

SCROL

**safety for children and
their Rights onLine**



Terre des Hommes Netherlands staff, partner staff and youth participants at SCROL Summit 2,
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CONTENTS

Abbreviations	4
Foreword	5
Executive Summary	6
A Movement Led by Children	7
Systems That Will Endure	7
Navigating Challenges with Resilience	8
Lessons That Shape the Future	9
A Movement That Will Continue	10
People Reached	11
Expenditures	12
Introduction	13
Context of OCSE in Target Countries	14
The SCROL Learning Journey	15
Year 1: Establishing Foundations	17
Year 2: Adaptation and Growth	19
Year 3: Consolidation and Sustainability	20
Key Achievements by Domain	22
Domain 1: Children and Communities	23
Domain 2: Private Sector Engagement	25
Domain 3: Law Enforcement Agencies	28
Domain 4: Formal Institutions	29
The Intergenerational Approach	30
Addressing Intersecting Vulnerabilities	34
Creative Communications	37
Sustainability Achievements	39
 Annex 1 - Key Videos	
The Flower in a Pond - the Story of Water Lily	44
Teaching Online Safety in School: Prum Sopheap's Journey	45
SCROL Impact Video	46
Parents against OCSE: Nepal and Kenya	47
 Annex 2 - Media Coverage	48

ABBREVIATIONS

ADA	Abuse Detection Application
CPIMS	Child Protection Information Management System
CSOs	Civil Society Organisations
Gen AI	Generative Artificial Intelligence
ISPs	Internet Service Providers
LGBTQIA+	Lesbian, Gay, Bisexual, Transgender, Queer (or Questioning), Intersex, Asexual, and others
LGUs	Local Government Units
NPL	Nationale Postcode Loterij
OCSE	Online Child Sexual Exploitation
PACs	Project Advisory Committees
PET	Participatory Education Theatre
SCROL	Safety for Children and their Rights OnLine
SOGIESC	Sexual Orientation, Gender Identity and Expressions, Sex Characteristics
TdH NL	Terre des Hommes Netherlands

FOREWORD

Dear donor,

On behalf of Terre des Hommes Netherlands, I am delighted to submit our final report for the Safety for Children and their Rights OnLine (SCROL) programme. After three years of implementation, we are confident that our efforts have improved the lives of children, youth and communities.



This was no easy task. Tackling Online Child Sexual Exploitation (OCSE) requires boldness - to address harmful stereotypes, raise the sensitive topic of children's online lives and sexuality and find innovative ways to change behaviours. The constant evolution of online tools, including the rise of Generative Artificial Intelligence (Gen AI), has brought new and unexpected challenges to the realisation of children's rights.

SCROL has been an incredible learning journey for our global and country teams, as well as our local CSO and government partners. Through our strong partnerships and learning systems, we constantly improved the quality of our plans to innovate and create ownership of local stakeholders. We are grateful for NPL's

trust and flexibility, which allowed us to learn and constantly adapt to the changing reality of children at risk and survivors of OCSE. In this report, we outline how we implemented a more targeted approach to engaging parents and caregivers and increased our focus on mental health and inclusion. This updated approach is reflected in our Digi-Smart Families proposal, which was submitted a few months ago.

TdH NL remains committed to ending the sexual exploitation of children through an evidence-based, systemic, child-centred and participatory approach. Over the past two years, the organisation has initiated significant changes to increase the relevance, effectiveness, and impact of our work. We sincerely hope you will continue this journey with us.

Zoe de Melo

**Thematic Programme Manager - Sexual Exploitation of Children
Terre des Hommes Netherlands**

¹ Hereafter, TdH NL refers to Terre des Hommes Netherlands.

EXECUTIVE SUMMARY

Over three transformative years, the Safety for Children and their Rights OnLine (SCROL) programme, implemented from October 2022 to October 2025, created a movement that is changing how communities, governments, and private sector actors protect children from Online Child Sexual Exploitation (OCSE) across Cambodia, Nepal, Kenya and the Philippines.

A Movement Led by Children

SCROL transformed children from passive beneficiaries into empowered leaders driving sustainable online safety change.

The programme developed strategies that created sustainable, youth-driven protection mechanisms rooted in lived experience. In total, we engaged 12,700 children and youth through child rights clubs and peer education networks across four countries.

The results speak for themselves. In Kenya, OCSE reporting increased five-fold, from 53 to 273 cases. Nepal saw cases rise from 7 to 32. Cambodia documented 580 cases between 2023 and 2025. In the Philippines, our innovative Abuse Detection Application (ADA) identified 308 children requiring intervention.

Through our partners, government relations and the engagement of other CSOs, we strengthened reporting and referral protocols and improved access to timely, comprehensive and trauma-informed support. The ripple effect of putting children's voices at the centre on the topic of online safety influenced institutional practices, policy frameworks, and community norms, establishing a replicable model that builds children's agency while creating more responsive safeguarding systems.

Systems That Will Endure

The programme strengthened law enforcement systems and inter-agency coordination

through the capacity building of 779 officers on OCSE identification and the co-creation and

endorsement of training resources and tools to support child-friendly investigations and the collaboration between frontline and specialised officers. This resulted in an increased acknowledgement of OCSE as a serious crime that should be prosecuted despite the persistence of legal gaps.

SCROL established partnerships with key industries of the private sector.

We collaborated with travel and tourism associations (e.g. hospitality, local transportation), associations of Internet Service Providers (ISPs), Ministries and authorities in charge of regulating the digital and tech industry and with tech companies i.e. mobile operators, ISPs and social media companies. We implemented a dual approach, by implementing strategies to influence companies to adopt safety standards while also facilitating their engagement in multi-stakeholder collaboration (Kenya). This resulted in the endorsement of Child Protection Policies and Standard Operating Procedures (Cambodia, Nepal) and initiatives to develop innovative tools (Philippines). We managed to overcome tremendous challenges and reached 1,000 private sector stakeholders, increasing their accountability towards children and towards safety by design standards.

SCROL contributed to policy development, evaluation and improvement at the local and national levels.

In each country, we developed and leveraged our partnerships with Ministries and local authority representatives and adopted a collaborative approach combined with technical assistance to set and achieve concrete milestones that improved systems. For example, we supported the adoption of local ordinances and revision of Children's Codes (Philippines). We contributed to the integration of technical feedback and children's voices in national policy documents (Cambodia, Nepal) and the dissemination of key laws and plans of action (Kenya).

Navigating Challenges with Resilience

1

Gender norms and stigma

Traditional stereotypes and victim-blaming, often associated with harmful gender norms, created barriers to prevention and reporting. SCROL addressed this through community dialogues, behaviour change communications and intersectional and gender transformative approaches that empowered girls, boys, gender diverse children and other vulnerable children, such as children living in poverty or children left behind due to migration.

2

Institutional barriers

Child protection often remains a low priority for national governments. In practice, it means that budget allocations are insufficient and that child protection agents often lack capacity and are regularly transferred from one role to another. To increase effectiveness, we strengthened our systemic approach to respond to this, by ensuring that the co-developed training resources were adopted by the relevant institutions (e.g. Police Academy) and by increasing ownership of the issue at various levels through engaging with champions within Ministries, specialised national units and local officers and child protection focal points.

3

Rapid evolution of OCSE

The rise of Self-Generated Child Sexual Abuse Materials, sexual extortion and growing risks due to the adoption of Gen AI challenged our existing knowledge on the issue. To overcome this, we initiated several research projects on the role of caregivers, harmful sexual behaviours, mental

health as a risk and resilience factor and children's perspectives on the use of Gen AI. Creating new evidence created opportunities for TdH NL and partners to sit at the table of decision makers and to increase the relevance of our messaging and strategies.

4

Natural disasters

These events, including an earthquake and typhoons in the Philippines, disrupted the final activities and the end-of-evaluation schedule, necessitating adjustments to our data collection plans and the timeline for the closure event. Although it was out of the scope of SCROL to respond to this type of emergency, TdH NL did provide support to our partner and participants in Cebu through an emergency response project which is ongoing until the end of 2025. In addition, TdH NL is working to better integrate the impact of climate change in our programme design.

5

Political instability

This is linked to tensions during elections and anti-corruption movements ("*Gen-Z movements*"), which led to the temporary suspension of some activities in Kenya and Nepal. TdH NL prioritised the safety of participants and staff and adjusted activity plans accordingly, in line with our integrity and safeguarding standards. Even though none of our participants suffered direct consequences of these terrible circumstances, violence during protests may create reputational risks for children and youth who engage in advocacy activities. As a mitigation strategy, we advise our participants not to be associated with illegal activities and reiterate our collaborative approach with government partners.

Lessons That Shape the Future



Multi-stakeholder approach: Effective OCSE prevention requires coordination mechanisms among the children, civil society organisations, communities, governments, the private sector and academia. We facilitated regular and structured coordination to develop joint prevention and response initiatives and evidence-informed policy solutions: official Technical Working Groups, civil society platforms, child and youth advisory groups and project advisory committees.

Peer-led engagement: Child- and youth-led initiatives and co-created campaigns demonstrated greater effectiveness to mobilise children, raise their awareness on OCSE and change online behaviours, thereby improving prevention and reporting.

Institutional strengthening: Our approach to advocacy has significantly improved as we

focused on training and supporting project teams to develop realistic milestones, involving multiple partners throughout initiatives, building the capacity and resources accessible to government partners and linking different government levels.

Technological innovation is essential to adapt to the interests and habits of our target groups.

We learned that digital tools should be developed through a step-by-step approach, involving children and youth and other stakeholders in each step, including the ideation. While SCROL facilitated innovative methodologies (e.g. multi-stakeholder Hackathons) and developed several tools that demonstrated effectiveness (e.g. virtual reality, information and reporting chatbots, screening application), there were also tools that did not reach as many participants as we hoped (e.g. audio and chatbot-based games) due to changes in context and unverified assumptions.

