Cybersecurity Awareness
Sans Frontières

Considering Globalized Deployment for the STOP. THINK. CONNECT. Campaign as a Pillar of Cybercrime Suppression Strategies
Campaign Launched in USA in 2010

- Slogan and logo
  - Provides mnemonic for all cyber education/awareness assets
- Advisory suites
  - One basic advisory suite covers the barest essentials
    - Extensible
  - Additional sets cover key aspects of mobile tech, social networking, gaming, etc.
- Videos, radio ads, PSAs
- Content from national curators
Objective: STC Campaign Assets to Become Functional Icons *Worldwide*
Messaging Convention Footprint

• At the latest count, **23 nations** have launched their own STC campaigns, the latest being **Romania, Nepal** and **Myanmar**

• Another **34 candidate national curators** signed Memorandums of Cooperation but not yet deployed

• Messaging Convention looks forward to fully 193 national deployments in the years ahead
NATIONAL CAMPAIGN LAUNCHES TO DATE: 23

OBJECTIVE: 193 +

+ = Autonomous regions and transborder campaigns

- Myanmar
- Nepal
- Romania
- Trinidad and Tobago
- Poland
- Bolivia
- Panama
- France
- Japan
- India
- Switzerland
- USA
- Armenia
- Jamaica
- Spain
- Latvia
- Czech Republic
- Antigua and Barbuda
- Slovenia
- Tonga
- Nigeria
- Mongolia
- Bangladesh
Conéctate contra la Violencia de género

CAMPANÀ PARA PREVENIR LA VIOLENCIA DE GÉNERO CON VÍDEOS INFORMATIVOS

Concomparte estas historias

DESCUBRE
JAMAICA / Curator: Ministry of Science, Energy & Technology
Votre mot de passe est important
... alors choisissez-le suffisamment long et complexe!
retrouvez nos conseils ici
Securitatea cibernetică este o responsabilitate comună:

OPREȘTE-TE! REFLECTEAZĂ! CONECTEAZĂ-TE!
STÓJ: Poznaj dobre praktyki bezpiecznego korzystania z sieci.

dowiedz się więcej
JAPAN / Curator: Council of Anti-Phishing Japan
Nepal / Curator: ChildSafe.Net
Global Deployment Framework

- **IP Assets retained by the STOP. THINK. CONNECT. Messaging Convention, Inc.** are free to all users, protected by US Patent and Trademark Office Service Mark and, someday, the Madrid Protocol.

- **Propagation model**: Partner with corporations of all sizes, national governments, inter-governmental organizations (CoE, UN, Commonwealth, OAS) and APWG member companies and NGOs worldwide.

- **Deployment model**: Unified Messaging: Translate and reuse STC assets to extend the campaign and maintain its messaging. Borrow media space controlled by partners and repurpose it for STC campaign assets.

- **Sustainability model**: Cultivate national curator community to keep innovating on behalf of the campaign – and reporting back to each other content and approaches that work.

- **Behavioral change model**: Cultivate the “Thinking Slow” ICT User.
Globally Unified Cybersecurity Messaging
More Needed Today Than Ever Before

State of online safety messaging worldwide today: still fragmented, as much or more as Day 1 of STC in 2010

- Many uncoordinated campaigns in industry and government, offering often conflicting messaging
- Industry must help forge and lead a global strategy much like public health measures in the 19th century and maritime piracy in 11th Century Europe
- The STC Campaign already has substantially completed messaging development and started global deployment
- Duty to make awareness messaging more of a repeatable science and less of a faith-based initiative
Fifth annual Symposium on Global Cybersecurity Awareness coming up in October. This program was established in 2015 to bring discipline of rigorous research to the task of developing awareness messaging for tasks such as measuring its efficacy, broadly and perhaps, one day, for specific educational tasks.
Campaign Efficacy Measurement Advancing

- APWG and correspondent researchers proposing measuring user resilience to common phishing
  - Filing new submission in August with ARC
  - Closer to understanding how the built computing environment contributes to phishing’s success
- Use to determine efficacy of STC and other programs
  - Answer the question: do these campaigns make crime go down
STC Asset (Re)Development Needs

- STC campaign showing its age in a number of dimensions
  - Needs a facelift to bring it up to date to contemporary design conceits
- Geopolitical manipulation
- Deepfakes (video and voice)
- Synthetic personas / deep targeting
  - Social media
- XR user safety at home and in industrial contexts
- Madrid Agreement coverage needed to manage and protect the campaign's assets on global basis
Campaign Development Tasks at Hand

• Updating essential messaging suite to reflect contemporary threats
• COVID-19-related messaging?
• Integrating the baselining program to programmatically measure campaign efficacy
• Cultivate and maintain regional / autonomous zone / language group (Hispanophone?) deployments
• Complete establishment of global footprint
• Organization of long-term mechanism for maintenance and upkeep of STC assets
Campaign Development Under Way at APWG.EU

- APWG.EU has been leading a good deal of the R&D of the STC campaign since the founding of the Awareness symposia in Bern in 2015
- Zoriana Dmytryshyna is directing those efforts working with:
  - ENISA
  - Europol
  - European Commission
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