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Protecting Your Community

A Global Concern

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ESET North America

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A Presidential Directive

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Global Concern

2 Billion People on the Internet

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Source: http://www.physorg.com/news/2011-01-internet-users-worldwide-billion.html

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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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Source: http://www.physorg.com/news/2011-01-internet-users-worldwide-billion.html

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The U.S. Challenge

600 Million eye-balls - Reach and engage!

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Researchers found…

ESET Internet Security

The weakest link…

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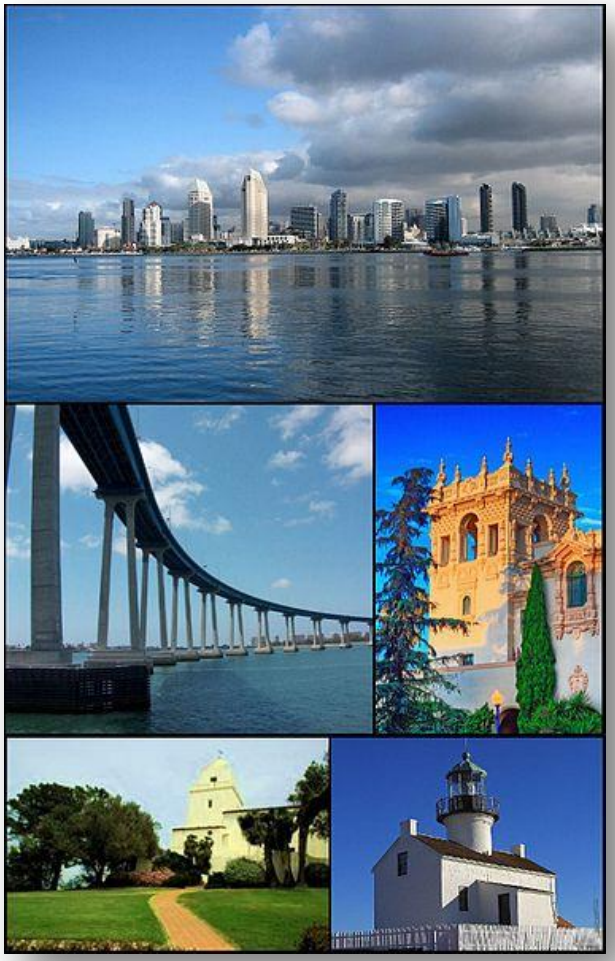
San Diego Cyber-Scape

Laying the Ground-Work



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Island of San Diego

- International boarder
- 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

Source: http://en.wikipedia.org/wiki/San_Diego

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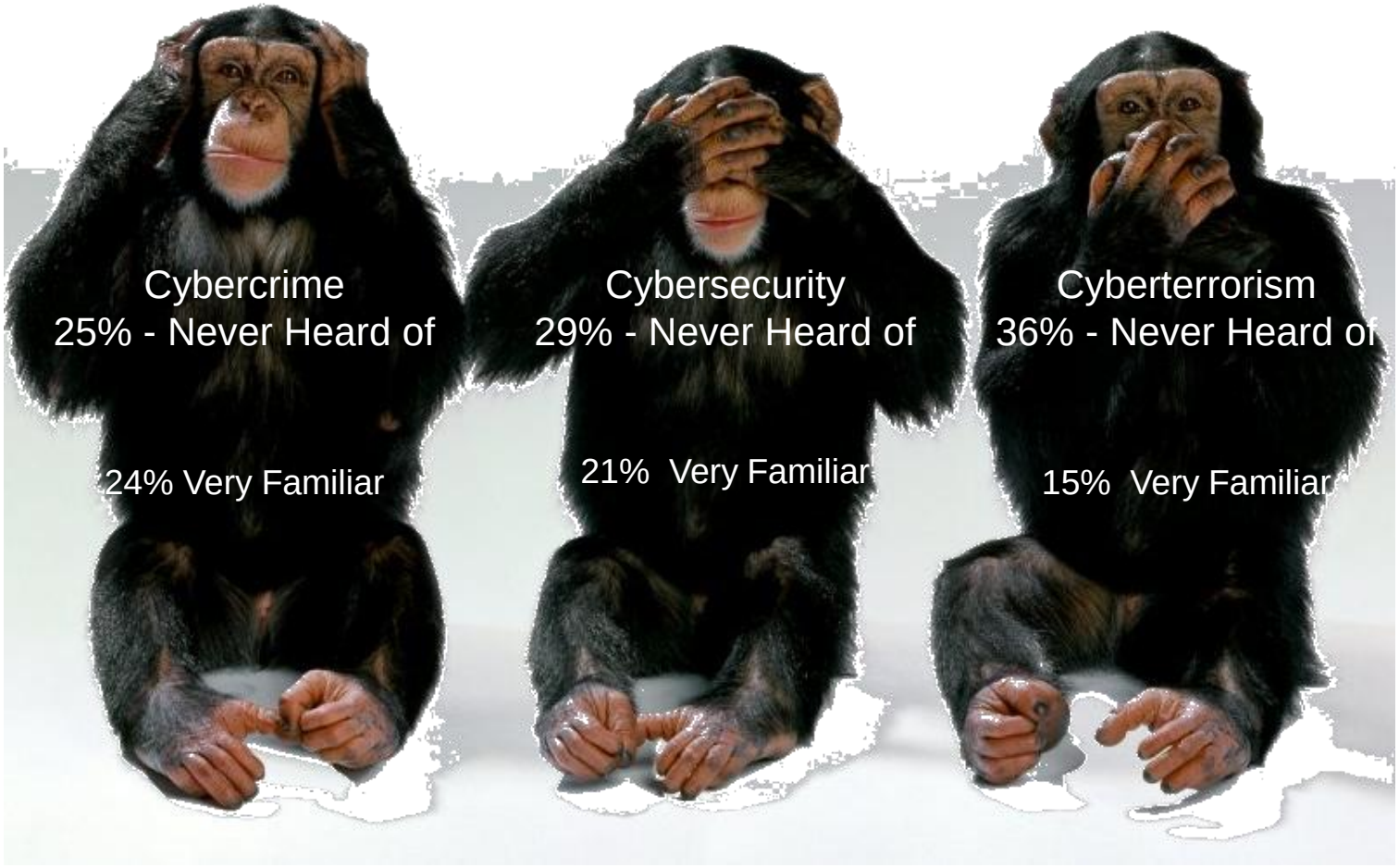