A Movement That Will Continue



Your investment created something extraordinary: **strengthened community structures, institutionalised child protection systems, empowered children, innovative tools, legal frameworks, and sustainable reporting mechanisms.**

We shifted from reactive responses to **proactive prevention.**

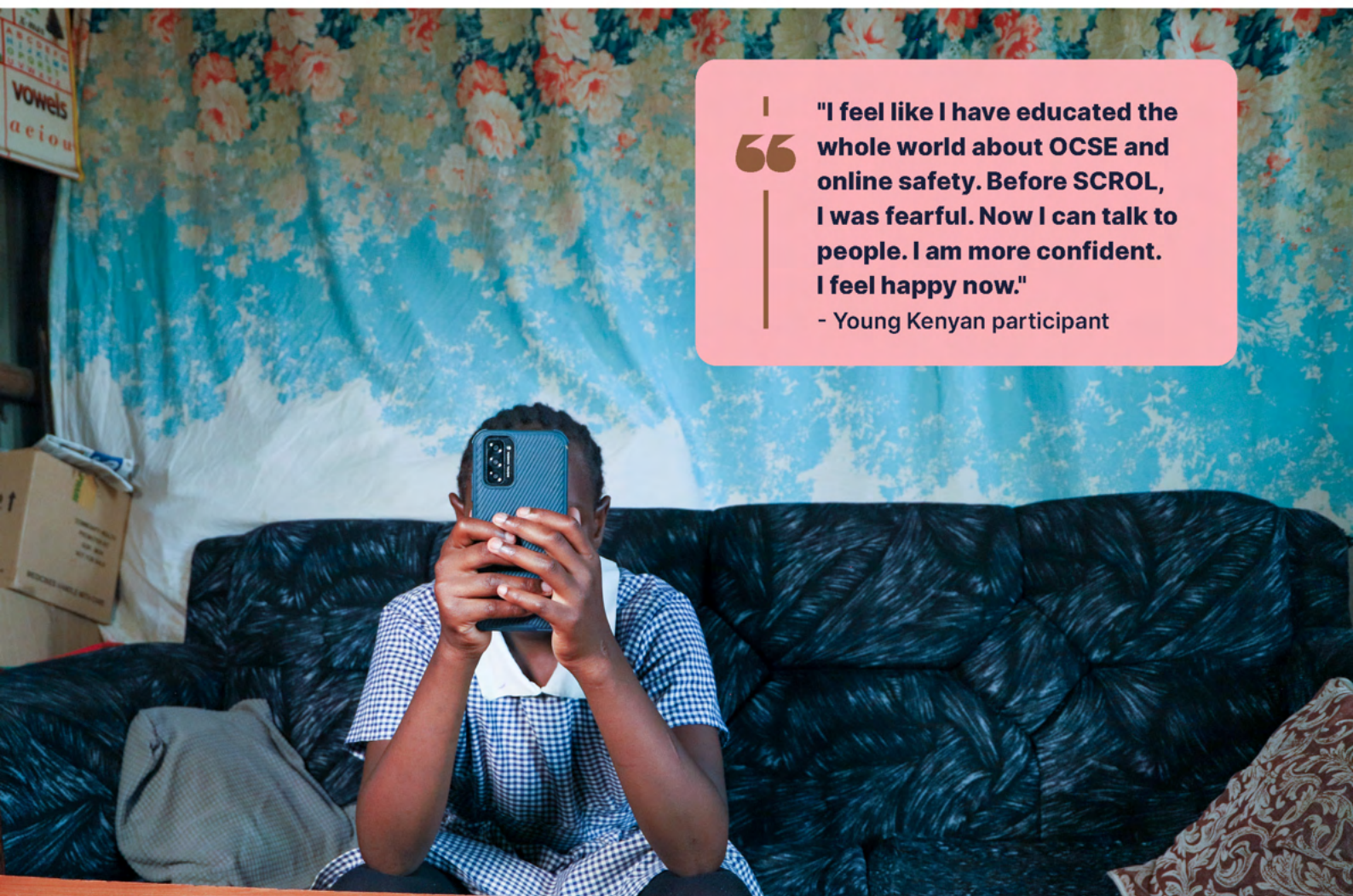
Beyond these achievements, SCROL has succeeded in changing the narrative about OCSE. Through meaningful child participation and behaviour change initiatives, we have collectively reduced the stigma against vulnerable children and child victims of OCSE – the biggest barrier to prevention, reporting, and systemic change.

While more interventions are needed and new challenges are emerging such as the generational divide, mental health issues and AI-facilitated OCSE, we have built diverse and sustainable networks of champions who understand the issues and demonstrate commitment to use their power and collaborate across sectors to improve child online safety.

As TdH NL, we are proud to have created a movement that brought OCSE to the centre of the discussion, and we remain committed to learning and innovating for the benefit of children and their rights online.

"I feel like I have educated the whole world about OCSE and online safety. Before SCROL, I was fearful. Now I can talk to people. I am more confident. I feel happy now."

- Young Kenyan participant



People Reached

	Cambodia	Kenya	Nepal	Philippines	Total
Boys	480	5,052	3,536	446	9,514
Girls	1,610	5,662	4,159	667	12,098
Family and community members	819	4,852	1,435	4,610	11,716
CSO Representatives	189	506	71	18	784
Government officials	1,426	1,207	94	1,023	3,750
Law enforcement officials	422	347	123	50	942
Private sector representatives	98	449	140	489	1,176
Others	-	30	2	-	32



Expenditures

All amounts are in EUR

	2022-2025 planned budget	2022-2025 expenditure	% burn rate 2022-2025
Influencing and Lobby and advocacy	453,193	448,940	99%
Capacity exchange and enhancement	271,916	326,597	120%
Awareness raising	453,193	430,070	95%
Linking and Learning	362,555	419,915	116%
Planning, Monitoring and Evaluation	287,158	254,764	89%
Communications	82,158	84,528	103%
Coordination/Direct project costs	143,776	132,829	92%
Total Contribution to from NPL	2,053,949	2,097,643	102%
Staff	586,427	532,819	91%
Overhead and recovery	184,826	184,832	100%
Total staff and overhead	771,253	716,951	93%
Grand total	2,825,202	2,814,594	100%

Notes on expenditures:

Throughout the project, currency variations have resulted in exchange gains in Kenya, Nepal and the Philippines and exchange losses in Cambodia. This results in a small overspending showing under the "Total Contribution NPL" line. On the date of submission of this report (30th October 2025), financial audits are still ongoing or planned by the end of 2025 for countries and by February 2026 for Head Office expenses and therefore these results are subject to change. An amount of 10,609 EUR has been accrued under Coordination/Direct project costs to cover the final end evaluation costs. Final figures will be available after the completion of all audits.

INTRODUCTION

The Safety for Children and their Rights OnLine (SCROL) programme aimed to protect children from Online Child Sexual Exploitation (OCSE) by creating a safe family and community environment for all children.

We did this through awareness raising and behaviour change, capacity exchange and enhancing, advocacy and linking and learning. **Operating in Cambodia, Nepal, Kenya, and the Philippines, SCROL addressed OCSE through four domains: children and communities, private sector engagement, law enforcement and criminal justice, and government at all levels.** SCROL's primary target group was children aged 12-17 of all genders, socio-economic backgrounds and ethnicities. We worked with 7 local partner organisations: AusCam Freedom Project, APLE Cambodia, ChildLine Kenya, Child Workers in Nepal Concerned Centre, Center for Legal Research and Resource Development, Women Youth in Social Service and Human Rights and Bidlisiw Foundation.



Context of OCSE in Target Countries

We worked in four countries characterised by the high prevalence of OCSE and increasing vulnerability factors. TdH NL had previous experience of implementing projects to address sexual exploitation of children and existing partnerships in all countries.

Cambodia

The Disrupting Harm Cambodia report (2022) found that

9% of Cambodian children aged 12–17

created and shared sexualised images, with 31% of these sharing them with strangers (Disrupting Harm, 2022)².

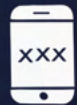


In addition, Cambodia has been subjected to rapid digital transformation driven by economic growth and increasing use of digital technologies during and after the COVID-19 pandemic.

Kenya

In 2021, it was estimated that

7% of children aged 12–17 had been offered **gifts or money online in return for sexual videos or images** of themselves and that **7%** of them had had been the **victims of non-consensual sharing of their intimate images** (Disrupting Harm, 2021)⁴.



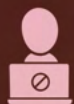
The Nairobi-based Anti Human Trafficking and Child Protection Unit receives more than **13,000 cybertips per year**, highlighting that prosecutions are lagging behind.

Nepal

The country has been a hotspot for sexual exploitation of children due to high poverty levels and economic migration that leaves children without appropriate care. The growing use of social media, especially among children and youth, transforms and aggravates risks of OCSE.

In 2024–2025, police received

17,391 **cybercrime cases** including **698 involving children** (Nepal police, 2025)³.



Philippines

Identified as a global OCSE hotspot and top source of child sexual exploitation material, the Philippines saw vulnerability surge during COVID-19 (International Justice Mission, 2020)⁵.

Nearly **500,000** **Filipino children** were trafficked to produce new child sexual exploitation material in 2022 (IJM, 2023)⁶.



Through its strategic, child-centred and multi-stakeholder approach, SCROL aimed to build sustainable systems that continue protecting children online beyond the project's conclusion, addressing specific contextual challenges in each country while fostering cross-national learning and collaboration.

² Disrupting Harm. (2022). *Disrupting Harm in Cambodia: Evidence on online child sexual exploitation and abuse*. [Link](#).

³ Nepal Police. (2025). *Annual cybercrime statistics report 2024–2025*.

⁴ Disrupting Harm. (2021). *Disrupting Harm in Kenya: Evidence on online child sexual exploitation and abuse*. [Link](#).

⁵ International Justice Mission. (2021). *COVID-19 Brief on Online Sexual Exploitation of Children*. [Link](#).

⁶ International Justice Mission and University of Nottingham Rights Lab. (2023). *Scale of Harm Research Method, Findings, and Recommendations: Estimating the Prevalence of Trafficking to Produce Child Sexual Exploitation Material in the Philippines*. International Justice Mission. [Link](#)

The background of the entire page is a repeating pattern of stylized orange leaves and circles. The leaves are teardrop-shaped with rounded ends, and the circles are of various sizes, creating a dense, organic texture.

THE SCROL JOURNEY

Over three transformative years, SCROL evolved from planting seeds of change to cultivating sustainable ecosystems of child protection. This wasn't a linear path - it was a dynamic journey of learning, adaptation, and deepening impact across Cambodia, Kenya, Nepal and the Philippines. After the first year during which we established strong foundations and relationships, we constantly finetuned our strategies on the basis of evidence and feedback from children and other stakeholders.

