Unified Cybersecurity Awareness Messaging to Upgrade Users @ Scale


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Global Unification of Cybersecurity Awareness Messaging

Keystone for Cybercrime Suppression
The global STOP. THINK. CONNECT.™ public-awareness campaign is the first-ever and only globally coordinated cybersecurity messaging suite to help all digital citizens stay more secure online.

The campaign maintains a service-mark slogan, logo and brief advisory suite.

The assets are managed by the non-profit STOP. THINK. CONNECT. Messaging Convention, Inc. a Georgia corporation co-managed by two non-profits, APWG and Washington-based NCSA.
Fourteen National Campaigns Deployed

- Antigua and Barbuda
- Slovenia
- Kingdom of Tonga
- The Federal Republic of Nigeria
- Mongolia
- People’s Republic of Bangladesh
- Armenia
- The French Republic
- USA
- Japan
- Belize
- Switzerland
- Jamaica
- Spain

Latest campaign deployments:
- Antigua and Barbuda
- Belize
- Kingdom of Tonga
- Nigeria

In fast-track deployment mode this quarter:
- Colombia
- Swaziland
27 Memorandums of Cooperation With National Ministries, CERTs and NGOs

Latest Memorandums of Understanding signed:

- Norway (NorSIS)
- Swaziland (Sec’t of Office of Prime Minister)
- Colombia (MinTIC)
- Slovenia (CERT.si)
- Czech Republic (NCSC)
- Latvia (CERT.lv)
- Slovakia (CERT.sk)

Latest Memorandums of Understanding shipped for due diligence:

- Macedonia (CSIRT)
- Argentina (UNLP / UBA)
- Mexico (Digital Family)
- Bhutan (CERT)
- Sudan (CERT)
30 National Curators in Due Diligence for Memo of Cooperation

- APWG working peer-to-peer with national ministries and national-scope NGOs
- APWG working with multi-lateral treaty organizations, representing 150 member nations with an interest in seeing them adopt STC:
  - **Organization of American States**
    - 2012 Memorandum of Cooperation
  - **Commonwealth Secretariat**
    - Advising in development of Commonwealth Cybercrime capacity development strategy, presented STC at conferences in St Lucia, Australia and Namibia in 2015
  - **Europol (EU)**
    - Presented at INTERPOL-Europol cybercrime conference 2015
      - Looking ahead to further collaborations
  - **On going dialog with** **African Union, United Nations (ODC), OSCE, and Council of Europe (Cybercrime Convention)**
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Hybrid Vigor: Campaign Invites Flexibility in Deployment Scenarios

- The Messaging Convention has entered into cooperative memorandums with a number of different kinds of curating enterprises
  - Government ministries
  - Government agencies
  - National CERTs
  - National-scope NGOs
  - Trade associations (like APWG)
  - Hybrid special purpose NGO
  - National postal service
  - National universities

- HINT! Maybe your STC national curation story may start: A CERT, a bank, an ICT minister and a telco walk into an APWG meeting . . .
  - Talk to us and take your place in the STC Campaign Pantheon
Curators’ Corps Assures Campaign Future as a Global Resource

The Bern Symposium on Global Cybersecurity Awareness Messaging
September 1 & 2, 2016

First conference for global stakeholders working to upgrade users at scale with a people-as-infrastructure perspective

Curators presenting: Armenia, Latvia, Nigeria, USA, France, Spain, Switzerland, Slovenia

Program Partners: Organization of American States, Commonwealth Secretariat, Europol & IGF, organizations with delegations from around 116 countries

Key proposal: National baselining protocol for assessing cyber resilience of national populations
National Cyber Resilience Baselining Survey Protocol

- National survey protocol would use regression factor analysis based on technical experiences to predict the likelihood that a subject will be able to accurately recognize a cybercrime in progress – like a phishing attack email.
- The baseline protocol that was developed at Indiana University to be a validated skills-measurement protocol.
- Now validated, APWG curators, likely in collaboration with research universities, can use this protocol as a broadly deployable baseline awareness and expertise study.
- Then we can add data-specific before and after questions or phishing tests to see 1) if there are changes in responses and 2) if those changes are a result of superior education or other outside influence.
STOP. THINK. CONNECT.
Meet the National Curators
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Nigeria

- Cyber Security Experts Association of Nigeria joined the Messaging Convention as a licensing partner of the campaign assets in 2015

- CSEAN unveils the Nigerian national STOP. THINK. CONNECT.™ on June 11, 2016 at the annual DigitalSENSE forum conference

