

Invitation to tender

Evaluating the Child Online Safety Toolkit
February 2025

Introduction

Established in 2018 the 5Rights Foundation's vision is of a digital world fit for children and young people, that they can access creatively, knowledgeably and fearlessly. Our mission is to fight for systemic change that ensures the digital world caters for them by design and default.

We advocate for safety by design, promoting and embedding best practice standards among technology partners, as well as influencing legislative change amongst national governments and intergovernmental organisations.

The [Child Online Safety Toolkit](#) is one of the ways we have sought to bring about this change. There is emerging evidence that it has been used by governments, regulators, and civil society organisations across multiple sectors and regions, and influenced their thinking and policy with regards to child online safety.

We are now seeking to evaluate the impact and influence of the Child Online Safety Toolkit in a way that is robust yet practical. This Invitation to Tender provides more background to the project, our proposed approach to evaluating its impact and what we require from an evaluation partner.

Background

5Rights Foundation developed the Child Online Safety (COS) Toolkit to address the critical need for a safer online environment for children globally. This initiative was launched with funding from Safe Online, aiming to combat online child sexual exploitation and abuse (CSEA) by providing comprehensive resources for policymakers, educators, and other stakeholders. The project focuses on creating and implementing robust policies and legislative frameworks that prioritize children's rights in the digital world.

The COS Toolkit, already endorsed by international leaders and organizations, has been instrumental in shaping child online safety policies in various regions, including the African Union's ongoing policy development. By leveraging partnerships with key global and regional organizations, 5Rights is working to expand the Toolkit's impact, ensuring that children worldwide benefit from improved online safety standards and practices. The Child Online Safety Toolkit, endorsed globally and implemented in many countries, serves as the foundation for 5Rights Foundation's project. This effort aims to further extend the toolkit's reach and influence, ensuring a common understanding of children's rights across the digital landscape.

Country of Implementation: Global, with a focus on strategic contexts in the global south and specific implementations in countries partnered with African Union, Civic House NGO, Tri Hata Knowledge Centre Bali, and others. Core activities are planned at the level of the African Union, Indonesia, Argentina and Turkey.

Significance: Leveraging the UNCRC General comment No. 25, this project embodies a holistic approach to children's rights online, targeting system design, and stakeholder responsibility to combat child online exploitation and abuse.

Key components of the project:

- **Ensure COS policies are comprehensive and address risk upstream** - States lack comprehensive legal and policy frameworks to address child online exploitation and abuse. The evidence of risk is substantial (see e.g., 5Rights report [Disrupted Childhood](#) or [Pathways](#) research), how children's rights apply is clear (UNCRC General Comment No. 25), and the tools to address the gaps exist (the [COS Toolkit](#), but also the Age-Appropriate Design Code and the IEEE 2089 technical standard for age-appropriate digital services design). When States have policies in place they often relate narrowly to managing harm and ignore risk, where prevention strategies need to start. The COS Toolkit and this implementation project provide a holistic approach to safety, from upstream system design to the training and resourcing of front-line professionals. Our unique in-depth expertise on safety by design and default means we offer a strong focus on prevention and the ability to concretely help policy-makers craft legislation and enforce standards that have been proven to deliver practical change for children. This focus on system design is also highly efficient, as protections can easily be scaled by tech companies to cover children beyond the legal jurisdiction in question.
- **Ensure global coverage** - Safety by design approaches are starting to take hold in Europe and the US, thanks in no small part to 5Rights' work. We are concerned, however, that tech firms are not yet implementing changes that comply with e.g. the AADC globally, leading to inequity in treatment which puts children in the global south at even further risk. Thus, our project seeks in particular to deliver frameworks in the global south, with the African Union and select countries across different continents and cultures that can provide proof-of-concept for their regions and spur a global settlement in terms of government as well as private sector policies.
- **Ensure sustainability and enforcement** - The comprehensive, normative approach of the COS Toolkit promotes a sustainable approach to preventing and combating child online exploitation and abuse. The product safety approach to prevention by design which is 5Rights' hallmark has been proven to be enforceable and is comparatively low resource for regulators, which is critical in countries where state institutions are weaker. Our strategy to mirror or copy-cat legal provisions promotes transnational enforcement (e.g., if a company is in breach of the UK AADC, it will also most likely be in breach of the Turkish AADC). Our "creative commons" or "open source" approach means the resources and tools we create - such as the COS Toolkit, but also model legislation, technical standards, tools for risk assessment, communications resources etc. - are always designed to be as easy as possible for local partners to adapt, translate and use. This ties in with our objective in this project to invest strongly in building technical knowledge and capacity among local stakeholders - from institutional actors to experts to the child rights CSO community - to hold governments and other stakeholders (notably tech companies) to account for child online safety.

By addressing these key areas, the COS Toolkit project aims to create a safer online environment for children worldwide, leveraging partnerships, advocacy, and evidence-based approaches to drive sustainable and scalable impact

Key targeted results per targeted country of implementation:

Within the given period, 5Rights expects this project to deliver substantial change in government policies, legislation and/or national frameworks to prevent and combat child online exploitation and abuse, as well as the capacity of local actors that is critical for sustainable change.

- The adoption of a strong UN General Assembly Resolution reflecting COS Principles and strengthening the commitment of member states to implementation.
- The creation and use of further tools for implementation of COS Principles based on the Toolkit by key stakeholders including international organisations such as the ITU and OECD.
- The adoption of the first ever comprehensive COS Policy and Action Plan based on the COS Toolkit by the African Union.
- The adoption of legislation for COS by design by 3 large middle-income countries across 3 continents: Turkey, Argentina and Indonesia.
- Improved stakeholder engagement, knowledge, capacity, tools, networks and best practice exchange across each of these jurisdictions to ensure sustainable enforcement and implementation that will bring about substantive real-world impacts for children.
- Further uptake of the Toolkit by countries and other stakeholders (notably civil society but also e.g. donors), thanks to the example set by these jurisdictions together with our broader outreach and engagement at the UN level and around the globe.

What we want to achieve through this commission

We are now seeking an evaluation partner, to help us assess the effectiveness, impact, and scalability of the Child Online Safety Toolkit in promoting a safer digital environment for children globally, with a particular focus on its implementation in strategic contexts in the Global South. The evaluation should provide insights into how the COS Toolkit contributes to policy development, stakeholder capacity building, and the overall prevention of online child sexual exploitation and abuse. Additionally, it will help refine the toolkit and related approaches for wider adoption and long-term sustainability.

