

Global Advisory case study

Government & Public Sector
UK Home Office and the “Global
Summit on Tackling Online Child
Sexual Exploitation”

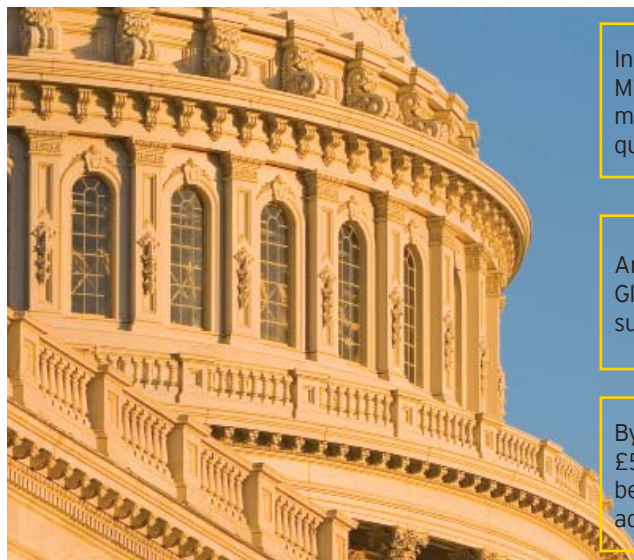
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The EY logo consists of the letters 'EY' in a bold, white, sans-serif font. A yellow diagonal line is positioned above the 'Y'.

Building a better
working world

What does it take for talk to turn to action?

EY helps to develop policy and host a conference intended to eradicate online child sexual abuse and exploitation around the world.



In 2014 the UK's Home Office and the NCA CEOP were tasked by the Prime Minister's office to host a summit to show case progress on #WeProtect initiatives meant to eradicate online sexual abuse and exploitation around the world. Their question? How do we host the best summit we can?

An enthusiastic supporter of the objectives of the #WeProtect program and the Global Summit, EY helped to coordinate and plan the event. Our teams provided support in the areas of policy development, program delivery and event staffing.

By all accounts the Global Summit was an unqualified success. The UK pledged £50m over five years through a fund administered by UNICEF for which EY has been engaged to develop a governance structure. And the NCA CEOP received an additional £10m to continue the fantastic work they are doing.

Background

Child abuse and sexual exploitation is a festering tragedy in the age of the internet. Criminals are using new technologies to exploit more and more children to feed the appetite of a depraved audience that now spans every corner of the globe.

On 10 and 11 December 2014, the Prime Minister of the United Kingdom (UK) held a Global Summit on Tackling Online Child Sexual Exploitation (OCSE) in London. Forty-six countries, 26 leading technology companies and 10 non-governmental organizations (NGOs) gathered to galvanize action in addressing this horrific crime.

All of the countries in attendance, plus two organizations signed a Statement of Action setting out specific initiatives. At the same time, EY joined a number of leading global companies to publicly pledge to continue their support for the ongoing fight against OCSE. During the Summit the UK Government pledged £50 million to set up a

fund, to be administered by UNICEF, to fund initiatives aimed at developing capability across the world to tackle OCSE.

The Summit marks a turning point in the global battle against OCSE. It was the culmination of months of hard work by the UK Government and UK Law Enforcement agencies. EY was there throughout, demonstrating our commitment as a firm to building a better working world.

The client need

The UK's National Crime Agency's Child Exploitation and Online Protection Centre (NCA CEOP), works with child protection organizations from across the UK and internationally to safeguard children from sexual exploitation and abuse. EY has been providing Advisory Services to NCA CEOP for more than five years on a pro bono basis.

In early 2014 the Home Office (the UK's Interior Ministry) set business leaders the

challenge of devising innovative solutions to eradicating online sexual exploitation. Business delegates from more than 40 technology companies were invited to attend a series of working sessions designed to generate ideas to disrupt the online child exploitation trade. These ideas were distilled into the #WeProtect program, which focused on delivering six project ideas, all of which were led and staffed by Industry.

In 2014, the Prime Minister's Office (Number 10) tasked the Home Office and NCA CEOP to support the coordination and planning of

"The online exploitation of children is happening on an almost industrial scale."

