




END CHILD PROSTITUTION
CHILD PORNOGRAPHY &
TRAFFICKING OF CHILDREN
FOR SEXUAL PURPOSES


ANNUAL REPORT 2013

**ECPAT
Belgium**

Annual Report 2013

ECPAT Belgium
Rue du Marché aux Poulets, 30
1000 Bruxelles
Tél: 02/522.63.23
Email: info@ecpat.be
Website: <http://ecpat.be>

 @ecpatbelgium

 ECPAT Belgium

CONTENTS

Introduction.....	3
Presentation of ECPAT Belgium.....	4
Projects.....	7
1. European projects.....	7
2. Projects in Belgium.....	11
3. Projects outside Belgium.....	14
EU lobbying.....	15
Collaboration and support to students	19
Communication strategy.....	21
Fundraising strategy.....	24
Conclusion and prospects for 2014.....	25

INTRODUCTION

In 2013, ECPAT Belgium has worked to strengthen its visibility through the elaboration of a more efficient communication strategy, including an increased use of new technologies (website and social networks), the publication of articles, newsletters, reports, press releases, the carry out of interviews, as well as presentations of its work to the general public and professionals. At the European level, ECPAT Belgium, in collaboration with ECPAT International has undertaken intensive lobbying work towards the European institutions with whom it has had more opportunities to have its voice heard on the issue of child trafficking and commercial sexual exploitation of children.

A major part of the work has been dedicated to three EU-funded projects in which ECPAT Belgium is partnered with. With a constant attention to maintain consistency in all projects undertaken to fight against any form of commercial sexual exploitation of children, these European projects aim at fighting against child pornography (Make-IT-Safe project), child sex tourism (Don't Look Away project) and provide better protection for European migrant children who are particularly vulnerable to exploitation and trafficking (Mario II project).

The Make-IT-Safe project is particularly important for ECPAT Belgium since it relates to two topics included in its mandate: child pornography and youth participation. These two themes, even if they were monitored by ECPAT Belgium, had never been at the heart of the projects undertaken by ECPAT Belgium in past years.

At the international level, 2013 was marked by a major event for the whole ECPAT network: ECPAT International received the Conrad N. Hilton Prize, the largest humanitarian prize which honors the contribution of an organization working towards the eradication of human suffering. ECPAT International was selected among 200 organizations considered for the award. The 2013 Hilton Prize was presented at the annual Conrad N. Hilton Humanitarian Symposium in New York City on October 23, 2013.

PRESENTATION OF ECPAT BELGIUM

ECPAT Belgium is the official member of ECPAT International in Belgium. Being part of a global network means that ECPAT Belgium shares a common goal - eradicate commercial sexual exploitation of children - with more than 80 other groups in the world. It also means that each group follows the same "Strategic Directions" in order to achieve this goal.

ECPAT International started in 1990 as a three-year campaign to End Child Prostitution in Asian Tourism (ECPAT). It is now a global network of organisations and individuals working together for the elimination of child prostitution, child pornography and the trafficking of children for sexual purposes in over 80 countries.

6 Strategic Directions

- ❖ **Improve research**
- ❖ **Build and enhance strategic collaborations**
- ❖ **Empower children to participate**
- ❖ **Strengthen public information**
- ❖ **Strengthen political advocacy**
- ❖ **Strengthen ECPAT's network**

