



European Cyber Security Month

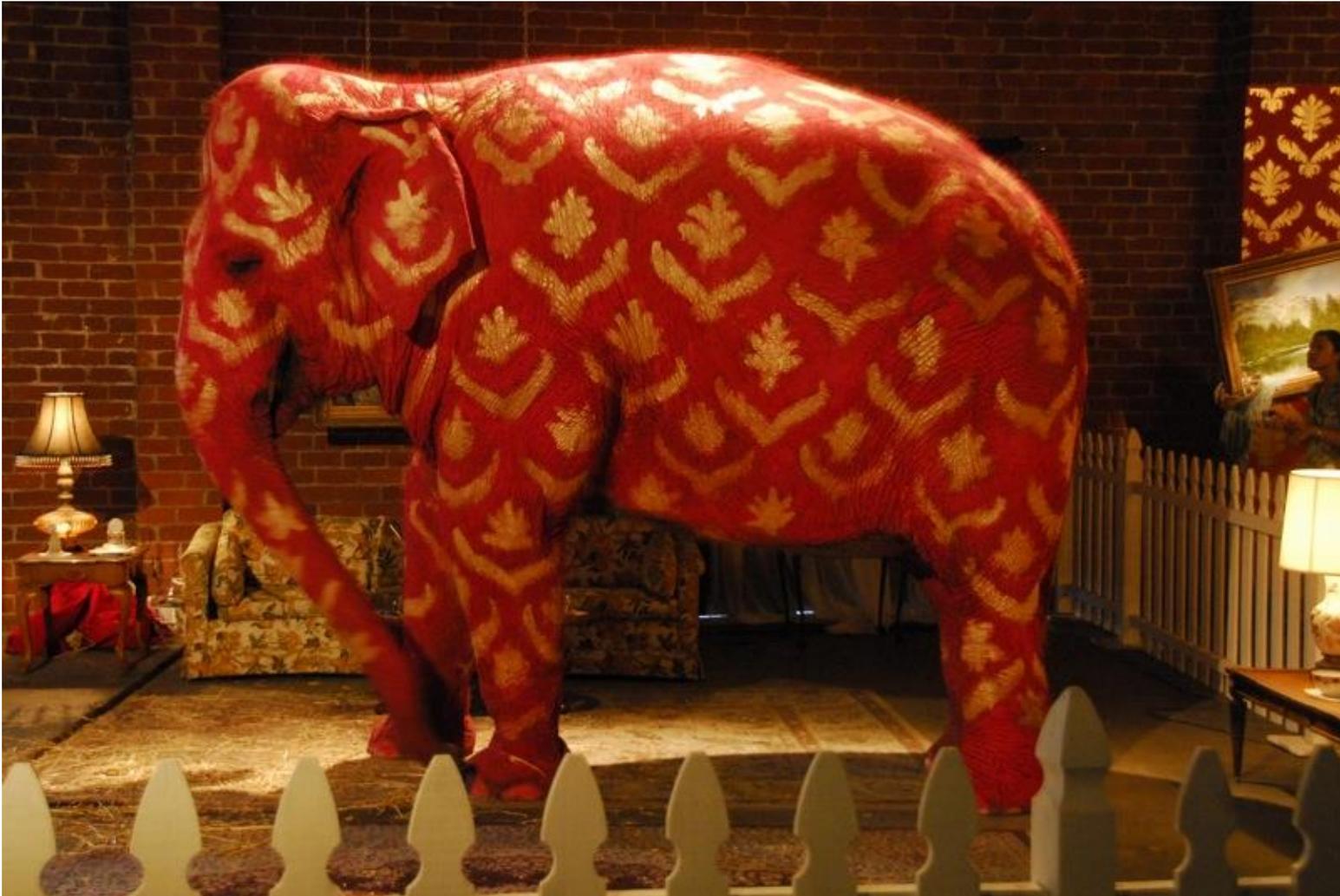


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Overview



1. 2016 vis-à-vis previous years

2. What's new this year!

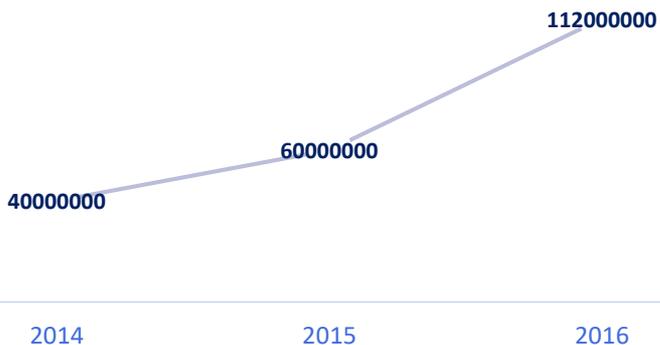
3. Plans for 2017

2016 vis-à-vis previous years

ECSM MAP OF ACTIVITIES



ONLINE REACH



ECSM 2016 by numbers

2016

455

ACTIVITIES FOR CITIZENS
ALL OVER EUROPE

32

COUNTRIES

18

PARTNERS

120

KICK-OFF EVENT
PARTICIPANTS

429

ARTICLES ECSM
MENTIONED

Promotional & Training material



THE NIS QUIZ
Updated to the latest GDPR regulatory framework and upgraded to support 23 EU languages.



MOBILE MALWARE
5 EU-wide posters, 1 video and multiple pdfs with recommendations on Mobile Malware threats by Europol EC3 and Cyber Crime Units of various Member States.



POSTERS/ INFOGRAPHICS/ INFO SHEETS
10 infographics by country including partners' major activities and campaigns' statistics, 1 poster and Infographic by numbers.



VIDEO
2 Videos including partners' interviews and animated introductory film.

