

WHAT DESIGN CAN DO

DESIGN FOR A BETTER WORLD

What Design Can Do (WDCD) believes in the power of design and creativity and their ability to effect social change. Today's major societal issues require new perspectives and innovative solutions. WDCD is an international platform that promotes this role that design can play. WDCD seeks to mobilise the international creative community to bring about social change through conferences, challenges and publications. In doing so, it addresses all creative disciplines, ranging from graphic and industrial design to urban, digital and service design.

EVENTS, CHALLENGES, COMMUNITY

WDCD was founded in 2011 by a group of designers who wanted to elevate the meaning their field beyond the realm of pure aesthetics. Design is more than just a beautiful vase or a new chair.

The platform now organises annual conferences in Amsterdam, São Paulo and Mexico City, as well as international design challenges that ask designers from all over the world to come up with new ideas on how to receive refugees or adapt to the consequences of climate change. All activities are supported by a communication programme consisting of a website, blog, social media and printed publications.

PARTNERS

What Design Can Do works closely with social partners such as IKEA Foundation, Autodesk Foundation, UNHCR and UNFCCC on various topics. In 2018, WDCD launched a closed challenge together with the Public Prosecution Service and the Ministry of Justice and Security focusing on sexual exploitation of minors: No Minor Thing.

WWW.WHATDESIGNCANDO.COM

NO MINOR THING

**THE WHAT DESIGN CAN DO CHALLENGE
TO COMBAT SEXUAL EXPLOITATION OF CHILDREN**

IN PARTNERSHIP WITH

**WHAT
DESIGN
CAN DO**

OPENBAAR MINISTERIE



Ministerie van Justitie en Veiligheid

..STBY..

WHAT CAN DESIGNERS DO TO COMBAT SEXUAL EXPLOITATION OF MINORS?



How can designers help combat sexual exploitation of children? This is the question that the What Design Can Do design platform asked together with the Public Prosecution Service and the Ministry of Justice & Security in an international, closed design challenge.

In ‘No Minor Thing: The What Design Can Do Challenge to Combat Sexual Exploitation of Children’, selected design teams were invited to come up with new ideas for tackling this issue.

Sexual exploitation of children is common, but it generally remains under the radar, out of sight. It is estimated that only one in nine girls who have been sexually exploited are known to police and the

justice department. There are even fewer records for the exploitation of boys, which makes it even more difficult to estimate the actual number of victims.

Based on extensive research conducted by the STBY design research agency, five different briefings were drawn up for the designers to pick from. In October, the designers submitted the 17 proposals that are shown in this exhibition. The challenge does not have one or two winners, but is a joint effort realised by committed designers.

The challenge partners will do their utmost to realise the most promising projects.

FIVE QUESTIONS FOR DESIGNERS



**HOW CAN DESIGNERS
MAKE A REAL DIFFERENCE
IN SITUATIONS THAT
ARE AS DIFFICULT AND
COMPLEX AS THE
SEXUAL EXPLOITATION
OF CHILDREN, WHEN
THEY ARE ALSO
LARGELY INVISIBLE?**



In collaboration with its partner STBY, a design research studio based in Amsterdam and London, WDCD developed a sound process to help designers on their way.

Design research, a type of research that takes the skills and opportunities of designers into account, is a key part of this process. Based on desk research, expert interviews and workshops with designers and stakeholders, this research yields questions that can point designers in the direction of potentially meaningful interventions. This is how the briefings came about, focusing both on preventing future and ceasing ongoing situations of sexual exploitation.

NEW PERSPECTIVES

Designers cannot provide the end-all solution for such complicated societal issues on their own, but their creativity, empathy and desire to make the world a more beautiful, better place does let them bring about positive changes and shed a whole new light on both the question and the solution.

FIVE BRIEFINGS



Along with all the background information collected by WDCD and expert input, the participating designers were presented with five questions to choose from.

The questions represent the five types of solutions identified by WDCD, the Public Prosecution Service, the Ministry of Justice & Security and STBY:

A HOW CAN WE TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?

In many families, relationships and sexuality never come up for discussion, even though it is very important that these matters are discussed to make children and young persons resilient. How can we open up this topic for discussion?

- How can we ensure that parents and guardians educate children about relationships and sexuality at a very early stage?
- How can we make information about healthy sexual behaviour both accessible and appealing?
- How can we make it easier to discuss sexuality?



B HOW CAN WE ENHANCE THE PROTECTION OF YOUNG PEOPLE ONLINE AND SYSTEMATICALLY THWART THOSE SEEKING TO EXPLOIT THEM?

Many underage victims of exploitation come under the sway of the perpetrators by means of blackmail. The openness of the Internet is one of the factors that contribute to these problems. We have to find new ways to block the perpetrators of sexual exploitation.

- How can individuality, freedom and privacy offer protection, rather than forming a threat?
- How can we prevent sexual exploitation on the Internet?
- How can we prevent someone from falling victim to blackmail through sexting?
- How can we thwart online market places that offer sex with minors?

C HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBLEST SIGNS OF EXPLOITATION AND TAKE ACTION?

There are a great many indicators of sexual exploitation, but all too often, professionals are not sufficiently aware of these signs. What can we do about this?

- Which organisations can be made more alert?
 - How can we better recognise signs of sexual exploitation?
 - How can we make it easier to take the step from identifying a sign to taking action?
-

D HOW CAN WE HELP VICTIMS AND THEIR SOCIAL ENVIRONMENT TO REPORT SEXUAL EXPLOITATION EARLIER?

Fear, shame and unwittingness can ensure that victims and their social environment do not report sexual exploitation. As such, there is every reason to make the process of reporting sexual exploitation more accessible and less scary.

- How can we make reporting sexual exploitation easier and more accessible?
 - How can we make reporting less confrontational and frightening for victims?
 - How can we make better use of small openings in the isolation of victims?
-

E HOW CAN WE CONFRONT THOSE DIRECTLY INVOLVED IN SEXUAL EXPLOITATION WITH THE CONSEQUENCES THEY MAY FACE?

Many people are unaware that sexual exploitation is a form of human trafficking and what the consequences may be. How can we make the severity and consequences of sexual exploitation clearer for everyone involved?

- How can we raise awareness of the existence of sexual exploitation of minors?
- How can we point out the consequences of sexual exploitation to people who pay for sex with minors?
- How can we make it easier for people who pay for sex with minors to report sexual exploitation?



INSTA STORIES

CONTEXT Filmpjes/foto's vanuit het perspectief van het personage. Geven extra context aan het verhaal en zijn momenten om interactie aan te gaan met de volgers.

INFORMATIEVE LINKS Filmpjes en foto's die doorlinken naar andere websites. Websites met informatie over het onderwerp dat aangesneden wordt in de verhaallijn van de week.

INSTA STORIES HIGHLIGHT

RUBRIEKEN De instagramstories kunnen permanent worden opgeslagen en onderverdeeld worden in rubrieken. Die rubrieken gaan over bepaalde thema's/onderwerpen gericht op seksualiteit en intimiteit.

INSTA POSTS

Voorbeeld verhaal

TAKEOVER

CLUES

Nou.. het is dus niet aan met Tjeerd en hij is dus vet leuk. Jep. Nou, dat was het wel even.

Neeeee, dit kan niet waar zijn! [snikken] Hoe is dat nou gebeurd? Wat gaan mensen nu wel niet van me denken...

MYSTERIE

PRIVATE PARTS

BRIEFING A
'A HOW CAN WE TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?'

BY: DESIGN FOR HUMANITY
COUNTRY: THE NETHERLANDS
WEBSITE: DESIGNFORHUMANITY.NL

INSTAGRAM SERIES IN WHICH TEENAGERS ARE GIVEN A NEW PRIVATE PUZZLE – A MYSTERY ON THE TOPIC OF SEXUALITY – TO SOLVE

If children are more aware of what and does not constitute normal sexual and relational behaviour, this reduces the risk that they will fall victim to exploitation. Private puzzles is an Instagram series that encourages followers to think about the role that intimacy and sexuality play in their lives. The series is intended for teenagers between the ages of 10 and 14 and ties sexual education to children's online experiences. The series is centered around a group of friends and focuses on the life of one of the characters each week. Every week, followers are asked to solve a new mystery about sexuality.



PENIS DIALOGUES



BRIEFING A

‘A HOW PARENTS AND CARERS TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?’

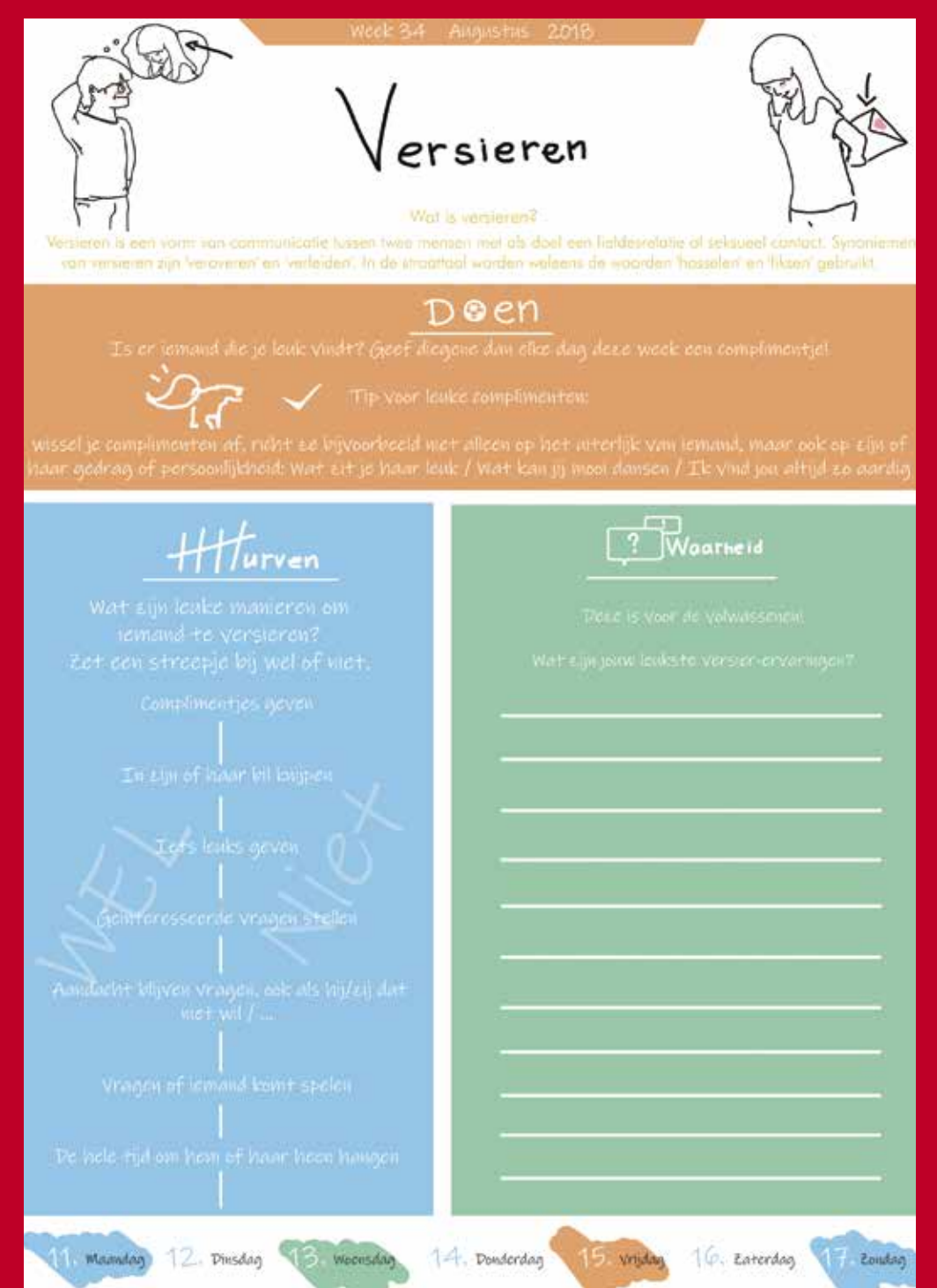
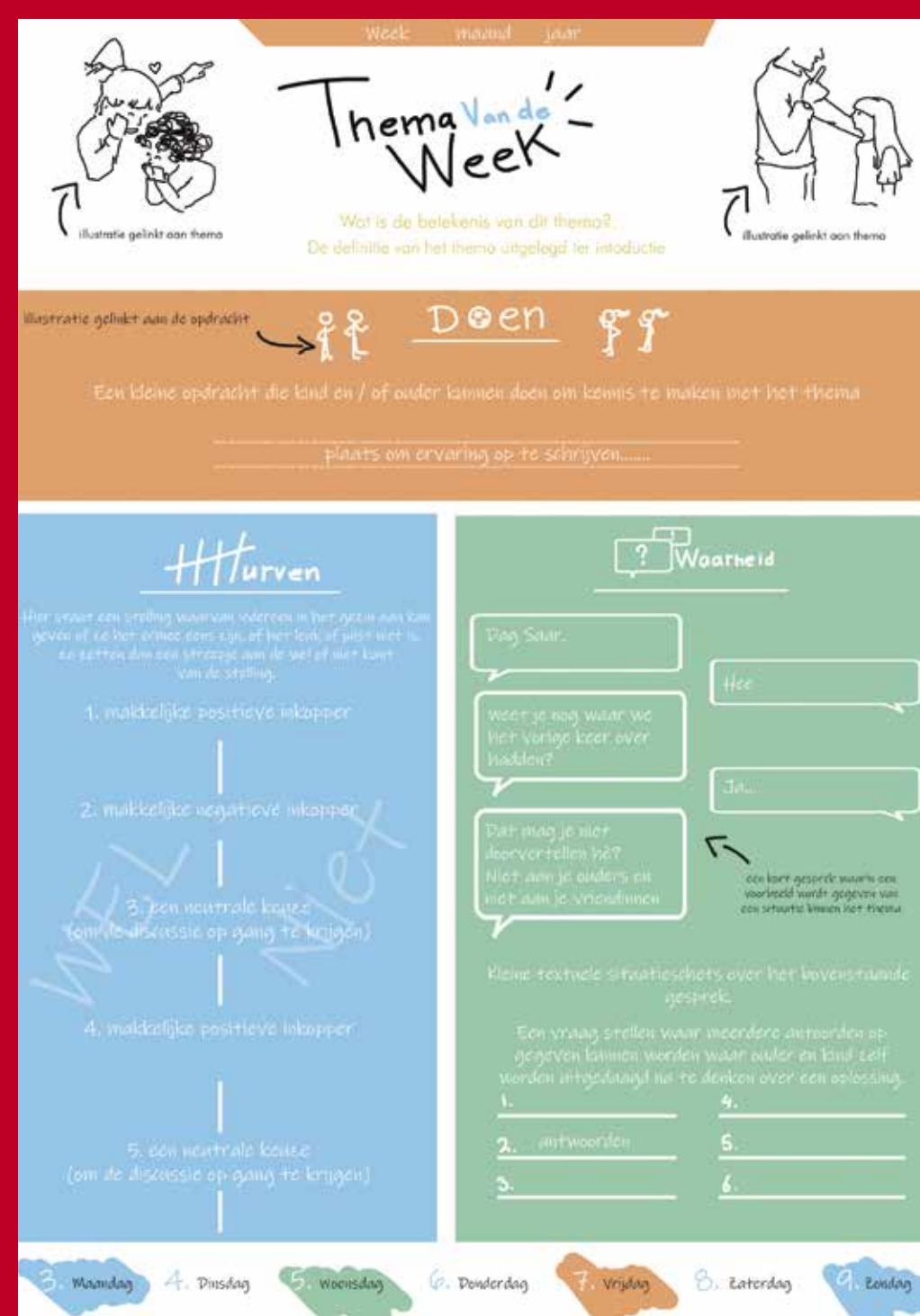
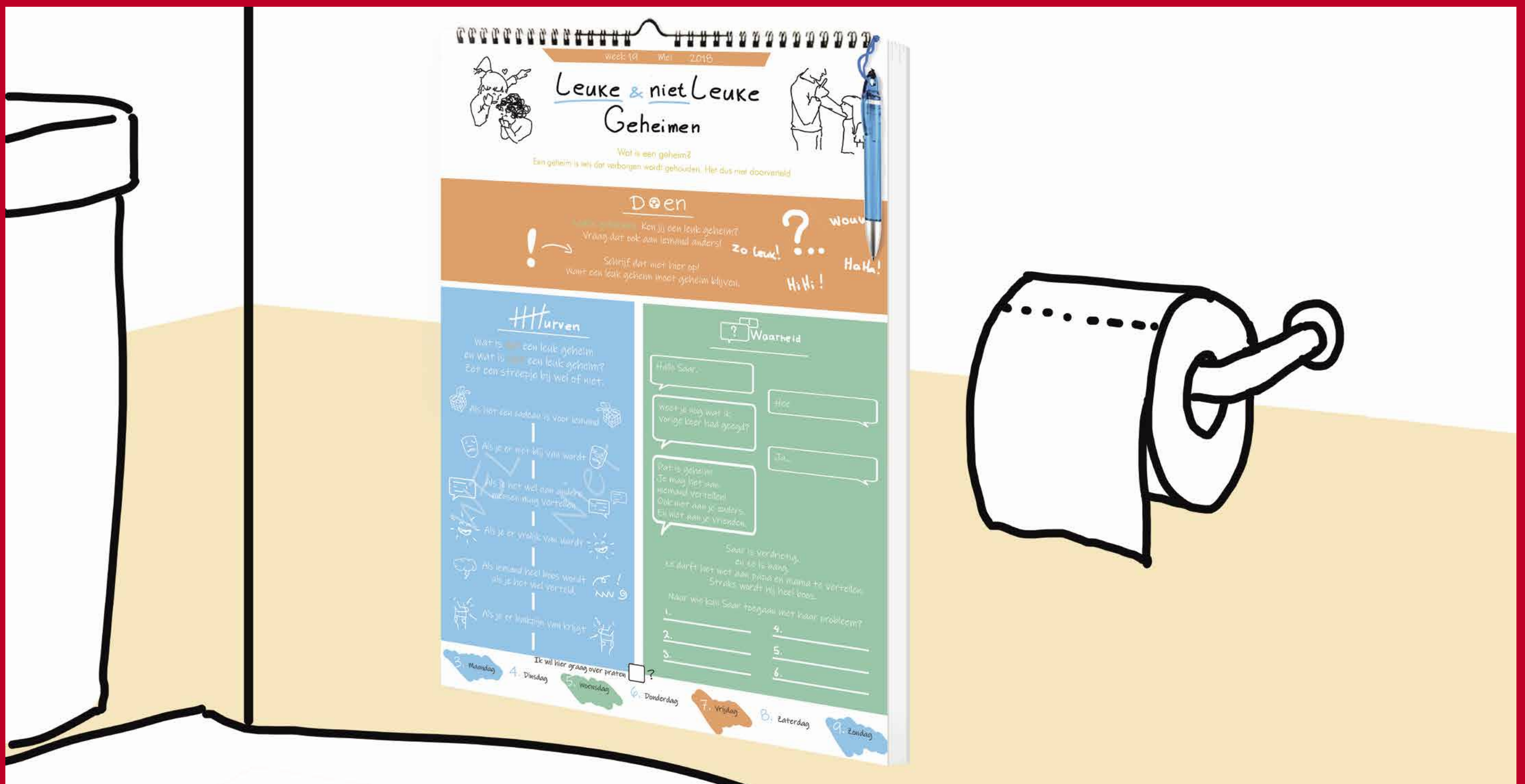
BY: CIRCUS ENGELBREGT

COUNTRY: THE NETHERLANDS

WEBSITE: CIRCUSENGELBREGT.NL

A MOVEMENT TO GET MEN TALKING ABOUT HEALTHY SEXUALITY

The Penis Dialogues project addresses one of the root causes of the problem by encouraging men to talk to each other about sexuality, as this is an area in which they seem to lag behind. In the long run, this can lead to broader acceptance of norms with regard to setting limits, recognising signs of exploitation and thwarting people who pay for sex. Men are given the opportunity to engage in dialogue about these topics at meetings and a specially developed digital platform. In order to get men to attend these events, Penis Dialogues will be introducing a specialty beer called Mannenpraat (Guy talk) to serve as an original conversation starter. The packaging of a ‘sexpack’ of these beers is full of rules, one-liners and other ways to start a good conversation. The beer brand can be used at festivals, football club canteens and public meetings to spark dialogue.



