



ASEAN ICT Forum on Child Online Protection

Hybrid event in Phnom Penh, Cambodia

2 & 3 November 2022



ACCELERATING ACTION ON CHILD ONLINE PROTECTION IN ASEAN UNDER THE
REGIONAL PLAN OF ACTION ON THE PROTECTION OF CHILDREN FROM ALL FORMS
OF ONLINE CHILD SEXUAL EXPLOITATION AND ABUSE

SUMMARY REPORT



Suggested citation: ASEAN Secretariat and UNICEF, ASEAN ICT Forum on Child Online Protection: Summary Report, ASEAN 2023

Cover photo credit: @UNICEF Cambodia 2022

The hybrid forum was hosted by the Royal Government of Cambodia, co convened by ASEAN and UNICEF, supported financially and technically by UNICEF, and supported financially by the Australian Attorney General's Department and Australia's eSafety Commissioner.

The preparation of this Summary Report was made possible through generous support from UNICEF East Asia and Pacific.

For inquiries, please contact:

The ASEAN Secretariat
Public Outreach and Civil Society Division
70A Jalan Sisingamangaraja
Jakarta 12110
Indonesia
Phone: (62 21) 72403372, 7262291
Email: public@asean.org

The summary of the forum does not necessarily reflect the views of ASEAN or its Member States.

General information on ASEAN appears online on the ASEAN website: www.asean.org

The text of this publication may be freely quoted or printed, provided proper acknowledgment is given and a copy containing the reprinted material is sent to the Public Outreach and Civil Society Division of the ASEAN Secretariat, Jakarta.

Copyright Association of Southeast Asian Nations (ASEAN)

All rights reserved.

TABLE OF CONTENTS

<i>Acronyms</i>	v
<i>Executive summary</i>	vii
BACKGROUND	1
OPENING REMARKS	4
DAY 1	7
SESSION 1: UNDERSTANDING ONLINE ABUSE AND EXPLOITATION OF CHILDREN IN SOUTHEAST ASIA.....	7
<i>Understanding online abuse and exploitation of children in Southeast Asia – latest evidence from the Disrupting Harm studies</i>	7
<i>Safety by design in Southeast Asia: Consultations with young people in Indonesia, Malaysia, Thailand and Viet Nam</i>	9
<i>What do young people say? Experiences and perspectives on online safety</i>	11
SESSION 2: ROLES, RESPONSIBILITIES AND OPPORTUNITIES: INDUSTRY ACTION ON CHILD ONLINE PROTECTION	13
<i>Introduction to Regional Plan of Action (RPA) for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN and other ASEAN projects on child online protection....</i>	14
<i>Voices of experience from ASEAN on the multi-sectoral response framework: What is working well?</i>	15
<i>Interactive ‘temperature’ check: What barriers and bottlenecks do companies experience in efforts to strengthen approaches to protect children online? What are the current areas of strength and additional drivers for action?</i>	20
<i>Panel discussion: What barriers and bottlenecks do companies experience in efforts to strengthen approaches to protect children online? What are the current principles and opportunities being pursued?</i>	22
DAY 2	27
SESSION 1: CHILD ONLINE PROTECTION AND HUMAN RIGHTS DUE DILIGENCE	27
<i>Introduction to child online protection and human rights due diligence processes</i>	27
<i>Voices of experience in implementing due diligence in the context of Child Online Protection in ASEAN (panel discussion)</i>	29
SESSION 2: CHILD ONLINE PROTECTION AND SAFE AND CHILD-ORIENTED PRODUCT AND SERVICE DESIGN	35
<i>RITEC – creating practical tools for businesses and governments to put the well-being of children at the centre of digital design</i>	36

<i>Safety by design – putting user safety and rights at the centre of the design and development of online products and services.....</i>	<i>39</i>
SESSION 3: PRIVATE SECTOR COLLABORATION WITH PUBLIC POLICY AND LAWS.....	43
<i>Industry Framework for transparency reporting on online child sexual abuse and exploitation ...</i>	<i>44</i>
<i>Using Artificial Intelligence and Machine Learning to flag new and previously unknown child sexual abuse in Southeast Asia</i>	<i>45</i>
SESSION 4: LOOKING AHEAD – NEXT STEPS IN THE FIGHT AGAINST ONLINE CHILD SEXUAL ABUSE AND EXPLOITATION IN ASEAN.....	48
<i>Interactive session: identifying key areas of interest/best ways for engagement with the private sector to inform the content of the next ASEAN ICT Forum.....</i>	<i>48</i>
<i>Next steps and opportunities for further engagement.....</i>	<i>50</i>
<i>Statements by children and young people representatives: expected action and way forward</i>	<i>51</i>
<i>Official closing.....</i>	<i>52</i>
<i>Appendix 1: Agenda</i>	<i>53</i>
<i>Appendix 2: Discussion topics of Children’s and Young People’s Call to Action</i>	<i>65</i>
<i>Appendix 3: Post-conference survey results.....</i>	<i>66</i>
<i>Appendix 4: Social media analytics – #SafeOnlineinASEAN.....</i>	<i>70</i>
<i>Appendix 5: UNICEF blog post on ASEAN ICT Forum on Child Online Protection</i>	<i>72</i>
<i>Appendix 6: Graphic illustration of 2022 ASEAN ICT Forum on Child Online Protection</i>	<i>77</i>

ACRONYMS

AI	Artificial Intelligence
ACWC	ASEAN Commission on the Promotion and Protection of the Rights of Women and Children
ASEAN	Association of Southeast Asian Nations
AMS	ASEAN Member State
APLE	Action Pour Les Enfants
BSR	Business for Social Responsibility
COP	Child Online Protection
COPPA	Children’s Online Privacy Protection Act (US)
CRC	UN Convention on the Rights of the Child
CSAM	Child Sexual Abuse Material
CSO	Civil Society Organisation
ECPAT	End Child Prostitution and Trafficking
GDPR	General Data Protection Regulation (EU)
HIPAA	Health Insurance Portability and Accountability Act (US)
HRDD	Human Rights Due Diligence
ICSE database	International Child Sexual Exploitation database
ICT	Information and Communications Technology
INTERPOL	The International Criminal Police Organization
ITU	International Telecommunications Union

NGO	Non-governmental Organisation
NRP	National Response Plan
OCSE	Online Child Sexual Exploitation
OCSEA	Online Child Sexual Exploitation and Abuse
P2P	Peer-to-Peer
RITEC	Responsible Innovation in Technology for Children
RPA	Regional Plan of Action (RPA) for the Protection of
SDGs	Sustainable Development Goals
SOMSWD	ASEAN Senior Officials Meeting on Social Welfare and Development
UNICEF	United Nations Children’s Fund
UNODC	United Nations Office on Drugs and Crime

EXECUTIVE SUMMARY

The first ASEAN ICT Forum on Child Online Protection took place on 2 and 3 November 2022, held under the leadership of the Royal Government of Cambodia and the Association of Southeast Asian Nations (ASEAN), with support from the United Nations Children's Fund (UNICEF), Australia's eSafety Commissioner and Australia's Attorney General's Department.

As set out in the 2019 ASEAN Declaration on the Protection of Children from All Forms of Online Exploitation and Abuse and the 2021 Regional Plan of Action (RPA) for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN, ASEAN agreed to host annual dialogues – the ASEAN ICT Forum on Child Online Protection – with relevant private sector institutions and other stakeholders to promote minimum standards and good practices in ensuring child safety in online environments across the region. The ASEAN ICT Forum on Child Online Protection pursues the following objectives:

- To provide a forum for positive engagement and exchange between and amongst private sector institutions (national, regional and global), relevant government ministries and justice actors, as well as ASEAN sectoral bodies, the United Nations (UN) and international non-governmental organisations (INGOs)/non-governmental organisations (NGOs);
- To foster collaboration between ASEAN Member States, the private sector and non-government actors on child online protection;
- To sensitise private sector stakeholders on their role in the implementation of the RPA, ensuring children's safety when using the internet or any of the associated technologies or devices that can connect to it;
- To inform government, industry and non-governmental actors about evidence-based and emerging technology tools and interventions to make the internet safe for children, and approaches to strengthen online safety through business infrastructure, including examples of corporate policies, child rights impact assessments and due diligence, regulation, and investor decision-making;
- To showcase promising practices and lessons learnt from the region and globally.

The event attracted more than 400 participants, bringing together companies of all sizes and with diverse focus areas, as well as international organisations, NGOs, academia, and children and young people to discuss crucial topics around child online protection and internet safety.

On Day 1 of the forum during Session 1, ECPAT International and INTERPOL jointly presented the [Disrupting Harm studies](#), discussing the latest evidence and solutions to online child sexual exploitation and abuse. The presentation was followed by the introduction to the [Safety by Design initiative in Southeast Asia](#), which explored the online experiences of young people in the region, their ideas and their aspirations of ensuring safety in the digital environment. Subsequently, a panel of children and young people presented the [Call to Action from Children and Young People to the Private Sector on Child Online Protection](#). This key document is the result of consultations in eight ASEAN Member States, which brought to light the key areas children and young people want the private sector to focus on to create a digital environment that prioritises their best interests.

Session 2 allowed private sector stakeholders and AMS to have open discussions on roles, responsibilities, and opportunities for industry action on child online protection. Various private sector companies and industry bodies actively shared their experiences on the multi-sectoral approach to child online protection, as well as the barriers and bottlenecks they face. Furthermore, a ‘temperature check’ was conducted to explore the attitudes and perceptions of the status quo of multi-sectoral collaboration on child online protection within ASEAN.

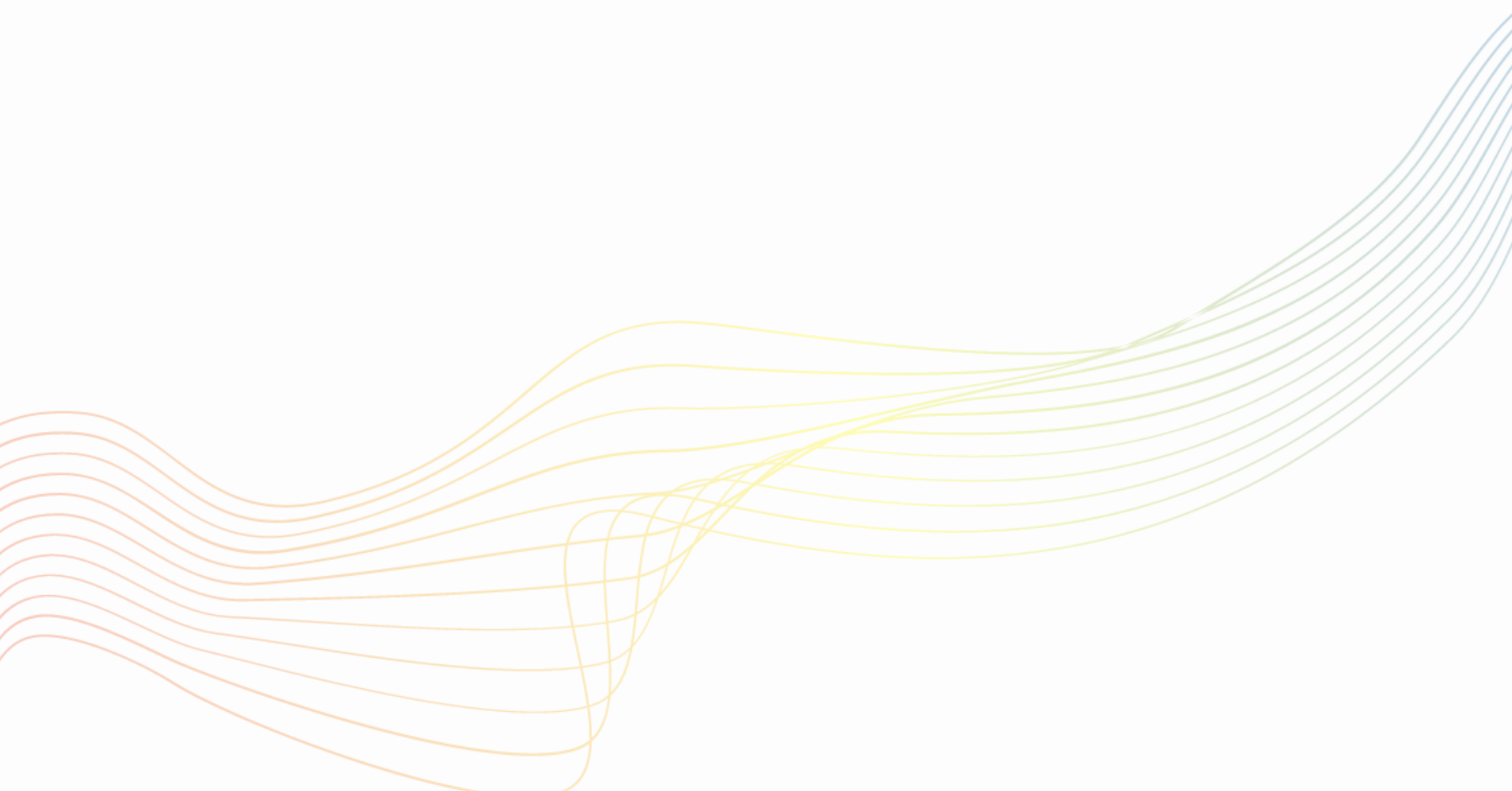
On Day 2 in Session 1, participants were introduced to the links between child online protection and due diligence processes, as well as regional examples of companies that have implemented corporate due diligence processes to protect children online.

Session 2 focused on the [Responsible Innovation in Technology for Children \(RITEC\) project](#), co-founded by UNICEF and the LEGO Group, and funded by the LEGO Foundation, which has established a well-being framework for children in the digital age. Subsequently, Australia’s eSafety Commissioner presented its [Safety by Design Initiative](#), which aims to guide technology companies in minimizing online threats by anticipating, detecting and eliminating digital harms before they occur and to embed user protections in their designs.

Session 3 focused on private sector collaboration with public policy and laws. Tech Coalition introduced participants to its [industry framework for transparency reporting on online child sexual abuse and exploitation](#), encouraging companies to support the development and improvement of transparency reports and to bolster consistency across reporting. Dr. Claudia

Peersman of the University of Bristol and Professor Corinne May-Chahal of Lancaster University then presented the iCOP project, which uses artificial intelligence and machine learning to flag new and previously unknown child sexual abuse material in Southeast Asia.

To wrap up the two-day event, H.E Mr. Iem Kounthdy, Secretary of State at Cambodia's Ministry of Social Affairs, Veterans and Youth Rehabilitation, said that the private sector, alongside each of the actors present at the forum, has a crucial role to play in ensuring online safety for children and young people. Forum participants agreed that collaboration is critical, and as a next step, an industry working group is now being established to bring together key actors and continue to push the needle on keeping every child safe online.



BACKGROUND

Thirty years after the adoption of the United Nations Convention on the Rights of the Child (CRC)¹, the digital environment has played a vital role in children's and young people's lives and brought about significant impacts. As highlighted by the CRC Committee's General Comment No. 25 on children's rights in relation to the digital environment², the internet has provided positive opportunities for children, from learning and political participation to access to diverse information. However, the internet is also a domain in which children are vulnerable to violence, including sexual abuse and exploitation – a risk that grows exponentially with the rapidly increasing internet penetration.

In response to this growing risk in the region, ASEAN organised the Regional Workshop for Promoting Comprehensive and Harmonized National Legislation aimed at Preventing and Combating Online Child Sexual Exploitation (OCSE) in ASEAN Member States (AMS) in November 2017 in Bangkok, Thailand. The Inter-Sectoral Dialogue on Integrated National Responses to End Sexual Exploitation and Abuse of Children Online in ASEAN was subsequently held in February 2018 in Jakarta, Indonesia. In November 2019, ASEAN adopted the [Declaration on the Protection of Children from All Forms of Online Exploitation and Abuse](#) at its 35th Summit, which stated seven main recommendations for AMS: legislation, law enforcement capacity, national specialized units, child protection and support services, data collection, education programmes and engagement with the private sector – all with the aim to better protect children from online risk and harm.

To operationalise the ASEAN Declaration, the [Regional Plan of Action \(RPA\) for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN](#) was developed. In support of the development of the RPA and the implementation of the Declaration, the ASEAN Regional Conference on Child Online Protection was organised by ASEAN, the Governments the Philippines and Thailand, with support from United Nations agencies UNICEF, the International Telecommunications Unit (ITU) and the United Nations Office on Drugs and

¹ Now ratified in 196 countries.

² CRC Committee, *General comment No. 25 (2021) on children's rights in relation to the digital environment*, CRC/C/GC/25, adopted on 24 March 2021.

Crime (UNODC) in February 2020. The RPA was subsequently developed with the support of UNICEF and ECPAT International and was noted at the 38th and 39th ASEAN Summits in October 2021.

Under Focus Area 7 of the RPA, AMS have committed to proactively collaborate with private sector institutions³ in the development of national plans and policies; engage the private sector to strengthen its role in the detection, removal and reporting of child sexual abuse material; ensure clear reporting mechanisms between the private sector and law enforcement; support the private sector in developing corporate policies and procedures on child online protection; and foster public-private partnerships to facilitate the sharing of financial intelligence. Under Activity 7.6, ASEAN agreed to host annual dialogues – the ASEAN ICT Forum on Child Online Protection – with relevant private sector institutions to promote minimum standards and good practices for operations in relation to ensuring the safety of children in online environments across the region. Four annual fora are envisaged to take place within the lifespan of the RPA (2021-2025), hosted by different AMS.

The first ASEAN ICT Forum on Child Online Protection took place on 2 and 3 November 2022, held under the leadership of the Royal Government of Cambodia and ASEAN, with support from UNICEF, Australia's eSafety Commissioner and Australia's Attorney General's Department. The event was in hybrid format, creating active engagement opportunities for both in-person attendees in Phnom Penh, Cambodia, and online participants via video conference. It brought together more than 400 participants⁴ from relevant ASEAN bodies, ASEAN Member State representatives, private sector companies, international organisations, NGOs, UN entities, academia, media, technical experts from international, regional and national level, and children and young people to discuss the critical role of the private sector in child online protection and internet safety.

