

5Rights Foundation Five Year Strategy

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Introduction

The inventors of digital technology did not anticipate that it would become the environment that children and young people grow up in.

It was designed by adults for adults, on the basis that all users were equal. Yet if all users are treated equally, children and young people are treated as underage adults.

Almost all of a child or young person’s daily interactions are mediated, determined, processed and shared in ways that have real world impacts on their development and behaviour. Individually these impacts may be infinitesimal, but cumulatively and concurrently they have the potential to significantly change the outcome of a young person’s life, in both beneficial and negative ways. In some cases, being treated as an adult before you are ready can be devastating.

One third of all digital users are under 18, yet their needs remain an afterthought to existing policy, legislation and innovation – very often they aren’t considered at all. For children and young people to be safe and to flourish in the digital world, it must be designed with them in mind. Designing a world that is fit for children and young people is at the heart of all 5Rights Foundation’s activities.

5Rights does not only speak on behalf of children and young people, we work directly with them to make sure that our policies and plans build on their lived experience and reflect their views.



“My view on the digital world has changed and I am now more aware of what I’m agreeing to and how companies use my data.”

“I think more laws can be made to make a change, such as enforcing a law making Terms and Conditions no more than one page, with everything more easy to read and straightforward to the point, so people know what they’re actually signing up for and agreeing to.”

“I demand accountability, where data laws are breached. I demand that tech companies make it more obvious about how they’re using any data.”

5Rights Young Leaders



About 5Rights
Foundation

The 5Rights Foundation exists to make systemic changes to the digital world that will ensure it caters for children and young people, by design and default, so they can thrive.

Our vision

A digital world fit for children and young people, that they can access creatively, knowledgeably and fearlessly.

Our mission

We fight for systemic change that ensures the digital world caters for children and young people by design and default.

Our values

- Making change, not noise
- Independence
- Doing what is necessary, not what is convenient
- Building the future, not reinventing the past
- Children and young people at the core of every process



What we do

We work systemically, strategically and collaboratively to radically reshape the norms of the digital world. Our focus is on keeping children and young people safe, supporting their creativity, agency and citizenship. We aim to hold governments and business to account as we make change in each of our four priority areas of work: Design of Services, Child Online Protection, Children and Young People’s Rights and Data Literacy.

A complex system requires a strategic approach. 5Rights identifies the levers of change, articulates the change required, and engages with all in the value chain to make that change happen.

Our work is focused on under 18s, but increasingly it has been recognised as ground breaking by a wider community who wish for a better digital world for all. This has extended our reach and our network. What we do for children and young people has the potential to create new models that have relevance to other demographics and other political and digital contexts. 5Rights is UK based and focused, but global in its reach.

Design of service

The digital world needs to build services and products that anticipate the needs of children and young people by design and default. We develop technical standards, regulation, international agreements, policy guidance and prototype good practise – that have systemic impact on the design of the digital world.

Child Online Protection

Fighting for comprehensive Child Online Protection – as a norm for all nation states in all jurisdictions, so children and young people are protected.



Data literacy

Data is the heartbeat of the digital world. Data literacy is the key to understanding its purpose and processes. Working with children and young people we enable them to be informed, bold and trailblazing advocates for their own experience.

Children and young people's rights

Establishing children and young people's rights in the digital world as a norm in all sectors without exception: governments, tech and innovation, private sector, NGOs, academia, education, and parents' networks.

A brief history of 5Rights

Universal standards and work with the Institute of Electrical and Electronics Engineers (IEEE)

Currently, most online services do not have adequate terms and conditions (T&Cs) to protect children and young people nor promote their wellbeing. Compounding the problem, even these inadequate T&Cs, that cover content, behaviour, privacy and age restrictions are poorly or not enforced. 5Rights has been working with IEEE to create a standard for age-appropriate terms and conditions, and has already successfully campaigned to make published T&Cs enforceable, in both the Age Appropriate Design Code and the Online Harms Bill. This has the potential to transform children and young people's experience of the services they use.

