



**Annual Report 2015**

## THE BATTLE AGAINST THE (ONLINE) SEXUAL ABUSE OF CHILDREN IS NOT OURS ALONE. WE WORK WITH VARIOUS ORGANISATIONS, BOTH ON A NATIONAL AND AN INTERNATIONAL LEVEL:

**WE COOPERATE NATIONALLY** with the Dutch police and the Ministry of Security and Justice, the digital awareness programmes of the ECP (a platform run by the government, private sector and public welfare organisations aimed at strengthening the use of ICT in the Netherlands), *the Kindertelefoon* (hotline for children), De Waag, ECPAT, *Bureau Nationaal Rapporteur Mensenhandel* (national human trafficking watchdog), *Slachtofferhulp Nederland* (Victim Support Netherlands), Pretty Woman, Fier Fryslan, Free a Girl, Terre des Hommes, Plan Nederland, Mijn Kind Online (My Child Online) and the Dutch Hosting Provider Association.



Ministerie van Veiligheid en Justitie



Ministerie van Volksgezondheid,  
Welzijn en Sport

**WE COOPERATE INTERNATIONALLY** with the members of INHOPE, the international organisation supporting 51 hotlines in 45 countries worldwide and with international police organisation Interpol. In addition, through Helpwanted.nl we are active in networks INSAFE, the network for youth hotlines, and Child Helpline International.



### STICHTING EXPERTISEBUREAU ONLINE KINDERMISBRUIK

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- [meldpunt-kinderporno.nl](http://meldpunt-kinderporno.nl)
- [helpwanted.nl](http://helpwanted.nl)
- [stopitnow.nl](http://stopitnow.nl)
- [meldkindersekstoerisme.nl](http://meldkindersekstoerisme.nl)

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**HELPWANTED.nl**  
meld online seksueel misbruik



**meldkindersekstoerisme.nl**

**STOP  
IT  
NOW!**

Bel 0800  
266 64 36

Start het gesprek  
Stop kindermisbruik

# Preface

In 2015, *Stichting Meldpunt ter bestrijding van Kinderpornografie op Internet* (hereafter: Meldpunt) assessed a total of 63,056 images, videos and websites of suspected child sexual abuse. There were 25,347 individual national and international reports, an increase of 54% from the previous year.<sup>1</sup> There was also a significant increase in the number of reports or contacts at the projects Helpwanted.nl, the youth hotline and helpline, at reporting site Meldkindersekstoerisme.nl and at telephone helpline Stop it Now!. These projects are described in detail in this annual report.

On the administrative level, big steps were taken as well at *Stichting Meldpunt ter bestrijding van Kinderpornografie op Internet*. In February a new director was appointed, in the summer the new website was launched and in December, the new name of the foundation and the new objectives were established. From December onwards, our new name is *Stichting Expertise Bureau Online Kindermisbruik*.

Combating child pornography and child sex tourism has priority on a national level. The Public Prosecutor's annual report over 2014 shows that in that year, 329 victims were identified, a much higher number than in previous years (239 in 2012 and 130 in 2013). This is good news, firstly for the victims themselves, but also because such a national policy will have to lead to greater support in terms of manpower and means. In light of the continuous increase of reports to Meldpunt, we are urgently seeking financial support to ease the pressure on employees and to keep the quality of report handling high.

Meldpunt thanks the Ministry of Security and Justice, the Ministry of Public Health, Welfare and Sports, the European Commission, the sponsors and donors (from large to small) for their financial contributions in 2015 to help combat the sexual abuse of children on the internet. Every organisation depends greatly on the people that work there. We are lucky to have such highly motivated people for whom the sexual abuse of children is not just an abstract concept.

On behalf of the executive committee and the employees,  
Arda Gerkens (director)

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<sup>1</sup> For more information on these figures, go to pages 9 and 10



*“Meldpunt has a unique position in the combat against the sexual abuse of children in the Netherlands. The country is known for its excellent internet infrastructure, which is important for economic growth and makes it attractive for various initiatives and businesses. The people at Meldpunt are confronted with one of the downsides of this infrastructure every single day. KPN supports the views of Meldpunt and appreciates the level of professionalism and dedication of its employees, especially considering what they deal with on a daily basis.”*

**Brechtje Spoorenberg,**

Corporate Social Responsibility Manager at KPN

*“SIDN (foundation for internet domain registration) aims at providing a worry-free digital presence for everyone through our services in the field of innovative and safe domains and digital identities. But we also support social initiatives that stimulate the use of the internet or fight the negatives sides of it. Meldpunt single-mindedly focuses on its thankless objectives, which unfortunately remain necessary, but deserves all the support it can get.”*

**Maarten Simon,**

Legal & Policy Manager at SIDN

*“For us at Leaseweb – one of Europe’s largest ISPs with unmanaged services – the work that Meldpunt do is of immense value. Without Meldpunt, an ISP such as ourselves would only see the tip of the iceberg hiding in its network. Through Meldpunt, Leaseweb can fight child sexual abuse and child erotica and remove them from our network. Based on their accuracy and in particular their expertise, we consider Meldpunt a ‘Trusted Notifier’, allowing us to follow up on the reports we receive from Meldpunt without difficulties, also because they use Dutch law as their guideline.”*

**Lesley Koomen,**

Senior Case Manager at Leaseweb



# Meldpunt Kinderporno op Internet

# Meldpunt Kinderporno op Internet

In 2015, Meldpunt assessed 63,056 images, videos and websites of suspected sexual abuse of children. This is a much higher number than that assessed in 2014 (28,960). However, we cannot compare these two numbers. The massive increase is not only due to a higher number of reports made, but also to a change in the way we register cases in the new IC-CAM database. The old database registered only the website itself, but now we can treat all the materials within a particular website on an individual basis, which results in more 'secondary reports', about which we give more information further on in this report. Of those 63,056 images, videos and websites, 75% were punishable by law (illegal).

Photos and videos of child sexual abuse on the internet can be reported through the meldpunt-kinderporno.nl website (see page 12 for a diagram of the report procedure). We differentiate between reports from individuals in the Netherlands and reports received through INHOPE, the international hotline network.

## IC-CAM DATABASE

At the end of 2014, INHOPE had the database IC-CAM developed in cooperation with Interpol and through the financial support of the European Commission. The objective of IC-CAM is to improve the analysis of images and ease victim identification. IC-CAM allows us to search a web page, compare the hashes (digital finger prints) to known illegal material in Interpol's own database and select unknown material for assessment by one of our analysts.

## THE FIGURES

IC-CAM and the new working method have led to a significant increase in material assessed by our analysts. Previously, entire websites were analysed but now each image or video on a website is assessed individually. The additional reports generated by this method we call 'secondary reports'. Because the new registration method gives a clearer picture of the number of images assessed and the pressure this puts on our employees, we will publish these separately from now on (see Table 1: Reports and Secondary Reports). The total number of reports and secondary reports equals the number of images, videos and websites we have analysed.

|   | 2013          | 2014          | Increase % | 2015          | Increase % |
|---|---------------|---------------|------------|---------------|------------|
| Reports<br>(from the Netherlands and other countries) | 15.648        | 16.489        | 5          | 25.347        | 54         |
| Secondary Reports                                     | 7.630         | 12.471        | 63         | 37.709        | 202        |
| <b>Total</b>  | <b>23.278</b> | <b>28.960</b> | <b>24</b>  | <b>63.056</b> | <b>118</b> |

Table 1: Reports and Secondary Reports

The figures for 2015 are the baseline for the number of images, videos and websites assessed as 2015 was the first whole year we worked with IC-CAM. This explains the increase of 202%. Next year we can first see the actual increase, if any.

## A CLOSER LOOK AT THE FIGURES

### *Reports from the Netherlands and other countries*

There is not only an increase in the number of images, videos and websites assessed and the number of secondary reports. As can be seen in Table 1, the number of reports from the Netherlands and other countries rose by 54% as compared to 2014.

The majority of reports in 2015 came from abroad through other hotlines in the INHOPE network (61%, see Image 2).

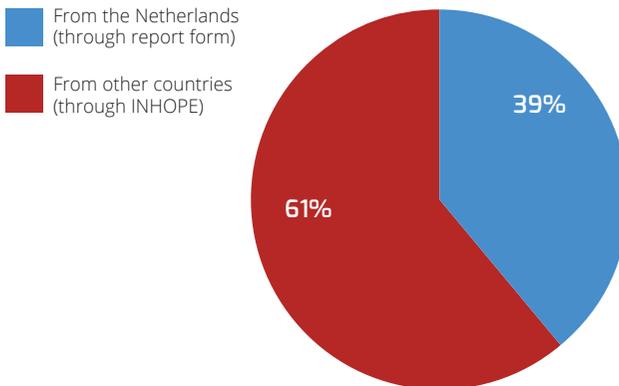


Image 2. Reports from the Netherlands and abroad

Compared to 2014 we received 76% more reports through INHOPE and 27% more from the general public (see Figure 3). A large part of the increase in the number of reports is therefore due to an increase in the number of reports received from other countries through the INHOPE network.

|  | 2014          | 2015          | Increase % |
|--|---------------|---------------|------------|
| From the Netherlands (through report form) | 7.661         | 9.763         | 27         |
| From other countries (through INHOPE)      | 8.828         | 15.584        | 76         |
| <b>Total</b>                               | <b>16.489</b> | <b>25.347</b> | <b>54</b>  |

Figure 3: reports from the Netherlands and other countries

### Illegal materials

Of the 63,056 images, videos and websites assessed, 47,006 cases (75%) were found to be illegal as stipulated in article 240b of the Dutch Penal Code. In 2014 this was 62%. Material we assessed as ‘not illegal’ was categorised under headings such as ‘adult pornography’, ‘child erotica’ and ‘non-accessible material’ (see Image 4).