YEAR 1 Milestones

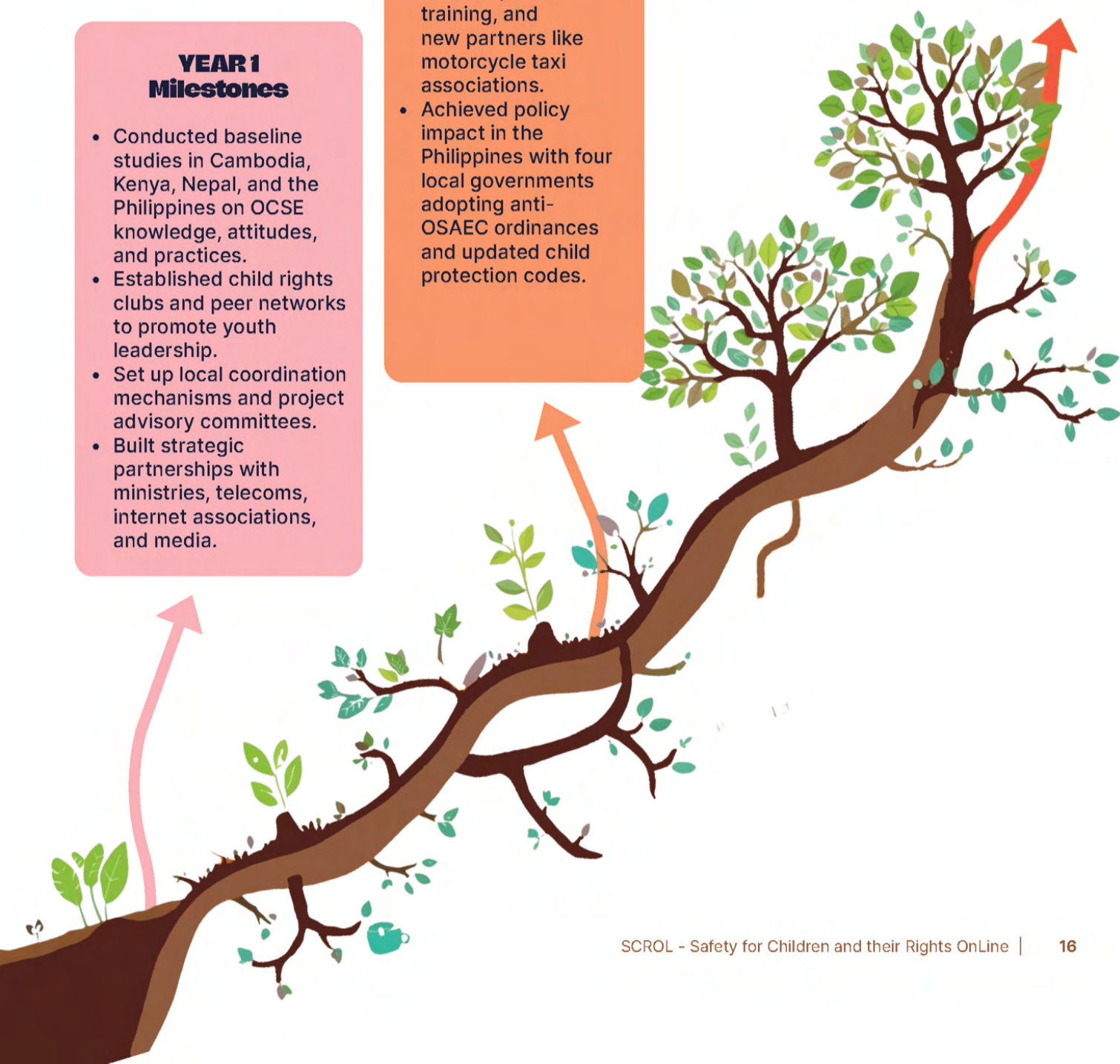
- Conducted baseline studies in Cambodia, Kenya, Nepal, and the Philippines on OCSE knowledge, attitudes, and practices.
- Established child rights clubs and peer networks to promote youth leadership.
- Set up local coordination mechanisms and project advisory committees.
- Built strategic partnerships with ministries, telecoms, internet associations, and media.

YEAR 2 Milestones

- Facilitated child-led advocacy through Child Position Papers in Cambodia and Nepal.
- Strengthened protection systems via community networks, hotlines, referrals, staff training, and new partners like motorcycle taxi associations.
- Achieved policy impact in the Philippines with four local governments adopting anti-OSAEC ordinances and updated child protection codes.

YEAR 3 -Milestones

- Conducted research on parents' and caregivers' roles in child online safety.
- Formed mothers' and fathers' groups to strengthen caregiver engagement.
- Introduced new tech tools: Abuse Detection App, Cyber-Caravan, AI safety companion, and chatbots.
- Integrated OCSE prevention into national curricula and action plans.
- Added OCSE indicators to Kenya's national child protection system.
- Secured new private-sector commitments from telecom and tech companies.
- Built lasting systems ensuring protection continues beyond the project.



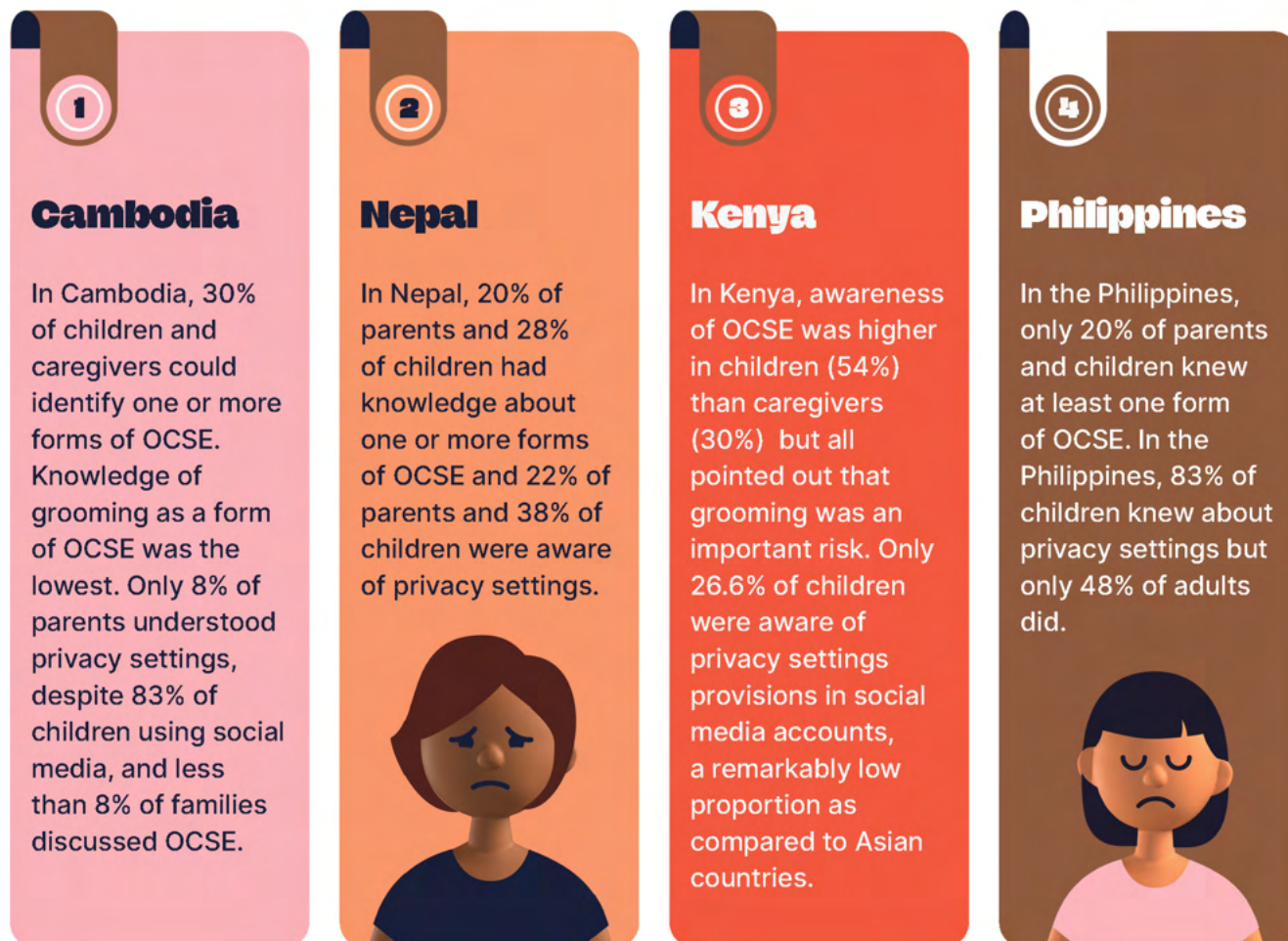
Year 1: Establishing Foundations

We began by listening. Before launching interventions, we invested in understanding the landscape through comprehensive baseline research that revealed troubling gaps across all four countries.

Baseline Study: Documenting the Challenge

TdH NL implemented a baseline study which consisted in a survey on the Knowledge, Attitudes and Practices related to OCSE among children and caregivers and participatory sessions for more in-depth discussions. The evidence generated by the baseline was not only important to inform project implementation, but also contributed to building and communicating precious knowledge about the issue with a broad range of stakeholders (e.g. CSOs and government agencies in each country).

Baseline assessments revealed critical protection gaps across all countries:



An art activity conducted with child rights clubs members in Kisumu, Kenya



Building Implementation Structures

Year 1 focused on strengthening and creating community structures to facilitate child participation and youth leadership.

Child rights clubs and peer networks empowered children to learn about OCSE and become advocates. We developed existing platforms such as the Red Ant movement⁷ which emerged from our COVID response in Nepal and supported Peer Support Groups in the Philippines to become a Federation. In Cambodia, we worked with a new, innovative partner called the AusCam Freedom Project. In Kenya, after some initial challenges to access schools due to the sensitivity of the issue and the need to seek additional permissions from the Ministry

of Education, we developed a hybrid approach by creating child rights clubs both in school and community-settings.

We encouraged child rights clubs to choose culturally appropriate and effective methods to engage others. Kenya pioneered Participatory Education Theatre (PET), using drama and role-play to communicate OCSE concepts in accessible ways, especially for children under 14. In Cambodia, 60 girl and young women leaders facilitated their first online video competition and delivered awareness raising sessions in schools.

In order to build a solid foundation for the deployment of activities, TdH NL and partners set up local coordination mechanisms

⁷ "Red Ant" is the name chosen by Nepali children and youth change agents. They describe themselves as "small, but powerful and dangerous together".

to implement activities and to provide opportunities for reflection throughout the project. In Kenya, Project Advisory Committees united government and law enforcement representatives, CSOs, community leaders, and private sector actors to monitor progress and agree on required improvements. In Nepal, our engagement with the community police and CSO partnership programme was crucial to increase buy-in and reach.

Strategic Partnerships with the Private Sector and Media

We invested time in providing orientations to our existing partners and built new relationships with strategic stakeholders. In Cambodia, we entered into a project agreement with the ICT Policy department of the Ministry of Posts and Telecommunications to influence the regulation of the digital and tech sector. In the Philippines, we renewed our partnership with PLDT Smart, the first telecommunications service provider, to co-implement large scale prevention initiatives. In Nepal, we approached the Internet Service Provider Association of Nepal (ISPAN), which later became a very committed partner to implement a safety by design approach. In Kenya, we partnered with local media outlets to ensure our awareness messaging could reach communities in local dialects.

Year 2: Adaptation and Growth

Armed with baseline evidence and first-year learnings, we deepened our impact by placing children's voices at the centre of decision making.

Institutionalising Children's Voices

We prioritised safe and meaningful child participation in advocacy, in order to ensure that children's experiences are heard, valued and inform duty bearers. In Cambodia and Nepal, we facilitated the development and submission of Child Position Papers to key national and provincial government stakeholders. These efforts to link children with duty bearers not only led to raising concrete recommendations to tackle OCSE (e.g. scale up prevention efforts, restrict access to harmful content), but also increased child participation in key decision making processes.

From Awareness Raising to Protection Systems

As children and youth leaders gained new knowledge and skills, and as community focal points and authority representatives continuously engaged through coordination meetings and community dialogues, partners moved beyond awareness-raising.

Community networks, phone hotlines and online reporting channels identified increasing numbers of children at risk of OCSE and survivors. We worked with partners to improve service access through capacity building and sector partnerships. Project field staff and community resource persons received training on trauma-informed care and psychosocial support. Links with local government structures and child protection schemes were strengthened. CSO coordination increased to provide better access to a broad range of psychosocial services. Partnerships expanded to unconventional actors, such as Kenya's motorcycle taxi ("*boda boda*") riders, improving early identification and referral of OCSE cases.

Changes in Local Legislation

In the Philippines, our main partner Bidlisiw foundation worked with an expert organisation (the Centre for Initiatives on Developmental Law Inc.) in order to accelerate reform in legal legislation. This was very successful, as the experts engaged with the four target Local Government Units (LGUs) to endorse anti-Online Sexual Abuse and Exploitation of Children (OSAEC) ordinances and update the local

Children's codes, in line with the 2022 national anti-OSAEC law. This was a major victory to institutionalise prevention and response for vulnerable children and victims.



Change agents presenting the child-led research, Nepal

Year 3: Consolidation and Sustainability

The final year focused on embedding prevention and response mechanisms so deeply into family, community and institutional frameworks that it would thrive long after SCROL's conclusion.

Strengthening caregiver engagement

We acknowledged the need to better understand the challenges and opportunities for a more tailored, effective approach to change the behaviours of parents.

We conducted the qualitative research *“Understanding parents’ and caregivers’ roles to protect children from OCSE”* in the four **SCROL countries**. The findings highlighted the need to provide parents and other caregivers with digital literacy, sexual and reproductive health education and skills to communicate with their children using positive parenting. We put more focus on activities directed towards parents and facilitated additional initiatives to support change, such as the formation of mothers’ and fathers’ groups in Nepal. Nepali parents even obtained municipal budget allocations for ongoing local prevention activities through their interactions with community police.

Technological Innovation

SCROL developed and tested several tools which showed results in Year 3. The Philippines team led in this area: we refined the Abuse Detection App (ADA); an interactive game initially created through a previous project. The ADA created a safe environment for children to play under the guidance of a social worker, and provided key information about potential abuse indicators. In the Philippines we also launched the innovative “Cyber-caravan”, a physical caravan which provides remote communities with access to both the ADA and a prevention Virtual Reality game. In 2025, we facilitated a hackathon with children and youth, child protection specialists and tech experts. The hackathon process resulted in the development of an AI-based safety companion for children, which will provide real time information and advice to children whenever they come across potential harmful content or engage in risky behaviours online.

In Cambodia, two automated Facebook-based chatbots increased access to information and reporting. In Nepal, our partner Center for Legal Research and Resource Development influenced the Cyber Bureau to launch a QR code system for online cybercrime reporting. There were also tools that didn’t work. In Nepal, an audio game reached the general population but could not be used with our core target group because of cost considerations. In Cambodia, a Facebook-based game was not attractive enough to children and only reached a small number of users.

Policy Integration and Institutionalisation of Achievements

Our efforts to engage with government representatives in a collaborative manner led to many achievements. In Cambodia, OCSE

prevention and response was integrated into the National Action Plan on Violence Against Children 2025-2030. In Nepal, OCSE prevention was first integrated into the secondary school curriculum. In Kenya, OCSE indicators were included in the national Child Protection Information Management System (CPIMS), enabling systematic tracking and evidence-based responses. In the Philippines, we worked with the foster care system to draft a Child Protection Policy specifically for foster parents, which included prevention and response to OCSE risks.

Important wins were also secured with regards to private sector engagement. In Nepal, the ISPAN adopted new Standard Operating Procedures. In Cambodia, Smart Axiata entered into a Memorandum of Understanding with our partner APLE Cambodia to facilitate reporting and information sharing, and the Ministry of Posts and Telecommunications adopted a model Child Protection Policy for tech companies. In the Philippines, PLDT Smart increased its efforts to counter Child Sexual Abuse Materials by partnering with the specialised UK-based Internet Watch Foundation.

What began as a three-year project has become a movement. Children who once felt vulnerable now lead campaigns. Parents who felt lost in the digital world now guide their children with confidence. Governments that lacked frameworks now have policies, systems, and trained personnel. Private sector companies that viewed child protection as peripheral now see it as essential to their operations.

This is the power of your investment. Not just protecting children today, but creating systems that will protect generations to come.

KEY ACHIEVEMENTS BY DOMAIN



Domain 1 - Children and Communities

When we began SCROL three years ago, we knew that children would be at the heart of our success. But we could not have anticipated just how powerfully they would lead the charge against online child sexual exploitation.

Children as Change Agents

Children developed digital literacy skills while becoming trusted OCSE prevention advocates. They designed campaigns, conducted peer-led research, and created culturally resonant content. In Cambodia, TdH NL facilitated collaboration between girls and young women with young artists, resulting in two [stop-motion videos](#). In the Philippines, youth created social media memes and produced vodcasts. Filipino youth leveraged TikTok to create age appropriate content that increased reporting of abuse cases. Many children transformed their personal experiences into advocacy:



Scale and Multiplier Effects

Child-led initiatives achieved extraordinary reach. Cambodia's campaigns reached over 1 million people online. Nepal's Friendversity Campaign reached 211,000 individuals. The Philippines' Peer-Allies campaign generated 13,009 engagements. Trained children became trainers themselves, extending awareness beyond project boundaries. Kenya's Child Rights Clubs reached

Change agents representing the Peer Support Groups federation, Cebu, Philippines

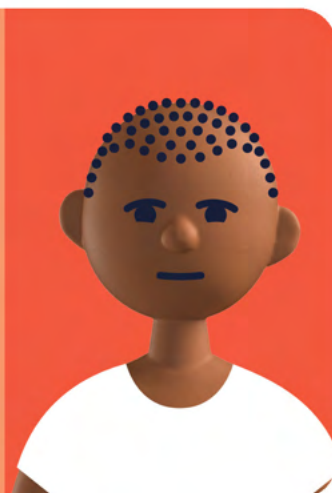


4,611 children, who became advocates for children's rights to protection online. Cambodia's youth videos garnered over 2,400 likes and 1,300 shares.

A core principle adopted by youth change agents was recognizing the importance of equipping children with digital survival skills:

"We cannot stop children from being online, but only help them understand and identify the risks of OCSE... this helps prevent them from falling into it"

- Youth participant from Cambodia



Behavioural and Attitudinal Shifts

Kenya experienced a five-fold increase in OCSE reporting - from 53 to 273 cases - directly linked to children's peer education, which created safe reporting environments through building trust and fighting stigma. Communities demonstrated increased willingness to engage with previously taboo subjects as children's credibility helped dismantle traditional barriers.

Community Ownership and Mobilisation

SCROL engaged communities across all countries through culturally appropriate mechanisms that built ownership and sustainability. In Cambodia, 585 community members attended workshops on online child safety risks and protection strategies, creating

safe spaces for dialogue and establishing advocate networks. In Kenya, Community Resource Persons, Child Protection Volunteers, and Community Health Promoters served as bridges between formal child protection systems and grassroots networks, integrating OCSE prevention into existing local systems like savings groups ("*barazas*" and "*chamas*").

Over 1,000 caregivers participated in dialogue forums that addressed cultural barriers and equipped them with tools to guide their children's digital experiences. In Nepal, the mothers' groups became champions for child online protection, successfully advocating for municipal budget allocations through engagement with community police. Across all countries, the integration approach ensured sustainability by embedding child online protection within everyday community life rather than creating parallel systems.

SCROL established sustainable, replicable child-centred protection models. By positioning children as digital experts and equipping them with advocacy skills, the programme created self-perpetuating peer-led education systems—shifting power dynamics in child protection.

I
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These peer-led groups were highly effective because **"a lot of children are more comfortable to disclose, to seek help, to talk to people their same age. And through [the Peer Support Group], they can have a shoulder to lean on and ears that could listen to whatever problems they are experiencing."**

- Judith Pulvera, SCROL Project Coordinator in the Philippines

Domain 2 - Private Sector Engagement

When SCROL began, we knew that protecting children online would require more than community awareness and strong laws. It would demand the active participation of the very companies whose platforms children navigate daily. We didn't approach companies with accusations or demands. Instead, we offered partnership, a chance to be part of the solution. This dual strategy, holding companies accountable while collaborating on innovation unlocked doors that might otherwise have remained closed.

Strategic Policy Development and Industry Standards

Country-specific approaches proved most effective in establishing sustainable partnerships. In Cambodia we partnered with the Ministry of Posts and Telecommunications to co-develop a model Child Protection Policy for tech companies.

"TdH NL is our important partner in helping to develop the guidelines for the digital industry.."
- Representative of the Ministry of Posts and Telecommunications, Cambodia

In Nepal, it was more effective to partner with the Internet Service Providers' Association of Nepal (ISPAN) who was proactive in developing new Standard Operating Procedures to enhance child protection.

"There were many gaps in terms of regulation, in terms of practice which was mitigated by the Standard Operating Procedure (SOP) [for internet service providers developed under SCROL]."
- Internet Service Provider Association (ISPAN) Representative, Nepal

Telecommunications and Technology Partnerships

Major telecommunications providers became key programme partners, leveraging their infrastructure for child protection. In Cambodia, Smart Axiata signed a Memorandum of Understanding with APLE Cambodia to enhance child protection by scaling prevention efforts and improving reporting through their INHOPE hotline. In the Philippines, PLDT and SMART Communications provided their Infocast system, reaching over 1,000 registered numbers and supporting the Cyber-caravan initiative with critical communications infrastructure.

"One of the most impactful steps we have taken is adding a clause in our Code of Conduct requiring all SMART employees to comply with Child Protection standards. Partnering with IWF to block explicit child abuse content is part of our commitment to creating a safer online environment."
- Smart Axiata Representative

Innovative Technological Solutions

Private sector collaboration under SCROL enabled innovative, technology-driven tools to protect children online.



Philippines

In the Philippines, partnerships with game developers enhanced the Abuse Detection Application (ADA), identifying 58 potential abuse cases during pilot testing. We introduced virtual reality learning experiences that improved awareness in remote areas. The CodeRED Hackathon also proposed six new child protection solutions, and a new AI safety companion for children is being developed.



Cambodia

In Cambodia, both partners developed and strengthened child-friendly chatbots which provided safe, confidential reporting channels, increasing hotline reports by 600% during campaigns.