Social Media sources



6847

FOLLOWERS

@CyberSecMonth
#CyberSecMonth
#OctoberNIS
#CyberAware

1748

NEW ACCOUNTS



2016

OFFICIAL WEBPAGE

cybersecuritymonth.eu

57890

PAGE VIEWS



What's new this year



1. Supporting MS

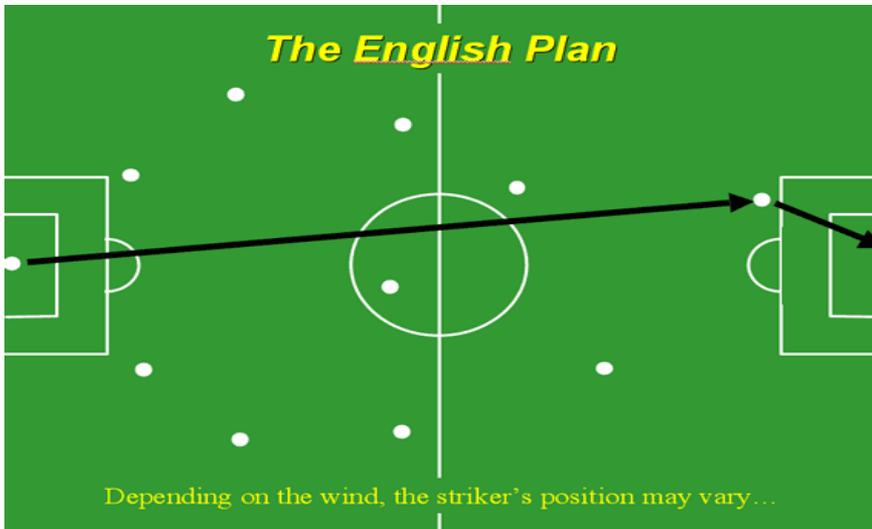
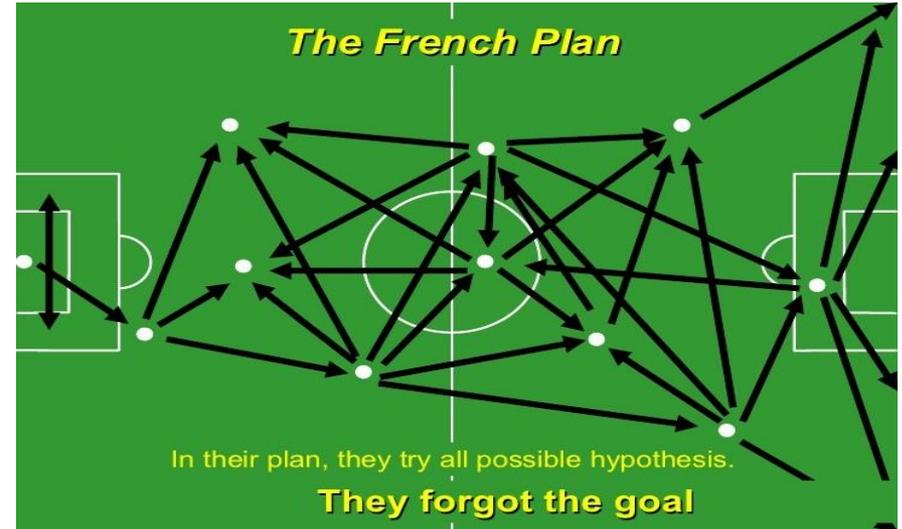
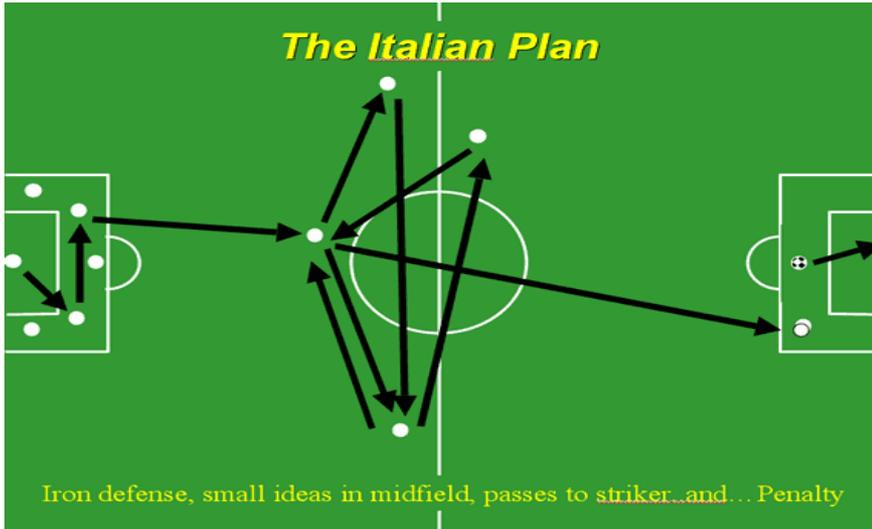
- A. Vision / Mission / Goals Statements
- B. Guidelines
- C. Communication plan

2. Community building

- A. Enhancing cooperation - Europol EC3 / EBF / Private Sector
- B. Social events
- C. Website experience

3. Five year anniversary – Evaluation

Plans for 2017



Weekly Themes

Weekly Themes & Partners Support

Weeks	Week 1	Week 2	Week 3	Week 4
Themes	Cyber Security in the Workplace	Governance, Privacy and Data Protection	Cyber Security in the Home	Skills in Cyber Security
Threats / Focus	Phishing, Ransomware, Cyber Hygiene	Compliance	IoT, online scams, home networks, privacy	Careers, education, eSkills
Target Audience	Businesses	Businesses	General users	Young
Support	All Partners	All partners	Europol EC3	European Cyber Security Challenge

Kick-off Event

- Tentative discussions
- Premises: **Ministry of Economic Affairs and Communications (MoEAC)**
- Date: **28th or 29th September (TBC)**
- Location: **Tallinn**



Kick-Off Event Day Planning		
Session Type	Themes	Panel Participants
Opening Speeches	ECSM Introduction	ENISA / RIA
MS Coordinators	MS Campaign Coordinators	?
Session 1 - Q&A	Themes 1 / 2	Europol EC3
Session 2 – Q&A	Themes 3/ 4	?



Key Points



1. Strong track record
2. Fundamental changes in supporting MS
3. Early indications extremely positive



Next Steps



1. Engagement from remaining MS
2. Enhance Cooperation
3. Feedback from YOU!!!



Global Effort



National Cyber Security
Awareness Month

United States of America

Canada



Australia

Asia





Thank you

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