



**BUILDING A EUROPE FOR AND
WITH CHILDREN**

The ONE in FIVE Campaign

28.06.12



THE COUNCIL OF EUROPE ONE IN FIVE CAMPAIGN TO STOP SEXUAL VIOLENCE AGAINST CHILDREN

- ❖ Our vision is a Europe and world where none of five children is a victim of sexual violence
- ❖ The overall objective: to increase the level of commitment and action needed to stop sexual violence



THE COUNCIL OF EUROPE ONE IN FIVE CAMPAIGN TO STOP SEXUAL VIOLENCE AGAINST CHILDREN

- ❖ Goal 1: To achieve further signature, ratification and implementation of the Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse (Lanzarote Convention).
- ❖ Goal 2: To equip children, their families/carers and societies at large with the knowledge and tools to prevent and report sexual violence against children, thereby raising awareness of its extent.



THE COUNCIL OF EUROPE ONE IN FIVE CAMPAIGN TO STOP SEXUAL VIOLENCE AGAINST CHILDREN

Achievements so far

- ❖ Total of signatures 24 and ratifications 19
- ❖ Lanzarote Convention entered into force 1.1.2012 in Croatia and in Luxembourg; and entered into force 1.4.2012 in Bulgaria and Turkey. On 1st July 2012, it will enter into force in the Republic of Moldova. On 1st October 2012 it will enter into force in "The former Yugoslav Republic of Macedonia".
- ❖ A monitoring mechanism, the Lanzarote Committee has been set up to ensure effective implementation and monitoring of the Convention.



HOW DO WE CAMPAIGN

ONE in FIVE Campaign

- ❖ The Secretariat in the Children's Rights Division co-ordinates and supports campaigning in the member states.
- ❖ This support includes:
 - ❖ guidance on how to build a campaign team
 - ❖ support for Council of Europe partners in the campaign
 - ❖ authorisation to use the campaign material, campaign logo, etc
 - ❖ assistance in the production of awareness-raising material in the national language(s)
 - ❖ provision of expertise aimed at facilitating the signature, ratification and implementation of the Lanzarote Convention.

HOW DO WE CAMPAIGN

ONE in FIVE Campaign

- ❖ Intersecretariat ONE in FIVE campaign working group (transversal approach)
- ❖ Collaborative working space
- ❖ Campaign Guidelines
- ❖ Member state campaign monitoring tool
- ❖ Support of the the Deputy Secretary General
- ❖ Parliamentary dimension: 46 contact parliamentarians, handbook, newsletter, campaign material etc.
- ❖ Congress dimension: A Strategic Action Plan for the Congress of Local and Regional Authorities of the Council of Europe

ACHIEVEMENTS

ONE in FIVE Campaign

- ❖ **So far 17 Campaigns have been launched:**
Armenia, Croatia, Cyprus, the Czech Republic, Georgia, Greece, Italy, Malta, Monaco, Mexico, Montenegro, the Russian Federation, Serbia, Spain, Sweden, Switzerland, "the former Yugoslav Republic of Macedonia"
- ❖ **8 Campaigns to be launched soon:**
Azerbaijan, Finland, Hungary, Luxembourg, Romania, San Marino, Turkey, Ukraine
- ❖ **32 member states have officially expressed their interest (e.g. Lithuania: interministerial Lanzarote working group)**

ACHIEVEMENTS

ONE in FIVE Campaign

- ❖ **Support from**
- ❖ UN Special Representative on Violence against children
- ❖ UNICEF Regional Office in Geneva (UNICEF Turkey, UNICEF Serbia, UNICEF Macedonia)
- ❖ The EU -> The European Economic and Social Committee, The EC (children's rights coordinator in DG for Justice)
- ❖ ELSA for Children Legal Research Group (42 countries across Europe)

ACHIEVEMENTS

ONE in FIVE Campaign

- ❖ **Support from**
- ❖ CRIN, ECPAT, Eurochild
- ❖ Oak Foundation
- ❖ Private sector: Air France, Aegean Airlines
- ❖ Sport sector: Spain Real Madrid, Cyprus Omonia football team, Youth Organisation of the European Non-Governmental Sports Organisation (ENGSO Youth): prevention of sexualised violence in sports sector
- ❖ **Kiko's Friends:**
 - Michelle Platini** UEFA President
 - Jude Law** Actor
 - Najat Maalla M'Jid** United Nations Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography

ACHIEVEMENTS 2011

ONE in FIVE Campaign

- ❖ **Goal 2: To equip children, their families/carers and societies at large with the knowledge and tools to prevent and report sexual violence against children, thereby raising awareness of its extent**
- ❖ ONE in FIVE website with updates
- ❖ **The Underwear Rule website in 8 languages;** French, English, Spanish, Czech, Italian, Dutch, Russian, Serbian
- ❖ Kiko material has been translated in 29 European languages
- ❖ **TV Spot has been adapted in 14 languages:** Armenian, Croatian, Czech, Dutch, English, French, Georgian, Greek, Italian, Ukrainian, Serbian, Spanish, Russian, Azeri.