Kenya

In Kenya, ChildLine Kenya integrated the National Child Helpline (116) with the Child Protection Information Management System (CPIMS), streamlining reporting, documentation, and coordinated responses.

Together, these innovations harnessed technology to enhance prevention, reporting, and education, ensuring more inclusive and responsive online child protection systems.



A child-friendly interface is seen on the Abuse Detection App (ADA), a mobile game developed under SCROL in the Philippines to help detect signs of online sexual abuse and exploitation



Media and Community Engagement

Media partnerships expanded prevention messaging reach significantly. Cambodia's "Building a Safe Online World for Children" campaign garnered 12,132 engagements online. Kenya conducted four national TV sessions and partnered with two national and ten regional radio stations, with media houses providing significant free airtime.

Beyond traditional media, Kenya trained 128 "boda boda" (motorcycle taxi) drivers and cyber café operators across three counties as frontline protectors, creating unconventional but effective community-level partnerships. In the Philippines and Nepal, theatre was utilised as a medium for community awareness and engagement. Across Asia, SCROL was featured in 30 media features on print, radio, television and digital media (see Annex).

Overcoming Challenges and Ensuring Sustainability

The programme faced obstacles including low initial commitment from some private sector actors and poor coordination mechanisms. SCROL responded by raising Corporate Social Responsibility awareness, demonstrating clear business cases for child protection engagement, and creating structured engagement platforms that facilitated ongoing collaboration.

These partnerships demonstrate sustainable, scalable approaches to child protection through: industry commitment to protection standards, provision of free advocacy resources, integration of child protection into core business operations, and development of technological tools designed for long-term community use beyond programme timelines.

Domain 3 - Law Enforcement Agencies

When SCROL began, law enforcement across our four countries faced a common challenge: officers lacked the specialised knowledge and tools to investigate Online Child Sexual Exploitation cases without re-traumatizing victims. Three years later, we've fundamentally transformed how police, prosecutors, and judiciary officials approach these sensitive cases which is by creating systemic changes that will protect children for generations to come.

Institutional Policy Adoption and Standardisation

The programme embedded child-friendly, trauma-informed, gender-sensitive protocols into formal law enforcement. Cambodia's Police Academy endorsed the OCSEA Training Manual, institutionalising child-friendly investigation guidelines. Standardised tools such as information packages, victim identification protocols and case handling checklists were integrated into routine



"The manual is very important. We have received many training requests from law enforcement agents at the sub-national level..."

- Law enforcement officer, Cambodia

Multi-Stakeholder Coordination Mechanisms

SCROL established robust inter-agency coordination, bridging fragmented child protection systems. Kenya's joint training brought together the Judiciary, Office of the Directorate of Public Prosecution, and police, improving referral pathways, survivor protection, and case

management. In Kenya, Children's officers and law enforcement frontline officers were trained to use the CPIMS system and record OCSE cases, which improved tracking and access to services.

Capacity Transformation and Victim-Centric Approaches

Law enforcement demonstrated significant capacity improvements in trauma-informed, child-centred OCSE investigation. Nepal's Cyber Bureau independently organised victim-centric interview training, proving ownership. The Anti-Human Trafficking Bureau introduced online reporting systems. The Philippines' multi-disciplinary training clarified roles while strengthening regional competence through peer mentoring.

Cross-Border Collaboration and Practical Outcomes

The programme facilitated international coordination on transnational OCSE cases. Cambodian law enforcement successfully collaborated with counterparts from the USA, Australia, and Belgium, resulting in the arrests of four suspects. In Kenya, a landmark case resulted in a suspect receiving life imprisonment for OCSE-related crimes, demonstrating the serious consequences for offenders and the effectiveness of strengthened legal frameworks. Enhanced investigative capabilities resulted in tangible justice outcomes, including successful prosecutions and growing confidence in formal justice processes.

Sustainable Systems Change

Beyond training, SCROL achieved lasting transformation through official handbooks, standard operating procedures, ongoing mentorship structures, and the integration of OCSE competencies into law enforcement systems. These changes ensure that child-friendly, trauma-informed and gender-responsive approaches remain embedded, creating sustainable protection mechanisms beyond the programme's conclusion.

Domain 4 - Formal Institutions

SCROL drove transformative institutional changes across Cambodia, Kenya, Nepal, and the Philippines, embedding child protection against OCSE into sustainable governmental frameworks that will outlast the programme.

Legislative and Policy Reform

Cambodia integrated OCSE into its National Action Plan to End Violence Against Children (2025–2030). The Philippines secured four Anti-OSAEC ordinances and one revised Children's Code, with models recognised as replicable by the Inter-Agency Council Against Trafficking, the regional authority for the Visayas region. Thanks to our consistent advocacy work. Nepal's 16th National Plan mandates online crime control policies within the Child Protection sector.

In Kenya, Kilifi County adopted OCSE into its Child Protection Policy, setting a precedent for integrating online safety into broader systems. Nepal's Ministry of Communications allocated NPR 252 lakh (approximately €175,000) for Digital Literacy in 2024–2025, including OCSE prevention pilot training.

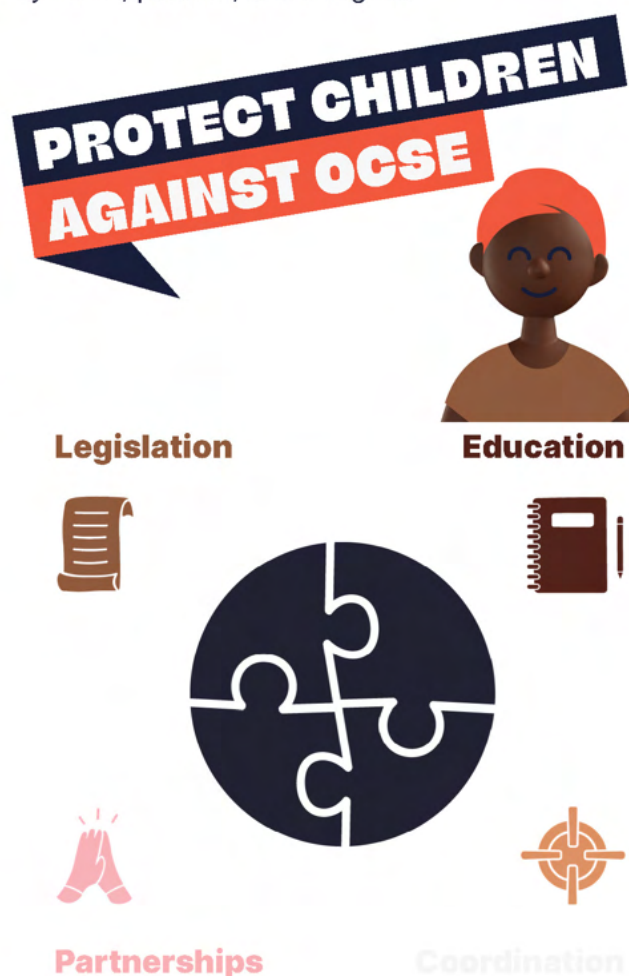
Curriculum Integration and Educational Systems

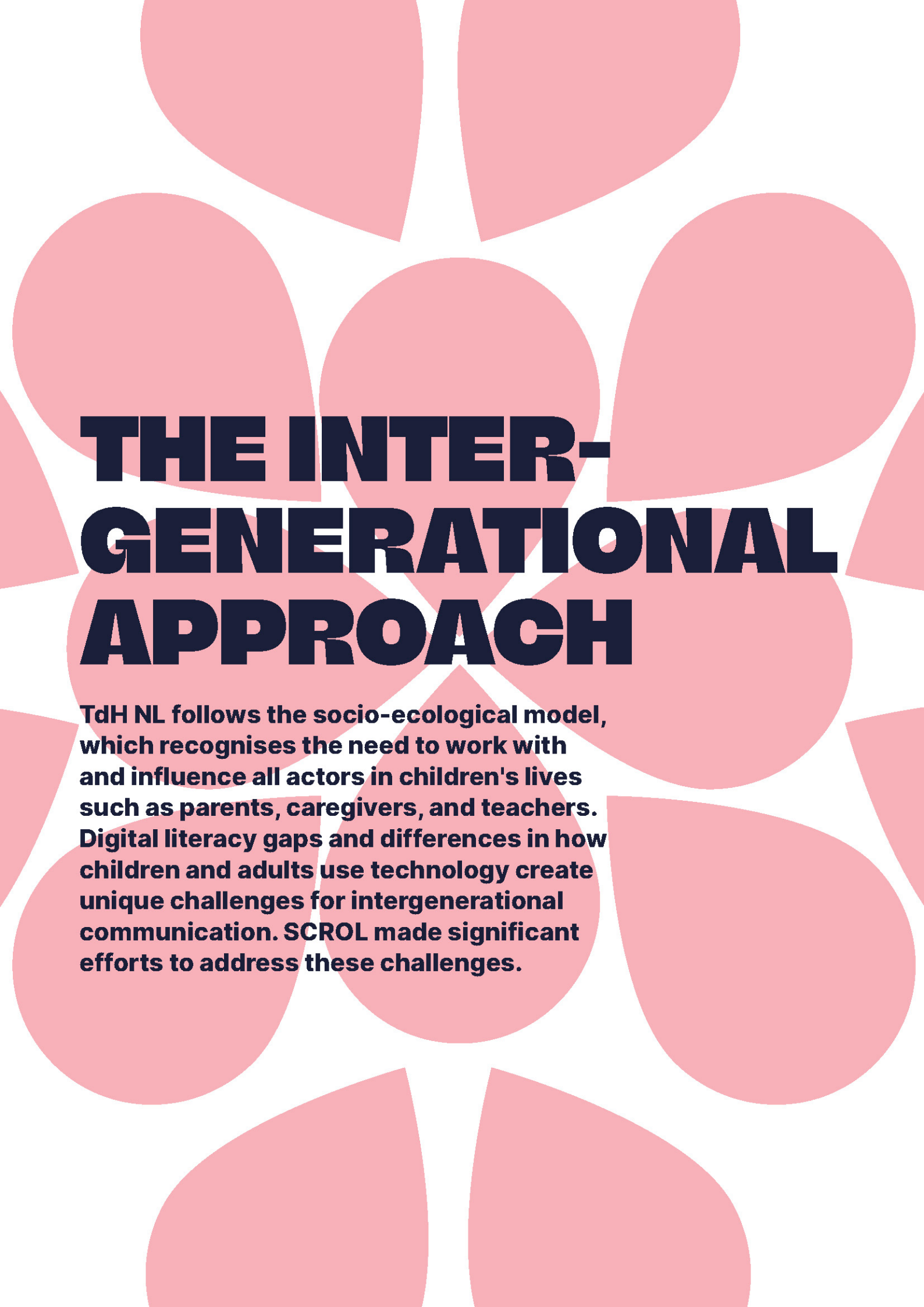
Nepal integrated OCSE prevention into the Grade 9 Computer Science curriculum and the Grade 10 Social Studies curriculum, with implementation scheduled for 2025. The Philippines institutionalised SCROL modules within the Department of Social Welfare and Development's Family Development Sessions, ensuring systematic delivery of online safety education. The programme trained 119 teachers in the Philippines.