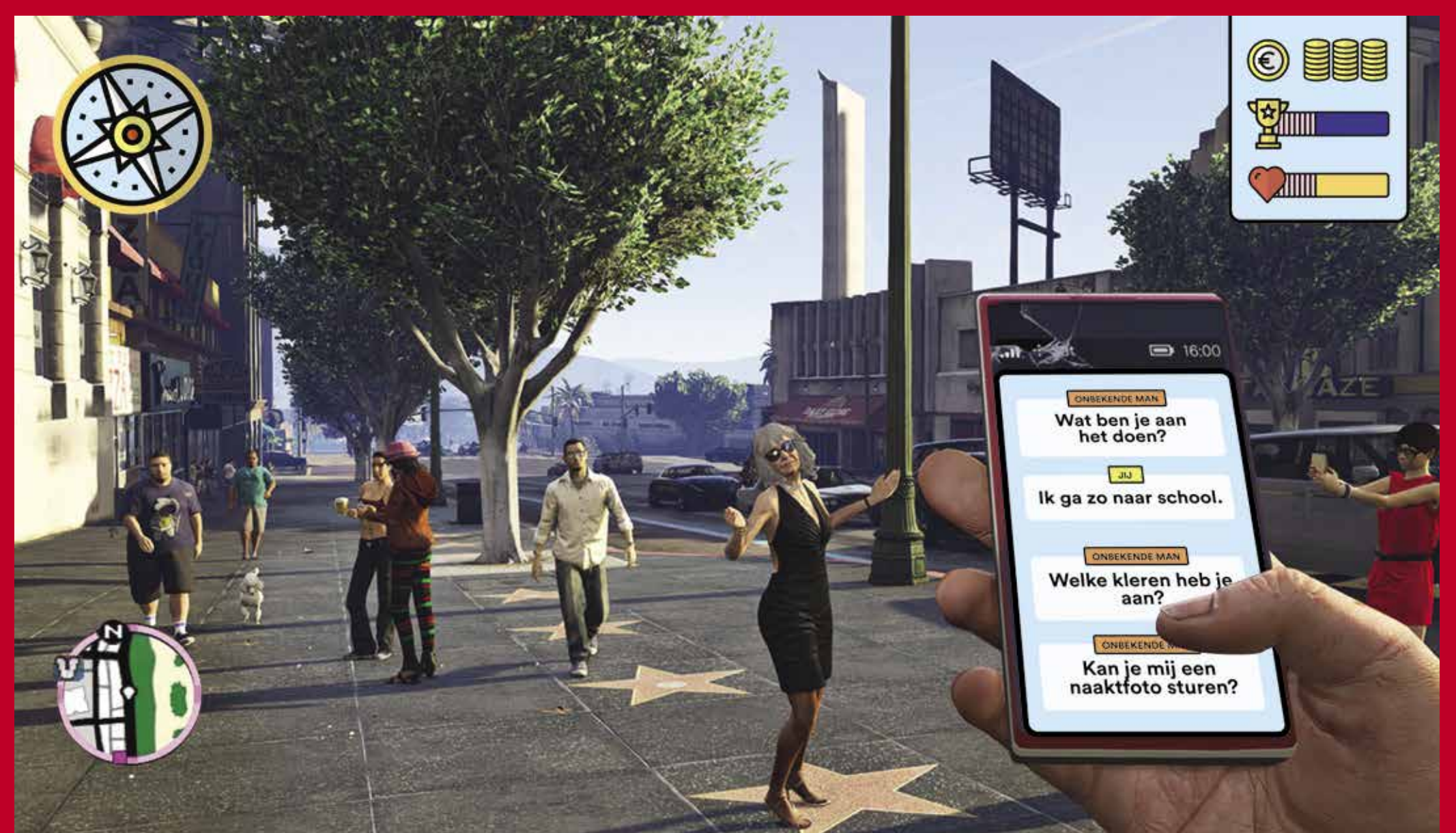
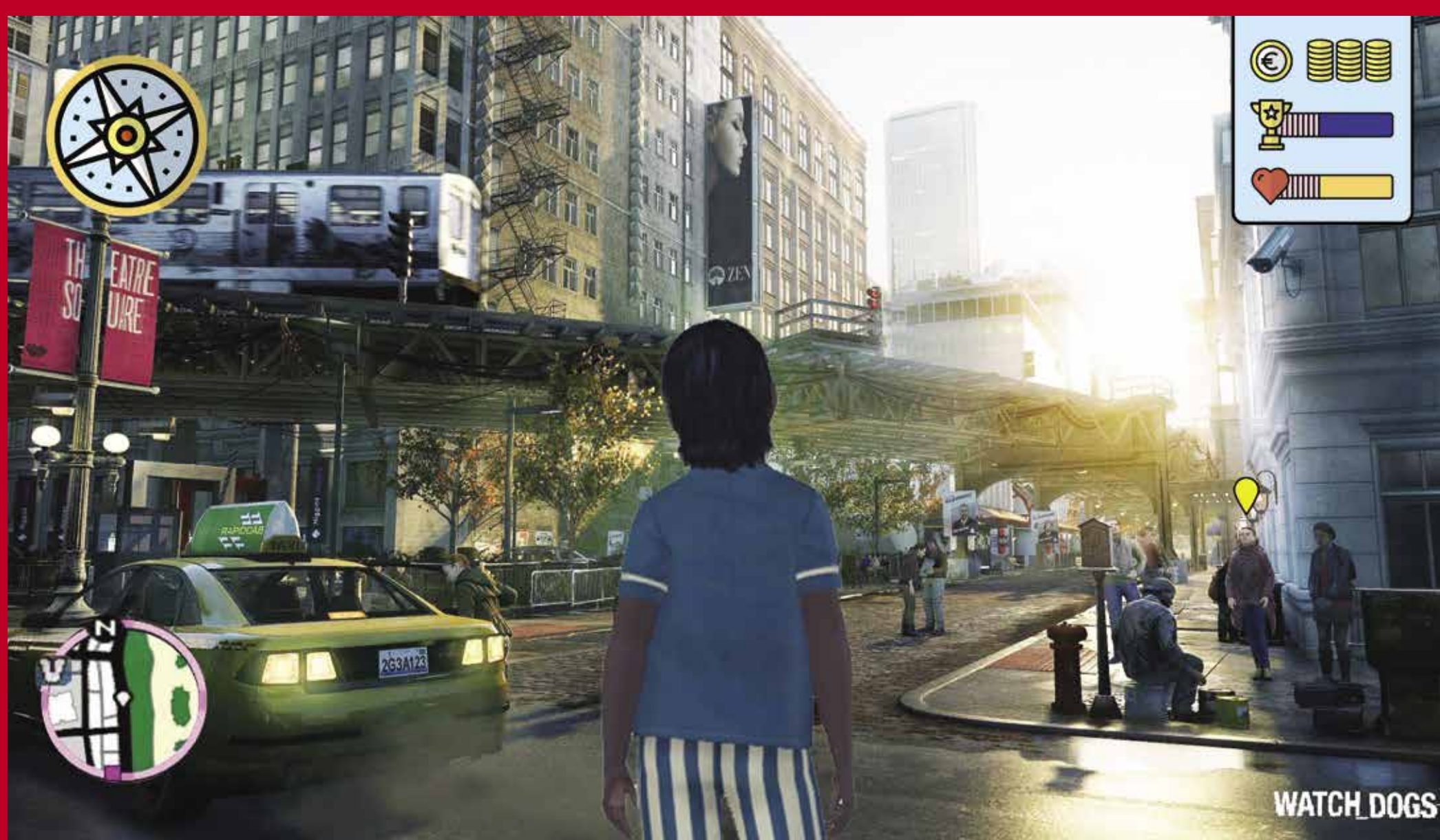
YOUTH OR DARE

A WEEKLY BATHROOM CALENDAR TO HELP FAMILIES HAVE AN ASYNCHRONOUS DISCUSSION ABOUT RELATIONSHIPS, LOVE, OUR BODIES AND SEX

BRIEFING A
‘A HOW PARENTS AND CARERS TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?’

BY: DESIGN FOR HUMANITY
COUNTRY: THE NETHERLANDS
WEBSITE: DESIGNFORHUMANITY.NL

YOUTH OR DARE is a weekly calendar that helps families to communicate about sexuality. Educating children about relationships and sexuality at an early age is an important part of preventing sexual exploitation in their later lives. However, such topics are often discussed very little in families. This bathroom calendar gives family members to have an asynchronous discussion about various themes associated with relationships, love, our bodies, sex, boundaries, power, etc. The contents of the calendar guide the conversation with lighthearted, funny and friendly information, whilst gradually teaching children that they are in charge of their own bodies.



COMPASS GAME



BRIEFING A

'A HOW CAN WE TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?'

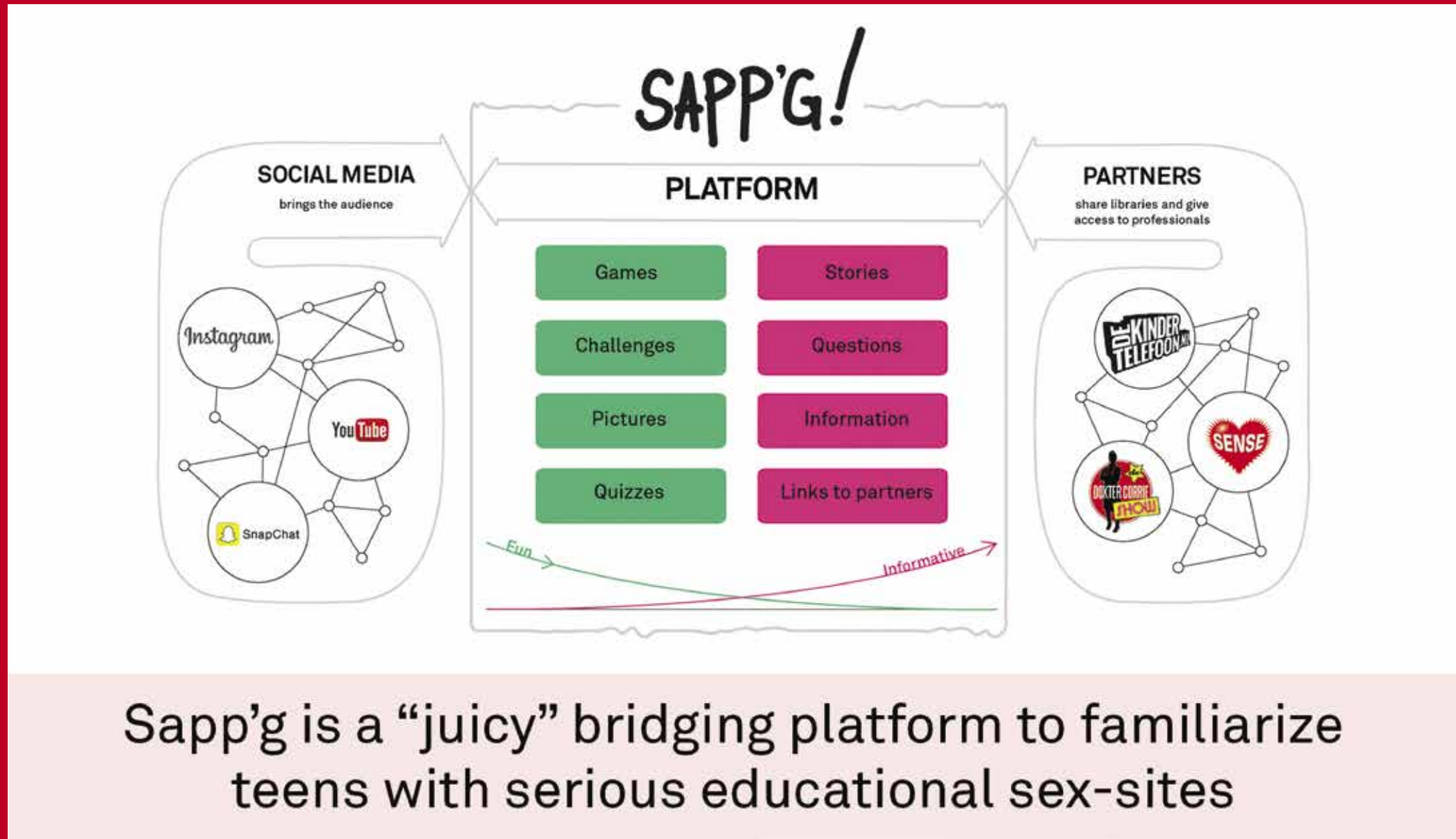
BY: NONSTOP COLLECTIVE

COUNTRY: THE NETHERLANDS

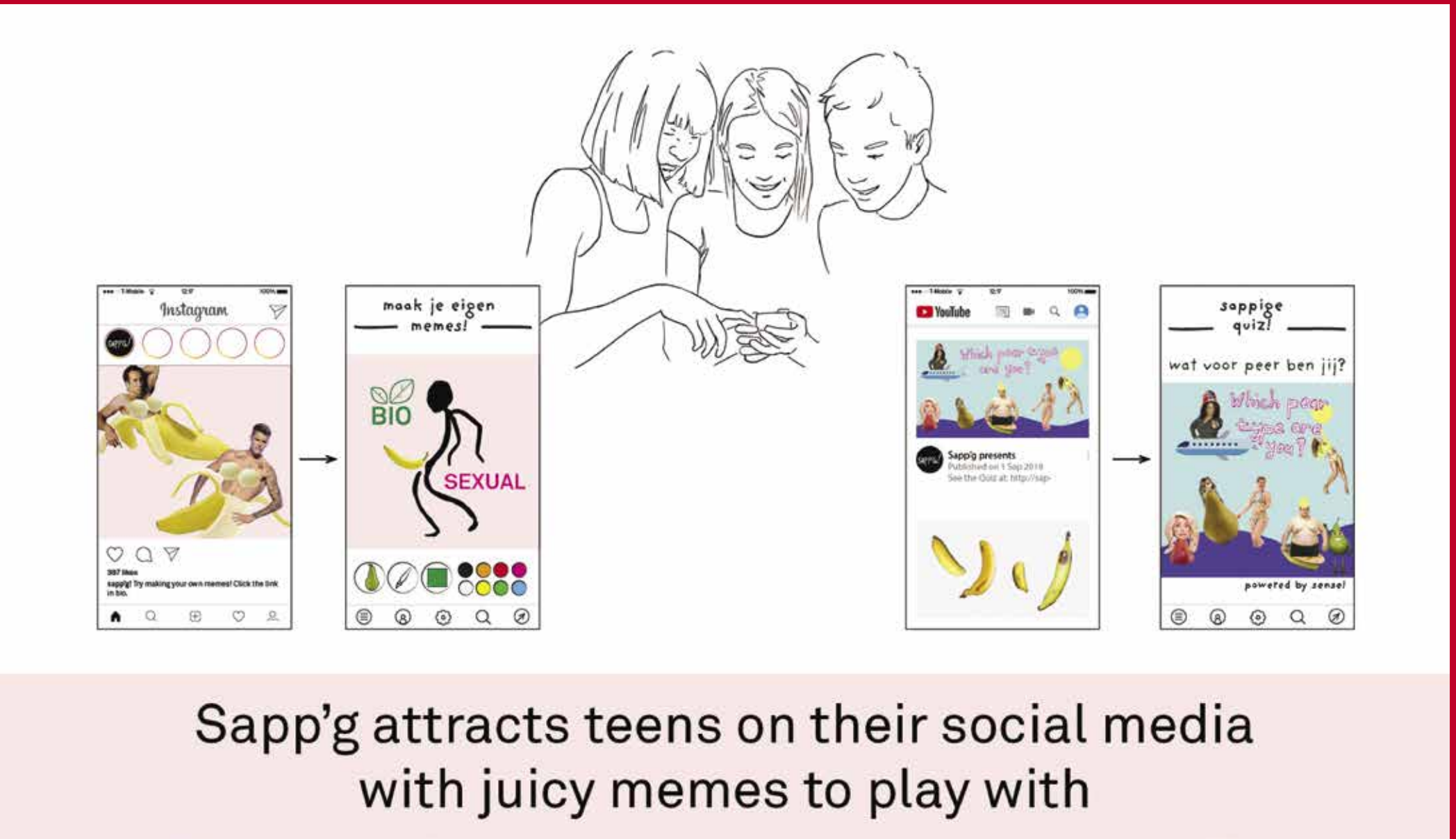
WEBSITE: NONSTOPCOLLECTIVE.COM

SOCIAL ADVENTURE GAME TEACHES YOUNG IMMIGRANTS THE RULES OF SOCIETY TO MAKE THEM LESS VULNERABLE

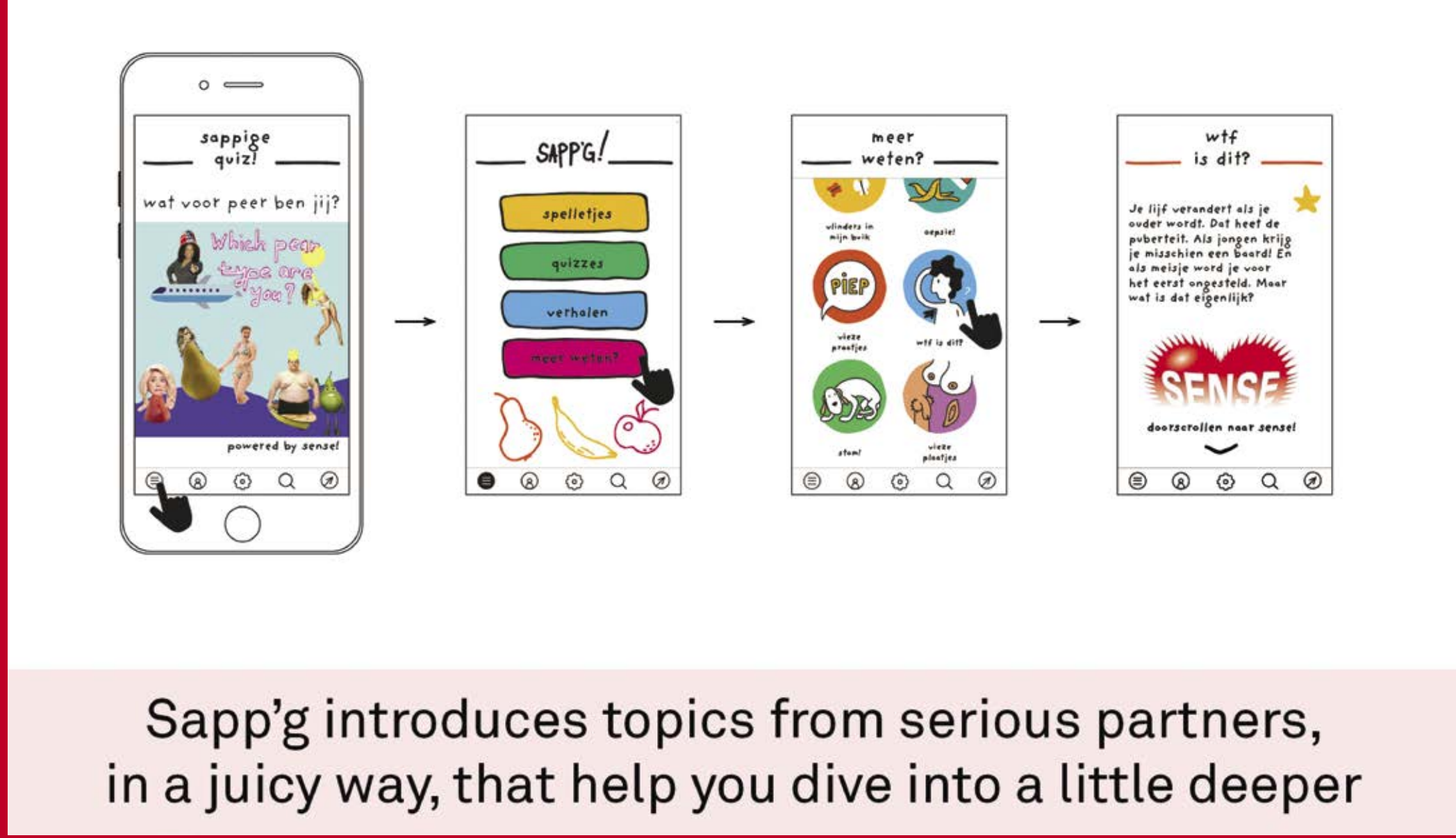
Foreign young persons who reside in the Netherlands either legally or illegally are an astounding 14 times more likely to fall victim to sexual exploitation. A smart way has to be found to increase resilience among this vulnerable group of people. The 'Compass' social adventure game familiarises young people with the key rules of society in a fun and efficient way. The game lets these young people face dilemmas so that they can learn what 'normal behaviour' is in a positive, playful way and what they can say yes or no to. Ultimately, this will hopefully reduce their chance of falling victim to exploitation.



