



I AM CYBER SECURITY **UPDATED**



The European Cyber Security Month 2015

Deployment report

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Executive Summary

The European Cyber Security Month (ECSM) is an EU advocacy campaign that promotes cyber security among citizens and advocates seeking to change the perception of cyber-threats by promoting education, sharing of good practices and competitions in data and information security. The European Union Agency for Network and Information Security (ENISA), the European Commission DG Connect and Partners have been deploying the ECSM each October for the last 4 years.

Highlights for 2015 edition:

- **32 countries** were involved in the initiative in 2015, displaying an increase from 2014 with 30 countries involved.
- In total there were **242 activities** encoded in the official calendar from public and private stakeholders in 32 countries. The **NIS Education Map** registered an increase of courses registered, currently with 417 courses in 22 countries.
- The **outreach on social media** on the 1st of October alone, was 718,967 accounts reached. Number of visitors for www.cybersecuritymonth.eu peaked in October with 52,574 page views, with **71% corresponding to new visitors** from all around Europe.
- Numerous trainings for multipliers and online calls for coordinators were supported by ENISA.
- The kick-off event had a **global partnership** organized in the presence of ITU Secretary General, general deployment with partners from the United States (such as NCSAM and DHS), and coordinators from Member States, all supported by ENISA and European Commission DG Connect.

Conclusions for the 2016 edition:

1. Member States and EU partner countries are interested in working in partnership for cyber security education. The number of countries involved reached a stable dimension with a tendency for steady growth. With this edition the maturity level was successfully attained, furthermore there is work to be followed to increase the content distribution and content co-ownership between MSs Organisations with the support of ENISA.
2. The European Commission, other EU bodies such as EESC, Agencies continued to get involved and maintain their participation at high level. The campaign created a good environment for European but also international cooperation for cyber security PPPs.
3. The community building process around the campaign is an important win. The EC, MS' and ENISA may choose to further develop this dimension and extend its use to content distribution on cyber security education and more.

**October is Cyber Security Month! Follow #CyberSecMonth
#ENISA**

1. Introduction

The European Cyber Security Month (ECSM) is an EU advocacy campaign that promotes cyber security among citizens and advocates for change in the perception of cyber-threats by promoting, education, sharing of good practices and competitions in data and information security. The European Union Agency for Network and Information Security (ENISA), the European Commission DG Connect and Partners¹ have been deploying the ECSM each October for the last 4 years.

The objective of this report

ECSM 2015 focused on Member States of the EU and EU partners. The project life cycle included coordinators calls, face-to-face meetings, periodic news updates, European Kick-off event, trainings and education seminars, website resources and weekly publication of materials. This report will:

1. Present the preparatory work, materials published and results achieved;
2. Carry out an objective evaluation;
3. Draw conclusions that can be used in future editions of the ECSM.

Target audience

ECSM is an annual advocacy campaign that includes both the general public, acting as 'EU digital citizens' and specific groups focused on Member States stakeholders from public and private organisations e.g. IT experts, NIS authorities, Education organisations, etc. The engagement model that ENISA uses is depicted in the graphic below. It represents the stakeholders that are involved in the ECSM and the way the Agency implements the brokerage role. The main contact in member states is through the National Liaison Officers- NLO network², partners from public and private organisations, and networks of multipliers.



Structure of the report

This document will present to the reader the organisational aspects of the ECSM 2015 putting things into perspective. It will refer to the motivation and concept behind the advocacy campaign, participation, and evaluation including analytics. The evaluation report of 2014³ and associated recommendations were taken into account.

¹ For names and logos please see Annex C

² More on the NLO network and contacts <https://www.enisa.europa.eu/about-enisa/structure-organization/national-liaison-office>

³ May be consulted here <https://www.enisa.europa.eu/activities/stakeholder-relations/nis-brokerage-1/european-cyber-security-month-advocacy-campaign/2014>