The specific objectives of the evaluation are to:

- **Assess the impact of the COS Toolkit on policy and legislation:** Evaluate the extent to which the COS Toolkit has influenced the adoption of comprehensive child online safety policies and legislative frameworks in the targeted regions, including Africa, Indonesia, Argentina, and Turkey. Additionally, assess the Toolkit's effectiveness in addressing stakeholder needs and identifying gaps in legislative and policy approaches.
- **Evaluate stakeholder engagement and capacity building:** Determine how effectively the project has built local stakeholders' knowledge, capacity, and networks to promote and enforce child online safety policies and practices. This includes examining the Toolkit's ability to meet stakeholder expectations and improve their capacity to engage critically with its content.

- **Examine the Toolkit's contribution to global standards:** Investigate how the COS Toolkit has contributed to shaping global standards and best practices, as well as how it could be refined to better serve these purposes.
- **Assess the scalability and sustainability of the COS Toolkit:** Analyse the sustainability of the outcomes achieved through the project and evaluate its potential for replication in other regions and jurisdictions, especially in low-resource contexts.¹ Explore how the Toolkit's design, content and implementation could be enhanced to achieve greater scalability and impact.²

This evaluation will cover the implementation and adoption of the COS Toolkit globally, with a specific focus on Africa, Indonesia, Argentina and Turkey.

The evaluation seeks to answer the following questions (note: the evaluator may adjust or add to these questions during the proposal stage and later at the inception stage, in consultation with 5Rights Foundation):

Primary question

1. **What significant changes (outcomes) have occurred among the social actors involved in or affected by the intervention?**
 - How did the change happen?
 - Who / what contributed to the change?
 - How did the project contribute to these observed changes?

Secondary question

2. **To what extent has the COS Toolkit contributed to the development and adoption of national policies, legislation, and action plans for child online safety in the targeted regions and countries?**
 - What role have partnerships with boundary partners played in strengthening local and regional engagement?
 - How has the project influenced global policy-making processes and standards on child online safety?

Tertiary questions

3. **Sustainability:** What evidence is there that the changes facilitated by the COS Toolkit in the targeted regions are sustainable and can be maintained beyond the project's timeframe?
4. **Scalability:** What factors have supported or hindered the scalability of the toolkit, particularly in the Global South?
 - What are the most effective elements of the COS Toolkit?
 - What aspects of the Toolkit have been less useful? o How could the COS Toolkit be improved to maximize its impact?

Suggested approach

In recognition of the complex and varied environments in the COS Toolkit will be applied, our suggested approach to understanding its impact draws on two complementary methodologies. - Outcome Mapping and Outcomes Harvesting. These have been agreed upon following consultation with the project's funder, Safe Online and their Expert Advisory Group. A detailed evaluation framework has been developed which will be shared with the successful contractor for reviewing and updating – a summary is attached as an Appendix.

Outcome Mapping

Outcome Mapping has already been used at the beginning of a programme, and generated a suite of data which can be used for evaluation.

This innovative methodology was selected to better address our project's specific objectives and operational context. We have developed a comprehensive Outcome Mapping document, which is included as an annex to this ITT. The following section provides an overview of the fundamental concepts and key components of the Outcome Mapping document.

Vision

We aim to further its reach and influence to make the COS toolkit an integral resource for both civil society and regulators, solidifying its role in shaping an international language around child online safety. More specifically, the vision that we had when developing this project was to ensure that the Toolkit provided the same level of understanding of children's rights across each country where we implement the Toolkit.

Mission

Building on our ongoing work to socialise the COS Toolkit, this project will operationalise its use in a select number of strategic contexts and contribute towards a global standard to prevent and combat child online exploitation and abuse. It aims to deliver proof-of-concept policy, legislation and implementation frameworks in the global south, as well as develop local multi-stakeholder expertise and networks for effective and sustainable implementation and enforcement.

Boundary partners

Boundary partners are “the individuals, groups, or organisations with whom the programme [i.e. the Child Online Safety Toolkit] interacts directly and with whom it anticipates opportunities for influence – and who connect the program to its sphere of concern.”³ These partners are expected to play a crucial role in advancing the Child Online Safety Toolkit by influencing policies, facilitating change, or acting as intermediaries to reach beneficiaries.

Boundary partners	
Institutions that influence policy frameworks and digital safety standards.	<ul style="list-style-type: none"> • African Union • Smart Africa Alliance • International Telecommunications Union

NGOs that drive advocacy and implementation of COS policies.	<ul style="list-style-type: none"> • Civic House • NGO Networks & Institutional Partners (e.g., Save the Children, UNICEF)
Organisations conducting research and building knowledge for policy recommendations.	<ul style="list-style-type: none"> • Tri Hata Knowledge Centre, Bali • Istanbul Bigli University • IT Law Institute, • The London School of Economics and Political Science

Strategy Journals

The project has implemented a comprehensive set of strategies tailored to each boundary partner. These strategies include:

- conducting policy development workshops
- organizing showcases of successful implementations
- providing ongoing consultation and feedback
- distributing resource kits and toolkits
- hosting awareness training sessions
- coordinating joint advocacy events, and;
- facilitating research collaborations.
- The strategies aim to enhance the capacity of partners, promote adoption of child online safety frameworks, and foster knowledge sharing across different jurisdictions. Reflections and learning about the effectiveness of these strategies have been captured in Strategy Journals, which will be made available for the purposes of this evaluation.

Outcome Journals

The project is tracking progress toward desired outcomes for each boundary partner using Outcome Journals, which will also be made available for this evaluation. These journals document changes in partner behaviors, actions, and relationships. Key achievements include the adoption of a UN General Assembly resolution on child rights in the digital environment, the approval of an African Child Online Safety and Empowerment Policy by the African Union, and progress in drafting Age-Appropriate Design Codes in Indonesia and Turkey. The journals capture both expected and unexpected changes, providing insights into the project's impact and areas for further development.

Project stakeholders

Whilst not explicitly a requirement of the Outcome Mapping methodology, this approach has helped identify other project stakeholders. Project stakeholders are all individuals or groups with an interest in the project's success—this includes funders, partners, regulators, and civil society actors. Unlike Boundary Partners, stakeholders may not be the direct focus of change efforts but are still engaged in various capacities.