One in Five

http://www.coe.int/t/dg3/children/1in5/default_en.asp

Apple Yahoo! Google Maps YouTube Wikipédia Informations (1959) Divers

Council of Europe

COUNCIL OF EUROPE CONSEIL DE L'EUROPE

Home Site map Contacts Children's Rights Council of Europe

Print Send Français

Our campaign

- Objectives of the campaign
- Overarching messages
- "The Underwear Rule"
- Campaign material
- Launch and events
- Partners
- Contact us

National Campaigns

How to join

What to do

What we know

Parliamentary dimension

ONE in FIVE

The Council of Europe Campaign to stop sexual violence against children

Available data suggest that **about 1 in 5 children** in Europe are victims of some form of sexual violence. It is estimated that in 70% to 85% of cases, the abuser is somebody the child knows and trusts. Child sexual violence can take many forms: sexual abuse within the family circle, child pornography and prostitution, corruption, solicitation via Internet and sexual assault by peers.

The ONE in FIVE campaign has two main goals:

- to achieve further signature, ratification and implementation of the **Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse**
- to equip children, their families/carers and societies at large with the knowledge and tools to prevent and report sexual violence against children, thereby raising awareness of its extent.

Explore this website to learn more about sexual violence against children and the measures that you can take to combat it! And pass the word on to others!

See the Euronews interview of the Deputy Secretary General of the Council of Europe

THE UNDERWEAR RULE

NEWS

A PACE contact parliamentarian supports the ONE in FIVE campaign in Cyprus

Stopping sexual violence through international standards: report from high-level round table in New York

Austria ratified the Lanzarote Convention

Hope for Children Cyprus started the ONE in FIVE campaign

[Read the news](#)



Support the Campaign

Campaign in Italy

Teach your child the Underwear Rule!

http://www.underwearrule.org/

Apple Yahoo! Google Maps YouTube Wikipédia Informations (1959) Divers


 **Council of Europe**  **THE UNDERWEAR RULE**


[Home](#) [One in Five](#) [Contacts](#) [Children's Rights](#) [Council of Europe](#)


[Print](#) [Send](#)


TEACH YOUR CHILD THE UNDERWEAR RULE

About one in five children falls victim to abuse. You can help prevent this happening to your child. Teach your child The Underwear Rule.


 **WATCH THE FILM**

 **THE UNDERWEAR RULE**

 **DOWNLOADS**

 **THE BOOK**

OTHER LANGUAGES





ACHIEVEMENTS 2011 ONE in FIVE Campaign

- ❖ Goal 2
- ❖ The Armenian, Spanish and Georgian Kiko TV spots provide a free helpline number offering immediate assistance and counselling to victims or anyone who wishes to report or needs more information on sexual violence against children
- ❖ Children's views and responses to the material are already and will be available in the future for our reflection, learning and monitoring from Serbia, Spain, the Czech Republic, Monaco, France and Cyprus

ACHIEVEMENTS 2011

ONE in FIVE Campaign

- ❖ Goal 2
- ❖ The Kiko material has received many **awards**: in November 2011 by the European Economic and Social Committee (EESC) **for the best practise in preventing and protecting children from sexual violence in Europe**
- ❖ A Round Table of academics and practitioners (Dec 2011 in London organised by the University of Bedfordshire&CoE) to share ideas of establishing a **potential European network to support participation of children and young people for combatting sexual violence against children**

POTENTIAL AREAS OF COOPERATION

- NGOs may join and support the ONE in FIVE Campaign
- NGOs may raise awareness on the Lanzarote Convention and may urge authorities to swiftly ratify this legal instrument
- ONE in FIVE Campaign as a dynamic vehicle for the Lanzarote Committee

For more information, please visit:

www.coe.int/oneinfive





Thank you



one in five
un sur cinq



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE