

Do-It-Yourself Guide for Organising Affiliate Initiatives and Events: Appendices

Appendix 1: Event concept note

Concept Note for the High-level Virtual Event to Launch Together to #ENDviolence, a global campaign and Solutions Summit Series

Please use this example concept note as a guide only. Feel free to adapt as needed for your context and affiliate event objectives.

- **When:** 8.00 - 9.30am (ET) 15 December 2020
- **Co-hosted** by the End Violence Partnership + UN Member States (Pathfinders, Safe Online and Safe to Learn partners, donors) + key UN agencies + Civil Society Organisations + UN Member States
- **What:** 90 minutes including high-level remarks + issue grand challenge + launch campaign and Summit series + celebrity and child participation + videos

This high-level event will launch Together to #ENDviolence, an End Violence Partnership global campaign and Solutions Summit Series to inspire the end violence against children community and catalyse the political and financial commitments needed to end violence against children at home, online, at school and in their communities.

During the event, Together to #ENDviolence will issue a 12-month grand challenge to:

- **Build back better and safer for children.** Together, we will sustain investments in child protection services and do what is necessary to protect children within a COVID-19 world by prioritising ending violence against children for COVID-19 and post-COVID-19 policy, planning and financing.
- **Make a compelling human and economic case for increased national and global investments.** Together, we will promote, adapt and scale evidence-based solutions, including the INSPIRE strategies and WePROTECT's Model National Response — during COVID-19 and beyond.
- **Mobilise partners to carry forward momentum from the launch event** by creating a drumbeat of action, events and policy dialogue. Together, we will call for political and financial commitments to end violence against children. Global leaders will be encouraged to respond at an associated Leaders' Event in Summer 2021.
- **Renew the sense of urgency behind existing commitments to children.** Together, we will preserve and build on recent gains, showcase solutions and set an ambitious trajectory to achieve SDG 16.2 by 2030.

Background

Every year, violence against children (VAC) affects 1 billion children. That's an epidemic of violence and abuse that undermines all other investments in children, including in their health and education – often with lifelong consequences for individuals, families and communities.

Despite the global scale and national impact of VAC, and the widespread availability of evidence-based solutions including the INSPIRE strategies and WePROTECT's Model National Response, political attention is lacking and financial resources are inadequate. Yet the economic cost of VAC has been estimated at between 2-5% of GDP¹.

As a community, we need to step-up our efforts to make the human and economic case for investing in children's protection, and catalyse the political and financial commitments necessary to end violence against children for good. The impact of COVID-19 – and the heightened risk of violence that children now face – has made these efforts more important than ever.

By bringing the child violence prevention community together again for the first time since 2018, Together to #ENDviolence will provide the platform to call for urgent action as we enter the Decade of Action on the Sustainable Development Goals and consider how best to build back a safer world for children – during and beyond the COVID-19 pandemic.

The COVID-19 pandemic threatens to set back global advances in protecting children from physical, sexual and psychological violence and abuse. Efforts that are necessary to contain the virus are exposing children to increased risks of violence – including maltreatment, gender-based violence and sexual exploitation. UNICEF estimates that more than 1 billion children are at risk – especially the most vulnerable and girls.

We must ensure that basic children's services are sustained and that investment in those services, including child protection, continues during COVID-19. And we must make the case for that investment to substantially increase over time, so that the political will and finance are proportional to the scale and impact of the problem – and the cost to individuals, families and society.

The good news is that there is a growing movement of organisations and individuals who are working together and ready to respond to the grand challenge to realise a shared vision to end all forms of violence. They are resolute in their belief that ending violence against children is right because every child matters, and because behind every statistic is a human story of a child. And that belief is grounded in the possible: evidence-based solutions that work.

¹ Perezniето, P., Montes, A., Routier, S. & Langston, L. The costs and economic impact of violence against children. <https://www.odi.org/publications/8845-costs-and-economic-impact-violence-against-children> (Overseas Development Institute, 2014).