Project stakeholders	
Provides financial support and governance oversight.	Safe Online (funder)
Government entities that may benefit from COS Toolkit insights but are not necessarily boundary partners.	Policymakers in Argentina, Turkey, Indonesia
Inter-governmental organisations	UNCRC, Council of Europe, Child Rights Connect, EU Delegation, Children Rights Coalition, UNHRC, UN General Assembly Third Committee
Provide feedback, advocacy, and implementation support.	Other civil society organisations

Beneficiaries

Beneficiaries are the end users or populations that ultimately experience the impact of the project. In the case of 5Rights, these are the children, families, educators, and online communities who benefit from improved digital safety policies and frameworks.

Beneficiaries	
The primary intended beneficiaries of online safety improvements..	Children and young people globally
Indirect beneficiaries who support child safety.	Parents, caregivers, educators
entities whose actions impact children's digital experiences.	Tech industry actors implementing safety-by-design standards

We are therefore seeking a consultant or agency to help us make best use of this data and augment it with additional data collection and analysis, in order to understand the impact and effectiveness of the COS Toolkit. We believe this is best done using Outcome Harvesting.

These two approaches are complementary. While our use of Outcome Mapping has focused on monitoring progress through structured data collection (e.g., Outcome Journals, Strategy Journals, Performance Journals), Outcome Harvesting should serve as the primary evaluation tool by systematically identifying and verifying significant changes that have occurred.

Outcome Harvesting

Outcome harvesting is a monitoring and evaluation methodology used to identify, describe, verify and analyse the changes brought about through a development intervention. It is designed to collect evidence of change, and then work backward to assess contribution to that change. We want to use this approach to identify, verify and

analyse significant outcomes (planned and unplanned) that have occurred as a result of the COS Toolkit project.

In this context the primary focus of Outcome Harvesting is to engage with various categories of target actors to determine what changes in behaviour and relationships have resulted from 5Rights Foundation's work and the significance of these changes are in both the short and long term. Given its highly participatory nature, this approach will require the evaluator to actively engage with the project team, boundary partners, and project stakeholders to identify and document significant outcomes achieved during the project.

The evaluator should work closely with 5Rights Foundation and our stakeholders, including funders, to refine and validate outcomes. This collaborative effort will involve identifying, formulating, verifying, analysing, and interpreting outcomes within their specific contexts. Additionally, the collaboration will clarify which boundary partners should be the focus of the evaluation and included in the process.

The role of the successful contractor will therefore be to deliver the following (timelines are indicative and to be agreed with successful contractor depending on available start date etc):

Phase	Key activities	Deliverables	Timeline
Inception Phase	Evaluation framework: Review and update existing evaluation framework as required, and finalise evaluation questions, methodology and tools.	Inception Report (including an updated evaluation plan, methodology, and tools).	April 2025
Identify changes	<p>Theory of Change: Develop a Theory of Change for the COS Toolkit, which can be used to systematically test the causal mechanisms contributing to changes.</p> <p>Document review: Review key project documents, including the outcome journals, to gather evidence of changes (positive or negative, expected or unexpected) related to child online safety policies, stakeholder engagement, or capacity-building efforts in the targeted regions.</p> <p>Stakeholder consultation: Incorporate stakeholder feedback to evaluate the Toolkit's strengths, usability, and potential for improvement, ensuring a focus on both its impact and design.</p>	Theory of Change	April 2025 – May 2025
Substantiate Outcomes	<p>Substantiate and validate identified outcomes and explore stakeholder perceptions of the Toolkit:</p> <ul style="list-style-type: none"> • Conduct 12 x key informant interviews (KIIs) with boundary partners (e.g., African Union, ITU, NGOs). • Facilitate 4 x focus group discussions (FGDs) with local stakeholders and practitioners in target regions (e.g., Africa Union, Indonesia, Argentina and Turkey) • Collect supplementary data through surveys, case studies, and desk reviews of relevant documents. 	<p>12 KIIs 4 FGDs</p> <p>Additional outputs to be agreed (e.g. surveys and case studies)</p> <p>Interim Progress Report: An update on the progress of data collection, highlighting early findings and any challenges.</p>	May 2025 – June 2025

	<ul style="list-style-type: none"> • Include specific questions about the Toolkit's most effective elements, areas for enhancement, and potential adaptations to maximize its impact. 		
Analyse Contribution	<p>Assess the extent to which the COS Toolkit project contributed to the identified outcomes by engaging with stakeholders and examining contextual factors such as parallel initiatives or regional dynamics.</p> <p>Explore how specific aspects of the Toolkit facilitated the outcomes and gather recommendations for refining its design and implementation.</p>		July 2025
Formulate Lessons	From the harvested outcomes, draw actionable lessons, focusing on what worked, what could be improved, and why. These lessons will directly inform revisions to the toolkit, its implementation and its potential for scaling.	Draft and Final Evaluation Report	August 2025
	Case Studies: Detailed case studies of COS Toolkit implementation in selected sample, including stakeholder testimonials and evidence of policy impact.	Final Case Study Reports	August - September 2025
	Dissemination: Creation of policy briefs, best practices, and toolkit improvement suggestions based on evaluation outcomes.	Policy Briefs and Best Practice Guidelines and Toolkit Improvement Recommendations.	October 2025

Scope and sample

While the specific sampling methodology can be finalised during the inception phase, it is crucial to note that not all boundary partners will be engaged in this process. The evaluation will concentrate on those partners who, based on Outcome Mapping (OM) and journal evidence, exhibit the most significant outcomes—both positive and negative.

This targeted approach aims to facilitate a deeper understanding of the changes in behaviour and relationships among the selected boundary partners, as well as the significance of these changes to the work of 5Rights Foundation. By adopting this strategy, the evaluation is positioned to remain both manageable and focused, effectively addressing the key questions intended for exploration.

Deliverables

We anticipate the following outputs from this work, although this would be subject to discussion with the successful contractor:

- Inception Report including an updated evaluation plan, methodology, and tools.
- A Theory of Change
- Interim Progress Report: An update on the progress of data collection, highlighting early findings and any challenges.
- Draft Evaluation Report
- Final Evaluation Report
- Final Case Study Reports
- Policy Briefs and Best Practice Guidelines and Toolkit Improvement Recommendations.