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Where do people get their cyber information from?

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Survey Says…

Friends – 15%

Professionals 8%

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Active and Engaged Ecosystem

Government

Law Enforcement

Education

Industry

Non-Profit

Community

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Building The Base

- 3 days
- 17 Meetings
- 29 Organizations

Briefing Team

Questions:

1. Do you believe Cybersecurity is an issue?
2. Are you willing and able to help address it?

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

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- **A Beautiful Mind**
  - **Workgroups**
  - **Next steps**

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Discussion

Beyond
Admiring the Problem

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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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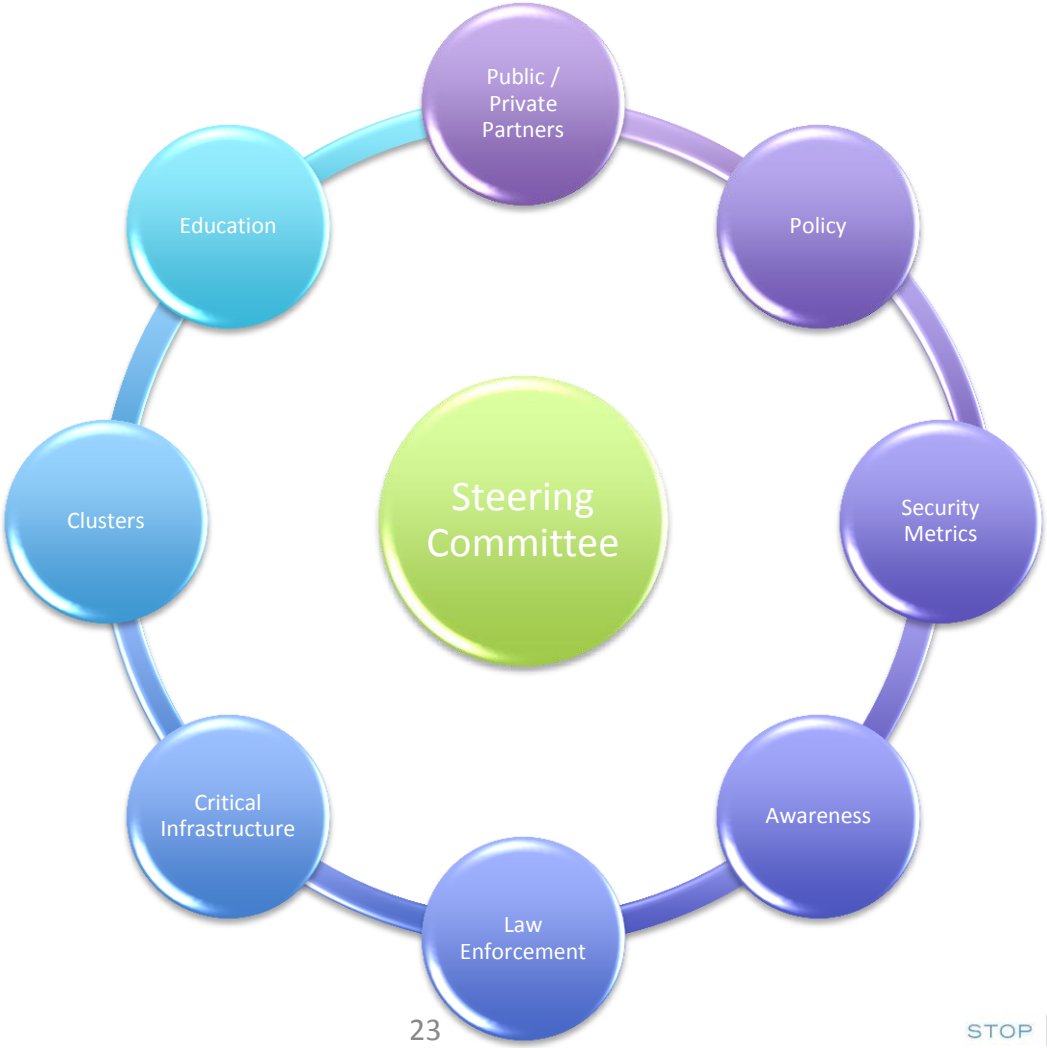
Structure