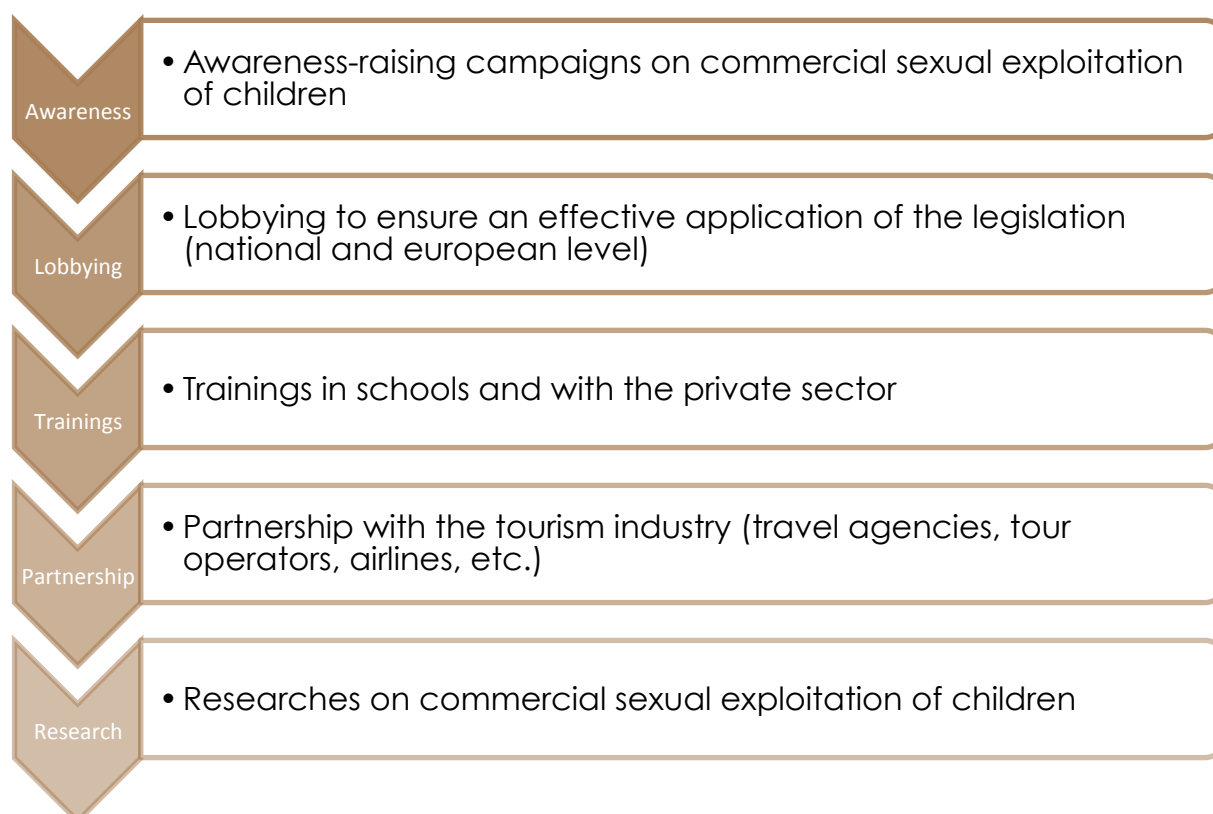
The ECPAT International Secretariat is based in Bangkok, Thailand.

Every three years, all the ECPAT groups meet at the General Assembly and approve the « Strategic Directions ».

ECPAT Belgium started in 1994 as a network of organizations active in the fields of human rights, child rights, peace, developing countries, and social problems in Belgium. Its main objective was to create a national group which

could relay the international ECPAT campaign against commercial sexual exploitation of children. In 2004, it became a non-profit organization (asbl).

Activities. Unlike other ECPAT groups, ECPAT Belgium is not a grassroots organization but a second line organisation. Its activities are mainly:



The team.

- **Sophie Jekeler**, President since 2004.
- **Danielle Van Kerckhoven**, administrator since 1993 – part time.
- **Katlijn Declercq**, administrator. Regional Representative for Western Europe to the ECPAT International Board and Acting Chair of ECPAT International (August-December 2013). Since February 2013, contracted part time for 2 years for the Make-IT-Safe project.
- **Ariane Couvreur**, Project Manager, ECPAT Belgium since 2010 – full time.

- **Sylvie Bianchi**, since February 2013, contracted part time for 2 years for the Make-IT-Safe project.
- **Camille Seccaud**, legal intern since September 2013.

Governance.

The Annual Assembly of ECPAT Belgium took place on the 27th of September 2013. This new Annual Assembly was marked by the presence of Mark Capaldi, Head of Research and Policy at ECPAT International. He gave a presentation on the role of ECPAT International in the fight against the commercial sexual exploitation of children as well as challenges for the coming years.

Due to the many absences during the General Assembly, it was decided to hold a new Assembly on the 4th of December 2013. The General Assembly approved the balance sheet for 2012 and the 2013 budget.

PROJECTS

1. European projects

Make-IT-Safe

Collaboration: ECPAT Germany, United Kingdom, Austria, the Netherlands and Belgium

ECPAT Belgium is a partner of the EU-funded "Make-IT-Safe" project, which aims to raise awareness of youngsters (12-18 years) through peer education on a safe and responsible use of the internet and new online technologies. The project puts a particular emphasis on the prevention of potential risks related to online sexual abuse.

This two-year project was elaborated and is implemented by 5 ECPAT groups in 5 European countries (Germany, Austria, Belgium, Netherlands and United Kingdom).

