Catalogue of Services and Products

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GFCE Secretariat

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1.   Introduction

Since September 2015 the GFCE Secretariat has worked hard to develop the GFCE services and products which are presented in this catalogue. We have focused on developing practical tools and support for initiatives.

In the spirit of our values, most GFCE tools are innovative and online. Processes are standardized where possible, so more time is left for tailor made support where needed.

We look forward supporting you in your global cyber capacity building efforts!

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The GFCE Secretariat in 2015

GFCE SERVICES

2. Support to GFCE initiatives

Initiatives are developed by GFCE members themselves. The GFCE Secretariat provides support to start an initiative, to organize initiative Expert Meetings and to share information and initiative outcomes.

a. Starting an initiative

Two or more GFCE members can decide to start an initiative. Each initiative needs to be endorsed by other members to be adopted as a GFCE initiative. In the startup phase of an initiative the GFCE Secretariat offers the following member support:

- *Facilitation in matchmaking:* Identification of possible members and partners who could participate in or contribute to the initiative.

- *Access to cyber expert database:* Administering a database of relevant cyber experts who can provide support to the different phases of an initiative.

- *Providing a podium to pitch an initiative to other members:* Facilitation of a pitch for an initiative to all GFCE members and partners (for example during High Level Meetings) and active follow-up and support by the Secretariat to get an initiative up and running.

- *Formalization of GFCE initiative:* Facilitation of procedure to adopt a cyber capacity building project as a GFCE initiative (adoption during GFCE High Level Meetings or silent procedure by mail to all GFCE focal points). This procedure requires initiators to formulate a proposal (the Secretariat can provide a format) outlining how this initiative would contribute to cyber capacity building and the sharing of cyber expertise within the GFCE and globally.

b. Organizational support for Expert Meetings

Central in most initiatives will be the organization of expert meetings to which all GFCE members and partners are invited. The GFCE Secretariat can provide the following organizational support to such meetings:

- ***Invitation and registration process:*** The Secretariat can facilitate the invitation and registration process of an expert meeting in close coordination with the initiators. This is to reduce the administrative burden in the organization of such meetings. The Secretariat has developed a standardized request form to facilitate this process (see Appendix).

- ***Management of event website:*** The registration for expert meetings takes place on a password protected GFCE event website. This event website concentrates all information about a GFCE event on one website including: Agenda, meeting documents, participant list, logistics (venue, hotel, transport) and social media tools. For more information see chapter 9.

- ***On-site support:*** The Secretariat strives to have one staff member of the Secretariat present at GFCE expert meetings. He/she can answer general questions about the GFCE during this meeting. This person ensures news coverage for the GFCE website and twitter account (including photo's) and can bring along GFCE branded materials such as: badges (based on online registration), name placards, a roll-up banner, pens & notebooks.(see chapter 11). In consultation with the initiators additional support can be provided.

Initiators are primarily responsible for hosting and funding of their Expert Meetings, including acquisition of a venue and catering and preparations on the meeting substance (speakers, agenda, chairing etc.).

3.   Organization of GFCE High Level Meetings

High Level Meetings of the GFCE are organized on an annual base (or bi-annual on members request and per decision of the co-chairs). These meetings present the main forum to share the (preliminary) outcomes of initiatives, to evaluate progress and decide ongoing matters and to discuss strategic challenges in global cyber capacity building. The Secretariat organizes GFCE High Level Meetings together with a hosting member and in close coordination with the GFCE co-chairs.

The Secretariat will take care of the ***invitation and registration process*** and ***management of the event website***. Together with the hosting member the Secretariat will ***coordinate logistical arrangements*** such as acquisition of meeting venue and catering and will provide on-site support during the meeting (manning a registration desk, distribution of badges etc.). The Secretariat is further responsible for ***GFCE branding, external communication and preparation of meeting minutes***. The Secretariat will support the co-chairs in ***agenda development*** and the ***invitation of speakers***.

Participation to GFCE High Level Meetings is free of costs to GFCE members, partners and the advisory board. Costs for hotel rooms, the occasional dinner and travel are on the expense of participants themselves. In

coordination with the co-chairs there is some funding available for financial support to members from the Global South.

4.   Information sharing and global visibility

A central function of the Secretariat is to share information both within the GFCE community as with external stakeholders.

a. Sharing of GFCE initiative outcomes

The GFCE wants to be a multiplier of cyber expertise and best practices worldwide. The Secretariat actively supports initiators to share their initiative outcomes both within the GFCE platform and with external stakeholders.

- *Information sharing via the GFCE website:* This website contains an overview of all GFCE initiatives, deliverables and planning. In order to keep this overview up to date all initiators are requested to keep the Secretariat informed about the status of their initiatives. For more information about the website and twitter account see chapter 7.
- *Active follow-up and support for initiatives:* The Secretariat will also follow up directly with the initiators to discuss the progress of their initiatives and to hear whether additional support is required to obtain the envisaged outcomes
- *Presentations during High Level Meetings:* High Level Meetings in principle have a number of sessions reserved for initiatives to present themselves to other GFCE members and partners. Depending on the agenda there is also limited time available for speaking slots during plenary sessions.
- *Global Cyber Expertise Magazine:* The GFCE Secretariat is currently in the process of setting up a Global Cyber Expertise Magazine together with the OAS, the EU and the AU (other parties are welcome to participate). The idea is to publish this magazine with an overview of global cyber capacity initiatives and policy developments. This would provide another opportunity to share initiative outcomes.

b. GFCE global visibility

To build GFCE as a known and trusted brand among relevant external stakeholders the co-chairs, GFCE members and the Secretariat can represent the GFCE at international conferences. Members of the Advisory Board may also conduct advocacy and outreach at events and meetings on behalf of and representing the

GFCE Advisory Board. The Secretariat pro-actively contacts members, partners and the advisory board to provide them with a podium during such conferences in workshops, side events and panels.

5.   Research

The Secretariat facilitates members with the collection of research data on global cyber capacity building. This research is input for strategic discussion by high level officials on challenges in global cyber capacity building.

a. Global inventory cyber capacity building projects

The Global Cyber Security Capacity Centre of the Oxford University is currently compiling an inventory of current efforts in the field of cyber capacity building, commissioned by the GFCE. This overview allows GFCE members to identify and fill in gaps in their capacity building activities and to coordinate their efforts. The inventory is accessible online via the portal https://www.sbs.ox.ac.uk/cybersecurity-capacity/explore/gfce. For more information about this portal see chapter 10.

6.   Administrative support

The Secretariat provides the following administrative support:

To members and partners:
- Keeping contact lists up to date
- Processing of membership requests
- Administrative support to initiatives (see chapter 2)
- Point of contact for all questions/propositions with regards to the GFCE organization

To co-chairs:
- Processing proposals/decisions to members and advisory board
- Keeping a record of official GFCE documents

To the Advisory board:
- Facilitation of communication flow between advisory board, members and co-chairs
- Facilitation of (virtual) meetings

GFCE PRODUCTS

7.   GFCE website

The GFCE website (www.thegfce.com) is the central information hub about the GFCE both for internal and external stakeholders. This website is being maintained by the GFCE Secretariat, initiators are requested to keep their initiative pages up-to-date. Below an overview of those parts of the website which are most relevant to GFCE members and partners: the Homepage, Initiative pages, Member/partner pages, Document library and Q&As.

Homepage – (www.thegfce.com**)**

The home page is set up as the online business card of the GFCE with latest updates (news, twitter) and quick access to important GFCE information.

- • **News articles** – Reserved to highlight GFCE events, initiative outcomes, GFCE organizational updates and exchange of cyber expertise. Please contact the Secretariat for any GFCE related news which you would like to put in the spotlight.
- • **Quick link cyber capacity project portal** – Hyperlink to the Oxford portal with an inventory of cyber capacity projects worldwide.
- • **Twitterfeed** – Embedded tweets of GFCE twitter account
- • **Menu – Links** to news, about, themes, initiatives, members and partners, documents
- • **GFCE themes –** Quick links to the 4 GFCE theme pages

Initiative pages (www.thegfce.com/initiatives)