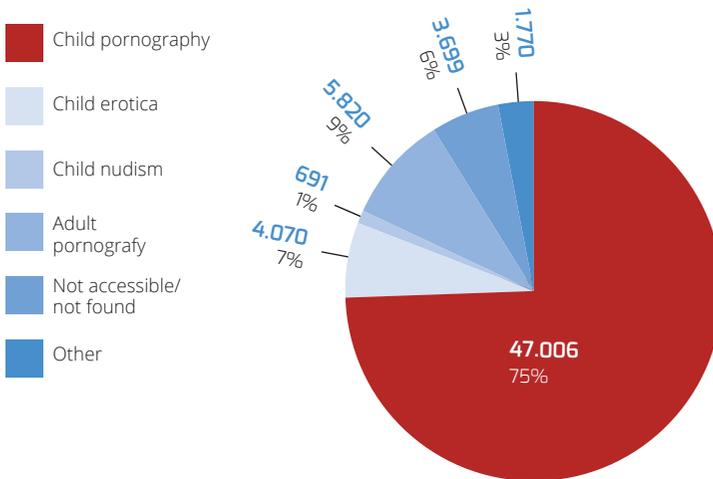


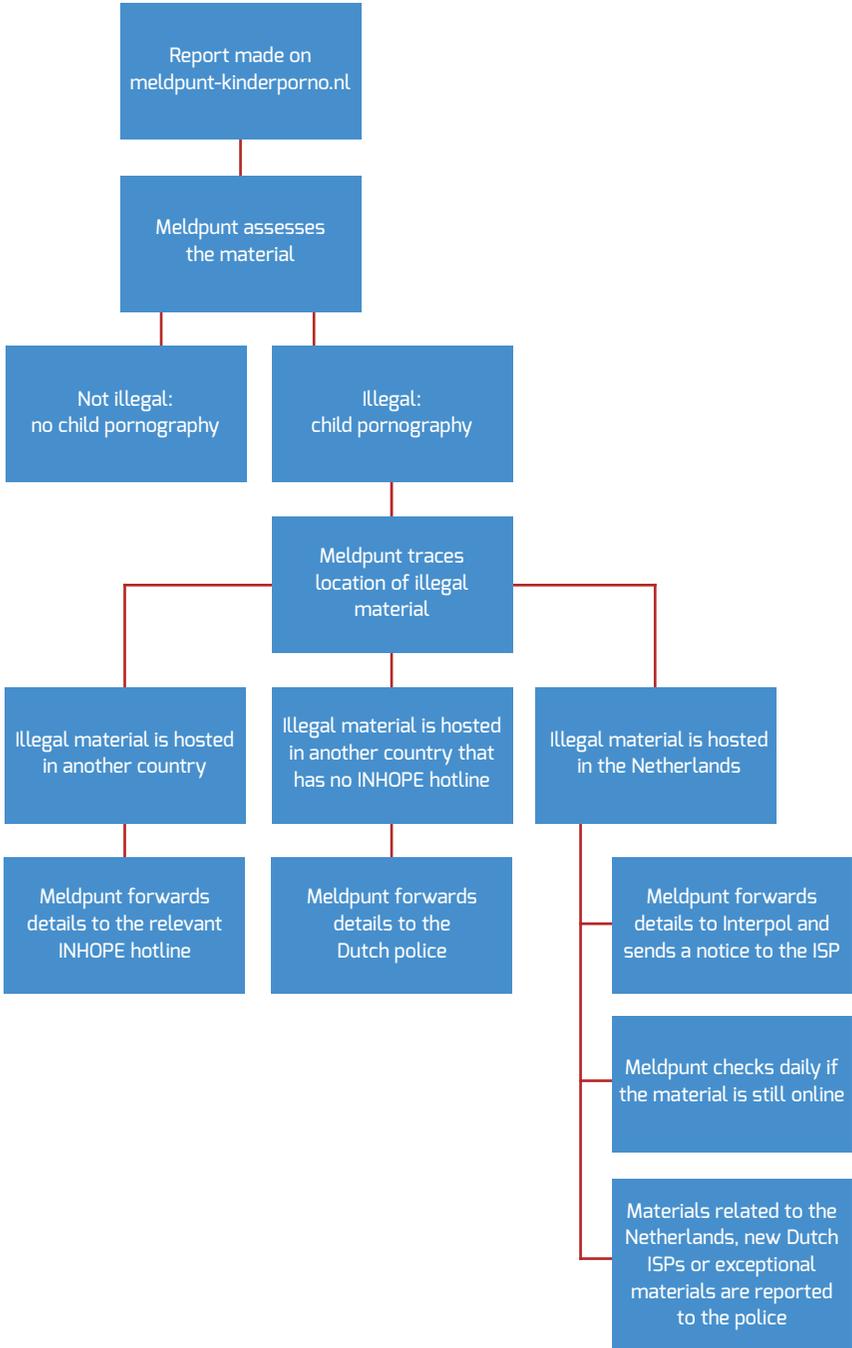
Image 4. Illegal material and other categories

The other images were found on servers abroad and sent to the hotlines in the relevant countries through IC-CAM.

The largest part of the material analysed by Meldpunt was found on websites. Meldpunt also received a small number of reports concerning Usenet, spam, peer-to-peer networks and chat sites.

In previous years, we also reported on gender ratio and age categories of the children involved in the illegal material. Due to the changes with the new IC-CAM database, these figures were not yet available at the time of writing, but they will be published on our website at a later date.

## REPORTING PROCEDURE





**HELPWANTED.nl**

meld online seksueel misbruik

Valt iemand jou op  
internet lastig?  
Blokkeer en verwijder  
die persoon!



**HELPWANTED.nl**

meld online seksueel misbruik

Kijk op [helpwanted.nl](http://helpwanted.nl)  
voor meer tips



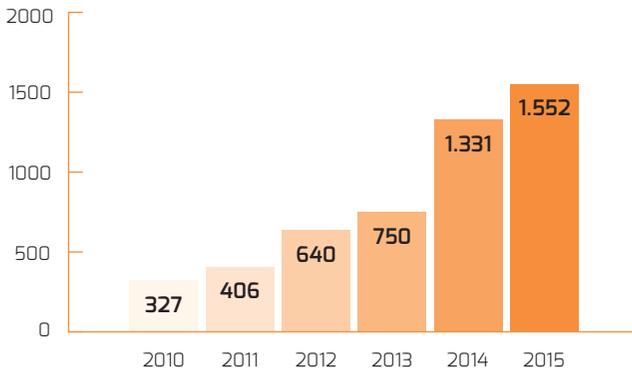
Stuur je melding via  
[helpwanted.nl](http://helpwanted.nl)

# Helpwanted.nl

The Helpwanted.nl website was launched in 2007 and offers help to children and young adults between 8 and 25 and their parents or caregivers with questions about online sexual abuse. Visitors can remain anonymous if they wish, and Helpwanted.nl offers advice and support where possible. The website also contains lesson plans and information videos for professionals (such as teachers and media coaches) and other caregivers willing to talk with young people about the risks of internet use. In 2015, 1,552 reports were made to Helpwanted.nl and 32,994 people visited the website.

## REPORTS KEEP INCREASING

The number of reports made at Helpwanted.nl is increasing each year. In 2015 the online report form, the young adults chat line and the telephone helpline for caregivers were contacted 1,552 times, an increase of 16.5% as compared to 2014.



*Increase in reports to Helpwanted.nl*

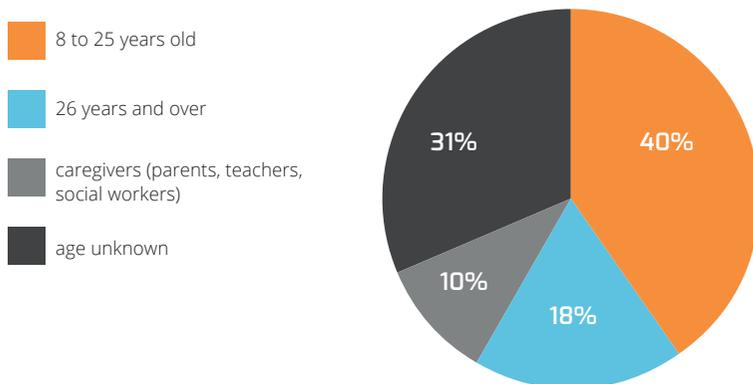
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## Grooming

Grooming in an internet context means seeking contact with children with the intention of meeting the child and ultimately having sexual contact. This practice has

been illegal in the Netherlands from 2010 (Penal Code article 248e). Internet has made it easy to contact minors anonymously.

