

# OCTOBER

EUROPEAN  
CYBER  
SECURITY  
MONTH

Online security  
requires your  
participation

## ECSM countries profiles

*Annex to the final report*

November 2013





## **ECSM countries profiles**

*Annex to the final report*

November 2013

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# ECSM 2013 countries profiles

Here is a snapshot<sup>1</sup> of the cyber security activities from all 27 participating countries:

**Austria**: Security awareness, data protection in enterprises and public campaigns: “Safe Usage of the Internet”

**Belgium**: Online campaign, Information Security Solutions Conference

**Bulgaria**: InfoSec and data storage

**Czech Republic**: Online and outdoor campaigns, workshop for NGOs operating helplines

**Germany**: Internet Day, Security Fair and Congress, online campaigns: secure surfing, mobile-secure, and shopping-secure; use of social networks, activities for SMEs, journalists and citizens.citizen journalists

**Estonia**: ICT for Business, lectures on cyber security.

**Greece**: Security trends and CIIP workshop for students and young professionals

**Spain**: Impact of cyber security, security campaigns, university lectures

**Finland**: Digitour, web and social media, network behaviour education for rural stakeholders

**France**: Online campaigns «Rester alerte, rester serein: la sécurité informatique se construit avec vous», meetings with students,

**Hungary** Mysec Talk, Cybersecurity conferences

**Ireland**: Launch of CyberPsychology Research Centre

**Iceland**: Insights in InfoSec industry ‘Hacker Halted.’

**Italy**: Regulatory Framework on Cyber Security workshop, online fraud, social networks; online child protection

**Latvia**: Social networks used as a method for targeted attacks, free computer check-ups: removal of computer viruses and malware

**Lithuania**: Network information security

**Luxembourg**: Ecommerce, Ebanking and Cyberbullying quizzes

**Moldova**: Cyber Security in Government Week

**The Netherlands**: Cyber Security Awareness & Integrity Help and Hotline, Alert online, college tour

**Norway**: Online and outdoor campaigns, security tips

**Poland**: ICT in education, online quizzes

**Portugal**: Information Security training, round table discussions, workshops

**Romania**: Series of technical workshops, online campaign, Cyber Security conference

**Serbia**: Exhibitions and Cyber Security discussions

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<sup>1</sup> Press release 1.10.2013 <https://www.enisa.europa.eu/media/press-releases/it2019s-your-digital-life-being-safer-online-citizens-in-focus-of-1st-european-cyber-security-month> [accessed in October 2013]

**Sweden**: Advice on the protection of personal

information, identity, PC/handheld devices, secure use of Wi-Fi, how to create strong passwords

**Slovenia**: Online campaign-Safe On the Internet

**United Kingdom**: Poster competition, awareness week on behaviour, ethical hacking, viruses and malware, using your home computer, social media, emails



**Summary per country as presented in the evaluation forms and on the  
ECSM website**



Disclaimer: the data presented may be updated at the request of the coordinators, please check the last version on ENISA website.

# AUSTRIA

|  |
|--|
|  <p>Austria</p> |
| <p><b>Capital city:</b> Vienna</p>   |
| <p><b>Population:</b> 8.3 million</p>  |
|                 |



Third picture to the right “Cyber security information in presence of Federal Chancellor Werner Faymann on Austrian National Day”

## Summary table

|  |   |
|--|---|
| <p>Public and Private Stakeholders involved</p> <p><b>19</b></p> |   |
|  | Austrian Ministry for European and International Affairs                    |
|  | Economic Chamber of Trade and Commerce of Lower Austria                     |
|  | Broadcasting Corporation of Lower Austria                                   |
|  | University of Applied Sciences St. Poelten                                  |
|  | Austrian Federal Ministry of Finance  |
|  | City of Vienna  |
|  | Austrian Institute for Applied Telecommunications (OIAT)                    |
|  | Federal Ministry for Education, the Arts and Culture                        |
|  | Cyber Security Austria  |
|  | Bavarian IT Security & Safety Cluster                                       |
|  | The Federal Chancellery of Austria  |
|  | Austrian Regulatory Authority for Broadcasting and Telecommunications (RTR) |
| AIT Austrian Institute of Technology                             |   |

|   |  |
|---|--|
|   | TU Wien  |
|   | University of Applied Sciences Technikum Wien  |
|   | Austrian Institute for International Affairs (oiip)  |
|   | Professional Association Advertising and Market Communication  |
|   | Sparte Information und Consulting der Wirtschaftskammer Salzburg   |
|   | Information and Consulting Division, Austrian Federal Economic Chamber   |
| <b>Activities implemented</b>                 |  |
| <b>20</b>                                     | Awareness Campaign   |
|   | Public awareness campaign "Safe Usage of the Internet"   |
|   | Awareness Raising Campaign   |
|   | City of Vienna Awareness Campaign  |
| Between 50 and 100 participants in this event | "Cybercrime Monat" Awareness Campaign  |
| Less than 50 participants in this event       | Workshop on measures for ensuring security and integrity of public communications networks and publicly available electronic communications services |
|   | Cyber Security Challenge Austria (CSCA) Press conference   |
|   | Conference   |
| More than 300 participants in this event      | Kick-Off Conference  |
|   | Workshop   |
|   | Targeted cyber attacks Lecture: examples and challenges ahead  |
|   | Lecture  |
| Less than 50 participants in this event       | Press Conference Präsentation des Leitfadens Informationssicherheit in der kommunalen Verwaltung   |
|   | Hot Spots of International Politics: Cybersecurity – Risks and Trends in the Field of Security Policy  |
| More than 300 participants in this event      | Austrian National Day  |
|   | Conference on Privacy Policy   |
|   | Data Protection in the Enterprise  |
|   | Workshop on Security Awareness   |
|   | Conference: The future of Data   |
| More than 300 participants in this event      | Contribution of the Federal Ministry for European and International  |

Affairs to the European Cyber Security Month

Analytics

1

IT- administrators of more than **4000** municipalities and communities.