³ According to the RPA, the term 'private sector institutions' includes Internet service providers (ISPs), mobile network operators, social network/messaging platforms, online gaming platforms, hardware and software manufacturers, companies providing digital media or streaming services, companies offering digital storage services and financial institutions facilitating digital transaction services.

⁴ Approximately 40% of participants were from Government/ASEAN, 15% from the private sector, 30% from (I)NGOs and 15% from the UN and others.

OPENING REMARKS

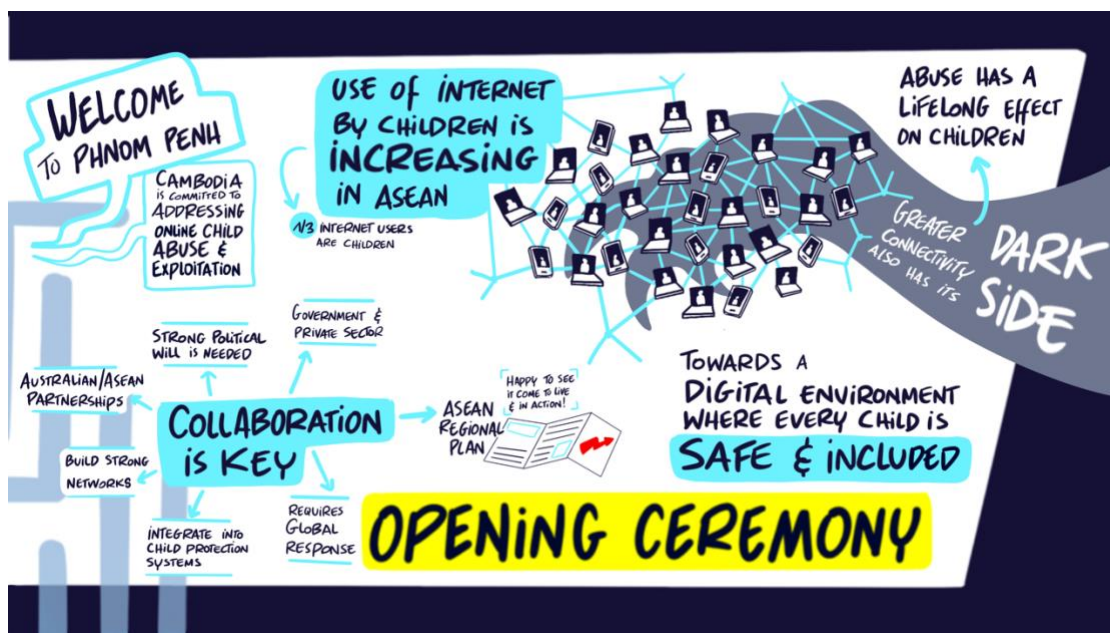


Figure 1. Graphic illustration of the Opening Ceremony of the ASEAN ICT Forum on Child Online Protection.

H.E. Mr. Iem Kounthdy, Secretary of State, Ministry of Social Affairs, Veterans and Youth Rehabilitation, Cambodia

H.E. Mr. Iem Kounthdy stressed that the ASEAN ICT Forum on Child Online Protection is an important activity under Pillar 7 of the Regional Plan of Action for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN. He said it is a valuable opportunity to enhance engagement with the private sector and all relevant stakeholders to safeguard children's and young people's rights online, and to showcase promising practices and lessons learnt from the region and beyond.

Ms. Debora Comini, Regional Director, UNICEF East Asia and Pacific Regional Office

Ms. Comini noted that the lives of children are increasingly extended to the digital environment. Digital technologies provide children with unparalleled opportunities to connect, and access and share information. They can claim their rights, play and take part in recreational activities. But the very same technology that provides them with so many benefits can also expose them to risks online, such as cyberbullying, exposure to inappropriate or illegal content, loss of privacy, and sexual abuse and exploitation. Ongoing and emerging global threats are making children vulnerable to the borderless nature of the production and

sharing of online child sexual abuse material and other forms of online child exploitation. She highlighted the need for increasing awareness and action on behalf of the rights holders (children) and duty-bearers (parents, communities, the private sector and policymakers, among others) as well as the strengthening of child protection systems. Ms. Comini urged everyone participating in the Forum to commit to the protection of children online in ASEAN and beyond and to play their part in making the internet a safe space for every child.

Ms. San Sreyneang/Mr. Kouch Chengkorng (young people representatives from Cambodia)

Ms. Sreyneang and Mr. Chengkorng spoke of how the internet plays an important role in study, research, communication, access to information and entertainment for children and youth. In addition to the many benefits, they also highlighted the many risks in the digital environment. For instance, they spoke of how some scammers will use the internet to exploit others, especially children and young people, whose knowledge of cybersecurity is limited. The young people commended the ASEAN ICT Forum on Child Online Protection for creating a platform for children and youth to reach out to stakeholders – especially the private sector – and encourage them to take action to strengthen child safety online.

Dr. Howard Taylor, Executive Director, Global Partnership to End Violence against Children

Dr. Taylor noted that the ASEAN RPA provides a comprehensive framework to tackle online abuse, and it recognizes the importance of a multi-sectoral collaborative approach involving different sectors including justice, social welfare, education, the private sector, NGOs, and the media to work alongside governments in this important work. He said he was delighted to see the regional plan coming to life through not only implementation at regional and national levels, but also through collaborative events such as the ASEAN ICT Forum as he said it provides stakeholders the chance to discuss and collaborate on a shared joint vision and explore the creation of robust public-private partnership networks. Such collaboration is crucial in developing tangible and tailor-made solutions that are vital for protecting children from online violence across the ASEAN region, he said.

H.E. Mr. Pablo Kang, Australia's Ambassador to Cambodia

H.E. Mr. Kang noted that while cyberspace and critical technologies build connections between communities globally, there is also a dark side in the form of extremist, harmful and unsafe online behaviour and content. Therefore, Australia is committed to working with

international partners, including governments, industry, academia and civil society to tackle damaging online content and to foster a safe, inclusive online environment. H.E Mr. Kang highlighted that child online protection is central to this commitment.

H.E. Mr. Ekkaphab Phanthavong, Deputy Secretary-General of ASEAN for ASEAN Socio-Cultural Community

H.E. Mr. Phanthavong commended the ASEAN ICT Forum on Child Online Protection as a platform to discuss grave and serious issues in the digital environment. While all stakeholders have already experienced the convenience and benefits of digital technologies, children are gradually becoming easy targets of abuse and exploitation online. He therefore noted that stakeholders including governments, the private sector and civil society should come together to protect and promote child rights. He said it is also critical to listen to the voices of children and young people as we design, implement, monitor and evaluate stakeholders' efforts.

H.E. Mr. Men Socheth, Secretary of State and Representative of H.E. Mr. Vong Sauth, Minister of the Ministry of Social Affairs, Veterans and Youth Rehabilitation, Cambodia

Young people are some of the most active users of the internet across Southeast Asia, as highlighted by H.E. Mr. Socheth. This frequency of use, he said, exposes them to harm in the online world, alongside the many benefits on offer. H.E. Mr Socheth noted both ASEAN's and Cambodia's commitment to ensuring all children can realise their rights under the CRC, including their right to protection, and the commitment to concerted, coordinated and multi-sectoral action to achieve this.

This RPA provides the framework to build a safe digital world for every child across ASEAN, bringing together stakeholders from diverse institutions responsible for child protection in the online environment, including government, civil society and, as emphasized throughout the Forum, the private sector. This forum is indeed a valuable chance for these stakeholders, alongside children and young people, to begin working even more closely to create a digital environment that centres the best interests of children and young people.

DAY 1

SESSION 1: UNDERSTANDING ONLINE ABUSE AND EXPLOITATION OF CHILDREN IN SOUTHEAST ASIA

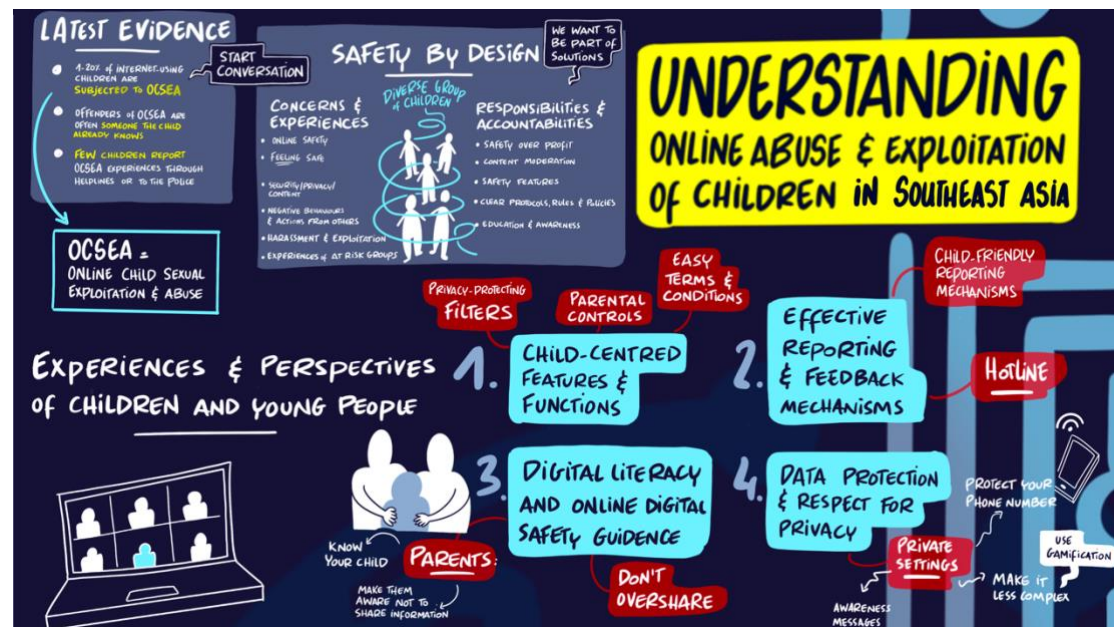


Figure 2. Graphic illustration of Day 1, Session 1 of the ASEAN ICT Forum on Child Online Protection.

Session 1, titled ‘Understanding online abuse and exploitation of children in Southeast Asia’, gave participants an understanding of the latest evidence on the prevalence, form and impact of online child abuse and exploitation in ASEAN. Further, this session offered children and young people a platform to share their views on online safety with participants, specifically addressing private sector companies.

UNDERSTANDING ONLINE ABUSE AND EXPLOITATION OF CHILDREN IN SOUTHEAST ASIA – LATEST EVIDENCE FROM THE DISRUPTING HARM STUDIES

Presented by Ms. Rangsim Deesawade, Regional Coordinator for Southeast Asia, ECPAT International

The [Disrupting Harm project](#) is a 13-country research project on online child sexual abuse and exploitation (OCSEA), conducted jointly by ECPAT International, INTERPOL and the UNICEF Office of Research – Innocenti. OCSEA refers to situations that involve digital or

communication technologies at some point during the continuum of abuse or exploitation: it can occur fully online or through a mix of online and in-person interactions between offenders and children. It explores how digital technologies might impact both online and offline sexual exploitation and abuse of children and further identifies the prioritised interventions by governments and relevant organisations to tackle this issue. Key findings presented in this session include the following:

- ⑩ 1-20%⁵ of internet-using children in Southeast Asia are currently being subjected to OCSEA, such as being asked for/offered money or gifts in return for sharing sexual photos or videos, or threatened or blackmailed online to engage in sexual activities;
- ⑩ children experience OCSEA online and offline; when online, social media platforms were the most commonly cited platform where such abuse and exploitation takes place;
- ⑩ offenders of OCSEA are often someone the child already knows;
- ⑩ up to 56% of children don't tell anyone about the incident. Very few children report OCSEA experiences through helplines or to the police. Instead, they tend to disclose such incidents to friends, siblings or sometimes caregivers.

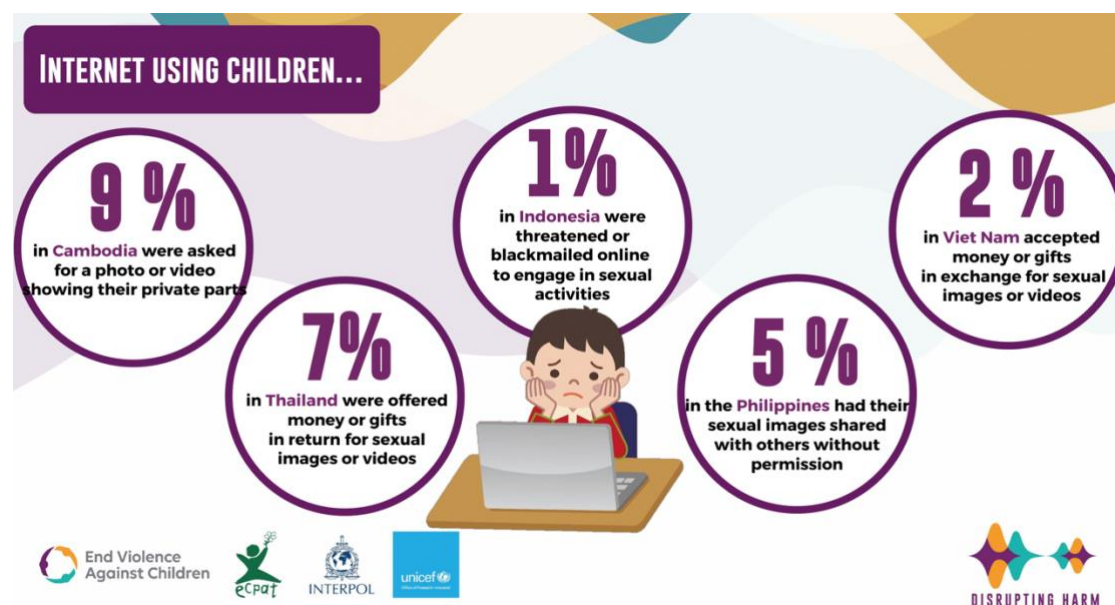


Figure 3. Internet-using children in ASEAN experiencing OCSEA.

⁵ 11% of internet-using children aged 12-17 in [Cambodia](#), 2% in [Indonesia](#), 4% in [Malaysia](#), 20% in the [Philippines](#), 9% in [Thailand](#) and 1% in [Viet Nam](#).

Considering these findings, the Disrupting Harm studies provide detailed, national context-specific recommendations on how OCSEA can be prevented. Generally, it is recommended to deploy national-scale awareness-raising and education for caregivers, teachers, children and the public on the risks of sexual abuse and how technology might be involved. It is also critical to increase national mechanisms such as helplines to better address OCSEA, as well as upskill the child protection workforce in how to work with these new risks and harms online. Disrupting Harm also highlights the importance of meaningful and strategic collaboration with private sector. Furthermore, there should be specific police units for OCSEA to better record and prosecute relevant crimes.

For detailed context-specific recommendations on how to disrupt harm for children online, please access the country reports for [Cambodia](#), [Indonesia](#), [Malaysia](#), the [Philippines](#), [Thailand](#), [Viet Nam](#).

SAFETY BY DESIGN IN SOUTHEAST ASIA: CONSULTATIONS WITH YOUNG PEOPLE IN INDONESIA, MALAYSIA, THAILAND AND VIET NAM

Presented by Dr. Amanda Third, Professorial Research Fellow, Western Sydney University, Australia

To understand children's and young people's experiences and perceptions of online safety in the region, Western Sydney University's Young and Resilient Research Centre consulted more than 150 children and young people from Indonesia, Malaysia, Thailand, and Viet Nam and presented the outcomes in a [consultation report](#). The purpose of the consultations was to channel their insights into safety by design initiatives to maximise the benefits of online engagement while protecting against online risks and harms.

According to the consultation results, online safety is critical to children and young people, and includes feeling happy, comfortable and assured in the digital environment, as well as being protected against negative behaviours, inappropriate content and privacy invasions. To achieve these goals, children and young people want to see the following:

- ⑩ Digital platforms and businesses should prioritise safety over profits and create safe platforms involving external collaboration and inclusion of children and young people;

- ⑩ Digital platforms and businesses should actively develop safety measures that protect children and young people from online harms such as exploitation, harassment, strangers, and inappropriate content, and to have privacy and security safeguards against scamming, misinformation and viruses;
- ⑩ Governments should develop rules and policies ensuring positive online experiences and supporting children's and young people's well-being;
- ⑩ Digital education should be provided to children and young people about how to keep themselves safe. In addition, parents and teachers should know about online safety to provide children and young people with support, guidance, and information about how to protect themselves.

Most importantly, the consultations showed the importance of meaningful participation of children and young people in the development and design of online products and platforms. Children and young people stressed that their online experiences are often considerably different than those of adults, hence active engagement of children and young people from the get-go is key:



Figure 4. Snapshot of children's and young people's asks in relation to the development of online products and services (Source: Western Sydney University).

WHAT DO YOUNG PEOPLE SAY? EXPERIENCES AND PERSPECTIVES ON ONLINE SAFETY

Moderated by Mr. Qamil Mirza, young person from Malaysia; and Ms. May Min Thone, young person from Myanmar

Presented by Mr. Bùi Duy Hiển, young person from Viet Nam; Ms. Phanomphone Phaouthoum, young person from Lao PDR; Dr. Srida Tanta-atipanit, Executive Director of Thai Hotline; and Mr. Bui Duy Thanh, Child Protection Technical Program Specialist, World Vision International, Viet Nam

Strong child and youth participation is a cornerstone of the RPA and played a key role in the ASEAN ICT Forum on Child Online Protection. Considering that children and young people make up a considerable proportion of internet users, it is critical to seek their opinions on the role of the private sector in child online protection to facilitate the safety of digital products and services. Hence, the UNICEF East Asia and Pacific Regional Office and Western Sydney University's Young and Resilient Research Centre consulted children and young people from diverse backgrounds⁶ across various AMS. Focus group discussions and participatory workshops with 321 children and young people were conducted in Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Thailand and Viet Nam. Furthermore, approximately 7,000 children and young people⁷ from Indonesia, Lao PDR, Malaysia and Myanmar participated in U-Report⁸ polls and expressed their views on what companies should do to improve their experiences with digital technologies. Across these activities, participants shared their personal experiences of using digital products and services and discussed extensively potential solutions that private sector companies should develop to tackle the challenges children and young people may face online.

