



STOP | THINK | CONNECT™

Cybersecurity Awareness Sans Frontières

***Considering Globalized Deployment for the
STOP. THINK. CONNECT. Campaign as a Pillar
of Cybercrime Suppression Strategies***



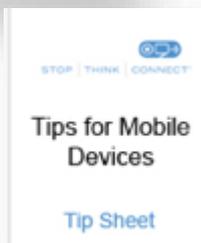
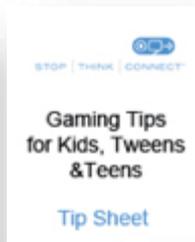
PARA | PIENSA | CONÉCTATE™

Unified Cybersecurity Awareness
Messaging for a Safer Online World

Campaign Launched in USA in 2010



STOP | THINK | CONNECT™



- 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



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Unified Cybersecurity Awareness
Messaging for a Safer Online World

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



SPAIN / Curators: Cibervolunterios



PARA PIENSA CONÉCTATE*

EL PROYECTO

SOLICITA

EXPERIENCIAS ▾

MATERIALES

DIFUSIÓN

CONTACTO



Conéctate contra la Violencia de género

CAMPAÑA PARA PREVENIR LA VIOLENCIA DE GÉNERO CON VÍDEOS INFORMATIVOS

Conparte estas historias

DESCUBRE

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ACEPTAR

plugin de

JAMAICA / Curator: Ministry of Science, Energy & Technology

STOP | THINK | CONNECT

Keeping the web a safer place for everyone.

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BE CYBER SAFE

THINK BEFORE YOU POST

STOP. THINK. CONNECT.

When you cross the street, you look both ways to make sure it's safe. Staying safe on the Internet is similar. It takes some common sense steps.

STOP: Before you use the Internet, take time to understand the risks and learn how to spot potential problems.

THINK: Take a moment to be certain the path ahead is clear. Watch for warning signs and consider how your actions online could impact your safety, or your family's.

CONNECT: Enjoy the Internet with greater confidence, knowing you've taken the right steps to safeguard yourself and your computer.

Protect yourself and help keep the web a safer place for everyone.

BE CYBER SAFE.....THINK BEFORE YOU CLICK

October is Cyber Security Awareness Month, join us in an activity near you...Stay tuned for details

GET INVOLVED!

It's easy to get involved with STOP. THINK. CONNECT. Free resources are here for everyone to use.

GET STARTED

DID YOU KNOW?

Friday, September 29, 2017 is Social Media Awareness Day

MORE FACTS

TIP OF THE WEEK

Report stolen finances or identities and other cybercrime to the JamaicaCIRT (cirtja@mset.gov.jm) and to law enforcement, Communication Forensic & Cybercrime Division (CFCD)

View Our Tips & Advice

Select Language

France / Curator: CECyF / Gendarmerie Nationale

Suivez-nous:



ARRÊTE-TOI | RÉFLÉCHIS | CONNECTE-TOI™

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Votre mot de passe est important

... alors choisissez-le suffisamment long et complexe!

[retrouvez nos conseils ici](#)



ARRÊTE-TOI | RÉFLÉCHIS | CONNECTE-TOI™

Antibot

ROMANIA / Curator: Institutul Național de Cercetare – Dezvoltare în Informatică



OPREȘTE-TE | REFLECTEAZĂ | CONECTEAZĂ-TE

Acasă
Despre
campanie

Atenționări Sfaturi Evenimente Materiale Contact

Securitatea cibernetică este o responsabilitate comună:

OPREȘTE-TE! REFLECTEAZĂ! CONECTEAZĂ-TE!

DESPRE CAMPANIE 



POLAND / Curator: CERT.PL / NASK



STÓJ | POMYŚL | POŁĄCZ



a a a

[O KAMPANII](#)[DOBRE PRAKTYKI](#)[MATERIAŁY DO POBRANIA](#)[KONTAKT](#)

STÓJ: Poznaj dobre praktyki bezpiecznego korzystania z sieci.

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STOP.THINK.CONNECT.™ は世界中の企業が手を取りあい、安全にインターネットを使える社会をつくる世界的な運動です。



STOP THINK CONNECT

インターネットを
安全に楽しむための合言葉で
す

STOP.THINK.CONNECT. (立ち止まる、考える、楽しむ) は、インターネットを安全に楽しむための基本となる行動習慣を表したものです。誰にでもできるセキュリティは、この行動習慣をまず身につけることから。交通安全の標語のように、ネットにも安全を守る「合言葉」を広めましょう。

▶ 詳しく見る



STOP.THINK.CONNECT.

「不正な利用が確認されたので、アカウントを停止しました」という緊急メールが届いたので、即座にリンクをクリックして状況を確認。

何気なくクリックした動画再生ボタン。「会員登録完了。請求金額20万円。」の画面表示を見て、あわてて取り消しのために業者に連絡した。

共通の趣味で親交を深めたネットの友人や異性。始めてリアルで会う約束をした。

学校や会社の楽しかったイベントの写真、自分が撮ったものはすかさず

記事や投稿を見てイラッときたその瞬間、その気持ちのままに非難、反論

JAPAN / Curator: Council of Anti-Phishing Japan

Unified Cybersecurity Awareness
Messaging for a Safer Online World

NEPAL / Curator: ChildSafe.Net

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[e- StopThinkConnect in Nepal](#)

TIPS
& ADVICE



STOP | THINK | CONNECT™

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**



Awareness V - Den Haag

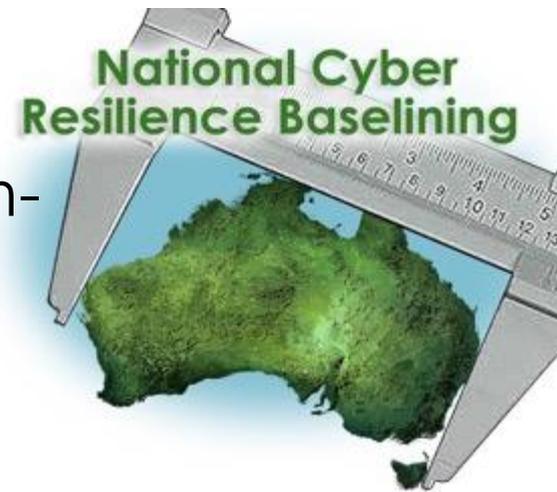


Fifth annual Symposium on Global Cybersecurity Awareness coming up in October. This program was established in 2015 to bring discipline of rigorous research to the task of developing awareness messaging for tasks such as measuring its efficacy, broadly and perhaps, one day, for specific educational tasks



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



Contacts

Zoriana Dmytryshyna
zoriana.dm@apwg.eu

Peter Cassidy
pcassidy@apwg.org
Skype: peterfxcassidy

education.apwg.org