2

**9** representatives of newspapers, magazines and online text services

3

Experts got the opportunity to promote cyber security awareness to **hundreds of visitors** directly.

4

Cooperation of over **30** different governmental- and non-governmental-organizations (public-private partnership)

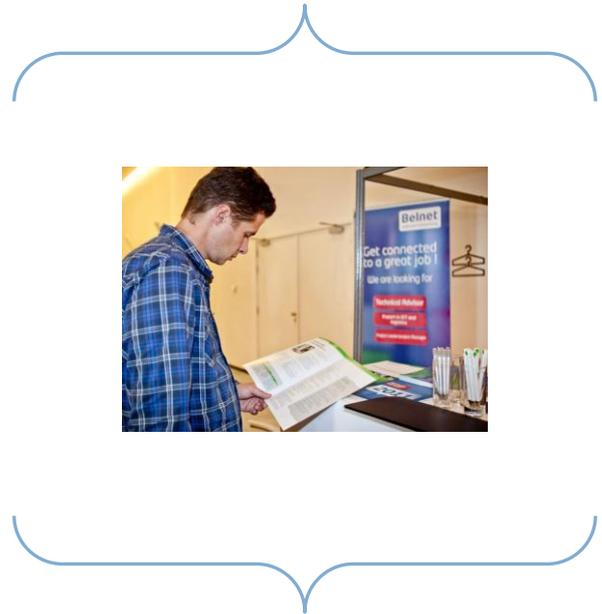
Messages



|  |
|--|
| " Increase the awareness for risks in the daily use of digital media and services"   |
| "Event was well-attended by over sixty people from industry, research institutes and government organizations"   |
| "Thank you for this event, the technical and legal risk of social media is now much more clear"  |
| Photos:<br><a href="http://www.flickr.com/photos/107115634@N02/sets/72157637119540746/">http://www.flickr.com/photos/107115634@N02/sets/72157637119540746/</a> |
|  |
|  |

# BELGIUM

|   |
|---|
|  Belgium |
| <b>Capital city:</b> Brussels   |
| <b>Population:</b> 10.7 million   |
|          |



## Summary table

|   |  |
|---|--|
| <b>Public and Private Stakeholders involved</b><br><br><b>5</b> |  |
|   | ENISA  |
|   | DG CONNECT                                       |
|   | Intel Corporation                                |
|   | International Forum on Cyber Security (FIC)      |
|   | Belnet   |
| <b>Activities implemented</b><br><br><b>5</b>                   |  |
|   | Kick Off Event, European level                   |
|   | Training and Open Forum                          |
|   | Round Table (FIC)                                |
|   | Information Security Solutions Europe Conference |
|   | Belgian Internet Security Conference             |

# BULGARIA

|   |
|---|
|  <p>Bulgaria</p> |
| <p>Capital city: Sofia</p>  |
| <p>Population: 7.6 million</p>  |
|                 |



Summary table

|   |  |
|---|--|
| <p>Public Stakeholders involved</p> <p><b>2</b></p> | <p>The Ministry of Transport, Information Technologies and Communications Bulgaria</p> |
|   | <p>ENISA</p>   |
| <p>Activity implemented</p>                         | <p>12th International InfoSec and Data Storage Conference</p>                          |

Analytics

1

Bulgaria is preparing for cyber defence

[http://computerworld.bg/inenglish/articles/44870\\_bulgaria\\_is\\_preparing\\_for\\_cyber\\_defence](http://computerworld.bg/inenglish/articles/44870_bulgaria_is_preparing_for_cyber_defence)

2

ENISA: The digital single market would up EU's GDP by €500 bln a year

[http://computerworld.bg/inenglish/articles/44872\\_enisa\\_the\\_digital\\_single\\_market\\_would\\_up\\_eus\\_gdp\\_by\\_500\\_bln\\_a\\_year](http://computerworld.bg/inenglish/articles/44872_enisa_the_digital_single_market_would_up_eus_gdp_by_500_bln_a_year)

3

Video interview <http://events.idg.bg/en/2013/security/video>

# CZECH REPUBLIC

|   |
|---|
|  <p>Czech Republic</p> |
| <p><b>Capital city:</b> Prague</p>  |
| <p><b>Population:</b> 10.5 million</p>  |
|                       |



## Summary table

|  |  |
|--|--|
| <p><b>Public and Private Stakeholders involved</b></p> <p><b>6</b></p> |  |
|  | National Security Authority of the Czech Republic                |
|  | Czech Safer Internet Centre                                      |
|  | National conference with a workshop for NGOs operating helplines |
|  | National CERT (CSIRT.CZ)   |
|  | Intel  |
| Czech GovCERT  |  |
| <p><b>Activities implemented</b></p> <p><b>3</b></p>                   |  |
|  | Press briefing on European Cyber Security Month 2013             |
|  | Media and Outdoor Campaign                                       |
|  | Czech Safer Internet Centre                                      |

## Analytics

1

Press briefing on European Cyber Security Month 2013: 1 national TV, 1 local TV, 7 specialised online and paper journals, 2 general newspapers, 1 radio station