⁶ 38% male, 61% female, and 1% non-binary children and young people participated in the consultations. Further, children and young people with disabilities, victims and survivors of trafficking or sexual exploitation, those in alternative care, those identifying as LGBTQ+ and those in other vulnerable situations participated in the consultations.

⁷ 29% male, 66% female, and 5% others or preferred not to say.

⁸ [U-Report](#) is a social messaging tool and data collection system developed by UNICEF to improve civic engagement, inform leaders and promote positive change. The survey in Lao PDR was conducted through a different polling tool.

Drawing from the findings of these consultations, '[A Call to Action from Children and Young People to the Private Sector on Child Online Protection](#)' was developed and presented during this session. Moderated by two young people from Malaysia and Myanmar, panellists presented the following requests for action to the private sector. They want:

- ⑩ Child-centred features and functions to be developed and integrated in digital services and products;
- ⑩ Effective reporting and feedback mechanisms to be child-friendly, accessible, and easy to navigate by children and young people;
- ⑩ Digital literacy and online digital safety guidance to be provided to children, young people, and adults (especially to parents, caregivers and teachers);
- ⑩ Data protection and respect for privacy to be enhanced.

As part of the presentation of the Call to Action, panellists had extensive discussions (see Annex 2) on each key message and shared their insights on specific measures that private sector companies should carry out to improve children's and young people's experiences online and ensure their safety. For instance, regarding the role of parents and caregivers, panellists said communication should be kept open so that children are willing to seek help from adults when needed. It is also crucial for parents and caregivers to learn about the platforms and online services children use so they can provide guidance and support, such as how to use reporting mechanisms. Panellists also expressed their concerns about harmful content online and its impact on children and young people. They said it is crucial for private sector companies to install filters and child-specific features to enhance internet safety. The panellists also said it is essential to educate children and young people about their digital footprints, since what is put online will be there forever, so children need to beware of what they share on the internet and how to protect their personal data.

SESSION 2: ROLES, RESPONSIBILITIES AND OPPORTUNITIES: INDUSTRY ACTION
ON CHILD ONLINE PROTECTION

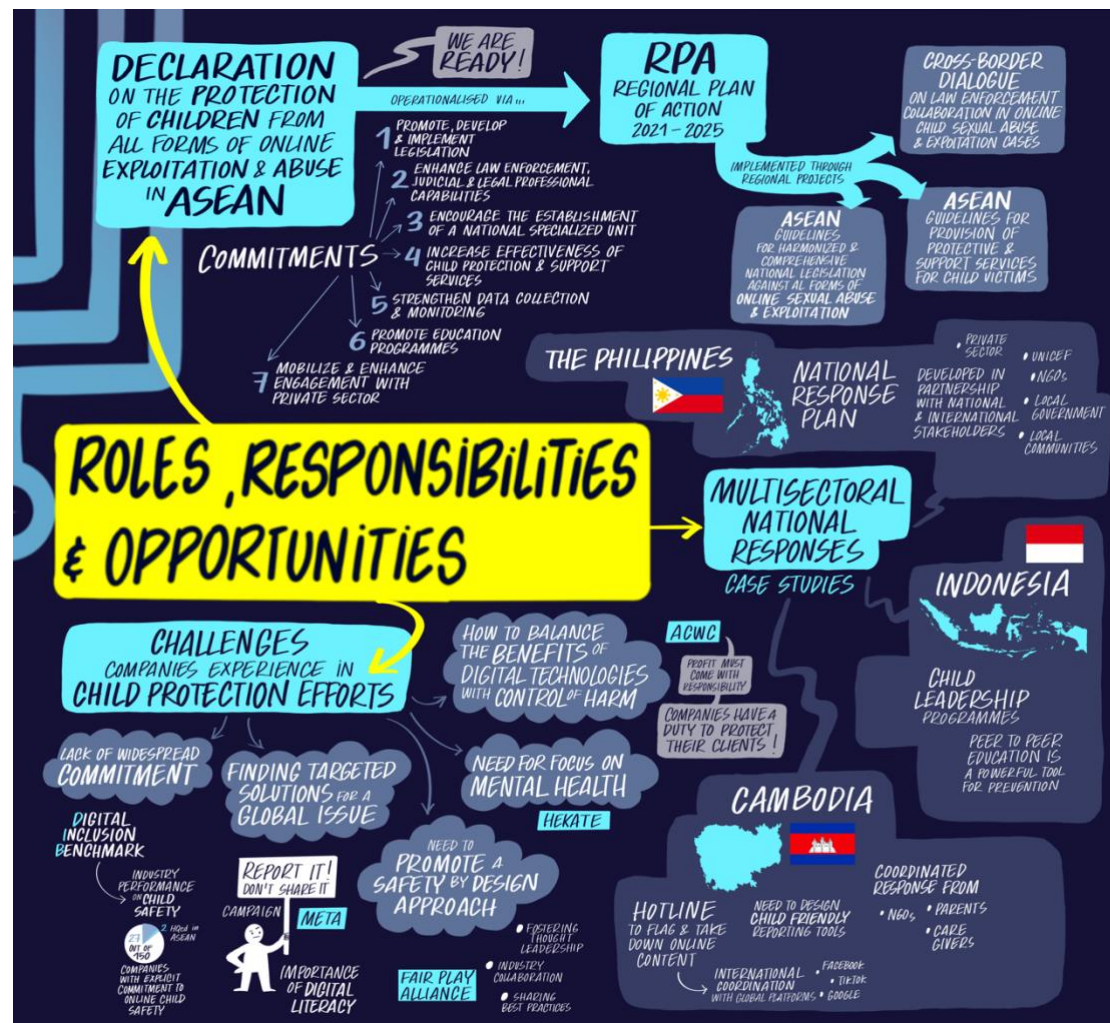


Figure 2. Graphic Illustration of Day 1, Session 2 of the ASEAN ICT Forum on Child Online Protection.

Session 2, titled 'Roles, Responsibilities, and Opportunities: Industry Action on Child Online Protection', started with an introduction to the RPA for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN, which lays the foundation for the multi-sectoral approach in ASEAN. This was followed by the presentation of case studies from the Philippines, Cambodia and Indonesia that showcased this multi-sectoral approach in action. The session closed with a panel discussion on barriers, bottlenecks and opportunities for the private sector in strengthening approaches to protect children online.

INTRODUCTION TO REGIONAL PLAN OF ACTION (RPA) FOR THE PROTECTION OF CHILDREN FROM ALL FORMS OF ONLINE EXPLOITATION AND ABUSE IN ASEAN AND OTHER ASEAN PROJECTS ON CHILD ONLINE PROTECTION

Presented by H.E. Mr. Theng Chhorvirith, Deputy Director General, Ministry of Social Affairs, Veterans and Youth Rehabilitation, Cambodia and Cambodia's Representative on Children's Rights, ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC)

In this presentation, two critical documents on child online protection in ASEAN were presented:

1. [ASEAN Declaration on the Protection of Children from All Forms of Online Exploitation and Abuse \(2019\)](#)

In November 2019, the Declaration on the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN was adopted at the 35th ASEAN Summit. It states seven commitments by AMS to strengthen the prevention and response to all forms of child online exploitation and abuse:

- Promote, develop and implement legislation;
- Enhance law enforcement, judicial and legal professional capabilities;
- Encourage the establishment of a national specialized units;
- Increase effectiveness of child protection and support services;
- Strengthen data collection and monitoring;
- Promote education programmes;
- Mobilise and enhance engagement with the private sector.

2. [Regional Plan of Action \(RPA\) for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN \(2021\)](#)

To operationalize the ASEAN Declaration, the development of the RPA for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN was initiated. It encompasses seven focus areas, aligning with the commitments set out in the Declaration. The main purpose of the RPA is to provide specific and practical guidance on the implementation of the commitments, as well as to support AMS to develop or strengthen

action plans and measures that specifically address OCSEA. The RPA covers a period of five years (2023-2025).

H.E. Mr. Chhorvirith presented various regional initiatives under the RPA, which are led by ASEAN and aim to provide regional guidance to AMS for the coordinated and cohesive implementation of the RPA at the national level. They included:

- Development of the ASEAN Guidelines for harmonized and comprehensive national legislation against all forms of online child sexual abuse and exploitation. These guidelines aim to guide law reform at the national level in the areas of criminal law, civil law, platform regulation, mutual legal assistance and extradition (to be finalised in Q1 2023);
- Development of the ASEAN Guidelines for provision of protective and support services for all child victims and children in contact with the law as a result of online child sexual abuse and exploitation. These guidelines aim to provide for a minimum package of services for victim/child offenders of OCSEA within the existing case management and multi-sectoral prevention and response system (to be finalised in Q1 2023);
- Cross-border dialogue on law enforcement collaboration in OCSEA cases. This dialogue aims to identify current gaps and challenges in the context of mutual legal assistance and extradition, and to develop solutions to strengthen cross-border collaboration in OCSEA cases (planned for 2023).

In conclusion, this presentation set the conceptual framework for the ASEAN ICT Forum on Child Online Protection through which collaboration with the private sector is situated as a strategic priority.

VOICES OF EXPERIENCE FROM ASEAN ON THE MULTI-SECTORAL RESPONSE FRAMEWORK: WHAT IS WORKING WELL?

Moderated by Mr. Iain Drennan, Executive Director, WeProtect Global Alliance

This session highlighted the importance of a multi-sectoral approach in the prevention of and response to all forms of online abuse and exploitation of children. The RPA promotes the critical engagement and cooperation of various stakeholders on regional and national level with key roles in the prevention of and response to online child abuse and exploitation, such

as regional ASEAN bodies, government ministries and departments, the private sector, NGOs, international organisations, academia, media and children and young people. A coordinated multi-sectoral approach on regional and national level is key to ensure interdisciplinary prevention and response mechanisms, to avoid duplication and gaps, and to ensure that every stakeholder can bring their unique expertise to the table.

ASEAN Member States have embraced such a multi-sectoral approach at the national level, showcasing how collaboration across mandates and different areas of expertise results in a more holistic, strategic intervention to protect children online.

Against this background, three case studies from the Philippines, Cambodia and Indonesia were presented in this panel to introduce the multi-sectoral response framework and best practices from AMS.

Case study 1: Multi-sectoral approach to Child Online Protection in the Philippines

Presented by Ms. Maricel C. Deloria, Director, Program Management Bureau, Department of Social Welfare and Development, Philippines; Mr. Jose Rosete, Assistant Vice-President, Stakeholder Management, Smart/PLDT; Ms. Marie Michelle Quezon, Child Protection Officer, UNICEF Philippines

The National Response Plan (NRP) to Prevent and Address Online Sexual Abuse and Exploitation of Children in the Philippines for 2016-2022 is the government's plan to respond to the increasing incidents of online child sexual abuse and exploitation in the country. It is an initiative of the Inter-Agency Council Against Child Pornography (IACACP), led by the Department of Social Welfare and Development (DSWD), with support from UNICEF and the Asia Foundation. It was developed under the framework of the [Model National Response](#) by the WeProtect Global Alliance. The NRP has five key result areas:

1. Advocacy and Prevention;
2. Protection, Recovery and Reintegration;
3. Law Enforcement and Prosecution;
4. Research and Information Management Systems;
5. Resource Mobilisation and Partnerships.

Aside from the NRP, DSWD together with other members of the IACACP has been holding the [Safer Internet Day for Children](#) since 2018. The event is one of the main strategies of the multi-sectoral stakeholders to raise awareness on the emerging needs of child online protection.

As part of the multi-sectoral response, telecommunications company PLDT/Smart plays an important role to ensure the private sector is actively contributing to the child online protection agenda in the Philippines. As a WeProtect Global Alliance member, PLDT/Smart conceptualises child online protection as both an inward and an outward-looking task. Inward looking, PLDT/Smart developed a child protection policy and trained staff on OCSEA to ensure risks associated with the business practice are identified early on. Outward looking, PLDT/Smart works as part of the [SaferKidsPH](#) programme to equip local government to be able to provide services to OCSEA survivors. With support from the Australian Government, SaferKidsPH has been delivered through collaboration between Save the Children Philippines, the Asia Foundation and UNICEF, and works with children and their families, the Government of the Philippines, civil society and the private sector to reduce OCSEA in the country and provide essential services to OCSEA victims. PLDT/Smart also actively participated in the development of new laws and policies, demonstrating that PLDT/Smart works as part of the multi-sectoral response team in prevention, awareness raising, and law and policy development, and takes an active role in ensuring company practices do not harm children.

UNICEF Philippines also plays an important role in supporting the multi-sectoral response to OCSEA in the Philippines. As part of SaferKidsPH, UNICEF developed a policy paper to inform the development of a new Bill on OCSEA. UNICEF consulted the multi-sectoral stakeholders, including in the private sector and children, to ensure the policy paper reflected the voices of all relevant stakeholders.

Case study 2: Multi-sectoral approach to Child Online Protection in Cambodia

Presented by Mr. Seila Samleang, Director, APLE; and H.E. Mr. Chea Pov, Deputy General Commissioner, Cambodian National Police

The National Action Plan to Prevent and Respond to Online Child Sexual Exploitation in Cambodia 2021-2025 was launched by the Royal Government of Cambodia in July 2021. It promotes coordination and engagement of NGOs, the private sector, parents, caregivers and children and adolescents to prevent and respond to online child sexual abuse and exploitation holistically. Under the National Action Plan, Action Pour Les Enfants (APLE) and the Cambodian

National Police work closely to ensure that all confirmed reports of OCSEA are referred to police for investigation and to the Ministry of Post and Telecommunication for the takedown of content. The implementation of the National Action Plan is coordinated by the technical working group of the Cambodia National Council for Children and the Ministry of Social Affairs, Veterans and Youth Rehabilitation, which is a multi-sectoral group consisting of government agencies and NGOs to collaborate and tackle the issue of OCSEA.

APLE, with the support of UNICEF, is further hosting [the INHOPE Internet Hotline](#), another crucial component of the multi-sectoral response in Cambodia, which is part of a global network of hotlines currently consisting of 52 members operating in 46 countries. Upon receiving a report of child sexual abuse material on the internet, APLE cooperates with law enforcement and industry in Cambodia and globally to conduct investigations and enable timely notice and takedown. APLE also refers survivors to required services within the broader child protection system, such as recovery and access to the justice system. They also work with hotlines, law enforcement and the private sector around the world to take down content hosted other jurisdictions. The private sector is hence a close partner in Cambodia to take action on OCSEA cases, including in the collection of digital evidence and supporting case work.

In this context, H.E. Mr. Chea Pov highlighted that is important to understand OCSEA as transnational crime requiring a strong international response network for the identification and rescue of victims. Further, OCSEA cases are often connected to human trafficking offences or other forms of violence against children, requiring law enforcement to take a holistic approach in the investigation.

Going forward, Cambodia is aiming to strengthen its participation in global networks and working groups and would like to connect to INTERPOL's International Child Sexual Exploitation (ICSE) database. Further, Cambodia aspires to work more closely with private sector companies, especially big tech, to jointly develop technological solutions to keep children safe online.

Case study 3: Multi-sectoral approach to Child Online Protection in Indonesia

Presented by Ms. Ciput Purwianti, Assistant Deputy for Protection of Children against Violence, Ministry of Women's Empowerment and Child Protection, Indonesia; and Ms. Dessy Sukendar, Policy Programs Manager, META Indonesia

The Ministry of Women's Empowerment and Child Protection, Meta and ECPAT Indonesia are rolling out the Aman Warrior programme as part of Meta's [We Think Digital](#) initiative. Led by the Ministry with support from ECPAT and Meta, the program aims to empower peer educators and their immediate community to understand and promote digital literacy and prevent child sexual exploitation. The project equips youth participants to teach the modules they learned to be delivered for participants in the next cities or areas of expansion in the country. Modules cover the information and skills needed create responsible digital citizens who can then support future generations of digital citizens.

As part of this multi-sectoral approach, Meta sees the opportunity to respond to the need of their target audience and to hear directly from the users what they need to be safe online. So, the partnership with the Ministry of Women's Empowerment and Child Protection offers Meta the opportunity to directly engage with children and youth on issues around online safety.

The speakers highlighted the availability of peer educators to independently conduct peer training, and their great enthusiasm, as big successes of the Aman Warrior programme. Further, digital literacy initiatives are spearheaded in Indonesia by different stakeholders, including government, NGOs and the private sector. This multi-sectoral community leverages its collective strength and expertise to develop more effective modules and scale the reach of the digital awareness initiatives.

Closing remarks

In concluding the session, Mr. Drennan from the WeProtect Global Alliance commended all speakers on their work in showcasing the multi-sectoral approach to Child Online Protection in Action. He stressed that the experiences from the Philippines, Indonesia and Cambodia clearly demonstrate that multi-sectoral collaboration is not an option, but a must in the context of child online protection.

INTERACTIVE 'TEMPERATURE' CHECK: WHAT BARRIERS AND BOTTLENECKS DO COMPANIES EXPERIENCE IN EFFORTS TO STRENGTHEN APPROACHES TO PROTECT CHILDREN ONLINE? WHAT ARE THE CURRENT AREAS OF STRENGTH AND ADDITIONAL DRIVERS FOR ACTION?

Moderated by Dr. Sabine K. Witting, Child Online Protection Consultant, UNICEF East Asia and Pacific Regional Office

This interactive session engaged both in-person and online participants to get their views on the barriers and bottlenecks companies face in their efforts to strengthen approaches to protect children online, and on current areas of strength and additional drivers for action. The moderator posed questions on the interactive Slido platform, where participants could answer using their mobile phone or laptop. The word clouds below show participants' answers.

Q1: In your opinion, what is one key aspect of child online protection the private sector should focus on?



Q2: What is the private sector doing well in terms of child online protection?



Q3: What does the private sector need to improve on to keep children and young people safe online?