Timescale for this contract

Below we have outlined an approximate timescale for this contract, though this would be subject to discussion with the successful contractor.

	Date
Deadline for questions about ITT	14 th March 2025
Deadline for tenders	9am Mon 24th March
Interviews	W/b 31 st March 2025

Suggested timetable (TBC)

Phase	Deliverables	Timeline
Inception Phase	Evaluation framework Inception Report	April 2025
Identify changes	Theory of Change	May 2025
Substantiate Outcomes	12 KILs 4 FGDs Additional outputs to be agreed Interim Progress Report	May 2025 – June 2025
Analyse Contribution		July 2025
Formulate Lessons	Draft and Final Evaluation Report	August 2025
	Final Case Study Reports	August - September 2025
	Policy Briefs and Best Practice Guidelines and Toolkit Improvement Recommendations.	October 2025

Management arrangements

The day-to-day contact will be Stephen Miller: impact@5rightsfoundation.com. Verbal or written progress updates will be required from the supplier on a frequency to be agreed at Inception.

Budget

The total budget for this work is a maximum of £45,000.00 (including VAT if applicable). A detailed breakdown of costs, day rates and days allocated per member of staff is required within the proposal and should include any anticipated expenses, including travel.

The bidding process

Quotes should be a maximum of 12 A4 pages to cover:

- Details of the approach and methods to be used, including any adjustments you would make to our proposed methodology and your rationale for doing so
- Your team's experience of undertaking similar research (CVs may be included as an appendix)
- A detailed budget, with a breakdown of time and costs per activity and per team member – the budget should also include any anticipated expenses (including travel). All submitted budgets must explicitly state whether VAT is included or excluded. If VAT is applicable, this must be incorporated into the total budget and clearly itemised. Suppliers who are not VAT-registered should also indicate this in their proposal.

- Arrangements for managing this work and quality assuring outputs, including how you would like to work with 5Rights during the project
- Identification of any risks in the project and how you would mitigate these
- Consideration of any ethical and other research governance issues.

If you have any queries regarding this tender, they may be submitted in writing to Stephen Miller: impact@5rightsfoundation.com by 14th March 2025

The criteria below will form the basis for selection:

Criteria	Weighting (%)
Experience of conducting similar and relevant evaluations	30%
Suitability of proposed methodology	25%
Track record for presenting engaging evidence	25%
Proposed budget and value for money of the proposal	20%

The quotes should be sent to Stephen Miller: impact@5rightsfoundation.com by **9am Mon 24th March**.

Appendix

Grant Evaluation Plan

Global roll-out of the Child Online Safety Toolkit

Grantee Organisation Name: **5Rights Foundation**

Last updated (Date): **February 7, 2025**

Contents

INTRODUCTION	16
PURPOSE AND OBJECTIVES OF THE EVALUATION	18
KEY EVALUATION QUESTIONS	19
EVALUATION METHODOLOGY AND PROCESS	21
EVALUATION WORK PLAN AND DELIVERABLES	28
EVALUATION STAKEHOLDERS	30
OTHER CONSIDERATIONS	32
COMMUNICATION AND DISSEMINATION OF EVALUATION RESULTS	33
DELIVERABLES	34
BUDGET AND RESOURCES	35
ANNEXES	35

Introduction

Project background and context

5Rights Foundation has developed the Child Online Safety (COS) Toolkit to address the critical need for a safer online environment for children globally. This initiative was launched with funding from Safe Online, aiming to combat online child sexual exploitation and abuse (CSEA) by providing comprehensive resources for policymakers, educators, and other stakeholders. The project focuses on creating and implementing robust policies and legislative frameworks that prioritize children's rights in the digital world. The COS Toolkit, already endorsed by international leaders and organizations, has been instrumental in shaping child online safety policies in various regions, including the African Union's ongoing policy development. By leveraging partnerships with key global and regional organizations, 5Rights is working to expand the Toolkit's impact, ensuring that children worldwide benefit from improved online safety standards and practices.

The Child Online Safety Toolkit, endorsed globally and implemented in many countries, serves as the foundation for 5Rights Foundation's project. This effort aims to further extend the toolkit's reach and influence, ensuring a common understanding of children's rights across the digital landscape.

Country of Implementation: Global, with a focus on strategic contexts in the global south and specific implementations in countries partnered with African Union, Civic House NGO, Tri Hata Knowledge Centre Bali, and others. Core activities are planned at the level of the African Union, Indonesia, Argentina and Turkey.

Significance: Leveraging the UNCRC General comment No. 25, this project embodies a holistic approach to children's rights online, targeting system design, and stakeholder responsibility to combat child online exploitation and abuse.

Key Components of the project:

Ensure COS policies are comprehensive and address risk upstream – States lack comprehensive legal and policy frameworks to address child online exploitation and abuse. The evidence of risk is substantial (see e.g., 5Rights report [Disrupted Childhood](#) or [Pathways](#) research), how children's rights apply is clear (UNCRC General Comment No. 25), and the tools to address the gaps exist (the [COS Toolkit](#), but also the Age-Appropriate Design Code and the IEEE 2089 technical standard for age-appropriate digital services design). When States have policies in place they often relate narrowly to managing harm and ignore risk, where prevention strategies need to start. The COS Toolkit and this implementation project provide a

holistic approach to safety, from upstream system design to the training and resourcing of front-line professionals. Our unique in-depth expertise on safety by design and default means we offer a strong focus on prevention and the ability to concretely help policy-makers craft legislation and enforce standards that have been proven to deliver practical change for children. This focus on system design is also highly efficient, as protections can easily be scaled by tech companies to cover children beyond the legal jurisdiction in question.

Ensure global coverage – Safety by design approaches are starting to take hold in Europe and the US, thanks in no small part to 5Rights’ work. We are concerned, however, that tech firms are not yet implementing changes that comply with e.g. the AADC globally, leading to inequity in treatment which puts children in the global south at even further risk. Thus, our project seeks in particular to deliver frameworks in the global south, with the African Union and select countries across different continents and cultures that can provide proof-of-concept for their regions and spur a global settlement in terms of government as well as private sector policies.