The originality of the project is that young people themselves are responsible for their own prevention, through the "peer-2-peer" methodology. ECPAT Belgium remains careful to adopt a positive attitude towards the Internet, even while mentioning the potential threats.

Implementation of the project in Belgium

In each group involved in the project, two young people are trained to become "peer experts" in online safety, meaning that they will be a focal point to offer supportive listening and information to their "peers". Throughout their training, young people are supported by "coaches" who also received training.

ECPAT Belgium wanted to focus on the most vulnerable group of unaccompanied minors as well as "informal" youth groups such as young scouts and guides.

Currently, the following partners are involved in the project:

- Five centres for unaccompanied minors:
 - Centre Les Hirondelles, Assesse
 - Centre El-Paso, Gembloux
 - Centre FEDASIL, Bruxelles (Petit Château)
 - Centre FEDASIL, Bruxelles (Woluwe)
 - Centre FEDASIL, Rixensart
- One AMO: AMO Mikado, Châtelet
- One school: Athénée royal, Beauraing
- Scout units and Guides, Brabant wallon

Activities undertaken in 2013

ECPAT Belgium launched the "Make-IT-Safe" project on the occasion of the Safer Internet Day, the 5th February 2013.

In 2013, three successive training sessions were organized: September 24, October 16 and November 12, as well as December 17 for the scouts.

The content of these training sessions focused on online safety (with Microsoft) as well as on the role of youth and coaches. During training sessions, it was also decided to collectively think about an awareness tool that young people can create and use to talk to their peers. Therefore, a part of the training sessions was devoted to the development of this tool. Young people decided to create a set of interactive short movies. Besides this tool, other materials were created for the project: business cards and posters in order to identify peer experts within their institution/school as well as "memo" folders for youth containing basic information about the online security and the role of peer experts.

The project is supervised by a group of experts from different sectors (institutional, new technologies, methodology peer-to-peer, child rights, psychology). The first two group meetings were held in May and November 2013.

The project was disseminated via several channels: advocacy meetings, ECPAT Belgium website, ECPAT Belgium and its partner's social networks, a press release and a newsletter to present the activities undertaken in 2013.

 Mario II

Partner : Terre des Hommes Foundation "Lausanne" (Hungary)

ECPAT Belgium is a partner of the European project "Mario II", coordinated by Terre des Hommes Foundation Lausanne in Hungary, aiming at improving the level of protection of European migrant children coming from Central Europe and Eastern Europe who are particularly vulnerable to abuse, exploitation and trafficking in Europe.

The objectives of the project are twofold: on the ground, strengthening national protection services and at the European level by advocating for better protection of migrants children.

This two-year project started in January 2013 and has 21 partner organizations in 16 European countries.

With the European Office of Terre des Hommes based in Brussels, ECPAT Belgium is responsible for the European advocacy part, which includes advocating for the protection of European migrant children towards European institutions as well as monitoring the implementation of relevant EU policies.

Activities undertaken in 2013

On the 21th of June 2013, ECPAT Belgium was invited to participate in the first annual meeting of the Mario II project in Budapest. Together with Terre des Hommes in Brussels, ECPAT Belgium presented the advocacy work undertaken in Brussels for a better protection of migrant children.

The first Mario project's INFO letter was published in June. This letter was intended to establish the current state of play of EU policies and legislative and non-legislative developments relevant to Mario II. ECPAT Belgium contributed to it by writing sections on the EU Strategy against Trafficking in Human Beings and the Agenda for the Rights of the Child.

ECPAT Belgium also had the opportunity to present the Mario II project during several national and European meetings as well as to establish a list of key contacts to present the recommendations of the project to the European institutions.

 Don't Look Away

Partners: ECPAT France, Germany, Austria, Netherlands, Luxembourg and Poland

Associated partners: South Africa, Belgium, Brazil, Bulgaria, Spain, Gambia, Italy, Kenya, Madagascar, Czech Republic, Romania, United Kingdom, Ukraine, Senegal and Switzerland

ECPAT Belgium is an associate partner in this three-year project (2012-2015) coordinated by ECPAT France and implemented in 22 European countries and outside Europe (Africa/ South America).

The campaign aims at sensitizing travelers who will assist the football World Cup, particularly supporters, on existing laws related to the use of a child for prostitution, the consequences for child victims and the risks of « temptation » in a particularly festive and exotic environment.