Strategic Partnerships and Coordination

The Philippines contributed to the 3-Year Strategic Plan of the National Coordination Centre Against Online Sexual Abuse and Exploitation of Children and Child Sexual Abuse and Exploitation Materials (OSAEC-CSAEM) and formalised partnerships with the Department of Education and the Regional Alternative Child Care Office. Kenya enhanced multi-agency coordination through Court User Committees, bringing together representatives from the Directorate of Children Services, the Judiciary, and the police.

These achievements represent lasting shifts in governmental frameworks, positioning child protection against OCSE as a sustained institutional priority embedded within national systems, policies, and budgets.



The background of the entire page is a large, stylized pink flower with multiple petals. The petals are a light pink color and are arranged in a circular pattern around the center. The flower is the central visual element of the design.

THE INTER- GENERATIONAL APPROACH

TdH NL follows the socio-ecological model, which recognises the need to work with and influence all actors in children's lives such as parents, caregivers, and teachers. Digital literacy gaps and differences in how children and adults use technology create unique challenges for intergenerational communication. SCROL made significant efforts to address these challenges.



"The internet has affected my bonding with my kids since they are always concentrating on the gadgets I bought them."

- Parent from Nairobi, Kenya

Youth Leadership and Empowerment

While TdH NL already had experience facilitating meaningful child and youth participation, SCROL provided opportunities to increase youth ownership, strengthen their participation in decision-making, and build youth-led structures.

Nepal conducted two pioneering child-led research initiatives that centred children's voices in understanding online safety. The first explored children's online safety experiences and parents' perspectives on family communication about OCSE, gender, and sexuality. The second examined teachers' perspectives on child online protection risks and their protective role. After receiving basic research training, children designed questionnaires and conducted interviews with peers and adults, generating authentic insights.

The findings shaped the programme's advocacy messages. For example, we emphasised mental health more after children highlighted potential wellbeing risks. Since only half of teachers considered OCSE prevention part of their role, we stressed the need for them to communicate more about risks with students.

Youth-led networks demonstrated their capacity to create digital content, implement impactful campaigns, and participate meaningfully in policy spaces.

Peer-to-peer learning proved more effective than adult-led interventions by creating relatable, trust-based knowledge transfer. SCROL participants used their social media expertise and creativity to reach and influence peers.

TdH NL provided training and incubation programmes for children and youth to become advocates representing their peers at official events. In Cambodia, girls and young women regularly contributed to consultations on national plans and policies, including preparation dialogues before Cambodia's delegation departed for the Global Ministerial Conference to End Violence Against Children in November 2024. Similarly, Kenyan children trained under SCROL delivered a speech at the Africa Children's Summit in Johannesburg, South Africa in April 2025.

A mother in Nepal positively guides her daughter's online activities after receiving digital safety training through SCROL



Adult Engagement and Support

SCROL mobilised adults to change harmful beliefs and practices that hinder family communication and reporting, and to strengthen local child protection systems. The programme engaged teachers directly through training sessions on OCSE risks and by collaborating with them to organise awareness-raising activities in schools. Teachers played a key role supporting child rights clubs across all countries and encouraged conversations about online risks and reporting. Some became champions by including child online protection in their curriculum, using materials co-developed by partners, children, and youth.

The training proved to be a critical "wake-up call" for trusted adults. As one Cambodian teacher and mother, Sopheap, reflected:

I **“Even though I myself am a teacher, and also a mother, I did not know that there was exploitation of children through the online system, and when I attended [the programme], I felt shocked/woke up [to the reality].”**
- Teacher and mother from Cambodia

TdH NL and partners also worked to improve the education system at a higher level. We engaged ministries of Education to advocate for public schools to update curricula and lead large-scale prevention initiatives. The biggest achievement was in Nepal, where we collaborated with the Curriculum Development Center to update the official curriculum.

During SCROL's second year, we launched research on parenting and OCSE risks to refine our approach to engaging parents and caregivers. We conducted qualitative research across Cambodia, Kenya, Nepal, and the Philippines through focus groups and interviews with more than 400 parents, caregivers, children (9–17 years old), and youth (18–24 years old). The research revealed a critical digital divide: parents struggled to understand the platforms their children use, while children showed high proficiency with Snapchat, TikTok, and Instagram yet underestimated online risks. Many parents lacked awareness of grooming, sexual extortion, and cyberbullying. They said it was difficult to keep up with technological developments and associated risks. The majority also reported sometimes resorting to negative discipline and corporal punishment. This resulted in poor family communication, victim blaming, and increased OCSE risks.

The research highlighted that marginalised groups faced higher OCSE risk: girls from lower socio-economic backgrounds faced disproportionate harassment and stigma; LGBTQIA+ youth experienced higher rates of exploitation; children with intellectual disabilities were less protected as parents underestimated harm risks; children and families in rural areas had limited access to awareness-raising opportunities.

Based on the research findings, the programme team emphasised developing better strategies to engage parents. We organised tailored awareness sessions in schools and communities. We addressed parenting programme challenges of low retention and low male caregiver participation by scheduling sessions during non-work hours, arranging transportation, and deliberately inviting fathers. The project successfully fostered a shift from punishment-based approaches to communication:

“Before, I used to scold my son when he stayed online too long. Now, I sit and ask what he’s doing—he tells me more, and I feel closer to him.”
- Father from Cambodia

In Nepal, mothers' and fathers' groups formed and became very active and innovative. Mothers led numerous prevention events with children and other mothers. Fathers focused on providing reporting channel information by placing *"First Aid Online Safety Boxes"* in local community shops.

To shift practices from fear-based approaches to positive parenting, trust, and communication, we developed relevant solutions to reach parents: we worked through teachers to share information via teacher-parent Telegram and WhatsApp groups and developed tip resources for parents in various languages. In Cambodia, we recorded a vodcast with a famous monk (Teacher Kou Sopheap) who is highly influential among adults, along with other experts (psychologist, cyber security specialist, youth leader).

SCROL facilitated community dialogues in all countries, adapting our approach to each country's social and cultural context. We identified and mobilised the most influential community leaders and spotlighted role models to influence attitude and behaviour change. In Kenya, religious leaders integrated OCSE messaging into sermons and gatherings, normalizing conversations about child online protection. Chiefs of local savings groups, which play an important role in the Kenyan context, raised regular conversations about OCSE risks with female and male caregivers. Local authorities in other countries like community police in Nepal, Commune Council members in Cambodia, and Local Government Unit representatives in the Philippines acted as local champions to influence change. Through these efforts, the programme shifted conversations from victim-blaming to collaborative problem-solving.

“Hearing my daughter and her peers perform opened my eyes... From today, I will always ask about her online activities and guide her, not just punish her.”
- Parent from Kisumu, Kenya



Fathers from a parents' group under SCROL in Nepal work closely with the Community Police to raise awareness of online safety.

ADDRESSING INTERSECTING VULNERABILITIES

In 2022, TdH NL developed training resources and delivered "*Principles of Effective Programming*" training to country teams and partners. The training emphasised understanding the multiple vulnerability factors that lead to child exploitation and how they influence power relations. From its inception, SCROL used this approach to address how gender, disability, language, geography, and economic status compound online risks.

Positioning Marginalised Youth as Leaders

The programme positioned children and youth with diverse Sexual Orientation, Gender Identity and Expressions and Sex Characteristics (SOGIESC) as change-makers. We did this through the groups and networks supported by SCROL, but also through engaging with expert organisations. In Nepal, children and youth with diverse SOGIESC took an active role as Red Ant members, which provided opportunities for all participants to learn about gender and inclusive terminologies and methods. In Cambodia, TdH NL facilitated the collaboration between established youth groups that promote LGBTQIA+ rights and the girls and young women, which resulted in two joint campaigns. In the Philippines, TdH NL joined the celebration of the Pride month (June) both in 2024 and 2025.

TdH NL also initiated two research projects on the online experiences of children and youth with diverse SOGIESC in the **Philippines** and **Nepal**. Both research projects yielded similar findings: children of all genders, including boys are at risk of OCSE; children with diverse SOGIESC are at the highest risk because of discrimination and sexualisation against them; children with diverse SOGIESC are also very knowledgeable about OCSE risks and find strategies to express and protect themselves online. It was unfortunately not possible to work on this topic in Kenya, due to legal restrictions and high levels of stigma.



Socio-Economic Vulnerability

The programme also addressed other factors of vulnerability to OCSE. In the Philippines, materials created by youth included Filipino Sign Language. All countries made efforts to reach children from poor, remote backgrounds. In Kenya, we worked in Nairobi's informal settlements and

rural villages on the Coastal region. Children and youth leaders in Nepal and Cambodia planned and delivered sessions in areas that had never benefited from awareness raising sessions on OCSE. In the Philippines, the Cyber-Caravan travelled to remote municipalities, offering 3-day long opportunities for children and adults to learn about online safety. In addition, in the Philippines, we worked with the Department of Social Welfare and Development to reach economically disadvantaged families.



A father and son discussing online safety, Kenya

A stylized graphic of an orange hand and arm. The hand is positioned at the top right, with fingers slightly curled as if holding or pointing towards the text. The arm extends from the top right, curving downwards and then back up towards the bottom right. The entire graphic is a solid orange color.

CREATIVE COMMUNI- CATIONS

Creative Storytelling and Child-Led Campaigns

The programme revolutionised how online safety messages reach communities by empowering children to create their own narratives. Co-created campaigns carried children's authentic voices, resonating powerfully with both peers and parents, ultimately resulting in behaviour change. Notable examples include Cambodia's youth **flash-mob** and **stop-motion animations**, Nepal's street theatre, the Philippines' theatre play "*Invisible Victim*," and the collaborative "*End Online Gender-Based Violence*" campaign, where youth created video animations and organised awareness events about online safety and inclusion. Kenya leveraged children's art at significant events, including the 2nd International Conference on Child Protection in Africa (November 2023).

Strategic Media Partnerships Amplified Reach

Media partnerships timed around international awareness days elevated online child sexual exploitation as an urgent national issue across print, radio, and online platforms. The SCROL programme achieved significant media coverage across all four countries through print, radio, television, and digital platforms. Cambodia secured 15 features across multiple media formats. Kenya demonstrated substantial reach with notable coverage from important local outlets (Daily Nation, Standard Newspaper, Mtaani Radio, and Kwezi FM). Nepal achieved 16 features across television, radio, and digital media. The Philippines recorded the most extensive coverage, highlighted by a major Thomson Reuters Foundation feature article that was reshared across numerous regional outlets,



along with coverage on online publications, corporate and government websites, social media platforms, and traditional broadcast channels.