Children and young people's commission on data literacy

We have always worked with children and young people to inform and test the work of 5Rights. Most recently in January 2019 we undertook a Children's Commission on data literacy, which has gathered our approach to children's engagement into a cutting-edge pedagogy.

UNCRC General Comment on Children's Rights in the Digital World

The UN's Committee on the Rights of the Child is the official body of the Convention on the Rights of the Child (UNCRC), the most ratified treaty in history. On behalf of the Committee, 5Rights is creating a General Comment on the digital world. A General Comment, when published, acts as a codicil to the Convention. The General Comment will be the first formal statement on the relevance of children and young people's rights to the digital world and as such is a hugely significant and prestigious piece of work.

Working with Young Scot to lead the way with young people in Scotland

5Rights have been working in partnership with Young Scot to deliver policy work led by children and young people on behalf of the Government of Scotland. Among the highlights of the partnership has been the publication of 'Our Digital Rights: How Scotland can realise the rights of children and young people in the digital world.' Their presentation, and thinking, was so powerful that the Scottish Government adopted the 5 Rights as official government policy in February 2019.

UK's Online Harms White Paper

The UK is at the forefront of a regulatory response to the increasing prevalence of digital systems in every day life – the government has made a commitment that 'the UK will be the safest place in the world to be online.' 5Rights has engaged with government and officials during the development of its Online Harms White Paper in April 2019. We were the first organisation to propose that internet companies be held to account for the extent to which they uphold their own published rules, an approach that can be summed up as 'say what you do, do what you say, or face regulatory action'.

Rwanda Child Online Protection policy

In 2018, 5Rights was invited by the Government of Rwanda to develop a Child Online Protection (COP) Policy. The resulting policy sets out 8 areas of activity necessary to implement it: institutional capacity, legal and regulatory, response systems, technical controls, education, public awareness, corporate responsibilities, research and development, global cooperation, as well as key enablers such as leadership, multi-stakeholder working, review and evaluation, and cultural attitudes. The policy was adopted by the Rwandan Government on 24th June 2019. 5Rights will ensure this work forms a model COP that can be adopted elsewhere.

Online safety guidance for schools

The UK Government's official guidance 'Teaching online safety in school', released in June 2019, included a range of advice and material drawn directly from 5Rights publications and proposals. For the first time ever, children and young people throughout England will learn about persuasive design (which follows our ground-breaking report Disrupted Childhood the Cost of Persuasive Design); the implication of the default privacy settings they are given by online services (which draws on our work on the Information Commissioner's Age Appropriate Design Code); and the targeting and personalisation of online content based on the use of their personal data (informed by our work on children and profiling).

Age Appropriate Design Code (AADC)

Commonly known as the 'Kids Code', this amendment to the Data Protection Act 2018 mandates that all digital services likely to be accessed by children offer an age-appropriate (high) level of data protection for children and young people under the age of 18. The Code is the first such code in the world and is widely considered to offer a glimpse of a future in which data collection for children will no longer be dictated by commercial considerations. 5Rights worked with a broad multi-disciplinary network of experts and organisations to support a robust code. The Code will be submitted to Parliament for approval in late 2019 and is enforceable.

Advocacy and consensus building

A key feature of 5Rights has been its diverse network of contributors and partners. Access to such a deep and varied expert eco-system has made our work robust. It has also enabled us to galvanise support, in short order. Our team is in huge demand to contribute on public platforms, hold and attend expert conferences, contribute to the work of partner organisations, submit to public consultations and engage both publicly and privately with multiple stakeholders. 5Rights sits on a number of influential taskforces and committees, including:

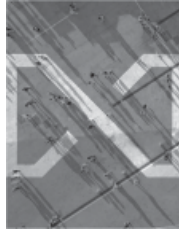
- UNICEF Artificial Intelligence and Child Rights Policy Guidance Group
- UN Broadband Commission for the Sustainable Development Goals (BBCom)
- Council of Extended Intelligence (CXI)
- The Royal Foundation Taskforce on the Prevention of Cyberbullying
- Children's Commissioner for England's Taskforce for Growing Up Digital
- WeProtect Technical Board
- UK Centre for Data Ethics Innovation (CDEI) Digital and Social Media Advisory Panel

We have also published a number of reports that can be found on our website.