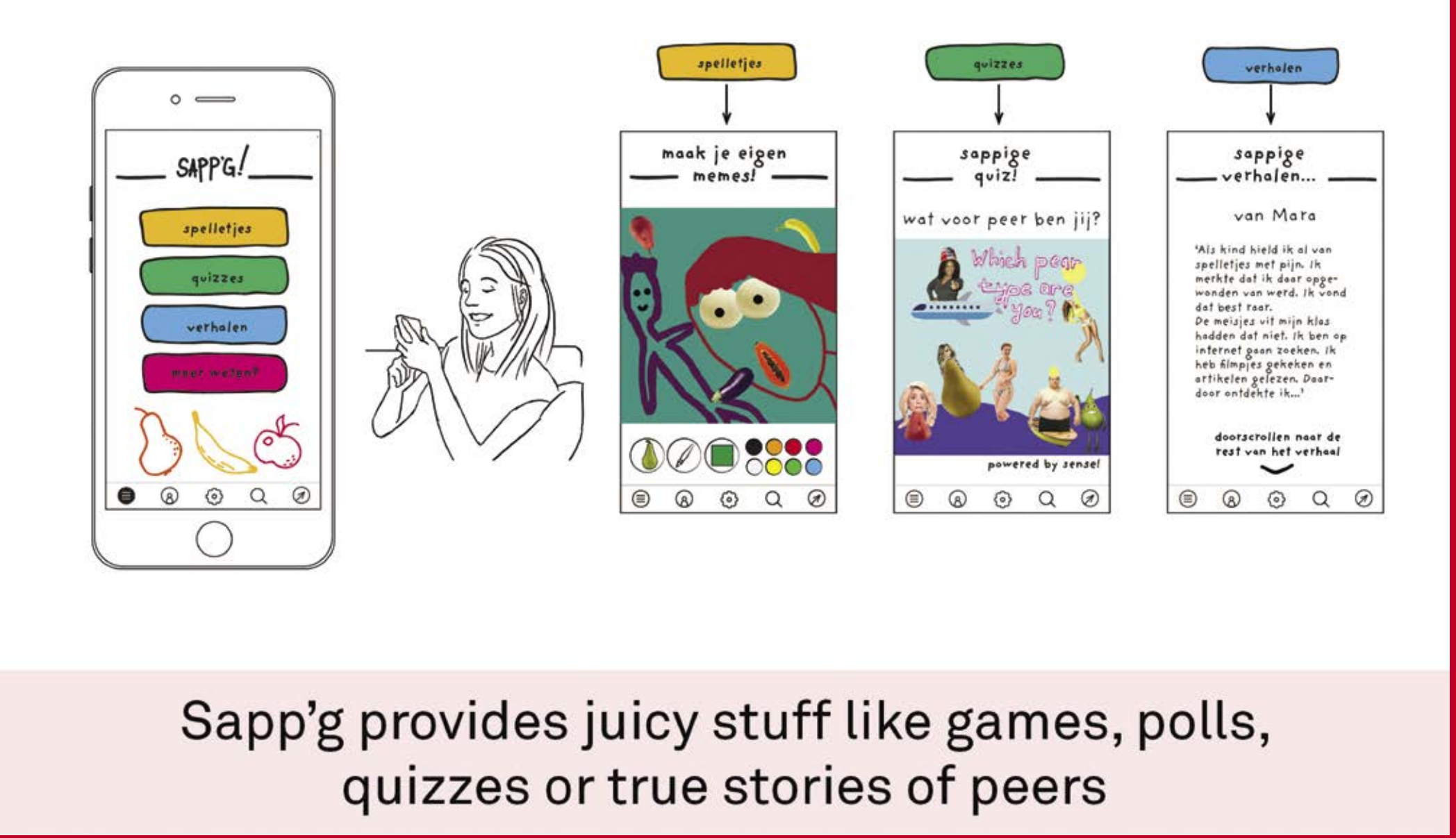
Sapp'g is a “juicy” bridging platform to familiarize teens with serious educational sex-sites



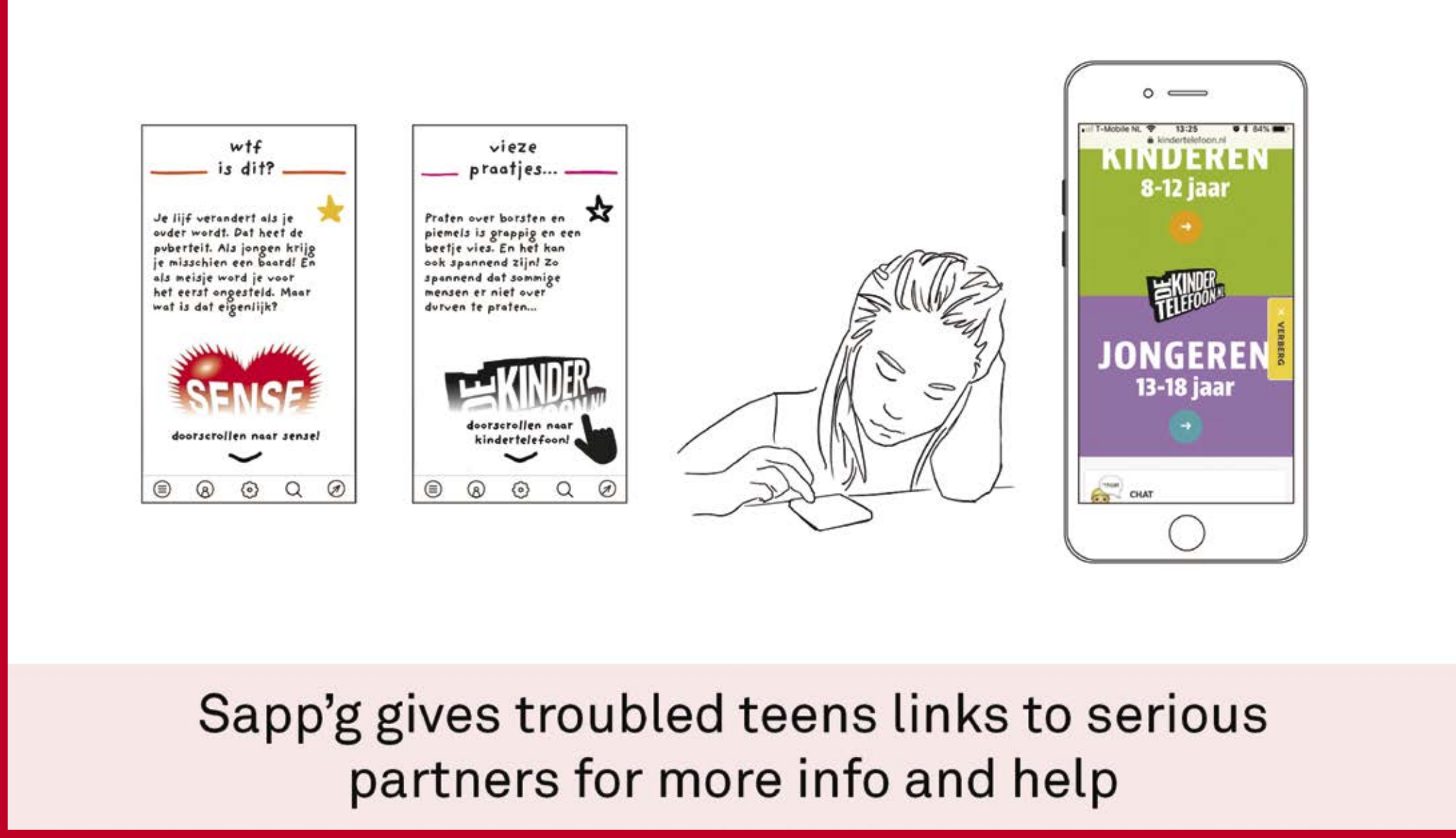
Sapp'g attracts teens on their social media with juicy memes to play with



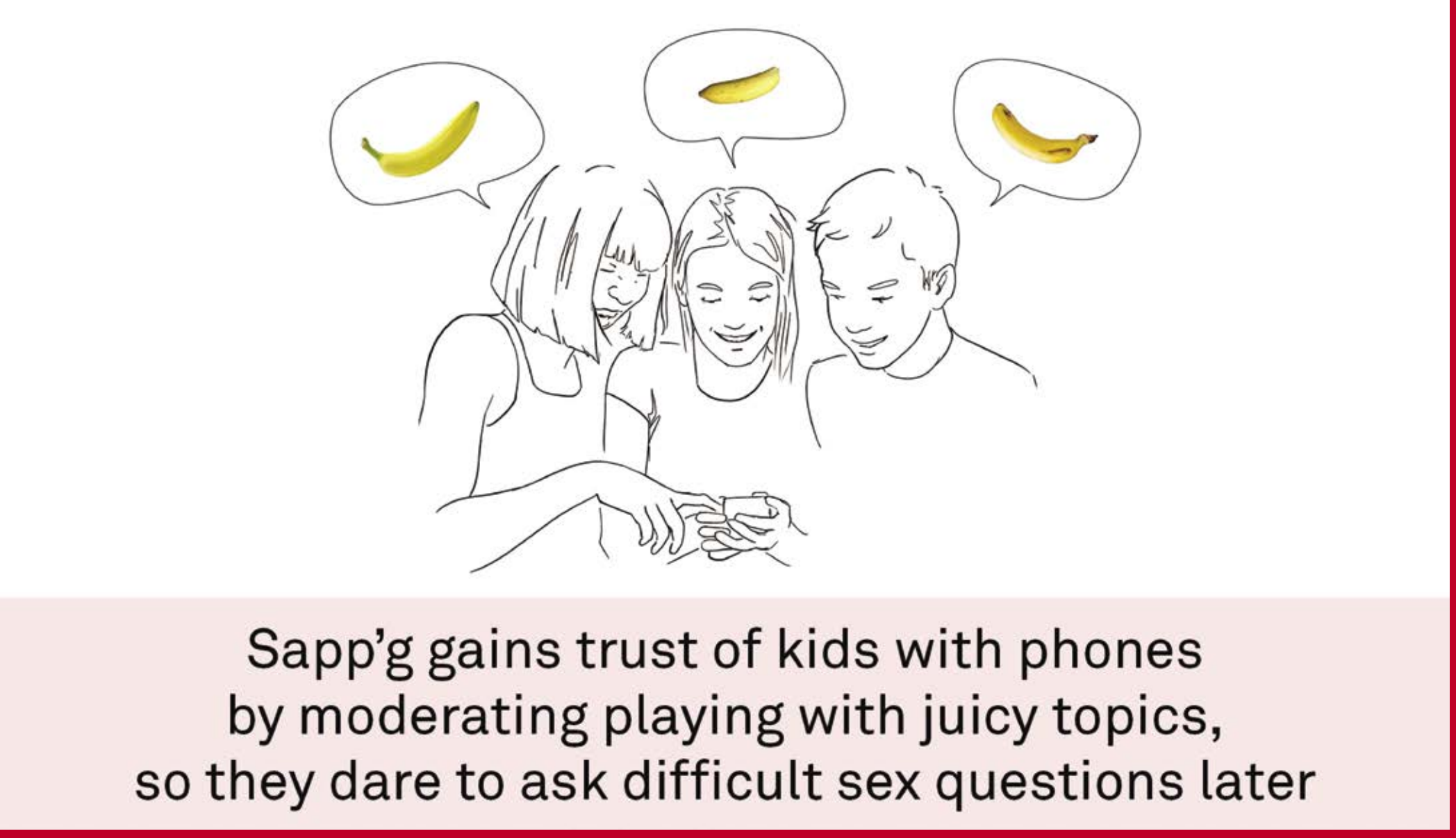
Sapp'g introduces topics from serious partners, in a juicy way, that help you dive into a little deeper



Sapp'g provides juicy stuff like games, polls, quizzes or true stories of peers



Sapp'g gives troubled teens links to serious partners for more info and help



Sapp'g gains trust of kids with phones by moderating playing with juicy topics, so they dare to ask difficult sex questions later

SAPP'G!

THE JUICIEST STUFF FROM ALL THE RIGHT EDUCATIONAL SEX SITES

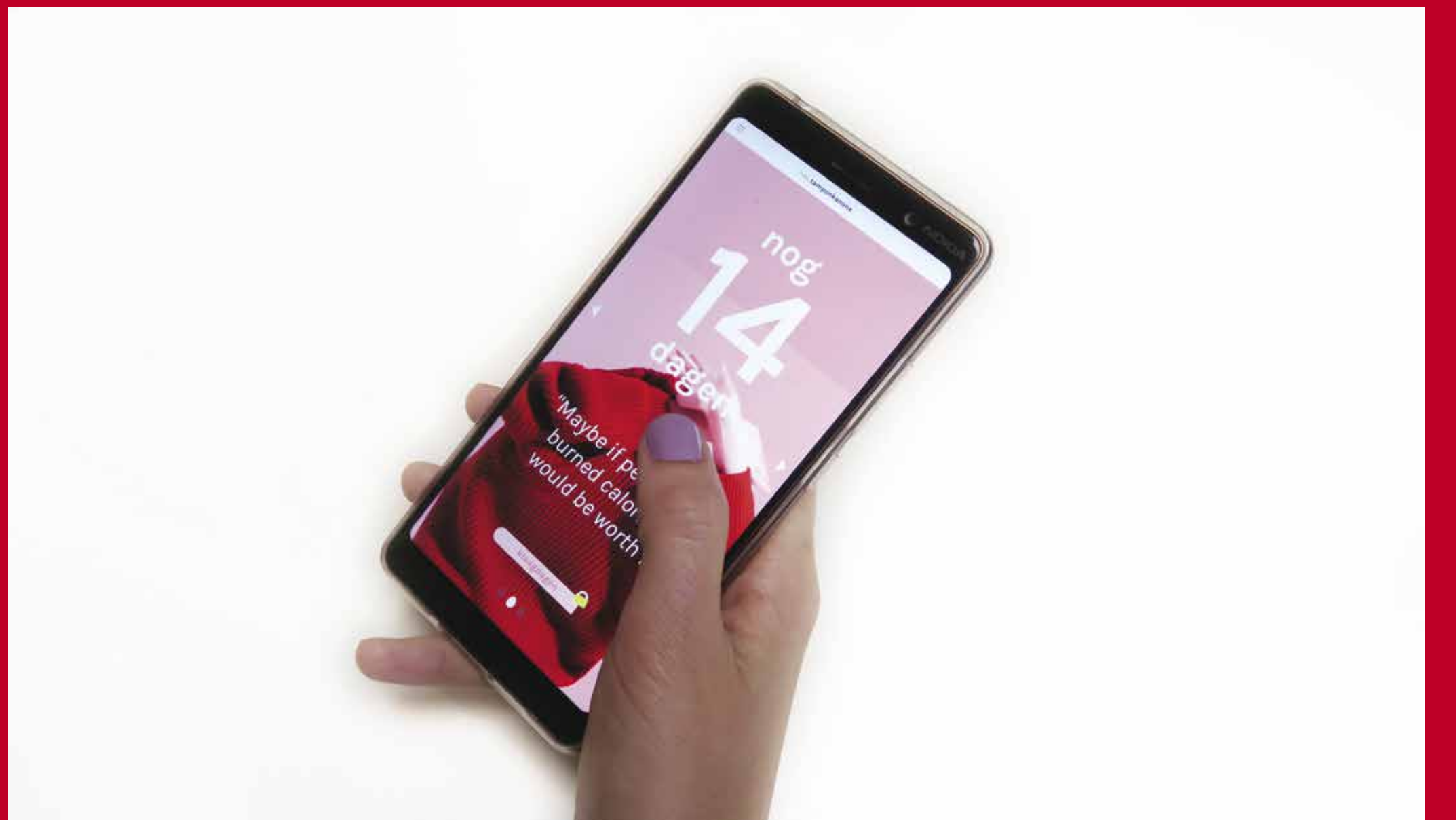
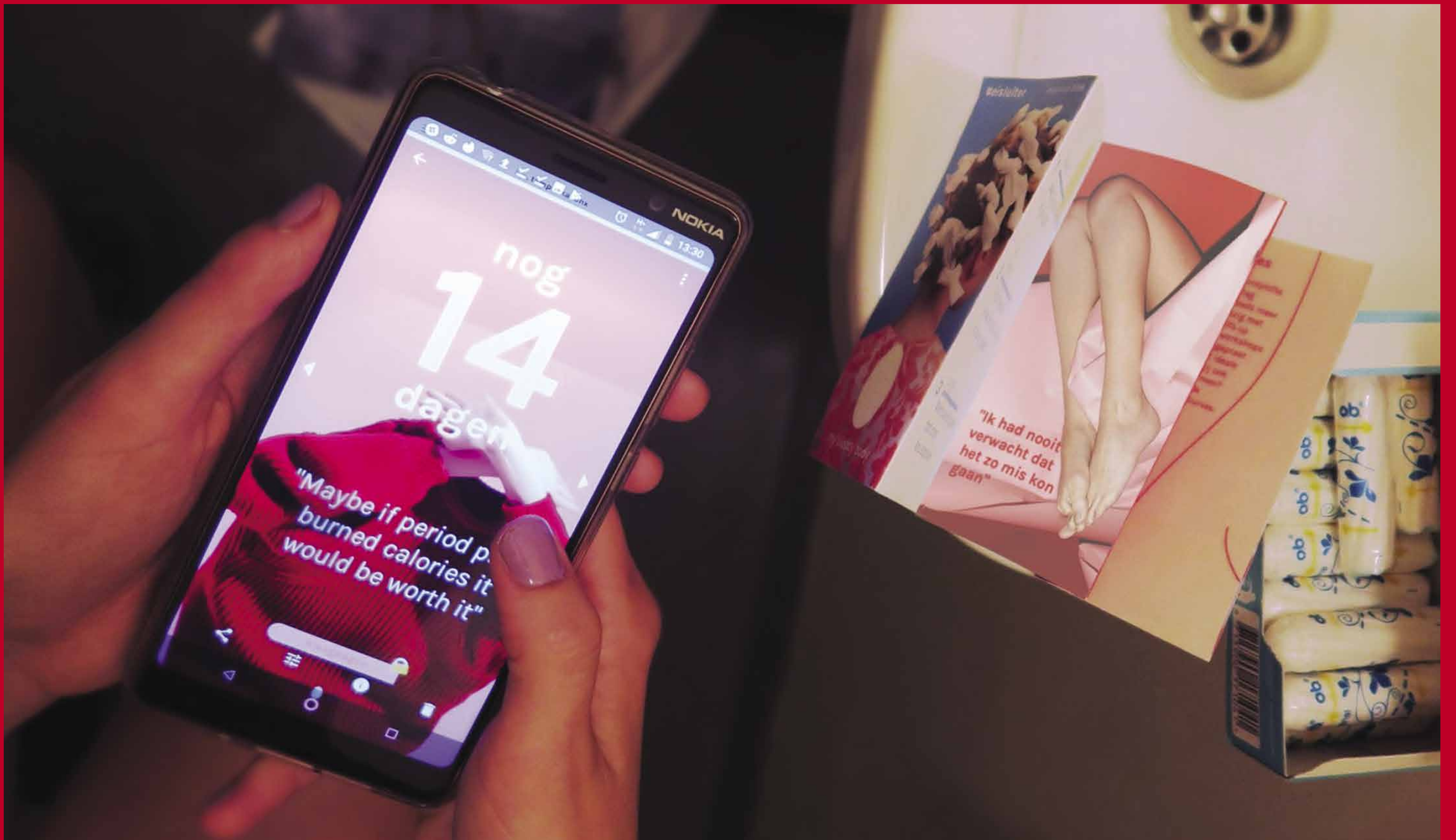


BRIEFING A
‘A HOW CAN WE TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?’

BY: REFRAMING STUDIO
COUNTRY: THE NETHERLANDS
WEBSITE: REFRAMINGSTUDIO.COM

A CHILDREN'S APP WITH FUNNY SEX-RELATED CONTENT THAT WILL GRADUALLY BECOME A RELIABLE SOURCE OF ALL QUESTIONS ABOUT SEX

To satisfy their curiosity about everything that has to do with sex, children (of ages 8 and up) are often quick to turn to the Internet. Online, however, they can encounter explicit pornographic websites or serious forums that are not in line with how they experience the world. That is why the Sapp'g platform invites them to communicate about sex in a way they can understand and enjoy, with fantasy and humour playing an important role. Through funny games, pictures and quizzes, the app also provides more serious information and links to reliable websites such as Sense, Kindertelefoon and De Dokter Corrie Show. This is a playful way of teaching children what is and is not right in sexual relationships and where they can go if they ever need help.



EVERY-BODY



BRIEFING A
'A HOW CAN WE TEACH EVERY CHILD THAT
IT IS IN CHARGE OF ITS OWN BODY?'