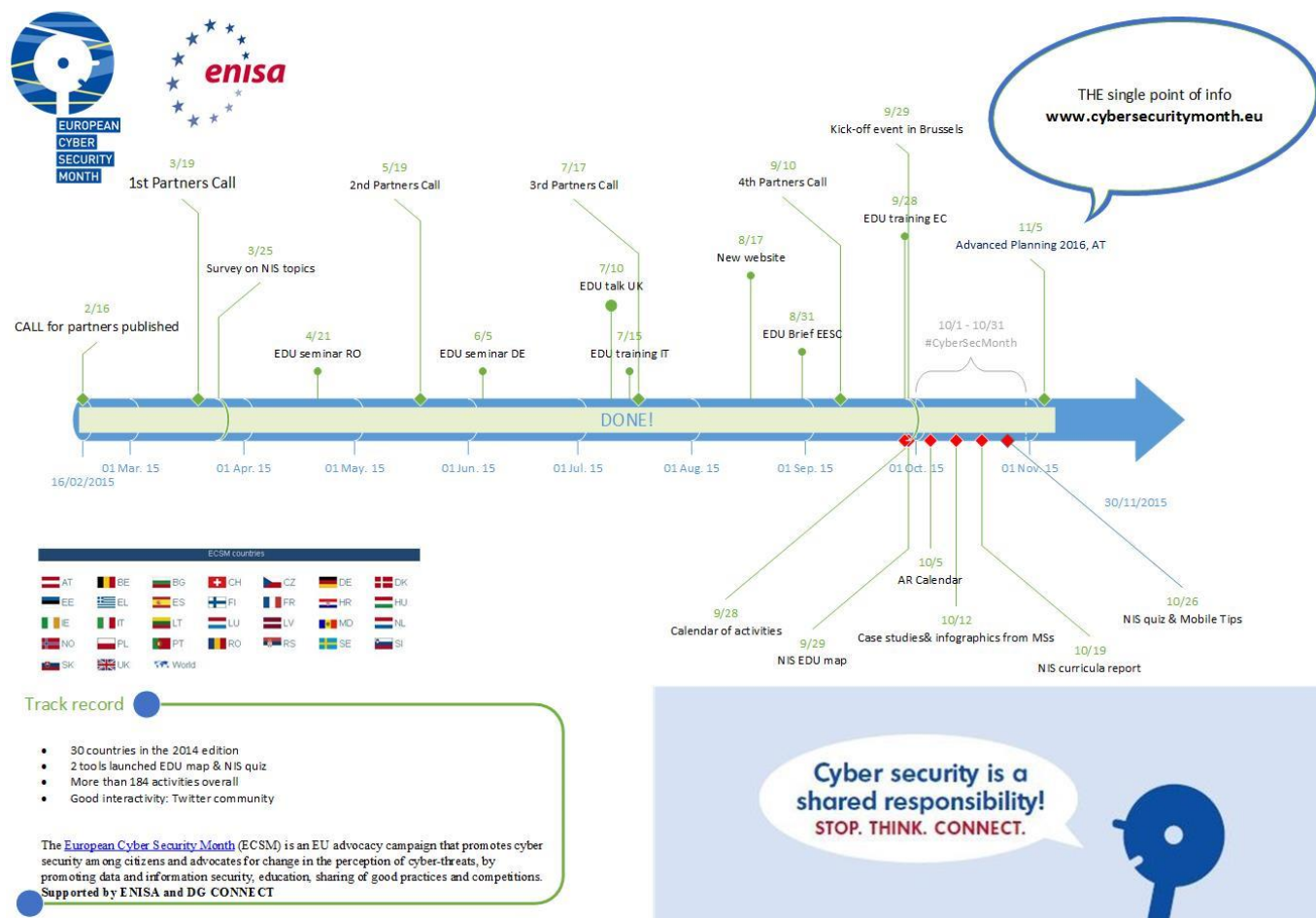
2. Implementation

2.1 Planning

The European Cyber Security Month 2015 benefited from planning that took into consideration recommendations from the roadmap released in the previous year. In 2015 the work programme mentions the ECSM will be further developed following its basic principles, namely:

- Support the multi-stakeholder governance approach.
- Encourage common public-private activities.
- Assess the impact of activities, optimising and adapting to new challenges.

Furthermore, in practice the planning phase consisted of an extensive consultation with stakeholders like the Commission, NLO network, and international partners in order to come up with a consolidated version that anyone could easily follow. The campaign partners followed the planning depicted in the graph below which it was updated periodically and communicated to the community. Regarding the management of the communication process, all feedback, issues and ideas were tackled in a tailored manner to fit the needs and purposes of organisations involved.



2.2 Participation

The European Cyber Security Month fully fledged version was implemented for the 3rd consecutive year after a pilot and feasibility study⁴. With the occasion of the launch, the following statements were made.

Vice-President Ansip, in charge of the Digital Single Market, has been quoted to say: "Security against cyber-attacks has become central to consumer confidence and the online economy. But we cannot get the best out of the opportunities offered by digital tools and online networks if we do not trust them. Raising awareness of the risks and threats, and the fact that cybersecurity is a shared responsibility, is vital so that when they are online, people can make better informed choices and guard against risks".

Commissioner Oettinger, in charge of the Digital Economy and Society, suggested: "To make the digital world a secure place for everyone, we all have to contribute: policy makers, research, industry, citizens. But for Europeans to fully enjoy the benefits of a safe Internet, they also need to be aware of the risks they face online and to know how they can to play an active role for their own security in their daily lives. The European Cybersecurity Month is a great opportunity to spread good practices and increase the overall level of awareness and thus of cybersecurity in the EU".

ENISA's Executive Director, Prof. Udo Helmbrecht, has noted: "As our societies are continuously being digitised and we are moving in the era of IoT and smart cities, e-skills and online security are essential resources that need to be developed and continuously enhanced. The Agency is developing an entire Network and Information Security (NIS) community around the Cyber Security Month initiative."

Action! Happening during October

ECSM run for the entire month of October, with each week focusing on a different topic. Each week, ENISA published new material. Partners organized activities with focus on training, strategy summits, general presentations to users, online quizzes, etc.

1st week – October 1-4: Cyber security training for employees

2nd week – October 5-11: Creating a Culture of Cybersecurity at Work

3rd week – October 12-18: Code Week for all

4th week – October 19-25: Understanding Cloud solutions for all

5th week – October 26-31: Digital Single Market for all

⁴ To consult the graph with more details of each phase please see Annex D

ECSM 2015⁵ ran in Austria, Belgium, Bulgaria, Cyprus, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, the Netherlands, Poland, Portugal, Slovenia, Slovakia, Sweden, Spain, Romania, the United Kingdom; and Iceland, Moldova, Norway, Serbia, also for the first time in Turkey.



2.3 Advocacy elements

- **The website:** www.cybersecuritymonth.eu was used as a one-stop-shop for citizens to look for information and the place for ECSM coordinators to update details about activities taking place at the local and national level. The web management was done by ENISA, but MS' Coordinators retained full control and responsibility for their content.
- **The message** was shared among partners: "Cyber Security is a shared responsibility!"
- **The weekly topics** were communicated in all media / broadcasters.
- **Visual material** and content were disseminated in 23 EU languages.
- Cyber security **Ambassadors** shared their motivation to work in this field.
- The **common planning** as presented in section 2.1.



⁵ For details on main activities please consult Annex B

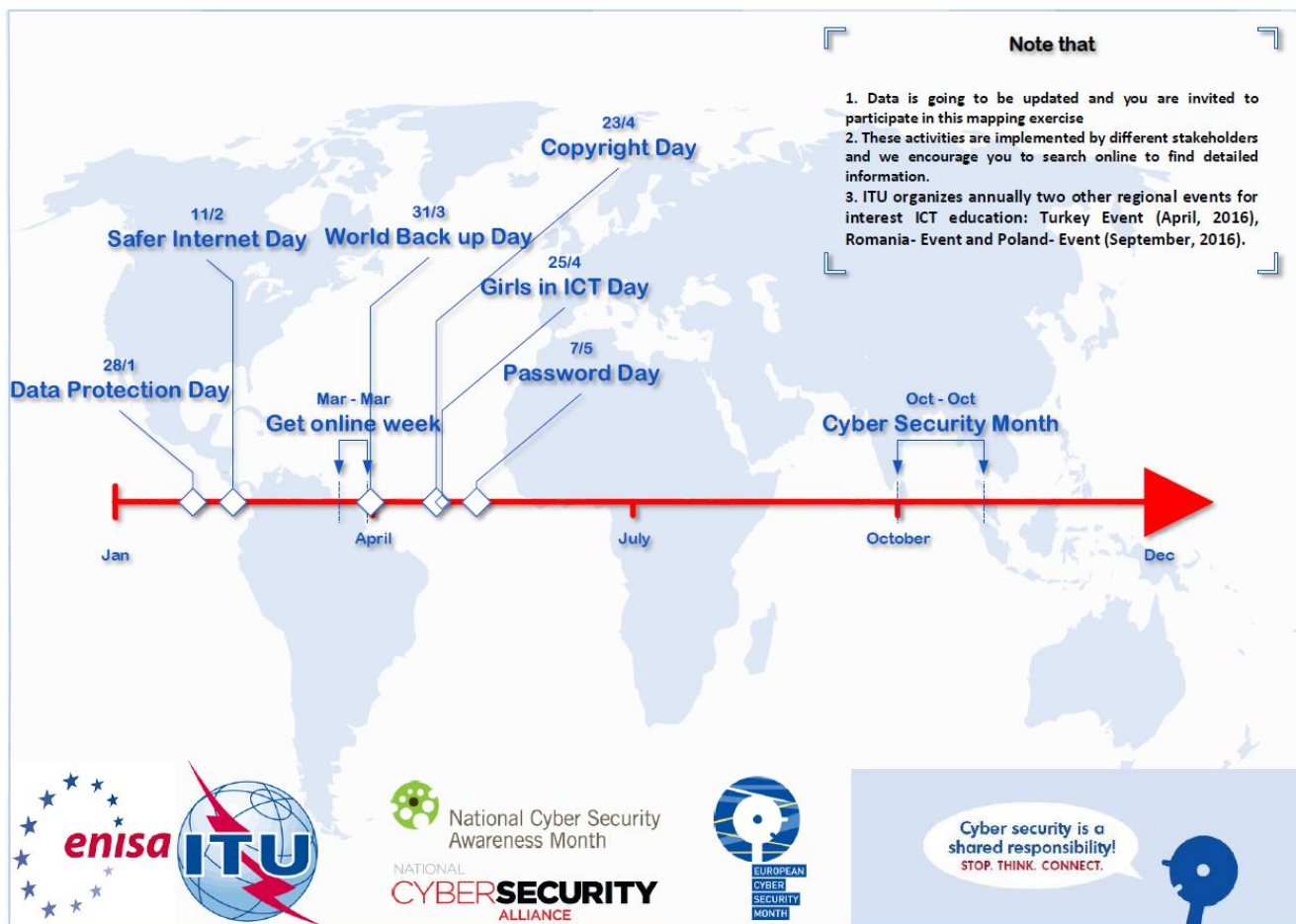
In regards to the enhanced content of the 2015 edition, the Agency coordinated the release of the deliverables focused on the EU citizens’ eSkills update according to the weekly topics. The full details in the table below.

DATE	CONTENT	DIRECT LINK
28/09 Week topic: Cyber security Training for employees	29.09 Press release and 29.09 kick-off event in Brussels <ul style="list-style-type: none"> - Announcing the activities and partners in each country; - “Tips and recommendations” about cyber security for all users in all EU languages; 	http://www.enisa.europa.eu/media/press-releases#b_start=0
5/10 Weekly topic: Creating a Culture of Cybersecurity at Work	News item <ul style="list-style-type: none"> - International release with partners in US and worldwide; - Twitter chat 8.10 #CyberSecMonth and #CyberAware; 	http://www.enisa.europa.eu/media/press-releases#b_start=0
12/10 Weekly topic: Code Week for all	News item <ul style="list-style-type: none"> - Publishing case studies “Public Private Partnerships in Network and Information Security Education” - Publishing Country Infographics; 	http://www.enisa.europa.eu/media/press-releases#b_start=0
19/10 Weekly topic: Understanding Cloud solutions for all	News item <ul style="list-style-type: none"> - Courses map: NIS long life learning , launch of a new version of the interactive map; - Publish a report “ Status of privacy and NIS course curricula in MSS”; 	https://cybersecuritymonth.eu/references/universities http://www.enisa.europa.eu/media/press-releases#b_start=0
26/10 Weekly topic: Digital Single Market for all	News item <ul style="list-style-type: none"> - NIS quiz launched; 	https://cybersecuritymonth.eu/references/quiz-demonstration
Every day in October tweets	Social media	Account @CyberSecMonth / @ENISA_EU Hashtags: #CyberSecMonth #OctoberNIS #ENISA

2.4 International cooperation

The coordination team had a constructive dialogue with US partners, NCSAM and DHS, and managed to continue the development of common activities such as:

- **The message** ‘Creating a Culture of Cyber Security at Work’, second week of the European Cyber Security Month running through October, was shared at international level, with the US National Cyber Security Month-NCSM.
- US National Cyber Security Month-NCSM representative in the **Kick-off event** of ECSM in Brussels.
- International **Twitter chat** on tips to follow for NIS security, follow the chat text by hashtags #CyberSecMonth and #ChatSTC.
- The publication of **“Mobile Tips”** for users, important to mention that this common actions is already at the third consecutive edition.
- An **‘Awareness Calendar’** was launched for use in organizations and users all over the world. A common effort, from all participating partners: US National Cyber Security Month, ITU and the European Cyber Security Month by ENISA with many partners from the Member States. Calendar below.



3. Evaluation

The direct beneficiaries of the results of this work are the EU citizens, targeted by different categories, as well as end user organisations from public and private sectors (in particular in the area of EU NIS education). These stakeholders were expected to reap the following benefits:

- Develop knowledge and corresponding ICT skills by being part of a best practice sharing community.
- Improve and enhance contacts with stakeholders of similar interests and profiles.
- Increase citizens’ awareness and governance on privacy when using online tools.


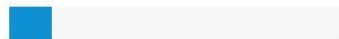
The metrics analysed in comparison between 2014⁶ vs 2015 shown a consolidation of the campaign in terms of outreach and content. Comparison in numbers 2014 vs 2015 as following:

- Countries involved 2014: 30; **2015: 32**
- Twitter followers 2014: 2223; **2015: 3605**
- Materials published 2014: 5 general and 2 tools; 2015: updated 2⁷ tools& published 5 general;
- Activities taken place: 2014: more than 184; **2015: 242**

3.1 The survey

The survey was an important tool to measure the impact in the 2014 edition and it was used again in the 2015 edition. The survey was sent only to the ECSM community consisting of contact points- coordinators and focused on the similar questions as in 2014. The charts below present their replies. We would like to add that the 2015 survey⁸ had 24 replies.

How would you rate the overall implementation of the campaign?




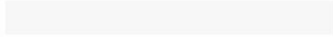
		Answers	Ratio
Positive		21	87.5 %
Neutral		3	12.5 %
Negative		0	0 %
No Answer		0	0 %

⁶ For details on 2014 please consult the evaluation report from 2014




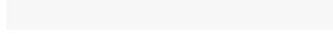
⁷ The NIS Education Map registered an increase of courses registered, currently with 417 courses in 22 countries

⁸ The survey was closed and focused on the coordinators involved in the campaign. By comparison in 2014 there were 29 participants in total.



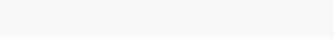
Did ECSM support the outreach and promotion of your work?

		Answers	Ratio
Yes		21	87.5 %
No		2	8.33 %
Do not know		1	4.17 %
No Answer		0	0 %



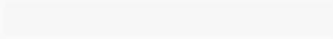
In the context of ECSM, did you increase the number of partners you work with?

		Answers	Ratio
Yes		10	41.67 %
No		11	45.83 %
Do not know		3	12.5 %
No Answer		0	0 %



Did the coordination team come up with solutions answering your needs?

		Answers	Ratio
Yes		15	62.5 %
No		9	37.5 %
No Answer		0	0 %




Did you follow the twitter account @CyberSecMonth for news?

		Answers	Ratio
Yes		17	70.83 %
No		7	29.17 %
No Answer		0	0 %

Did you consult the materials published by ENISA for ECSM: NIS quiz, reports, press release, AR calendar?

		Answers	Ratio
Yes		16	66.67 %
No		8	33.33 %
No Answer		0	0 %

Will you participate in a future edition?

		Answers	Ratio
Yes		22	91.67 %
No		1	4.17 %
I do not know		1	4.17 %
No Answer		0	0 %

In regards to the messages left by the respondents most of them mention:

- Improvements: 1.The website improvement regarding the display map and events edit (Here the specific issues encountered in 2015 to be solved for 2016 are web form automation and easy edit by the data owner, standardized display of location not based on clustering and with possibility to give minimum details); 2. Advance planning starting maybe the previous year (By the time of the publication of this report, the advance planning for 2016 already took place by means of face-to-face meeting – 5.11 seminar in Vienna and call on 1.12 concluding with an agreement on a common calendar); 3. Provide printed materials if possible; 4. Introduce new activities e.g. exhibitions;
- Messages were also pointing to the need of such a campaign:

“Overall the campaign is very well organized and the demand for it is deeply needed.”

“Please continue this great initiative!”

“Keep up the good work!”

In conclusion, 87.5% in 2015 rated the campaign as being positive; 87.5% estimated that ECSM supports their outreach and promotion work; 66.67% consulted ENISA material; 91.64% intend to participate in a future edition. Also the twitter interactions increased to 70.83% in 2015. In terms of solutions offered for

issues 62.5% answered positively, however here we note also a 37.5% negative rate caused by website automation flows which are the main point to improve in 2016.

The replies reflect the consolidation of the campaign and at the same time they report similarities with the results obtained in the 2014 survey published in the respective report. Some points to be taken into account:

- The European Cyber Security Month brings added value to stakeholders involved and there is a clear statement of continuation for their part;
- The coordination team responded to the needs of the coordinators;
- ENISA publications are used as content for the activities happening in countries;
- Communication registered an uptake in terms of social media channels.

3.2 The web analytics

We present below some other graphs regarding the use of the website www.cybersecuritymonth.eu, twitter reach and map with geographical spread of the activities. The outreach on social media was of 718,967 accounts. Number of visitors for www.cybersecuritymonth.eu picked in October with 52,574 page views, with 71% corresponding to new visitors from all around Europe.



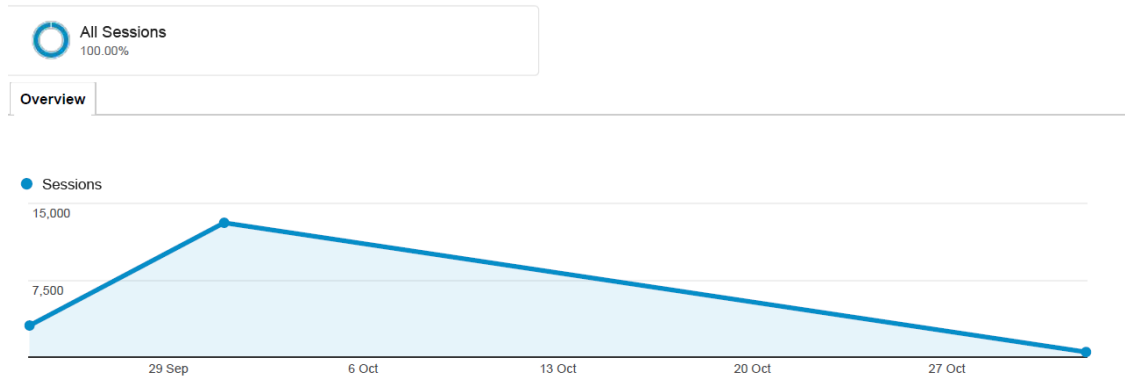
- Country statistics: users from the countries below visited the most the website:

Country	Sessions	% Sessions
1. Germany	2,116	12.67%
2. Italy	1,441	8.63%
3. United Kingdom	1,291	7.73%
4. Spain	1,105	6.61%
5. Belgium	1,067	6.39%
6. United States	1,017	6.09%
7. Greece	721	4.32%
8. France	662	3.96%
9. Romania	503	3.01%
10. Netherlands	493	2.95%

- Website sessions during the period 24.09- 3.11.2015; it is important to be mentioned that 71% were new visits showing a better outreach and increase compared with last year (web sessions in 2014 12.000 vs 15.000 in 2015);

Audience Overview

24 Sep 2015 - 3 Nov 2015



- Twitter performance 709,193 accounts reached/ 821,982 impressions in 2014 vs 718,967 accounts reached/ 906,060 impressions in 2015

