

Securing
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Protecting Your Community

A Global Concern

Liz Fraumann

Director, Cybersecurity Awareness & Education

ESET North America



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2 Billion People on the Internet



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WORLD INTERNET USAGE AND POPULATION STATISTICS

World Regions	Population (2010 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2010	Users % of Table
Africa	1,013,779,050	4,514,400	110,931,700	10.9 %	2,357.3 %	5.6 %
Asia	3,834,792,852	114,304,000	825,094,396	21.5 %	621.8 %	42.0 %
Europe	813,319,511	105,096,093	475,069,448	58.4 %	352.0 %	24.2 %
Middle East	212,336,924	3,284,800	63,240,946	29.8 %	1,825.3 %	3.2 %
North America	344,124,450	108,096,800	266,224,500	77.4 %	146.3 %	13.5 %
Latin America/Caribbean	592,556,972	18,068,919	204,689,836	34.5 %	1,032.8 %	10.4 %
Oceania / Australia	34,700,201	7,620,480	21,263,990	61.3 %	179.0 %	1.1 %
WORLD TOTAL	6,845,609,960	360,985,492	1,966,514,816	28.7 %	444.8 %	100.0 %



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The U.S. Challenge

600 Million eye-balls - Reach and engage!



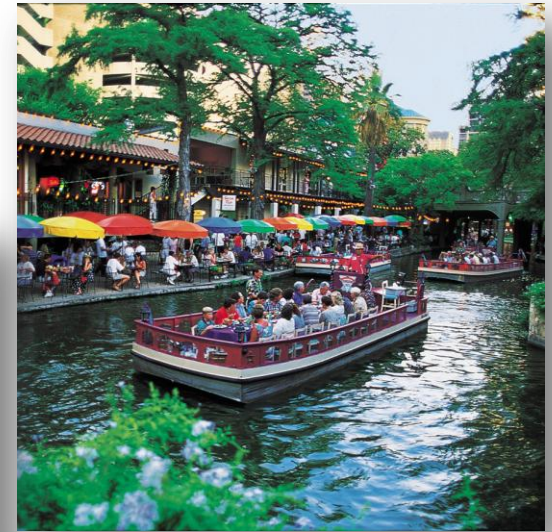
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Collaborating





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WC-4 - Ann Arbor, MI

- Share information, educational material and events related to Internet Safety.
- <http://washtenawcybercoalition.org//>



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RMTA – Colorado Springs, CO

- Strong alliance of technology of business and academics for cyber security
- http://www.rmtech.org/index_rmta.php

RMTA
ROCKY MOUNTAIN TECHNOLOGY ALLIANCE

Working to Build a "Technology Habitat" within the Rocky Mountain Corridor

HOME ABOUT JOIN NEWS EVENTS CONTACT

RMTA Home

- Join RMTA
- Organizational Structure
- List of Members
- Become a Sponsor
- RMTA Members**
- CO-LABS
- Colorado College
- Colorado Technical University

The Rocky Mountain Technology Alliance

is a network of industry, academic institutions, and government organizations cooperating to expand the Rocky Mountain Technology Corridor's global leadership in research, education, application, and commercialization of technology.

- Applying technology for the benefit of society
- Supporting economic development
- Strengthening the research base
- Fostering teaming opportunities and entrepreneurship

WYOMING
COLORADO
NEW MEXICO

Converge + Connect + Collaborate

Join Now!
CLICK HERE!



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Cyber Maryland

- Technology development and jobs for Maryland
- <http://www.cybermaryland.org/>

The screenshot shows the CyberMaryland website homepage. At the top, there is a navigation bar with links for 'Subscribe By RSS or Email', 'Archives', and 'Contact Us'. The main header features the 'CYBER MARYLAND' logo, with the tagline 'Epicenter for Information Security & Innovation' and a search bar containing the text 'to search, type and hit enter'. Below the header is a dark navigation menu with links for 'ABOUT', 'NEWS', 'JOBS', 'ASSETS', 'MAP', 'EVENTS', 'BLOG', and 'EDUCATION & TRAINING'. The main content area has a large background image of two men in business suits talking in an office. Overlaid on this image is the text 'THE STATE OF CYBER MARYLAND' and a paragraph: 'The CyberMaryland initiative is an aggressive plan to nurture innovative cybersecurity technologies and develop cybersecurity talent in Maryland.' At the bottom of this section is a blue 'LEARN MORE' button with a 'Slide1_gov' label next to it.



