 2024*).

Why the G20 must lead:

- G20 nations represent 85% of global GDP their policies shape global markets.
- Violence undermines economic growth: Reduced education, health, and workforce productivity.
- Current underinvestment: Many countries spend less than 1% of budgets on child protection.

2. Policy recommendations for G20 action

1. Increase public investment in child protection

- Mandate national budgets to allocate dedicated funding for child safety.
- Track spending transparency with public dashboards on child protection expenditures.

2. Adopt child rights-based budgeting

- Link budgets to UNCRC obligations (General Comment 25 on digital rights).
- Prioritize prevention programs in schools, healthcare, and social services.

3. Mobilize catalytic funding for digital safety

- Co-invest with tech firms in AI-driven CSAM detection tools.
- Fund Safe Online initiatives to combat AI-generated exploitation.

4. Leverage international financial institutions

- World Bank & IMF grants/loans for child-safe digital infrastructure.
- G20-backed "Child Safety Bonds" for emerging economies.

5. Boost ODA for global child protection

- Increase ODA for survivor support in low-income countries.
- Pool investments via Safe Online to scale tech solutions.

3. The economic case for investing in children

Childhood violence costs the world \$7 trillion every year between lost productivity and increased public spending. That's more than the GDPs of Japan, Germany, and India. If that financial opportunity were a country, it would be the third richest nation on earth.

"A seminal study published in 2014 estimated the global impact of physical, psychological and sexual VAC at over US\$7 trillion, which is equivalent to nearly 9 per cent of global GDP, and more than total government expenditure on health, and on primary and secondary education globally in that year." (p9).

The \$7 trillion figure is from a 2014 ODI/ChildFund Alliance [study](#) on the overall cost and economic impact of violence against children. It is an extremely widely cited study, including by UNICEF and the UN SRSG on Violence Against Children. It also aligns with the Global Ministerial Conference on Ending Violence Against Children and the ongoing advocacy work to ensure that the 103 countries who made pledges in Colombia last year to end violence deliver on them - which also maximises the opportunity for support for the campaign from partner organisations working on ending VAC.

Return on Investment (ROI):

- Every \$1 spent on prevention saves \$7 in long-term costs (*WHO, 2023*).
- Education & mental health support reduce future welfare dependency.

4. Call to action for G20 leaders (2025)

We demand concrete commitments at the 2025 G20 Summit:

- Adopt a G20 Child Protection Investment Pact with measurable targets.
- Allocate 1% of national budgets to violence prevention by 2030.
- Launch a G20 Digital Safety Fund with private sector co-investment.

We, the survivors, refuse to be ignored. The G20 must invest in children or pay the price of inaction.

Further reading:

- UN Special Representative on Violence Against Children (2025)
- World Health Organization (WHO) Cost of Violence Studies
- Together for Girls Data on Sexual Violence