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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:** **c**oordinate 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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Body of Materials

- Collateral
  - Handouts
  - Education
- Advertisements
- PSAs
- Promo Items

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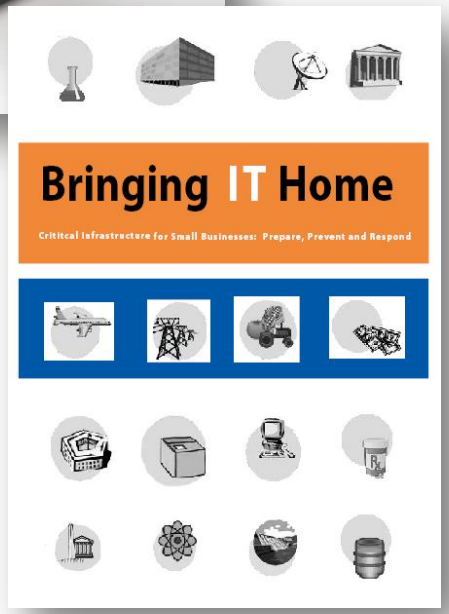
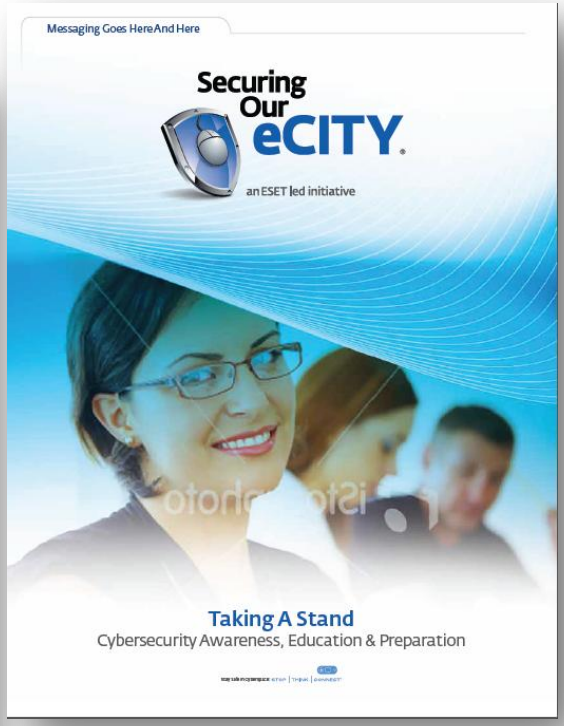
Samples





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Discussion

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Implementation

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Challenge – Awareness

We don’t know what we don’t know!