This project has four main objectives:

- Establishment of quality information and analysis of the feasibility of implementing or strengthening reporting structures in 5 Sub-Saharan countries
- Awareness of travelers and the general public about sexual tourism involving children with a focus on sporting events
- Establishment or strengthening of online reporting mechanisms in 16 European countries and promotion of reporting cases of abuse to the general public
- Completion of training sessions for tourism professionals and in tourism schools and development of training online

As an associate partner, ECPAT Belgium's missions are to promote the European platform and to disseminate awareness materials in Belgium via the Internet, social networks, partners and tourism fairs.

Activities undertaken in 2013

On June 13 and 14 2013, ECPAT France organized an international experts meeting in Warsaw (Poland) in which ECPAT Belgium participated as associate partner. This meeting focused on the fight against child sexual exploitation in tourism during major sporting events and exchanged good practices with Brazil to allow them to benefit from the experience of countries such as Great Britain, Germany/Austria, South Africa and Poland/Ukraine who recently hosted major sporting events.

ECPAT Belgium began the process of dissemination of the campaign via its social networks and worked on the possibility to develop an awareness activity on child sex tourism during major sporting events via the Stop child prostitution campaign.

2. Projects in Belgium

"Stop Child Prostitution" Campaign

Launched for the first time in 2004, the Stopchildprostitution.be campaign has been relaunched in 2007 and 2010. Through this campaign, ECPAT Belgium and its partners wanted to remind others that nothing can justify the sexual exploitation of children (exotic experience, impunity abroad, local beliefs, etc.) and perpetrators of such offences can be prosecuted in Belgium for an abuse that was committed abroad.

The three campaigns of "Stop Child Prostitution" were the result of a close collaboration between partners from the public and the private sector. A dynamic working group ensures the set up and follow-up of the campaign. It gathers members of the Ministry of Foreign Affairs, Defense, Justice, the "Trafficking in human Beings" Unit of the Federal Police, Federation of the Tourism Industry, Belgian Carriers Federation, Child Focus, Plan Belgium and the Samilia Foundation.

Since the re-launch of the campaign in June 2010, leaflets and posters have been displayed all over the country through the partners of the campaign, the tourism fairs, presentations in schools and the website www.stopchildprostitution.be. These visuals give information on the phenomenon and means to report it.

All reports left on the website are relayed to the "Trafficking in Human Beings" Unit of the Federal Police afterwards. Since 2004, around 30 reports have been recorded.

Promotion activities in 2013

On 27 February 2013, at the closing conference of the CIRCAMP (COSPOL Internet Related Child Abusive Material Project), coordinated by the Belgian Police, ECPAT Belgium was invited to present its work in the fight against child sex tourism and particularly its collaboration with the "Trafficking in Human Beings" Unit of the Federal Police. After presenting the "Stop child prostitution" campaign, ECPAT Belgium exposed several cases in which it has cooperated with the Belgian police to initiate or monitor judicial proceedings against Belgian citizens who have sexually abused children abroad.

In November, following the request of the same Unit, a representative of ECPAT Belgium presented the work of the organisation to enforce the Belgian extraterritoriality law to a Belarusian police delegation.

ECPAT Belgium has also been contacted by ECPAT Luxembourg, seeking to set up a national reporting hotline for child sex tourism cases, in order to obtain further information concerning the "stopchildprostitution.be" website and the characteristics of the online reporting form.

Even if ECPAT Belgium is not a Local Code Representative (LCR) of the "Code of Conduct for the Protection of Children against commercial sexual exploitation in travel and tourism", Katlijn Declercq attended the Annual General Meeting of "The Code" from the 6th to 8th March in Berlin, where she had the opportunity to discuss the possibility for a stronger commitment from the Belgian companies against child sex tourism.

Indeed, ECPAT Belgium wishes to engage more extensively Belgian companies in the fight against sex tourism involving children. In this perspective, ECPAT Belgium received Kathleen Sel, human resources coordinator at Accor Belux, to discuss opportunities to increase the coordination between the group and ECPAT Belgium, particularly in the context of the Planet 21 program implemented within Accor hotels.

Research on minors in situation of prostitution in Belgium

Even if Belgian authorities have implemented several measures to combat commercial sexual exploitation of children on its territory, this phenomenon still exists in Belgium. Cases of prostitution, pornography and trafficking involving minors regularly come up in the news. However, the real extent of the problem and its impact on youngsters is not sufficiently known.

ECPAT Belgium, in collaboration with the Samilia Foundation, has drafted a project in order to launch a research on minors involved in prostitution in Belgium. The main goal of the project is to have a better picture of the phenomenon both on a quantitative aspect (statistics) and on a qualitative aspect (typology of the minors, type of prostitution, history, etc.).

The research will focus on 5 cities: Antwerp, Ghent, Charleroi, Brussels and Liège. Questionnaires will be sent to the first-line actors and interviews will be carried out with adults involved in prostitution, as experience shows that minors are very difficult to find and often reluctant to participate in such research. This research on the ground will be done by researcher and/or students from two universities partners of the project under the lead of their supervisor: the University of Ghent (Professor Gert Vermeulen) and the University of Liège (Professor Michaël Dantine). In parallel, roundtables, focus groups and expert groups will enrich the content of the research.

State of progress of the project in 2013

In 2012, ECPAT Belgium and the Samilia Foundation submitted the project to the Vice Prime Minister and Minister of Interior and Equal Opportunities, Joëlle Milquet, but several circumstances have temporarily delayed its treatment by the administration.

At the end of 2013, new contacts were established between ECPAT Belgium, the Office of the Minister of Interior and Equal Opportunities and as well as the Office of the Minister of Justice in order to determine the possibility of initiating and funding this research in 2014.

3. Projects outside Belgium

- ✚ Project in Senegal "Mapping of the commercial sexual exploitation of children"

The partner: Action, Jeunesse, Environnement (AJE), a NGO based in Dakar which works in the field of human rights and child rights.

Mid-August 2012, ECPAT Belgium was contacted by Action, Jeunesse, Environment (AJE) whose main objective is to support initiatives for vulnerable children.

In line with the objectives of both associations, AJE presented a project to ECPAT Belgium, which aims at drawing a picture of the commercial sexual exploitation of children in Senegal, using the "Participative Research Action". This methodology puts the children at the center of the research process: they collect the data among the young people involved in prostitution, they identify and prioritize the problems, they analyse them and try to find the root-causes. They also collaborate in order to draft concrete actions to tackle the issue. The whole process is facilitated by social workers from AJE.

Activities undertaken in 2013

On the 18th of March 2013, the project began with a workshop aimed at explaining the methodology of the "Participative Research Action" and the work to be performed. The workshop also provided an opportunity for participants to form groups and exchange experiences. In total, 21 people were involved in this research: 11 children and young people in Pikine and 10 girls in Toubacouta.

On the 21st of March 2013, groups of participants started to collect data, and identify and classify problems. At the end of April, youth prioritized problems that will be analysed. The priority issue held by young people for the region of Toubacouta is the lack of parental responsibility. For the region of Pikine two priority issues were identified: the lack of activities and information on facilities for youth and child abuse. A report was prepared by the participants for each of the two geographical areas covered.

AJE draft a report in order to enable an academic reformulation, which will be achieved in 2014.

EU LOBBYING

1. Focal point on the EU institutions

Since 2002, ECPAT Belgium is responsible, in collaboration with ECPAT International, for coordinating the lobbying of the European institutions.

Due to its location in Brussels, ECPAT Belgium has a very active role in lobbying which is conducted on a thematic approach: commercial sexual exploitation of children and trafficking in human beings.

ECPAT Belgium is part of the subgroup "Human Trafficking" of the Human Rights and Democracy Network, with La Strada International, CCME, Terre des Hommes and Amnesty International. The group met on October 15 to discuss the recent activities of its members, particularly in the context of the Anti-Trafficking Day 2013, future European developments in the framework of the EU Strategy against Trafficking in Human Beings and the opportunity to write a manifesto targeting the members of the European Parliament in the perspective of European elections in 2014.

Lobby activities undertaken in 2013

In 2013, ECPAT Belgium continued to represent ECPAT International at different events at the European level, as an expert or as a participant. For instance:

As an expert:

- 5th Lanzarote Committee meeting (Committee of the Parties to the Council of Europe Convention on the protection of children against sexual exploitation and sexual abuse), Strasbourg, 15-16 May 2013.
- Security Sector Reform and the migration sector in Europe - "Trafficking of children - a human security perspective", Brussels, 9 July 2013.
- European Anti-Trafficking Day "Exploring the Links between the Internet and Trafficking in Human Beings: Cyberspace for Prevention, not Recruitment", Vilnius, 18 October 2013.

- Octopus conference on Cooperation against Cybercrime – “Protect children from sexual exploitation”, Strasbourg, 4-6 December 2013.
- European Civil Society Platform against Trafficking in Human Beings, Brussels, 31 May and 9-10 December 2013.