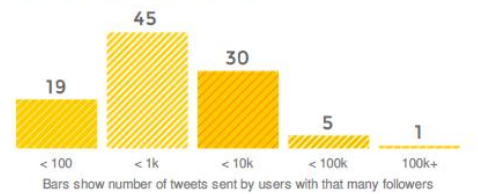
CyberSecMonth

ESTIMATED REACH

718,967
ACCOUNTS REACHED

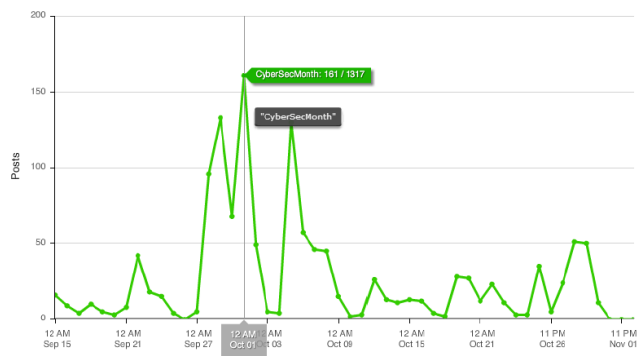
EXPOSURE

906,060 IMPRESSIONS



ENISA and #CyberSecMonth

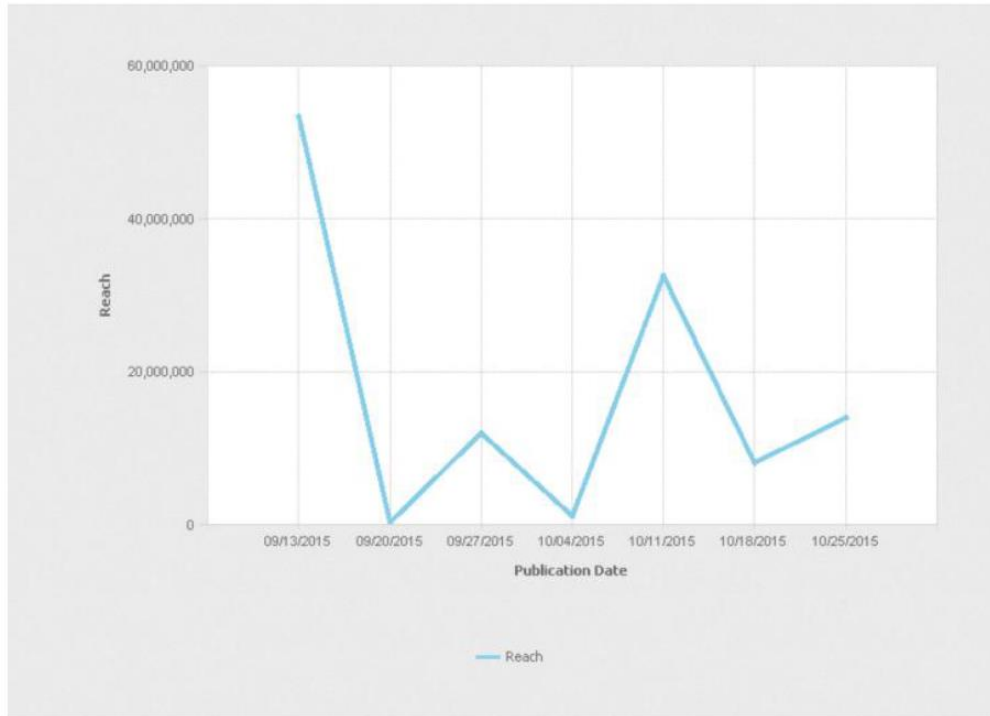
Twitter



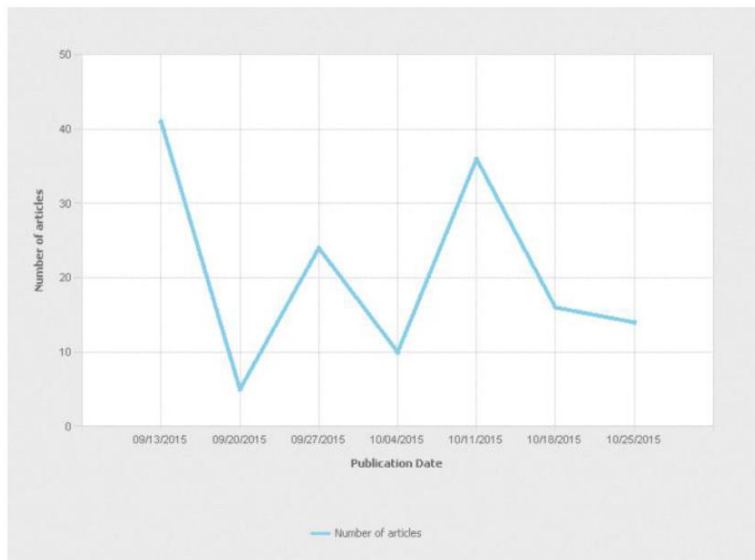
Total number of posts: 1317

- Media reach as following, approximate 40,000,000 online reach by media in 2014 vs close to 60,000,000 online reach in 2015:

Online reach



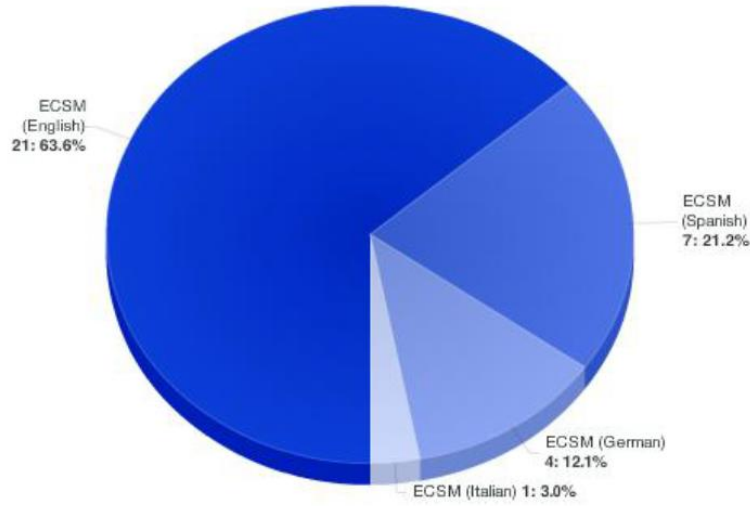
Frequency



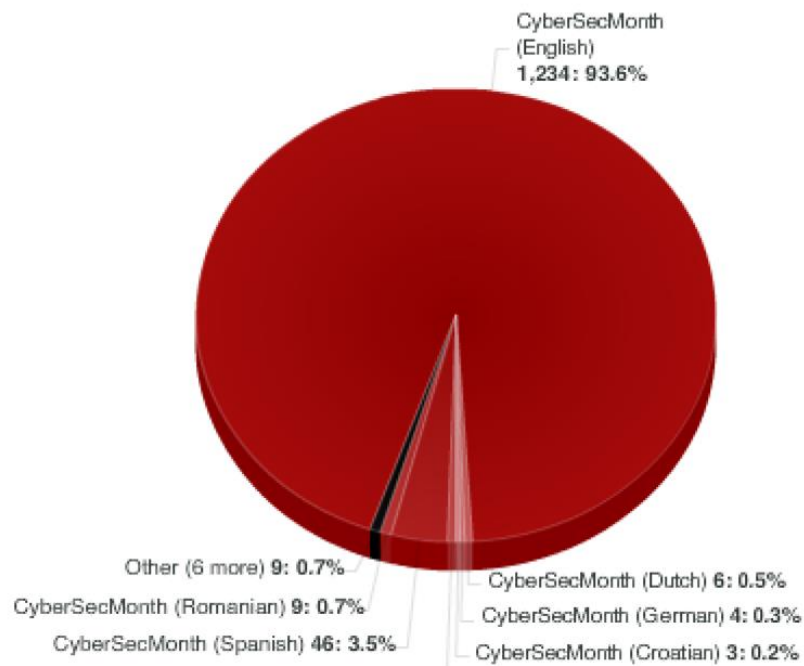
There were a total of 146 pieces published from 15th September to 2nd November about European Cyber Security Month 2015. There was a peak in the number of articles on the 15th November with over 40 articles published. This fell and peaked again on 27th September with 24 articles and again on 11th October with 36.

Language

#ECSM



#CyberSecMonth



4. Conclusions

ENISA is committed to continue supporting the European Cyber Security Month and will encourage the active involvement of Member States organisations in the coordination and deployment.

From the deployment of the 2015 edition, the following should be emphasized regarding outcomes:

1. Member States and EU partner countries are interested in working in partnership on cyber security education. The number of countries involved reached a stable dimension with a tendency for steady growth. With this edition the maturity level was successfully attained, furthermore there is work to be followed to increase the content distribution and content co-ownership between MS' organisations with the support of ENISA.
2. The European Commission, other EU bodies such as EESC, Agencies continued to get involved and maintain their participation at high level. The campaign created a good environment for European but also international cooperation for cyber security PPPs.
3. The community building process around the campaign is an important win. The EC, MSs and ENISA may choose to further develop this aspect and extend its use to content distribution on cyber security education and more.