BY: MANON VAN HOECKEL & NICKY LIEBREGTS
COUNTRY: THE NETHERLANDS
WEBSITE: MANONVANHOECKEL.COM & NCKY.NL

MINI MAGAZINE IN TAMPON BOXES AND DIGITAL PLATFORM EDUCATING GIRLS ABOUT MENSTRUATION AND SEXUALITY

As a teenage girl, your body starts to change, you get your first period and begin to develop sexually. How does your body work, what is sexuality and how can you learn that your body is yours? 'Every-body' is both a service that helps you with practical matters related to your menstruation and a platform for young women to discuss issues and questions concerning their bodies and sexuality, whilst informing them about reliable support organisations. It is an app (featuring a period calendar and a forum), as well as an offline mini magazine distributed with tampons and sanitary towels. The information in this magazine can help girls set their boundaries, making them less likely to fall victim to exploitation.



nicky



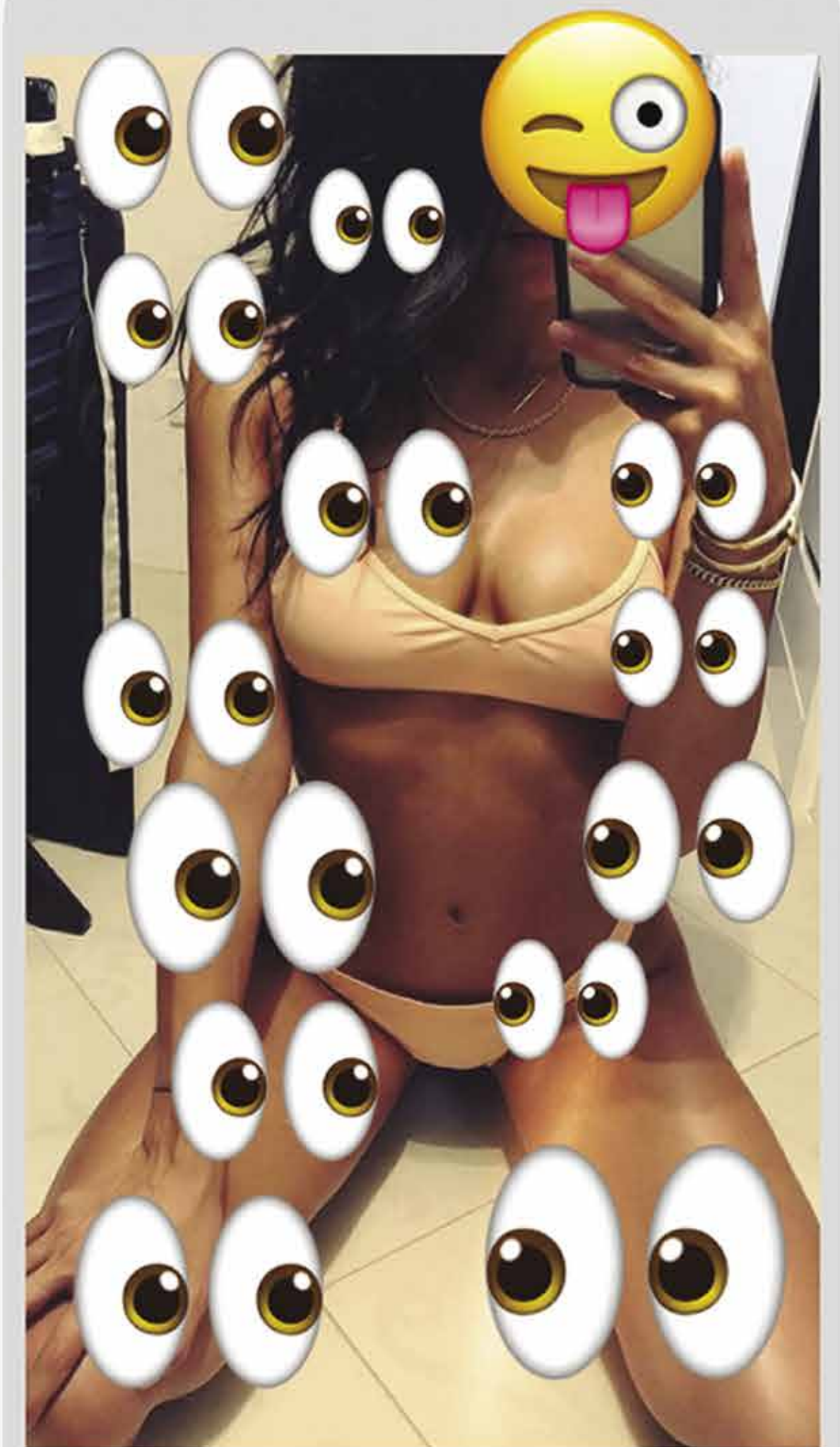
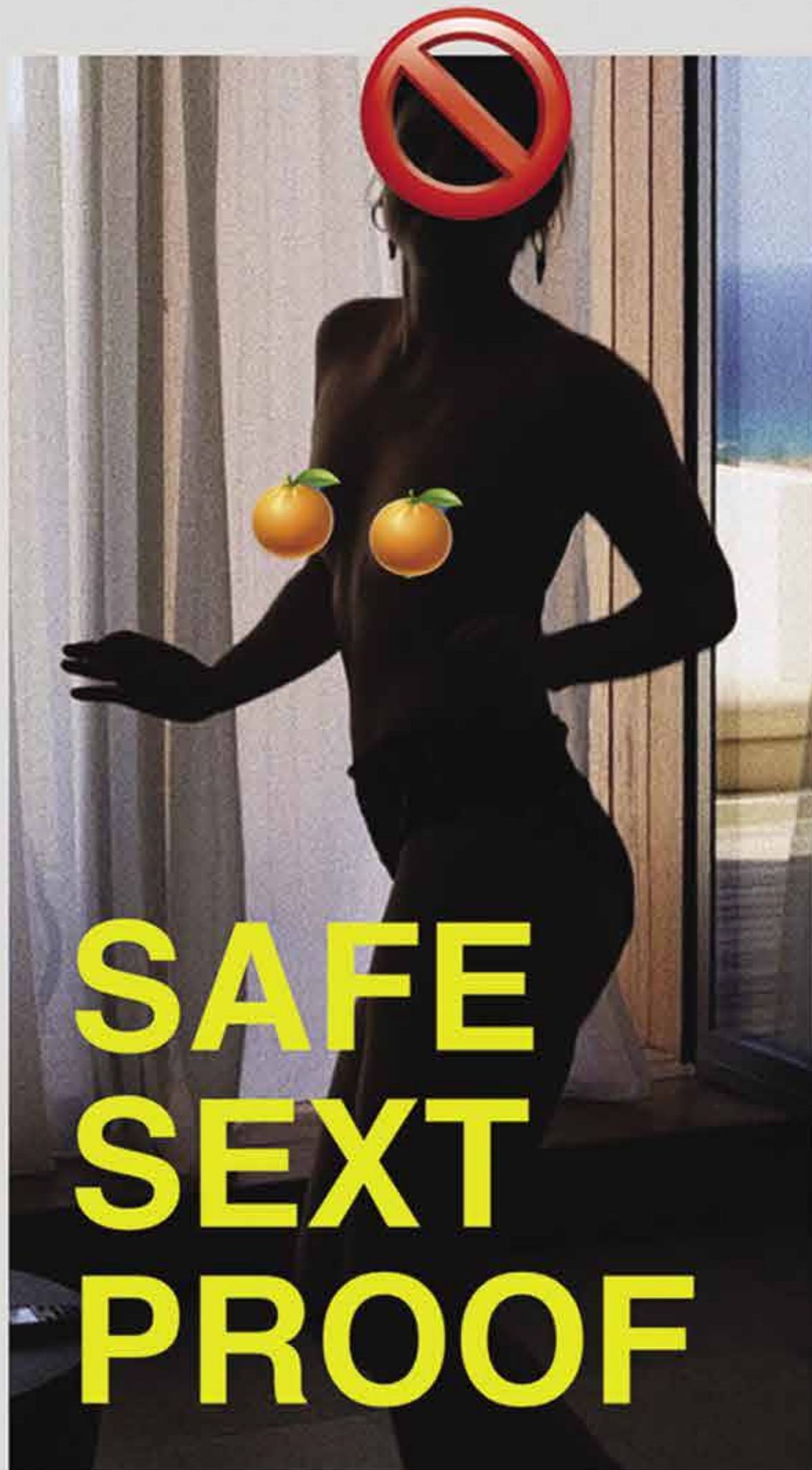
NOMINORTHINGCHALLENGE.WHATDESIGNCANDO.COM

NO MINOR
THING

Stuur je een foto of video,
maak hem SAFE SEXT-proof.

Wees geen lul en
stuur geen "sexts" door

Weet met wie je "sext".



In THE SAFE SEXTING SHOW leren we
jongeren hoe je het ook online veilig "doet":

- Als je sext doe het dan veilig.
- Nee zeggen is oké.
- Weet met wie je "sext".
- Wees geen lul en stuur geen "sexts" door.
- "Sext" met emojis.
- Stuur je een foto of video, maak hem SAFE SEXT-proof.

Dit is een SAFE SEXTING bericht van mij.

Niet omdat je erom hebt gevraagd,
maar omdat het nodig is.

Want het gaat tegenwoordig vaak mis online.

Je hebt één berichtje gestuurd en je
staat ineens op ieders telefoon.

Het wordt 10.000x gedeeld en
staat forever op het web.

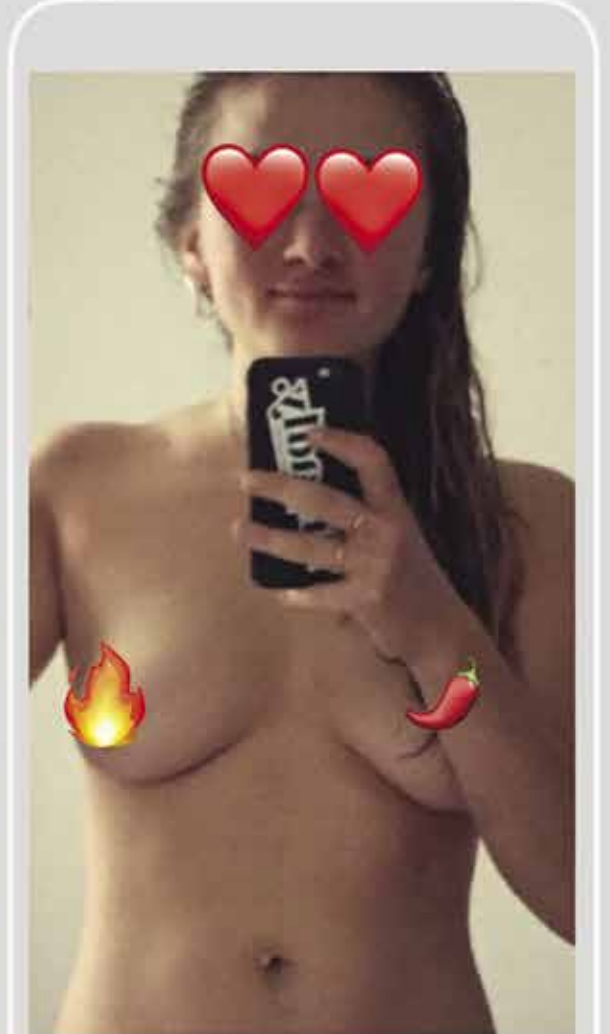
Daar wil ik wat aan doen!

Met THE SAFE SEXTING SHOW.

Waar je leert het veilig online te doen.

Deel dit bericht.
Let's go viral for the good reason!

Vrijdag 20.00 @SafeSextingShow op IGTV.



SAFE SEXTING



**'HOW CAN WE ENHANCE THE PROTECTION
OF YOUNG PEOPLE ONLINE AND SYSTEMATICALLY
THWART THOSE SEEKING TO EXPLOIT THEM?'**

**BY: DAWN
COUNTRY: THE NETHERLANDS
WEBSITE: DAWN.NL**

**A CAMPAIGN TO CREATE AWARENESS AMONG
YOUNG PEOPLE THAT SEXTING, LIKE REAL SEX,
SHOULD BE DONE SAFELY**

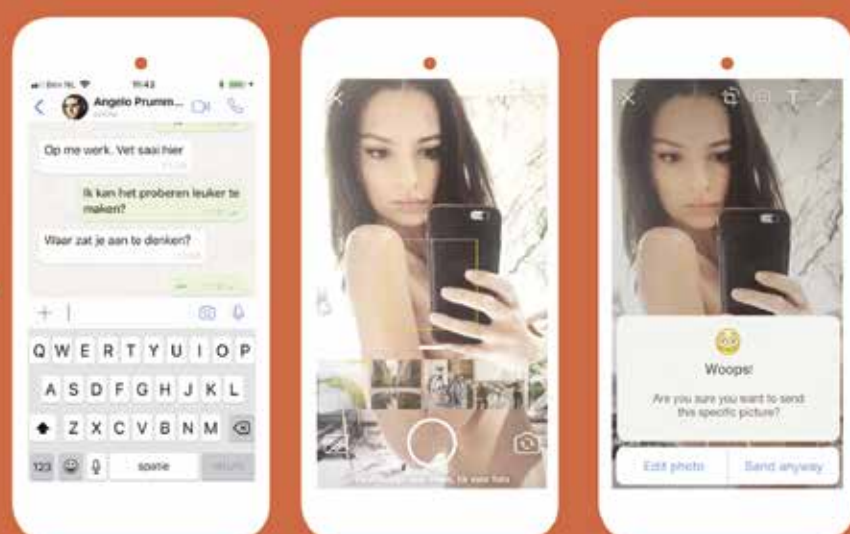
Nowadays, young people come into contact with sex earlier than ever before, but are having it at a later age. Sexting has become a waystation for physical sex, but like sex, it has its risks. We have safe sex offline, but now it's time to do the same in an online environment. That is why Dawn is launching #SAFESEXTING. This awareness campaign features contemporary language and today's influencers to teach young people that they should also be safe when having 'online' sex and should never go viral for the wrong reasons! After all, a risqué photo can be a starting point for sexual exploitation. Setting (moral) boundaries to stop young people from posting compromising images can reduce the risk of them falling victim to blackmail.



APP EXTENSIE

Voorbeeld van hoe een foto wordt herkend als naaktfoto.

Met de melding van de extensie.



**MOCKUPS BLOOT
GESTELD**

CONCEPT CAR

Voorbeeld van melding als iemand de foto zonder toestemming probeert te delen.



MOCKUPS BLOOT GESTELD

The Shoow logo, featuring the word "shoow" in a lowercase, rounded, purple font. The two 'o's are stylized with small orange dots in the center.

EXPOSED – SHOOOW

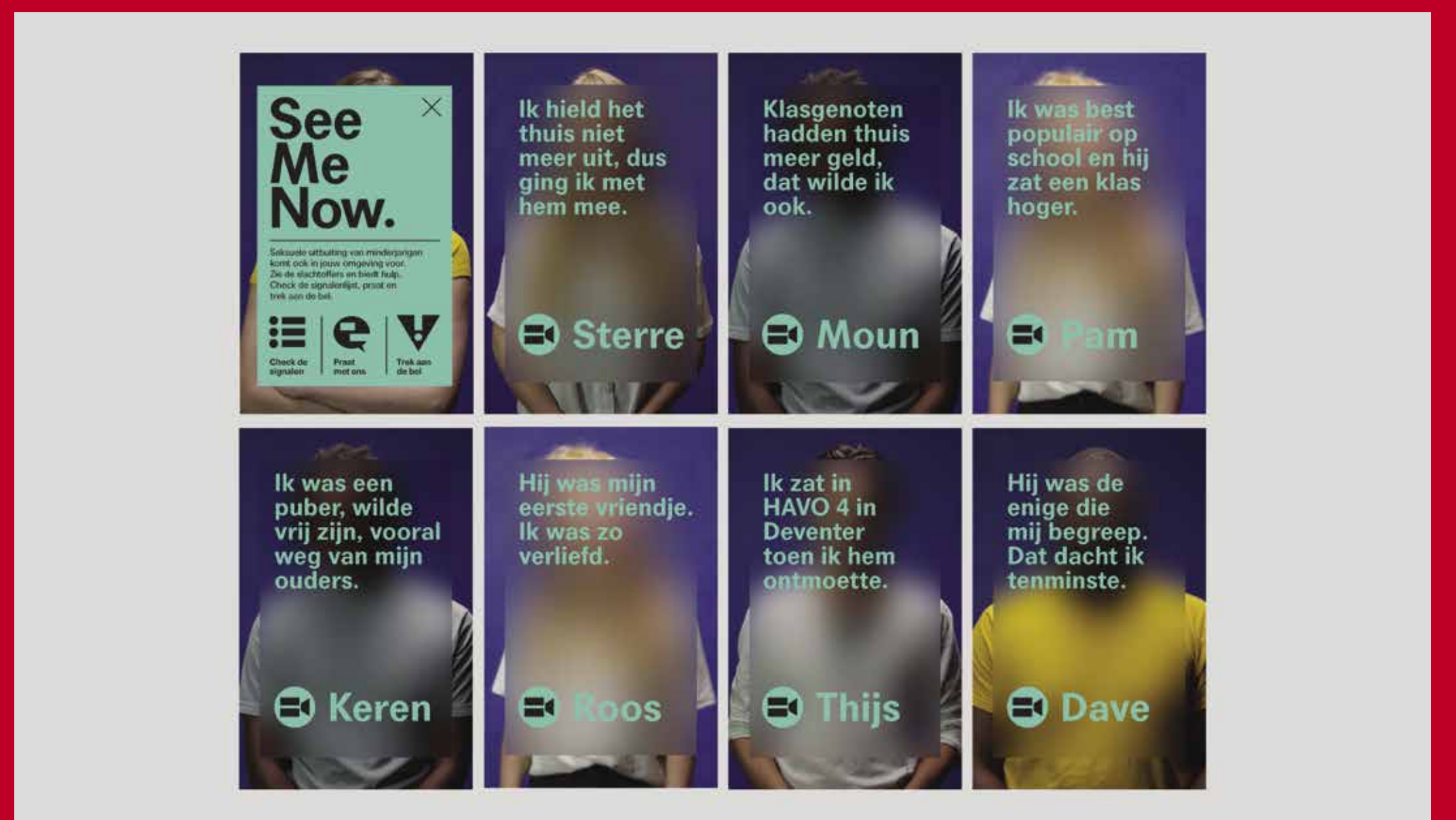
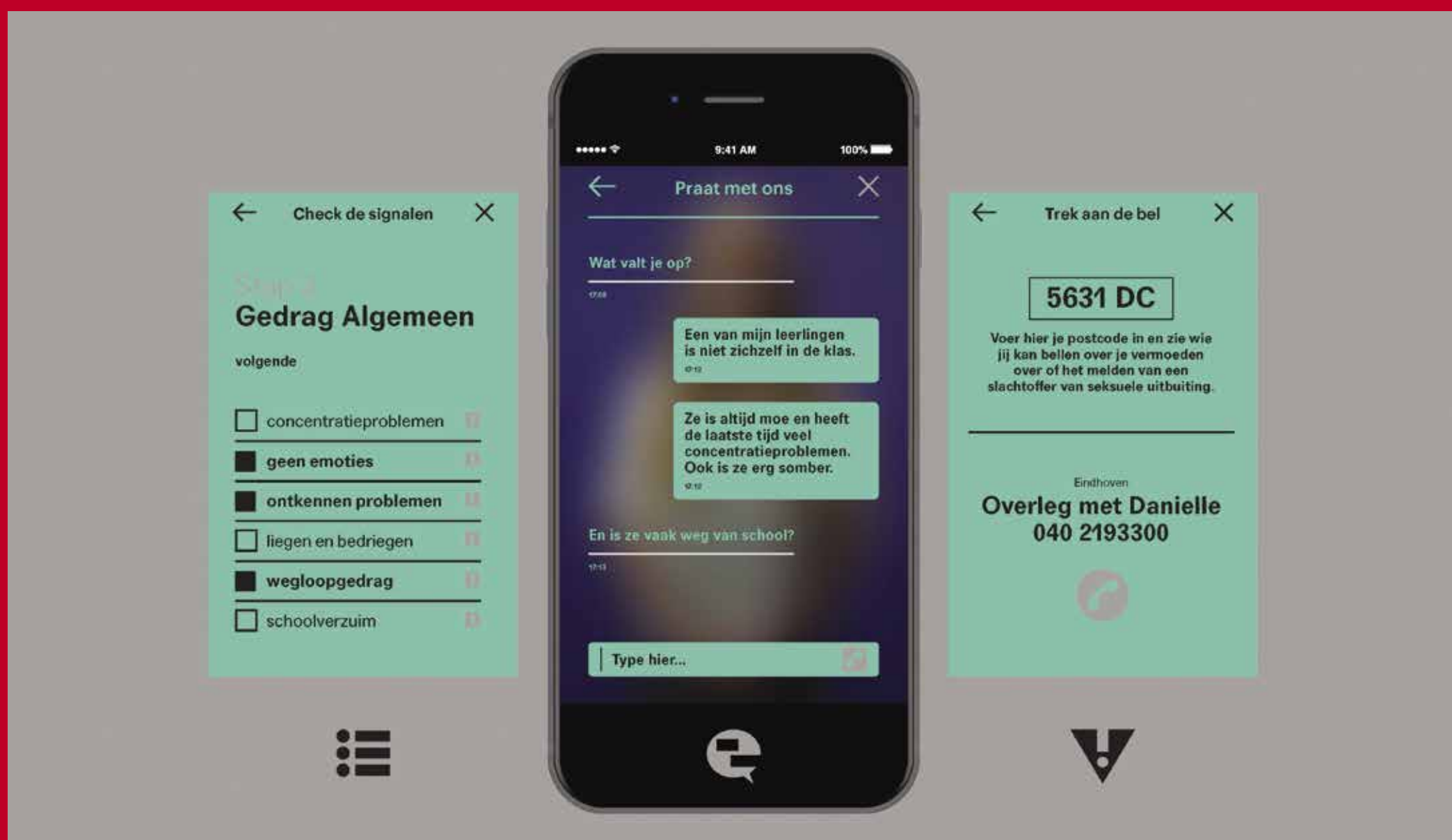
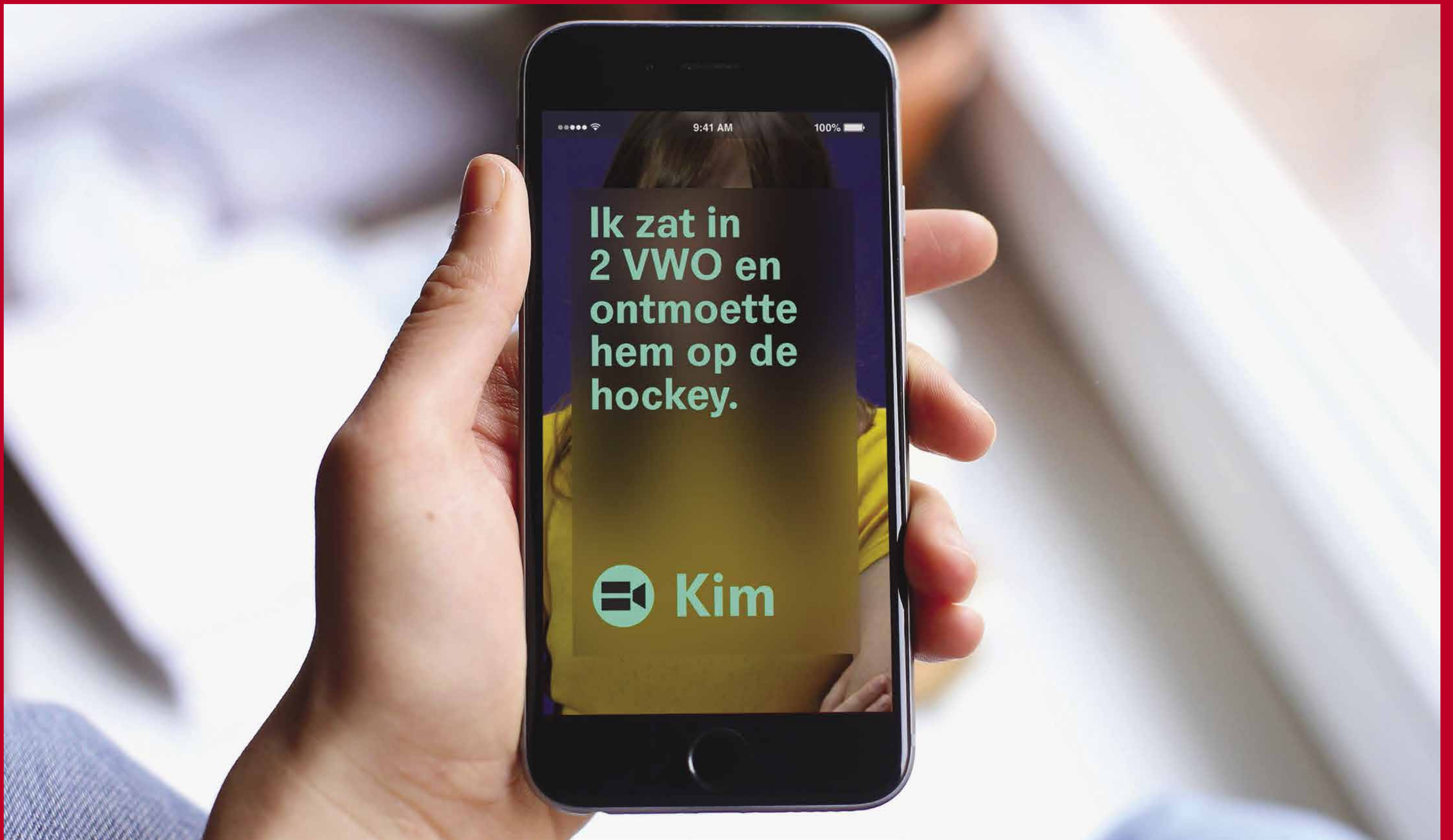
BRIEFING B

