

# STRATEGY

## 2025-2030

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## OUR CHALLENGE

The digital world was not designed with children in mind, exposing them to risks and harms rather than empowering them to thrive.

## OUR VISION

We have a vision of a digital world fit for children and young people, that they can access creatively, knowledgeably and fearlessly.

## OUR MISSION

We fight for systemic change that ensures the digital world caters for under 18s by design and default.

## OUR AIM

Designing with children in mind is a global tech industry norm.

# BY 2030,

MILLIONS MORE CHILDREN WILL ENJOY A SAFER DIGITAL WORLD BECAUSE WE WILL HAVE:

## 1. ACTIONED NEW GLOBAL NORMS.

Implemented legally-binding online protections for children in 5+ pivotal jurisdictions across 6 continents.

## 2. DRIVEN REAL-LIFE CHANGE FOR CHILDREN.

Delivered hard-hitting reports and legal actions leading to changes in the design of digital products and services that demonstrably enhance children's well-being.

## 3. BUILT SUSTAINABLE KNOWLEDGE, NETWORKS AND CAPACITY.

Empowered children and their communities, civil society, experts and regulators to drive exponential and sustainable change across the globe.



# A UNIQUE ORGANISATION

An **unmatched track-record** of developing innovative policy frameworks and successfully influencing regulatory requirements in the tech space.

A unique role as **child rights-focused technical specialists**, developing practical tools that translate policy into technical processes and frameworks for innovation and compliance.

A **systemic approach**, focused on strengthening legal, technical and cultural norms, and investing in institutional and civil society capacity-building for sustainable change.

An **evidence-based** organisation, delivering pioneering high-quality research into children's experiences as well as tech design and regulatory compliance, and evidencing impact against practical outcomes for children.


























A **global** organisation, working on the basis of international law and towards global standards, with people, partners, programmes and impact across all continents.

An **intergenerational** organisation, with structural child and youth engagement in decision-making.

An **independent** organisation, working across political divisions and eschewing funding from tech companies.

# OUR FOOTPRINT

OVER THE LAST DECADE 5RIGHTS HAS CRAFTED AND FOUGHT FOR CHANGES THAT ARE NOW INCORPORATED INTO TREATIES, LAWS AND TECHNICAL STANDARDS ACROSS THE WORLD.

	2019	2020	2021	2022	2023	2024	2025	2026
NATIONAL	 <p><b>Rwanda</b> Child Online Protection Policy</p>	 <p><b>United Kingdom</b> Age-Appropriate Design Code</p>	 <p><b>Ireland</b> Irish Fundamentals for a Child-Oriented Approach to Data Processing</p>	 <p><b>California, USA</b> Age-Appropriate Design Code</p>  <p><b>Netherlands</b> Dutch Code for Children's Rights</p>	 <p><b>United Kingdom</b> Online Safety Act</p>	 <p><b>Maryland, USA</b> Kids Code</p>	 <p><b>Indonesia</b> PP Tunas</p>  <p><b>Vermont, USA</b> Kids Code</p>  <p><b>Nebraska, USA</b> Age-Appropriate Design Code</p>  <p><b>Kenya</b> Guidelines on Child Online Protection and Safety</p>	 <p><b>Brazil</b> ECA Digital</p>  <p><b>South Carolina</b> Age-Appropriate Design Code</p>
REGIONAL				 <p><b>European Union</b> Digital Services Act</p>	 <p><b>Technical Standard EU</b> CEN-CENELEC Agreement on Age-Appropriate Design</p>	 <p><b>European Union</b> Artificial Intelligence Act</p>  <p><b>African Union</b> Child Online Safety and Empowerment Policy</p>		
GLOBAL			 <p><b>United Nations (UN)</b> General comment No. 25 (2021) on children's rights in relation to the digital environment</p>  <p><b>OECD</b> Recommendation and Guidelines for Children in the Digital Environment</p>  <p><b>Technical Standard</b> IEEE 2089 for an Age Appropriate Digital Services Framework</p>		 <p><b>United Nations General Assembly (UNGA)</b> Resolution on the Rights of the Child in the digital environment</p>	 <p><b>United Nations (UN)</b> Global Digital Compact</p>  <p><b>Council of Europe</b> Framework Convention on Artificial Intelligence</p>  <p><b>Technical Standard</b> IEEE 2089-1 Standard for Online Age Verification</p>  <p><b>United Nations (UN)</b> Governing AI for Humanity</p>		



