

ECSM 2017 Guidelines for Member State Coordinators

1 Guidelines for Planning European Cyber Security Month

1.1 A common Understanding of Security Awareness

Guideline 1: Member State Coordinators are encouraged to create campaigns aiming at activating users to protect information from security threats. Campaigns are expected to attract recipients' attention and make them recognize information security concerns and respond accordingly. ECSM campaigns should also strengthen users' abilities to accurately perceive potential privacy threats, with regards to their shared personal information.

1.2 Formulation of Project Plan

Guideline 2: Member State Coordinators are recommended to develop an ECSM project plan that can guide the management of all involved activities for design, execution and evaluation. It is imperative to produce a documented project plan.

1.3 Definition of Communication Plan

Guideline 3: Member State Coordinators need to clearly define the target group or groups of ECSM national campaigns. The Member State Coordinators can broadly separate target audience into general users, young people or business users. The design of the ECSM campaigns should be customized upon the defined target groups.

Guideline 4: Member State Coordinators are encouraged to choose information security themes addressing both a) commonly identified security threats, and b) threats identified by national or international classifications as current security threats.

2 Guidelines for Evaluating European Cyber Security Month

Guideline 5: Member State Coordinators are urged to define evaluation metrics at the design level to ensure that they collect the necessary data for assigning values to the metrics after the completion of the ECSM month events.

Guideline 6: Member State Coordinators are recommended to provide information from past ECSMs (2012-2016) for assessing the metrics.