The Right Honourable
Mr. David Cameron,
Prime Minister of the United Kingdom

the Global Summit. As well as bringing law enforcement and Interior Ministers together from over 40 countries, Number 10 wanted the conference to show case progress against the #WeProtect initiatives, and include contributions from Industry, as well as charities and NGOs.

Faced with this immense challenge, the Home Office and NCA CEOP turned to EY for support.

“We will do everything in our power to remove illegal images of children from the internet, to identify and protect victims, and to bring abusers to justice.”

**Theresa May, Home Secretary,
United Kingdom**

How EY helped

An enthusiastic supporter of the objectives of the #WeProtect program and the Global Summit, EY provided support in a number of areas.

Policy development

Jennifer Kipphut is a Manager with the UK's Advisory Services practice. Prior to joining EY, Jennifer specialized in child protection, first in the US and then in the UK. Her experience included child abuse investigation, child placement, and later, domestic policy development. Given Jennifer's background, she was a perfect fit for secondment to the Home Office where her initial role was to help with policy development. The primary objective was to develop a vision and an action plan that target countries would agree to, were legally sound across jurisdictions and that could be executed against. At the same time, the policy document needed to address a number of other objectives, including:

- ▶ A hotline or access to a hotline to report online images and take them down.

- ▶ Proper training for police to understand that child exploitation and abuse is a crime and how to investigate and report it.
- ▶ A database specifically for law enforcement to share child exploitation images across jurisdictions.

The policy Jennifer helped the Home Office develop was used to facilitate negotiations among the Home Office and the various ministerial offices of countries that were invited to attend.

In addition to her policy role, Jennifer assumed the position of diplomatic liaison. Jennifer had to navigate a wide array of political issues among more than 300 delegates from 46 countries and 40 industries.

Summit design and delivery

While Jennifer was managing policy and diplomacy, the Home Office sought EY's help to plan and execute the conference itself. For this, Engagement Leader Fraser Nicol assigned Ritu Narayan. A large-scale IT transformation consultant, Ritu came to EY with a background in counter terrorism, having spent a number of years with the UK Ministry of Defense. Ritu designed and led the facilitation of the conference discussion panels.

A key deliverable from EY was a hard hitting video that opened the conference. Ritu spearheaded the development of this video and her vision and passion ensured that it was delivered on time and to an exceptional standard of quality.

#WeProtect program delivery

In the months leading up to the Global Summit, EY was an active contributor to the Industry-led workstreams of the #WeProtect program. EY Information Security Senior Manager Martin Christopher and EY Program Advisory Services Manager Padmaja Nagoor worked with colleagues from IBM and TechUK to deliver technologies that will support the fight against OCSE. Martin Christopher had the opportunity to meet the Prime Minister David Cameron during the Summit itself and discuss the solution he had been working on.

Staffing the event

On the day of the event, EY provided a complement of staff to help the conference

run smoothly. Two lucky members of staff even got to “stand-in” for the UK Prime Minister in the Summit Photo, lining up with Senior Ministers from around the world to hold the PM's spot until he arrived!

The outcome

The Global Summit resulted in number of concrete outcomes.

The UK pledged £50m over five years to support five key objectives that emerged from the conferences – a fund that UNICEF will administer and into which other countries will pay. EY has already been engaged by UNICEF to develop the governance structure for this fund.

As well, the Home Office embarked on a whitepaper for the UK's Home Secretary, Theresa May, to determine the NCA CEOP's role going forward to support the development of police capability around the world to tackle this crime. And NCA CEOP received £10m to continue the fantastic work they are doing. They are discussing with EY Advisory Services opportunities for purpose-led transformation that will help guide them in how to best use this new funding.

And the video EY developed to open the Global Summit? It was so well received by the Home Office, CEOP and the No 10 Special Advisors that the Home Office has requested the license for its future use and the National Society for the Prevention of Cruelty to Children has indicated they want to work with EY in the future to produce other videos for them.

EY's high-performance teaming, diversity of background and willingness to pitch in and do anything necessary to get the job done enabled our client to achieve its goals. As a result of the work that we did for NCA CEOP, other conference participants are now seeking EY's services to help them deliver on the commitments they made. ■

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