# OUR IMPACT

THE CHANGES 5RIGHTS HAS BROUGHT FORWARD RESPOND DIRECTLY TO CHILDREN'S ASKS AND BENEFIT YOUNG PEOPLE ALL OVER THE WORLD. AMONG THEM:



**32+ million**

under 13s are now automatically protected from high-risk games on **Roblox**



**77.3+ million**

children can now pause their "streaks" on **Snapchat**



**162+ million**

children's profiles no longer accessible to or being recommended to strangers on **Instagram**



**220+ million**

children are no longer subject to endless streams of autoplayed video on **YouTube**

Google

**1.8+ billion children**

now benefit from default protections from inappropriate content on **Google** search

**'Thank you for getting TikTok to stop notifications through the night; I think that probably saved my life' —Alex, 15**

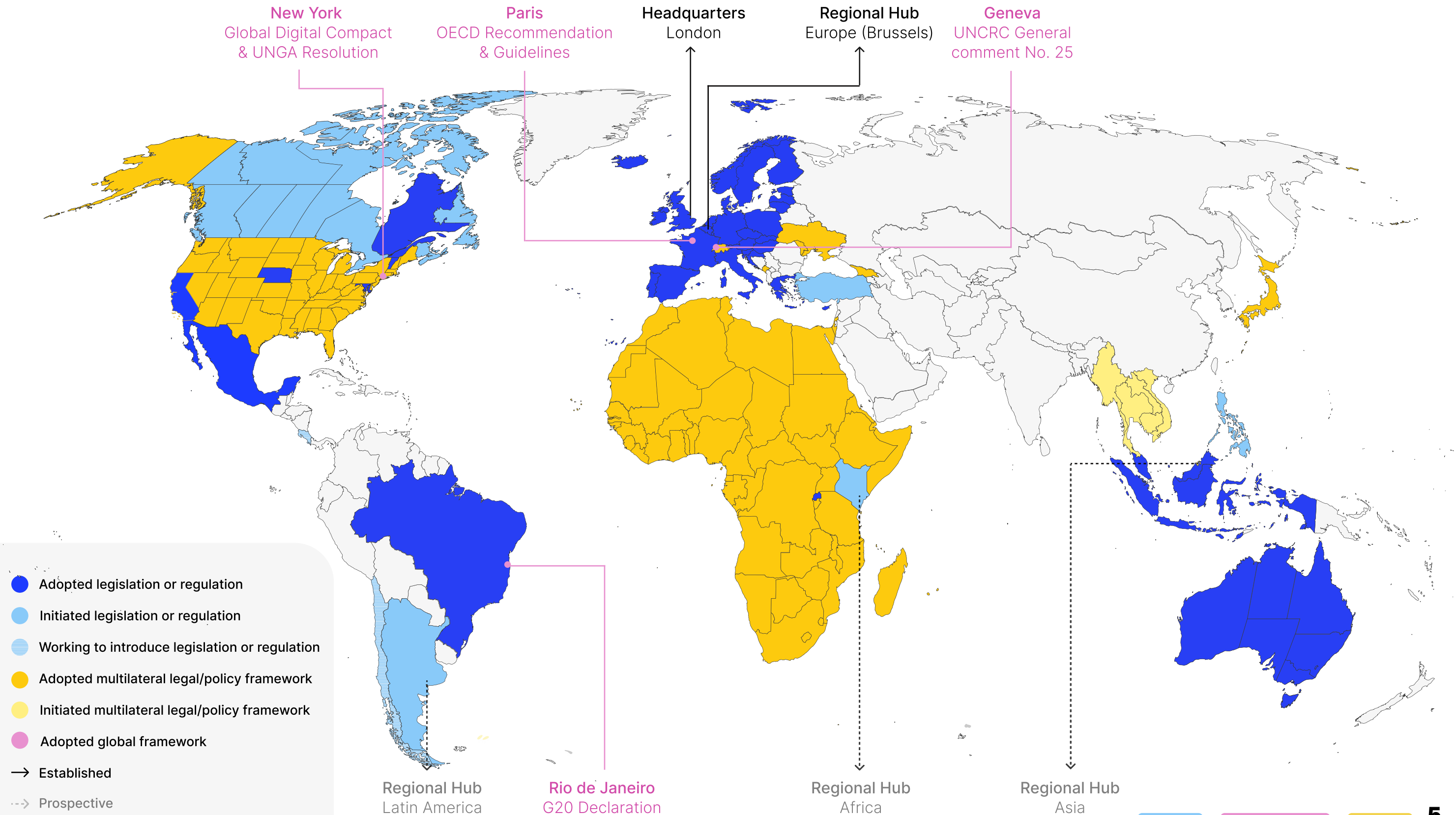
**186 million children impacted**



These figures are global estimates based on the total number of regular users for each of these services - the most popular among children. While tech companies refuse to release detailed data on their child users, research shows that when children have access to a digital device, they are almost invariably on social media and/or gaming services. Worldwide, 70% of children have access to a laptop and 90% to a smartphone. In richer countries, majorities of children have their own personal devices. In the UK for example, 90% of children own a mobile phone by the age of 11. 75% of 3-4 year olds have their own phone. In the US, nearly 40% of 8-12 year olds and 95% of teens are on social media.

# A GLOBAL PERSPECTIVE

5RIGHTS WORKS FOR COHERENT GLOBAL STANDARDS FOR CHILD ONLINE PRIVACY AND SAFETY. IN ADDITION TO OUR GLOBAL MULTILATERAL WORK, 5RIGHTS IS ACTIVE IN JURISDICTIONS ACCROSS ALL REGIONS.



# STRATEGIC PLAN 2025-2030

## WE ARE AT A CRITICAL JUNCTURE.

The acceleration of tech innovation is advancing hand in hand with a rapid (but not unchallenged) rise in demand for more explicit attention to the safety and well-being of children online. 5Rights embraces this new energy and sees its role as a catalyst to exponential and sustainable change, providing expertise for coherent and practical legal and regulatory change; creating community tools and replicable enforcement propositions; and building essential capacity including in knowledge areas and geographies that traditionally get overlooked. Empowering children and amplifying their voices is central to our work, and tangible improvements in their lived experiences are the ultimate measure of our success.