Most reports (40%) were made by children and young adults between the ages of 8 and 25. 10% of reports came from caregivers. Caregivers here is understood to mean the victim's parents, teachers and social workers. In 31% of cases, the age of the person doing the reporting is unknown. 18% of reports were made by adults (above 25 years of age). In 2015 we decided to be firmer about the target group for Helpwanted.nl and focus strictly on children, young adults and caregivers. From mid 2015 we have therefore not accepted any more reports from people aged 26 and over, unless of course the report concerns a child. We now often refer these people to Victim Support Netherlands, hoping to lighten some of our workload.



*Age of people contacting Helpwanted.nl*

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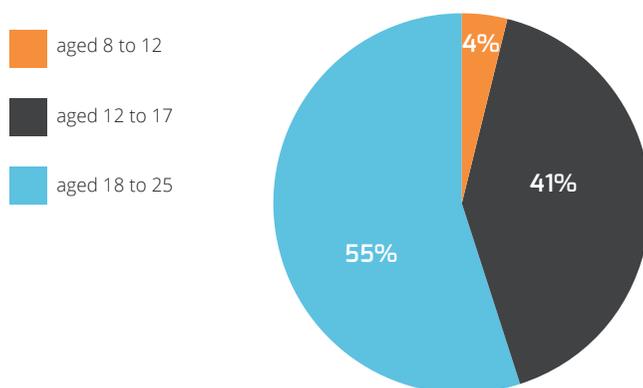
### Sexting

The word 'sexting' is a combination of the words 'sex' and 'texting'. Sexting is sharing or distributing photographs or messages with a sexual nature through a mobile telephone or other mobile media. It is not necessarily a problem when

young people do this of their own free will and the photographs are not distributed without the permission of the person(s) in the photograph. It may be part of the young person's normal sexual development.

## REPORTS BY CHILDREN AND YOUNG ADULTS (8 TO 25 YEARS OLD)

The target group of Helpwanted.nl consists of children and young adults between the ages of 8 and 25. More than half the reports (55%) in this age bracket were made by young adults between 18 and 25 years old. Only 4% were made by the youngest category of children between the ages of 8 and 12.



*People between the ages of 8 and 25 contacting Helpwanted.nl*

In 2015, Helpwanted.nl received almost the same amount of reports from boys (47%) as from girls (53%) in the ages 8 to 25. This difference is smaller than in previous years, probably because of the rising number of reports on sextortion made by boys.

There were marked differences between the subjects reported on between boys and girls. No less than 70% of the boys aged between 8 and 25 reported being threatened / blackmailed by means of a nude photograph (sextortion). This was also the biggest problem reported on by girls aged between 8 and 25 (36%). But girls also often reported on other problems: 18% has had a nude photograph or video posted online and 16% has had a nude photograph or video distributed by mobile phone. These problems were not nearly as much reported by boys.

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### Sextortion

Sextortion is extortion using a photograph or video of a sexual nature. The extortionist often first entices the victim to send nude photographs or take off their clothes in front of the

webcam. Then he threatens to distribute these images through the internet, for example by sending them to the victim's Facebook friends. The perpetrator is usually after money, sex or more photographs or videos.

|  | Boys aged between 8 and 25 | Girls aged between 8 and 25 |
|--|----------------------------|-----------------------------|
| Threatened/blackmailed by means of photo/video | 70%                        | 36%                         |
| Photo/video posted online                      | 10%                        | 18%                         |
| Photo/video distributed by mobile phone        | 2%                         | 16%                         |
| Approached online with a view to sex           | 3%                         | 4%                          |
| Abuse of social media                          | 1%                         | 6%                          |
| Saw child pornography                          | 2%                         | 3%                          |
| Other  | 12%                        | 17%                         |

*Problems reported on, by gender*

## SEXTORTION

As in 2014, in 2015 we received an unusual large number of reports on sextortion, a type of extortion using images of a sexual nature aimed at getting money, sex or more photos/videos. We received a total of 721 reports on this practice. About half of the people doing the reporting was under 26.

A large part of these sextortion reports (368) were from boys and men who had fallen victim to a specific type of extortion, each following the same pattern: a boy or man has webcam sex with a foreign girl whom he met on a chat site or Facebook. It is then revealed that the images of the webcam sex were recorded and subsequently the victim is threatened: if he doesn't transfer a significant amount of money, the webcam images will be put online or forwarded to his social media friends. The advice Helpwanted.nl gives to these victims includes breaking off all contact, not transferring any money and reporting the case to the police. Although the victims of this type of extortion seem to be mainly adult men (above 26 years of age), it certainly also happens to young people under 25 years of age.

We noticed that the police sometimes refers victims of this practice to us. (Desk) officers sometimes mistakenly state that a victim cannot report such cases to the police. Helpwanted.nl has no powers of criminal investigation and can only advise on how to deal with such a situation.

The girls reporting sextortion were often younger (most of them between the ages of 13 and 17) than the boys, and were dealing more often with extortion for sexual favours rather than money. In these situations, a boy will for example threaten to put nude videos or photographs online if a girl stops having sex with him or doesn't want to send him any more photographs of a sexual nature. *In 2016 we will publish a report with more background on the figures of Helpwanted.nl.*

### HELP AND ADVICE

Wherever possible, Helpwanted.nl gave advice and tips on what to do in the victim's particular situation. This would include advice on the type of situations that can be reported to the police, what to bring when filing a police report, but also on how to have damaging images removed from the internet. If the victims could not do this themselves, we would help them. Helpwanted.nl has so-called 'trusted flagger' status, which means that reports from Helpwanted.nl to social media websites will be treated with higher priority.