The European Cyber Security Month had developed a model of engagement that makes possible a multi-stakeholder governance approach, main benefits being reaching to a large number of European citizens through numerous activities organised by stakeholders. ECSM will be further developed following its basic principles, namely:

- Support the multi-stakeholder governance approach.
- Encourage common public-private activities.
- Assess the impact of activities, optimising and adapting to new challenges.

Wordcloud



Building together a joint EU advocacy campaign on Cyber Security topics!

Annex A: References

[1] www.cybersecuritymonth.eu

[2] www.enisa.europa.eu

[3] "An Open, Safe and Secure Cyberspace" EU Cyber Security Strategy
http://ec.europa.eu/information_society/newsroom/cf/dae/document.cfm?doc_id=1667

[4] ENISA Work Programme 2016 <https://www.enisa.europa.eu/publications/programmes-reports/enisa-work-programme-2016>

Annex B: Details from MS' and partners regarding deployment

- From Belgium, Germany, Greece, Hungary, Ireland, Luxembourg, Norway, Poland, Portugal, Romania, Slovenia and Spain.

EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



GERMANY

Capital city: Berlin
 Population: 80.7m



ACTIVITY SNAPSHOT:

- Online research
- Online IT-Security consultation

EUROPEAN CYBER SECURITY MONTH 2015

ACTIVITIES IMPLEMENTED
10

PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED
5

ACHIEVEMENTS & METRICS

- ONLINE RESEARCH:**
We'll ask citizens in 10 questions what they know about IT security, how they protect themselves and which experiences they have regarding threats on the internet. The results of this research will be implemented in the ECSM campaign for 2016
- IT SECURITY STAMMTISCH IN SAXONY:**
The IT Security Stammtisch is a regular event of "Silicon Saxony e.V." in cooperation with several technology companies in Saxony. In October 2015 it will take place for the 6th time and will handle the topic "IT security as challenge for public administration".

IN PARTNERSHIP WITH...

THE POLICE CRIME PREVENTION OF THE FEDERAL STATES AND THE FEDERAL GOVERNMENT (PROGRAMM POLIZEILICHE KRIMINALPRÄVENTION DER LÄNDER UND DES BUNDES (PROPK)), FRAGFINN.DE, STATE MINISTRY OF THE INTERIOR OF SAXONY

Key Messages:

- Taking advantage of opportunities – avoiding risks
- IT security affects us all
- Effective security is only possible when everybody involved contributes.

STOP
Cyber Security is a shared responsibility!
CONNECT
THINK

Find out more
 Visit: www.bsi-fuer-buerger.de
 Follow: www.facebook.com/bsi-fuer-buerger

Partners: #eskills, #eEducation, #enisa, JOIN#CyberSecMonth

ENISA
 ENISA European Union Agency for Network and Information Security

enisa.europa.eu

EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



GREECE
 Capital city: Athens
 Population: 10.9m



ACTIVITY SNAPSHOT:

- Promoting Safe Internet in Education
- Collaboration between Agencies

ACTIVITIES IMPLEMENTED
6

PUBLIC, PRIVATE, NGOS AND REGULATORY BODIES STAKEHOLDERS INVOLVED
25

ACTIVITY SNAPSHOT:

- Promoting Safe Internet in Education
- Collaboration between Agencies

ACHIEVEMENTS & METRICS

- CYBERKID CAMPAIGN:**
More than 1.066.437 web page hits, more than 58.000 people visited the website and more than 3.100 downloads of the Cyberkid mobile application. From the total number of users the 44% were new users while 56% were revisiting the page
- RAISING SECURITY AWARENESS:**
National seminar covering "Safe Internet Browsing" attended by 800 students. More than 2.150 Nationwide web seminars for Safe Browsing & Protection in the Digital World in collaboration with schools
- NATIONAL WORKSHOPS:**
More than 40 National events - workshops plus 7 educational visits of Universities and Private organizations to the Headquarters of the Hellenic Cyber Crime Division

IN PARTNERSHIP WITH...
 ΕΛΛΗΝΙΚΗ ΑΣΤΥΝΟΜΙΑ

Find out more
 Visit: goo.gl/4bEpx2
 Visit: www.cyberkid.gr
 Follow: @cyberalertGR
 Follow: @CyberccGB

STOP
CONNECT
THINK
 Cyber Security is a shared responsibility!

Activity Details:

- Cyber Security hands-on training for 120 Police officers
- Raise Awareness in Involved Stakeholders
- Annual joint conference in Cybercrime & security promoting collaboration between Involved Stakeholders, organized by Center for Security Studies

Partnerships:

- KeMEa
- ΕΛΛΗΝΙΚΗ ΑΣΤΥΝΟΜΙΑ

Hashtags: #eskills, #eEducation, #enisa, JOIN#CyberSecMonth

I am Cyber Security updated!



EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



HUNGARY

Capital city: Budapest
 Population: 9.8m



ACTIVITY SNAPSHOT:

- Roundtable
- Awareness raising
- Cyber security quiz

GOV CERT HUNGARY

ACTIVITIES IMPLEMENTED
3

PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED
18

Information and communication technologies for education

Become Security Master

Annual SECURE conference has grown in importance every year, since IT security becomes more and more important topic to everyone

IN PARTNERSHIP WITH...
NEIH

The European Cyber Security Month (ECSM) is an EU advocacy campaign. It promotes cyber security among citizens and advocates for change in the perception of cyber-threats, by promoting data and information security, education, sharing of good practices and competitions. Supported by ENISA and EC DG CONNECT.

Achievements & Metrics

- ONLINE QUIZ:**
more than 500 websites (mostly schools) covered information about cybersecurity month and on-line quizzes. 12205 users during October. Majority of QUIZ users (57%) gave from 20% to 80% of correct answers
- ANNUAL SECURE CONFERENCE:**
Good agenda. Speakers from many countries. Participants not only from Poland but also from neighbour countries. Long tradition, 17th year
- TIKE CONFERENCE:**
Regional event – conference plus 12 workshops – activates teachers from schools from medium size city.

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Cyber Security is a shared responsibility!

#eskills #eEducation #enisa JOIN#CyberSecMonth

Find out more
 Visit: www.cybersecuritymonth.eu

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EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



IRELAND

Capital city: Dublin
 Population: 4.6m



ACTIVITY SNAPSHOT:

- ICT in education
- Online quizzes

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3 ACTIVITIES IMPLEMENTED

18 PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED

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Become Security Master

IT security becomes more and more important topic to everyone

IN PARTNERSHIP WITH...