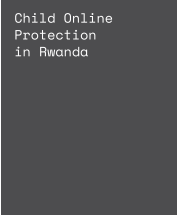
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2017	December	2018	May	June	November
	Digital Childhood: Addressing Digital Childhood Development Milestones in the Digital Environment released		5Rights Foundation registers as a charity UK Government responds to consultations around the Internet Safety Strategy Green Paper, which 5Rights informed	Disrupted Childhood: The Cost of Persuasive Design released UK's ICO's first call for evidence about the Age Appropriate Design Code	IEEE Global Initiative Law Committee Draft Principles for the Beneficial Adoption of autonomous and intelligent systems in Legal Systems, with 5Rights input
					

2019	January	February	February	March
	Towards an Internet Safety Strategy released	Data Literacy commission launched	Global consultations re: General Comment on the Digital World announced by Committee on the Rights of the Child	Scottish Parliament adopts '5 Rights' as official policy Council for Extended Intelligence release The Case for Extended Intelligence, with 5Rights contributions
				

April	May	June	June	July
UK releases Online Harms White Paper	Ofsted release new Inspection Framework, informed by 5Rights submission UK Centre for Data Ethics and Innovation review of online targeting announced	Rwanda adopts Child Online Protection policy developed with 5Rights	UK Government's official guidance 'Teaching online safety in school' released	UK Joint Committee on Human Rights: the Right to Privacy and the Digital Revolution consultation
	Global children's consultations on UNCRC General Comment begin			

August	September	October	November
Demystifying the Age Appropriate Design Code released	Rwanda Child Online Protection policy report published by 5Rights	5Rights host UNCRC Expert Consultation on the General Comment in London	Information Commissioner submits final Age Appropriate Design Code for parliamentary approval
			

What we will do

Over the next five years we will build on our successes and network to create an unavoidable voice for change to ensure that by 2025 children and young people are recognised in the digital world.

We have used our theory of change, across our four areas of work, to help us refine the most impactful projects 5Rights could undertake. Our projects and programmes cover each of our four priority areas, they are characterised by our focus on systemic change, inclusive and multi-stakeholder approaches, and the understanding of our role as leaders and agents of change that will inform and ignite others to make the change we want.

A full set of project plans, budgets and SWOT assessments are available on request.

Children and young people’s data protection

Data protection changes the digital experience of children and young people in ways that many in civil society and government are yet to grasp. The Age Appropriate Design Code is due to be law by the end of 2019, it presents a number of immediate opportunities to impact and amplify this important policy and regulatory area;

Enforcement

Regulation is only good if it is upheld and the biggest driver to compliance is enforcement. We will undertake strategic litigation to ensure the code impacts on the lived experience of children and young people.

Amplification

The Code is a piece of regulation but it is also an ground-breaking approach. We would like to accept and create opportunities to apply this in other environments, for example the Codes that will emerge from the Government’s Online Harm Bill, Consumer Protection, Trading Standards etc.

Go global

We have been approached by other countries who are exploring how they want to codify the principles around data protection for children and young people. We would like to undertake a strategic journey that spreads the principles behind the Code globally, with a specific focus on the EU and the US given their influence in the digital governance.

The Code has the potential to globally transform the digital experience of children and young people and our approach is to make data protection for the young a global norm .