### INFORMATION VIDEOS FOR USE IN SCHOOLS

Helpwanted.nl still received regular requests from schools to come and give information sessions. Unfortunately, due to limited financial means, we almost always have to refuse such requests. Helpwanted.nl has developed campaign materials for this particular purpose, and in 2015 we also launched a series of information videos. These are available (free of charge) through our website.

### HELFWANTED.NL IN THE MEDIA

The media had no trouble finding Helpwanted.nl in 2015, with extra attention for the practices of sexting, grooming, sextortion and revenge pornography.



*Organisations dealing with the victims of sexual abuse on the internet, such as the Dutch Helpwanted.nl, want social media to start using these systems for revenge pornography as well. They are also asking Facebook to adopt a system that stops videos from being distributed as soon as users mark them as unsuitable. Facebook says it is investigating if this is possible, even though it has no concrete plans to adopt such a system.*

**NRC Next,**

5 November, 2015

*“The first thing you should do is contact the website that has placed the material online”, advises Maaïke Pekelharing of Meldpunt Kinderporno and Helpwanted.nl, part of a number of international helpline networks. “State that you never granted permission to have those photos or videos published and that you want them removed as soon as possible. If you’re under 18 years old, state that too. That fact makes it child pornography, often prompting websites to remove the material even faster.”*

**RTL Nieuws,**

25 June, 2015

## **MELDKNOP.NL**

The Meldknop portal was initiated by Digiveilig (which promotes the safe use of internet) and Helpwanted.nl. Many of the visitors of Helpwanted.nl originate from Meldknop.nl. The Meldknop website is a portal where a number of organisations (the children’s helpline, a website about bullying, a hotline service for discrimination on the internet, a site where you can ask questions of the police force and Helpwanted.nl) give information to young people about what they can do when they are in trouble online. In 2015 there was an increase (as there was the year before) in the number of visitors to Meldknop.nl. In 2015 almost 110,000 people visited the website. The page about bullying by means of posting nasty videos about someone received a particularly high number of visitors. The browser button was downloaded 1,230 times.

*Some examples of reports:*

*“That person recorded a video through Skype while I was told to do sexual acts. Now I’m being threatened into transferring money.”*

*“My 12-year old son has received private messages asking him to send nude photographs, using sexual language and offering rewards such as FIFA coins.”*

*“He is blackmailing me with photographs and videos of me, and if I don’t do what he wants, he will send them to all my Instagram followers.”*

**STOP  
IT  
NOW!**

**Bel 0800  
266 64 36**

**Start het gesprek  
Stop kindermisbruik**

# Stop it Now!

Stop it Now! is a shared initiative of Meldpunt and forensic outpatient clinic De Waag. Stop it Now! aims at preventing child sexual abuse and focuses mainly on the (potential) perpetrator. Adults and young people who are worried about the sexual feelings they have for children can discuss these matters with the helpline anonymously. This can help them deal with these feelings in a way that is safe for all. If necessary, they can register for (preventive) treatment at De Waag. Family members, the general public and professionals can also come to Stop it Now! for advice and help. This can help stop people from actually downloading child pornography or abusing children. In 2016 the helpline has been in existence for 4 years.

The helpline at number **0800-266 64 36** is free of charge and open every weekday. Calls can be made anonymously. Opening hours are given on the [stopitnow.nl](http://stopitnow.nl) website.

## PREVENTING (ONLINE) CHILD ABUSE

Stop it Now! is aimed at preventing child sexual abuse, both offline and online, by offering support to people worried about their sexual feelings for children and/or their behaviour towards children, also when these are only practised online.

There is a real need for this work: the continuous increase in reports to Meldpunt indicates that the demand for images of child sexual abuse is high. Some people think that just looking at these materials is not such a bad thing, because they don't make any victims themselves. However, it is not a matter of "just looking at some images": these images are created by photographing or videotaping the sexual abuse of children. Behind every image there is a world of pain: many of the children in the images are abused for long periods of time. Also, we mustn't forget that photos and videos of the abuse will remain online for years, if not forever. Watching and downloading such material creates a demand for new material, which means more abuse.

## BREAKING THE TABOO OF HAVING FEELINGS FOR CHILDREN

The taboo on talking about having feelings for children and about feeling the need to search for images of child sexual abuse is huge. Society in general abhors these matters and tends to shut people with these feelings off completely. Talking about such feelings is accompanied by deep shame and guilt. As a result, these people don't receive help and lead very isolated lives, which actually increases the chance of abuse. Treatment aimed at learning to deal with these feelings and urges has proven to be successful; in many cases people stop watching images of child sexual abuse, and treatment can prevent them from taking the next step to actual, hands-on abuse.

## MORE PEOPLE CONTACTING STOP IT NOW!

Last year, Stop it Now! was contacted 416 times, an increase of 11% when compared to 2014. Contact was made by phone in 303 cases and through email in 113 cases.

In 94 cases, the person contacting the helpline was looking for support because they were worried about their own sexual feelings for children, and in 62 cases they were worried about the feelings or behaviour of someone they knew.

More and more professionals are calling the helpline, a total of 42 in 2015. Many of them wanted to discuss a case anonymously or ask for advice about

|  |            |
|--|------------|
| Unique number of people worried about their own behaviour or feelings for children                 | 94         |
| Unique number of people worried about someone else's behaviour or feelings for children            | 62         |
| Professional asking for advice/information   | 42         |
| General request for information  | 53         |
| Not serious  | 14         |
| <b>Number of times the helpline was contacted (unique)</b>   | <b>241</b> |
| <b>Total number of times the helpline was contacted (including return calls and return emails)</b> | <b>416</b> |

one of their clients who had admitted to having sexual feelings for children. Stop it Now! observes that many counsellors or care providers do not have sufficient knowledge of paedophilia or child pornography, which makes it essential that Stop it Now! is also known to care providers.

A total of 68 calls/emails came from people who were worried about their own feelings and had contacted Stop it Now! before. In the first call, callers are given the opportunity to continue their contact with the helpline, or to have a consultation (if necessary by telephone) with a therapist. We notice that many people are initially afraid to ask for support; after a number of calls with the helpline they often have enough confidence to enter into a treatment programme.