Daggercon

Cyber Threat Summit 2015

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EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



LUXEMBOURG

Capital city: Luxembourg City
 Population: 549,680



ACTIVITY SNAPSHOT:
 • Cybersecurity as an Infrastructure
 • ICT skills for kids

SECURITY MADE IN LU
 aware.lu | circl.lu | cases.lu

ACTIVITIES IMPLEMENTED
 10+

LU CYBERSECURITY ECOSYSTEM
 60+

EUROPEAN CYBER SECURITY MONTH 2015

IN PARTNERSHIP WITH...
 LUXEMBOURG GOVERNMENT, CIRCL, CASES, BEE SECURE, EXCELLIUM, DELOITTE, PWC, ITRUST, CEC, TELINDUS, POST, EBRC, CLUSIL, ISACA, UNI. LU, CERT.LU, ILSNAS, ITONE

Achievements & Metrics

- HACK.LU:**
 Internationally renowned convention to discuss computer security, privacy, IT and its implication on society. 11th edition, 300+ participants, 40+ countries (hack.lu).
- CYBERSECURITY BREAKFAST:**
 New monthly event, 80+ national ICT experts and IT security specialists, focusing on information sharing and public/private cooperation, fostering community spirit.
- CLEVER CLOUD:**
 National public awareness raising campaign for a safe Cloud use, informing on economical, technological, legal aspects and focusing on data privacy. 30+ partners (bee-secure.lu/cloud).

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INFORMATION:
 Coding is the new latin.
 Don't wait to be hunted. Protect your data.
 Be a Clever Cloud user.

SOCIAL MEDIA:
 #eskills | #eEducation | #enisa | JOIN#CyberSecMonth

Find out more
 Visit: www.securitymadein.lu
 Follow: @secin_lu

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EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



NORWAY

Capital city: Oslo
 Population: 5.1m



ACTIVITY SNAPSHOT:

- ICT in education
- Online quizzes

Nasjonal sikkerhetsmåned

ACTIVITIES IMPLEMENTED
136

PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED
18

EUROPEAN CYBER SECURITY MONTH 2015

Achievements & Metrics

- E-LEARNING PARTICIPANTS:**
275,000 participants completed the E-learning, that's an increase of 240%!
- CONFERENCES AND LECTURES:**
70 conferences and 66 lectures held from volunteer presenters.
- TRAINING PACKAGE:**
Every 10th employee received the training package.

IN PARTNERSHIP WITH...

BSK, difi (Direktoratet for forvaltning og IKT), Junglemap, KPMG

Stop. Think. Click.
 Become aware of security!
 Good security requires teamwork, everyone must take responsibility.

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Find out more
 Visit: <https://sikkert.no/>
 Visit: <https://norsis.no/>
 Follow: facebook.com/informasjonsikkerhet

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EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



POLAND
 Capital city: Warsaw
 Population: 38.5m



ACTIVITY SNAPSHOT:
 • ICT in education
 • Online quizzes

NASK

ACTIVITIES IMPLEMENTED
5

PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED
13

IN PARTNERSHIP WITH...
 RESEARCH AND ACADEMIC COMPUTER NETWORK
 AND SCIENCE AND KNOWLEDGE FOUNDATION

EUROPEAN CYBER SECURITY MONTH 2015

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Achievements & Metrics

1 ECSM 2015:
 More than 400 participants and nearly 50 talks by IT experts during two-day SECURE 2015 conference. Expecting more than 2500 internet users would participate in contests, online quizzes and second HackMe! challenge.

2 ECSM 2014:
 SECURE 2014 took place on October 22-23 at Copernicus Science Centre in Warsaw with over 350 participants who could select from 39 talks by 47 authors. More than 500 websites (mostly schools) covered information about cybersecurity month and online quizzes.

3 RESULTS:
 Expecting more than 10000 users will find out about cybersecurity month during October.

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Find out more
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 Follow: @CERT_Polska and @CERT_Polska_en

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EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



PORTUGAL

Capital city: Lisbon
 Population: 10.4m



ACTIVITY SNAPSHOT:

- ICT in education
- Online quizzes

G-DAYS CIBER 2015
 SEGURANÇA

ACTIVITIES IMPLEMENTED
 3

PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED
 18

Information and communication technologies for education

Become Security Master

C-DAYS - awareness-raising, prevention and training towards a national cybersecurity culture.

IN PARTNERSHIP WITH...

- GNS
- shadowSEC
- FCT Fundação para a Ciência e a Tecnologia
- GOVERNO DE PORTUGAL
- MINISTÉRIO DA EDUCAÇÃO E CIÊNCIA
- CNCS Centro Nacional de Cibersegurança

ACHIEVEMENTS & METRICS

- WORKSHOPS:** 4 workshops (Porto, Coimbra, Lisboa, Alentejo) directed to youth protection technicians called "Crianças e Jovens: Do Real ao Virtual" ("Youth and Children: From Real to Virtual"), by Science and Technology Foundation.
- NEW WEB PORTAL:** New Safer Internet Center web portal, by Science and Technology Foundation.
- SPECIAL ISSUE MAGAZINE:** Special issue of the magazine Student Forum dedicated to the European Cybersecurity month, by Science and Technology Foundation.
- AWARENESS SESSIONS:** 19 Awareness sessions "Navegava" given by Portuguese Institute for Youth and Sports all over the country. Awareness sessions on schools all over the country given by ICT competence centers.
- SECURITY CHALLENGE:** "Desafios SeguraNet" Challenge, by Ministry of Education.
- TEACHER TRAINING:** Teacher trainers training Course "Segurança de Digital: A utilização segura da Internet e dos dispositivos móveis" (Digital Security: Safe use of Internet and mobile devices) by Ministry of Education.

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Find out more
 Visit: <https://c-days2015.topi.com>

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EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



ROMANIA

Capital city: Bucharest
 Population: 19.9m



- ACTIVITY SNAPSHOT:**
- ICT in education
 - Seminars
 - Online quizzes
 - Hands-on trainings
 - Conferences
 - Online streaming
 - Workshops
 - Social media campaign
 - Security guides for public administration

EUROPEAN CYBER SECURITY MONTH 2015

IN PARTNERSHIP WITH...

ROMANIAN BANKING INSTITUTE CERTSIGN BY UTI OXYGEN EVENTS SWISS WEB-ACADEMY INTELLIGENCE-SEC OWSAP BITTNET SYSTEMS PROVISION

ACHIEVEMENTS & METRICS

- 1 **CYBER SECURITY GUIDE:** Cyber security guide for public administration employees.
- 2 **CONFERENCES:** 8 conferences with international participation.
- 3 **TRAININGS SESSIONS FOR ALL AGES:** IT Training Fest hands-on sessions marathon & Codeweek for all.

ACTIVITIES IMPLEMENTED: 3

PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED: 18

BE prepared against online threats. UPDATE yourself!

Check the LINK before you CLICK!