As a participant:

- Exchange on “Counter trafficking law enforcement initiatives in the US and the EU, Unites States Embassy, 29 January 2013.
- Expert meeting “Study on missing children. Mapping, data collection and statistics on missing children in the European Union”, Brussels, 14 May 2013.
- Final conference "Parliamentarians against Human Trafficking", Bucharest, 26-27 June 2013.
- Conference “The Web We Want - Safer Internet Youth Panel Breakfast”, European Parliament, Brussels, 17 September 2013.
- Conference “Convention for the Suppression of the Trafficking in Persons and of the Exploitation of the Prostitution of Others: 65 years later?”, Brussels, 30 September.
- European Financial Coalition conference “Preventing commercial sexual exploitation of children online”, Brussels, 15 October 2013.
- The Safer Internet Forum, Brussels, 17-18 October 2013.
- European Anti-Trafficking Day – “Not my life” film screening, Brussels, 18 October 2013.
- European Child Safety Online Conference, Brussels, 12 November 2013.
- "Victims of Crimes beyond 2015", European Parliament, Brussels, 6 November 2013.

2. Regional meeting of ECPAT groups Europe

At the International Expert Meeting in Warsaw conducted under the project "Don't Look Away", the two European representatives of ECPAT (Western and Eastern) held a regional meeting with the ECPAT Europe groups attending the event.

This meeting aimed at presenting the first version of the European advocacy strategy designed to improve the coordination of ECPAT groups in this area and strengthen the presence of ECPAT International towards the European institutions.

The meeting was followed by an exchange of information between ECPAT groups in order to establish a "mapping" of projects conducted by European groups at the national, regional and global level. The meeting ended with the intervention of the new Executive Director of ECPAT International who highlighted several key points (visibility, fundraising, etc.) that each group should consider when planning their future activities.

3. Advocacy work for Mario II project

With the European Office of Terre des Hommes based in Brussels, ECPAT Belgium is responsible for the European advocacy component.

During the first year of the project, ECPAT Belgium has actively been involved in the identification of MEPs and Permanent Representatives to the European Union. Indeed, Permanent Representatives of Italy, Bulgaria, Romania, Poland, Hungary, Greece and the Netherlands were identified and contacted to plead the cause of European migrant children.

Contacts have also been made with different Directorate-General of the European Commission including Justice, Home Affairs and Employment and Social Affairs in order to present the Mario II project during a joint meeting and make recommendations to ensure a better protection of European migrant children.

4. Parliamentarians Against Human Trafficking

In January, ECPAT Belgium joined the project "Parliamentarians Against Trafficking in Human Beings" (PAHT) coordinated notably by ECPAT UK with aims at creating a network of national parliamentarians involved in the fight against trafficking in human beings and particularly against child trafficking.

The project succeeded in uniting parliamentarians from 20 different countries who are expected to report back the outcomes of the project at the national level and encourage the fight against trafficking in human beings.

ECPAT Belgium invited two MP's to become ambassadors for this project in Belgium and attend European seminars in Madrid (January) and in Stockholm (March). Nahima Lanjri (CD&V) and Vanessa Matz (CdH) agreed to participate despite their busy schedules.

Two members of ECPAT Belgium joined the two MP's in Madrid and at the closing conference held in Vilnius. Despite the end of the project in 2013, ECPAT Belgium will continue to maintain close relationships and monitor the work of the two MP's who have been involved in this project.

COLLABORATION WITH NGOs AND SUPPORT TO STUDENTS

Collaboration with Belgian Child rights NGOs

Code and Kinderrechtencoalitie

ECPAT Belgium is member of the “Coordination pour les ONG des droits de l'enfant” (La Code) and the “Kinderrechtencoalitie” in charge of writing the “NGO's Alternative Report” analyzing how Belgium complies with the implementation of the Convention on the Rights of the Child.

As part of its membership in the “Coordination pour les ONG des droits de l'enfant”, ECPAT Belgium wrote an analysis on “The Impact of the European Directive against Trafficking in Human Beings on the protection of children in Belgium”. Published in October 2013, this analysis aims at providing an overview of measures compliant with the European Directive that Belgium must take to protect children against trafficking. In addition, ECPAT Belgium was elected Vice-Chair of La CODE in September 2013 and took an active part in the planning of projects and priorities for the coming years.

In September, ECPAT Belgium represented la CODE during the seminar of the ENOC network (European Network of Ombudsperson for Children) which focused on the protection of migrant children. In December, ECPAT Belgium attended the study day organized by the Child Rights Commissioner of the Flemish Community, entitled “Heen en Retour”.