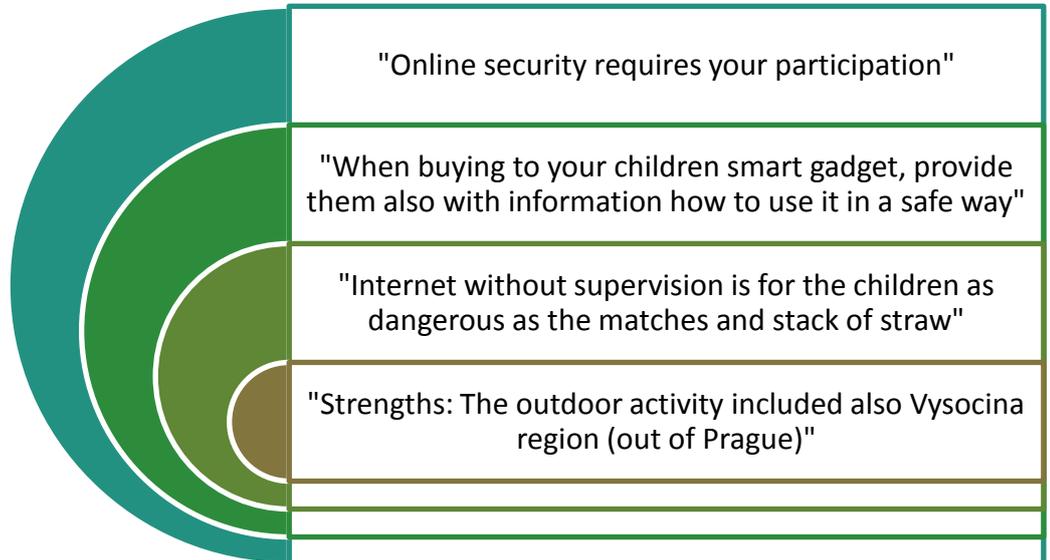
2

Press briefing on European Cyber Security Month 2013: Less than 50 participants

3

Media and Outdoor Campaign: 3 x newspapers; 12x online media  
More than 300 participants

## Messages



# ESTONIA

|  |
|--|
| <br>Estonia |
| Capital city: <b>Tallinn</b>   |
| Population: <b>1.3 million</b>   |
|            |



**Lectures**

Summary table

|  |   |
|--|---|
| Public and Private Stakeholders involved |   |
|  | <b>2</b><br>TDC Finland<br>Tallinn University of Technology |
| Activities implemented                   |   |
|  | <b>2</b><br>Seminar ICT for Business<br>Series of Lectures  |

# FINLAND

|   |
|---|
|  Finland |
| <b>Capital city:</b> Helsinki   |
| <b>Population:</b> 5.3 million  |
|         |



Summary table

|  |   |
|--|---|
| <b>Public and Private Stakeholders involved</b><br><br><b>14</b> | Finnish Communications Regulatory Authority (Ficora) and Ministry of Transport and Communications |
|  | Ministry of Transport and Communications<br>Defence Forces  |
|  | National Emergency Supply Agency  |
|  | Finnish Federation for Communications and Teleinformatics   |
|  | Ministry of Finance   |
|  | Telecom Operators   |
|  |   |

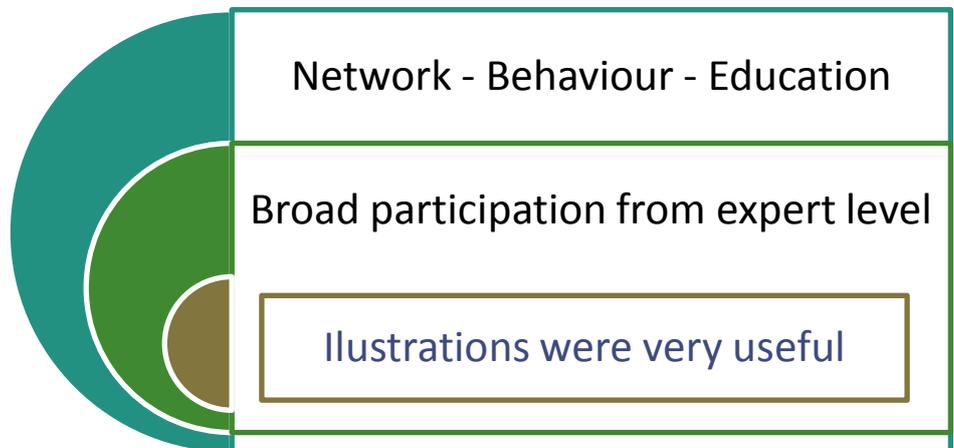
|                               |  |
|-------------------------------|--|
|                               | ISPs   |
|                               | IT Service Providers                         |
|                               | Telecom vendors                              |
|                               | Healthcare sector                            |
|                               | Private Sector (Energy, Banking, Logistics). |
| <b>Activities implemented</b> |  |
| <b>3</b>                      | NIS events                                   |
|                               | Seminar                                      |
|                               | Seminar                                      |

## Analytics

1

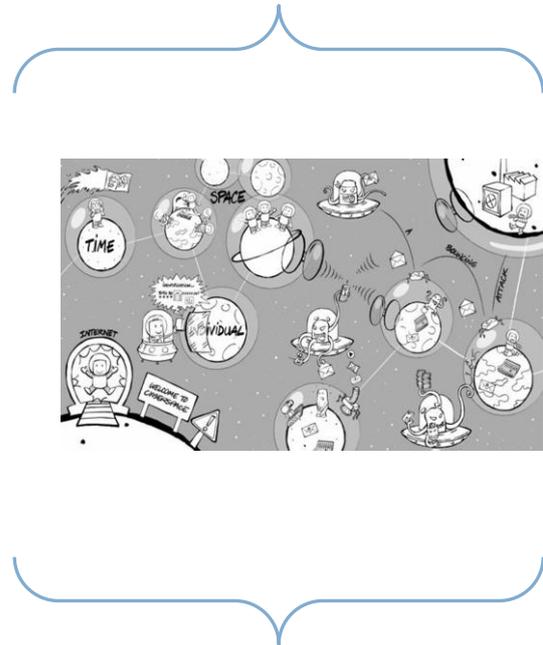


## Messages



# FRANCE

|   |
|---|
|  <p>France</p> |
| <p><b>Capital city:</b> Paris</p>   |
| <p><b>Population:</b> 64.3 millions</p>   |
|               |