Ensure sustainability and enforcement – The comprehensive, normative approach of the COS Toolkit promotes a sustainable approach to preventing and combating child online exploitation and abuse. The product safety approach to prevention by design which is 5Rights’ hallmark has been proven to be enforceable and is comparatively low resource for regulators, which is critical in countries where state institutions are weaker. Our strategy to mirror or copy-cat legal provisions promotes transnational enforcement (e.g., if a company is in breach of the UK AADC, it will also most likely be in breach of the Turkish AADC). Our “creative commons” or “open source” approach means the resources and tools we create – such as the COS Toolkit, but also model legislation, technical standards, tools for risk assessment, communications resources etc. – are always designed to be as easy as possible for local partners to adapt, translate and use. This ties in with our objective in this project to invest strongly in building technical knowledge and capacity among local stakeholders – from institutional actors to experts to the child rights CSO community – to hold governments and other stakeholders (notably tech companies) to account for child online safety.

By addressing these key areas, the COS Toolkit project aims to create a safer online environment for children worldwide, leveraging partnerships, advocacy, and evidence-based approaches to drive sustainable and scalable impact

Key targeted results per targeted country of implementation:

Within the given period, 5Rights expects this project to deliver substantial change in government policies, legislation and/or national frameworks to prevent and combat child online exploitation and abuse, as well as the capacity of local actors that is critical for sustainable change.

- The adoption of a strong UN General Assembly Resolution reflecting COS Principles and strengthening the commitment of member states to implementation.
- The creation and use of further tools for implementation of COS Principles based on the Toolkit by key stakeholders including international organisations such as the ITU and OECD.
- The adoption of the first ever comprehensive COS Policy and Action Plan based on the COS Toolkit by the African Union.
- The adoption of legislation for COS by design by 3 large middle-income countries across 3 continents: Turkey, Argentina and Indonesia.
- Improved stakeholder engagement, knowledge, capacity, tools, networks and best practice exchange across each of these jurisdictions to ensure sustainable enforcement and implementation that will bring about substantive real-world impacts for children.
- Further uptake of the Toolkit by countries and other stakeholders (notably civil society but also e.g. donors), thanks to the example set by these jurisdictions together with our broader outreach and engagement at the UN level and around the globe.

Purpose and objectives of the evaluation

The purpose of this evaluation is to assess the effectiveness, impact, and scalability of the Child Online Safety Toolkit in promoting a safer digital environment for children globally, with a particular focus on its implementation in strategic contexts in the Global South. The evaluation aims to provide insights into how the COS Toolkit contributes to policy development, stakeholder capacity building, and the overall prevention of online child sexual exploitation and abuse. Additionally, it will help refine the toolkit and related approaches for wider adoption and long-term sustainability.

The specific objectives of the evaluation are to:

- **Assess the Impact of the COS Toolkit on Policy and Legislation:** Evaluate the extent to which the COS Toolkit has influenced the adoption of comprehensive child online safety policies and legislative frameworks in the targeted regions, including Africa, Indonesia, Argentina, and Turkey. Additionally, assess the Toolkit's effectiveness in addressing stakeholder needs and identifying gaps in legislative and policy approaches.
- **Evaluate Stakeholder Engagement and Capacity Building:** Determine how effectively the project has built local stakeholders' knowledge, capacity, and networks to promote and enforce child online safety policies and practices. This includes examining the Toolkit's ability to meet stakeholder expectations and improve their capacity to engage critically with its content.
- **Examine the Toolkit's Contribution to Global Standards:** Investigate how the COS Toolkit has contributed to shaping global standards and best practices, as well as how it could be refined to better serve these purposes.
- **Assess the Scalability and Sustainability of the COS Toolkit:** Analyse the sustainability of the outcomes achieved through the project and evaluate its potential for replication in other regions and jurisdictions, especially in low-resource contexts.¹ Explore how the Toolkit's design, content and implementation could be enhanced to achieve greater scalability and impact.²

Key evaluation questions

This evaluation will cover the implementation and adoption of the COS Toolkit globally, with a specific focus on Africa, Indonesia, Argentina and Turkey. The evaluation seeks to answer the following questions (note: the evaluator may adjust or add to these questions during the proposal stage and later at the inception stage, in consultation with 5Rights Foundation):

Primary question

1. **What significant changes (outcomes) have occurred among the social actors involved in or affected by the intervention?**

¹ Sustainability refers to the ability of the COS Toolkit to drive lasting policy, regulatory, and institutional changes that remain effective beyond the immediate intervention period. This ensures that child online safety improvements continue to evolve and be enforced without ongoing external support from 5Rights.

² Scalability refers to the ability of the Child Online Safety (COS) Toolkit to be expanded and implemented across diverse contexts while maintaining its effectiveness and relevance. This includes adaptation to different legal, cultural, and technological environments as the intervention reaches new regions and stakeholder groups.

- How did the change happen?
- Who / what contributed to the change?
- How did the project contribute to these observed changes?

Secondary question

2. To what extent has the COS Toolkit contributed to the development and adoption of national policies, legislation, and action plans for child online safety in the targeted regions and countries?

- *What* role have partnerships with boundary partners played in strengthening local and regional engagement?
- *How* has the project influenced global policy-making processes and standards on child online safety?

Tertiary questions

3. **Sustainability:** What evidence is there that the changes facilitated by the COS Toolkit in the targeted regions are sustainable and can be maintained beyond the project's timeframe?
4. **Scalability:** What factors have supported or hindered the scalability of the toolkit, particularly in the Global South?
 - What are the most effective elements of the COS Toolkit?
 - What aspects of the Toolkit have been less useful? o How could the COS Toolkit be improved to maximize its impact?

Evaluation methodology and process

In recognition of the complex and varied environments in the COS Toolkit will be applied, our approach to understanding its impact uses two complementary methodologies. This ensures a comprehensive evaluation aligned with the objectives and key questions, assessing the design, implementation, and impact of the COS Toolkit while capturing stakeholder feedback on its effectiveness and areas for enhancement.

Outcome Mapping

Outcome Mapping focuses on changes in the behaviour of the people, groups and organisations influenced by a project or programme. Outcome Mapping is designed to be used at the beginning of a programme, after the main focus of that programme has been decided. Benefits include:

- helping a programme establish consensus on the changes it aims to bring about, and plan the strategies it will use.
- provides a framework for the ongoing monitoring of the programme's actions and the boundary partners' progress toward the achievement of 'outcomes'. Monitoring is based largely on self assessment.
- helps the programme identify evaluation priorities and develop an evaluation plan.