Thought Leadership and Expert Positioning

SCROL positioned Terre des Hommes Netherlands as a thought leader in OCSE prevention through strategic knowledge dissemination. The **Thomson Reuters Foundation feature article** on the Philippines' work, reshared regionally, elevated TdH NL's profile as an innovator. On Safer Internet Day, celebrated in February each year, **multi-country campaigns** established TdH NL as a leading voice in child-centred online safety across Nepal, Cambodia, Kenya, and the Philippines. TdH NL held a global webinar titled "*Prevention and Response to Online Sexual Exploitation of Children: What*

Can Caregivers Do?" in March 2025 with expert panelists from Europe, Asia, and Africa and 100 child protection professionals. The session presented the findings and facilitated discussion on how to help caregivers become more digitally literate and use positive parenting, trauma-informed, and gender-sensitive approaches.

SCROL's policy briefs and research influenced national dialogues—Nepal's LGBTQIA+ youth research was launched in the presence of national government officials, and Cambodia's national

learning events reached more than 30 NGOs. International conference participation, including at the *2nd International Conference on Children's Rights: Artificial Intelligence, Online Safety, and Children's Rights in the Digital Environment* (Stellenbosch, South Africa, September 2025), showcased SCROL innovations to continental audiences. This multi-faceted approach established Terre des Hommes Netherlands as a credible voice in global OCSE prevention, influencing policy, practice, and investment priorities.

Change agents during the global SCROL Summit 2, a cross-learning event in Cambodia



A stylized, abstract illustration of a flower or sunburst. It features a central point from which several large, rounded, teardrop-shaped petals or rays emanate. The petals are a vibrant orange color, while the background is a lighter, pale pink. The overall effect is clean, modern, and organic.

SUSTAINABILITY ACHIEVEMENTS

Building Stronger Institutions and Sharing Responsibilities

As shown throughout this report, SCROL has prioritised sustainability planning through various strategies. We embedded prevention activities in local child protection systems and strengthened reporting and referral channels by leveraging local capacity such as social workers, community leaders, and accountability mechanisms through school committee, commune and provincial-level administration. We facilitated child and youth networks to become more autonomous and have their own sustainability plans, for example to recruit and mentor new members, set objectives and raise resources at their level. We focused on improving legal frameworks, structures and accountability. **While there is still a lot to do, notably with regards to private sector regulation, we achieved significant wins by contributing to policy dissemination and evaluation, improvement of local laws, and integrating children's recommendations in key national, regional and global events.** These efforts resulted in self-sustaining systems, ensuring a long-term impact.

Learning Systems

TdH NL brought added value by facilitating learning discussions and the documentation of best practices. This translated into **regular internal country-based and cross-country sessions to identify what worked best for each domain, what couldn't be achieved, and collectively analyse why.** The two global SCROL Summits provided important inputs that were compiled in four learning animation videos on child participation mechanisms, inclusion, private sector partnerships and tech innovation. Learnings were also discussed and

shared externally with other CSOs and coalitions working on child protection and government representatives, through outcome harvesting workshops and dedicated learning events. Through these opportunities, we ensured that other key actors could benefit from the experience of SCROL and use these learnings to design and implement their own initiatives, in a context of increased interest and mobilisation to protect children from OCSE.

Resource Mobilisation

TdH NL has secured two additional grants to add components to SCROL. In 2023-2024, we implemented a top-up advocacy project in Cambodia and Nepal with the support of Ignite Philanthropy. This top-up allowed us to accelerate the achievements of our objectives to influence policy and the integration of OCSE in the education system. In 2024-2025, we implemented a project focused on capacity building of law enforcement to reduce barriers to prosecution for cases of OCSE, with the support of Impact Amplifier. In addition, although not implemented under SCROL, **the programme contributed to demonstrating our expertise to address OCSE, which led us to secure a grant from the European Union** currently implemented in the Philippines.



Future Plans

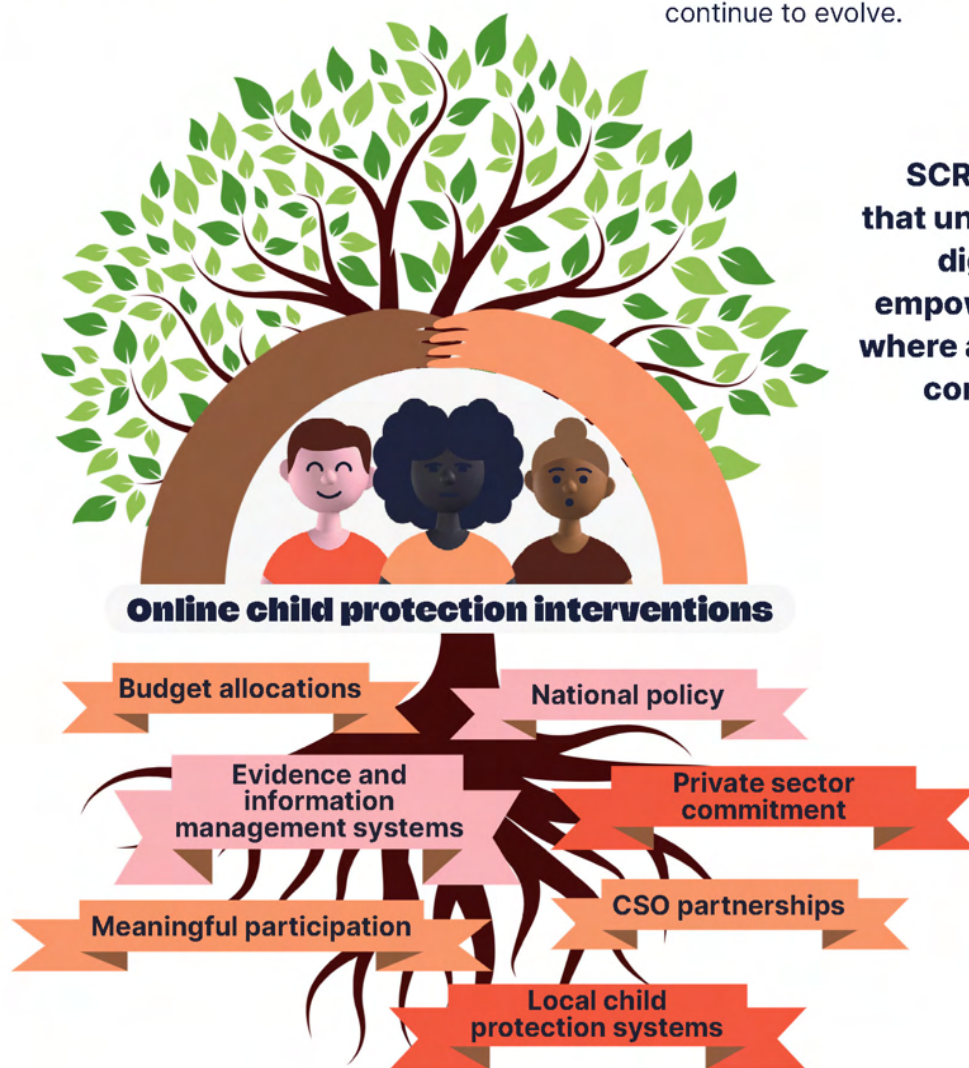
Preventing and responding to OCSE remains a major priority for TdH NL. **Based on the rich experience from SCROL and additional evidence produced by the organisation, we are developing updated project plans across multiple countries.** In Bangladesh, we are implementing the Speak Up! Project which links digital rights and protection of all children. In Kenya, we integrate our understanding of OCSE risks in other projects, such as our EmProtect initiative to support children who are at risk of sexual exploitation along the country's transport corridor. Last but not least, we have designed **the Digi-Smart programme proposal to work in the Netherlands, Kenya and Nepal, through which we wish to focus even more on our intergenerational approach, taking into account emerging trends related to Gen AI and mental health issues.**

Conclusions

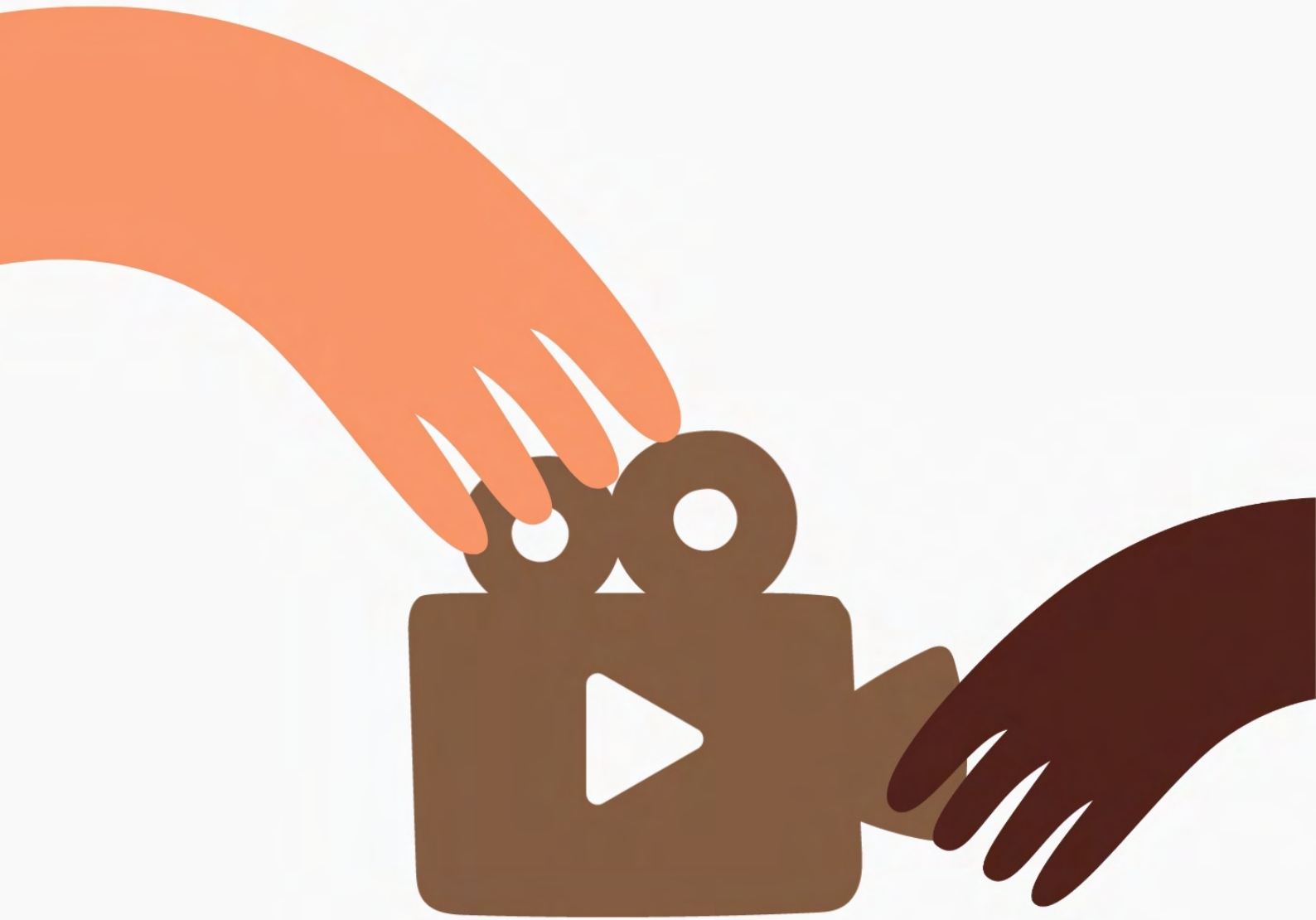
Over three years, the SCROL programme transformed online child protection from reactive responses to proactive, rights-based approaches focused on prevention, participation, and systemic change. This shift embedded online safety into national policies, governance, and community practices across four countries.