“The Age Appropriate Design Code has changed the debate in the UK and set a precedent on data policy that will shape these issues around the world. 5Rights’ leadership and pioneering work in the field was instrumental in this process, and I’m excited about the opportunity to build on this change over the next 5 years”

Ben Scott, Luminate

Digital futures
commission

There is no independent well-respected research authority on ethical data-driven innovation that focuses on children and young people. The digital futures commission is designed to fill that gap.

Over 3-years the commission will work collaboratively, with a range of key partners, including regulators, leading private sector companies and academics to produce research, collate evidence and make recommendations that

- Develop and shape policy thinking for regulators, especially UK and European regulators given their influence in the digital space
- Inform best practice for private sector organisations
- Shape lines of inquiry for future applied academic research

By bringing together many agents and players with different agendas, we will put children and young people’s safety, needs and agency at the heart of the research, policy and innovation.

The outputs of the commission will have research and policy value in a number of key areas: education data, free-play and participation, and innovation standards. Additionally the commission itself is intended to normalize the consideration of children and young people across sectors by design and default.

“In order to achieve a digital environment that delivers in the best interests of children it is essential that we deepen our understanding of what good, rights-based innovation looks like. The Commission represents a tremendous opportunity to do just this and, by doing so, to create an enabling blueprint for innovation that is designed specifically to support children’s wellbeing and development.”

Christopher Payne, Lego

Universal standards

Our work with the Institute of Electrical and Electronic Engineers (IEEE) is emblematic of our approach. Working alongside the enormous body of engineers, we are literally in the engine room of the digital world. Our work with IEEE has the potential to provide a whole suite of international standards that shape the way the digital world is designed from the outset.

International standards offer a singular opportunity to create voluntary change within business, particularly those businesses which are not technology-focused, but use technology to do business. They also offer support to regulators who can point towards effective practice. The standards community is vast (250,000 engineers within IEEE alone) and it is a virtuous circle of influence and expert knowledge. Our strength is understanding what is needed for children and young people; their strength is building systems. Together, we will build global standards that recognise children and young people by design and default.

We will work with IEEE and others in order to make these standards publicly available, as we believe this will generate global systemic change.

“It is good to know there are people like you, fighting for justice and emancipation, also in the darkest times. It is a privilege to fight at your side.”

Konstantinos Karachalios, Managing Director
IEEE Standards Association

Our work with the Government of Rwanda to create a Child Online Protection (COP) policy was adopted by cabinet on June 24th 2019. But Rwanda is not singular in needing support in developing policy and it has become clear that there is a strategic opportunity to take the policy and scale it globally.

Building on the work we did in Rwanda we plan to create a model policy to facilitate nation-states and other stakeholders to implement their own protection policy for children and young people domestically. The model will offer a step-by-step guide to the key policy pillars necessary to adopt and implement a bespoke COP framework, across key policy areas. This will allow adopters to identify and plug gaps in their current response and allow those who currently have no COP policy to work systematically from the outset to create a strong and robust framework. A broad range of materials, best practice examples, case studies, communication plans and resources will be made available in the six UN languages.

It cannot be underestimated how little consensus, awareness and action there is in the area of child online protection. Much of the current focus is on response and take-down of Child Sexual Abuse Materials (CSAM) but there is profound lack of understanding of the full scope of actions necessary to protect children and young people, in both connected and yet-to-be connected nations. This requires a greater baseline of institutional understanding and a much greater focus on prevention. There is a huge amount of goodwill from governments, but a need to urgently accelerate understanding, best practice and implementation of preventative approaches, and mechanisms that can bring together world leaders for a unified comprehensive response to child sexual abuse.

A Model COP will provide that leadership and the opportunity to raise the issue across the globe.

“Unless and until we have Child Online Protection as an unavoidable part of connectivity, the harms children face will hold us back from a truly connected world. 5Rights Foundation leadership in this area is unparalleled.”