This interactive session confirmed that participants would like the private to focus on prevention, awareness raising, user safety and user privacy. They also acknowledged that the private sector is showing considerable effort in strengthening reporting, safety and digital literacy, and is involved in prevention work. At the same time, participants felt that the private sector could do more in terms of reporting mechanisms, investing in content control and cooperating with other stakeholders. A reoccurring theme in this interactive session was the focus on safety by design as a key strategy to centre the safety of children and young people. Participants learnt more about safety by design on Day 2 of the forum during the 'Child Online Protection and safe and child-oriented product/service design' session.

PANEL DISCUSSION: WHAT BARRIERS AND BOTTLENECKS DO COMPANIES EXPERIENCE IN EFFORTS TO STRENGTHEN APPROACHES TO PROTECT CHILDREN ONLINE? WHAT ARE THE CURRENT PRINCIPLES AND OPPORTUNITIES BEING PURSUED?

Moderated by Ms. Serena Tommasino, Knowledge and Advocacy Specialist, Global Partnership to End Violence against Children

In previous sessions, participants became familiar with the design of the multi-sectoral approach to child online protection within ASEAN, and how it is implemented at the national level in various AMS. This panel discussion zoomed into the current experience of the private sector in engaging in prevention and response strategies around child online protection. It focused on opportunities, bottlenecks and areas for further engagement.

For this purpose, the moderator spoke to a diverse group of panellists:

- ⇒ Mr. Dio Tobing, Public Policy Lead (Asia), World Benchmarking Alliance;
- ⇒ Ms. Malina Enlund, Safety Policy Manager APAC, Meta;
- ⇒ Ms. Laura Higgins, Senior Director of Community Safety and Civility, Roblox; Fair Play Alliance;
- ⇒ Ms. Anh Nguyen, Chief Operating Officer, Hekate;
- ⇒ H.E. Mr. Wanchai Roujanavong, Thailand's Representative on Children's Rights to ACWC

World Benchmarking Alliance

Presented by Mr. Dio Tobing, Public Policy Lead (Asia), World Benchmarking Alliance

The World Benchmarking Alliance (WBA) is a global body composed of 350 organisations in support of a corporate accountability mechanism. WBA aims to create a trustworthy digital ecosystem through multi-stakeholder participation. Their main work is to assist companies in contributing to achieving the Sustainable Development Goals (SDGs). Of the 2,000 companies they work with, 200 of them are digital technology companies. There are four indicators of the digital inclusion benchmark: digital use, digital access, digital skills, and digital innovation. WBA have completed assessing the digital inclusion benchmark for 150 companies with those results being published in this [report](#).

Based on the child safety indicators, 27 out of 150 companies assessed have explicit commitment to online child safety; two of these are headquartered in ASEAN. Furthermore, eight out of the 150 companies have commitments rooted in children's rights principles. These findings show that there is a lot of room for improvement.

Meta

Presented by Ms. Malina Enlund, Safety Policy Manager APAC, Meta

Meta highlighted that the most important task for a global company is to be able to target solutions and interventions in each region differently. There are projects that specifically address local contextual issues that arise from the ground. For instance, Meta have partnered with the National Center for Missing and Exploited Children (NCMEC) to tackle OCSEA. As Southeast Asia is one of the main regions where child sexual abuse material (CSAM) is disseminated online, Meta tries to understand why people are sharing such content and have found that there is usually no malicious intent. They found that people might want to take justice into their own hands by telling the public what is happening to these children. Based on this finding, Meta introduced interventions such as increasing reporting mechanisms and educating users about re-traumatisation when they share CSAM online. They also have many shared campaigns with other partners which allow them to magnify the message and support local communities in their own languages.

Regarding opportunities to work with ASEAN, governments and other stakeholders in strengthening the multi-sectoral response framework as set out in the RPA, Meta commented

that the ASEAN regional framework is exceptional and there is space for the private sector to come in and solve problems together. With technical capabilities that often are not found in governments or NGOs, Meta finds itself in a unique position to support and magnify the work of government and NGOs. In conclusion, Meta would like to lead cross-industry collaboration in Southeast Asia and invite other private companies to look at gaps and opportunities and support each other in keeping children safe online.

Fair Play Alliance

Presented by Ms. Laura Higgins, Senior Director of Community Safety and Civility, Roblox; Fair Play Alliance

The Fair Play Alliance is a global coalition of gaming professionals and companies who are all committed to developing quality games. It currently has several hundred member organisations, ranging from very small studios to the largest gaming companies in the industry. Fair Play Alliance aims to provide a forum for gaming professionals themselves to work together and develop best practices as well as positive player interactions in the online gaming sphere. It is their vision to create a world where games fulfil the promise of play free from harm for everybody. To achieve these goals, they have three strategic pillars: fostering thought leadership, developing best practices, and mobilizing industry collaboration. Furthermore, they often collaborate with governments and I/NGOs to hold summits, workshops and webinars where they bring people together to discuss strategies and share best practices.

To create healthy online communities, Fair Play Alliance thinks it is important for different scales of businesses to support each other and enhance the safety of the digital environment. They have also been actively developing innovative solutions and then make them open-sourced, free, and available for everyone to use.

Hekate

Presented by Ms. Anh Nguyen, Chief Operating Officer, Hekate

Hekate is a start-up which focuses on addressing mental health issues for children. It partnered with UNICEF Viet Nam and local governments in 2021 to launch a mental health protection platform for children and their parents where they can connect with psychologists and teachers, share their feelings, and learn about mental health. Furthermore, Hekate has

facilitated access to shared data to build child protection programs, aiming to enhance children's digital literacy. The company also invests in the design, prototyping and scaling of solutions for more digital resilience; the creation of curricula to teach upcoming data scientists how to use artificial intelligence (AI) for good; and the development of sustainable AI policies for all levels of government and other organisations.

The biggest challenge Hekate currently faces is the lack of resources and manpower, which limits the number of children it can help and support. Nevertheless, Hekate also thinks being a start-up or smaller company can be an opportunity. That is, it is easier to identify problems and design solutions, and colleagues might be more comfortable to innovate in the context of digital technologies for the protection of children. Collaboration with bigger companies is of course helpful too, as they can learn from each other's best practices and how to build close relationships with clients.

ACWC

Presented by H.E. Mr. Wanchai Roujanavong, Thailand's Representative on Children's Rights to ACWC

Thailand's ACWC representative stated that private sector companies are among the most important players when it comes to internet safety and child online protection as they provide the medium through which the abuse happens. While acknowledging the positive role private sector companies play in improving people's lives through digital technologies, it is also crucial to ask how they minimise the 'dark side' of digital technologies and the potential harm for children. There are things companies can do to tackle challenges in the digital environment, such as providing education to children, establishing reporting mechanisms, and installing tools to screen illegal material, especially CSAM.

There is also great transformative opportunity for digital technologies in the region. Internet providers and private sector companies usually work for profit, but profit comes with responsibility. Encouraging companies to shoulder the responsibility of providing a safe online environment without destroying the industry is especially challenging. When developing solutions to protect children it is essential, and difficult, to strike a balance between controlling them and letting them freely explore. It is important for stakeholders to continue working together until there is a solution acceptable to all parties.

Closing:

In closing, the moderator asked the panellists what the ASEAN ICT Forum can achieve and what the forum should prioritise going forward. Panellists highlighted that the forum in and of itself was already a huge success, as it convened industry players alongside NGOs, government and development partners. This can lead to more democratised digital platforms. Panellists stressed that the forum has the potential to lead the development of a regional child rights-based approach to online protection across ASEAN Member States. The forum also has the potential to be a platform for coordination across regions to amplify reach, focusing on the hardest to reach first.

SESSION 1: CHILD ONLINE PROTECTION AND HUMAN RIGHTS DUE DILIGENCE

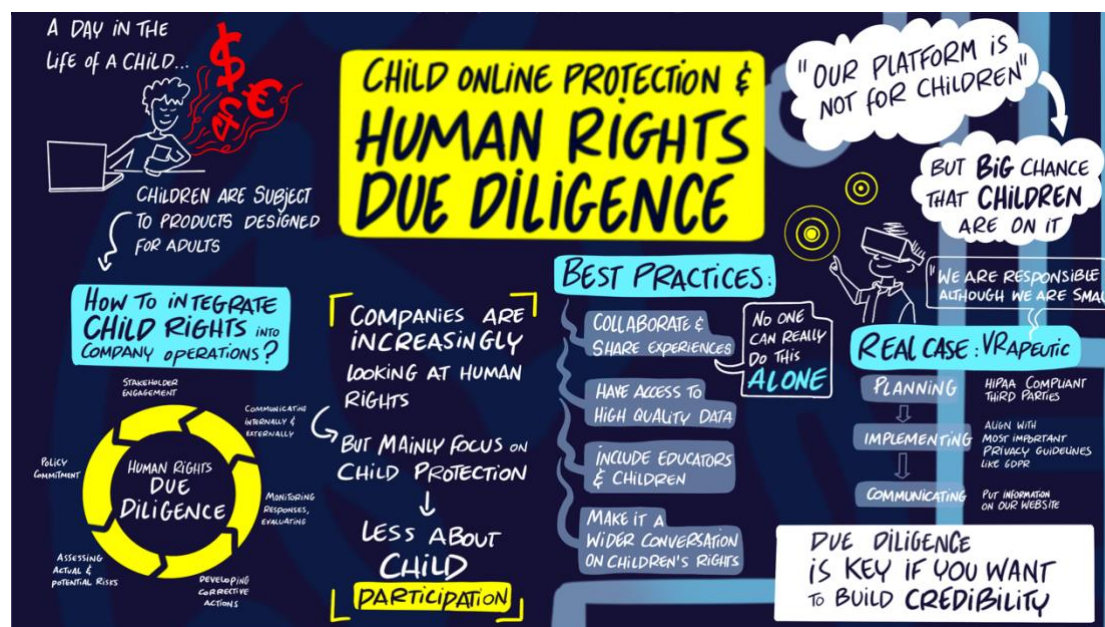


Figure 6. Graphic illustration of Day 2, Session 1 of the ASEAN ICT Forum on Child Online Protection.

Session 1, titled 'Child Online Protection and Human Rights Due Diligence', introduced participants to human rights due diligence processes and the link to child rights impacts specifically. This was followed by a panel discussion where private sector companies and business experts shared their experiences in implementing due diligence in the context of child online protection in ASEAN.

INTRODUCTION TO CHILD ONLINE PROTECTION AND HUMAN RIGHTS DUE DILIGENCE PROCESSES

Presented by Ms. Ida Hyllested, Child Rights and Business Manager, UNICEF East Asia and Pacific Regional Office

As digital technologies are reshaping children's and young people's lives, their rights are affected by digital products and services. These include every child's right to information, to play and leisure, to freedom of expression, and to be protected from all forms of violence, abuse and exploitation. To safeguard child rights in the digital environment and effectively

incorporate them into company policies and operations, human rights due diligence (HRDD) is a critical tool. Human rights due diligence for the technology industry which considers child rights is founded on the below frameworks:



Figure 7. Overview of relevant frameworks for human rights due diligence in the context of digital technologies.

When conducting a human rights due diligence assessment, private sector companies should follow the below assessment cycle:

1. Policy commitment
2. Assessing actual and potential risks
3. Develop corrective action plans based on findings
4. Monitoring responses, evaluate. Corrective measures
5. Communicating, internally and externally
6. Ensure meaningful stakeholder engagement throughout

While companies are increasingly aware of the expectations to carry out human rights due diligence, recent studies nevertheless show that progress is slow and that child rights remain largely neglected.⁹ According to the World Benchmarking Alliance's 2022 Social Transformation Baseline Assessment, only 15 out of 150 companies assessed disclose that they have basic processes in place to identify, assess and integrate human rights risks and

⁹ See UNICEF, Charting the Course: Embedding children's rights in responsible business conduct, Geneva 2022.

impacts.¹⁰ Big tech platforms constantly fail to disclose adequate information about how they conduct human rights due diligence, moderate online content, test and deploy algorithmic systems, and use personal data.¹¹ Furthermore, the Global Child Forum 2022 found that while 64% of the companies assessed have a general policy on product safety, only 20% of them specifically mention children.¹²

This introduction to human rights due diligence in the context of child online protection highlighted that despite some important initial steps, there is considerable room for improvement in this field. The following panel discussions aimed to showcase how private sector companies in ASEAN have used human rights due diligence to advance children's protection online.

VOICES OF EXPERIENCE IN IMPLEMENTING DUE DILIGENCE IN THE CONTEXT OF CHILD ONLINE PROTECTION IN ASEAN (PANEL DISCUSSION)

Moderated by Ms. Josiane Galea Baron, Child Rights and Business Specialist, UNICEF

Presented by Ms. Hannah Darnton, Director, Technology and Human Rights, Business for Social Responsibility (BSR); Mr. Ahmad Al-Kabbany, Founder and CEO, VRapeutic; and Mr. Charles Chew, Policy Director APAC, GSMA

This panel discussion provided a deep dive into the experiences of the private sector in implementing HRDD processes globally as well as in ASEAN. The panel elaborated on challenges and opportunities in this field, shared insights into the different steps involved in HRDD processes and why start-ups might be in a unique position to advance the agenda of human rights due diligence in the region.

10 World Benchmarking Alliance, 2022 Social Transformation Baseline Assessment, https://assets.worldbenchmarkingalliance.org/app/uploads/2022/01/2022_Social_Transformation_Baseline_Assessment.pdf

11 The Ranking Digital Rights – Big Tech Scoreboard, Executive Summary, <https://rankingdigitalrights.org/index2022/executive-summary>

12 Global Child Forum, The State of Children's Rights and Business 2022: Key Takeaways - Tech & Telecom deep dive, <https://globalchildforum.org/tech-telecom-deep-dive-key-takeaways/>

Business for Social Responsibility (BSR) has been working with companies and the tech sector specifically for more than a decade. BSR has been actively helping companies integrate human rights-based approaches and practices into their work, such as conducting human rights impact assessments following the UN Guiding Principles on Business and Human Rights as well as establishing due diligence processes. Guiding companies to pay attention to the needs of vulnerable populations is another crucial step. That is, companies have been advised to take a holistic approach to identify the groups of people at risk in the digital environment and assess how their rights may be impacted by the products and services companies provide.

Status and trends of child rights impact assessments

With regard to child rights impacts and child online protection, BSR described that companies tend to only focus on child protection and child safety online when they are getting used to the concept of child rights as part of broader human rights issues. It is therefore important to guide them to look at child online protection in a more holistic manner, taking into account every child's right to information, participation, privacy and freedom of speech when developing systems and providing digital services.

GSMA added that the GSMA sees themselves as contributing to creating a digital world that truly serves children's best interests. What the mobile industry has been able to do is industry collaboration and information sharing. For instance, since 2012, telecommunications operator Millicom and UNICEF have collaborated to develop a child rights impact assessment tool to assess the potential impact that digital products and services may have on children and adolescents. This assessment tool has been shared widely with the mobile industry. It helps companies to explore the strengths and weaknesses of their policies and operations and to understand where they need to prioritise efforts. Many other operators in Southeast Asia have developed their own tools for child online protection as well, such as digital literacy campaigns.

Regarding trends in child rights due diligence, the most notable one is the application of a wider lens towards important issues of child rights. Not too long ago, it was common in the corporate world to focus only on child labour issues within the supply chain. This is of course very important, but the industry is now moving forward to look at the full range of impacts on children, and how to safeguard their rights in a holistic manner.

Key salient issues or impact in relation to child rights impact assessments

When asked about the key salient issues or impact when companies start integrating a child rights or child online protection lens to their HRDD processes, BSR stated that content risk is a significant issue, such as exposure to hateful, age-inappropriate, or harmful content. Misinformation, disinformation, and poor-quality content are included as well. They also see conduct risks when children behave in ways that contribute to harmful digital content or contact while using a range of different products, platforms and services. The third category is contact risk. These are risks arising when children interact in the digital environment and are recipients of harmful actions, such as online harassment, cyberbullying, sexting, grooming, child sex trafficking, or sextortion. Those are the three types of risks that private sector companies do not always focus on in the broader human rights due diligence conversation but are often mentioned explicitly in the child rights context.

GSMA contributed that the first challenge is about implementing what is considered good practice regarding child rights and child online protection across different national contexts. Mobile operators often consist of engineers and designers who do not have the necessary skill sets of child rights and child online protection. Local expertise is not always readily available in the country, therefore causing limitations and implementation challenges for mobile operators. Partnerships with NGOs and external experts who are informed and active in the online space hence becomes important. The second challenge is about how to assess the impact and effectiveness of internet safety programmes that many mobile companies have been actively developing. GSMA therefore hopes that this Forum can guide mobile operators on this issue and work together with GSMA's members to move the process forward.

Common questions in relation to guidance/best practice examples in child rights impact assessments

When asked about the common questions in relation to guidance and/or best practice examples when engaging with companies on human rights impact assessments, BSR stated that collaboration between companies is critical in solving the challenges children face in the online environment. For instance, age verification mechanisms have always been an issue. Most existing age verification efforts are minimally effective, while those that are effective in identifying the age of a user often have adverse impacts on user privacy. Hence, companies need to come together to explore a common solution, rather than working in isolation. It is

also important to provide digital education to children, young people, parents, caregivers and teachers so they can develop their own coping mechanisms when faced with challenges online.

GSMA added that they played a critical role in promoting guidance and best practices in identifying and addressing child rights. The key success factor has been the willingness of mobile operators to embrace the culture of no competition in child protection. Mobile network operators are often fiercely competitive, but in the area of child protection, the operative words are mainly cooperation and collaboration. In terms of obstacles, one of the main challenges GSMA faces is on cultural sensitivities around the discussion of OCSEA. The other obstacle that mobile operators come across in some countries is that they are asked to address issues taking place on digital platforms run by other companies, where the operators neither have the legal ability, nor the technical control to resolve these issues. The solution is once again to have dialogues through a multi-stakeholder engagement process.

