



ORGANIZATION

ECPAT, Norway
pledges to

**Run an awareness-raising campaign on
the Sexual Exploitation of Children as a
Worst Form of Child Labour**

ECPAT, NORWAY

Run an awareness-raising campaign on the Sexual Exploitation of Children as a Worst Form of Child Labour

Name:

Run a Campaign to raise awareness of the Sexual Exploitation of Children as a Worst Form of Child Labour

Description:

This campaign will seek to end sexual exploitation of children, addressing both online and offline abuse. It will raise the profile of how this is a worst form of child labour, encouraging civil society and policymakers to introduce measures to stop this exploitation. The focus will be both within Norway and abroad, ensuring that this will become part of the measures developed by the Foreign Ministry.

Implementation plan:

Our campaign will begin on 12th June with a launch online. It will embark on engaging the wider society and providing them with the opportunity of contacting politicians and policymakers. We will write newspapers articles and online news pieces throughout the 6-months campaign and engage in dialogue with politicians. We will publish research on this topic, including concrete measures to reduce this exploitation and support child victims and survivors.

Impact:

This action pledge will raise awareness of the wide-ranging impact of sexual exploitation and abuse of children online and offline. It will ensure that the understanding of sexual exploitation of children as one of the worst forms of child labour is a key area within the Norwegian policy agenda of ending modern slavery.

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