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Cyber City USA, San Antonio, TX

- Building cyber aware & skilled
 - Community
 - Education
 - Government
 - Business
- <http://cybercityusa.org/home>



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Securing Our eCity[®] - San Diego, CA

- Raising awareness, educating and helping to prepare
 - Community
 - Education
 - Government
 - Business
- <http://www.securingourecity.org>

The screenshot shows the website's header with navigation links: About, Blog, Media Archives, News & Events, Contact, Login, Search, and Request a free workshop! Below the header is a secondary menu: Business, Personal, Education, Resources, Model City, Stakeholders. The main banner features the text: "It's a community-based public/private partnership designed to ..." with a background image of a group of people clapping. Below the banner are three main content sections:

- Resources & Tools:** Organizations like ESET North America receive over 100,000 threat samples every day. How is one supposed to stay ahead of the game and protect themselves and their organizations? The resources listed below are just a quick few things that you can learn about and become more protected both at work and home. →
- News & Events:**
 - 20-22 September 2011: Shaping the Future of Cyber Security Education - NICE Workshop →
 - 3-5 October 2011: EnergySec - SmartGrid Security Summit West 2011 →
 - 25th October 2011: Securing Our eCity® Cybersecurity Symposium & Awards Fall 2011 →
 - 8-9 November 2011: APWG eCrime Summit →
- Model City:** Our vision is to create a safe digital neighborhood that is both resistant to cyber-threats and resilient to man-made or natural disasters, where our citizens, businesses, organizations and government can effectively and securely navigate, collaborate and conduct business to remain economically competitive in today's fast-changing technological environment. The secure cyber city model we establish in San Diego will empower our citizens and serve as a...

 On the right side, there is a "Cybersecurity Top 5" list:

1. [Thieves want your debit card and PIN. Pay cash for gas.](#)
2. [Secure your wireless network at home, EZ.](#)
3. [Check the privacy settings for your social networking sites frequently.](#)
4. [Ensure all employees understand the policy and penalty for violations.](#)
5. [Know who to contact - See First Responder Primer.](#)

 At the bottom right, there is a link: "In touch with SOeC". The footer includes "Internet | Protected Mode: On".



Island of San Diego

- **International border**
- **Population – 1.3M – 2010**
- **2010 designated as iHub Innovation Center**
- **Host to largest Naval Fleet in world**
- **Top Two Employers**
 - **U.S. Navy**
 - **San Diego Unified School District**

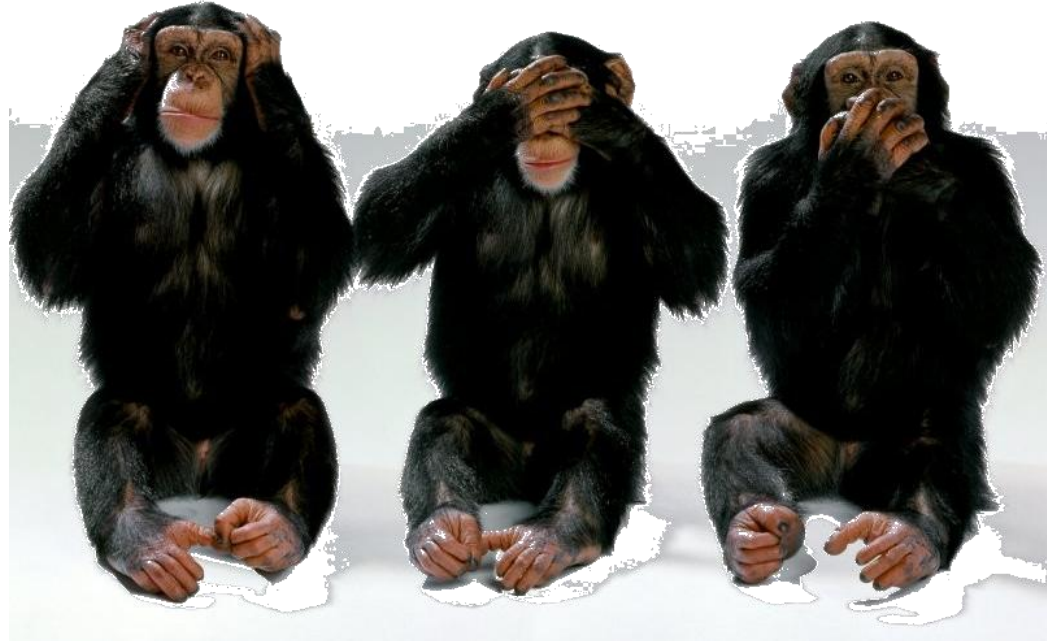
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76% - 85% of San Diegans