This innovative methodology was selected to better address our project's specific objectives and operational context. We have developed a comprehensive Outcome Mapping document, which is included as an annex to this Evaluation Plan. The following section provides an overview of the fundamental concepts and key components of the Outcome Mapping document.

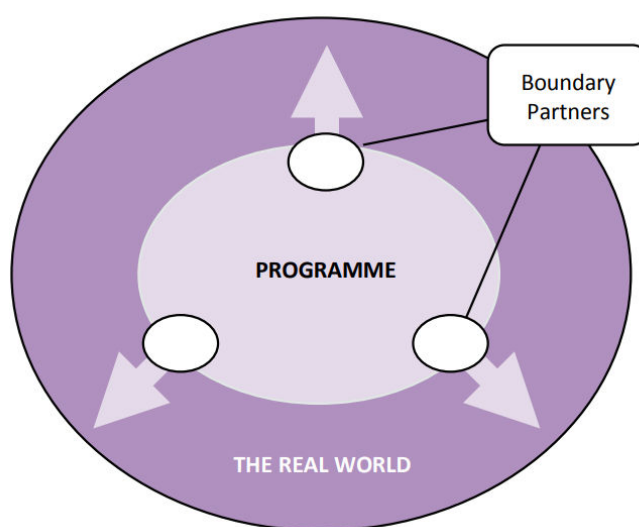
Vision

Building on the proven impact of the Child Online Safety Toolkit — endorsed by global leaders, and institutions, and used as the foundation for initiatives in over 30 countries — we aim to further its reach and influence to make this toolkit an integral resource for both civil society and regulators, solidifying its role in shaping an international language around child online safety. More specifically, the vision that we had when developing this project was to ensure that the Toolkit provided the same level of understanding of children's rights across each country where we implement the Toolkit.

Mission

The COS Toolkit is designed to promote a holistic, efficient and effective approach to the implementation of children’s rights in the digital environment, reflecting the emphasis of the UNCRC General comment No. 25 on system design and stakeholder responsibility. Building on our ongoing work to socialise the COS Toolkit, this project will operationalise its use in a select number of strategic contexts and contribute towards a global standard for prevent and combat child online exploitation and abuse. It aims to deliver proof-of-concept policy, legislation and implementation frameworks in the global south, as well as develop local multi-stakeholder expertise and networks for effective and sustainable implementation and enforcement.

Boundary partners



Boundary partners are “the individuals, groups, or organisations with whom the programme [i.e. the Child Online Safety Toolkit] interacts directly and with whom it anticipates opportunities for influence – and who connect the program to its sphere of concern.”³ These partners are expected to play a crucial role in advancing the Child Online Safety Toolkit by influencing policies, facilitating change, or acting as intermediaries to reach beneficiaries.

Boundary partners	
<i>Institutions that influence policy frameworks and digital safety standards.</i>	<ul style="list-style-type: none">• African Union• Smart Africa Alliance

³ Source: <https://www.betterevaluation.org/methods-approaches/approaches/outcome-mapping#:~:text=The%20boundary%20partners%3A%20These%20are.to%20its%20sphere%20of%20concern.>

	<ul style="list-style-type: none"> • International Telecommunications Union
<i>NGOs that drive advocacy and implementation of COS policies.</i>	<ul style="list-style-type: none"> • Civic House • NGO Networks & Institutional Partners (e.g., Save the Children, UNICEF)
<i>Organisations conducting research and building knowledge for policy recommendations.</i>	<ul style="list-style-type: none"> • Tri Hata Knowledge Centre, Bali • Istanbul Bigli University • IT Law Institute, • The London School of Economics and Political Science

Strategy Journals

The project has implemented a comprehensive set of strategies tailored to each boundary partner. These strategies include:

- conducting policy development workshops
- organizing showcases of successful implementations
- providing ongoing consultation and feedback
- distributing resource kits and toolkits
- hosting awareness training sessions
- coordinating joint advocacy events, and;
- facilitating research collaborations.

The strategies aim to enhance the capacity of partners, promote adoption of child online safety frameworks, and foster knowledge sharing across different jurisdictions.

Outcome Journals

The project is tracking progress toward desired outcomes for each boundary partner using Outcome Journals. These journals document changes in partner behaviors, actions, and relationships. Key achievements include the adoption of a UN General Assembly resolution on child rights in the digital environment, the approval of an African Child Online Safety and Empowerment Policy by the African Union, and progress in drafting Age-Appropriate Design Codes in Indonesia and Turkey. The journals capture both expected and unexpected changes, providing insights into the project's impact and areas for further development.

Project stakeholders

Whilst not explicitly a requirement of the Outcome Mapping methodology, this approach has helped identify other project stakeholders. Project stakeholders are all individuals or groups with an interest in the project's success—this includes funders, partners, regulators, and civil society actors. Unlike Boundary Partners, stakeholders may not be the direct focus of change efforts but are still engaged in various capacities.

Project stakeholders	
<i>Provides financial support and governance oversight.</i>	Safe Online (funder)
<i>Government entities that may benefit from COS Toolkit insights but are not necessarily boundary partners.</i>	Policymakers in Argentina, Turkey, Indonesia
<i>Inter-governmental organisations</i>	UNCRC, Council of Europe, Child Rights Connect, EU Delegation, Children Rights Coalition, UNHRC, UN General Assembly Third Committee
<i>Provide feedback, advocacy, and implementation support.</i>	Other civil society organisations

Beneficiaries

Beneficiaries are the end users or populations that ultimately experience the impact of the project. In the case of 5Rights, these are the children, families, educators, and online communities who benefit from improved digital safety policies and frameworks.

Beneficiaries	
<i>The primary intended beneficiaries of online safety improvements..</i>	Children and young people globally
<i>Indirect beneficiaries who support child safety.</i>	Parents, caregivers, educators
<i>entities whose actions impact children's digital experiences.</i>	Tech industry actors implementing safety-by-design standards

Outcome Harvesting

Outcome harvesting is a monitoring and evaluation methodology used to identify, describe, verify and analyse the changes brought about through a development intervention. It is designed to collect evidence of change, and then work backward to assess contribution to that change. It was partly inspired by Outcome Mapping, and the two are often seen as complementary methodologies.

Outcome Harvesting remains central to this evaluation, as it is particularly suited to complex projects like the global roll-out of the COS Toolkit, where the outcomes are often the result of multiple, interrelated factors and stakeholder contributions. This approach will enable to identify, verify and analyse significant outcomes (planned and unplanned) that have occurred as a result of the project.