Joanna Rubinstein. CEO of Worldwide Childhood Foundation

Much research about children and young people focuses on how they feel about their online lives, but little is known about the links between digital system design and how they promote the pathways that children and young people routinely take online. We are working with researchers to explore the relationship between norms of digital design and how they impact on these online journeys in the following areas:

Popularity loops
Exploring how publishing metrics of popularity (likes, followers etc), a routine part of the design of social media, affects children and young people’s online behaviour and their susceptibility to risk

Gaming
Exploring how ‘sticky’ system designs in games work, which promote children and young people’s ongoing engagement, and how this interacts with levels of socialising, consumption of pornography, and additional risks such as contact with predators

This is ground-breaking research and of great interest to many in the child online protection community. We will publish and disseminate relevant policy findings to help inform technologists, regulators and civil society’s understanding of the relationship between service design and outcomes for children and young people. Subject to findings, there is the potential for further research and significant regulatory action.

“This important work will have far reaching implications for both policy and practice in the Child Online Protection area.”

Professor Julia Davidson, University of East London

Data literacy

Our work with children and young people is unique and a privilege to be part of. We do this work in order to place their insights at the core of our work. The feedback from participants is overwhelming, as is the feedback from all officials and organisations who meet the young people we introduce them to. We have begun to explore how we can share and evaluate this pedagogy effectively, but it requires resource and external expertise.

We will

- Invest in the materials and processes we have developed over a number of years
- Evaluate the process academically, assuming success we would redesign materials
- Create additional materials and training for teachers and school leaders which we will make available to schools

In addition we will

- Continue to run strategic Children’s Commissions to inform our own work
- Provide a ‘next step’ for Commission participants who want to step up and become ‘Young Leaders’ for 5Rights – we want to provide keen graduates with the media training, skills and support to share their learnings and ideas directly with decision makers

Many of our Young Leaders and Commissioners continue to engage with us well after our workshops are over, and support our shared mission by public speaking and engaging in advocacy.

“I learned the impact that young people can have on their rights if the right person listens to them”

Data Literacy Commissioner and workshop participant

Children and young people’s rights

We are delighted to be working on behalf of the UN Committee on the Rights of the Child to write a General Comment on the digital world. We are half way through a three-year process that will see the General Comment ratified in 2021, but we do not want to stop there. The Convention (UNCRC) is a document of huge political and emotional significance, and by formally stating the relevance of children and young people’s rights in the digital world we are enabling governments and civil society to recommit to the Convention, for the benefit of children and young people whose worlds are increasingly defined by their access, or lack of access, to the digital world.

In many nation states the Convention is a significant proportion of national legislation and cultural understanding of what society owes children and young people. The launch of the General Comment is a singular opportunity to partner with global players to determine a new vision of childhood in the digital age.

Specifically we see this as a huge opportunity to do a global campaign in the voice of children and young people. We have ambitious plans to make the ratification of the General Comment on the digital world a powerful statement that will put children and young people’s online lives at the centre of civil society and policy concerns.

“For the Convention to be relevant in a digital world, governments around the world need authoritative and helpful guidance on how to interpret and implement children’s rights in the face of new challenges.”

Professor Sonia Livingstone,
London School of Economics & Political Science

Public engagement and building new narratives

To create the long lasting cultural shift necessary, we need to be able to communicate the story about how we can and should reshape the digital world. The tech sectors are big investors and great communicators, and we need to meet them with equally persuasive and compelling narratives.

Our recent success with young people-friendly publications, podcasts and film has reinforced our long held view that there must be more emphasis of telling powerful stories. We want to be able to engage with story-tellers at the highest level and in multiple formats. This is a new and emerging area for charities to focus on, but we have experience of the serious impact when telling a new narrative in a powerful ways.

We have a good story to tell, and there are a number of ways to tell it; from film, animation, books, blogs to podcast. With a strategic communications partner, we will explore ways of developing a much broader public facing message that challenges the dominate narratives about children and young people and technology. Leveraging our wide network to distribute and amplify the message, that technology can and must deliver benefits to the children and young people that are using it.

