

The problem

The legal problem:

In Estonia, the legal age of sexual consent is only 14.

The political problem:

Attempts to change the law have repeatedly failed because of lack of consensus between political parties.

The societal problem:

People think 14 is ok.

Campaign goal

Eesti Seksuaaltervise Liit wanted to protect 14-year-old children from sexual abuse by launching a campaign that would help raise the legal age of sexual consent.

To change the law, we would first have to change the public mindset.

Creative strategy

To make the public realise how dangerous the current law is, we would have to show them a 14-year-old child in the most dangerous situation because of this law.

Campaign idea

A 360 degree campaign that showed Estonia what a 'consensual relationship' between a 14-year-old-child and an older adult actually looks like, so people, influencers and law makers would finally realise why 14 is too young.

Campaign budget

5009€

Campaign results

Campaign reach

1 Million+ impressions

Campaign engagements:

300,000+

Comments & reactions:

25,000+

Finally there was complete consensus among different political parties and a draft of a new bill to raise the age of sexual consent to 16 was introduced.

The Ministry of justice contacted Eesti Seksuaaltervise Liit to help them **finalise the bill.**

The bill will become the law on January 1, 2022

14 will no longer be ok in Estonia

#14poleokei