In this context the primary focus of Outcome Harvesting is to engage with various categories of target actors to determine what changes in behaviour and relationships have resulted from 5Rights Foundation's work and the significance of these changes are in both the short and long term. Given its highly participatory nature, this approach will require the evaluator to actively engage with the project team, boundary partners, and project stakeholders to identify and document significant outcomes achieved during the project.

The evaluation agency will work closely with 5Rights Foundation and their stakeholders, including funders, to refine and validate outcomes. This collaborative effort will involve identifying, formulating, verifying, analysing, and interpreting outcomes within their specific contexts. Additionally, the collaboration will clarify which boundary partners should be the focus of the evaluation and included in the process.

Steps for Outcome Harvesting:

- **Identify Changes:**
 - Review the project documents, including the outcome journals, to gather evidence of changes (positive or negative, expected or unexpected) related to child online safety policies, stakeholder engagement, or capacity-building efforts in the targeted regions.
 - Incorporate stakeholder feedback to evaluate the Toolkit's strengths, usability, and potential for improvement, ensuring a focus on both its impact and design.
- **Substantiate Outcomes:**
 - Conduct KIIs, FGDs and surveys with key project stakeholders to substantiate and validate identified outcomes and explore stakeholder perceptions of the Toolkit.

- Include specific questions about the Toolkit’s most effective elements, areas for enhancement, and potential adaptations to maximize its impact.
- **Analyse Contribution:**
 - Assess the extent to which the COS Toolkit project contributed to the identified outcomes by engaging with stakeholders and examining contextual factors such as parallel initiatives or regional dynamics.
 - Explore how specific aspects of the Toolkit facilitated the outcomes and gather recommendations for refining its design and implementation.
- **Formulate Lessons:**
 - From the harvested outcomes, draw actionable lessons, focusing on what worked, what could be improved, and why. These lessons will directly inform revisions to the toolkit, its implementation and its potential for scaling.

Complementary Methods

This evaluation integrates Outcome Mapping and Outcome Harvesting to track the adoption and impact of the Child Online Safety Toolkit. While OM focuses on monitoring progress through structured data collection (e.g., Outcome Journals, Strategy Journals, Performance Journals), OH serves as the primary evaluation tool by systematically identifying and verifying significant changes that have occurred. The table below outlines how OM monitoring data will contribute to the evaluation process via OH in a structured and meaningful way.

Aspect	Outcome Mapping (OM) – Monitoring	Outcome Harvesting (OH) – Evaluation
Primary purpose	Tracks progress in boundary partners’ behaviours, relationships, and actions towards COS Toolkit adoption.	Identifies and verifies significant, demonstrable changes (intended and unintended) that resulted from the intervention.
Data focus	Generates real-time, structured data on boundary partners’ engagement, actions, and capacity-building processes.	Synthesises the most significant verified changes to assess effectiveness, impact, and lessons learned.

Tools used	Outcome Strategy Performance Journals.	Journals, Journals,	Outcome Harvesting process (identifying, substantiating, analysing, and interpreting outcomes).
Timeframe	Continuous tracking of interactions and progress markers.		Periodic retrospective analysis of harvested outcomes.
Level of Detail	Granular, process-focused data.		High-level synthesis of meaningful change.

To enhance the evaluation’s scope and depth, the following complementary methods may also be applied:

- **Theory of Change:** We will use a Theory of Change (ToC) as an overarching analytical framework to better understand how the Child Online Safety Toolkit contributes to systemic change. Currently, OH effectively identifies and verifies significant changes, but it does not always systematically test the causal mechanisms underlying those changes. Strengthening OH through a theory-based approach will enhance the depth, coherence, and explanatory power of the evaluation by explicitly linking observed outcomes to the assumptions and pathways outlined in the ToC
- **Desk review and document analysis:** A thorough review of existing documentation to gather evidence on the Toolkit’s implementation, outcomes and areas of improvement. This review will include an assessment of the Toolkit’s relevance and usability in different contexts.
- **Case studies:** In-depth case studies will explore the implementation of the COS Toolkit in selected countries, with a focus on its impact, stakeholder experiences and lessons learned. These case studies will highlight variations in the Toolkit’s effectiveness and suggest adaptations for different contexts.
- **Surveys and focus group discussions (FGDs):** Structured surveys and FGDs will capture stakeholder insights on the Toolkit’s utility, effectiveness, and areas for enhancement. These methods will also identify factors influencing the scalability and sustainability of outcomes.

Scope and sample

It is advisable to include a section that addresses the scope and sampling of the evaluation to enhance clarity regarding its focus. While the specific sampling methodology can be finalized during the inception phase, it is crucial to note that not all boundary partners will be engaged in this process. The evaluation will

concentrate on those partners who, based on Outcome Mapping (OM) and journal evidence, exhibit the most significant outcomes—both positive and negative.

This targeted approach aims to facilitate a deeper understanding of the changes in behavior and relationships among the selected boundary partners, as well as the significance of these changes to the work of 5Rights Foundation. By adopting this strategy, the evaluation is positioned to remain both manageable and focused, effectively addressing the key questions intended for exploration.

Evaluation work plan and deliverables

Key activities	Deliverables	Timeline
Recruiting evaluation agency	Contract signed	February 2025
Inception Phase: Development of a detailed evaluation framework and finalization of evaluation questions, methodology and tools.	Inception Report including a detailed evaluation plan, methodology, and tools.	February 2025 - March 2025
Data Collection Phase: reviewing documents and drafting outcomes; engaging with informants; substantiating evidence; analysis, and interpretation.	Interim Progress Report: An update on the progress of data collection, highlighting early findings and any challenges.	March - June 2025
Data Analysis and Report Writing Phase: data analysis to synthesize findings, draw conclusions, and identify recommendations for future actions and preparation of draft and final evaluation report incorporating feedback from key stakeholders and the Evaluation Reference Group (ERG).	Draft and Final Evaluation Report	June-August 2025

Case Studies: Detailed case studies of COS Toolkit implementation in selected sample, including stakeholder testimonials and evidence of policy impact	Final Case Study Reports	August - September 2025
Dissemination phase: Creation of policy briefs, best practices, and toolkit improvement suggestions based on evaluation outcomes.	Policy Briefs and Best Practice Guidelines and Toolkit Improvement Recommendations.	October 2025