### ACTIVITIES

#### RESEARCH

- Produce cutting-edge research through global and regional centres of excellence.
- Develop innovative frameworks, research methodologies and tools.

#### CHILD & YOUTH ENGAGEMENT

- Make children's voices heard, ensure they participate meaningfully and mobilise global network of young ambassadors for research, advocacy and outreach.

#### POLICY & REGULATORY INNOVATION

- Develop pioneering policy, legal and regulatory frameworks, technical standards, codes and guidelines for industry stakeholders.

#### ADVOCACY & CAMPAIGNING

- Craft new narratives, mobilise coalitions and deliver targeted strategic campaigns, combined with expert support to policy-makers and regulators for crafting and passing laws and regulation.

#### ACCOUNTABILITY & ENFORCEMENT

- Develop and publish service compliance assessments.
- Submit complaints and engage legal accountability actions.

#### INDUSTRY STAKEHOLDER EDUCATION & ENGAGEMENT

- Develop and socialise innovative and tailored education materials for industry stakeholders.

#### CIVIL SOCIETY CAPACITY-BUILDING

- Deliver a programme of CSO education and capacity-building.

### OUTPUTS

#### FOR CHILD ONLINE SAFETY COMMUNITY

- Shared narrative and language glossary.
- Research reports and briefings.
- Yearly global convening.

#### FOR POLICY-MAKERS

- Best practice reports and guidance.
- Model policy and legal codes.
- Tailored advice, testimony and legal drafting.
- Resources and networks for direct action & advocacy.

#### FOR REGULATORS

- Model codes & implementation frameworks.
- Robust evidence and complaints.

#### FOR CIVIL SOCIETY ORGS

- Legal advocacy toolkit.
- Research and compliance assessment methodologies and tools.
- Capacity-building workshops.

#### FOR COMPUTER ENGINEERS

- Technical Standards.
- Professional Code of Conduct.
- Educational resources & teaching pack.

#### FOR CHILDREN

- Webinar series + educational resources.
- Platforms and resources for amplifying voice.
- Coordinated advocacy actions.

#### FOR PARENTS & TEACHERS

- Service assessment briefs.
- Educational resources & workshops.
- Platforms and resources for complaints and advocacy actions.

