



EUROPEAN UNION AGENCY
FOR CYBERSECURITY

3rd European Cybersecurity Awareness Raising Conference

From Awareness to Impact

11 November 2026
Stockholm, Sweden

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The Palm Hall (Palmsalen)
Gamla Posthuset
Stockholm, Sweden

Hosts: RISE & Jönköping University

Agenda

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Wednesday 11 November 2026

09:00 – 09:30	**Registration & Welcome Coffee** (30 min) Delegates arrive, collect badges and take their seats in the main hall.
09:30 – 10:00	**Welcome to "From Awareness to Impact"** (30 min) **Opening the Conference – Hosts and Organisers** (20 min) **Joakim Kävrestad**, Associate Professor, Jönköping University **Johanna Parikka Altenstedt**, Ph.Lic., RISE Research Institutes of Sweden **Evangelos Ouzounis**, Head of Capacity Building Unit, ENISA (10 min) **Moderators** (10 min) **Linda Nieminen** and **Margarita Sallinen**, Cyber Chats & Chill podcast
10:00 – 11:10	**Session 1. Measuring Impact in Awareness Activities** (70 min) **Scientific Keynote** **Prof. Steven Furnell**, University of Nottingham, UK: "Impact measurement and insights from the Cyber Games Lab project" (30 min) **Joakim Kävrestad**, Researcher and Associate Professor, Jönköping University: "Measuring Impact – a continuous challenge" (15 min) **Live poll:** "When did you last report something suspicious?" (5 min) **Industry Perspectives** **Per Lagerström**, Director of Communication and Marketing, Junglemap: "Beyond Awareness: How NanoLearning and teachable moments drive lasting security behaviour change" (20 min)
11:10 – 11:25	**Stretch & Coffee** (15 min) Quick refreshments accompanied by a facilitated energising activity.

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11:25 – 12:10	**Session 2. Cyber Awareness as a Tool in Modern Hybrid Cyber Defence and Warfare** (45 min) ***From Awareness to Action*** **Anastasiya Kornitska**, CEO and Founder, WOTO Cybersecurity: "Building Cyber-Resilient Behaviours in Critical OT Environments inside of Industry and Health Care" (15 min) ***Beyond Awareness: Building a Security Culture for Geopolitical Resilience and Hybrid Warfare*** **John Billow**, Director of the National Cyber Security Centre Sweden (NCSC-SE): "Strengthening national cybersecurity: Lessons from Sweden" (15 min) **Petra Klein**, CEO of Syndis and former Head of Group Security and Cyber Defence at Swedbank: "Security has to start at the top. Cyber Security Culture and Leadership in the Financial Sector" (15 min)
12:10 – 13:10	**Networking Lunch** (60 min) Standing lunch served in the foyer to facilitate networking among delegates and speakers.
13:10 – 14:00	**Session 3. Ecosystems as Tools** (50 min) ***From Awareness into Impact – Aligning against the Threat Networks in the EU*** **ECCC & NCC Networks** (20 min) **Luca Tagliaretti**, Executive Director, ECCC: How to support Member States' cybersecurity ecosystems (10 min) **Hilda Ó Riain**, Chair of the NCC Network and Head of NCC-IE: "Leveraging the NCC Network to Strengthen Cybersecurity Resilience in the EU" (10 min) **European Commission** **Ann Mennens**, Manager of the CyberAware Programme, European Commission, and Chair of the EU Technical Advisory Group on the Human Factor in Cybersecurity: "Networks to spread cyber awareness: the Cyber Ambassadors' Programme" (10 min) **ENISA** **Radu Arcus**, Cybersecurity Expert, ENISA: "From Compliance to Capability: A Regulatory Crosswalk with AR-in-a-Box" (10 min) **Katerina Christaki**, Chair of the Ad-hoc Working Group on Awareness and Cyber Hygiene, ENISA: "Empowering Communities to create a culture of cyber hygiene" (10 min)

14:00 – 14:50	**Session 4. Can AI Create Awareness and Impact?** (50 min) ***The Role of Generative AI in Behaviour Change*** **Best Practices around the EU** **Joanna Szafarczyk-Kurek**, Director of IT and Cybersecurity, City of Warsaw: "AI impact on municipal services & public values" (15 min) **Marianne Lindroth**, Researcher and Project Manager for "Cyber Citizen", Aalto University, Finland: "Beyond Awareness: AI for Human-Centred Cyber Resilience" (15 min) **Anna Pieczatkowska**, Cybersecurity Culture & AI Adoption Advisor, Cyber Aperitivo: "From Prompt to Behaviour: why awareness professionals should lead AI literacy" (15 min) **ENISA** **Quiz on Awareness Raising**, 14:45–14:50 (5 min)
14:50 – 16:00	**Session 5. The Future of Creating Impact** (70 min) **Coffee Break and Networking**, 14:50–15:15 (25 min) ***The Future of Cybersecurity Awareness Education*** **Keynote** **Geert Nobels**, Co-Founder, SOCRAI, Belgium: "The Giraffe Theory – how to tell when awareness moves into a change of behaviour" (15 min) **Mette Svensson**, Business Developer, CyberCampus Sweden: "Cybersecurity Skills Gap" (10 min) ***How to Create Impact on Awareness Education?*** **Panel Talk** (20 min) Moderated by **Linda Nieminen** and **Margarita Sallinen** **Mette Svensson**, Business Developer, CyberCampus Sweden **Per-Albin Johansson**, Project Leader, The Foundation Tryggare Sverige and HackShield **Daria Catalui**, Cluster CISO, Allianz Group, and Global Human Firewall **Geert Nobels**, Co-Founder, SOCRAI Human Cybersecurity, Belgium
16:00 – 16:10	**Spotlight CyberCampus** (10 min) **Prof. Gunnar Karlsson**, KTH Royal Institute of Technology: "How CyberCampus organisations across Europe can collaborate to maximise cybersecurity impact"
16:10 – 16:30	**Closing Remarks** (15 min) **The Future Outlook** (10 min) **Linda Nieminen** and **Margarita Sallinen** **Farewell until Next Time** (5 min) **Johanna Parikka Altenstedt**, RISE, and **Joakim Kävrestad**, Jönköping University

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