On June 17, ECPAT Belgium participated in the study day of the Kinderrechtencoalitie aiming at updating the NGO's Alternative Report with recent legislative developments, new initiatives and new challenges regarding the compliance to the Convention for the Rights of the Child in Belgium. ECPAT Belgium actively prepared the section on sexual violence against children and on unaccompanied minors.

Platform "Child rights in the Development Cooperation"

ECPAT Belgium is member of the Platform "Child rights in the Development Cooperation" coordinated by UNICEF Belgium.

Other collaborations

After having established a Memorandum of Understanding with the Foundation in 2012, ECPAT Belgium met again with Child Focus in order to establish the specific terms of cooperation regarding the project "Make-IT-Safe" led by ECPAT Belgium.

Support to students

Raise awareness of the public on the issue of CSEC is one of the main activities of ECPAT Belgium. Schools are places where prevention is of utmost importance. ECPAT Belgium is frequently asked by students from high schools with a specific focus on tourism to give a presentation about its work.

Activities in 2013

On 6 May 2013, Anne-Marie Van Broeck, Professor in Tourism at the University of Louvain, invited ECPAT Belgium to give a presentation on children's rights and tourism. This presentation focused on the work of ECPAT to combat sex tourism involving children and was followed by a discussion with the students.

ECPAT Belgium was also invited to present its work on sexual tourism involving children to students in tourism from the University Thomas More in Mechelen on 14 November 2013. Following the interest among students, the two teachers in charge of this course have decided to advocate for the systematic inclusion of a section on sex tourism involving children in the curriculum of the 3rd year of Bachelor in tourism.

In 2013, ECPAT Belgium has been interviewed by some students from high schools and universities (Collège Europe, ULB, VUB, Danish School of Media and Journalism) wishing to obtain information both on ECPAT's work and on the commercial sexual exploitation of children.

Twice a year, ECPAT Belgium hosts interns for a length of 3 to 4 months. In 2013, ECPAT Belgium received a student from the Haute Ecole de la Communauté française en Hainaut (February-April) and Camille Seccaud a French lawyer specialized in international law (October- January).

COMMUNICATION STRATEGY

In 2012, ECPAT Belgium has decided to rethink its communication strategy in particular by improving its visibility to the general public through its website and social networks (Facebook, Twitter and LinkedIn). During 2013, changes have been made and more regular work has been devoted to the communication by the ECPAT's team.

New technologies

On January 3, 2013, David Boulanger, Director of Now.be and member of the Board, gave a training session represented by Ariane Couvreur, which focused on providing technical advice and tips to the team, in order to improve its communication strategy.

[ECPAT Belgium website](#)

After a full review of its website design in 2012, ECPAT Belgium has been able to update all the information and regularly post recent news and upcoming events during the year.

In addition, an English version of the website is available since October 2013. Some parts of the website have also been published in Dutch in November 2013 and a full version is expected for 2014.

[Social networks: Facebook, Twitter et LinkedIn](#)

ECPAT Belgium is present on the two largest social networks Twitter and Facebook as well as the professional social network LinkedIn.

Since 2013, ECPAT Belgium has increased its presence on social networks by posting comments, news and links more frequently. This presence has enabled to increase its audience in 2013: 181 people like the Facebook page and 200 follow ECPAT Belgium on Twitter.

ECPAT Belgium is also very active on the European page of the ECPAT International's Hub in updating the calendar of activities and posting information on European policies on trafficking and CSEC.

ECPAT Belgium in the media

In 2013, ECPAT Belgium has been contacted by several journalists: Ciné Télé Revue, for an interview on the work carried out by ECPAT Belgium on commercial sexual exploitation of children, as well as the newspaper L'Appel and Hispan TV for a short report on human trafficking in Europe.

In addition, the association "Entraide et Fraternité" published an article in Volon'Terre congratulating the ECPAT's network, and particularly ECPAT Belgium, for the Conrad N. Hilton prize, rewarding its action in the fight against commercial sexual exploitation of children.

ECPAT Belgium was mentioned on the BTO (Belgian Travel Organisation) website in an article on this same award. BTO also announced the publication by ECPAT International of the Global monitoring report on Belgium in its November News mailing.

ECPAT Belgium publications

ECPAT Belgium wrote the analysis, "The Impact of the European Directive against trafficking in Human Beings for the protection of children in Belgium," which was published by La Code in October 2013.

In September 2013, the GRETA (Group of Experts on Action against Trafficking in Human Beings) issued its first evaluation report on the implementation in Belgium of the Council of Europe Convention against Trafficking in Human Beings. It explicitly refers to the recommendations made by ECPAT Belgium in its Alternative Report and during the meeting held with GRETA.