#### FOR TRUST & SAFETY, LEGAL, ADVERTISERS & INVESTORS

- Reports and guidelines for T&S professionals.
- Compliance briefs for lawyers.
- Guidelines for advertisers.
- Briefings for investor groups.

### OUTCOMES

#### POLICY-MAKERS

are educated, committed and pass new laws advancing best practice.

#### REGULATORS

are empowered to actively implement laws and enforce meaningful compliance.

#### CIVIL SOCIETY ORGS

are educated, committed and empowered to support and represent communities, advance children's rights online and ensure accountability, also in the Global South.

#### COMPUTER ENGINEERS

have a professional Code of Conduct, standards, educational resources and tools to implement child-centred design.

#### CHILDREN

are active agents for change and educated, their voices integral to decision-making.

#### PARENTS & TEACHERS

have resources and are empowered to engage.

#### TRUST & SAFETY, LEGAL PROFESSIONALS, ADVERTISERS & INVESTORS

have resources and guidelines to promote compliance and advance child protection.

### IMPACT

#### CLEAR RULES.

Key jurisdictions across 6 continents adopt coherent legal and regulatory norms for age-appropriate design, establishing an effective global norm.

#### SAFER EXPERIENCES AND BETTER OUTCOMES FOR CHILDREN.

Pioneering public accountability and legal enforcement actions lead to meaningful changes in the design of digital products and services for children.

#### SUSTAINABLE DEMOCRATIC OVERSIGHT.

A global network of young people, regulators, civil society, expert and technical communities is empowered to drive exponential and sustainable change across the globe.

# WHO WE ARE

THE PIONEERS, THOUGHT LEADERS AND ENABLERS OF THE GLOBAL MOVEMENT TO REFORM TECH DESIGN AND GOVERNANCE, WITH AND FOR CHILDREN.

- We are acknowledged global leaders in the field of child online safety and privacy, with unmatched expertise in legal frameworks, technical standards and compliance.
- We are pioneers who consistently break new ground as we build the digital world children deserve, with upcoming projects that range from a regulatory and technical protocol for AI, to a model procurement code for tech used in schools.
- We are thought and coalition leaders who shape powerful new narratives, deliver cutting edge research, and leverage partnerships and networks to build global capacity for sustainable change.
- We make children's voices heard, ensure they participate meaningfully and empower the younger generation for a better future, online and off.

## OUR PEOPLE

**Board of Trustees** – Eminent and diverse global leaders overseeing and guiding our work.

**President Emeritus & Advisers** – Our Founder President Baroness Kidron and high-level global collective of advisers and ambassadors providing thought leadership.

**Youth Council** – Children and young people from all regions meeting in Plenary and 3 working groups to systematically feed in to and shape our work.

**Youth Network** – 300+ children and young people from 70+ countries engaging in research, advocacy and outreach activities in support of our work.

**Staff** – Expert professionals divided across geographic and technical teams, educating stakeholders, crafting policy, leading coalitions, managing partnerships, providing direct expert support to policy-makers and regulators, and delivering programmes for systemic change.

**Researchers** – A dynamic network of world leading researchers delivering cutting edge research and practical tools, commissioned and coordinated by the Digital Futures for Children Joint Research Centre with the London School of Economics and Political Sciences.

**Funders** – A visionary collective of independent organisations and individuals, passionate supporters and enablers of a better digital world for children.

## OUR VALUES

**Child Rights at the core:** we listen to, give voice to and represent all under 18s, always putting their rights and best interests first.

**No child left behind:** we work globally for children in all their diversity, with intersectionality, inclusivity and protections for the most vulnerable and under-represented at the core.

**Fight for the optimum:** while small steps are needed on the path to change, we do not accept compromises or trade-offs that undermine children's full and long-term enjoyment of their rights.

**Making change, not just noise:** we focus on delivering practical change that impacts children's real-life experiences, recognizing that this requires collaboration and humility.

**Integrity, transparency and accountability:** we say what we do, do what we say, and practice what we preach.

**Independence:** we do not compromise on our values or mission; our governance, partnerships, funding structures and policies reflect our independence, notably from political or corporate interests.

**Collaboration:** we know that others know more than us and source expertise widely; we work to enable partners to embed sustainable change; we welcome partnerships with all those who share our mission and values.