‘HOW CAN WE ENHANCE THE PROTECTION OF YOUNG PEOPLE ONLINE AND SYSTEMATICALLY THWART THOSE SEEKING TO EXPLOIT THEM?’

BY: FABRIQUE
COUNTRY: THE NETHERLANDS
WEBSITE: FABRIQUE.NL

AN APP EXTENSION THAT DETECTS NUDE PHOTOS AND SUPERIMPOSES A FILTER OR WATERMARK TO THWART BLACKMAIL

Young people and young adults are often unaware of the consequences of sharing suggestive photos. Perpetrators can use these images to blackmail potential victims and introduce them into a situation of sexual exploitation. SHOOW can detect nudity in photos, ask users to think twice about sending it and add a digital watermark to the photo. In the event that the photos are then shared, either voluntarily or involuntarily, the (in)visible watermark will come into effect. As a result, young people are less likely to fall victim to blackmail and sexual exploitation, whilst also stopping the Internet from unintentionally filling up with nude photos. In the future, the developers of SHOOW will focus on technical challenges and legal options.



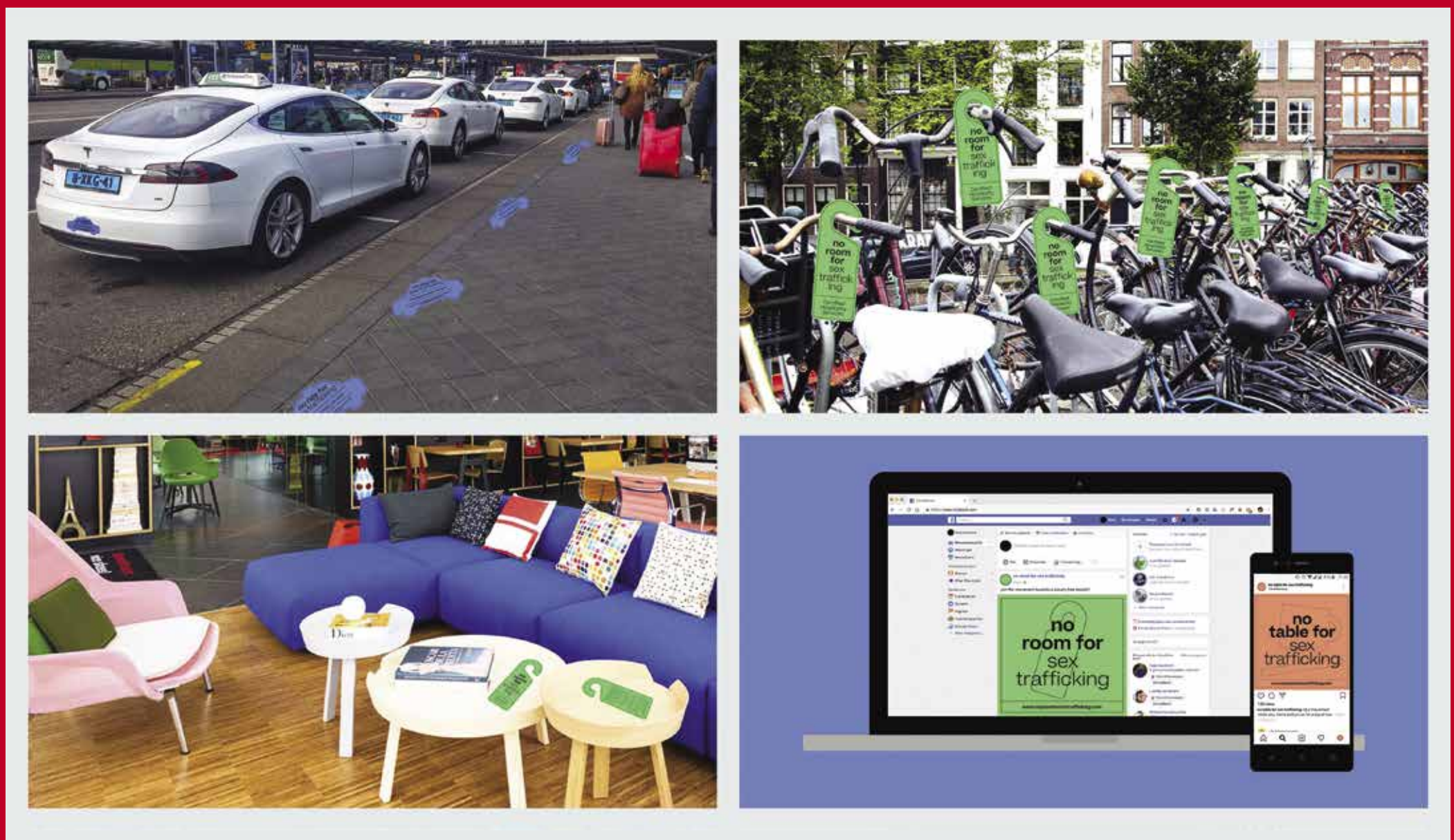
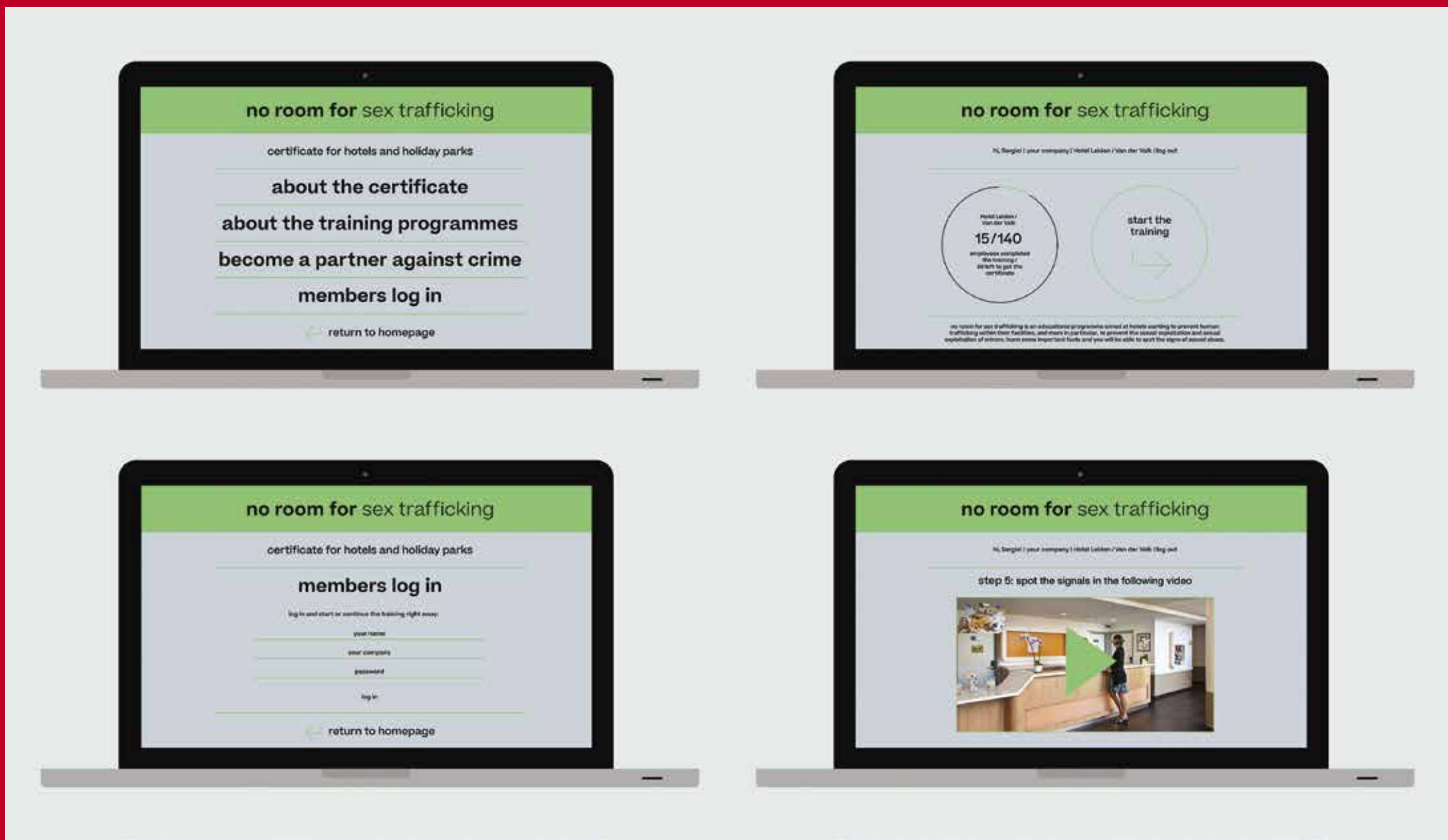
SEE ME NOW

BRIEFING C
'HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBTLEST SIGNS OF EXPLOITATION AND TAKE ACTION?'

BY: KUMMER & HERRMAN
COUNTRY: THE NETHERLANDS
WEBSITE: KUMMER-HERRMAN.NL

A PLATFORM WITH PERSONAL STORIES THAT CAN HELP PROFESSIONALS IDENTIFY SIGNS OF SEXUAL EXPLOITATION AND TO TAKE ACTION IF NECESSARY

Many professionals think that sexual exploitation of minors does not occur in their immediate surroundings. However, victims do come in contact with various professionals, including GPs and teachers, while they are being exploited. Only when these professionals realise that they may actually have victims of exploitation around them will they be able to recognise the signs and take action. Personal stories are an effective tool to break through prejudices and create awareness. See Me Now confronts professionals with these stories and gives them the opportunity to take action: professionals can go to this platform to find a list of signs, to ask questions in an automated chat or to be redirected to a care coordinator or the CoMensha centre of expertise.



NO PLACE FOR SEX TRAFFICKING

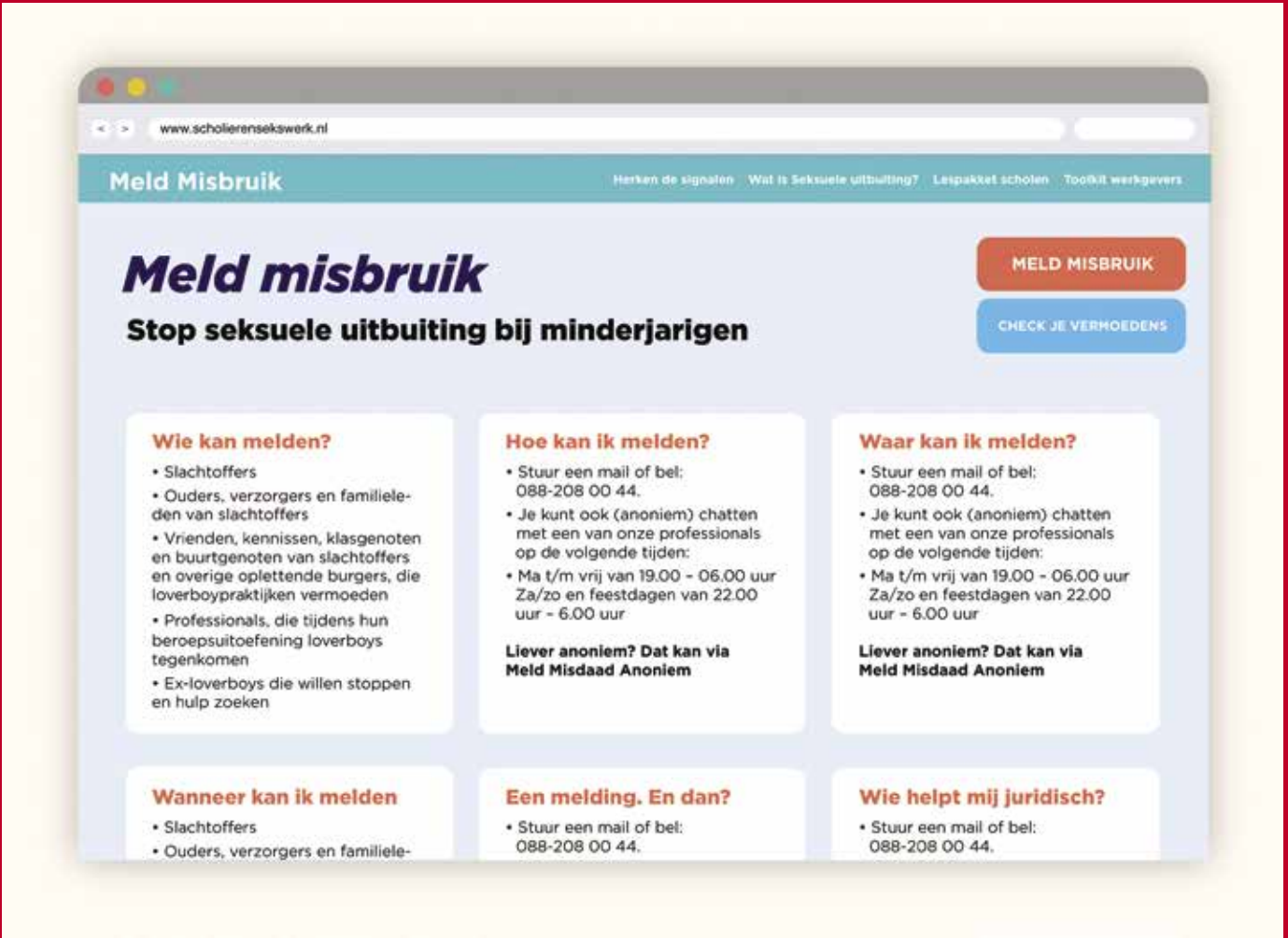
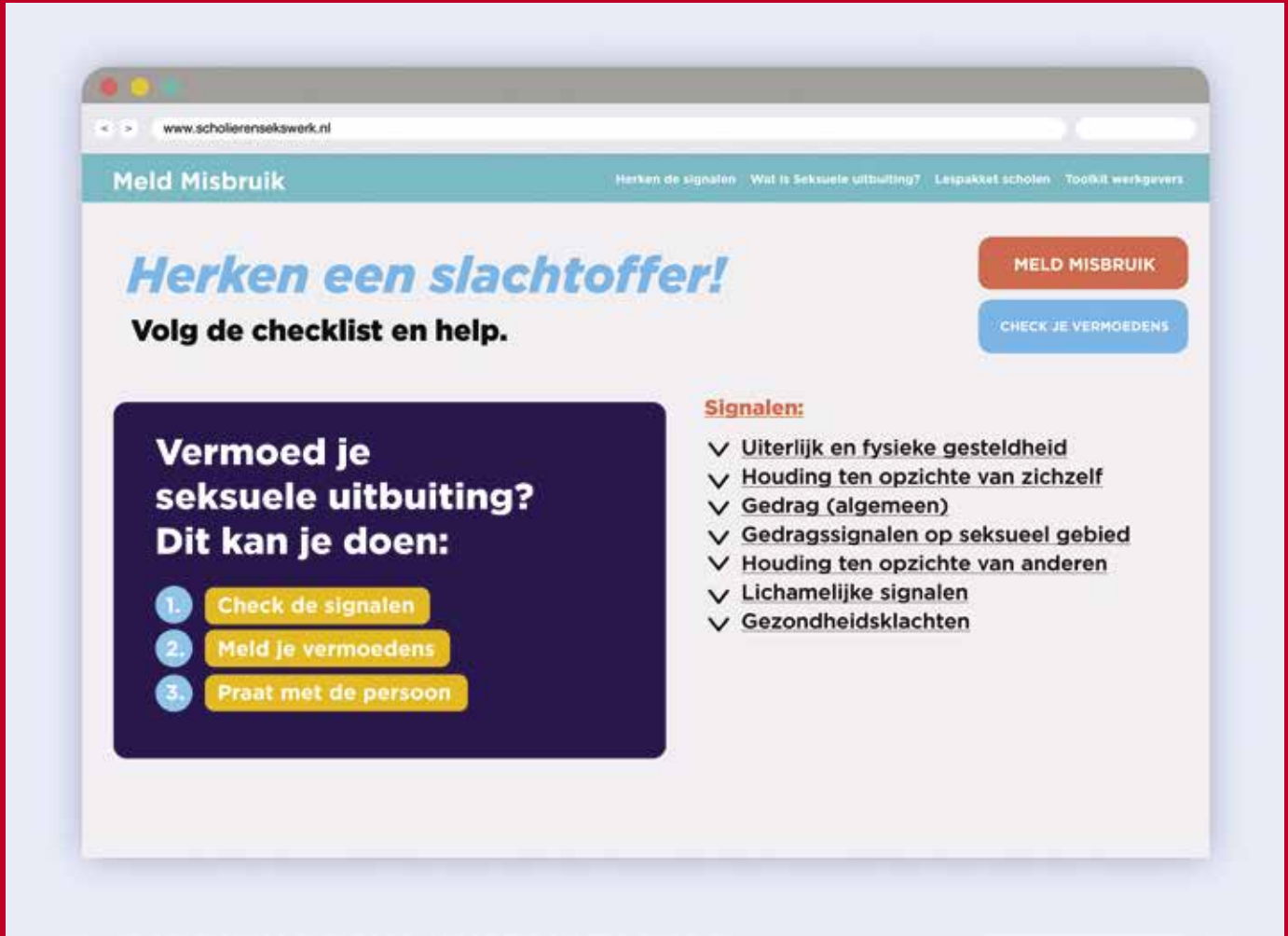
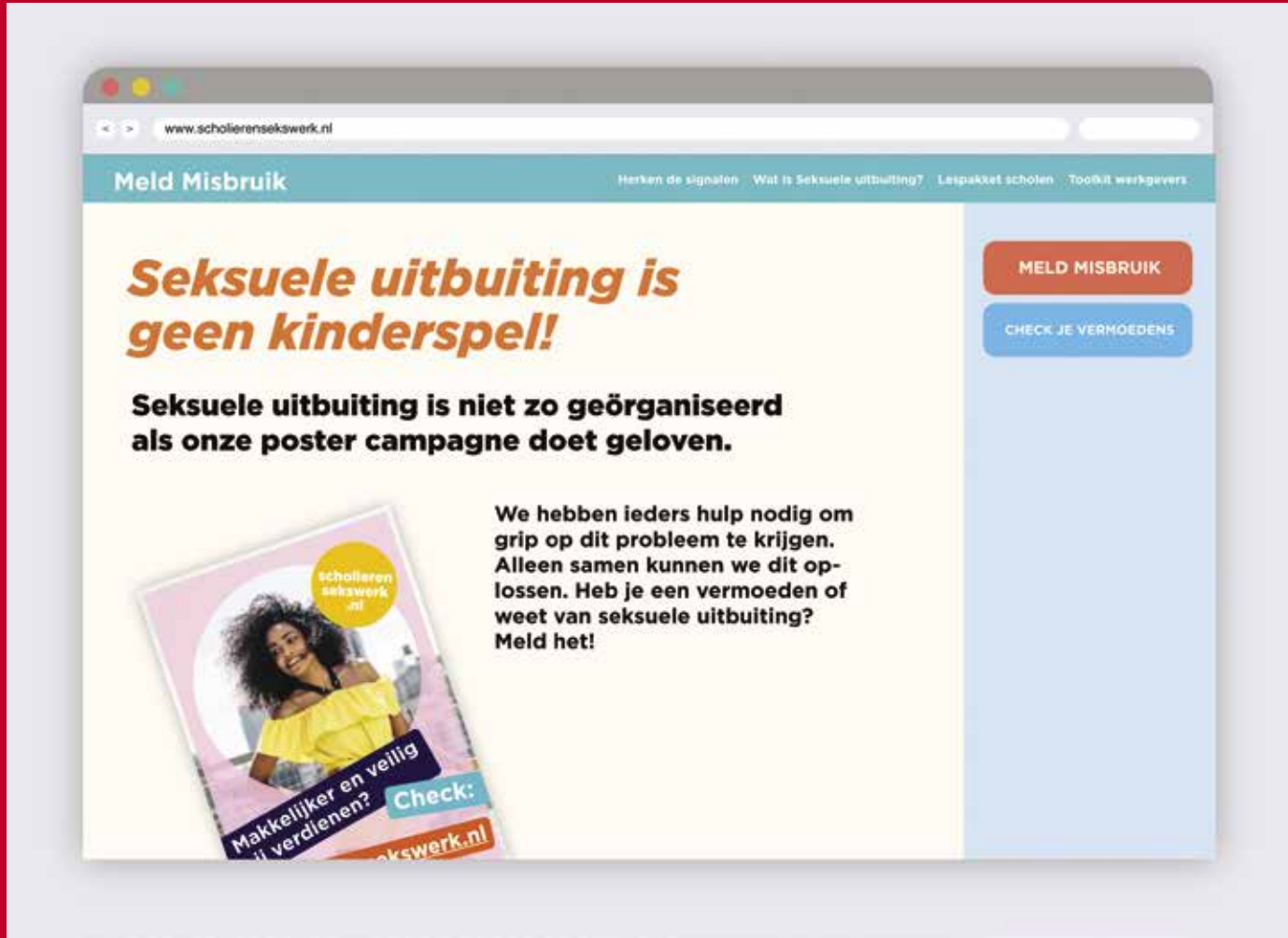