The high-level event to launch the Together to #ENDviolence campaign will feature global and national leaders from government, civil society, the private sector, the United Nations, faith-based organisations and children themselves. They will share their vision of a world without violence, set the path for what needs to happen to get to #ENDviolence by 2030, and issue a grand challenge to accelerate progress.

Potential aspects with framing of the event

- Golden thread: Elevate ending violence against children (EVAC) as a global priority for COVID-19 and post-COVID-19 policy, planning and financing and make the case for new political and financial commitments
- Bring the EVAC community together as one to speak with a united voice
- Launch the global campaign Together to #ENDviolence and the Solutions Summit Series
- Call for the implementation of the recommendations of the Global Status Report on Preventing Violence Against Children 2020 (and use it as a tool for commitments to be made in 2021 to close the gaps)
- Discuss the scale and impact of violence against children, the bottlenecks to progress, what is working and what is needed. Explore what the field needs to keep children safe at home, safe online, safe at school and safe in their communities. What trajectory is needed if we are to get to achieve SDG 16.2 by 2030? How do we get onto that trajectory?
- What can donors and the international community do, in practical terms, to support and help governments unlock the financing they need to invest in innovative and lasting prevention and response programs that keep children safe from violence?

Format

- 90 minutes
- Virtual, live streamed and pre-recorded messages
- High-level remarks from multiple sectors
- Children and celebrities
- Issue the grand challenge
- Launch the campaign and Summit series
- Videos
- Solutions Panel focused on unlocking the bottlenecks, securing political commitment and making the case for investment
- Interactive polls, translation channels

Appendix 2: Narrative arc

- Scale and impact of VAC is devastating + global investments and political will are inadequate
- COVID context has made it much worse + urgency + evidence-based solutions to build back safer
- Progress to inform and inspire us to EVAC at home, online, at school and in communities
- EVAC matters for the SDGs and the SDGs matter for EVAC, so collaboration across sectors is essential
- Progress will be informed by data, based on evidence and improved measurement
- Measurable progress will make an even more compelling case for more investment and political will

Introduction

- Powerful personal stories from children and adult survivors

Scene-setter

- Getting to zero VAC by 2030 – levels of violence are unacceptable
- COVID context – made the situation much worse
- Summit opportunity

Progress to inform, inspire and challenge others

- Solutions exist and progress is being made every day
- EVAC needs an integrated approach that protects children at home, online, at school and in their communities

SDG16.2 matters for the SDGs, and the SDGs matter for SDG16.2

- What will it take for a step change to achieving SDG 16.2 by 2030?
- What does the latest evidence tell us? Accelerated strategies during COVID-19 (panel)

The Investment case for EVAC

- Closing the political and financial gap. We are not making the necessary investments to make much needed progress and achieve SDG 16.2
- Build back better and safer for children. What is it going to take?

The power of partnership

- Formal launch of the Together to #ENDviolence Summit Series. We must do more together.

Launch Event - key messages and questions for speakers to address and respond to

- Current violence against children context you are witnessing, including impacts of COVID-19
- Progress is taking place every day; our country/organisation is contributing domestically and/or internationally in the following ways; Articulate an integrated whole of country/organisational approach to ending all forms of violence, as well as speaking directly to specific settings such as at home, school, online and community
- What does the field need to keep children safe at home, safe online, safe at school and safe in their communities? What are the key obstacles we must overcome together?
- What can donors and the international community do, in practical terms, to support and help governments unlock the financing they need to invest in innovative and lasting prevention and response programs that keep children safe from violence?
- What trajectory is needed to make a step change in three years on the way to achieving SDG 16.2 by 2030? and what is it going to take?
- What type of forward looking political and financial commitments are you and your government/ organization planning? (Respond to the grand challenge)
- The power of partnership, the power of together; together we are a big part of the solution
- Set and respond to a realistic challenge to/by the EVAC community