Evaluation stakeholders

Name of Stakeholder (organisation, group or individual)	Type of Stakeholder (govt, donor, industry, civil society, beneficiaries, etc,)	Nature of involvement in the evaluation	Availability during the evaluation and Constraints	Additional Comments
Safe Online	Feedback on the evaluation process, all stages of the approval process	Require detailed involvement from the initial stages to the finalization of the evaluation	Integral for all stages of the approval processes, providing feedback and dissemination of evaluation results	
Boundary partners: <ul style="list-style-type: none"> • African Union, Smart Africa Alliance, International Telecommunications Union • Civic House, NGO Networks & Institutional Partners (e.g., Save the Children, UNICEF) • Tri Hata Knowledge Centre, Bali, Istanbul Bigli University, IT Law Institute, The London School of Economics and Political Science 	<ul style="list-style-type: none"> • Intergovernmental Org • NGO/Intergovernmental Org • Academic • Intergovernmental Org / NGO Alliance 	Require in-depth involvement into the data collection process and feedback as well as dissemination of the evaluation results	Provide rich, detailed insights into the experience of the Toolkit development and implementation	
Government (national)		Strategic insights, policy guidance, and document provision.	Requires advance scheduling; confidentiality	Integral for understanding policy impact
Intergovernmental organisations (e.g. UNCRC, Council of Europe, Child Rights Connect, EU Delegation,				

Children Rights Coalition, UNHRC, UN General Assembly Third Committee)			agreements may be needed.	and regulatory changes.
Other civil society organisations(details as per Outcome Mapping document and Outcome Mapping Journals)	Feedback on toolkit implementation and effectiveness, grassroots insights.	Resource-limited; may require logistical support for in-depth engagement.	Essential for capturing grassroots-level impacts and adaptations.	

Other considerations

Principles and ethical considerations

This evaluation will strictly adhere to [UNEG Norms and Standards for evaluation](#) as well as the [ethical guidelines](#) and [UNEG Guidance on Integrating Human Rights and Gender Equality in Evaluation](#), emphasizing ethical engagement. IRB approval will be sought for all data collection involving human subjects, ensuring adherence to ethical research standards.

Risks and limitations

Potential risks include data privacy concerns, stakeholder bias, and the impact of external factors on program outcomes. These will be mitigated through transparent data handling, multi-source verification, and adaptive evaluation strategies to reflect changing contexts.

The limitations and challenges specific to Outcomes Harvesting include:

- Skill and time to identify and formulate high-quality outcome descriptions
- Only those outcomes that informants are aware of are captured
- Participation of those who influenced the outcomes is crucial
- Starting with the outcomes and working backwards represents a new way of thinking about change for some participants.

Cross-cutting issues

Cultural Competence

Evaluators should be culturally competent, understanding and respecting the cultural contexts of the stakeholders and boundary partners involved. This involves being aware of cultural norms, values, and practices that might influence the outcomes and the evaluation process itself. Cultural competence helps ensure that the evaluation is relevant and respectful to all participants, leading to more accurate and meaningful findings.

Power Relations

Evaluators need to be aware of existing power relations that might affect the evaluation process. This involves recognizing who holds power and influence over the outcomes and ensuring that the evaluation process does not reinforce existing inequalities. By addressing power relations, evaluators can ensure that the evaluation is fair and that the outcomes reflect the experiences and contributions of all stakeholders, not just those with more power or visibility.

Governance arrangements

An Evaluation Reference Group (ERG) will be established, comprising internal and external stakeholders, to guide and provide oversight for the evaluation process, ensuring comprehensive feedback and stakeholder representation (nonprofit/nongovernmental, governmental, academia etc).

Communication and dissemination of evaluation results

Communications and dissemination plan

A strategic plan for sharing key evaluation findings, aimed at maximizing impact and informing future interventions. This includes stakeholder-specific communication materials and tailored dissemination events.

Evaluation Products (What?)	Stakeholders/ Audience	Communication and Dissemination Channels	Timeline (When?)
Final Evaluation Report.	Government partners, civil society	Workshops, webinars, direct communication,	October 2025
Policy Briefs.			October 2025

	organizations, beneficiaries, and the broader child online safety community.	and online platforms.	
Best Practice and Toolkit Improvement Guidelines.			October 2025

Deliverables

Based on the six steps of Outcome Harvesting, this is the list of deliverables for an Outcome Harvesting Evaluation:

- **Inception Report:**

Design the Harvest: This report will outline the key research questions, the scope of the evaluation, and the methodology to be used. It will also detail the stakeholders involved and the assumptions to be tested.

- **Documentation Review and Draft Outcomes:**

Review Documentation and Draft Outcomes: A comprehensive review of existing documentation to reconstruct the history of the intervention and pre-identify potential outcomes. This will include drafting initial outcome statements based on the documentation .

- **Engagement with Informants:**

Engage with Informants: Conduct interviews and surveys with key informants to gather detailed information on the outcomes. This step ensures that the data collected is specific, plausible, and relevant.

- **Database with Harvested Outcomes:**

Substantiate Outcomes: A database that includes all the harvested outcomes, along with evidence and verification from independent sources. This database will be crucial for organizing and analyzing the data.

- **4 Sense-Making Workshops:**

Analyze and Interpret: Facilitate 4 workshops with stakeholders to analyze and interpret the harvested outcomes. These workshops will help in understanding the broader implications of the findings and in making sense of the data.

- **Final Evaluation Report:**

Support Use of Findings: A final report that presents the findings, analysis, and recommendations. This report will be used to inform future actions and strategies. It will also include lessons learned and best practices identified during the evaluation process.

- **Presentation and Dissemination Materials:**

Presentation of Findings: Develop materials for presenting the findings to various stakeholders, including presentations, executive summaries, and policy briefs. These materials will facilitate discussions on the findings and recommendations.

Budget and Resources

The budget will reflect the need for skilled qualitative researchers, resources for conducting interviews etc., and the dissemination of findings.

This revised Evaluation Plan prioritizes qualitative insights to paint a rich, nuanced picture of the COS Toolkit's impact and effectiveness. Through engaging narratives, detailed case studies, and deep explorations of stakeholder experiences, the plan aims to provide actionable recommendations for enhancing child online safety practices.

Annexes

Outcome Mapping Framework