Child rights impact assessments from the perspective of a start-up

Shifting the conversation towards VRapeutic, a start-up operating in Viet Nam since 2017, VRapeutic noted that they have been working on developing virtual reality-based solutions for learning and developmental disorders since 2017. As a company working in a high-tech field, they believe that they are responsible for their digital practices and paying attention to the needs of vulnerable users. VRapeutic also believes that start-ups can play a proactive role in dealing with child online protection challenges. They can act as test beds for new policies and new regulations while also developing their own tools and mechanisms.

VRapeutic is in an ongoing process of searching for and adopting third-party technologies and services that align with our principles. For instance, we are very keen on choosing third-party services that are compliant with the United States Health Insurance Portability and Accountability Act (HIPAA) and the Children's Online Privacy Protection Act (COPPA). In terms of implementation, VRapeutic ensures that they follow the most widely used and most well-known regulations, such as the General Data Protection Regulation (GDPR) and other European Union data protection legislation. In the maintenance stage, they make sure that our privacy policy and terms of service are documented and updated regularly.

Closing:

The session ended with an interactive activity engaging both online and in-person participants to gain a better understanding of the current challenges and drivers in implementing human rights due diligence processes.

Q1: What are the main challenges in taking steps towards implementing HRDD processes?



Q2: What would help in putting in place processes to identify and address impacts on child rights?



Q3: Which aspects of HRDD would you most like to receive more information on?

Examples of how other companies conduct child rights due diligence



Standard methodologies on child rights impact assessments



Guidance on how to engage with stakeholders, including children, in child rights due diligence



Models



Other (specify)



SESSION 2: CHILD ONLINE PROTECTION AND SAFE AND CHILD-ORIENTED PRODUCT AND SERVICE DESIGN



Figure 8. Graphic illustration of Day 2, Session 2 of the ASEAN ICT Forum on Child Online Protection.

Session 2, titled 'Child Online Protection and safe and child-oriented product and service design', aimed to give participants an insight into possible approaches private sector companies can employ to ensure children's well-being and safety are at the centre of their product and service design process. The session began with an overview of the UNICEF-Lego Group RITEC project, which aims to create practical tools businesses and governments can use to put the well-being of children at the centre of digital design. This was followed by a presentation from Australia's eSafety Commissioner and Zoom, introducing their safety by design approaches and sharing experiences on how other companies have used this approach to create safer online products and services for children.

RITEC – CREATING PRACTICAL TOOLS FOR BUSINESSES AND GOVERNMENTS TO PUT THE WELL-BEING OF CHILDREN AT THE CENTRE OF DIGITAL DESIGN

Moderated by Ms. Josianne Galea Baron, Child Rights and Business Specialist, UNICEF

Presented by Dr. Amanda Third, Professorial Research Fellow, Western Sydney University, Australia; and Dr. Elizabeth Milovidov, Senior Manager, Digital Child Safety, Responsible Child Engagement, The LEGO Group

The moderator introduced the session with an interactive activity, engaging both in-person and online participants. Their answers are displayed in the Slido word cloud below.

Question: What do you think 'child well-being' in the digital age means?



Introducing RITEC and the Child Well-being and Digital Play Framework

The [Responsible Innovation in Technology for Children \(RITEC\)](#) project was co-founded by UNICEF and The LEGO Group and is funded by the LEGO Foundation. It aims to come up with a framework to facilitate child rights and well-being via the design and development of digital

technologies, at the same time taking into account children's experiences and insights. The project is underpinned by a series of principles, as seen below in Figure 9.

The project is underpinned by a series of principles.



Figure 9. RITEC principles.

To create practical tools for businesses and governments that will empower them to put the well-being of children at the centre of digital design, the Child Well-being and Digital Play Framework has been put forward. Consisting of eight child-centric well-being outcomes, the framework aims to guide tech developers and policymakers to prioritise child well-being and facilitate positive digital experiences. The framework includes eight components, as seen below in Figure 10.



Figure 10. Child Well-being and Digital Play Framework.

Listening to children's views and perspectives is the core of RITEC's research approach. To develop an evidence-based design framework to support child well-being in digital play settings, 34,000 surveys and more than 20 workshops with children in 30 countries were conducted and analysed by Western Sydney University with support from 13 organisations¹³. Consultation results indicate that digital play is a vital part of children's and young people's

¹³ Albania: UNICEF Albania; Brazil: SaferNet Brazil; Bulgaria: UNICEF Bulgaria; Indonesia: Semai Jiwa Amini (SEJIWA) Foundation; Iraq: UNICEF Iraq; Jordan: UNICEF Jordan; Pakistan: Group Development Pakistan; South Africa: Media Monitoring Africa; Taiwan: Youth Rights Alliance; Tanzania: UNICEF Tanzania; Tunisia: UNICEF Tunisia; Uruguay: UNICEF Uruguay; United Kingdom: Kids Know Best.

lives. It gives them abundant opportunities to have fun, connect with peers, and be creative. Regarding child well-being in digital settings, those consulted demonstrated a holistic understanding of well-being as encompassing both physical and mental health. They believe well-being is not only about overcoming adversity, but also about having the conditions to thrive. Hence, they emphasised that they need to feel safe to truly benefit from play experiences and would like to see companies to strive to ensure that their safety is a priority.

It is critical that designers and developers keep children's safety, creativity, social connections, competence, and self-actualisation in mind when providing digital play services and products. The RITEC approach and the Child Well-being and Digital Play Framework provide concrete guidance in this regard.

SAFETY BY DESIGN – PUTTING USER SAFETY AND RIGHTS AT THE CENTRE OF THE DESIGN AND DEVELOPMENT OF ONLINE PRODUCTS AND SERVICES

Presented by Ms. Ella Serry, Manager, International Engagement and Capacity Building, Australia's eSafety Commissioner; Mr. Warren de Fonseka, Senior International Development Officer, International Engagement and Capacity Building, Australia's eSafety Commissioner; and Mr. Leonard Lim, Head of Public Policy and Government Relations (Southeast Asia and Taiwan), Zoom

In 2015, Australia's Enhancing Online Safety Act established the Office of the Children's eSafety Commissioner. This role was subsequently extended in 2017 to protect not only children, but all Australians in the digital environment. As the Online Safety Act 2021 comes into force, more effective powers have been given to eSafety to tackle emerging challenges and protect citizens online.

To address online risks and harms, eSafety has taken a comprehensive approach along with an extensive range of programs, resources and services focused on three key roles:

1. **Prevention:** Aiming to confront online harms by conducting research that identifies risks and the most effective ways of reducing them, as well as running education and awareness-raising programmes to provide self-protection skills and resources, especially to those who are most at risk online.

2. **Protection:** eSafety has the authority to direct online and electronic services and platforms to remove seriously harmful content, including child sexual abuse material, pro-terrorist content, and intimate images shared without the consent of the person shown. In cases of cyberbullying of children and serious adult cyber abuse, eSafety can investigate and have the harmful content removed as well. To drive transparency and accountability of the ICT industry, the [Basic Online Safety Expectations](#) was further launched to introduce enforceable industry codes.
3. **Proactive change:** eSafety prompts tech companies to value the safety of their users as much as their security and privacy. That is, the tech sector should assess risks and incorporate safety into the design of products and services, and at the same time operate their systems with more empathy for users. This approach includes [Safety by Design](#), an initiative aiming to anticipate, detect and eliminate online threats and prioritise user safety in the lifecycle of digital products and services.

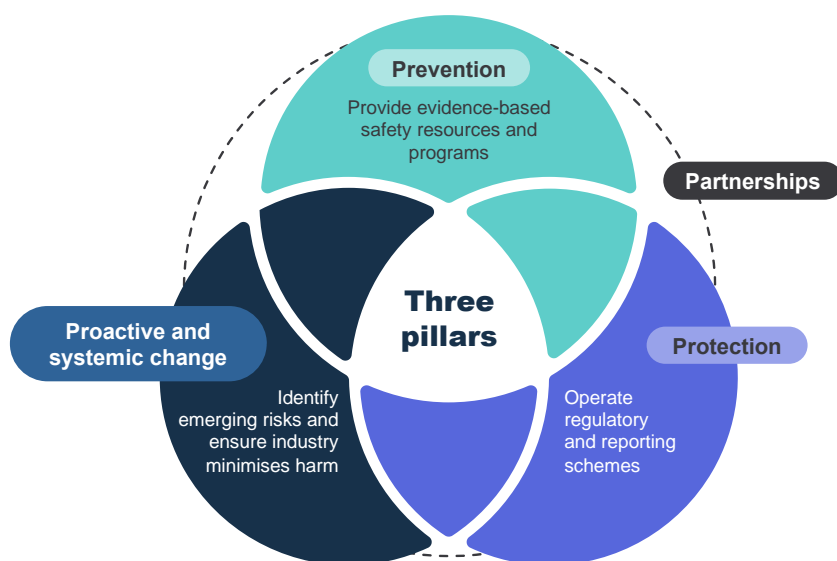


Figure 11. Australia's eSafety Commissioner's approach to online safety.

The Safety by Design Initiative comprises three main principles:

1. **Service provider responsibility:** The burden of safety should never fall solely upon the user. Instead, companies need to identify risks upfront and actively deal with online harms.
2. **User empowerment and autonomy:** The dignity of users is of central importance. Companies should prioritise user safety and best interests when designing and developing online products and services.

3. Transparency and accountability: Transparency and accountability are hallmarks of a robust approach to safety. They not only assure that platforms and services are operating according to the companies' published safety objectives, but also assist in educating and empowering users about steps they can take to address safety concerns.

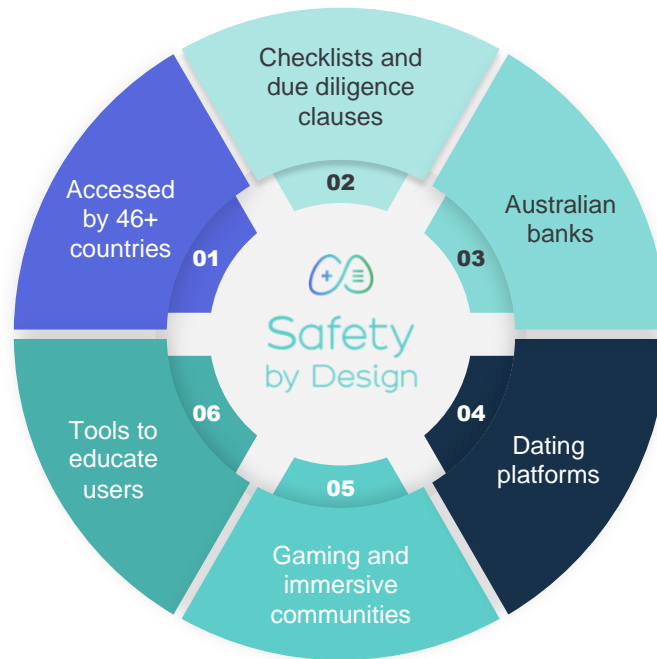


Figure 12. Success of Safety by Design.

Safety by design has been utilised by various sectors including social media, messaging, online dating and gaming, mobile and online banking. To put a face to one of the eSafety success stories, Ms. Serry introduced Mr. Leonard Lim, Head of Public Policy and Government Relations (Southeast Asia and Taiwan) at Zoom. The company has completed the Safety by Design Assessment and has been actively incorporating the principles into its product and engineering processes. For instance, with regards to service provider responsibility and user empowerment, Zoom has installed functions such as screensharing limitation, user-selected geo-blocking, and abuse reporting to ensure that online meetings are conducted smoothly and under users' control. Around transparency and accountability, Zoom has mapped out its reporting and law enforcement request interfaces to collect and categorise information for regular Transparency Reports and Community Standards Enforcement Reports. The company has also been consistently collaborating with users, independent experts and key stakeholders to develop safety-enhancing tools, such as technology designed to prevent the creation and sharing of CSAM in livestreams.

Safety should be the priority for technology companies. Technology has become intertwined in almost every part of our lives and serves as essential infrastructure. As such, it is critical to anticipate, detect and eliminate online risks and harms and to make our digital spaces more inclusive. eSafety noted that safety by design is the logical and vital next step to enhancing online safety and building digital trust. It is the Commissioner's hope that more companies will embrace the concept and apply the tools introduced in this session so that every child can be safe online.

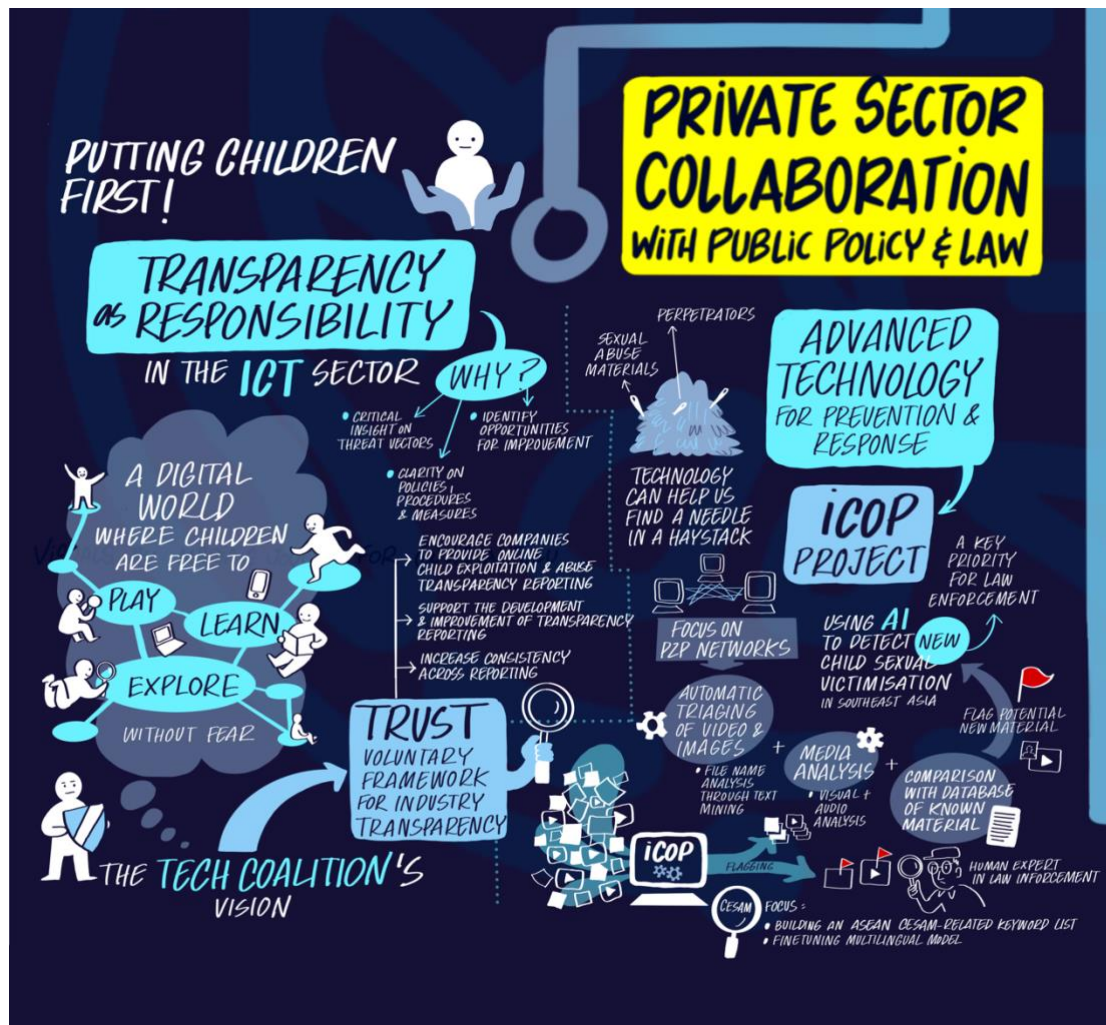


Figure 13. Graphic illustration of Day 2, Session 3 of the ASEAN ICT Forum on Child Online Protection.

Session 3, titled 'Private sector collaboration with public policy and laws', aimed to give participants an introduction on the role that private sector companies can play in contributing to the implementation of public policy in law. The session introduced the Tech Coalition's Transparency Reporting Framework on online child sexual abuse and exploitation. The University of Bristol also introduced its iCOP project, which uses artificial intelligence and machine learning to flag new and previously unknown online child sexual abuse in Southeast Asia.

INDUSTRY FRAMEWORK FOR TRANSPARENCY REPORTING ON ONLINE CHILD SEXUAL ABUSE AND EXPLOITATION

Presented by Ms. Kay Chau, Director of Programs, Tech Coalition

The Tech Coalition is an alliance of tech companies who are working together to combat child sexual exploitation and abuse online. Its industry members are diverse in size, sector, and service model, and represent a powerful core of expertise in combating child sexual exploitation and abuse online. Through knowledge and information sharing, collective action, and the innovation and adoption of new technologies, Tech Coalition members are working collaboratively to defend against the sexual exploitation and abuse of children online.



Figure 14. The joint vision of Tech Coalition members.

ICT sector transparency is crucial to child protection online. Through a routine cadence of transparency reporting, the tech industry can:

1. provide critical insights on the specific threat vectors of OCSEA;
2. explain their policies, procedures, and technological measures;
3. explain specific actions the company has taken;
4. create reliable opportunities for individual companies to identify potential improvements.

To provide guidance to tech companies seeking to build trust and demonstrate accountability by providing transparency reporting in combating OCSEA, the Tech Coalition launched [TRUST:](#)

[Voluntary Framework for Industry Transparency](#) in June 2022. The purpose of the framework is to encourage companies to provide OCSEA transparency reporting, support the development and improvement of transparency reports and increase consistency across reporting. It takes a principles-based approach, stating that while reporting depends on service maturity, it should also take the following principles into account:

1. Reflect the unique nature of each company's service(s).
2. Be regular and evolve over time.
3. Avoid compromising privacy or safety.
4. Support trust and accountability.

The framework aims to assist companies in organising reporting in a way that allows different audiences to understand how OCSEA is being handled. It recommends a reporting structure starting with policies and practices so that companies can introduce their approach in combatting OCSEA, along with a descriptive summary of the processes and systems. Numerical reporting on the outcomes of the company's overall approach should also be included.

