



EUROPEAN UNION AGENCY
FOR CYBERSECURITY

3rd European Cybersecurity Awareness Raising Conference

From Awareness to Impact



11 November 2026



Stockholm, Sweden

3rd European Cybersecurity
Awareness Raising Conference

 11 November 2026

 The Palm Hall, (Palmsalen, Gamla
Posthuset)
Stockholm. Sweden

Hosts: RISE & Jönköping University

TLP - CLEAR

Agenda

3rd European Cybersecurity Awareness Raising Conference

Wednesday 11th of November

09:00 – 09:30 (30 min)	Registration & Welcome Coffee Delegates arrive, collect badges, and take seats in the main hall.
09.30 - 10.00 (30 min)	Welcome to “From Awareness to Impact” Opening the Conference Hosts Joakim Kävrestad , Ass. Professor, Jönköping University & Johanna Parikka Altenstedt , Ph. Lic, Research Institutes of Sweden, RISE (10’) Moderators Linda Nieminen and Margarita Sallinen (The Cyber Chat and Chill podcasters) (10’) Key-note from ENISA (20’)
10.00 – 11.10 (70 min)	Session 1. Measuring Impact in Awareness Activities Scientific Key-note Prof. Steven Furnell , University of Nottingham, UK: “ <i>Impact measurement and insights from the Cyber Games Lab project.</i> ” (30’) Joakim Kävrestad , researcher and associated professor, Jönköping University: “ <i>Measuring Impact – a continuous challenge</i> ” (15’) Live Poll: ‘When did you last report something suspicious?’ (5’) Per Lagerström , Director of Communication and Marketing, Junglemap: “ <i>How to Use AI for Awareness and Impact in the Private Companies</i> ” (20’)

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11.10 – 11.25	Stretch & Coffee (15´) Quick refreshments accompanied by a facilitated energizing activity
11.25 – 12.10	Session 2. Cyber Awareness as a Tool in modern Hybrid Cyber Defence and Warfare (45´) <i>From Awareness to Action</i> Anastasyia Kornitska , CEO and founder of WOTO Cybersecurity: <i>“Building Cyber-Resilient Behaviours in Critical OT Environments inside of Industry and Health Care”</i> (15´) <i>Beyond Awareness: Building a Security Culture for Geopolitical Resilience and Hybrid warfare</i> - John Billow, director of the National Cyber Security Centre Sweden (NCSC-SE) : <i>“Strengthening national cybersecurity: Lessons from Sweden”</i> [15´] - Petra Klein, CSO and Head of Group Security & Cyber Defence, Swedbank: <i>“Security has to start at the top. Cyber Security Culture and Leadership in the Financial Sector.”</i> [15´]
12.10 - 13.10	Networking Lunch (60´) Standing lunch served in the foyer to facilitate networking among delegates and speakers.
13.10 – 13.50	Session 2 Ecosystems as tools (40´) <i>From Awareness into Impact – Aligning against the threat networks in the EU</i> <i>ECCC & NCC Networks (20´)</i> Luca Tagliaretti , General Director of the ECCC on how to support Member States’ Cybersecurity Ecosystems Hilda O’Riain , Chair NCC-IE and NCC network of ECCC: <i>“Leveraging the NCC Network to Strengthen Cybersecurity Resilience in the EU”</i> EUROPEAN COMMISSION Ann Mennens , European Commission, Manager of the CyberAware Programme and Chair of the EU Technical Advisory Group on the Human Factor in Cybersecurity: <i>“Networks to spread cyber awareness: the Cyber Ambassadors’ Programme”</i> (10´) ENISA Katerina Christaki , chair of the Ad-hoc Working Group on Awareness and

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	Cyber Hygiene, ENISA: <i>'Empowering Communities to create a culture of cyber-hygiene'</i> (10')
13.50 - 14.35 (45 min)	Session 3. Can AI create Awareness and Impact? The Role of Generative AI in Behavior Change (45') Best Practices around the EU 1. Joanna Szafarczyk-Kurek, Director of the IT and Cybersecurity, City of Warszawa <i>"AI impact on municipal services & public values"</i> (15') 2. Marianne Lindroth, researcher and Project Manager for "Cyber Citizen" at Aalto University, Finland: <i>"Beyond Awareness: AI for Human-Centred Cyber Resilience"</i> (15') 3. Anna Pieczatkowska, Cybersecurity Culture & AI Adoption Advisor, Cyber Aperitivo: <i>"From Prompt to Behaviour: why awareness professionals should lead AI literacy"</i> (15')
14.35 – 15:50 (75 min)	Session 4 The Future of Creating Impact Practical Awareness Training – testing a method and coffee break (30') The Future of the Cybersecurity Awareness Education Key-Note Geert Nobels, Co-Founder, SOCRAI Belgium: "The Giraffe Theory – how to tell when the awareness moves into a change of behaviour" (15') Mette Svensson, Business Developer, CyberCampus Sweden: "Cybersecurity Skills Gap", (10') How to Create Impact on Awareness Education? Paneltalk (20') moderated by Linda Nieminen and Margareta Sallinen Mette Svensson, Business Developer, CyberCampus Sweden Per Albin Johansson, Project Leader, The Foundation Tryggare Sverige and HackShield Daria Catalui, Cluster CISO Allianz Group & Global Human Firewall Geert Nobels, Co-Founder of SOCRAI, Human Cybersecurity, Belgium
15.40-15.55	Spotlight CyberCampus (10') Gunnar Karlsson, Professor, KTH: "How CyberCampus organizations across Europe can collaborate to maximize cybersecurity impact".
14.55 - 16.30	Closing Remarks

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	<i>The Future Outlook</i> Linda Nieminen & Margarita Sallinen (10') <i>Farewell until Next Time</i> Johanna Parikka Altenstedt, RISE & Joakim Kävrestad, JU (5')
19:00 – Late	VIP Dinner: An exclusive evening for speakers, organizers, and invited guests

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