## Summary table

|  |   |
|--|---|
| <p><b>Public and Private Stakeholders involved</b></p> <p><b>3</b></p> |   |
|  | ANSSI   |
|  | Allianz Assistance                                      |
| <p><b>Activities implemented</b></p> <p><b>4</b></p>                   | ISSA France Chapter                                     |
|  | Awareness Campaign                                      |
|  | Security Awareness Campaign                             |
|  | Meeting   |
|  | Annual ANSSI meeting with students from EPITA / EPITECH |

## Analytics

1

**ISSA video** [http://www.youtube.com/watch?v=W4zgaKVHB-c&feature=youtu.be&utm\\_content=bufferd02a7&utm\\_source=buffer&utm\\_medium=twitter&utm\\_campaign=Buffer](http://www.youtube.com/watch?v=W4zgaKVHB-c&feature=youtu.be&utm_content=bufferd02a7&utm_source=buffer&utm_medium=twitter&utm_campaign=Buffer)

2

**ANSSI article**

<http://www.ssi.gouv.fr/fr/menu/actualites/l-anssi-s-associe-au-mois-de-la-cybersecurite-organise-par-l-enisa.html>

# GERMANY

|  |
|--|
|  <p>Germany</p> |
| <p>Capital city: Berlin</p>  |
| <p>Population: 82 million</p>  |
|                |



Summary table

|   |   |
|---|---|
| <p>Public and Private Stakeholders involved</p> <p><b>6</b></p> | <p>Police Crime Prevention of the Federal States and the Federal Government</p> |
|   | <p>Federal Ministry of Food, Agriculture and Consumer Protection</p>            |
|   | <p>International Youth Service of the Federal Republic of Germany</p>           |
|   | <p>Deutschland sicher im Netz</p>   |
|   | <p>klicksafe</p>  |
|   | <p>Federal Office for Information Security (BSI)</p>                            |
|   |   |

|   |   |
|---|---|
| <b>Activities implemented</b><br><br><b>7</b> |   |
|   | Awareness Campaign <a href="http://www.polizei-beratung.de">www.polizei-beratung.de</a> |
|   | Awareness Campaign "Watch your web"   |
|   | Awareness Campaign <a href="http://www.sicher-im-netz.de/">www.sicher-im-netz.de/</a>   |
|   | Awareness Campaign <a href="http://www.klicksafe.de">www.klicksafe.de</a>               |
|   | Online Campaign   |
|   | IT-Security Fair and Congress   |
|   | Internet Day / Tag des Internets  |

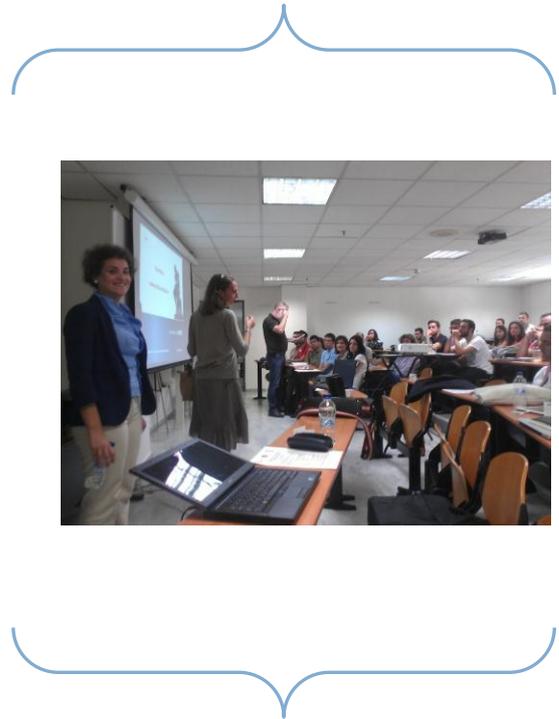
## Message



Watch your Web

# GREECE

|   |
|---|
|  <p>Greece</p> |
| <p><b>Capital city:</b> Athens</p>  |
| <p><b>Population:</b> 11.2 million</p>  |
|               |



Summary table

|   |  |
|---|--|
| <p>Public and Private Stakeholders involved</p> <p><b>3</b></p> |  |
|   | <p>Athens University of Economics &amp; Business</p> <p>ENISA &amp; EC</p> |
| <p>Activity implemented</p>                                     | <p>ECSM Workshop</p>   |

# HUNGARY

|  |
|--|
|  <p>Hungary</p> |
| <p><b>Capital city:</b> Budapest</p>   |
| <p><b>Population:</b> 10 million</p>   |
|                |

**Hacktivity: Hacker conference**  
 10 years of tradition

Summary table

|   |   |
|---|---|
| <b>Public and Private Stakeholders involved</b><br><br><b>3</b> |   |
|   | Biztributor Day and HP Reflektor            |
|   | Mysec                                       |
| <b>Activities implemented</b><br><br><b>4</b>                   | Antall József Knowledge Center              |
|   |   |
|   | Biztributor Day and HP Reflektor Conference |
|   | Hacktivity: Hacker conference               |
|   | Mysec Talk                                  |
|   | Vitacore Evening                            |

# ICELAND

|  |
|--|
|  <p>Iceland</p> |
| <p><b>Capital city:</b> Reykjavik</p>  |
| <p><b>Population:</b> 0.3 million</p>  |
|                |



**Summary table**

|  |   |
|--|---|
| <p><b>Public and Private Stakeholders involved</b></p> <p><b>2</b></p> |   |
|  | Promennt & EC-Council                     |
| <p><b>Activity implemented</b></p>                                     |   |
|  | Hacker Halted Training Event & Conference |

# IRELAND

|   |
|---|
|  Ireland |
| <b>Capital city:</b> Dublin   |
| <b>Population:</b> 4.5 million  |
|         |