BRIEFING C
‘HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBLEST SIGNS OF EXPLOITATION AND TAKE ACTION?’

BY: WHAT THE STUDIO
COUNTRY: THE NETHERLANDS
WEBSITE: WHAT-THE.STUDIO

CERTIFICATION SYSTEM FOR THE HOSPITALITY INDUSTRY BASED ON TRAINING ON RECOGNISING SEXUAL EXPLOITATION

Many service companies often unwittingly facilitate sexual exploitation. If staff members are trained to recognise such situations, they can play a crucial role in stopping sexual exploitation. No Place for Sex Trafficking is a certification scheme that distinguishes hospitalities business that take an active approach towards combatting sexual exploitation. Through the online platform, employees of hotels, bars and restaurants, as well as taxi drivers, can follow interactive training sessions to learn how to recognise sexual exploitation. Once their staff members have completed the course, employers will receive a certificate and educational material to create awareness among their customers, including people who may be paying for illegal sex.



THE SHOCKING TRUTH



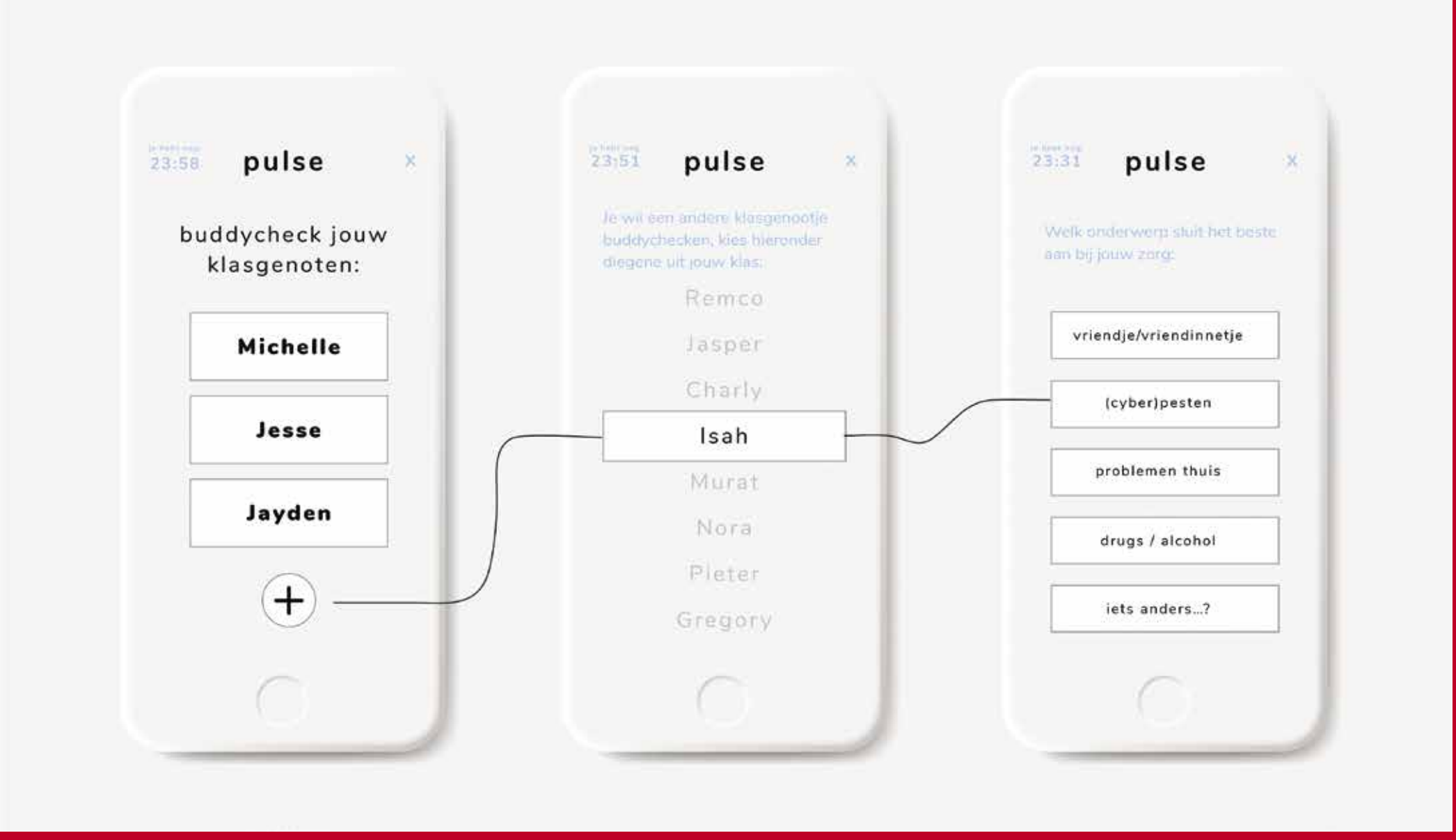
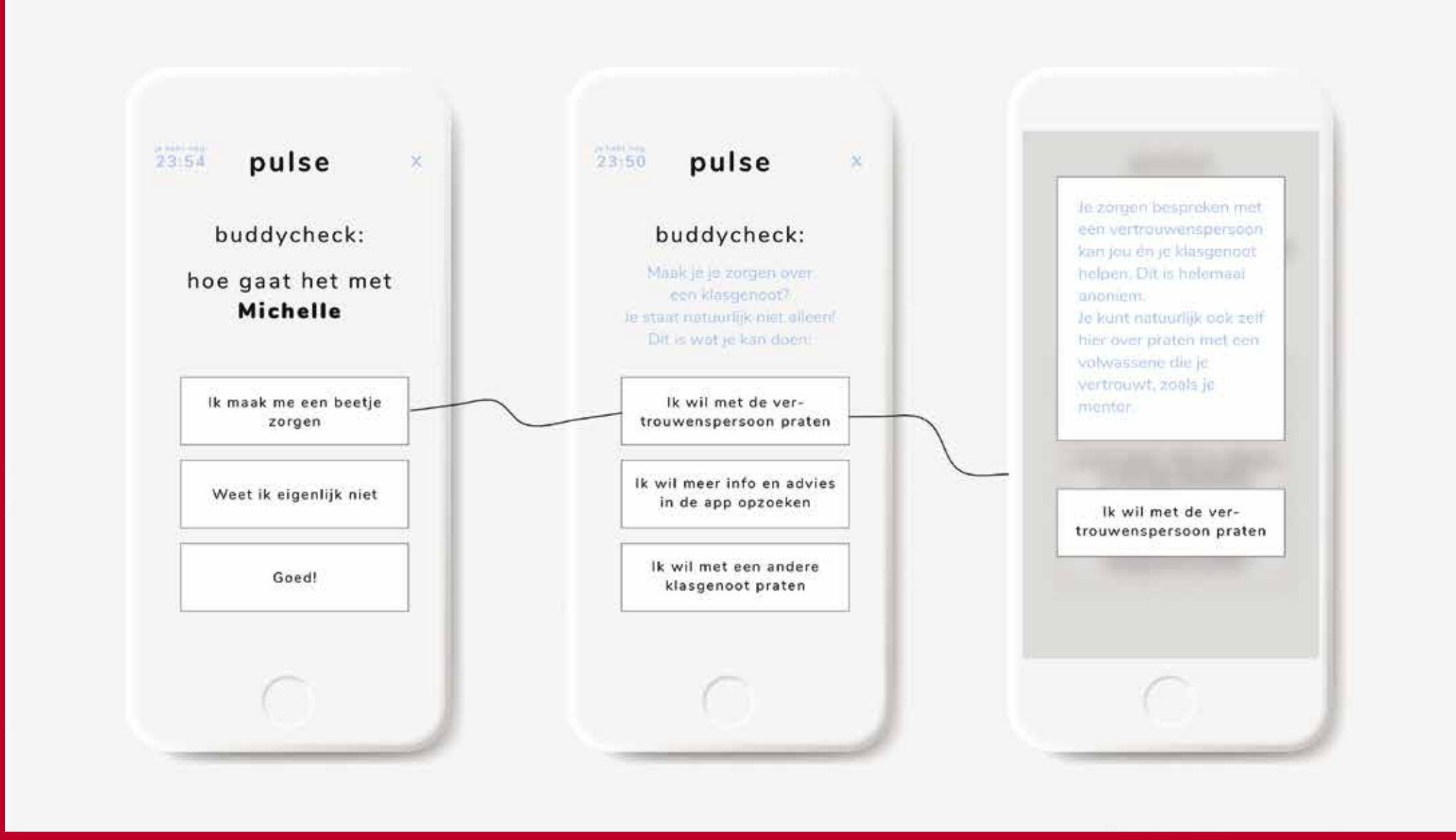
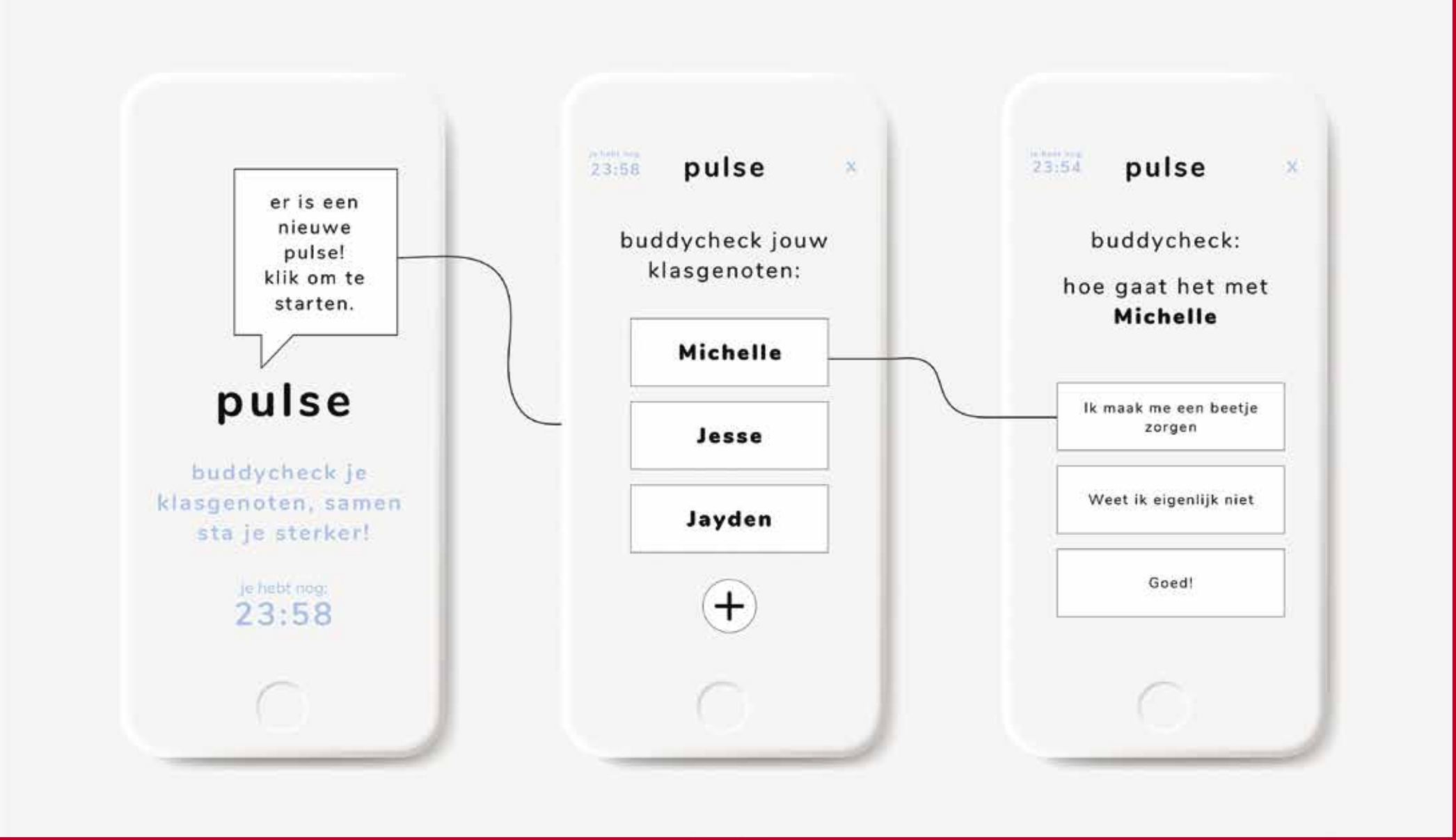
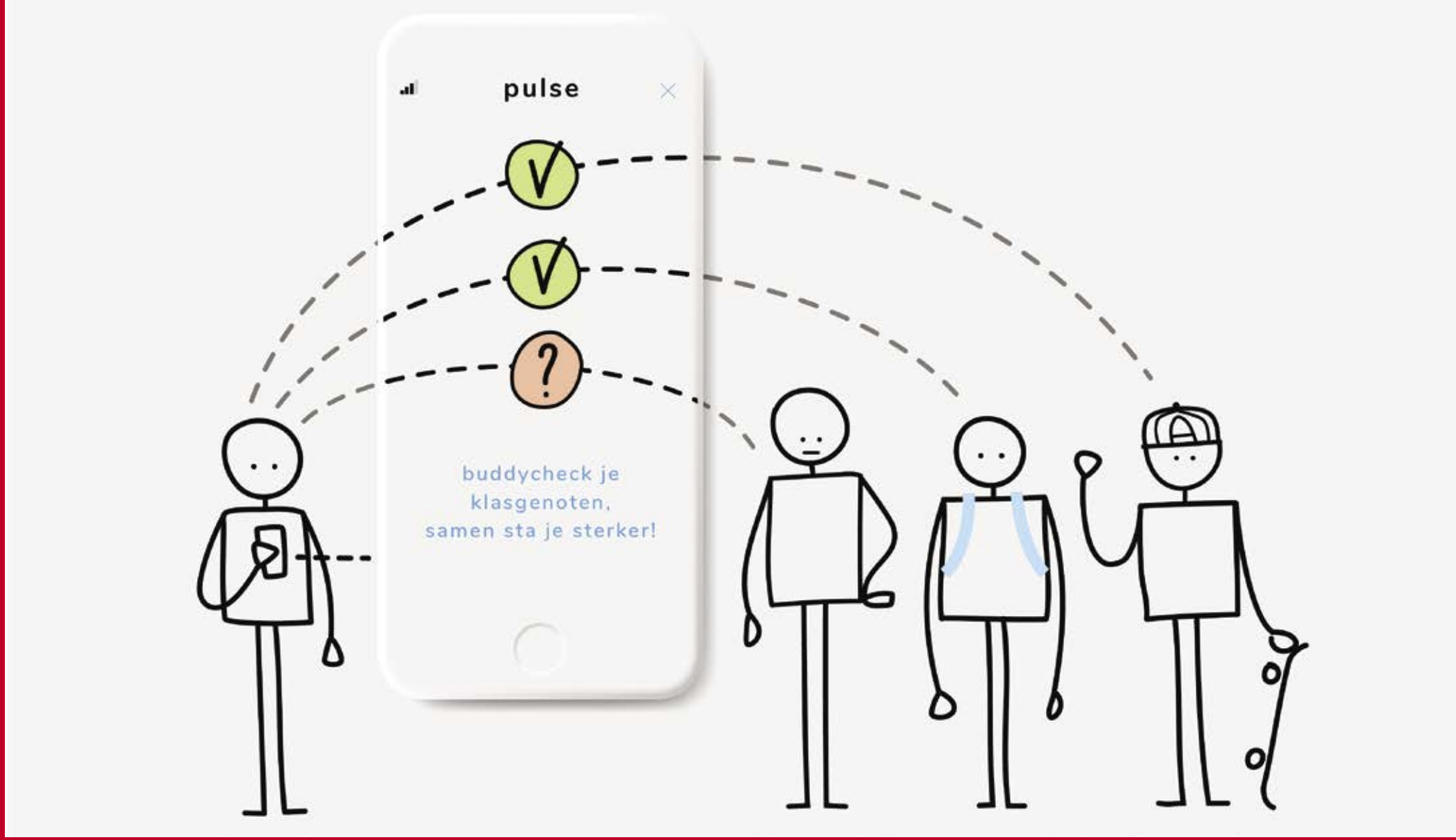
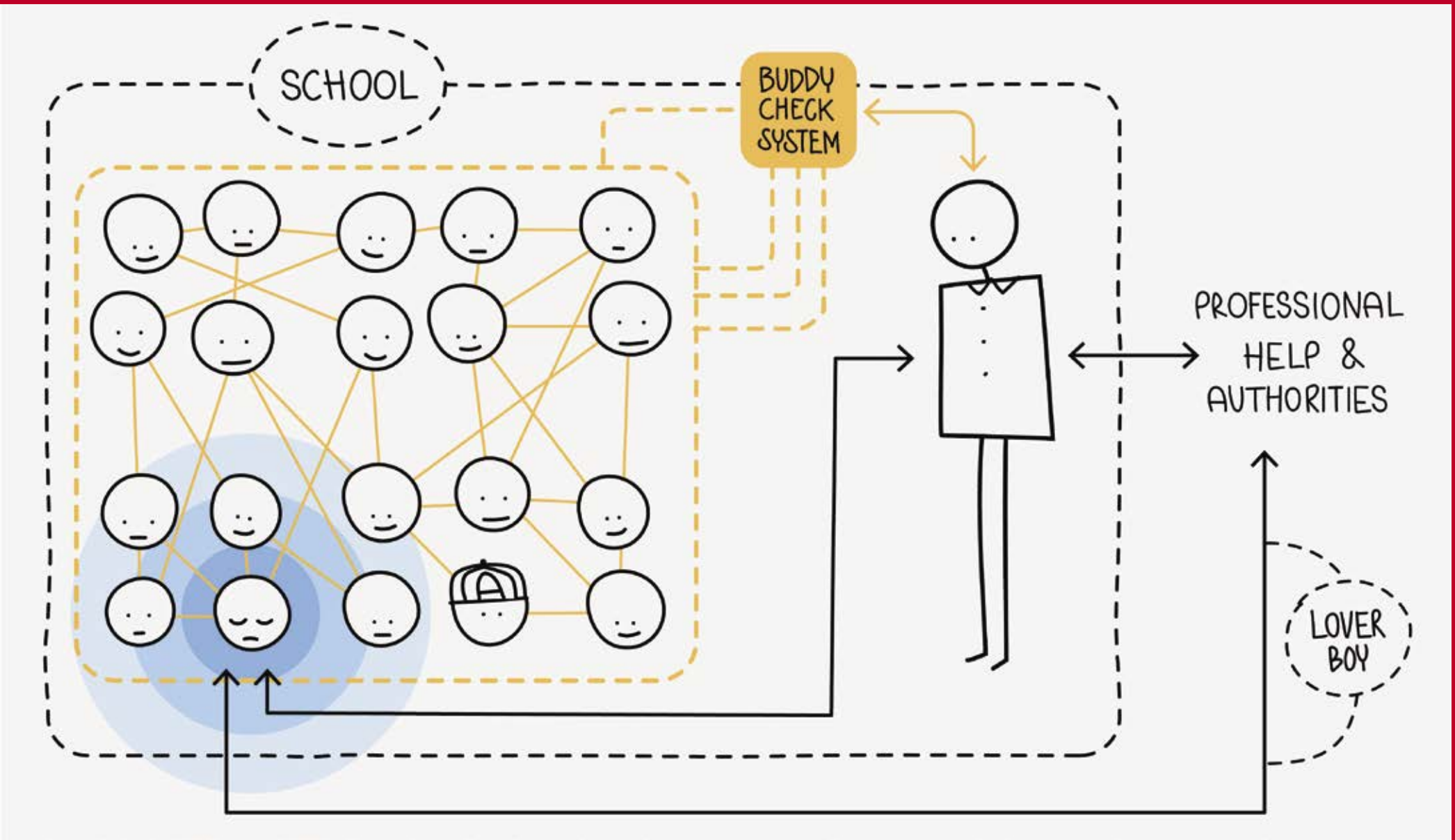
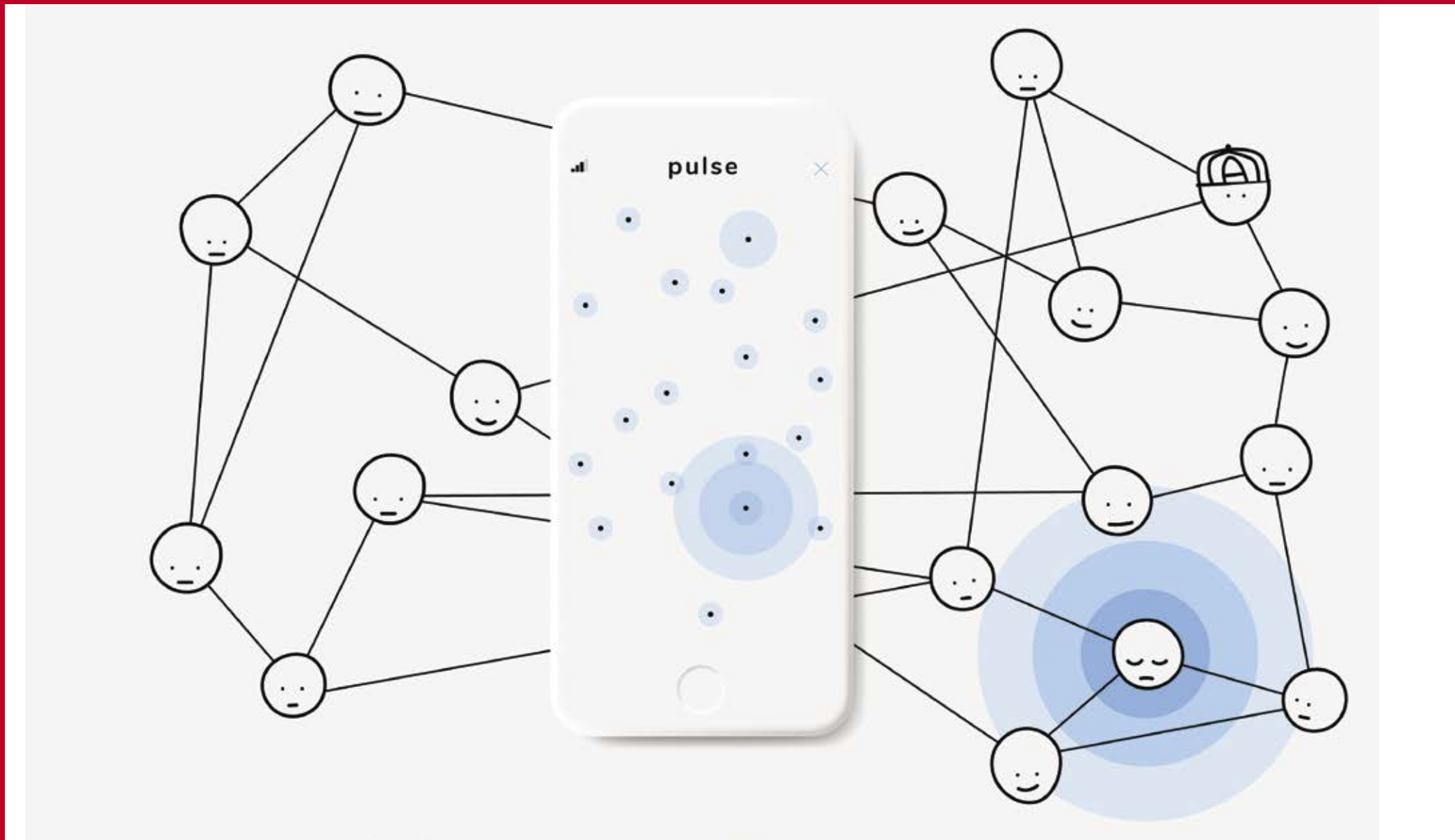
BRIEFING D
'HOW CAN WE HELP VICTIMS AND THEIR SOCIAL ENVIRONMENT TO REPORT SEXUAL EXPLOITATION EARLIER?'