- **Not familiar with**
 - **Cybercrime**
 - **Cybersecurity**
 - **Cyberterrorism**



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Friends – 15%

Survey Says...



Professionals 8%



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Active and Engaged Ecosystem

Government



Law Enforcement

Education



Industry

Non-Profit



Community





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- **First gathering – Jan. 2010**
- **136 Stakeholders – all sectors represented**



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Mission & Vision

Mission:

Our mission is to enable every digital citizen to live, work and play safely in the cyber world.

VISION:

Our vision is to create a safe digital neighborhood that is both resistant to cyber-threats and resilient to man-made or natural disasters, where our citizens, businesses, organizations and government can effectively and securely navigate, collaborate and compete in today's fast-changing technological environment. The secure cyber city model we establish will empower our citizens and serve as a beacon for cities across North America and the world.



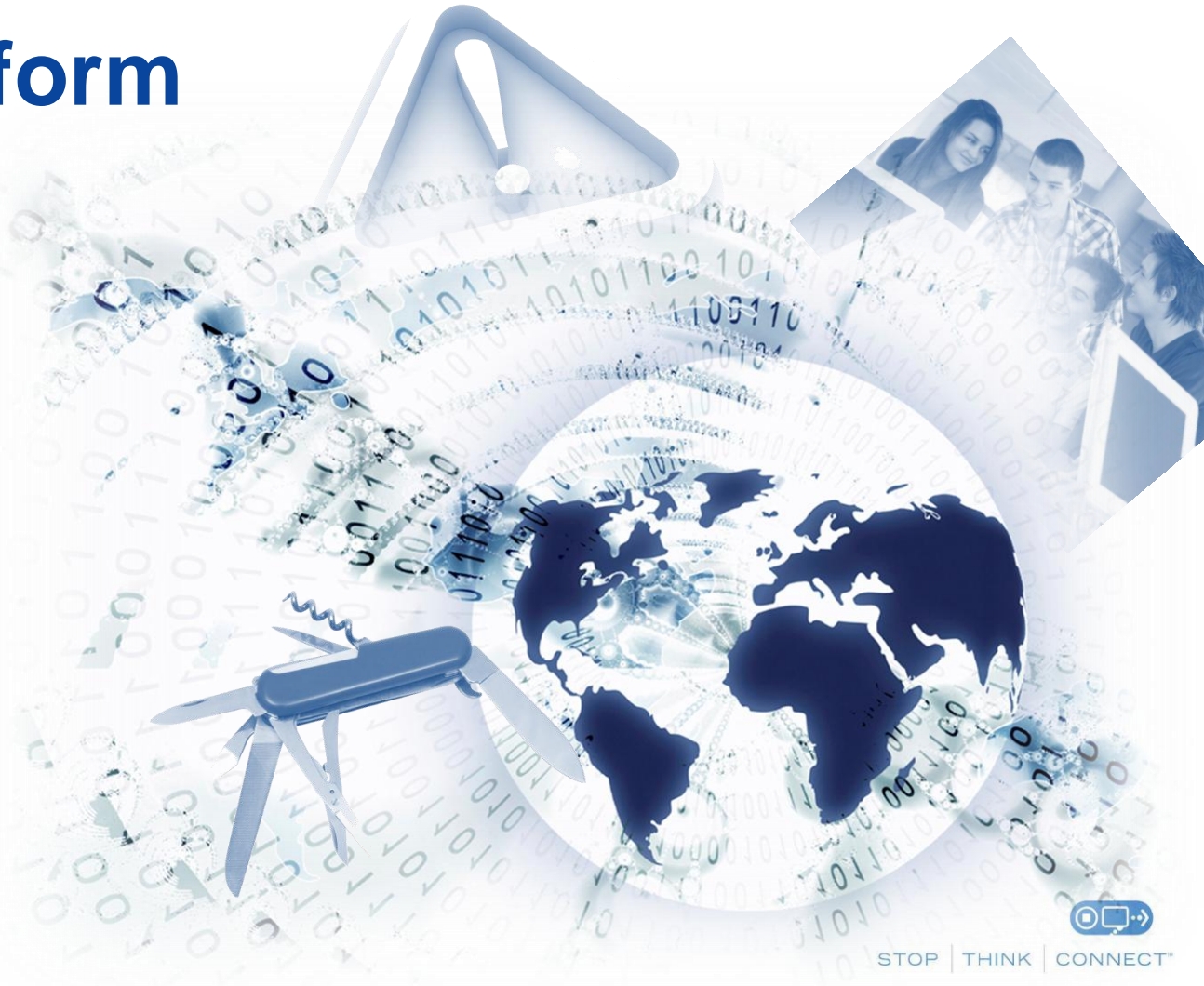
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Platform

- Awareness
- Education
- Preparation



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Our Focus

- Business
- Family
- Youths
- Seniors



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Structure





Work in Workgroups

- **Awareness:** increase visibility of cybersecurity best practices, foster a unified message and promote programs and campaigns that help digital citizens stay safer in cyberspace.
- **Cluster:** coordinate with local groups focused on economic development that are focused on cybersecurity and related businesses.
- **Critical Infrastructure:** engage with the eighteen industry segments that make up critical infrastructure elements and help ensure improved cyber security.
- **Education:** foster general and curriculum-based learning for all digital citizens.
- **Law Enforcement:** enhance cybercrime prevention and improved criminal implications.
- **Metrics:** measure the success of projects, programs and campaigns; provide research data on cybersecurity issues.
- **Public/Private Partnerships:** facilitate interaction between the regional sectors, industry and government to support the SOeC mission.
- **Policy:** enlighten city, state and federal policy makers as it relates to cyber work with local organizations to foster internal cybersecurity policies that protect business.



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Stakeholder Engagement

- Workgroup
- Projects
- Activities
- Events



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Samples



Bringing IT Home

Critical Infrastructure for Small Businesses: Prepare, Prevent and Respond

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Into the Breach:

A Guide to Cybercrime Triage

16 million records were exposed through 662 data breaches in 2010.

What are you doing to protect your customers and employees?

Law Enforcement Workgroup

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Messaging Goes Here And Here

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Taking A Stand

Cybersecurity Awareness, Education & Preparation

www.eSET.com | 800.425.4252



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Challenge – Awareness



We don't know what we don't know!



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Solution

RIGHT MESSAGE
to the **RIGHT PEOPLE**
at the **RIGHT TIME**

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Community Engagement



How important is cybersecurity to me?

...Tremendously.

We at SDG&E take our cyber responsibility seriously. We provide customers with the advantages of today's digital world, while remaining vigilant with their data's safety. Securing Our eCITY is a trusted resource for cybersecurity knowledge and training.

— Jessie Knight, Chairman and CEO, San Diego Gas & Electric

Defend your business against cybercrime. Sign up for a free workshop at: www.securingourcity.org/request-a-workshop



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Stay safe in cyberspace. www.securingourcity.org





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Challenge – Education



We don't know what we don't know!