**RCSI INSTITUTE OF LEADERSHIP**  
CyberPsychology Research Centre

Summary table

|  |   |
|--|---|
| Public and Private Stakeholders involved |   |
|  | Cyber Psychology Research Centre                      |
| Activity implemented                     |   |
|  | Conference: Launch of CyberPsychology Research Centre |

# ITALY

|   |
|---|
|  Italy |
| <b>Capital city:</b> Rome   |
| <b>Population:</b> 60 million   |
|       |



## Events

### Workshop

**Date:** 01 Oct 2013

### Campaign on the web site of Ministry of Economic Development

**Date:** 01 Oct 2013

### ANSA a set of interviews to CLUSIT experts

**Date:** 01 Oct 2013



### Summary table

|  |  |
|--|--|
| <b>Public and Private Stakeholders involved implementing:</b><br><br><b>11</b> |  |
|  | High Institute for Information and Communications Technologies (ISCTI) |
|  | CLUSIT   |
|  | ANSA   |
|  | Public Administration Agency   |
|  | National Research Council (CNR)  |
|  | Ministry of Defense  |
|  | Telecommunication Operators (Vodafone, Telecom, Wind)                  |
| Energy Companies (ENEL, TERNA)   |  |
|  |  |

|   |  |
|---|--|
| <b>Activities implemented</b><br><br><b>3</b> | ANSA a set of interviews to CLUSIT experts                   |
|   | Campaign on the web site of Ministry of Economic Development |
|   | Workshop/Security Magazine/online campaign                   |

## Analytics

1.

Workshop: between 100 and 200 participants

2.

**ANSA:** National Press Agency; RAI "Report" (+3/5 millions audience)  
 CLUSIT home page (+3.000 visitors monthly) & newsletter (+1000 dedicated, verified, updated recipients); Online analytics

3.

CLUSIT Report 2013 on Italy's cybersecurity  
[http://www.ansa.it/scienza/collection/rubriche/tecnologie/2013/10/04/Solo-2-italiani-conosce-cybercrime\\_9407479.html](http://www.ansa.it/scienza/collection/rubriche/tecnologie/2013/10/04/Solo-2-italiani-conosce-cybercrime_9407479.html)

## Messages



# LATVIA

|   |
|---|
|  <p>Latvia</p> |
| <p>Capital city: Riga</p>   |
| <p>Population: 2.3 million</p>  |
|               |



Annual Conference

## Summary table

|   |  |
|---|--|
| <b>Public and Private Stakeholders involved</b><br><br><b>2</b> |  |
|   | CERT LV<br>ISACA Latvia                          |
| <b>Activities implemented</b><br><br><b>3</b>                   |  |
|   | Computerologist<br>Annual Conference<br>Workshop |
|   |  |

# LITHUANIA

|  |
|--|
|  <p>Lithuania</p> |
| <p><b>Capital city:</b> Vilnius</p>  |
| <p><b>Population:</b> 3.3 million</p>  |
|                  |



Summary table

|  |  |
|--|--|
| <p><b>Public and Private Stakeholders involved</b></p> <p><b>3</b></p> |  |
|  | The Communications Regulatory Authority of the Republic of Lithuania |
|  | European Security Round Table  |
| <p><b>Activity implemented</b></p>                                     | Microsoft  |
|  | Round Table discussion on Cyber Security                             |

# LUXEMBOURG

|  |
|--|
|  Luxembourg |
| Capital city: Luxembourg   |
| Population: 0.5 million  |
|            |



Summary table

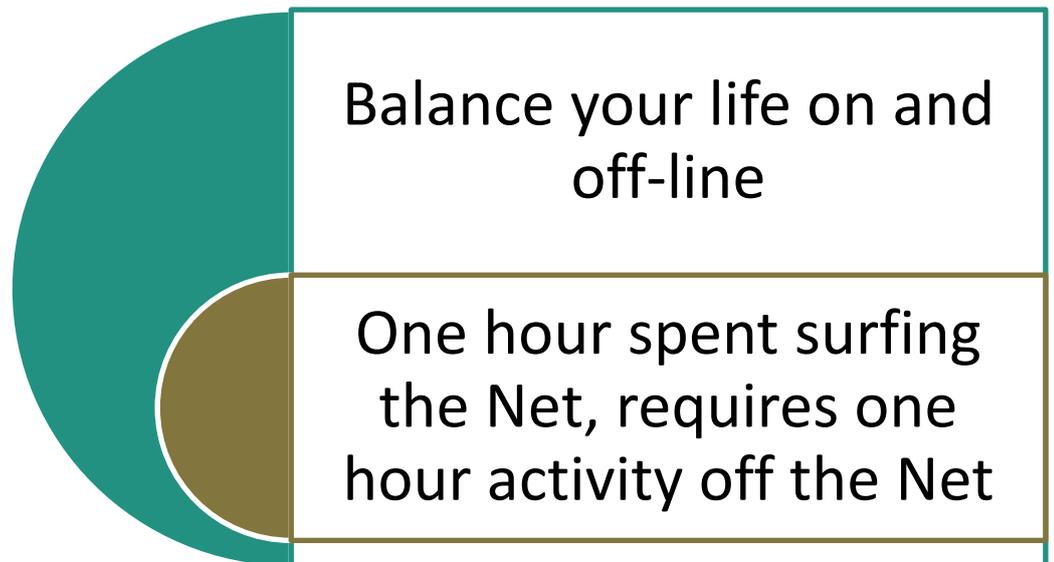
|   |  |
|---|--|
| <b>Public and Private Stakeholders involved</b><br><br><b>8</b> | CASES et CIRCL   |
|   | Ministry of Culture, Higher Education and Research     |
|   | Ministry of the Economy and Foreign Trade              |
|   | Ministry of Family Affairs and Integration             |
|   | Ministry of National Education and Vocational Training |
|   | Ministerial Department for Sports                      |
|   | <i>Anonym Gleckspiller</i> asbl                        |
|   | University of Luxembourg                               |
| <b>Activities implemented</b><br><br><b>2</b>                   |  |
|   | BEE BALANCED National Press Presentation &             |

|  |             |
|--|-------------|
|  | Round Table |
| More than 300 participants at this event | Autumn Fair |

## Analytics

Autumn fair: estimated that the stand was visited by approximately 2500 people.

## Messages



# MOLDOVA

|  |
|--|
|  <p>Moldova</p> |
| <p><b>Capital city:</b> Chişinău</p>   |
| <p><b>Population:</b> 3.56 million</p>   |
|                |



## Summary table

|   |  |
|---|--|
| <b>Public and Private Stakeholders involved</b><br><br><b>2</b> | Moldova e-Government Center/Government CIO   |
|   | Cyber security Center CERT-GOV-MD  |
| <b>Activities implemented</b><br><br><b>2</b>                   | International Conference "Cyber Security in Moldova: Challenges, Trends and Responses" |
|   | Cyber Security Week in the Government  |

1

International conference: between 50 and 100

2

76 likes from key people

3

Each news item was viewed by over 200 people

## Messages

"You are the key to security"

Strengths of activity: gathering public and private sectors together and international experts

# NETHERLANDS

|  |
|--|
|  <p>Netherlands</p> |
| <p><b>Capital city:</b> Amsterdam</p>  |
| <p><b>Population:</b> 16.4 million</p>   |
|                    |



Summary table

|   |   |
|---|---|
| <b>Public and Private Stakeholders involved</b><br><br><b>2</b> |   |
|   | Intelink<br>Ministry of Security and Justice  |
| <b>Activities implemented</b><br><br><b>3</b>                   |   |
|   | Awareness Raising Campaign<br>Cyber Security Awareness and Integrity Help & Hotline |
|   | College Tour  |

# NORWAY

|   |
|---|
|  <p>Norway</p> |
| <p><b>Capital city:</b> Oslo</p>  |
| <p><b>Population:</b> 5 million</p>   |
|               |



## Summary table

|   |                                   |
|---|-----------------------------------|
| <b>Public and Private Stakeholders involved</b><br><br><b>2</b> | Sikkert                           |
|   | Norsis                            |
| <b>Activities implemented</b><br><br><b>4</b>                   | Kick off Conference "Sikkert NOK" |
|   | Conferences and seminars          |
|   | Training of staff in October      |
|   | Press Conference                  |

## Analytics

1

more than 40 conferences in october

2

5 million listeners of Radio adverts

3

302 media precences

4

40.000 visitors at webpages: [www.norsis.no](http://www.norsis.no)  
and [www.sikkert.no](http://www.sikkert.no) during october

5

125.000 employees from 125 business got  
awareness training

6

40 security experts registrered as speakers

## Messages

"A lot of actitivties to choose  
from"

"The awareness package is  
great"

"More SME's to involve"

# POLAND

|  |
|--|
|  Poland |
| <b>Capital city:</b> Warsaw  |
| <b>Population:</b> 38.1 million  |
|        |



Secure2013

## Summary table

|  |   |
|--|---|
| <b>Public and Private Stakeholders involved</b><br><br><b>18</b> | NASK Institute  |
|  | CERT- PL  |
|  | Computer Science and Automation Institute of State Higher School of Computer Science and Business Administration in Łomża |
|  | Ministry of Science and Higher Education,   |
|  | Ministry of Administration and Digitization   |
|  | American Chamber of Commerce in Poland  |
|  | Qualys, RSA, Dell, BT, Orange, Blue Coat, Fortinet, Fire Eye, HP, Mc Afee   |
|  | Podlaskie province branch of the Polish Information Processing Society  |
|  | <b>Activities implemented</b><br><br><b>3</b>   |
| Between 50 and 100 participants to this event                    | TIKE 2013 conference "Information and communication technologies for education"   |

|                            |   |
|----------------------------|---|
|                            | SECURE 2013   |
|                            | Check your knowledge now and "Become Security Master" |
| More than 300 participants | Annual SECURE 2013 conference                         |

## Analytics

1

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

2

Annual Secure Conference: Good agenda. Speakers from many countries. Participants not only from Poland but also from neighbour countries. Long tradition, 17th year

3

TIKE Conference: Regional event (conference plus 12 workshops) activates teachers from schools from medium size city.

## Messages



# PORTUGAL

|   |
|---|
|  <p>Portugal</p> |
| <p><b>Capital city:</b> Lisbon</p>  |
| <p><b>Population:</b> 10.6 million</p>  |
|                 |



Summary table

|  |                                  |
|--|----------------------------------|
| <p><b>Public and Private Stakeholders involved</b></p> <p><b>5</b></p> |                                  |
|  | FCCN                             |
|  | CERT.PT                          |
|  | Ciência na Imprensa Regional     |
|  | ShadowSEC Lisbon                 |
|  | AnubisNetworks                   |
| <p><b>Activities implemented</b></p> <p><b>2</b></p>                   |                                  |
|  | Workshops                        |
|  | Cybersecurity Awareness Campaign |

## Analytics

1

**Conference: 137 Delegates** in the 5 days of the event

2

**19 Speakers**

3

**44 Companies present at the Event**

## Messages

"Sharing information(knowledge) is important in the sense of improved practices to reduce the various risks"

"Good technical qualities of the speakers"

# ROMANIA

|  |
|--|
|  <p>Romania</p> |
| <p><b>Capital city:</b> Bucharest</p>  |
| <p><b>Population:</b> 21.5 million</p>   |
|                 |