- Messaging Convention working to help partnership cultivate its footprint in Nigeria and the West African region

- See: stopthinkconnect.ng
Japan

- First national STOP. THINK. CONNECT. campaign in East Asia
- The STOP. THINK. CONNECT.™ campaign in Japan is curated by the Council of Anti-Phishing Japan which recruited a group of some 20 technology companies, e-merchants and business infrastructure firms to manage its deployment
- Operational as of December 2014
- February 2016 deployed original STC posters at all 160 subway stations of the massive Tokyo Metro
- Leadership is shared by JP CERT, Trend Micro and Hitachi Data Systems.
- See: stopthinkconnect.jp
Campaign Architecture - Japan

- STC is evolved into a keystone for cybersecurity awareness outreach instrument for stakeholders addressing the general public and for industry actors
- Can play to a crowd and, through industry, talk ‘inside baseball’
France

- Memorandum of Cooperation completed for the Republic of France in December 2015 by the French Center of Excellence Against Cybercrime, signed by IG of *Gendarmerie Nationale*
- CECyF is a public private partnership with management provided by French Interior
- Website launched in February 2016
- SEE: cyberprevention.fr
Campaign Architecture - France

CECyF employs the campaign to create a virtual omnibus channel for a number of cyber-security programs France manages.
Jamaica

- Jamaica organized its STOP. THINK. CONNECT.™ campaign through a coalition of the Ministry of Science, Technology Energy and Mining with the collaboration of the Jamaica Bankers Association

- Its launch in January of 2016 garnered national media attention from the first day of the campaign

- See: stopthinkconnect.org.jm
Campaign Architecture - Jamaica

- Under the leadership of Jamaica CIRT and MSTEM ministry, the campaign is an outreach and advisory scheme that brands and extends all general-public awareness programs in Jamaica.

- The one-stop shop provides STC-themed presentations to Boards, civil society groups and:
  - Posters at schools, churches and civic organizations;
  - This year, distributing a student cybersecurity handbook.

- Leveraging STC, the MSTEM ministry is developing plans for a full scale observance of Cybersecurity awareness month for this October.
Switzerland

- **SWITCH**, the national CERT and ccTLD manager, arranged for the MoC through Swiss Internet Security Alliance (SISA), an NGO largely managed by SWITCH and PostBank Switzerland.

- Campaign launched in late 2015. First in Europe to prepare and present materials for local languages. So far, German and French.

- See: stopthinkconnect.ch
Campaign Architecture - Switzerland

- STOPTHINKCONNECT.CH is employed for both broad cybersecurity awareness programming and for deep discussion of contemporary threats - like ransomware
- Links on the Ransomware campaign page point to anti-malware resources, educational materials and to police agencies for reporting cybercrimes related to ransomware
Spain

- **Cibervolunterios**, a national-scope NGO dedicated to young people’s online safety, entered into licensing agreement with the Messaging Convention in 2013 and launched their own national STC campaign website.

- **INCIBE** (national CERT of Spain) signed the MoC in late 2015 and will be coordinating with Cibervolunterios and other organizations going forward.

- See: parapiensaconectate.es
Bangladesh

- First STOP. THINK. CONNECT. campaign launched in South Asia
- First STOP. THINK. CONNECT. campaign website launched under a .gov ministerial domain name: stopthinkconnect.gov.bd
- **National Data Center**, under the Bangladesh Computer Center/ICT Division completed the MoC on December 12, 2015
- Campaign website launched in early 2016 in English.
- National CERT working to develop an instantiation of the campaign website in Bengali
- APWG correspondence working to develop campaign beach head in the region, into a more coordinated deployment footprint
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Armenia

- Joint memorandum of cooperation completed for Armenia in May 2016 by the Armenia Education Center and the Internet Society of Armenia
- Website launched in April of 2016
- Worked up translations of the advisories, posters and technical advisories packaged in the campaign
- See: safe.am/stopthinkconnect/stc.html
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The USA campaign was launched in 2010 by the Department of Homeland Security with DHS contractor National Cyber Security Alliance. Campaign adopted since then by hundreds of IT, security, financial services, retail and services companies, government agencies and NGOs.

See: stopthinkconnect.org
Mongolia

- Established February 2016
- Curator: Mongolian Cyber Security Response Team
- Status: Live in English, working on translation into standard Mongolian
- See: http://apwg.alert.mn
Kingdom of Tonga

- Established October 2016
- Curator: Ministry of Information & Communications
- Status: Live in Tongan and English
- See: http://stopthinkconnect.gov.to
Thank you

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