The GFCE website gives on overview of all GFCE initiatives and their current status. Each initiative has a section with a description of the initiative, the aims it wants to achieve, relevance to other members, expected outcome and planning. The initiative sections have the possibility to add: documents, embedded movies (for this we need the original movie file), news items and an agenda. We are currently in contact with initiators to update their sections. Initiators are requested to regularly check their pages and provide content to the Secretariat to keep them up-to-date (the Secretariat has a template available).
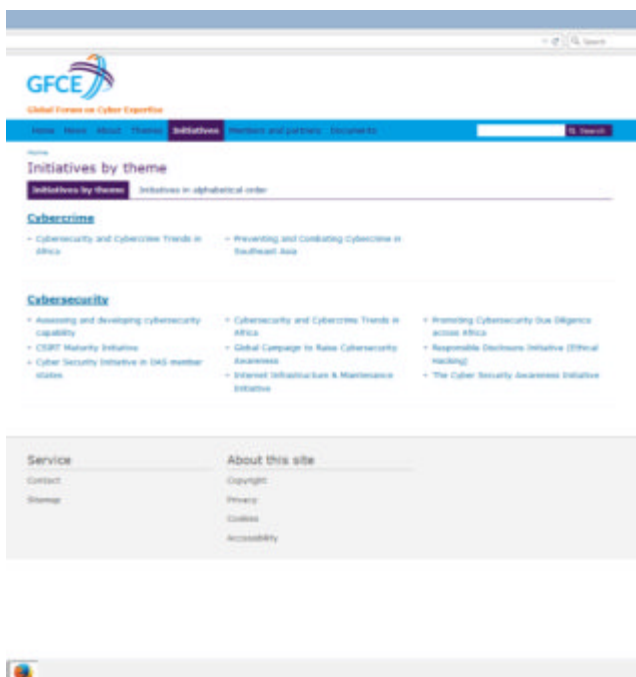

Member/partner pages (www.thegfce.com/members-and-partners)

All members/partners have their own page within the GFCE site with their organizational/country name and logo/flag.

These pages also show the initiative in which partners/members are involved and contact information (standard: via the Secretariat).

It is possible to add documents to this page (for example National Cyber Strategy papers). Members/partners are requested to regularly check their sections and contact the Secretariat for any updates.
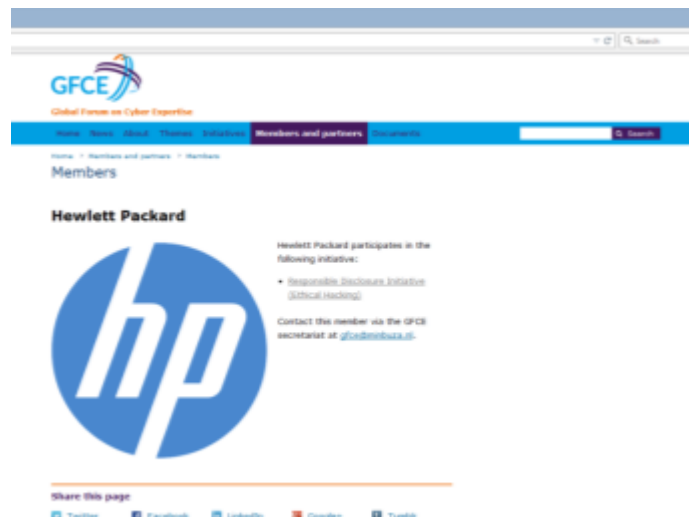
Online document library (www.thegfce.com/documents)

All documents and video files on the website are published in the document library. There are different search fields to look for documents by keyword, period and type (discussion document, press release, publication, question and answer, report, speech and video).

Questions and Answers (www.thegfce.com/about/contents/qa)

In the About page of the GFCE website you can find a handy overview of answers to all the most frequently asked questions about the GFCE.

8.   GFCE Twitter account #thegfce

The GFCE twitter account is used to notify followers about the latest GFCE related news and live reporting on GFCE events. The GFCE twitter account can used to make meetings more interactive (for example by responding on stage to questions/remarks made via twitter).

The GFCE twitter feed is embedded in both the GFCE main website and the GFCE event website.

Please follow us ☺

9.   GFCE online event tool

The GFCE online event tool (www.gfce-events.com) makes it possible to easily develop and access a tailor made event website for each GFCE meeting. This tool combines all information and documents about your GFCE event in one password protected website. Moreover it has a build in functionality for event registration and compiling of a participant list.

