



Building a Europe  
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## **Annex I - Brief National Awareness Campaign for the Council of Europe project on Preventing and protecting children from violence including in the digital environment in the Republic of Moldova in cooperation with the Ministry of Labour and Social Protection**

### **1. About the project**

The Project aims to strengthen the government of Moldova's response to violence against children, including online child sexual exploitation and abuse. The Project will focus on protection and promotion of children's rights in the digital environment and will also address the protection of children against violence, including child sexual abuse and exploitation, as well as prevention of peer-to-peer violence.

The Project is focused on two areas:

**1) Protection of children against online child sexual exploitation and abuse (OCSEA):** This component foresees action to support the implementation of the Council of Europe Guidelines to respect, protect and fulfil the rights of the child in the digital environment, including activities on awareness raising, training, mapping and development of guidelines/ regulations. In addition, activities to strengthen the awareness of private IT companies will be carried out.

**2) Protection of children against violence, including sexual exploitation and sexual abuse:** This component includes activities to strengthen independent monitoring of childcare services in the country. Support to national authorities for the implementation of the National Programme on Child Protection in the field of violence against children will be provided and awareness raising activities are foreseen.

### **2. The technical and content requirements for the campaign:**

The required services consist of developing and implementing a national awareness campaign on educating children on the available reporting mechanisms for cases of violence against children and enhancing the awareness of general public on all forms of violence against children, including sexual abuse and exploitation. The campaign will take place by 30 June 2024, and should address all forms of violence against children, including online sexual abuse and sexual exploitation and include elements such as (but not limited to):

- Develop and implement a social media campaign (including on following Facebook pages: Telefonul Copilului, Ministry of Labour and Social Protection and Council of Europe Office in Chisinau). This will include the paid social media advertising for both existing and new video spots, as well as for the visuals produced as part of the campaign, detailed below) for children from different age groups (for instance: 4-8 years, 9-13 years, 14-17 years) for at least 3 months, with 3 thematic posts per week (and/or in each month a specific form of violence may be addressed);
- Production of video spots (5 video spots with a maximum length of 30 seconds) + sponsored promotion and broadcast on TV stations
- Production of visual material (10 materials). The selected company must come up with feasible proposals based on the target audience.
- Posters/similar promotional materials to be distributed in schools with aim of promoting reporting mechanism Telefonul Copilului (approval from the Ministry of Education and Research will be required)
- Audio/ video material (audio recording) of 20/30 seconds to be played in trolleybuses in the country and on the radio (it will be necessary to involve the people in charge / city halls in Chisinau, Balti, Cahul, etc).
- A public event involving children to be addressed to the general public (national competition, hackathon, marathon)



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This can include Council of Europe videos and materials which can be further be adapted such as:

Kiko and the Hand

[TV spot](#)

[Book](#)

[Guidelines for Parents](#)

Posters ([Secret](#), [Touch](#), [Talk](#), [Book](#))

Prints ([Secret](#), [Touch](#), [Talk](#), [Book](#))

Kiko and the Manymes

[TV spot](#)

[Book](#)

[Guidelines for parents](#)

The target group of the awareness campaign are children over 4 years old and adults from all the territory of the Republic of Moldova, including rural areas. Specific key communication means should be oriented towards different age groups of children (for instance: 4-8 years, 9-13 years, 14-17 years). Key communication means for the main identified target groups will be online, including social media and schools. Dissemination of messages can integrate elements of AI-powered tools (i.e. chatGPT).

In this context, the objectives of the campaign are the following:

- **Key Objective:** To educate and raise awareness of children on reporting mechanism for all forms of violence, including online sexual abuse and exploitation by promoting available national hotline and helpline – Telefonul Copilului 116 111 where child victims of violence could find help, psychological counselling and other support.
- **Secondary objective:** Enhance awareness of the general public on the extent, scope, consequences and risks of violence against children, focusing on child sexual exploitation and abuse, with emphasis on the protection measures and services available for child victims of violence;
- **Impact:** Increasing reporting of cases of violence against children, primarily by children themselves.

The key messages for the children should be about encouraging children to report the cases of physical abuse, sexual abuse, psychological harassment, infringement of rights etc, and highlight measures for prevention and protection against sexual abuse, including online, and promotion of available national hotline and helpline where children could find help, psychological counselling and other support services.

Effective reporting first requires that the children understand what is abuse and when they have been victims or potential victims, therefore the campaign would include messages that address this issue.

### 3. General considerations:

- National campaign will be used solely for a project to take place in the Republic of Moldova, so the characters depicted should indeed be representative for the country. **Diversity (gender, ethnic) is strongly desired.**
- For any visual material developed portraying children, campaign must include both boys and girls. If in the group, photos/ videos should include at least 50% of girls.
- Although the subject matter is sensitive and sometimes difficult, it is advised that the topics and scenarios are not be terrifying or overly gloomy. Photos/ videos may include artistic / fictional images.
- Photos/ videos proposed must not visually represent violence / sexual abuse and must not include nudity. Pictures can be taken in nature or indoors, representing child-friendly circumstances / places.



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- Before submitting the deliverables, the provider will first submit a batch of first drafts as example to make sure the direction is in line with the requirements of the project team.
- Based on Law on personal data protection no. 133 of 08.07.2011, the Provider must obtain in writing the permission/agreement of one of parents of each child involved regarding the photos/ videos and the dissemination of photos/ videos within the project and other platforms which will be used/ targeted for national campaign. The agreements will be submitted to the project team. Also, the Provider should ensure that the parents receive, read and understand the Child Safeguarding Policy of the Children's Rights Division, and will ensure to obtain from the parents the signed Consent Form provided by the Council of Europe.