

# GLOBAL INFLUENCING AGENDA & STRATEGY (GIAS)

**Child-Friendly Version**



**Terre des  
Hommes  
Netherlands**

# TERRE DES HOMMES NETHERLANDS

**Terre des Hommes Netherlands  
is an organisation that works to protect children  
from child exploitation all over the world.**



## **CHILD EXPLOITATION**

is when somebody or groups of people use a child  
for his, her or their own benefit.

There are many ways in which children are exploited and  
Terre des Hommes focuses on preventing and stopping three forms:



**Sexual  
Exploitation  
of Children**



**Child  
Labour**



**Exploitation of  
Children during  
Emergencies**

# WHAT IS THE GLOBAL INFLUENCING AGENDA & STRATEGY?

The Global Influencing Agenda and Strategy has three important words:



1

## INFLUENCING

Influencing means the ability to change someone's thoughts, decisions, actions and/or behaviour. Sometimes the word **advocacy** is also used to mean influencing change. Advocacy involves speaking up about something to change thoughts, decisions and/or behaviour.

2

## AGENDA

Agenda means a list of things or topics that need to be discussed, for example in a meeting.



3

## STRATEGY

Strategy means a plan that helps someone or an organisation to do its work. A lot of organisations have strategies that help them plan their work, find other organisations they can work closely with and money to make sure that the work is done.

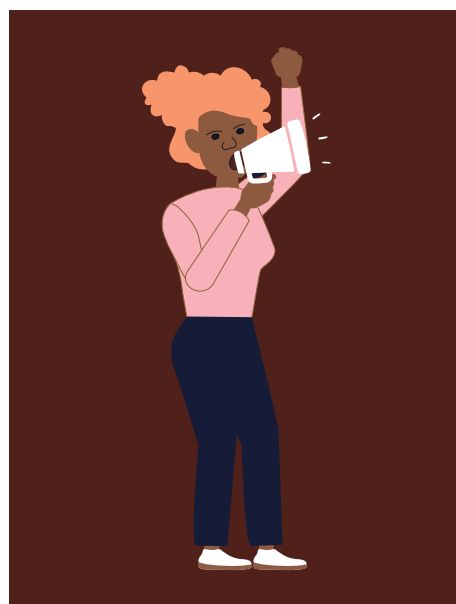


In short, it is Terre des Hommes Netherlands' plan of how to influence decision makers (those with the power to make decisions that affect children and their communities) to prevent and stop child exploitation.

Decision makers within communities, and at national and international levels can be

influenced to make decisions and act in the interest of children.

When the Global Influencing Agenda was being made, we asked children and adults what they thought was important for decision makers to know, and actions they must take to ensure children are kept safe from child exploitation.



# WHY IS IT IMPORTANT?



The Global Influencing Agenda has been made to help all people working with Terre des Hommes Netherlands, (including children and young people), to know which topics need to be discussed with decision makers (between now and 2030) to improve the lives of children, their families, communities and countries.



**Listening to children** is very important and that is why Terre des Hommes takes it very seriously, especially in the effort to stop child exploitation. We listen to what children want to say, including what they want to say to decision makers.

# WHAT DOES IT INCLUDE?

A simple way to remember what this influencing agenda includes is thinking about, **WHO, WHAT, HOW**.



The “**who**” is about people that can make decisions to bring about change.



The “**what**” is the changes we want to make.



The “**how**” is about tools and means we will use to bring about the change.

## Who are the decision makers we are trying to influence?

There are many decision makers at different levels.



Politicians



Universities



General public  
(including children)



Business people,  
companies and media



Police



Judges

# WHAT ARE THE MAIN CHANGES WE WANT TO MAKE?



Ensuring that there are opportunities for **all children to have their views heard** and taken into account in decision making processes.

1



Ensuring that children who have been exploited, discriminated against and those at risk of exploitation get the **help they need to overcome trauma**.

2



Ensuring **safety of children** that are trafficked and children who have to move from one place to another.

3

## CHILDREN ON THE MOVE

Sometimes children have to move away from home. Some are displaced because of conflict and/or natural disasters, while others move to other towns and cities to look for work. Being on the move and alone can put children at greater risk of exploitation. Even the ones that move with their parents or friends, can still be at risk, but not always.



# Other changes we want to make to address sexual exploitation, child labour, and exploitation in humanitarian settings.

## SEXUAL EXPLOITATION OF CHILDREN



1. Ensuring safety of children from **online sexual exploitation**.



2. Reducing **harmful sexual behaviours** amongst children.



3. Reducing harmful practices of **child marriage** and negative social norms.



4. Asking governments to **allocate money for children** to get the help they need (justice in courts, counselling and other services).



5. Ensuring that children get the necessary **care for their sexual development**.



6. Ensuring that **children are safe from sexual exploitation** especially when people travel to other countries or regions/towns in their own countries to sexually exploit children. They also exploit children in hotels and other places of entertainment when they travel.



7. Prevent and respond to **commercial child sexual exploitation** (where children are exploited sexually and other people benefit through exchange of money, goods or services).



# CHILD LABOUR



1. **Stopping child labour** immediately and in ways that are effective.



2. Prevent child labour by **addressing the main reasons** why children are exposed to child labour in the first place.



3. Working with **manufacturing companies** and others that supply raw materials to the companies, to ensure that children are not exploited in their manufacturing processes.

# CHILD EXPLOITATION DURING EMERGENCIES



1. Advocating for support during emergencies, that is designed to ensure the **rights of all people, including children are respected**. All children, despite their situation, must have their views listened to, and taken into consideration when decisions about humanitarian support are being made.



2. Ensuring that the **vulnerability of children during emergencies is reduced**; for example, preventing separation of children from their caregivers, parents, siblings or family members. Making sure that children who do get separated can quickly get help and stay safe, so they are not in danger or taken advantage of.



# HOW ARE WE GOING TO INFLUENCE THE CHANGE?

Advocacy tools that will be used to influence change:



## CHILD PARTICIPATION

Children have a powerful voice that is important in influencing change that affects them/their lives.



## ADVOCACY CAMPAIGNS

that will amplify (make bigger and louder) the voices, including of children, to prevent and stop child exploitation.



## LOCAL-LEVEL ADVOCACY

Working with community and local level leaders.



## SYSTEM ADVOCACY

Working with the government system and being on government platforms or spaces to bring about changes in the system together with government officials.



## MEDIA & DIGITAL PLATFORMS

Using media and digital platforms (like radio, TV, social media) to make the public aware of child exploitation and influence decision makers.



# CHILDREN ARE THE FUTURE!



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