Our first focus will be on crafting a new narrative around the protection of children and young people in the digital world.

“[These] efforts are part of a drive by lawmakers and regulators on both sides of the Atlantic to rein in the immense power, and data abuses, of Big Tech.”

The New York Times, Aug. 27, 2019, article by Natasha Singer

Our programmes

Our high impact projects act as crucial indicators of the change we want to see. Behind them sits our policy team whose programme covers our four priority areas and horizon scanning so that we remain working at the cutting edge of digital policy where ever it interacts with children and young people.

Convening and leadership

We use our networks and influence to attract new partners, and to align and inform the work of the multitude of existing players in this field. We work with; civil society groups campaigning collectively for change; private sector partners to explore best practices and frameworks to guide commercial sectors, and; directly with tech companies, government and regulators. Our team is in great demand and regularly contribute to discussions and consultations in our core areas of work, writing and developing policy.

Reforming legislation and regulation

We take opportunities to reform, develop and introduce effective regulation and legislation, and are exploring how existing regulation might be used to improve the safety and rights of children and young people in the digital world.

Advocacy and public affairs

Our work to brief parliamentarians, ministers and civil servants on important issues, and strategically engage and inform the press where necessary, has quietly raised our profile within government both in the UK and abroad.

Strategic litigation

We plan to work with our legal partners to explore and create opportunities to use the courts to enforce legislation and develop and refine case law where opportunities exist.

Applied research

Where there are gaps in understanding and knowledge that hamper the development of policies, regulations and frameworks that affect the digital world for children and young people, we undertake and commission research. All of our research, including research undertaken by academics, is policy focused and produces recommendations that 5Rights can adopt and disseminate.

“5Rights brings a message that needs to be heard. A better web for children can be a better web for us all, but it requires a determined and thoughtful approach. 5Rights understand this better than anyone and do a brilliant job making the case for action.”

