

CHILDREN'S DIGITAL WELLBEING FRAMEWORK

PROJECT INFORMATION PACK

About This Framework

The Children's Digital Wellbeing Framework is an industry-led initiative to develop evidence-based standards that genuinely support children's wellbeing in digital environments. Backed by Innovate UK and led by Dr Amanda Gummer (FUNdamentally Children), this framework brings together gaming platforms, toy/game manufacturers, ed-tech companies, and safety-tech providers to create practical, credible standards that work for business and children alike.



Why This Framework Matters

For Industry

- Regulatory alignment with the Online Safety Act and Ofcom guidance
- Third-party validation that builds trust with parents, educators, and commissioners
- Competitive advantage through credible, independent accreditation
- Collaborative network across sectors

For Children & Families

- Evidence-based standards grounded in 25+ years of child development research
- Independent assessment that parents and educators can trust
- Practical application that improves real-world digital experiences

What Makes This Framework Different?

- **Industry-Led Collaboration** - Your expertise shapes the criteria. This isn't a top-down regulatory framework – it's built by the people who understand digital products for children.
- **Evidence-Based Methodology** - Grounded in Dr Amanda Gummer's 25+ years of child development research and real-world experience working with digital product creators.
- **Third-Party Validation** - Independent accreditation process ensures credibility with parents, regulators, and commissioners.
- **Sector Partnership** - Diverse perspectives from gaming, ed-tech, toys, and safety-tech create comprehensive, practical standards.
- **Practical Application** - Standards designed to work for your business, not against it. We understand commercial realities.
- **Regulatory Alignment** - Developed with the Online Safety Act and Ofcom guidance in mind, helping you stay ahead of regulatory requirements.



sponsorship Opportunities

Headline Member – £25,000 (ONLY 1 available per group)

- Voting rights and formal voice within the group
- Branding on all group communications
- Early access to framework
- Invitations to all events
- Prominent position in PR activities
- Prominent recognition in final framework documentation

Contributing Member – £5,000 (max. 7 available per group)

- Formal voice within the group
- Early access to framework
- Invitations to events
- Inclusion in some PR activities
- Listed as a Member in final framework documentation

Supporting Member – £1,000 (rolling basis)

- Early access to framework
- Invitations to some events
- Listed as a Supporting Member in final framework documentation

Two Groups Developing the Framework

We're forming two types of collaborative groups to develop this framework. Each brings different expertise and perspective to the process.

Working Groups - Hands-on framework development – the people doing the detailed work of creating criteria, standards, and assessment methods.

Working groups will develop the practical elements of the framework: what gets measured, how it gets measured, what good practice looks like.

Best for organisations with specialist expertise to contribute – product developers, UX designers, child safety experts, researchers.

Advisory Panels - Strategic guidance and direction – ensuring the framework aligns with industry realities and regulatory requirements.

Advisory Panels will provide sector perspective, identify priorities, guide overall direction, and ensure the framework works for business.

Best for senior leaders, policy experts, and organisations wanting to shape strategic direction without hands-on involvement.

Whether you join a Working Group or Advisory Panel, you can participate as a Member (contributing expertise) or a Sponsor (providing strategic input and support).



Why Join a Working Group or Advisory Panel?

- **Shape the Standards** - Your expertise helps define what good child wellbeing practice looks like. Your real-world experience informs the framework everyone will use.
- **Early Implementation** - Pilot the framework before public launch. You'll be among the first to receive accreditation.
- **Industry Recognition** - All participants are recognised in framework communications and case studies (level of prominence depends on investment tier).
- **Collaborative Network** - Connect with peers across sectors – gaming, ed-tech, toys, safety-tech.
- **Build Stakeholder Trust** - Independent validation demonstrates your commitment to parents, regulators, and commissioners.
- **Regulatory Readiness** - Demonstrate proactive alignment with evolving regulations like the Online Safety Act.
- **Competitive Advantage** - Differentiate your brand with credible, third-party accreditation that builds trust with parents, educators, and commissioners.
- **Influence Future Direction** - Your input shapes not just the initial framework, but its evolution as digital products and regulations change.





About Dr Amanda Gummer & FUNdamentally Children

Dr Amanda Gummer

Dr Amanda Gummer has spent 25+ years working with gaming platforms, toy manufacturers, ed-tech companies, and digital product creators. She understands both child development and the realities of building successful products for children.

The Children's Digital Wellbeing Framework brings together Amanda's expertise with Innovate UK funding and – most importantly – your industry knowledge. Together, we can create standards that genuinely work.

FUNdamentally Children

We're a research and consultancy organisation specialising in child development, play, and digital wellbeing. We work with brands who put children at the heart of their business strategy, helping them understand their audience, review their products, and communicate their commitment to child wellbeing. We love working with brands who put children at the heart of their business strategy.

Trust Indicators:

- Funded by Innovate UK
- 25+ Years Child Development Expertise
- Industry-Led Collaboration
- Evidence-Based Methodology

Next Steps

We're inviting individuals and organisation to join the groups until **21st November 2025**.

We'd love to hear from those who genuinely care about children's wellbeing and want to collaborate on creating practical, evidence-based standards.

Get In Touch:

Book a Call Speak with Dr Amanda Gummer to discuss partnership opportunities and answer your questions.

Email Us. Have specific questions? Contact us directly at hello@fundamentallychildren.com

Connect on LinkedIn:

Dr Amanda Gummer: <https://www.linkedin.com/in/amandagummer/>

FUNdamentally Children: <https://www.linkedin.com/company/fundamentallychildren/>



Your Questions Answered

How does the process work?

We're forming Working Groups and Advisory Panels to develop the framework through Q4 2025 and into 2026. Working Groups meet monthly, Advisory Panels meet quarterly. Participants help shape the criteria, standards, and assessment methods. The framework will launch publicly in 2026, with participants receiving early access and accreditation.

What's the time commitment?

Working Groups: Monthly workshops (approximately 3-4 hours per month). Advisory Panels: Quarterly meetings (approximately 1-2 hours per quarter). Time commitment is the same regardless of investment level.

What's the sponsorship opportunities

Three sponsorship levels are available:

- Headline Sponsor: £25,000 (only 1 per group)
- Sponsor: £5,000 (max. 7 per group)
- Supporting: £1,000 (rolling basis)

Payment terms are available.

What's the difference between Headline Sponsor, Sponsor, and Supporting?

The main differences are in recognition, voting rights, and visibility:

- Headline Sponsors get voting rights, branding on all group communications, and prominent PR positioning
- Sponsors get formal voice within the group and inclusion in PR activities
- Supporting members get early framework access and event invitations

All levels contribute to framework development and receive recognition in final documentation.

What happens after the framework is developed?

Once the framework is finalised, it will launch publicly with an accreditation process for digital products. Participants receive early access, priority accreditation slots, and recognition as framework developers.

Do I need to be UK-based?

No – we welcome global participation. The framework is designed for international application, though initial focus will be on UK/EU markets given regulatory developments.

What if we're already working on child safety initiatives?

That's excellent! This framework is designed to complement existing work, not replace it. Many participants are already engaged in child safety efforts and see this as an opportunity to contribute to industry-wide standards.

When does Founding Partner recruitment open?

Founding Partner recruitment (for the research and white paper) will open in 2026. Register your interest now to be first to hear when recruitment opens.

I'm interested in Sponsorship, are payment terms available?

Yes – we understand that budget cycles vary. Contact us to discuss payment terms that work for your organisation.