Of the callers looking for support because they were worried about their own feelings for children, 40% moved on to a telephone consultation with one of the therapists at De Waag. Half the people in this group then entered into a treatment programme.

### **PEER GROUP MEETINGS**

In 2014 Stop it Now! started organising peer group meetings for partners, family members and friends of people whose behaviour towards children exceeds normal standards or who download child pornography. This 'forgotten' group often has questions about paedophilia or the safety of (their) children. They also often feel in need of support and acknowledgement. The meetings are hosted by a psychotherapist and a helpline employee and cover various subjects. Each peer group meets five times at one of the De Waag branches. In 2015 three peer groups were held of five meetings each.

### **PUBLICITY IS ESSENTIAL**

Having and discussing sexual feelings for children is still an immense taboo, a fact exemplified by the difficulties Stop it Now! is experiencing in getting publicity for their helpline. We are pleased to mention an exception here, namely the city of The Hague, which provided funding for local campaigns. In the autumn of 2015, Stop it Now! used some of their limited financial funds to start a campaign on local news channels, offering our commercial as a 'stopper ad' (filler). As this coincided with the national focus on paedophilia at the time Jules Mulder left as director of *De Waag*, a number of articles appeared in various newspapers about the support offered to paedophiles. This in turn resulted in a significant increase in the number of callers during the last few months of 2015, a development continuing into 2016.

Having sexual feelings for children is not a choice, and people who discover they have these feelings often sink into crisis, which could lead to them taking steps that are wrong and harmful for children. There is a great need for an anonymous helpline for these people, who cannot be reached in any other way. Unfortunately, we only reach the tip of the iceberg due to our limited financial means. Stop it Now! urges for an increase in its budget so more people can be reached and helped in dealing with their feelings for children.

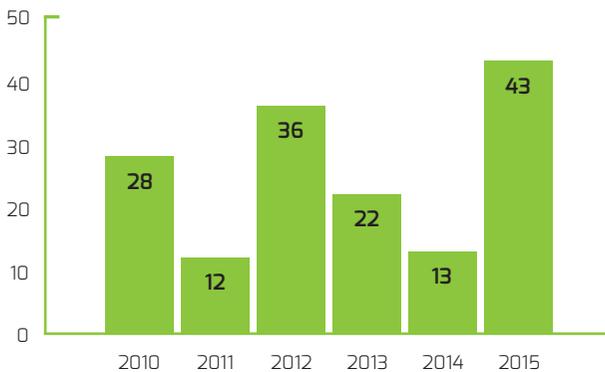


# Meldkindersekstoerisme.nl

Since 2010 the general public can report suspected child sex tourism through Meldkindersekstoerisme.nl, if necessary anonymously. Employees of Meldpunt process the reports and forward them (depersonalised) to the National Police Force's dedicated Team for the Combat of Child Pornography and Child Sex Tourism (TBKK). Where necessary Meldpunt mediates between police and caller. Callers are also given the option of giving their information anonymously to the Dutch Police Force's Criminal Information Team (TCI).

## MOST REPORTS EVER

In 2015 43 reports<sup>2</sup> were made filed on the Meldkindersekstoerisme.nl website, the highest number since the website went online.



*Number of reports per year*

At the end of 2014 the website was renewed completely, and since then, the quality of the reports received has improved noticeably. People leave more useful information, including photographs, and fill out their contact details more often than before, enabling us to contact them in case of further questions.

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<sup>2</sup> Not all reports dealt with child sex tourism; some were concerning child abuse in the Netherlands or (images of) child sexual abuse on the internet. Meldpunt does not officially assess these reports. Information about the exact number of reports that actually dealt with child sex tourism and/or contained sufficient information to start a criminal investigation is only known to the police.

A total of 152 reports have come in since 2010. The high scores in 2010, 2012 and 2015 could be explained by the information campaigns held during those years.

De meldingen zijn afkomstig van:

- Tourists and business travellers
- Travel organisation staff
- Expats / Dutch people living abroad
- NGO staff / volunteers
- Family, (ex)partners or acquaintances of possible perpetrators

### **DON'T LOOK AWAY CAMPAIGN**

On 26 March 2015, the Dutch Minister of Security and Justice Ard van der Steur launched the Don't Look Away campaign at Amsterdam Airport Schiphol. The campaign is a multi-stakeholder cooperation between the Dutch Ministry of Security and Justice, the Royal Netherlands Marechaussee, the National Police Force, Meldpunt Kinderporno, the ANVR (association of Dutch travel agents), TUI Benelux, ECPAT, Terre des Hommes, Plan Nederland and Free a Girl. The campaign fits in with the EU project of the same name that is run by ECPAT in 7 countries.

The objective of the campaign is to generate more reports with sufficient leads to start a criminal investigation. *Don't Look Away* is aimed at travellers and tourists, Dutch people living abroad and employees of travel organisations, international development organisations and businesses with a presence abroad. The Dutch Ministry of Security and Justice and the Royal Netherlands Marechaussee both subsidised the *Don't Look Away* campaign in 2015. Meldpunt managed the subsidies and played an important part in the running of the campaign, the distribution of campaign materials and, from June onwards, the overall coordination of the campaign.

#### ***Large audience***

The launch of the *Don't Look Away* campaign received a lot of attention from the media. The launch included the reveal of the campaign image and logo, an information flyer and an English flyer about the Certificate of Good Conduct. The website was extended to include a campaign page. The website also includes a digital information package containing all the campaign materials available in both Dutch and English, allowing other countries to adopt the campaign easily. A total of about 300 posters and 8,000 flyers were distributed to organisations such as Amsterdam Airport Schiphol Customs, police stations, public health

clinics for people travelling abroad, members of ANVR (association of Dutch travel agents), tourism schools, Accor hotels and the Terre des Hommes travelling exhibition about child sex tourism.