Summary table

|  |  |
|--|--|
| <p>Public and Private Stakeholders involved</p> <p><b>12</b></p> |  |
|  | Romanian National Computer Security Incident Response Team - CERT-RO                               |
|  | Provision  |
|  | Romanian Ministry of Foreign Affairs   |
|  | Bitdefender  |
|  | OPT Bank Romania   |
|  | RCS & RDS (ISP)  |
|  | Romanian Banking Institute   |
|  | Romanian Association for Security Techniques   |
|  | Romanian Association for Promoting the Protection of Critical Infrastructure and Critical Services |
|  | National Association for the Information Systems Security  |
|  | SwissWebAcademy  |

|  |  |
|--|--|
| <b>Activities implemented</b>                  |  |
| <b>8</b>                                       | Cyber-Security Awareness Campaign  |
|  | Publishing reports   |
| More than 300 participants at this event       | "Provision Day" Conference   |
| Between 50 and 100 participants at this event  | "The protection of critical infrastructure in energy and communication sectors" conference |
| More than 300 participants at this event       | Social Media Heroes, Social Media Victims. From hieroglyphs to facebook                    |
| Between 100 and 200 participants at this event | Cyberthreats Conference  |
| Between 50 and 100 participants at this event  | "New Global Challenges to cyber security" annual conference                                |
| 12posts, 3 videos on Facebook/29 Tweets        | Online Campaign  |

## Analytics

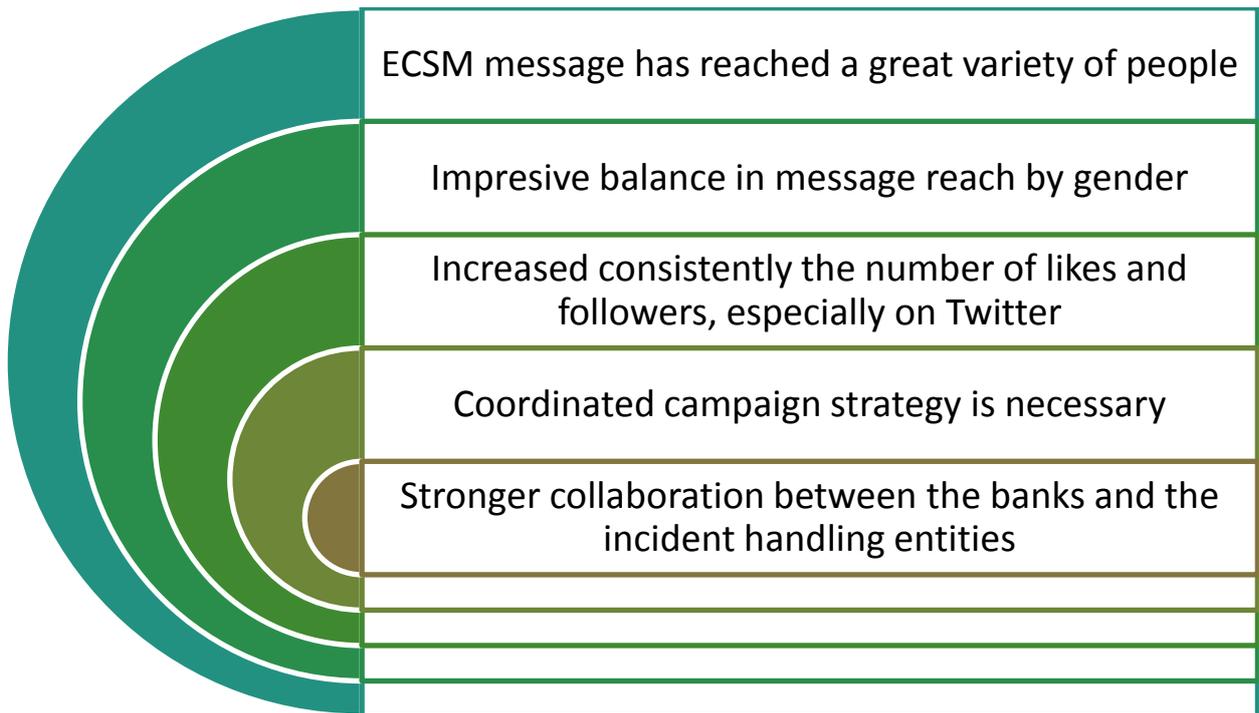
1

Online campaign: Facebook 90 posts, 113 photos, 18 video-clips

Twitter: 128 tweets (43 @CERT\_RO messages re-tweeted by others, 20 re-tweeted by us) , LinkedIn: 41 posts

2

16 articles and 8 guides published



# SERBIA



Serbia

**Capital city:** Belgrade

**Population:** 7.2 million





**Summary table**

|   |  |  |   |               |
|---|--|--|---|---------------|
| <p><b>Public and Private Stakeholders involved</b></p> <p style="font-size: 24px; font-weight: bold;">3</p> | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Register of National Internet Domain Names of Serbia</td> </tr> <tr> <td style="padding: 2px;">Diplo Foundation</td> </tr> <tr> <td style="padding: 2px;">O3ONE Gallery</td> </tr> </table>              | Register of National Internet Domain Names of Serbia                                     | Diplo Foundation                                  | O3ONE Gallery |
| Register of National Internet Domain Names of Serbia  |  |  |   |               |
| Diplo Foundation  |  |  |   |               |
| O3ONE Gallery   |  |  |   |               |
| <p><b>Activities implemented</b></p> <p style="font-size: 24px; font-weight: bold;">2</p>                   | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Exhibition "History of telecommunications security - from smoke signals to the Internet"</td> </tr> <tr> <td style="padding: 2px;">Panel discussion "Cyber security of cyber Serbia"</td> </tr> </table> | Exhibition "History of telecommunications security - from smoke signals to the Internet" | Panel discussion "Cyber security of cyber Serbia" |               |
| Exhibition "History of telecommunications security - from smoke signals to the Internet"                    |  |  |   |               |
| Panel discussion "Cyber security of cyber Serbia"   |  |  |   |               |
| <p>Less than 50 participants to this event</p>  | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Panel discussion "Cyber security of cyber Serbia"</td> </tr> </table>  | Panel discussion "Cyber security of cyber Serbia"  |   |               |
| Panel discussion "Cyber security of cyber Serbia"   |  |  |   |               |

