

**(Stakeholder briefing)****Executive summary**

Doing the right thing in business pays. For many industries, trends once considered ‘fringe’ or ‘niche’ can become central to consumer decisions, commercial opportunities and opening entirely new markets. Digital technology rose from a basic internet to transform entire industries, creating previously unimaginable products, companies and online worlds. Sustainability moved from a ‘CSR tick box’ to be front of mind for consumers and employees. It is now embedded at every level of organisations. It is intrinsic to companies' strategies. Consumers, employees, policy makers, shareholders and investors demand leadership.

Child Safety Online (CSO) is a next frontier. It is human to care about every child and their safety. Yet young people are not always safe online. Societal realisation is growing, shining a spotlight on this issue. More consumers worry about this trend. It is a commercial opportunity that companies shouldn't 'leave on the table'. Baringa and NSPCC have co-authored this report to help businesses get ahead of the curve. Quantitative consumer insight and qualitative case studies underpin the findings and the commercial value framework. Our conclusion is clear. Now, more than ever, being good for children is good for business.

**Child Safety Online is a next-frontier trend**

- ☐ Growing understanding of online world's role in children's development.
- ☐ Increasing consumer and societal concern.
- ☐ Emergence of new child-focused products with safety in mind.
- ☐ New online safety regulation.

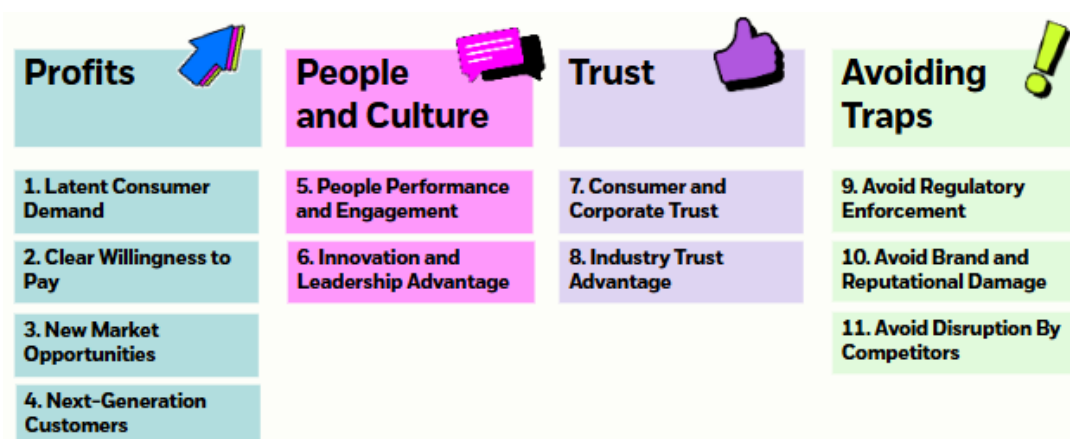
**Child safety online has real bottom-line potential**

Controls and regulations drive many companies' online safety strategies. But child safety online is now also a leading concern for consumers. It's a driver of their behaviour and expectations. Companies being an active leader can:

- ☐ Create positive positioning and differentiation.
- ☐ Drive new demand, loyalty and willingness to pay.
- ☐ Stimulate innovation and growth.
- ☐ Improve engagement with employees and investors.

**Businesses in scope of online safety regulation must of course comply. Even so, every business can contribute to making every child safe online and reap the benefits. Companies can act now to create new value.**

Our research looks at strategic areas of enterprise value creation and how these link to child safety online. **We have identified eleven value levers that any company can use. First, to understand their commercial value opportunity. Second, to take positive action that captures it.** We refer to this as our commercial value framework:



**Our research indicates child safety online is a growing leverage point.** Those not looking at this trend risk disruption and regulatory enforcement. Crucially there's also significant new commercial value being 'left on the table.' **The opportunity for adopters is clear: Win more.**

Standing still is unlikely to maximise value. Societal awareness and expectations keep growing. Relying only on reactive or compliance approaches can pose risks to revenues, performance and trust. Clear child safety strategies help organisations achieve commercial goals and responsible business success.

If you would like to discuss this research or how you can play a part in making the online world safer for children, the NSPCC and Baringa would be delighted to hear from you.

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