USING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TO FLAG NEW AND PREVIOUSLY UNKNOWN CHILD SEXUAL ABUSE IN SOUTHEAST ASIA

Presented by Dr. Claudia Peersman, Research Fellow, University of Bristol, UK; and Professor Corinne May-Chahal, Professor of Applied Social Science and Co-Director of Security, Lancaster University, UK

The iCOP project aims to develop new artificial intelligence technology to automatically detect new or previously unknown OCSEA media in Southeast Asia in peer-to-peer (P2P) networks. This AI-supported approach includes (semi-)automatic video and image analysis techniques to assess a file's content and an automatic triaging system to identify potential CSAM files based on filenames.

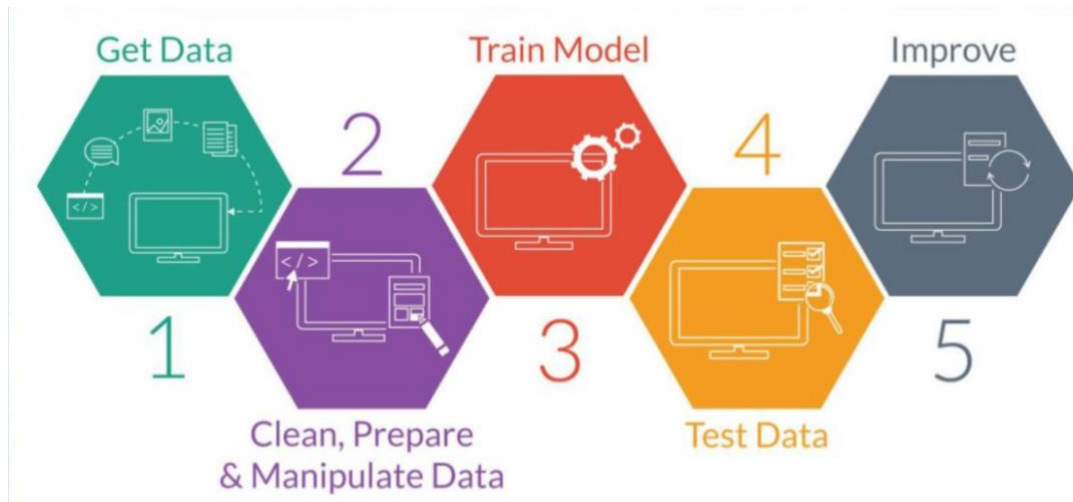


Figure 15. AI training process for detecting new or previously unknown OCSEA media.

With regard to iCOP's focus on Southeast Asia, Rapid Evidence Assessment (REA) has been conducted in the ASEAN region. It has been found that TOR, a network allowing users anonymity when surfing the internet, and multiple sharing platforms are highly conducive to increasing production and severity of CSAM, creating an enormous workload for law enforcement. While AI and deep learning techniques have accelerated globally, the lack of legal access to CSAM has made evaluation of computational tools difficult. Furthermore, tools developed by private sector companies to combat OCSEA are often reporting dependent and not open to independent evaluation, therefore compromising the effectiveness.

In response to the challenges mentioned above, iCOP aims to improve the accuracy of text analysis, including building an ASEAN CSAM-related keyword list covering Thai, Khmer, Filipino, Malay, Indonesian, Burmese and Vietnamese, as well as enhancing iCOP's filename classifier to include not only ASEAN languages but others such as Mandarin, Russian and Japanese. Media classification is another crucial measure, which intends to carry out early actions or activity predictions to deal with OCSEA, especially streamed videos.

Although there is clear potential in using AI to support online child protection investigations, challenges such as insufficiency of language models and false positive results still lie ahead. Collaboration between researchers and law enforcement experts in the field is therefore essential. iCOP also proposes a proper evaluation of CSAM detection tools, including the following aspects:

1. Bias in training leads to non-detection of certain ethnicities, age groups and gender groups;

2. Transparency of the models is essential to increase the likelihood of a successful prosecution;
3. Privacy and security of potential victims and non-offensive P2P users;
4. Prevention of misuse or circumvention of the technology.

SESSION 4: LOOKING AHEAD – NEXT STEPS IN THE FIGHT AGAINST ONLINE CHILD SEXUAL ABUSE AND EXPLOITATION IN ASEAN

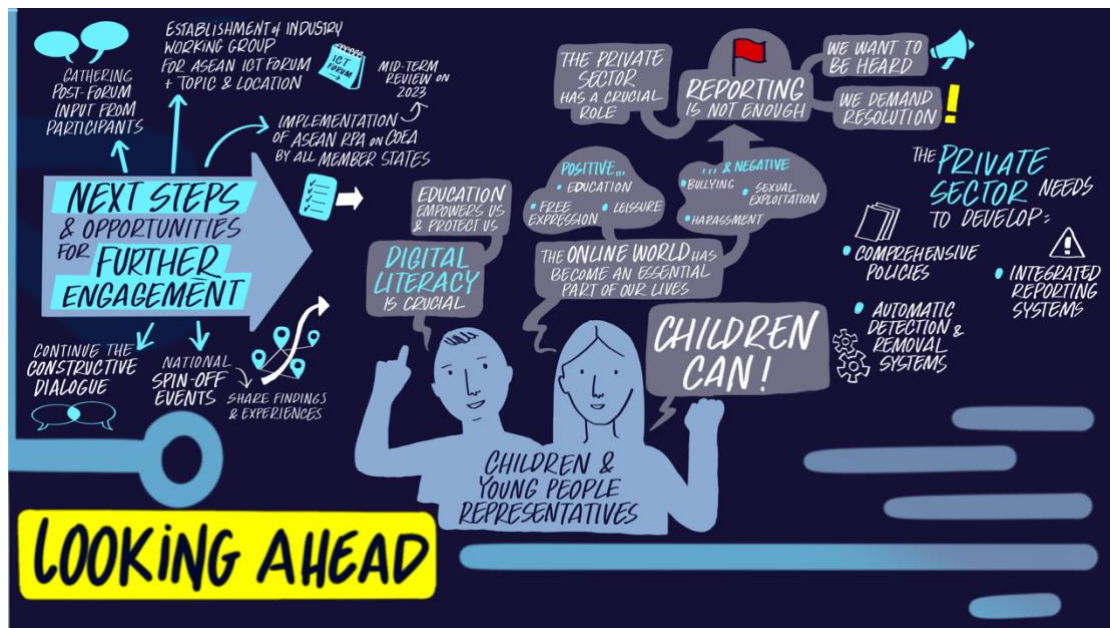


Figure 3. Graphic illustration of Day 2, Session 4 of the ASEAN ICT Forum on Child Online Protection.

Session 4, titled ‘Looking ahead – next steps in the fight against online child sexual abuse and exploitation in ASEAN’, concluded the inaugural ASEAN ICT Forum on Child Online Protection. Participants were given the opportunity to share their key takeaways and suggestions on what the next ASEAN ICT Forum should focus on. Next steps were then presented, followed by concluding remarks from children and young people and the Royal Government of Cambodia.

INTERACTIVE SESSION: IDENTIFYING KEY AREAS OF INTEREST/BEST WAYS FOR ENGAGEMENT WITH THE PRIVATE SECTOR TO INFORM THE CONTENT OF THE NEXT ASEAN ICT FORUM

Moderated by Ms. Amy Crocker, Head of Protection and Technology, International; and Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat

This interactive session allowed participants to critically reflect on their key takeaways from and the topics they would like to hear more about in the next forum.

Q1: What is your key takeaway from the ASEAN ICT Forum on Child Online Protection? (1 word)



Q2: Which topic have you never heard about before and you feel needs more attention? (1 word)



Q3: Based on your knowledge and experience, what should be the priority theme of the next ASEAN ICT Forum on Child Online Protection?



NEXT STEPS AND OPPORTUNITIES FOR FURTHER ENGAGEMENT

Presented by Dr. Omar Khalid, Brunei's Representative on Children's Rights to ACWC

Dr. Khalid outlined the next steps and opportunities for further engagement following the forum. Firstly, the organisers will seek input from all participants in a post-forum survey. The host country for the next ASEAN ICT Forum will be identified in the coming months and all AMS and relevant ASEAN sectoral bodies/entities are encouraged to implement the ASEAN RPA on COEA at national and regional level. Dr. Khalid also reminded participants that the mid-term review of the RPA is planned for 2023.

Opportunities for further engagement: National spin-off events

1. AMS are encouraged to continue constructive dialogue with the private sector and other stakeholders at national level as part of national spin-off events. These events will assist in adapting the lessons learnt from the ASEAN ICT Forum on Child Online Protection.

2. AMS are encouraged to share findings and experiences from the national spin-off events at the next ASEAN ICT Forum on Child Online Protection to enhance cross-country learning and the establishment of an ASEAN-specific knowledge base.

Opportunities for further engagement: Industry Working Group on Child Online Protection

1. Explore organising the Industry Working Group on Child Online Protection to be facilitated by UNICEF, ECPAT International and other interested partners to create such a platform in close coordination and information sharing with ACWC and ASEAN Senior Officials Meeting on Social Welfare and Development (SOMSWD);
2. Seek interest of private agencies to participate in the Industry Working Group on a voluntary basis; the group could agree to meet regularly until the next ASEAN ICT Forum;
3. Terms of reference will be developed with first meeting planned for Q1 2023.

STATEMENTS BY CHILDREN AND YOUNG PEOPLE REPRESENTATIVES: EXPECTED ACTION AND WAY FORWARD

Presented by Mr. Firman Gani, young person from Indonesia; and Ms. Adriana Mañas, young person from the Philippines

Mr. Gani and Ms. Mañas provided closing statements on behalf of children and young people, sharing action points and next steps they hope to see moving forward.

They noted that there are various measures private sector companies can take to improve children's and young people's experiences online. They referred participants back to the [Call to Action from Children and Young People to the Private Sector on Child Online Protection](#) presented on Day 1. In this Call to Action, children and young people ask private sector companies to develop child-centred features and functions, effective feedback mechanisms, guidance on digital literacy and digital safety, and to ensure data protection and respect for privacy. The speakers stressed that they believe meaningful engagement with the users of online products and services is essential to ensuring online safety. As such, private sector companies should engage children and young people in the design, implementation and evaluation of strategies to safeguard them online.

OFFICIAL CLOSING

Presented by H.E. Mr. Iem Kounthdy, Secretary of State, Ministry of Social Affairs, Veterans and Youth Rehabilitation, Cambodia

H.E. Mr. Kounthdy reminded participants that children and young people are frequently exposed to harm in the online world. Building on what was shared over the previous two days, he concluded by outlining some priorities the private sector, working with the Royal Government of Cambodia, can undertake to improve the protection of children online:

1. Develop and implement comprehensive set of policies on online child protection, including policies on prevention, detection, blocking, and removal of child sexual abuse materials and provide capacity building opportunities internally;
2. Develop reporting systems that are integrated into product design, connected to national services, with the mechanisms for following up on reports made to law enforcement and other agencies;
3. Assist the government to advocate for positive behavioural change among children, parents, and teachers to prevent exposure to harmful content and behaviours;
4. Leverage its expertise to develop innovative technologies for the automatic detection of online grooming, and the detection and removal of child sexual abuse materials.

With these final remarks, the 2022 ASEAN ICT Forum on Child Online Protection was officially closed.

APPENDIX 1: AGENDA

Day 1: 2 November 2022 Master of Ceremony for Day 1: Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat		
Registration of onsite participants/Test connection to the Zoom Meeting Room (8:00am -9:00am, GMT+7)		
Opening ceremony (9:00 – 10.00am, GMT+7)		
9:00 – 9:03 am	ASEAN Anthem	All
9:03 – 9:10 am	Remarks	H.E. Mr. Iem Kounthdy, Secretary of State, Ministry of Social Affairs, Veterans and Youth Rehabilitation
9:10 – 9:15 am	Remarks	Ms. Debora Comini, Regional Director, UNICEF East Asia and Pacific Regional Office
9:15 – 9:21 am	Remarks	Ms. San Sreyneang and Mr. Kouch Chengkorng (young people representatives from Cambodia)
9:21 – 9:28 am	Remarks	Dr. Howard Taylor, Executive Director, Global Partnership to End Violence against Children
9:28 – 9:35 am	Remarks	H.E. Mr. Pablo Kang, Australia's Ambassador to Cambodia

9:35 – 9:42 am	Remarks	H.E. Mr. Ekkaphab Phanthavong, Deputy Secretary-General, ASEAN Socio-Cultural Community
9:42 – 9:52 am	Opening Speech	H.E. Mr. Men Sochet, Secretary of State and Representative of H.E. Vong Sauth, Minister of the Ministry of Social Affairs, Veterans and Youth Rehabilitation
9:52 – 10:00 am	Photo session	All
10.00 – 10.15 am	Health Break	
Session 1: Understanding online abuse and exploitation of children in Southeast Asia (10:15am – 12:00pm) Master of Ceremony: Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat <i>Objectives:</i> <ul style="list-style-type: none">• To introduce participants to the evidence on the prevalence, impact and nature of online child sexual abuse and exploitation in ASEAN Member States (AMS)• To create a platform for meaningful engagement with children and young people from AMS		
10.15 – 10:35 am	Understanding online abuse and exploitation of children in Southeast Asia – latest evidence from the Disrupting Harm studies	Ms. Rangsim Deesawade, Regional Coordinator for Southeast Asia, ECPAT International Mr. Matthew Dompier, Criminal Intelligence Officer, INTERPOL
10:35 – 10:45 am	Safety by design in Southeast Asia: Consultations with young people in Indonesia,	Dr. Amanda Third, Professorial Research Fellow, Western Sydney University

	Malaysia, Thailand and Viet Nam	
10:45 – 11:00 am	Q&A	Moderated by: Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat
11:00 – 11:50 am	Panel discussion: Experiences and perspectives of children and young people from the ASEAN region on online safety and the role of the private sector	Moderators: Mr. Qamil Mirza, young person from Malaysia Ms. May Min Thone, young person from Myanmar Panellists: Mr. Bùi Duy Hiển, young person from Viet Nam Ms. Phanomphone Phaouthoum, young person from Lao PDR Dr. Srida Tanta-atipanit, Executive Director, Thai Hotline Mr. Bui Duy Thanh, Child Protection Technical Program Specialist, World Vision International in Viet Nam
11:50 – 12:00 pm	Q&A	Moderated by: Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat
12:00 – 1:00 pm	Lunch	

Session 2: Roles, Responsibilities, and Opportunities: Industry Action on Child Online Protection (1.00 – 5.00pm)

Master of Ceremony: Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat

Objectives:

- To give an introduction to the [Regional Plan of Action for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN \(RPA\)](#), with a specific focus on Pillar 7
- To conduct a ‘temperature check’ on attitudes and perceptions of the status quo of multi-sectoral collaboration on child online protection within ASEAN
- To allow for an open discussion with private sector stakeholders and AMS on roles, responsibilities and opportunities for industry action on child online protection

1:00 – 1.20 pm	Introduction to the Regional Plan of Action (RPA) for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN & other ASEAN projects on child online protection	H.E. Mr. Theng Chhorvirith, Deputy Director General, Ministry of Social Affairs, Veterans and Youth Rehabilitation, Cambodia's Representative on Children's Rights to ACWC
1:20 - 1:30 pm	Q&A	Moderated by: Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat
1:30 – 2:20 pm	Interviews: Voices of experience from ASEAN Member States on the multi-sectoral approach to Child Online Protection: What is working well?	<p>Moderator:</p> <p>Mr. Iain Drennan, Executive Director, WeProtect Global Alliance</p> <p><i>Case study 1: Multi-sectoral approach to Child Online Protection in the Philippines</i></p>

		<p>Speakers:</p> <p>Ms. Maricel C. Deloria, Director - Program Management Bureau, Department of Social Welfare and Development</p> <p>Mr. Jose Rosete, Assistant Vice-President, Stakeholder Management, Smart/PLDT-ROSETE</p> <p>Ms. Marie Michelle Quezon, Child Protection Officer, UNICEF Philippines</p> <p><i>Case study 2: Multi-sectoral approach to Child Online Protection in Cambodia</i></p> <p>Speakers:</p> <p>Mr. Seila Samleang, Director, APLE</p> <p>H.E. Mr. Chea Pov, Deputy General Commissioner, Cambodian National Police</p> <p><i>Case study 3: Multi-sectoral approach to Child Online Protection in Indonesia</i></p> <p>Speakers:</p> <p>Ms. Ciput Purwianti, Assistant Deputy for Protection of Children against Violence, Ministry of Women's Empowerment and Child Protection, Indonesia</p>
--	--	--

		Ms. Dessy Sukendar, Policy Programs Manager, META Indonesia
2.20 – 2.40 pm	Q&A	Moderated by: Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat
2.40 – 3.00 pm	Health Break	
3.00 – 3.20 pm	Interactive ‘temperature’ check: What barriers and bottlenecks do companies experience in efforts to strengthen approaches to protect children online? What are the current areas of strength and additional drivers for action?	All participants Moderator: Dr. Sabine K. Witting, Child Online Protection Consultant, UNICEF East Asia and Pacific Regional Office
3.20 – 4.20 pm	Panel discussion: What barriers and bottlenecks do companies experience in efforts to strengthen approaches to protect children online? What are the current principles and opportunities being pursued?	Moderator: Ms. Serena Tommasino, Knowledge and Advocacy Specialist, Global Partnership to End Violence against Children Speakers: Mr. Dio Tobing, Public Policy Lead (Asia), World Benchmarking Alliance Ms. Malina Enlund, Safety Policy Manager APAC, Meta

		<p>Ms. Laura Higgins, Senior Director of Community Safety and Civility (Roblox); Fair Play Alliance</p> <p>Ms. Anh Nguyen, Chief Operating Officer, Hekate</p> <p>H.E. Mr. Wanchai Roujanavong, Thailand's Representative on Children's Rights to ACWC</p>
4:20 – 4:50 pm	Q&A	Moderated by: Ms. Ajeng Purnama, Poverty Eradication and Gender Officer, ASEAN Secretariat
4.50 – 5.00 pm	Summary of Day 1	Ms. Maha Homs, Regional Adviser Child Protection a.i, UNICEF East Asia and Pacific Regional Office

Day 2: 3 November 2022 Master of Ceremony for Day 02: Ms. Jacel J. Paguio, Senior Officer, Poverty Eradication and Gender Division, ASEAN Secretariat		
Session 1: Child Online Protection and Human Rights Due Diligence (8:30-10:15am) Master of Ceremony: Ms. Ida Hyllested, Child Rights and Business Manager, UNICEF East Asia and Pacific Regional Office <i>Objectives:</i> <ul style="list-style-type: none"> To introduce participants to links between child online protection and due diligence processes; To learn from company examples from the region on implementing corporate due diligence processes to protect children online. 		
8:30 – 8:45 am	Introduction to child online protection and	Ms. Ida Hyllested, Corporate Alliances Manager, UNICEF East Asia and Pacific Regional Office

	human rights due diligence processes	
8:45 – 9:45 am	Panel discussion: Voices of experience in implementing due diligence in the context of Child Online Protection in ASEAN	Moderator: Ms. Josianne Galea Baron, Child Rights and Business Specialist, UNICEF Speakers: Ms. Hannah Darnton, Director, Technology and Human Rights, Business for Social Responsibility Mr. Ahmad Al-Kabbany, Founder and CEO, VRapeutic Mr. Charles Chew, Policy Director APAC, GSMA
9:45 – 10:15 am	Q&A	Moderated by: Ms. Ida Hyllested, Child Rights and Business Manager, UNICEF East Asia and Pacific Regional Office
10:15 – 10:45 am	Health Break	
Session 2: Child Online Protection and safe and child-oriented product/service design (10:45-11:50 am; 1:00-2:00 pm) Master of Ceremony: Ms. Jacel J. Paguio, Senior Officer, Poverty Eradication and Gender Division, ASEAN Secretariat <i>Objectives:</i> <ul style="list-style-type: none">• To give participants the opportunity to get to know the LEGO-UNICEF RITEC (Responsible Innovation in Technology for Children) project;• To give participants the opportunity to get to know the work of the Australia’s eSafety Commissioner on safety by design.		