All campaign partners notified their own target audience about the *Don't Look Away* campaign through their own websites, social media, newsletters and magazines. A message was distributed through the police and Royal Netherlands Marechaussee intranets, reaching thousands of employees. Several travel websites and travel forums placed digital banners. The *Don't look Away* accounts on Twitter and Facebook held a social media campaign over the summer months, financed by ECPAT and reaching more than a million views. A free Boomerang postcard was developed, of which more than 100,000 copies were distributed to bars and clubs in Amsterdam, Rotterdam, the Hague and Utrecht. Travel magazine Columbus and several travel organisations' (in-flight) magazines published articles about the campaign.

We're looking back at a successful year with an increasing number of reports. However, Meldpunt does not receive funds for the operational activities of Meldkindersekstoerisme.nl, such as report handling, talking to callers, contacting the police and maintaining the website. In order for us to keep operating the website and guarantee the proper handling of incoming reports, we will need additional financing.

## OUTLOOK FOR 2016

- In 2015, Meldpunt participated in the police working group developing a 'child sex tourism toolkit'. The toolkit will be launched in 2016 and distributed through the Meldkindersekstoerisme.nl website.
- In 2016 there will be more *Don't Look Away* actions. For example, the *Vakantiebeurs* (travel fair and exhibition) will include a *Don't Look Away* stand where we will hand out flyers, and we have planned a poster campaign on airports as well as a social media campaign.
- Under the direction of *De Waag*, options have been explored to set up a Stop it Now! helpline in Thailand for expats with sexual feelings for children and for the people around them, with the aim of contributing to the prevention of child sex abuse abroad.



Meldpunt  
Kinderporno  
op Internet

# About us

## NEW DEVELOPMENTS

The name and objectives of the *Stichting Meldpunt Kinderporno op Internet* dated from its establishment in 1996. As agreed upon in consultation with the Ministry of Security and Justice, the articles of association, the objectives and the official name of the association were changed and registered on 17 December 2015.

Our official new name is *Stichting Expertisebureau (Online) Kindermisbruik* and our new objective is preventing and combating (online) child sexual abuse and the sexual exploitation of children.

In February 2015, Ms Arda Gerkens was appointed the new director of the association. From 2002 to 2010 she was a member of the Dutch Lower House of Parliament and ICT spokeswoman. In that capacity she dealt with this subject on a regular basis and got to know our association well. She is now not only the association's new director but also a member of the Upper House of Parliament for the SP (Socialist Party).

## BROAD COOPERATION

Cooperation with other organisations is a powerful tool, and where possible we cooperate with others to attain our goals. We cooperate or meet regularly with the following organisations and governmental institutions: the Ministry of Security and Justice, members of the Lower House of Parliament, the national police force, INHOPE, INSAFE, Interpol, De Kindertelefoon (child helpline), Meldknop.nl (information and reporting portal), internet providers, ECPAT , ECP (digital awareness programmes), Bureau Nationaal Rapporteur Mensenhandel (national human trafficking watchdog), Bureau Jeugd en Media (media awareness), Kennisnet (internet awareness), De Waag, Slachtofferhulp Nederland (Victim Support Netherlands), Pretty Woman, Fier Fryslan, Royal Netherlands Marechaussee, Free a Girl, Terre des Hommes, Plan Nederland, ANVR (association of travel agents), TUI Benelux (travel agent), the city of The Hague, the city of Amsterdam, the Dutch Hosting Providers Association and the Kinderrechtenhuis (organisation for child rights) and all organisations registered there.

## SUBSIDIES AND SPONSORS

To support its activities, Meldpunt receives subsidies from the Ministry of Security and Justice and the European Commission. KPN, XS4ALL, Leaseweb, Ziggo and SIDN are sponsors from the ICT sector.

In 2015, Stop it Now! also received a subsidy from the Ministry of Health, Welfare and Sports and the cities of The Hague and Amsterdam.

### STAFF AND EXECUTIVE BOARD

In 2014, there were nine staff members employed at Meldpunt, all from different backgrounds (such as educational science and psychology). Most staff members work part time. Because of the shocking content of the materials, the analysts are given psychological support.

In 2014, the Executive Board consisted of Jules Mulder (Chairman), Claudia Steeghs (Treasurer), Jan-Mark Wams, Theo Noten, Dawn Jacques (board members).

### NEW WEBSITE

In 2015 we launched the new Meldpunt-Kinderporno.nl website and a new logo was adopted. The site now looks more professional and has improved functionality.



*Our new logo*

### REPORTING SITE FOR THE BUDDHIST COMMUNITY

After reports in the media about sexual abuse in the Buddhist community, Meldpunt sought contact with this community to discuss if and where they needed our expertise. This resulted in the request for an independent reporting site for sexual abuse in the Buddhist community. Together with the community, Meldpunt developed and launched the Meldpunt BG website (reporting site for sexual abuse within the Buddhist community). Victims and the people around them can file a report online ([www.meldpuntbg.nl](http://www.meldpuntbg.nl)) or by telephone and receive advice about where to turn to for additional support. The website was launched on 2 November 2015 and received a lot of media attention. In March 2016 the project will be evaluated.

# Summary of the results in 2015

- In 2015, Meldpunt handled 25,347 reports, an increase of 54% when compared to 2014.
- Following up on these reports, our analysts assessed a total of 63,056 images, videos and websites.
- For the whole of 2015, Meldpunt used the new and promising IC-CAM database, a joint project between INHOPE and Interpol.
- In 2015, Meldpunt signed (long-term) sponsoring contracts with KPN, SIDN and Leaseweb.
- Ms Arda Gerkens (member of the Upper House of Parliament and former member of the Lower House for the Socialist Party) joined Meldpunt as its new director.
- In 2015 the media approached us on a regular basis asking for our comments on current affairs and published various articles about Meldpunt and its projects. Meldpunt was approached on more than 57 occasions by journalists asking for comments on subjects such as *sexting*, *grooming* and *sextortion*.

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- Helpwanted.nl has asked the media, the police and other organisations for their renewed attention for the growing number of reports of extortion after webcamsex (*sextortion*).
- Helpwanted.nl launched online information videos to reach a larger audience about issues such as *sexting*.
- The Meldpunt-Kinderporno.nl website has been completely renewed and given a more professional look.
- A total of 416 calls and emails were received by Stop it Now! More and more professionals in particular are contacting the helpline.
- Meldkindersekstoerisme.nl received a record high number of reports, meaning its participation in the *Don't Look Away* campaign can by rights be called successful.
- Meldpunt launched *Meldpunt BG* where sexual abuse within the Buddhist community can be reported.