BY: NONSTOP COLLECTIVE
COUNTRY: THE NETHERLANDS
WEBSITE: NONSTOPCOLLECTIVE.COM

A SHOCKING CAMPAIGN LEADS TO A SMART WEBSITE THAT HELPS PEOPLE OVERCOME OBSTACLES AND REPORT SEXUAL EXPLOITATION

This shocking campaign and the smart website linked to it create awareness and improve the reporting process. This combination will ultimately lead to more reports, fewer perpetrators and, hopefully, fewer victims of sexual exploitation. The campaign for the fictional website *scholierensexwerk.nl* (student sex work) first lures people to the reporting platform, which is carefully attuned to the needs of the visitor by means of smart service design. The content of the website teaches visitors how they can recognise signs of sexual exploitation and gives them a wide range of options to submit a report. By removing obstacles, this campaign and website seek to increase the number of reports made and perpetrators caught and to reduce the number of victims.





PULSE

BRIEFING D
‘HOW CAN WE HELP VICTIMS AND THEIR SOCIAL ENVIRONMENT TO REPORT SEXUAL EXPLOITATION EARLIER?’

BY: WAARMAKERS STUDIO
COUNTRY: THE NETHERLANDS
WEBSITE: WAARMAKERS.NL

AN ANONYMOUS CHECKUP SYSTEM LETS CLASSMATES KEEP AN EYE ON EACH OTHER AND RAISE THE ALARM IF NECESSARY

Young people who fall victim to sexual exploitation can be very reluctant to seek help or even to admit that they need help in the first place. This means that it is very difficult for professionals to reach victims, all the more because human traffickers attempt to bring their victims into increasingly isolated positions. That is why spotting signs at an early stage is absolutely crucial, which is something that the unique perspective of classmates can help with. Pulse is a check-up system for 12 to 17-year-olds that helps classmates to spot early signs of sexual exploitation and to take action. The app provides advice on how children can act if they are worried about one of their classmates.

1 Attract



Fake ads with a tracking code are created and distributed through an add platform (AdForm for instance)

2 Attract



They are displayed on adult websites such as kinky.nl or Sexjobs.nl

3 Attract



As soon as the user confirm his/her interest, the ad platform starts recording and tracking behavior.

4 Redirect & help



The landing page offers awareness and gives help options

Landing page

The landing page is hosted by Stop It Now and services provided are under their supervision.

To make this content the most effective possible we need to do more research:

- Customer Journey
- A-B testing on real landing pages after launch

**Sex with a minor is a crime.
So is watching sexual
images of minors.**

It takes strength to ask for help when you need it.

Recognizing a sexual behavior problem in yourself can feel frightening and lonely. If you are troubled or distracted by sexual thoughts and activities that include children, we can help you find help to stop. You will stay anonymous

[CALL THE HELPLINE](#) [CHAT WITH A HELP LINE CONSULTANT](#)

Take responsibility. Being honest with yourself about risky behavior. Insure the safety of a child and for yourself.

[Definitions of Child Sexual Abuse](#) [Legal Information and Facts](#) [Keys to Prevention](#)

STOP IT NOW!

FAKE FOR REAL



BRIEFING E

**'HOW CAN WE CONFRONT
THOSE DIRECTLY INVOLVED IN SEXUAL EXPLOITATION
WITH THE CONSEQUENCES THEY MAY FACE?'**

BY: FABRIQUE

COUNTRY: THE NETHERLANDS

WEBSITE: FABRIQUE.NL

IMPROVED FAKE ADVERT SYSTEM TO WARN AND OFFER HELP TO PEOPLE WHO WILL POTENTIALLY PAY FOR SEX WITH MINORS

On the Internet, it is very easy for men looking for sex to meet minors. Driven by both lust and shame, they often choose to turn a blind eye to anything illegal. By forcing these people to face the facts, it will become increasingly difficult for them to ignore exploitation. Fake For Real is an improved system of automatically generated fake online adverts for sex with a minor. With this initiative, Fake For Real is hoping to link up with the work done by Watch Nederland. If you click on one of these adverts, you will be redirected to a website with a warning and links to support organisations such as Stop It Now.

NO MINOR THING UK



FOUR TEAMS, ONE DESIGN SPRINT



A separate track, running parallel to this challenge, was organised in Great Britain to open up another angle of looking at the issue. In the United Kingdom, WDCD worked with the Royal College of Art (RCA), the Design Thinkers Academy and the British Ministry of Justice (MoJ) to set up this challenge.

MULTIDISCIPLINARY TEAMS

RCA students spent three days working in multidisciplinary teams to develop new proposals to combat sexual exploitation of children in a so-called 'Design Sprint'. In addition to the students, the teams were made up of experienced designers from various

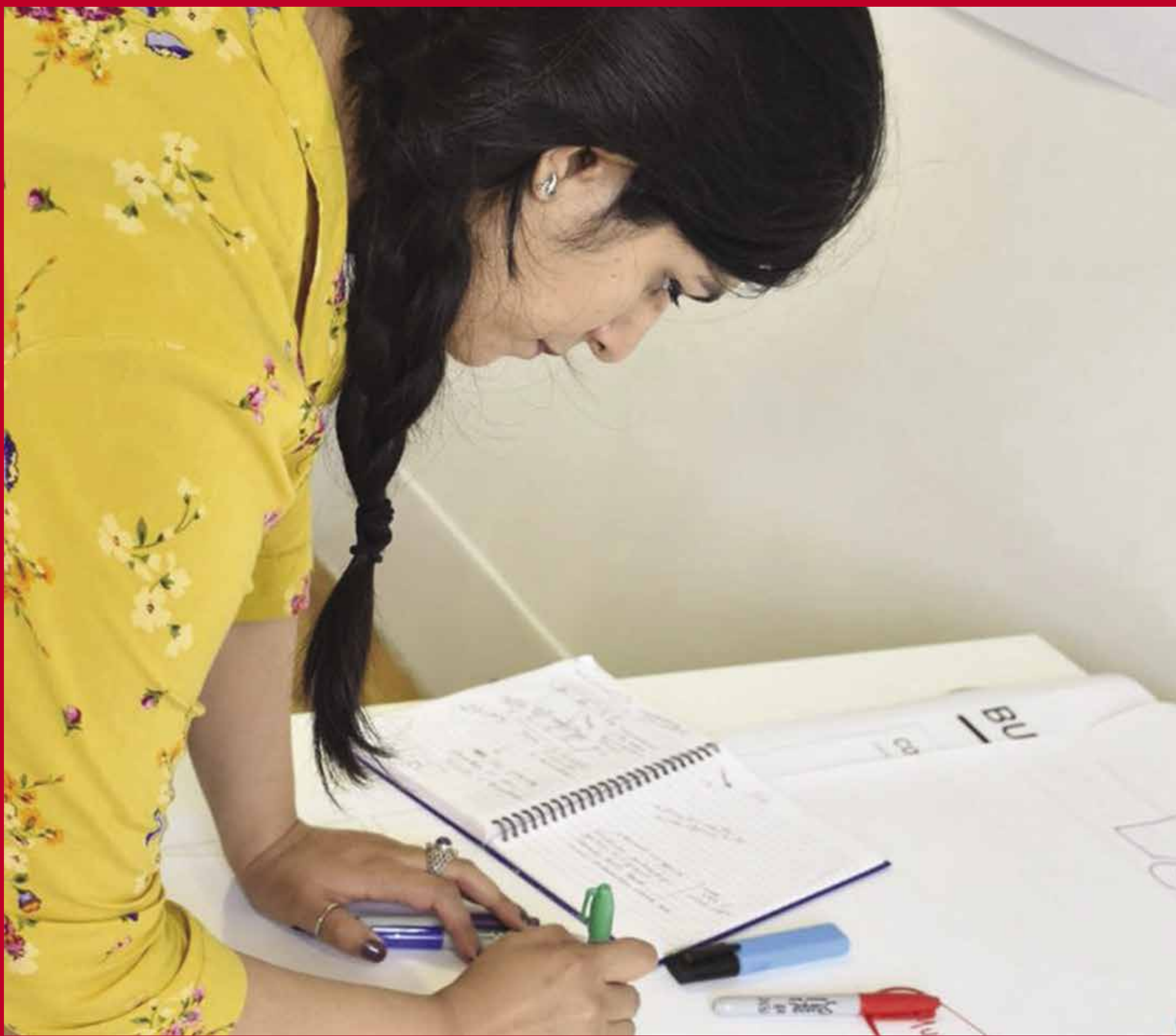
agencies, NGOs and the Ministry of Justice, as well as justice officials. The Design Sprint was organised and facilitated by senior designers from the Design Thinkers Academy London, research design studio STBY and the Ministry of Justice. The participants were introduced to government and NGO experts, who provided the teams with background information.

VIABLE CONCEPTS

After completing the Design Sprint, the Master's students continued to develop the projects resulting from the sprint as part of their study programmes. Throughout the process, they were given the opportunity to turn to the Ministry of Justice (MoJ) and the other partners for help. The students were challenged to develop the concepts so that they could test their viability, as well as the assumptions on which government policy in this area is based.



..STBY..



GAME ON

USING VIDEO GAMES TO TALK TO TEENAGE BOYS ABOUT SEX AND WELLNESS



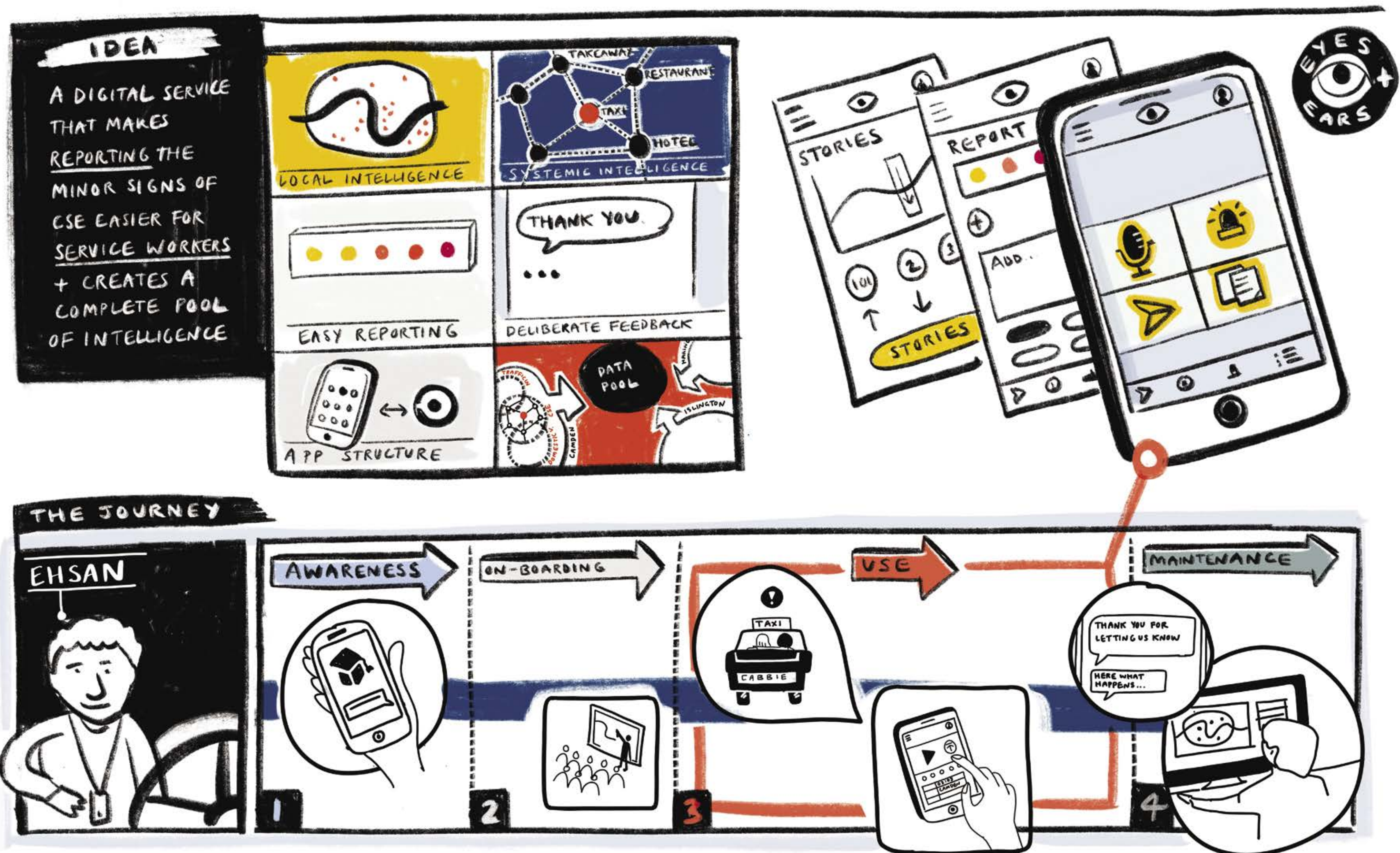
BRIEFING A
'A HOW PARENTS AND CARERS TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?'

BY: TEAM GAME ON
COUNTRY: GREAT BRITAIN

GAME VAN ACTS AS MOBILE YOUTH CENTRE AND HELPS MONITOR YOUNG PEOPLE'S BELIEFS & OPINIONS ABOUT SEXUALITY

Game On is a spin on a youth centre, aimed specifically at boys. This is a 'stealth health' intervention that combines guidance and support provided by youth workers with a game van that forms part of a wider network. Representatives from law enforcement, healthcare and education in a given community meet to share insights and to decide where the van should go. The information from the van is then used to draw up preventative interventions. The ultimate goal of this approach is to nip the development of toxic concepts of masculinity in the bud.

HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBTLE SIGNS OF SEXUAL EXPLOITATION + TAKE ACTION



EYES AND EARS

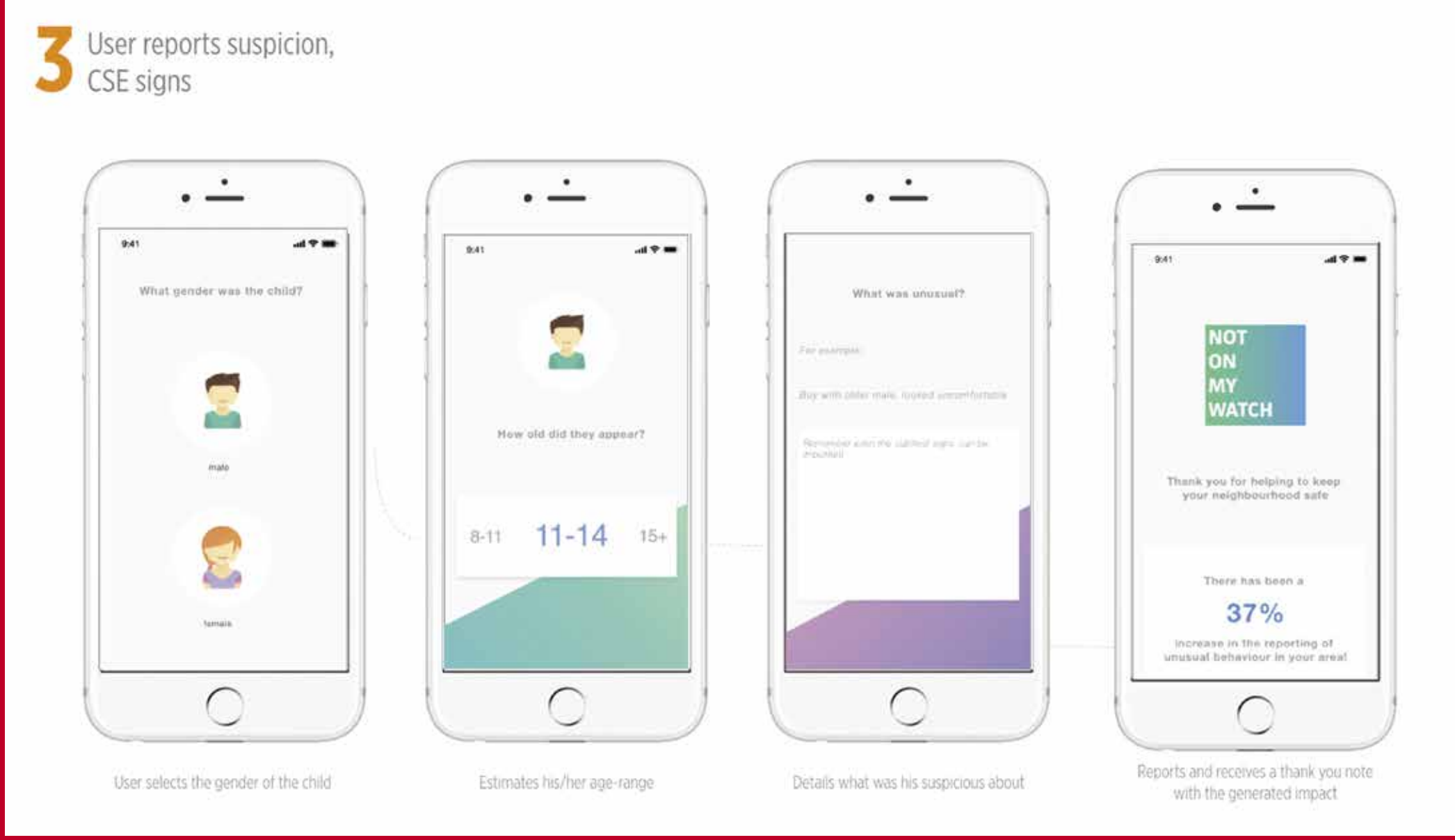
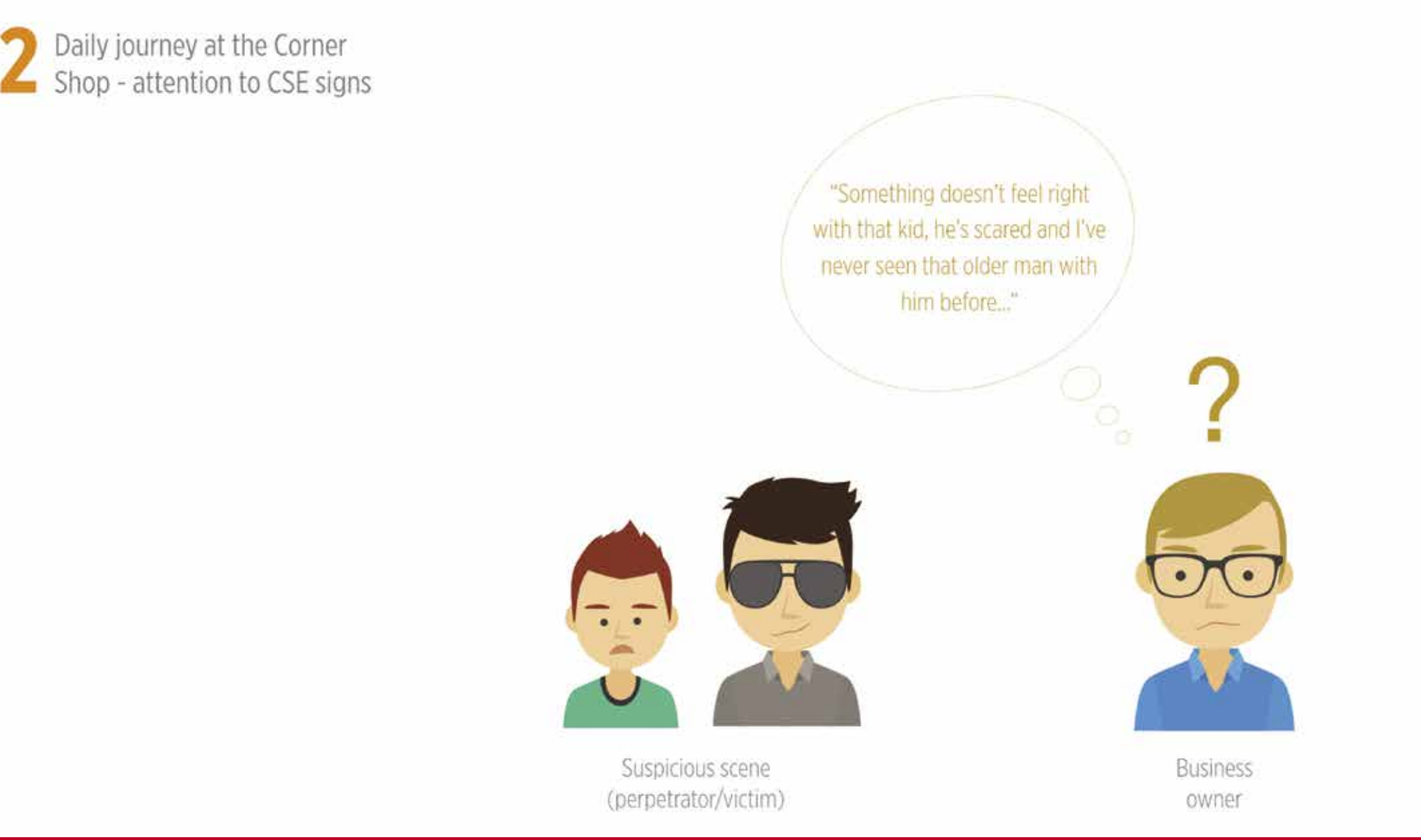
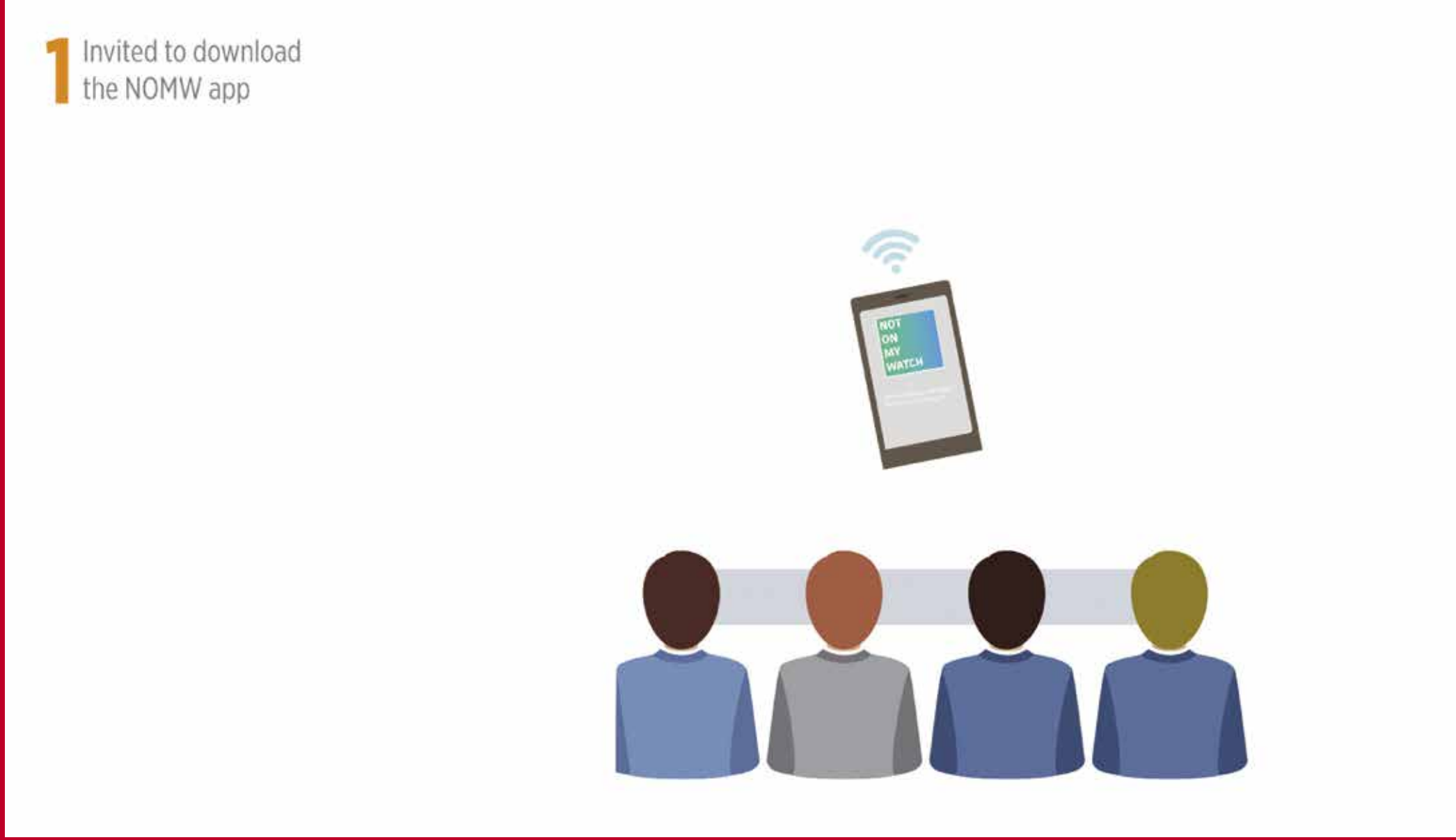
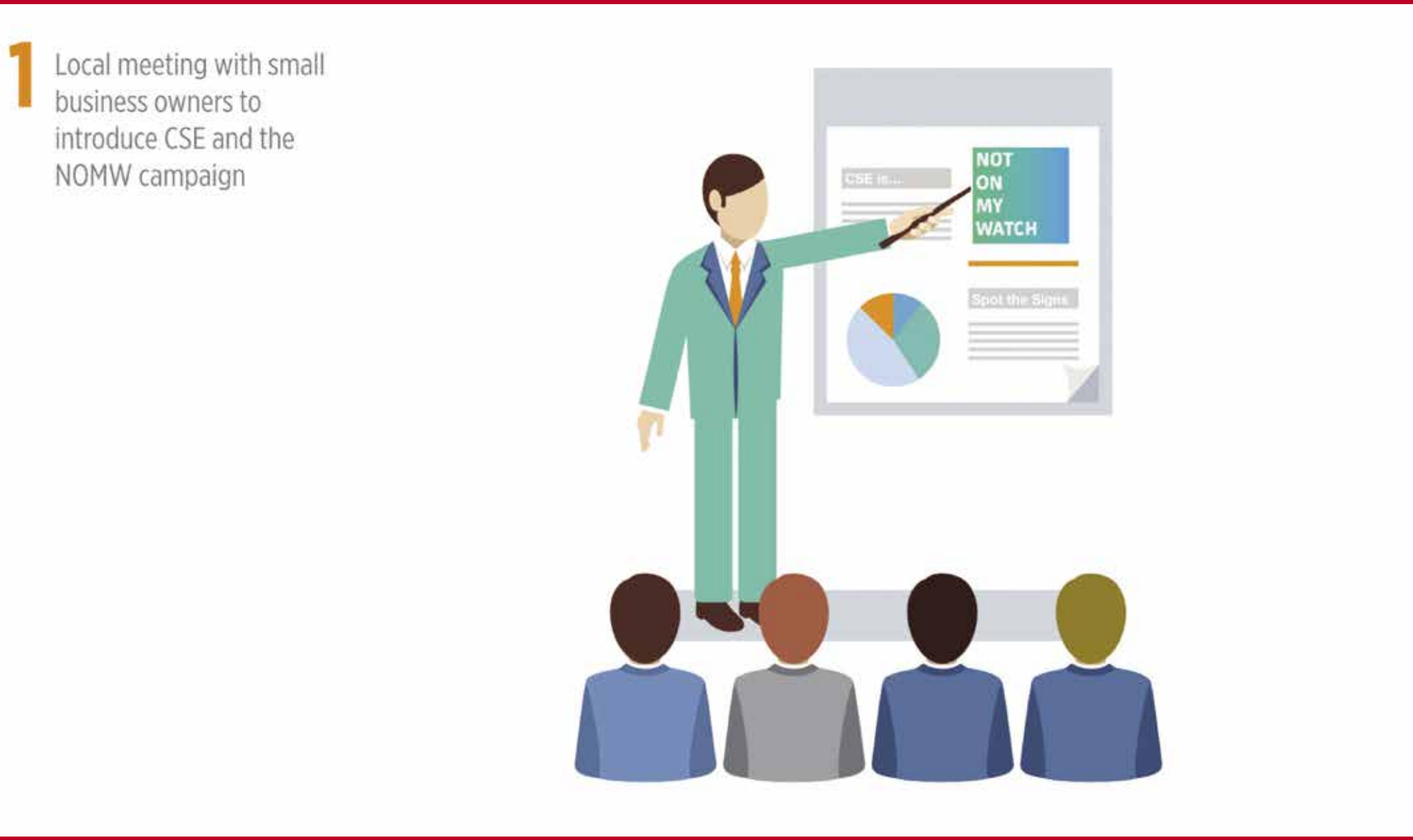
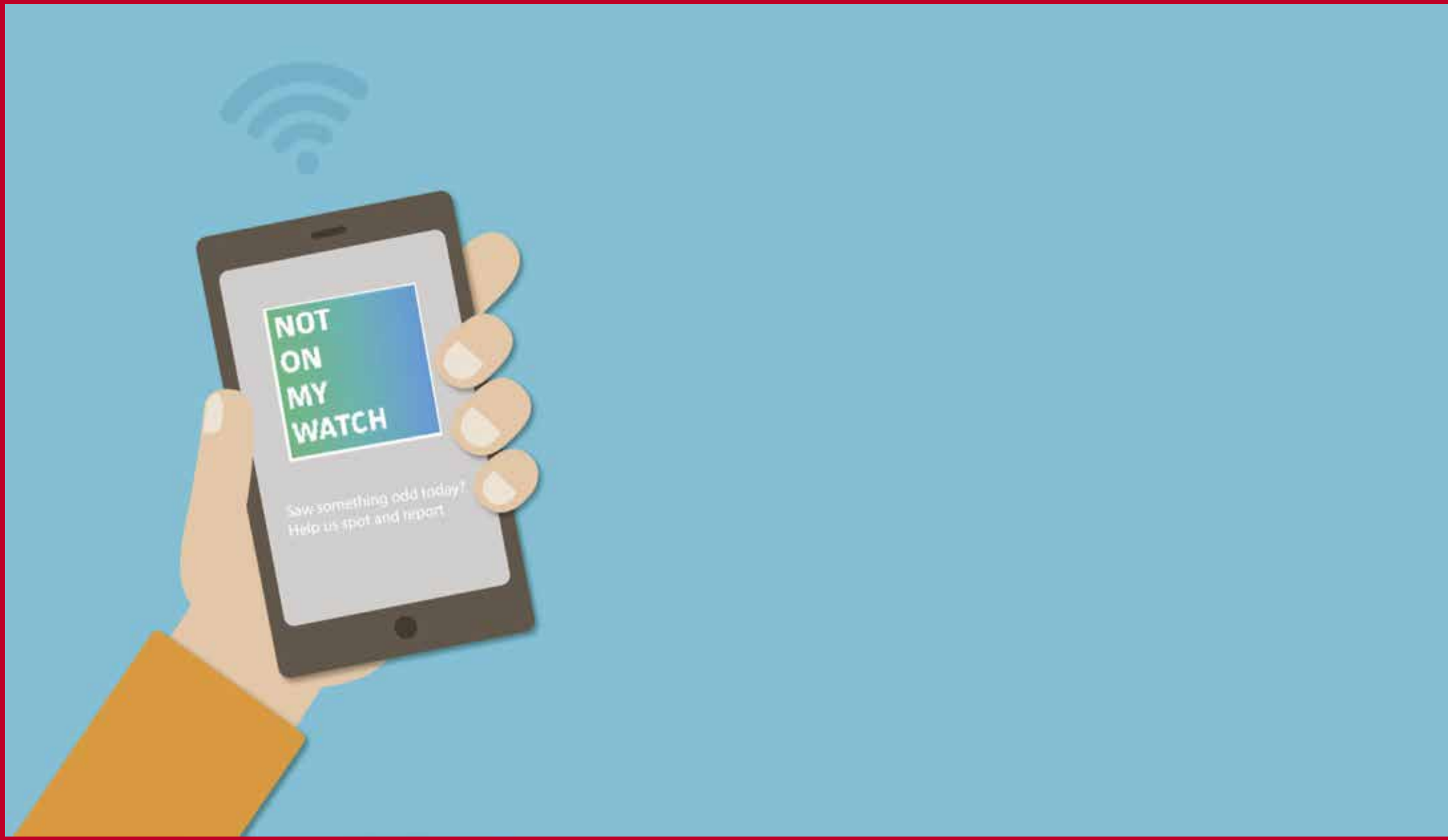
BRIEFING C

'HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBLEST SIGNS OF EXPLOITATION AND TAKE ACTION?'

BY: TEAM EYES AND EARS
COUNTRY: GREAT BRITAIN

DIGITAL SERVICE AND CAMPAIGN TO ENCOURAGE MORE PEOPLE, MAINLY WORKERS IN THE NIGHT-TIME ECONOMY, TO REPORT SIGNS OF SEXUAL EXPLOITATION

Eyes and Ears is a digital service that makes it easier for people working at night in particular to report minor signs of sexual exploitation of minors and other crimes. It shifts the focus to mapping local intelligence and creating valuable feedback for its users. The service is supplemented with an awareness campaign and workshops that teaches people how to recognise even the subtlest signs of sexual exploitation. The goal is to create empowerment and willingness in society to combat sexual exploitation.



NOT ON MY WATCH

BRIEFING C
‘HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBLEST SIGNS OF EXPLOITATION AND TAKE ACTION?’

BY: TEAM NOT ON MY WATCH
COUNTRY: GREAT BRITAIN
WEBSITE: KARENROZENBAUM.COM

SYSTEM TO ENCOURAGE SHOPKEEPERS AND OTHER ‘EYES AND EARS’ IN THE COMMUNITY TO REPORT SIGNS OF SEXUAL EXPLOITATION

NOT ON MY WATCH is a digital service that lets users identify and report even the subtlest signs of sexual exploitation of minors. The service is not aimed specifically at healthcare professionals, but at passive spectators in the community, such as shopkeepers. They are often particularly involved in their business and safety in their area. They know the local community and see things that may worry them, such as minors hanging around with an adult or buying suspicious items.

When you see something worrying online...



Your kite is then flown to your chosen destination **safely** and **anonymously**.

BLUE KITE



BRIEFING D

'HOW CAN WE HELP VICTIMS AND THEIR SOCIAL ENVIRONMENT TO REPORT SEXUAL EXPLOITATION EARLIER?'

**BY: TEAM BLUE KITE
COUNTRY: GREAT BRITAIN**

ONLINE COMMUNITY CREATED BY YOUNG PEOPLE FOR YOUR PEOPLE TO RECORD AND REPORT 'LIVE', ONE-OFF CONTENT POINTING TO SEXUAL EXPLOITATION

Blue Kite is a digital platform that provides young people with a safe, anonymous platform to speak up against sexual exploitation of their peers. The Blue Kite is a community developed by young people for young people to record and report inappropriate online content that points at exploitation. The platform is looking to collaborate with existing social media platforms and technologies, such as Project Arachnid, to combat worrying online content. The app was developed especially to record 'live' and one-off content (Snapchat).



Royal College of Art

NOMINORTHINGCHALLENGE.WHATDESIGNCANDO.COM

**NO MINOR
THING**