On the 13th of November 2013, ECPAT International released the updated version of the Global Monitoring report on the status of action against commercial sexual exploitation of children in Belgium, to which ECPAT Belgium has contributed for the content as well as by publishing a press release on the day of the event.

Besides these publications and in the framework of the Make-IT-Safe project, ECPAT Belgium has issued a newsletter and a press release in order to communicate on the implementation of the project in Belgium.

In the perspective of a more efficient communication, ECPAT Belgium has established a contact list of relevant stakeholders coming from the private sector, the public sector, media, volunteers, MP's, EU contacts, etc.

Presentation of ECPAT Belgium work

In the framework of the project "Coop2Fight" conducted by the Institute of European Studies of the University of Brussels, ECPAT Belgium was interviewed by Chloé Brière to present its work on the fight against trafficking in human beings. Following this meeting, ECPAT Belgium was invited to a study day and exchange of best practices between experts on the fight against trafficking in human beings on the 15th of March 2013.

On the 19th of April, ECPAT Belgium was interviewed by Niels Langens on its lobbying activities at the European level within the framework of the project "Intereuro" coordinated by the University of Antwerp. This project aims at assessing the strategies of the different stakeholders in influencing the EU legislative process.

ECPAT Belgium has also been contacted by Tom van Poppel, journalist at Belga and member of the Second Flemish Chamber of the Regulation of Media, to discuss on the existing regulations in European countries for the dissemination of adult pornography and the impact of it on children.

ECPAT Belgium also presented its work at the press conference held for the arrival of the A21 Freedom Challenge in Brussels. The cyclists of the A21 Freedom Challenge traveled throughout Europe following the routes most commonly used by traffickers in order to raise awareness among civil society on the issue of trafficking. In the perspective of the 7th EU Anti-Trafficking Day, the cyclists were received by MEP Isabelle Durant in the European Parliament.

FUNDRAISING STRATEGY

In 2012, ECPAT Belgium has decided to rethink its fundraising strategy and to set up a more sustainable and effective approach to funding agencies. In that regard, some changes for its projects have been initiated and further research on new opportunities were conducted throughout the year 2013.

Since 2010, ECPAT Belgium has received a grant from the Brussels Region called ACS, which covers the salary expenses of Ariane Couvreur. From 2009 to 2012, the ECPAT-The Body Shop campaign drew funds for specific projects abroad. For other activities (projects, campaigns, etc.), ECPAT Belgium needs other sources of funding on a project-basis for public/private subsidies (National Lottery, Ministries, Development Cooperation, etc.).

Since 2012, ECPAT Belgium has been associated with other ECPAT groups and NGO's to apply for European funding:

- EUROPE AID for the Don't Look Away project
- OAK Foundation for the Mario II project
- DAPHNE for the project " Make- IT- Safe"

However, these projects come to an end in 2014 and ECPAT Belgium must explore other sources of funding for next years.

To this end, ECPAT Belgium has worked to develop a concept note on new sources of funding based on research conducted by some of its members and synthesized by Camille Seccaud. The Triodos Fund, Soroptimist International Belgium, The King Baudouin Foundation and the Wallonia-Brussels Federation are different funding opportunities which will be further explored in 2014.

In 2014, ECPAT Belgium will define its action plan and develop a funding strategy accordingly. ECPAT Belgium also wants to involve new people on its Board with a mission to help with this funding strategy.

CONCLUSIONS AND PROSPECTS FOR 2014

2013 was marked by the launch of three new European projects as well as the study on the commercial sexual exploitation of children in Senegal. Lobbying on the EU institutions has also been at the heart of ECPAT Belgium's activities throughout the year.

In 2014, ECPAT Belgium will continue to carry out its work in line with the strategic directions defined by the ECPAT International network namely:

- Research both at national level with a focus on child prostitution and at the European level with a survey on the state of transposition of the EU directive on the fight against sexual abuse and sexual exploitation of children.
- Awareness-raising through the Don't Look Away project and the launch of a new action for the ten-year anniversary of the Stop child prostitution campaign.
- Participation of children through the European project Make-IT-Safe
- Advocacy work through the Focal point on the European institutions and the Mario II project.

New strategic directions will be defined at the next General Assembly of ECPAT International which will be held at the end of 2014.

Although ECPAT Belgium has worked throughout the year to increase its visibility and enhance its structure internally and externally, 2014 will see the introduction of a strategic planning for the coming years in order to strengthen the sustainability of its actions, its communication and funding.