Don't look  
away  
campaign  
successful

Stop it Now!  
contacted 416 times

Meldpunt BG launched

meldpunt-kinderporno.nl  
website renewed

# 2016

## LOBBY AND MEDIA

At a national level, we will keep on fighting to keep the combat and prevention of the (online) sexual abuse of children high on the political agenda. We will inform the relevant members of the Lower House of Parliament by means of a letter with recommendations. Just as in previous years, we will continue to contribute to research and reports such as those by the *Bureau Nationaal Rapporteur Mensenhandel en Seksueel Geweld tegen Kinderen* (national watchdog on human trafficking and violence against children). One of our other top priorities in 2016 will be cooperation with internet service providers.

The media is increasingly interested in issues such as *sexting* and *sextortion*. We will strive to keep it that way. In addition, Meldpunt would like to have more focus on psychological support for (potential) perpetrators in order to reduce child sexual abuse and the demand for new material.

## CAPACITY AND WORKLOAD

Last year, Meldpunt again received a significantly increased number of reports. Our employees (analysts) assessing the images of child sexual abuse feel a high level of responsibility for accurate report handling, but the amount of work keeps increasing to such an extent that it often exceeds our capacity, sometimes leading to situations in which not all reports can be handled properly. This in turn forces our employees to compromise the time they can spend on reports, resulting in an increased workload and high stress levels. The expansion of our staff made us decide to look for different office space in 2016. All activities are under pressure, and we keep looking for the financial means to ease our workload.

**HET MELDPUNT** – observes that a development is taking place in which illegal material is being moved to non-public environments such as closed-off networks. Many of these are websites requiring login details or payment. Because Meldpunt only has authority to assess the public areas of the internet, we cannot take action in these cases. In light of the increasing reports about such closed-off areas of the web, we consider this a worrisome development.

**HELPWANTED.NL** – is still receiving an increasing number of reports on *sexting*. *Sexting* seems to have become normal practice among young people, but most of them are not aware of the risks involved. Helpwanted.nl urges that more information is given in schools about this issue.

Moreover, we keep hearing instances of the police refusing to let people file police reports on sextortion even though this is a criminal offence. There seems to be some improvement, but Helpwanted.nl continues to urge that more training is given to police officers about this issue.

**STOP IT NOW!** – draws attention to the fact that the people around someone with deviant sexual behaviour constitute a forgotten group, whereas this group is in real need of acknowledgement and support. Stop it Now! intends to offer support group meetings at more locations around the Netherlands.

**MELDKINDERSEKSTOERISME.NL** - reports a sharp increase in the number of reports received in 2015. In 2016 they will remain an active participant in the *Don't look Away* campaign, helping to make travellers more aware that they can report suspected cases of child sex tourism.



### VISIT US

[www.eokm.nl](http://www.eokm.nl)

[www.meldpunt-kinderporno.nl](http://www.meldpunt-kinderporno.nl)

[www.helpwanted.nl](http://www.helpwanted.nl)

[www.stopitnow.nl](http://www.stopitnow.nl)

[www.meldkindersekstoerisme.nl](http://www.meldkindersekstoerisme.nl)

### FOLLOW US

@MeldpuntKP

@Stopitnow\_NED

@Helpwanted\_nl

### SUPPORT US

<https://www.meldpunt-kinderporno.nl/over-ons/steun-onze-strijd>



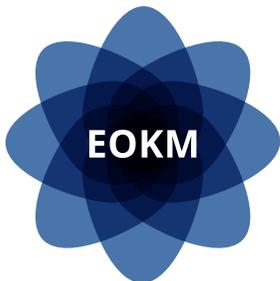
### CALL US

Helpwanted.nl for parents: telephone 020 - 261 52 32

Stop it Now! helpline: telephone 0800 - 266 64 36

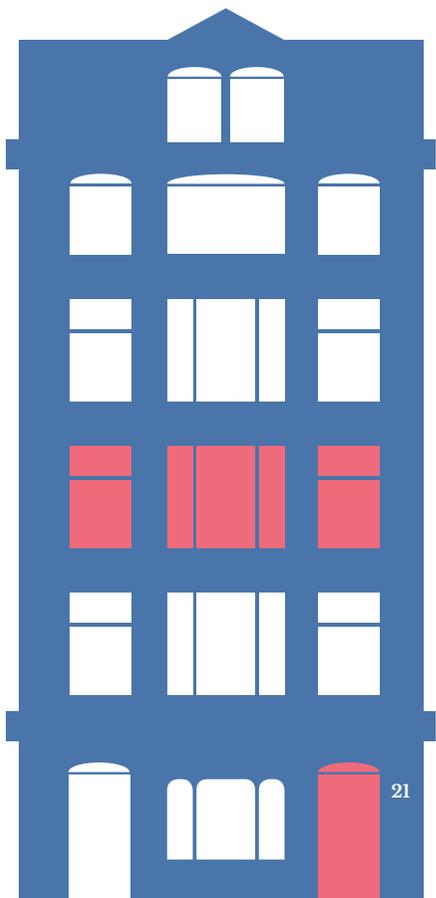


# ALL UNDER ONE ROOF



The Dutch hotline against child sexual abuse images on the Internet, Helpwanted.nl, Stop it Now!, Meldkindersekstoerisme.nl and Meldpunt BG will move to Amsterdam on April 1st, 2016 and will together form

## Expertisebureau Online Kindermisbruik



> [meldpunt-kinderporno.nl](http://meldpunt-kinderporno.nl)

> [helpwanted.nl](http://helpwanted.nl)

> [stopitnow.nl](http://stopitnow.nl)

Every child has the right to be protected against (online) abuse

> [meldkindersekstoerisme.nl](http://meldkindersekstoerisme.nl)

> [meldpuntbg.nl](http://meldpuntbg.nl)