10:45 – 11:30 am	RITEC – creating practical tools for businesses and governments to put the well-being of children at the centre of digital design	<p>Moderator:</p> <p>Ms. Josianne Galea Baron, Child Rights and Business Specialist, UNICEF</p> <p>Speakers:</p> <p>Dr. Amanda Third, Professorial Research Fellow, Western Sydney University</p> <p>Dr. Elizabeth Milovidov, Senior Manager, Digital Child Safety, Responsible Child Engagement, The LEGO Group</p>
11:30 – 11:50 am	Q&A	Moderated by: Ms. Josianne Galea Baron, Child Rights and Business Specialist, UNICEF
11:50 – 1:00 pm	Lunch	
1:00 – 1:50 pm	Safety by design – putting user safety and rights at the centre of the design and development of online products and services	<p>Ms. Ella Serry, Manager – Manager, International Engagement and Capacity Building, Australia’s eSafety Commissioner</p> <p>Mr. Warren de Fonseka, Senior International Development Officer, International Engagement and Capacity Building, Australia’s eSafety Commissioner</p> <p>Mr. Leonard Lim, Head of Public Policy and Government Relations</p>

		(Southeast Asia and Taiwan), Zoom
1:50 – 2.00 pm	Q&A	Moderated by: Mr. Warren de Fonseka, Senior International Development Officer, International Engagement and Capacity Building, Australia's eSafety Commissioner
Session 3: Private sector collaboration with public policy and laws (2:00 – 4:05 pm) Master of Ceremony: Ms. Amy Crocker, Head of Child Protection and Technology, ECPAT International <i>Objectives:</i> <ul style="list-style-type: none"> • To introduce participants to transparency reporting requirements on child online protection; • To introduce participants to private sector solutions, including tech tools, in collaboration with public policy and laws. 		
2.00 – 2:30 pm	Industry Framework for transparency reporting on online child sexual abuse and exploitation	Ms. Kay Chau, Director of Programs, Tech Coalition
2.30 – 2.45 pm	Q&A	Moderated by: Ms. Keiko Bilgic, Partnerships Specialist, UNICEF Cambodia
2:45 – 3:05 pm	Health Break	
3:05 – 3:50 pm	Using Artificial Intelligence and Machine Learning to flag new and previously unknown child sexual abuse material in Southeast Asia	Dr. Claudia Peersman, Research Fellow, University of Bristol

3:50 – 4:05 pm	Q&A	Moderated by: Ms. Keiko Bilgic, Partnerships Specialist, UNICEF Cambodia
Session 4: Looking ahead – next steps in the fight against online child sexual abuse and exploitation in ASEAN (4:05-5:00 pm) Master of Ceremony: Ms. Jacel J. Paguio, Senior Officer, Poverty Eradication and Gender Division, ASEAN Secretariat <i>Objectives:</i> <ul style="list-style-type: none"> To introduce next steps and further possibilities of engagement for participants in combatting online child abuse and exploitation in ASEAN; To close this year's ASEAN-ICT Forum and share information about the 2023 ASEAN-ICT Forum. 		
4:05 – 4.20 pm	Interactive session: identifying key areas of interest/best ways for engagement with the private sector to inform content of the next ASEAN ICT Forum on Child Online Protection	Moderators: Ms. Amy Crocker, Head of Child Protection and Technology, ECPAT International Ms. Jacel J. Paguio, Senior Officer, Poverty Eradication and Gender Division, ASEAN Secretariat
4.20 – 4:35 pm	Next steps and opportunities for further engagement	Dr. Omar Khalid, Brunei's Representative on Children's Rights to ACWC
4:35 – 4:45 pm	Statements by children and young people representatives: expected action and way forward	Mr. Firman Gani, young person from Indonesia Ms. Adriana Mañas, young person from the Philippines
4:45 – 5.00 pm	Official closing	H.E. Mr. Iem Kounthdy, Secretary of State, Ministry of Social Affairs,

		Veterans and Youth Rehabilitation, Cambodia
--	--	--

APPENDIX 2: DISCUSSION TOPICS OF CHILDREN'S AND YOUNG PEOPLE'S CALL TO ACTION

Icebreaker questions

1. Name one good and one bad thing about the social media/gaming/online shopping platform you use most often.
2. Name one step you take to keep your information safe online.

Child-centred features and functions

1. Are child-centred features an effective option to strengthen children's safety online?
2. How do parents and caregivers know if their child is ready for online platforms and social networking?

Effective reporting and feedback mechanisms

1. How can we make sure that the online safety concerns of young people are being addressed without infringing children and young people's right to privacy online?
2. What is the role of parents, schools, and children themselves to ensure that young people are aware of and actively using reporting and feedback tools that are available online?

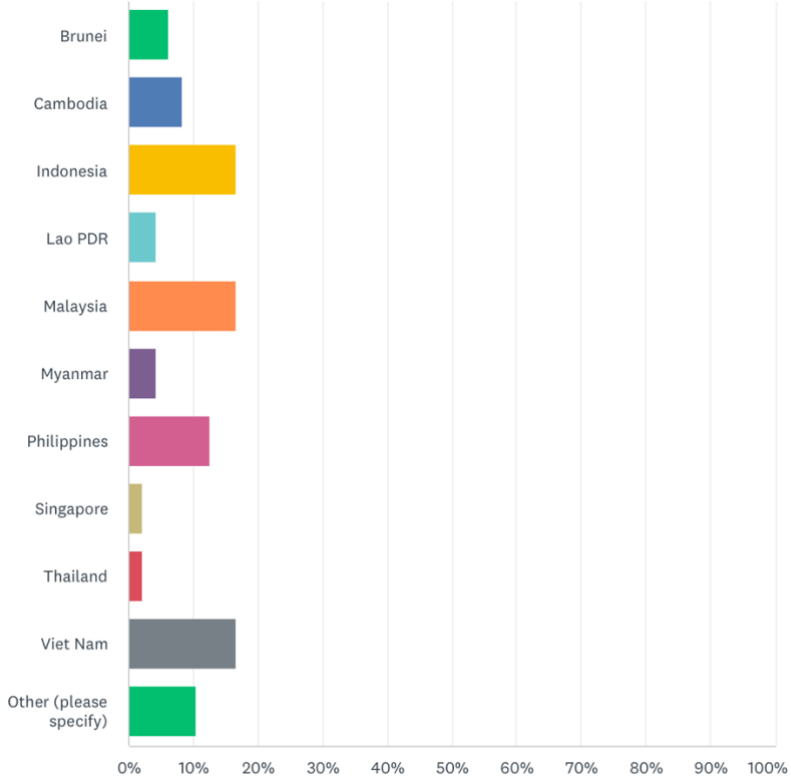
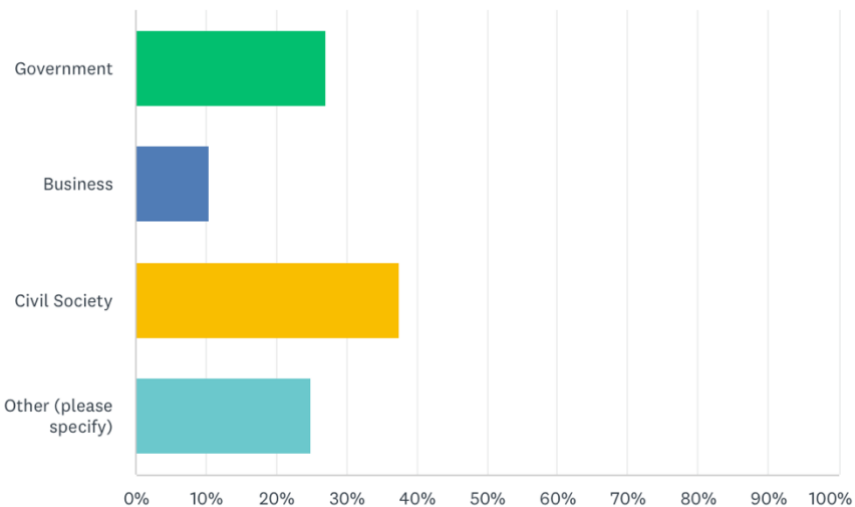
Digital literacy and online digital safety guidance

1. If you were the designer of a social media platform, what tips would you give children and young people on online safety? (e.g., how to protect your personal data; what referral mechanisms there are when negative incidents happen)
2. If you were to teach your parents and teachers about digital literacy, what topics would you include? (e.g., Introduce them to popular platforms/apps to children and young people nowadays? Ask their opinion on children and young people's internet usage?)

Data protection and respect for privacy

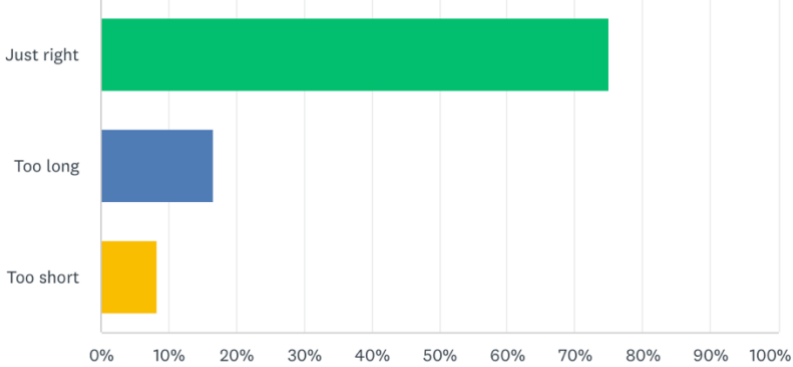
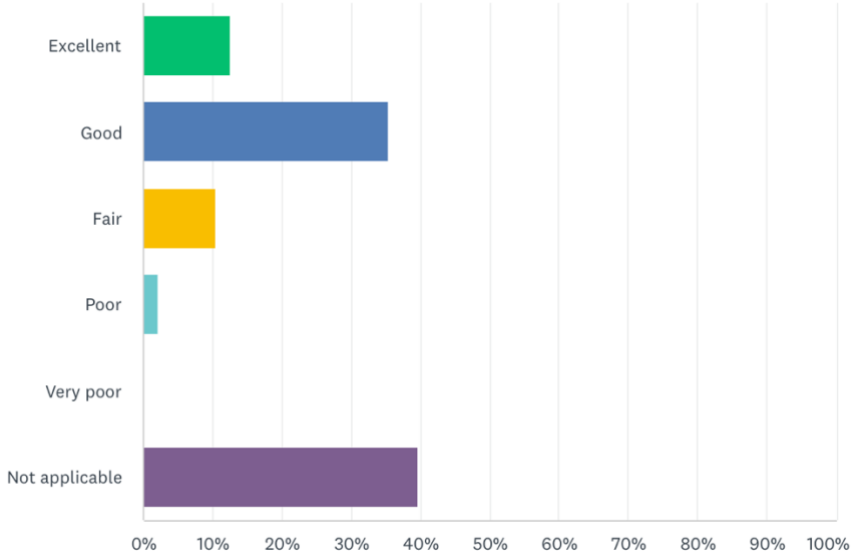
1. What are your experiences in adjusting privacy settings online? Do you understand what settings there are? Do you understand what they mean?
2. Have you or someone you know experienced invasions of privacy online? (e.g., account being hacked; personal data leaked)

APPENDIX 3: POST-CONFERENCE SURVEY RESULTS

Question	Responses																								
1. Please indicate the country you are from/ representing (or that which you are from a regional body or other organisation).	 <table border="1"> <thead> <tr> <th>Country/Region</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Brunei</td> <td>5%</td> </tr> <tr> <td>Cambodia</td> <td>8%</td> </tr> <tr> <td>Indonesia</td> <td>15%</td> </tr> <tr> <td>Lao PDR</td> <td>4%</td> </tr> <tr> <td>Malaysia</td> <td>15%</td> </tr> <tr> <td>Myanmar</td> <td>4%</td> </tr> <tr> <td>Philippines</td> <td>12%</td> </tr> <tr> <td>Singapore</td> <td>2%</td> </tr> <tr> <td>Thailand</td> <td>2%</td> </tr> <tr> <td>Viet Nam</td> <td>15%</td> </tr> <tr> <td>Other (please specify)</td> <td>10%</td> </tr> </tbody> </table>	Country/Region	Percentage	Brunei	5%	Cambodia	8%	Indonesia	15%	Lao PDR	4%	Malaysia	15%	Myanmar	4%	Philippines	12%	Singapore	2%	Thailand	2%	Viet Nam	15%	Other (please specify)	10%
Country/Region	Percentage																								
Brunei	5%																								
Cambodia	8%																								
Indonesia	15%																								
Lao PDR	4%																								
Malaysia	15%																								
Myanmar	4%																								
Philippines	12%																								
Singapore	2%																								
Thailand	2%																								
Viet Nam	15%																								
Other (please specify)	10%																								
2. Do you represent:	 <table border="1"> <thead> <tr> <th>Organization Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Government</td> <td>28%</td> </tr> <tr> <td>Business</td> <td>10%</td> </tr> <tr> <td>Civil Society</td> <td>38%</td> </tr> <tr> <td>Other (please specify)</td> <td>25%</td> </tr> </tbody> </table>	Organization Type	Percentage	Government	28%	Business	10%	Civil Society	38%	Other (please specify)	25%														
Organization Type	Percentage																								
Government	28%																								
Business	10%																								
Civil Society	38%																								
Other (please specify)	25%																								

	Participants who selected 'Other' represented UN organisations, multilateral organisations, NGOs and the private sector.												
2. How would you rate the forum?	<p>A horizontal bar chart with the x-axis representing percentages from 0% to 100% in 10% increments. The y-axis lists five rating categories: Excellent, Very good, Good, Fair, and Poor. The bars show the following data: Excellent is 40% (green bar), Very good is 40% (blue bar), Good is 20% (yellow bar), Fair is 0%, and Poor is 0%.</p> <table border="1"> <thead> <tr> <th>Rating</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Excellent</td> <td>40%</td> </tr> <tr> <td>Very good</td> <td>40%</td> </tr> <tr> <td>Good</td> <td>20%</td> </tr> <tr> <td>Fair</td> <td>0%</td> </tr> <tr> <td>Poor</td> <td>0%</td> </tr> </tbody> </table>	Rating	Percentage	Excellent	40%	Very good	40%	Good	20%	Fair	0%	Poor	0%
Rating	Percentage												
Excellent	40%												
Very good	40%												
Good	20%												
Fair	0%												
Poor	0%												
3. What was the best thing about the forum?	<p>Examples of responses:</p> <ul style="list-style-type: none"> • The sharing of experiences, best practices and initiatives from the region and globally. • The active participation of children and young people and the Call to Action. • Great diversity in speakers - Government, civil society, business, third-party organizations, young people from Southeast Asia. • Smooth transition between topics and great topics selection. • Although it was a hybrid event, there was a sense of cooperation and kinship among online and in-person participants. • The rich agenda and expertise of the presenters. • Convening of diverse players to find a regional solution. 												
4. What, if anything, could we improve about this forum?	<p>Examples of responses:</p> <ul style="list-style-type: none"> • More engagement with children and young people. • More interaction with online participants. • More space for networking. • More break-out sessions to explore case studies. 												
5. What action(s) have you been inspired to take as a result of the forum?	<p>Examples of responses:</p> <ul style="list-style-type: none"> • Collaboration of private sector is important for OCSEA. • Session on child online protection and safe and child-oriented product/service design inspired me to have ideas and find partners. • Cooperation with youth is essential and must be embraced as a social good. • Take a closer look at social media privacy policy to be considered for programme design. • More opportunities to share our experience with our ASEAN neighbors. There is still a lot to be learned from each other in the ASEAN context. 												