The programme's success was driven by dedicated partners, strong government leadership, private sector collaboration, and the active involvement of children, youth, parents, educators, and civil society.

With lasting foundations such as community vigilance systems, policy reforms, and youth advocacy networks, SCROL created momentum for sustainable progress. Yet, ongoing cooperation is essential as digital technologies continue to evolve.



SCROL ultimately proved that united action can make digital spaces safe and empowering environments where all children can learn, connect, and thrive free from harm.



ANNEX 1

KEY VIDEOS

A young boy with dark hair, wearing a blue long-sleeved shirt, is seen from behind, looking out of a window. The window has dark wooden frames. Outside, there are trees and a bright sky. The title 'The Story of Water Lily' is overlaid in large white text.

The Story of Water Lily

Water Lily (17), a child from the LGBTQIA+ community reflects on his experience of cyber bullying recalling the strength he gained from the child club under the SCROL project to emerge fearless.

Photo credit : SDG studios.

“All boys and girls are equal, and we should respect everyone. No one should be looked down on.”

1

THE FLOWER IN A POND - THE STORY OF WATER LILY

Water Lily's story is one of resilience and transformation. A young survivor of online child sexual exploitation, he found his voice and strength through the SCROL programme. His journey from victim to advocate demonstrates the profound impact that proper support, awareness, and empowerment can have on a child's recovery and future.

Through the SCROL project, Water Lily received crucial psychosocial support and was equipped with knowledge about online safety. More importantly, he discovered a community that believed in him and gave him the tools to rebuild his confidence. Today, he uses his experience to help other children recognize the warning signs of online exploitation and understand that they are not alone.

His story serves as a powerful reminder of why initiatives like SCROL are essential-not just to prevent exploitation, but to support survivors in reclaiming their lives and becoming champions for change in their communities.

Watch his inspiring journey here: [The Story of Water Lily](#)

2

TEACHING ONLINE SAFETY IN SCHOOL: PRUM SOPHEAP'S JOURNEY

Prum Sopheap is a dedicated teacher at a public school in Phnom Penh, Cambodia, whose commitment to protecting children extends far beyond traditional classroom lessons. Her transformative journey as a frontline educator in the fight against online child sexual exploitation began when she participated in a capacity-building workshop under the SCROL project, a collaborative initiative between Terre des Hommes Netherlands, Auscam Freedom Project, and APLE Cambodia.



Prum Sopheap, a teacher at a public school in Phnom Penh, Cambodia, educates her students on online safety after attending a capacity building workshop under the SCROL project.
Photo credit : Cesar Lopez Balan

Before the training, Sopheap admits she had limited awareness of the dangers lurking in the digital spaces her students inhabited daily.

The SCROL workshop was a turning point for Prum Sopheap, equipping her with the tools to integrate online safety and digital literacy into her teaching. She now empowers students to protect themselves online and fosters an open, supportive environment for discussing digital experiences. As both a teacher and mother, Sopheap's influence extends beyond her classroom, inspiring students to share lessons on online safety with their families. Her story highlights the vital role teachers play in shaping children's digital habits and making online safety education a core part of learning.

"As a teacher and mother, I did not know so much about online child sexual exploitation," she reflects. "It was a wake-up call and an important lesson for me, our children and society."

Watch her inspiring mission here:
[Sopheap's Story - A Cambodian teacher's mission to protect her students online](#)



Maroush (12), SCROL project participant showcasing the art drawings of the child rights club members in school.
Photo credit: Terre des Hommes Netherlands

3

SCROL IMPACT VIDEO

To celebrate the collective impact of the SCROL programme, we created a powerful video that captures the voices and experiences of children, youth, parents, and community members across all four countries. This video showcases the transformative journey of participants who have become advocates for online safety in their communities.

The video features inspiring testimonials from young advocates like Riza from the Philippines, who shares: "Because of SCROL, I get to use my platform to disseminate information online," and Palina from Nepal, who reflects:

"For me, the SCROL project means impactful, learning. Learning new ideas & gaining knowledge."

Through their stories, we see how SCROL has empowered participants to not only protect themselves online but also to become leaders in raising awareness about online child sexual exploitation in their communities. The video demonstrates the ripple effect of knowledge—from trained individuals to families, schools, and entire communities.

This video was launched on International Youth Day on 12th August 2025 to honor the meaningful participation of children and youth in driving change and advocating for safer digital spaces for all.

Watch the full impact video here:
[TdH SCROL Impact Video](#)



PARENTS AGAINST OCSE: NEPAL AND KENYA

To better understand the perspectives of parents and caregivers on Online Child Sexual Exploitation, we captured powerful video messages from parents in Nepal and Kenya. These authentic voices provide crucial insights into parental awareness, concerns, and experiences regarding their children's online safety.

“What I would tell other parents is that most of all, they should be very friendly with their children. We need to listen to the children.”



A parent group from Nepal under SCROL pledges to stand for children's rights online.
Photo credit : SDG studios

In this video, parents share their concerns about the online risks their children face, reflecting on what they know-and don't know-about Online Child Sexual Exploitation. Their testimonies reveal the challenges of navigating digital spaces as caregivers, including communication gaps with their children, limited digital literacy, and the struggle to stay informed about evolving online threats.

The video was first broadcasted at the global webinar titled "Prevention and Response to Online Sexual Exploitation of Children: What Can Caregivers Do?" organised by TdH NL in March 2025. It sparked important discussions among practitioners and experts about effective strategies for engaging caregivers in child protection efforts.



A parent from Kenya under SCROL programme pledges to fight against OCSE.

Photo credit : Terre des Hommes Netherlands

Watch the video here:
[Parents Video - Nepal and Kenya](#)

Annex 2

Media Coverage

Global & Regional

- [Impact Pool](#)
- [Relief Web](#)
- [Development Asia \(ADB\)](#)

Cambodia

Print Media:

- [Phnom Penh Post](#)
- [Khmer Post](#)
- [Khmer Times](#)

Television:

- [TVK News](#)

Digital Media:

- [Fresh News Asia](#)
- [Camboja News](#)
- [Apsara Media Services](#)

Kenya

Print Media:

- [Daily Nation](#) (circulation: 70,000 copies) - Op-ed on private sector role
- [Standard Newspaper](#) (circulation: 70,000; online traffic: 1.1 million daily) - Day of the African Child op-ed
- [The Standard](#) (1.8 million monthly visits) - Op-ed on tech company responsibility

Radio:

- 27 January 2024: Mtaani Radio - 'Elimika Mtaani' show (650,000 listeners; 85,000 social media reach)
- 8 February 2025: Mtaani Radio FM - 'Elimika Mtaani' show with online safety tips ([YouTube](#), [Facebook](#))
- 12 April 2025: Kwezi FM, South Africa (180,000 daily listeners; 4 million monthly reach)
- 7 June 2025: [Ghetto Radio 89.5 FM](#) (2.7 million daily listeners; 15% national audience share)

Digital Media:

- [Kenya News Agency](#)
- 11 February 2025: [Safaricom Newsroom](#)
- 11-12 February 2025: [The Standard](#), [Kenya Times](#), [MSN](#)
- 24-25 April 2025: [CapitalFM](#), [HapaKenya](#), [KBC](#), [Business Now](#), [Kenya News Agency](#), [People Daily](#)
- 23 & 29 June 2025: [Capital FM Kenya](#) (720,000 monthly digital visitors)

Nepal

Television:

- [The Himalaya TV](#)
- [IMAGE Channel](#)

Digital Media:

- [Joy of Nepal](#)
- [Shilapatra](#)
- [English Lokantar](#)
- [Kantipur](#)
- [Nabin News](#)
- [Sagarmatha Pana](#)
- [Development Asia \(ADB\)](#)

Philippines

Major News Outlets & Publications

- [Thomson Reuters Foundation](#) (June 11, 2023) - Original article on coding and training to tackle online child sexual abuse. Reshared by [Rappler](#), [Interaksyon](#) (Philstar Global), [ETTelecom.com](#) (The Economic Times), [The Straits Times](#), [AsiaOne](#), [Malaysia Now](#), [The Jakarta Post](#), [Business World](#), [The Japan Times](#)
- [The Manila Times](#) - Featured 2024 Children and Youth Summit
- [Daily Guardian](#) - Featured 2024 Children and Youth Summit and research study on girls and LGBTQIA+ children
- [Philippine Daily Inquirer](#) - Featured research study on girls and LGBTQIA+ children
- [SunStar](#) (385,000+ followers) - Featured OSAEC Training in Naga City and SCROL Summit in Bangkok
- [MyCebu.ph](#) (57,000 followers) - Featured SCROL Programme launch

Online Publications & Blogs

- [Brand X PH](#) - Featured research study ([Facebook](#) and [online article](#))
- [Pilipino Mirror](#) - Featured research study ([Facebook](#) and [online article](#))
- [Corner Magazine](#) - Featured research study
- [The View Post](#) - Featured research study
- [Where's RR](#) - Featured research study
- [Astig PH](#) - Featured research study ([Instagram](#) and [online article](#))
- [Let's Go PH](#) - Featured research study
- [Trend Hotspot](#) - Featured research study
- [Amazing Manila Journal](#) - Featured research study
- [Upgrade Magazine](#) - Featured Anti-OSAEC and Anti-CSAEM Law Training

Corporate & Government Websites

- [PLDT Website](#) - Featured OSAEC Training in Naga City and [Basic Internet Crimes Against Children Training](#)
- [Philippine Information Agency](#) - Featured SCROL Summit in Bangkok
- [DSWD Field Office 7 Website](#) - Featured CodeRED Hackathon 2025

Television

- [ABS-CBN News](#) - Featured of the "Rainbows in the Dark" research study

Radio

- [Tech Sabado](#) (27,000 followers) - May 20, 2023 episode on stopping online sexual abuse and exploitation of children

THANK YOU!



Change agent, Cambodia

CHILDREN ARE THE FUTURE



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