

Global Threat Assessment 2025: Invitation to Tender

February 2025

WeProtect Global Alliance is seeking a team of consultants to deliver the 2025 Global Threat Assessment. We are inviting interested parties to submit a written proposal which should be **no longer than 10 A4 pages (excluding annexes)** and must include:

- **Proposed methodology and project management**, including a plan for addressing all requirements covered in this document;
- An outline **timeline for deliverables**;
- Proven **relevant experience**, including examples of two projects undertaken within the last three years (can be included as an annexe);
- An outline **budget (inclusive of VAT)** outlining fixed costs for the piece of work as described. We expect applications to consider creative solutions such as how emerging technologies and harnessing membership can bring down costs.

Please send completed applications to bethany@weprotectga.org by **12pm (GMT) on Friday 28th February 2025 with the subject line: Global Threat Assessment – Application to Tender**

About WeProtect Global Alliance

WeProtect Global Alliance brings together experts from government, the private sector and civil society to protect children from sexual exploitation and abuse online. Together, we generate political commitment and practical approaches to make the digital world safe and positive for children, preventing sexual abuse and long-term harm.

The Alliance currently consists of 103 governments, 82 companies, 126 civil society organisation and 10 intergovernmental organisations.

In order to achieve our vision of a digital world designed to protect children from sexual abuse, we have four key objectives:

- **Knowledge**: gather knowledge from our members to create, refine and disseminate the latest understanding of the issue
- **Empowerment**: engage groups of survivors, children and young people active within our membership to embed their experiences and perspectives in our research, advocacy and governance
- **Advocacy**: present senior decision-makers with the strongest possible case for greater action and investment
- **Collaboration**: drive cross-sector and cross-border cooperation and knowledge sharing to ensure children are protected wherever they live or engage online

Learn more at: <https://www.weprotect.org/>

About the project

As part of our objective to be the definitive source of knowledge on the threat and how to respond, WeProtect Global Alliance produces a biennial Global Threat Assessment. The Global Threat Assessment breaks down critical trends and shows how the global response to child sexual exploitation and abuse online needs a new approach.

Deliverables

- A comprehensive **full report** that uses both quantitative and qualitative approaches to:
 - assess the scale and nature of global child sexual exploitation and abuse online between 2023-2025, including geographical or technological hotspots;
 - identify key policy developments, practice initiatives, and research projects that are addressing the threat;
 - identify emerging trends and likely developments over the next two years;
 - develop a prevention framework to complement the [Model National Response](#);
 - set out recommendations to improve the response.
 - A **fully designed report** and **translated into four languages** (specific languages to be confirmed). The full report should include:
 - a short and informative **executive summary**;
 - analysis of relevant data;
 - data visualisation.
 - **Child friendly and accessible** explainers of key content.
 - A **PowerPoint slide deck** highlighting key data points, infographics and findings.
 - Scalable files of key graphs and data visualisation from the report to be used across the Alliance's communications channels.

Sources of information

The Global Threat Assessment should incorporate input from all WeProtect Global Alliance constituencies (government, law enforcement, private sector and civil society), drawing on all available information sources, including, but not limited to:

- Civil society sector reporting, including hotlines
- Police and justice sector statistics and assessments
- Private sector information
- Government and international institution reporting
- Academic research

The Global Threat Assessment will be solution focused and will incorporate a strong, clear and concise prevention framework that will offer governments and other key stakeholders a proactive approach to protecting children online. The framework should be evidence based, being developed through existing research, interviews with experts and focus group discussions with relevant stakeholders.

The assessment should provide a global and representative view of the threat, including material from low and middle-income economies. It should include case studies that highlight national and regional successes. The assessment should identify and draw on lessons from related forms of violence against children (particularly “offline” child sexual abuse) and other online harms.

The Alliance is committed to meaningful and ethical inclusion and participation of lived experience and youth voices in the development of the Global Threat Assessment, through working closely with existing organisational initiatives and members.

The Global Threat Assessment should be presented as a full and cohesive report. However, we encourage creative ways of organising and presenting it. For example, chapters could be created as standalone documents and have interactive elements to them.

Methodology

The latest iteration should be similar in length to previous editions. It should build on existing assessments to enable comparison while remaining a stand-alone document with no prior knowledge required:

- The [2018](#) report set out baseline on online child sexual exploitation and abuse threat;
- The [2019](#) report focused on new data from low- to middle-income economies and expanded on horizon scanning and innovation.
- The [2021](#) report focused on prevention, gathered and analysed primary data from Crisp, the Tech Coalition and Economist Impact.
- The [2023](#) report focused on the need to deploy Safety by Design, align internet regulation globally, and apply public health approaches to violence prevention.

The report should be informed by an **expert steering committee**, including the key constituencies of WeProtect Global Alliance. This group, which will be chaired by WeProtect Global Alliance, will report into the WeProtect Global Alliance Policy Board. The chosen partner will help to facilitate and provide materials for this group, which is expected to meet at least monthly.

All data gathered, materials and products produced for the GTA 2025 will be owned by WeProtect Global Alliance.

Research ethics, risk management and child protection

The Alliance requires robust confidentiality and protection measures in the design and planning of data collection, data storage, consent to participate, and reporting. The research partner together with the Alliance must develop a risk assessment of potential negative impacts, and a trauma-informed risk management plan detailing explicit protocols to minimise risks and safeguard participants (please note it may require a formal ethics approval and to incorporate this into any planned costs, if relevant).

Audience

The report is intended for adult readers, but care should be taken to ensure details of child sexual exploitation and abuse are presented in an appropriate way. The design and presentation of the Global Threat Assessment should be engaging and accessible, clearly explaining complex or technical aspects of the threat. Design and branding will be agreed with the WeProtect Global Alliance communications team. Language should be concise and jargon-free and visual aids such as charts and infographics should be used to the greatest extent possible.

Budget and timeline

We have a budget of **£150,000 to £165,000** (inclusive of VAT) for this project – to include all deliverables, design and translation. We would expect any proposals to utilise new and emerging technology to support the outputs developed impact, sustainability and value for money.

Please submit your full cost breakdown and rationale.

The anticipated timeline is as follows:

- Tender closes – 28th February 2025
- Interviews – 4th & 5th March 2025
- Project begins – 17th March 2025
- Deadline for delivery of first draft – September 2025
- Delivery of final digital reports (including translations) and all above mentioned deliverables – November 2025