<p>6. How satisfied were you with the topics and session content?</p>	 <table border="1"> <thead> <tr> <th>Satisfaction Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very satisfied</td> <td>35%</td> </tr> <tr> <td>Satisfied</td> <td>60%</td> </tr> <tr> <td>Neither satisfied no...</td> <td>5%</td> </tr> <tr> <td>Somewhat dissatisfied</td> <td>0%</td> </tr> <tr> <td>Very dissatisfied</td> <td>0%</td> </tr> </tbody> </table>	Satisfaction Level	Percentage	Very satisfied	35%	Satisfied	60%	Neither satisfied no...	5%	Somewhat dissatisfied	0%	Very dissatisfied	0%
Satisfaction Level	Percentage												
Very satisfied	35%												
Satisfied	60%												
Neither satisfied no...	5%												
Somewhat dissatisfied	0%												
Very dissatisfied	0%												
<p>7. How satisfied were you with the speakers and panelists at the forum?</p>	 <table border="1"> <thead> <tr> <th>Satisfaction Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very satisfied</td> <td>40%</td> </tr> <tr> <td>Satisfied</td> <td>50%</td> </tr> <tr> <td>Neither satisfied no...</td> <td>5%</td> </tr> <tr> <td>Somewhat dissatisfied</td> <td>0%</td> </tr> <tr> <td>Very dissatisfied</td> <td>0%</td> </tr> </tbody> </table>	Satisfaction Level	Percentage	Very satisfied	40%	Satisfied	50%	Neither satisfied no...	5%	Somewhat dissatisfied	0%	Very dissatisfied	0%
Satisfaction Level	Percentage												
Very satisfied	40%												
Satisfied	50%												
Neither satisfied no...	5%												
Somewhat dissatisfied	0%												
Very dissatisfied	0%												
<p>8. What were the most inspiring sessions?</p>	<table border="1"> <tbody> <tr> <td>Session 1: Understanding online abuse and exploitation of children in Southeast Asia</td> <td>47.92%</td> </tr> <tr> <td>Session 2: Roles, Responsibilities, and Opportunities: Industry action on child online protection</td> <td>50.00%</td> </tr> <tr> <td>Session 3: Child online protection and human rights due diligence</td> <td>33.33%</td> </tr> <tr> <td>Session 4: Child online protection and safe and child-oriented product/service design</td> <td>54.17%</td> </tr> <tr> <td>Session 5: Private sector collaboration with public policy and laws</td> <td>41.67%</td> </tr> <tr> <td>Session 6: Looking ahead – next steps in the fight against online child sexual abuse and exploitation in ASEAN</td> <td>31.25%</td> </tr> </tbody> </table>	Session 1: Understanding online abuse and exploitation of children in Southeast Asia	47.92%	Session 2: Roles, Responsibilities, and Opportunities: Industry action on child online protection	50.00%	Session 3: Child online protection and human rights due diligence	33.33%	Session 4: Child online protection and safe and child-oriented product/service design	54.17%	Session 5: Private sector collaboration with public policy and laws	41.67%	Session 6: Looking ahead – next steps in the fight against online child sexual abuse and exploitation in ASEAN	31.25%
Session 1: Understanding online abuse and exploitation of children in Southeast Asia	47.92%												
Session 2: Roles, Responsibilities, and Opportunities: Industry action on child online protection	50.00%												
Session 3: Child online protection and human rights due diligence	33.33%												
Session 4: Child online protection and safe and child-oriented product/service design	54.17%												
Session 5: Private sector collaboration with public policy and laws	41.67%												
Session 6: Looking ahead – next steps in the fight against online child sexual abuse and exploitation in ASEAN	31.25%												
<p>9. How did the forum influence your perspectives or knowledge on the topics covered?</p>	<p>Examples of responses:</p> <ul style="list-style-type: none"> Reinforced my passion to help children who are innocent victims to create awareness amongst parents and teachers. I was surprised to learn that many online abuse is committed by perpetrators known to the victim. Child-orient service design can significantly contribute to the protective measure. Learn more on how to include private sector to involve in protection, and more presentation on online abuse. 												




	<ul style="list-style-type: none"> Strengthened knowledge on child online protection and human rights due diligence as well as safety by design. 														
10. How did you feel about the duration of the forum?	 <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Just right</td> <td>75%</td> </tr> <tr> <td>Too long</td> <td>15%</td> </tr> <tr> <td>Too short</td> <td>10%</td> </tr> </tbody> </table>	Response	Percentage	Just right	75%	Too long	15%	Too short	10%						
Response	Percentage														
Just right	75%														
Too long	15%														
Too short	10%														
11. If you used the interpretation function, how would you rate the interpretation ?	 <table border="1"> <thead> <tr> <th>Rating</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Excellent</td> <td>12%</td> </tr> <tr> <td>Good</td> <td>35%</td> </tr> <tr> <td>Fair</td> <td>10%</td> </tr> <tr> <td>Poor</td> <td>3%</td> </tr> <tr> <td>Very poor</td> <td>0%</td> </tr> <tr> <td>Not applicable</td> <td>40%</td> </tr> </tbody> </table>	Rating	Percentage	Excellent	12%	Good	35%	Fair	10%	Poor	3%	Very poor	0%	Not applicable	40%
Rating	Percentage														
Excellent	12%														
Good	35%														
Fair	10%														
Poor	3%														
Very poor	0%														
Not applicable	40%														


APPENDIX 4: SOCIAL MEDIA ANALYTICS – #SAFEONLINEINASEAN

Three social media quote cards featuring the voices of children and young people from AMS were disseminated on the UNICEF East Asia and Pacific Regional Office Facebook, Instagram and Twitter accounts as well as on UNICEF East Asia and Pacific Regional Director Debora Comini's Twitter account.

The analytics collected include impressions (the amount of times content is displayed) on Twitter and Instagram, reach (the amount of people who see the content) on Facebook and Instagram as well as engagement (the number of likes, comments and shares) across all platforms.

Please see the breakdown below:

Post	Platform	Impressions	Reach	Engagement
 <p>For me, having a safe online space for children is almost the same as giving them a safe physical environment, where they can freely learn and have fun without harm or danger. So, I'd like to see tech companies step up their instructions to help parents ensure their children are safe online."</p> <p>— DANIEL, 18 Youth Advocate, Philippines</p> <p>twitter.com/UNICEFSEA unicef for every child</p>	Facebook		27,344	4,515
	Twitter	50,176		671
	Instagram	21,516	16,692	127
	RD's Twitter	219		10
 <p>We want our right to protection to be promoted in the online world just as much as in the offline world. Tech companies should have tools to help us children when we face problems online. They should also monitor and filter false information and fake online identities, because many times children don't know how to identify this."</p> <p>— SUTHASINEE, 12 Yala, Thailand</p> <p>twitter.com/UNICEFSEA unicef for every child</p>	Facebook		56,848	5,121
	Twitter	29,845		303
	Instagram	26,649	21,992	83
 <p>I want tech companies to know that keeping children and young people safe online is something we need to consider and be concerned about. Many children have become victims of the internet. So tech companies need to help us find the best solution to solve these problems. I want to see a bright future for all children."</p> <p>— MENGHORNG KAO, 16 Generation Future member, Cambodia</p> <p>twitter.com/UNICEFSEA unicef for every child</p>	Facebook		36,128	4,316
	Twitter	13,297		126
	Instagram	24,035	18,177	90

	UNICEF East Asia and Pacific Regional Director Debora Comini's Tweet	444		29
---	--	-----	--	----

Hashtags

The #SafeOnlineinASEAN hashtag has been used by the UNICEF East Asia and Pacific Regional Office, UNICEF country offices, UNICEF staff, and partners involved with and observing the forum. Please see examples below:



APPENDIX 5: UNICEF BLOG POST ON ASEAN ICT FORUM ON CHILD ONLINE PROTECTION

The private sector's role in keeping children and young people safe online in ASEAN

The ASEAN ICT Forum on Child Online Protection brought diverse stakeholders together to explore how to create a digital environment that puts the best interests of children first

By Jemma Maree Galvin



Representing children and young people, Kouch Chengkorng and San Sreyneang provided opening remarks at the inaugural ICT Forum on Child Online Protection in Phnom Penh, Cambodia. © UNICEF Cambodia/2022/Gaitnazarov

The first-ever ASEAN ICT Forum on Child Online Protection took place on 2 and 3 November 2022 in Phnom Penh, hosted by the Royal Government of Cambodia. The forum aimed to promote meaningful and coordinated action against all forms of child online exploitation and abuse in ASEAN and beyond and attracted more than 420 participants online and in person.

ASEAN, government, academia, civil society, the private sector, UN entities and children and young people came together to dive into issues affecting the safety of children and young people online and to find solutions in how to create a digital environment that centres on their best interests.

In November 2019, ASEAN adopted the [Declaration on the Protection of Children from All Forms of Online Exploitation and Abuse](#) at its 35th Summit. It contains seven key recommendations for ASEAN Member States: to strengthen legislation, law enforcement capacity, national specialized units, child protection and support services, data collection, education programmes and engagement with private sector – all with the aim of better protecting children from online risk and harm. To operationalize the ASEAN Declaration, the [Regional Plan of Action \(RPA\) for the Protection of Children from All Forms of Online Exploitation and Abuse in ASEAN](#) was developed and noted in October 2021.

Under Focus Area 7 of this Plan of Action, ASEAN Member States committed to proactively collaborate with the private sector in the fight against online abuse and exploitation of children.

This forum was the first significant step in this direction and saw companies of all sizes and with diverse focus areas take part. They included Zoom, Meta and the LEGO Group, and start-ups Hekate and VRapeutic. It also included industry bodies such as the Fair Play Alliance and the Tech Coalition.



Suthasinee Kampatoo, 12, from Yala in Thailand's deep south, shared her call to the private sector on social media as part of the online campaign that led up to the forum. © UNICEF Thailand 2022

There was also strong representation of children and young people at the forum. Many shared personal experiences of encountering harm online and what they believe the private sector should do to address these challenges.

“I have encountered online bullying, had my images criticized, and of course, been trash talked by my playmates in Mobile Legends,” said Adriana Jessie Manas, a 17-year-old youth advocate from the Philippines. “Private sector companies should make reporting buttons clearly visible and as interactive as possible,” she added.

A panel of children presented the newly drafted [Call to Action from Children and Young People to the Private Sector on Child Online Protection](#). This key document is the result of consultations that took place with children and young people across eight ASEAN Member States - Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Thailand and Viet Nam. It brought to light four key areas that children and young people want the private sector to focus on to create a digital environment that centres their best interests:

- ⇒ Child-centred features and functions
- ⇒ Effective reporting and feedback mechanisms
- ⇒ Digital literacy and online digital safety guidance
- ⇒ Data protection and respect for privacy

To reach a point where this call to action becomes a reality, human rights due diligence and safety by design emerged as key foundational steps in moving forward. User safety and human rights must be embedded in a company’s DNA by providing clear and consistent guidance to industry about what their safety obligations are. Children and young people should have the opportunity to participate and have their voices heard at every step of the process involved in the design of products and services. They must also have their rights protected and promoted; rights including freedom of thought and expression, and the right to obtain appropriate information.

“The [UN Guiding Principles on Business and Human Rights](#) were written for all companies, of all sizes, operating across all geographies, and as we translate due diligence practices to the technology industry – from social media platforms to software-as-a-service providers – we need to expand our thinking to consider the full range of actual and potential human rights impacts on a much wider set of rights holders,” said Hannah Darnton, Director of Technology and Human Rights at Business for Social Responsibility. She explained that identifying vulnerable groups,

including children, and how they may be impacted by a product or service, is an essential element of conducting human rights due diligence.

“As children and young people, we hope to be involved in planning, discussing and finalizing digital service decisions for children, youth and adults because we are users, connoisseurs and beneficiaries of the rules and laws created by stakeholders,” said Firman Gani, a 19-year-old youth activist from Indonesia whose work focuses on Anti-Commercial Sexual Exploitation of Children. “Young people are able and ready to provide views and opinions from our age-appropriate point of view.”



From left to right: Deputy Director General of the Ministry of Social Affairs, Veterans and Youth Rehabilitation and Cambodia's Representative for Children's Rights to ACWC, H.E. Mr. Theng Chhorvirith, UNICEF East Asia and Pacific Regional Adviser on Child Protection, Maha Homs, and Australia's Ambassador to Cambodia, H.E. Mr. Pablo Kang with other dignitaries during the opening ceremony of the forum. © UNICEF Cambodia/2022/Gaitnazarov

In wrapping up the two-day event, H.E. Mr. Iem Kounthdy, Secretary of State at Cambodia's Ministry of Social Affairs, Veterans and Youth Rehabilitation, said the private sector, alongside each of the actors present at the forum, has a crucial role to play in addressing exploitation and abuse of children online. He cited the recently released [Disrupting Harm Cambodia](#) report, which found that 11 per cent of internet-using children aged 12-17 years

experienced online sexual abuse and exploitation in the past year alone. This represents an estimated 160,000 Cambodian children.

Furthermore, 2 per cent of children in this age range in [Indonesia](#), 4 per cent in [Malaysia](#), 20 per cent in the [Philippines](#), 9 per cent in [Thailand](#) and 1 per cent in [Viet Nam](#) disclosed they were blackmailed or coerced (e.g., through promises of money or gifts) to engage in sexual activities, or reported someone had shared their sexual images without permission.

“Working with governments, the private sector has a crucial role to play in preventing and responding to child sexual exploitation and abuse online,” Mr Kounthdy added. “This forum has highlighted and promoted positive engagement and exchange at the national, regional and global levels and fostered collaboration between ASEAN Member States, private sector and non-government actors.”

Looking ahead, forum participants agreed that collaboration is key. An industry working group is being established to bring together key actors and continue to push the needle on child online protection and feedback is being gathered around what next year’s ASEAN ICT Forum should focus on.

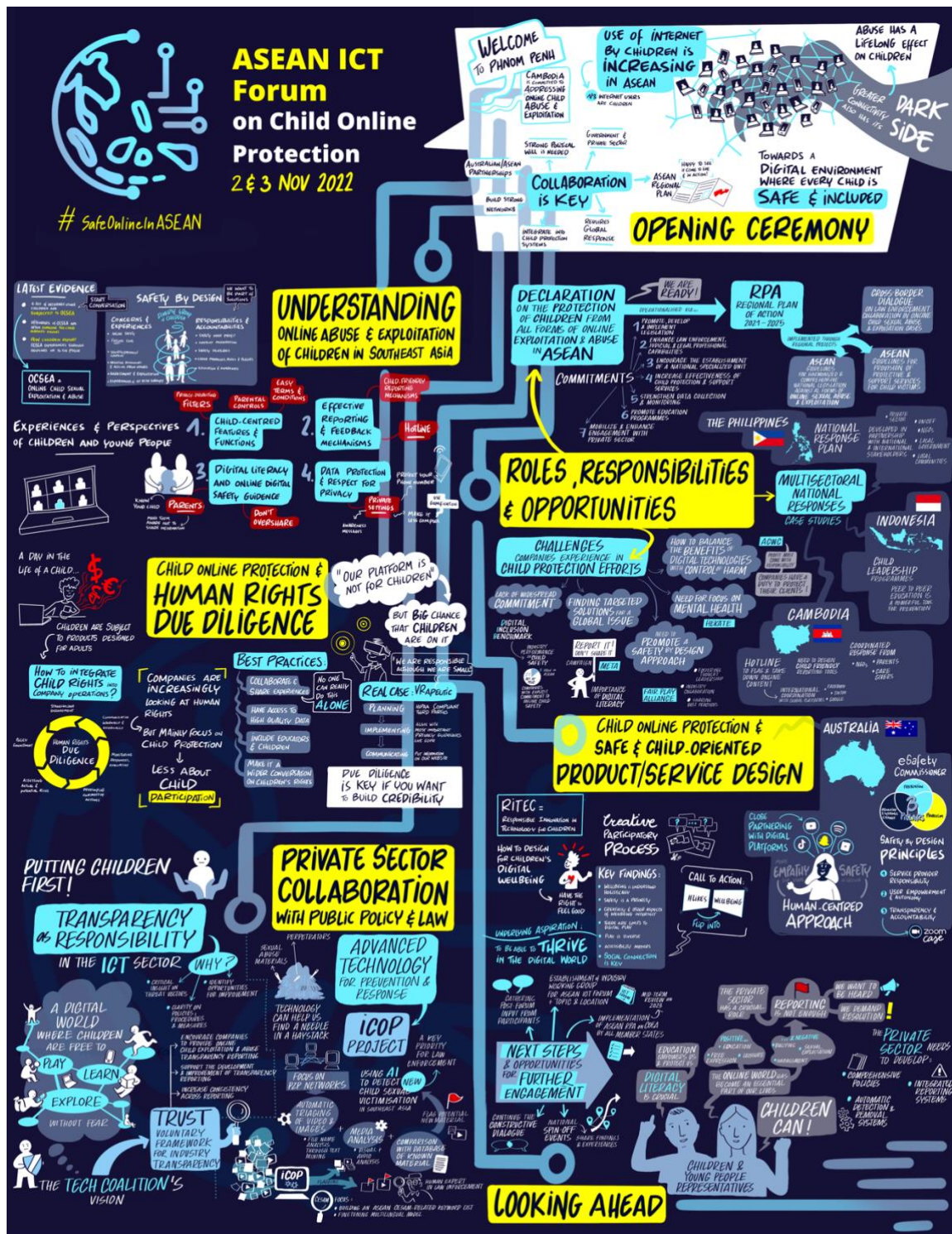
Ultimately, every child should be safe to connect, learn and grow online. And as UNICEF’s Director of Programmes, Mr. Sanjay Wijesekera, said at the Global Cybersecurity Forum while highlighting ASEAN’s work in this area: “A digital space that’s safe for children is safe for everyone.”

The ASEAN ICT Forum on Child Online Protection was supported by UNICEF East Asia and Pacific, UNICEF Cambodia and UNICEF’s Child Rights and Business unit. The event was made possible due to generous support from the Royal Government of Cambodia, Australia’s eSafety Commissioner, Australia’s Attorney General’s Department, the Government of Japan, USAID and ECPAT International.

The full Call to Action from Children and Young People to the Private Sector on Child Online Protection can be found [here](#).

The original blog post can be accessed [here](#).

APPENDIX 6: GRAPHIC ILLUSTRATION OF 2022 ASEAN ICT FORUM ON CHILD ONLINE PROTECTION



Australian Government
Attorney-General's Department



eSafety Commissioner