To use this tool there is no need to download an app (no need to worry about cybersecurity) and the website is accessible from any device (also outdated ones). The tool is also accessible in desktop version. By saving the link to your mobile device it has all the advantages of an event app (including offline use).

The GFCE Secretariat administers this tool based on information which the organizers provide via the *Request Form Secretariat Support to GFCE Initiative Meetings* (on request available from GFCE secretariat).
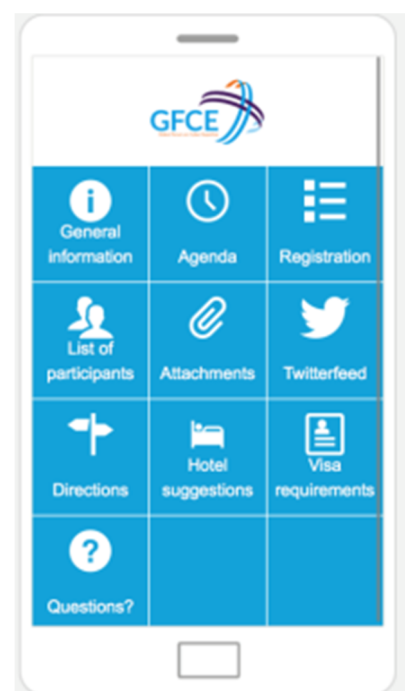
The event tool is build up from different tiles:

- **General information – S**hort overview of the event
- **Agenda –** Agenda items with explanation per program item
- **Registration –** Each GFCE event requires participants to register in advance.
- **List of participants –** The tool automatically compiles a list of participants from the registration database. This includes the possibility to upload your photo to make networking easier. During the registration it is also possible to opt out of the list of participants and stay anonymous.
- **Documents –** All meeting documents can be accessed via the event website, which renders paper versions unnecessary.
- **Twitterfeed –** Embedded twitter feed from GFCE account
- **Hotel booking information –** Containing suggestions about hotel bookings
- **Transport information –** Additional information about event venue including directions via Google maps
- **Visa requirements –** Further information concerning visa requirements

All emails related to save-the-date, invitations, reminders and other notifications related to GFCE events will be distributed by the Secretariat (using email welcome@gfce-events.com).

10. GFCE Oxford portal

The Cybersecurity Capacity Portal of the Oxford University (https://www.sbs.ox.ac.uk/cybersecurity-capacity/explore/gfce) has a special section with an inventory of Global Capacity Building Projects related to the GFCE themes.

The GFCE commissioned the Oxford University to build up a database with cyber capacity projects worldwide. Via the portal this database can be easily consulted and searched.

The data in this inventory is the basis for analysis of global cyber capacity building. The database will be used as input for strategic discussions about cyber capacity building during GFCE High Level Meetings.
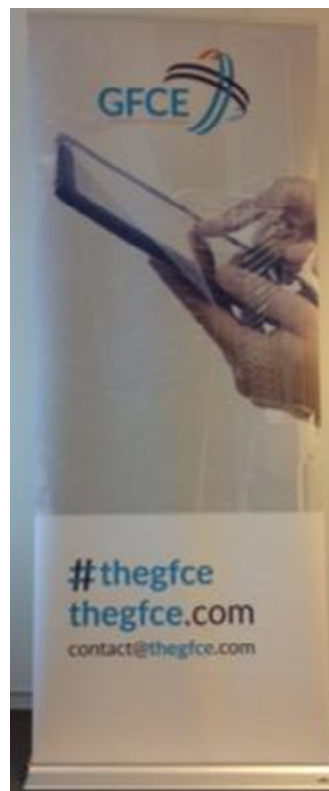
11. GFCE branding

The following GFCE products are available:

- Roll-up banners (2 versions)
- E-pens (with light, laser pointer & touchscreen pen)
- Notebooks

These items can be provided by Secretariat staff at GFCE meetings and international conferences.

GFCE Banner 1

GFCE Banner 2

GFCE notebook and e-pen

12. GFCE templates

Below GFCE templates are available from the Secretariat upon request. These templates may only be used by GFCE members, partners or the advisory board for documents/presentations related to GFCE events and GFCE initiatives. When in doubt about correct use of the templates, please contact the Secretariat.

Word template

PowerPoint template (available in 4:3 and 16:9)