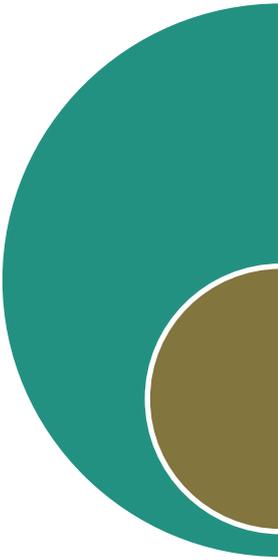
## Analytics

1

A decorative graphic consisting of a horizontal arrow pointing to the right. The arrow has a green and brown striped pattern along its top and bottom edges. The main body of the arrow is white with a thin green border.

Panel discussion: **11** TV reports (8 on national TV stations)  
3 reports on national radio stations  
39 articles on web

## Messages

A decorative graphic consisting of a semi-circle on the left side, colored in a dark teal or green. The semi-circle is partially overlapping a white rectangular box with a thin green border.

"We need to focus on  
some more specific  
topics"

"A high turnout of media -  
a lot of interest for this  
topic"

# SLOVENIA

|   |
|---|
|  <p>Slovenia</p> |
| <p>Capital city: Ljubljana</p>  |
| <p>Population: 2 million</p>  |
|                 |



## Summary table

|  |                                |
|--|--------------------------------|
| Public and Private Stakeholders involved |                                |
|  | SI-CERT                        |
| Activities implemented<br><b>10</b>      |                                |
|  | Safe on the internet month     |
|  | Website safety week            |
|  | Facebook campaign              |
|  | Safe online shopping week      |
| 60 participants attended the event       | Round table web developers     |
|  | TV campaign                    |
|  | On-line Communication Campaign |
|  | Safe online banking week       |
|  | Hacking Attacks                |
|  | Educational youth fair         |

**11** articles **2** radio interviews **1** television appearance on TV  
**4** awareness raising videos on YouTube: number of views altogether 17.035

Online portal Safe on the Internet: number of unique visitors during ECSM 11.100 (in September 3.115, that is 356 % increase)

**Short animated video:**  
<http://www.youtube.com/watch?v=2pKHoltk4uo&feature=c4-overview&list=UU4-56ldnZZN3sizLeqbMgVw>

## Messages

"Get informed! Protect yourself against on-line scams"

"Your website needs your attention"

# SPAIN

|  |
|--|
|  <p>Spain</p> |
| <p>Capital city: Madrid</p>  |
| <p>Population: 45.8 million</p>  |
|              |



## Summary table

|   |   |
|---|---|
| <p>Public and Private Stakeholders involved</p> <p><b>6</b></p> | <p>Orange Spain</p> <p>National Institute of Communication Technologies (INTECO)</p> <p>Centro de Ciberseguridad Industrial</p> <p>Industrial Cyber Security Centre</p> <p>ISACA Madrid Chapter</p> <p>ISMS Forum Spain (Spanish Association for the Advancement of the Information Security)</p> |
| <p>Activities implemented</p> <p><b>10</b></p>                  | <p>Online Campaign</p> <p>Events at Universities</p> <p>Security Awareness Campaign</p> <p>Industrial Cybersecurity Meeting</p> <p>Primer Congreso Iberoamericano de</p>  |

|  |  |
|--|--|
|  | Ciberseguridad Industrial                              |
|  | Cyber security: A shared responsibility                |
|  | Campaign "update, be strong"                           |
|  | Spanish International Congress on Information Security |
|  | II Spanish Cyber Security Forum of ISMS Forum Spain    |

## Messages

"Update Be Strong"  
video  
[www.updatebestrong.es](http://www.updatebestrong.es)

# SWEDEN

|   |
|---|
|  <p>Sweden</p> |
| <p><b>Capital city:</b> Stockholm</p>   |
| <p><b>Population:</b> 9.2 million</p>   |
|               |



## Summary table

|   |  |
|---|--|
| <b>Public and Private Stakeholders involved</b><br><br><b>2</b> |  |
|   | The Swedish Civil Contingencies Agency (MSB)<br>Swedish Post and Telecom Authority (PTS) |
| <b>Activity implemented</b>                                     | Awareness Campaign   |

## Analytics

Vistis to DinSäkerhet.se, the official web site of the campaign, increased by more than 200% in comparison with the average.

## Messages

"The planning phase will have to start earlier for next editions"

# UNITED KINGDOM

|   |
|---|
|  <p>United Kingdom</p> |
| <p><b>Capital city:</b> London</p>  |
| <p><b>Population:</b> 61.7 million</p>  |
|                       |



**Summary table**

|  |  |
|--|--|
| <p><b>Public and Private Stakeholders involved</b></p> <p><b>4</b></p> |  |
|  | ShadowSEC UK   |
|  | Cyber Security Challenge UK                              |
|  | SASIG  |
|  | The Department for Business, Innovation and Skills (BIS) |

|   |   |
|---|---|
| <b>Activities implemented</b><br><br><b>4</b> |   |
|   | Poster Competition  |
|   | Lectures, Trainings Session and Round-tables  |
|   | The Security Awareness Special Interest Group Winter meeting - "The Human Firewall - an absolute necessity" |
|   | Get Safe Online Week  |

## Messages

"The internet is a massive force for good in today's world. It allows people across the world to communicate and co-operate, reduces barriers to trade, and drives growth. We encourage UK citizens and businesses to reap these benefits whilst having the awareness, ability and confidence to act securely online."

**ENISA**

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