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Digital Native – Digital Immigrant – Digital Tourist





Dare to imagine

- **Classrooms in 2020?**
- **Teaching tools**
- **Curriculum**
- **Communication**



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Community Education



[CYBER SAFETY 101](#) | [RESOURCES](#) | [JUST FOR TEENS](#) | [PROGRAMS](#) | [ABOUT](#)

[Home](#) / [About](#)

About
[Who We Are](#)
[Mission Statement](#)
[Contact](#)
[Privacy Policy](#)

About

FAQ
 Q&A on issues concerning computer access, social networking, etc.
[Read more](#)

How to Solutions
 Specific advice and tips for some of the most common computer and internet questions.
[Read more](#)

Who We Are

SafetyNet: Smart Cyber Choices® is a collaborative program of the

52% of teenage girls used sexting as a "sex present" for their boyfriend.

51% of teen girls say pressure from a guy is a reason girls send sexy messages

Phishing

Hey kids! Remember, when you are on the computer be aware of scams like Phishing, don't ever give away your personal information to any website or to any one on the phone without your parents permission.

- Make sure a link is from a trusted source before clicking on it.
- Do not click on links or popups offering valuable prizes.
- If a bank email asks for your credit card number contact the bank directly.
- Do not respond to emails that say you have won money or got an inheritance.
- Verify any phone calls asking for donations or personal information.
- If you're unsure, always ask a trusted adult.

Don't take the bait!

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www.securingourcity.org

Submitted by Nick Alfonso- C.E. Van Middle School



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Preparation



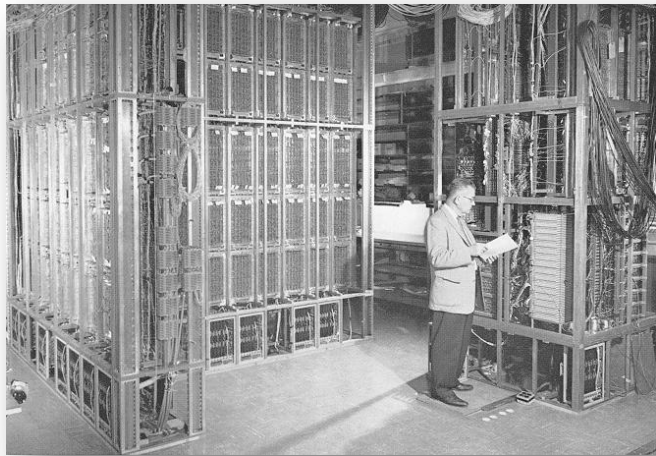
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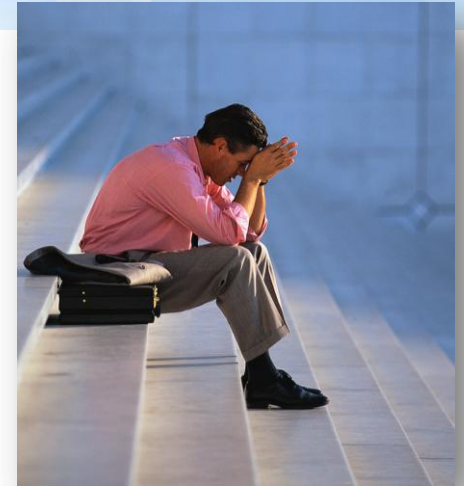


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Challenges



Antiquated equipment



Knowing where to turn



Current and accurate information

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And, bigger issues?



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Solution



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Collaboration



Government • Industry • Education • Community • Non-profits

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Programs



\$7,200 savings per two iPad classes in one year



SANS Institute offer sample cyber policy templates

Bringing IT Home
Critical Infrastructure for Small Businesses: Prepare, Prevent and Respond

CI for SMBs

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Into the Breach:
A Guide to Cybercrime Triage

16 million records were exposed through 662 data breaches in 2010.
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Where to turn from Law Enforcement

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Share With Professionals



- DHS
- NCSA
- WC3
- MS-ISAC
- CAE
- US Chamber
- Others?

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What you can do...

- Engage
- Collaborate
- Implement
- Help reach all digital citizens
 - STOP. THINK. CONNECT.™





***Together we build the cyber-village of the future –
Cyber-safe for Life ♦ Work ♦ Play!***

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Thank you!

Liz Fraumann
lfraumann@eset.com

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