Adrian Lovett, CEO World Wide Web Foundation

Theory of change

Theory of change					
Who	Barriers to Change	Factors that augment or diminish these barriers	What we will do	Woven primarily through project	The impact
Tech developers	Lack of accountability	Ability to effectively communicate with and challenge the dominant tech lobby	Support regulators, governments, civil society groups to mandate change	Universal standards / Children and young people's data protection / Digital futures commission	Children and young people's rights widely acknowledged, and designed in by default
		Ability to (re)imagine what good looks like	Develop codes of practice and standards for adoption	Digital futures commission / Universal Standards	
	Focus on commercial measures of success	Regulation and legislation mandating change	Work to implementation child and young people's rights enhancing regulation, legislation and policy. Once we have this, ensure we undertake strategic litigation to support the development of case law	Global COP policy / Children and young people's data protection / Universal standards	
	Limited support to make a children and young people's rights central to digital spaces, through the design of services	'Push' from civil society for change	Inform and collaborate with from civil society (press, public, parliamentarians, NGOs and INGOs) to build a common understanding. This includes press, private briefings and public events	Digital futures commission / Children and young people's rights / Public engagement and new narratives	
Policy makers and regulators	Routine failure to acknowledge persons under the age of 18 with specific needs and rights	Rigorous research and evidence demonstrating children and young people's needs and rights, disseminated persuasively	Publish academically credible research and evidence around capacities and importance of digital space for children and young people's rights in accessible forms for multiple audiences	Children and young people's rights / Digital futures commission / Universal standards / Pathways	The development of legal and policy frameworks that control the development and functioning of the digital world, in a way that creates space for the realisation of children and young people's rights
	Lack of understanding of 'positive' capacity of digital world to design to anticipate risk and promote flourishing – not just punish harms once they're done	Ability to imagine what good regulation/ legislation/tech looks like	Publish original policy positions and work in concert with others on joint policy positions	Global COP policy / Children and young people's data protection / Universal standards	
			Disseminate successful examples from other sectors and jurisdictions, and model frameworks for positive regulation and legislation		
	Lack of accepted models of good policy and regulation to build from		Inform and collaborate with from civil society (press, public, parliamentarians, NGOs and INGOs) to build a common understanding. This includes press, private briefings and public events	Digital futures commission / Children and young people's rights / Public engagement and new narratives	
	Limited understanding that a childhood cannot exist if it does not exist in digital world. This is rarely articulated	Research and commentary demonstrating the digital spaces' impact on all aspects of childhood disseminated persuasively	Widely disseminated and persuasive research and 'op ed' style narrative around the importance of the digital space in realizing children and young people's rights in the tech space that puts their needs first	Digital futures commission / Children and young people's rights	
			Connect and communicate with academics to facilitate and support research, and research outputs, that highlight the significance of the digital world for children and young people		
			Widely disseminate materials, narratives and communications for civil society that put children and young people's rights first		
Connect with existing right-minded influencers and 'thought leaders' in to cross fertilize public messages					
Civil society	Lack of accessible language and narratives to connect or counter dominant narratives	New story about children and young people's rights in digital world, and how these can be actively reshaped	Work with agents of cultural change (theorists, thinkers, artists, children and young people) to develop a new story about children and young people's needs and rights, and how we can change them	Public engagement and new narratives / Global COP policy	The role the digital world has in shaping the full gamut of children's right widely understood and defended
	Lack of agency, the feeling that the 'genie is out of its bottle'				
Children, young people and their worlds	Lack of quality, deliberative, youth-led experiences to develop capacity and understanding about digital world	Ability to (re)imagine digital education and its implementation	Research about the failing of e-safety education when not embedded in a broader data literacy approach	Young leaders / Data Literacy	Children and young people are brave, fearless, creative and informed users of digital spaces
	The dominance of education providers' narrow commercial interests and / or adult focus on e-safety		Test (and scale) our Data Literacy programme, including sharing findings widely with education providers and teachers to encourage adoption		
	Lack of opportunities to 'take charge' and use and create digital spaces that realise their rights in their own voice	Children and youth sector ready to create new opportunities	Set up our young leaders programme for our data literacy graduates, in conjunction with youth sector partners		
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What we need

Our small staff consistently deliver against our ambitious targets, but to do more in a sustainable way 5Rights Foundation needs to grow.

We are seeking support to recruit more staff to lead our projects, policy group, communications and external engagement. More people will mean we outgrow our premises, and require a more detailed set of governance and internal processes.

We would, over time, like to offer our Data Literacy programme to many more children and young people and to extend our voice in private advocacy and public messaging.

We need to build a sophisticated online presence, both within our website, but also in the digital environment more broadly. Disseminating and building a clear narrative in an engaging way across multiple audiences will be a key strand of work over the next 5 years.

We would like to further activate our extensive network with regular communications and public events to build consensus across sectors, communities and jurisdictions.

This is a fast moving policy area with many organisations and companies involved, including some of the world's largest. It is also an extremely broad mandate, touching on almost all aspects of children and young people's lives. As an organisation, we need to make sure we focus our energies in the most effective and impactful areas. But the support we seek will recognise our need to be up-to-date, and have the capacity to respond quickly and boldly to evolving situations.

Partnerships

We have many formal and informal partnerships that support our work: funders, pro-bono support, seconded staff, volunteers, academia, regulators, media, civil servants, other charities, international organisations and 5Rights leaders and teachers. We are hugely grateful to each of you and share our success with those individuals, organisations and funders who boldly supported us from the outset.

Our five year strategy encapsulates the steps we believe are necessary to ensure the digital world caters for children and young people by design and default.

5Rights Foundation has policies and practices that are designed to be inclusive and promote equality. We are a London Living Wage employer and we are currently evaluating how we can lower our carbon footprint.



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