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 Twitter: @CERT_RO

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 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



SLOVENIA

Capital city: Ljubljana
 Population: 2 m



ACTIVITY SNAPSHOT:

- ICT in education
- Online quizzes

Malware analysis challenge

ACTIVITIES IMPLEMENTED
3

PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED
11

EUROPEAN CYBER SECURITY MONTH 2015

IN PARTNERSHIP WITH...
MINISTRY OF EDUCATION, SCIENCE AND SPORTS

Achievements & Metrics

- ONLINE MEDIA CAMPAIGN:**
We prepared online media campaign, based on targeting average user at the point, where the most web frauds happen at online shopping and other online payments, spending time on social media.
- ONLINE QUIZ & SAFE NEWS:**
Very successful online quiz "Scams hunter" and 420 new subscribers for our "Safe news".
- GROWING COMMUNITY:**
Growing homogene web community on Twitter, Facebook and web portal. More logged web frauds each year. No. 1 community for average user web safety in Slovenia.

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There's no such thing as incredibly good deal!
 Recognize online fraud - in time!
 Unbelievable, but online we are doing a whole lot of nonsense, which in everyday life would never do!

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Find out more
 Visit: www.xxxx.co.uk
 Follow: xxxxxxxxxxxx

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EUROPEAN CYBER MONTH 2015
 CYBER SECURITY ACTIVITIES BY EACH COUNTRY



SPAIN
 Capital city: Madrid
 Population: 46.4m



Raising the cybersecurity culture: from professionals to children

EUROPEAN CYBER SECURITY MONTH 2015

ACTIVITIES IMPLEMENTED: 13

PUBLIC AND PRIVATE STAKEHOLDERS INVOLVED: 64

IN PARTNERSHIP WITH...

National Security Department (DSN)	ISACA: Madrid Chapter
Joint Cyber-defense Command (MCCD)	SMS Forum Spain
National Centre for Critical Infrastructure Protection (CNPIC)	S2 Grupo
National Cryptologic Centre (CCN)	Industrial Cybersecurity Center (CCI)
Spanish National Cybersecurity Institute (INCIBE)	Professional college for IT education in Galicia
	Idea Agency
	And others...

Achievements & Metrics

- INTERNATIONAL CONFERENCES:**
 More than 70 countries involved in the international Meridian Conference for government policy makers involved in CIIP.
 5 international conferences more looking for a big impact and different target audience.
- AWARENESS CAMPAIGN:**
 8 specific courses and awareness campaign focused on public sector to improve the knowledge and awareness on cybersecurity issues.
- CYBER EXERCISES:**
 2 cyber exercise involving both, public and private sector, with 11 multisectorial companies taking part.

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Find out more
 Visit: www.dsn.gob.es

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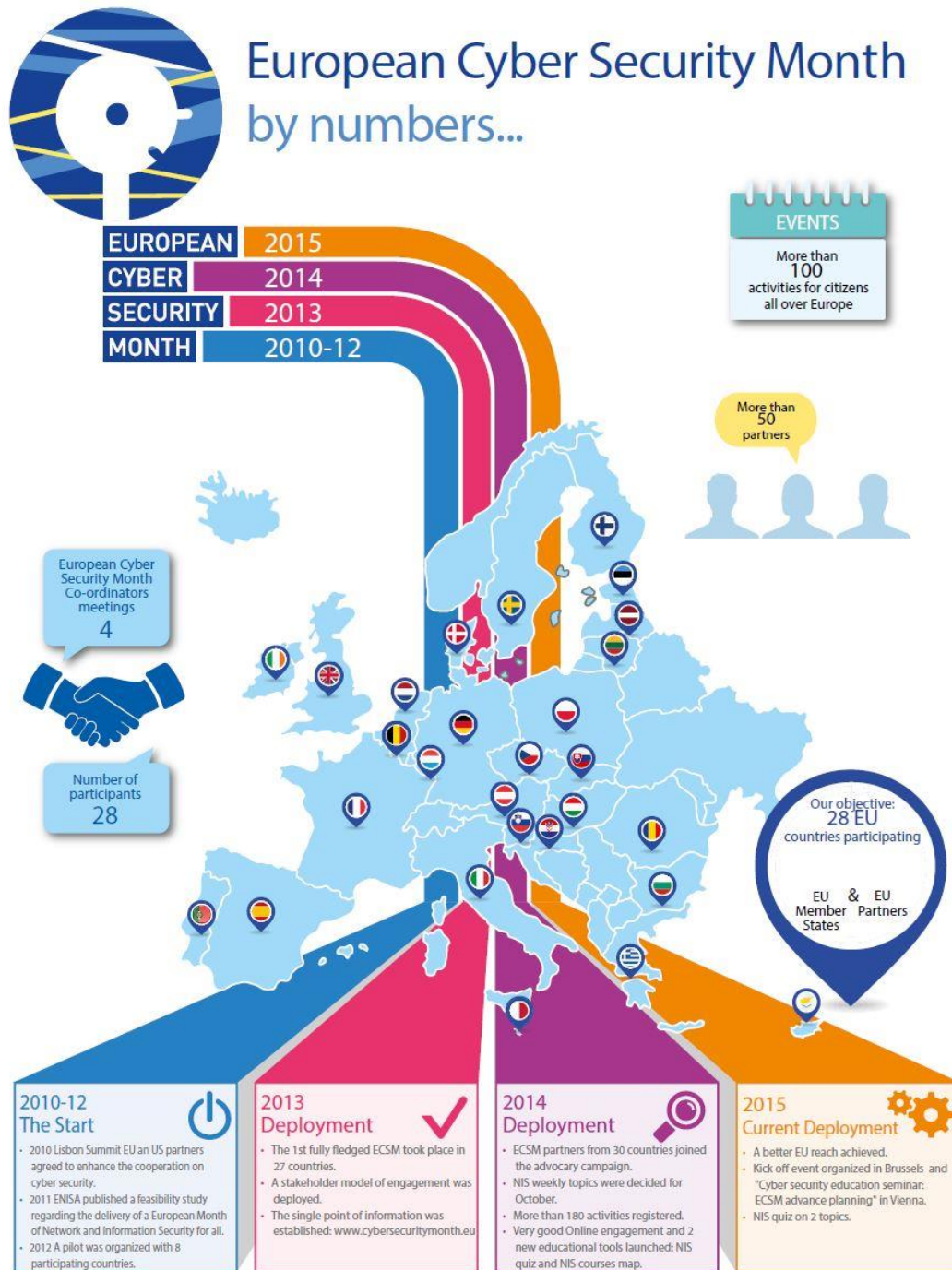
Annex C: Partners in ECSM 2015 edition

ECSM Partners
We thank you!

Institutional Partners

Présidence du Conseil de l'Union européenne
GRAND-DUCHÉ DE LUXEMBOURG

Annex D: Overview ECSM from feasibility to 3rd full deployment



'Online security requires your participation'
 find out more at
www.cybersecuritymonth.eu



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