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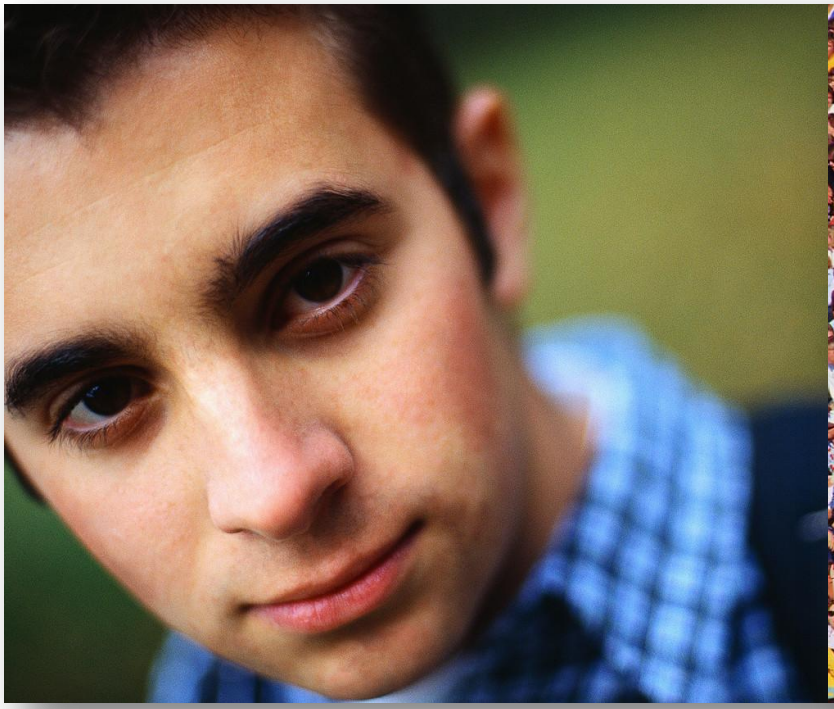
Starts with Individuals



Touches EVERYONE

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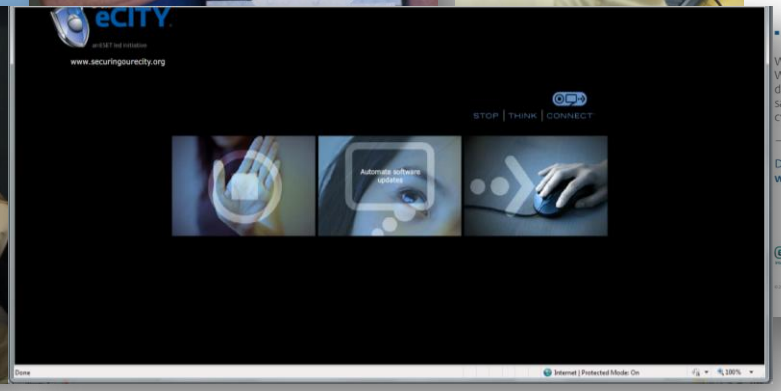
Community Engagement



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Challenge – Education

We don’t know what we don’t know!

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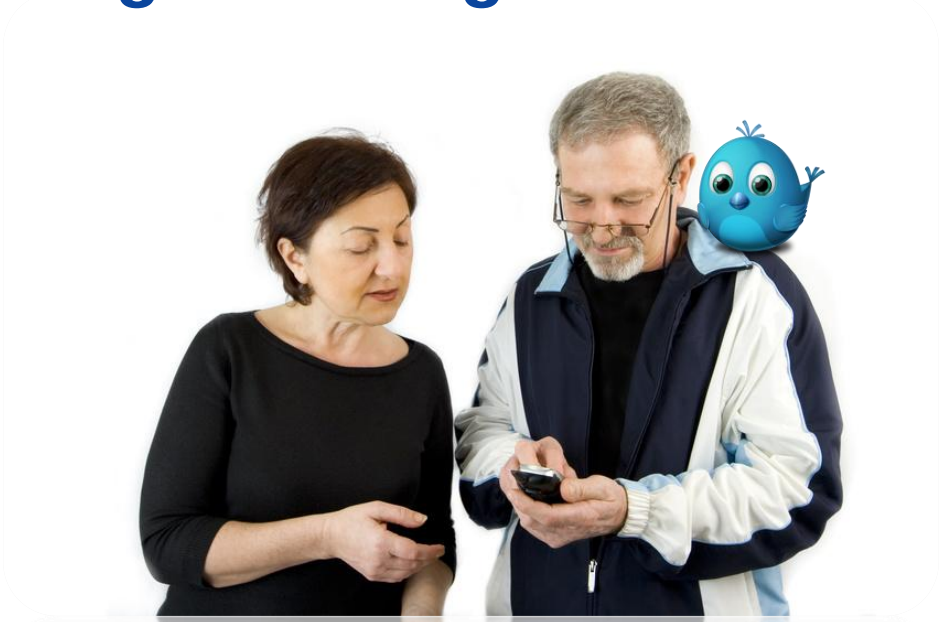
Digital Native – Digital Immigrant – Digital Tourist



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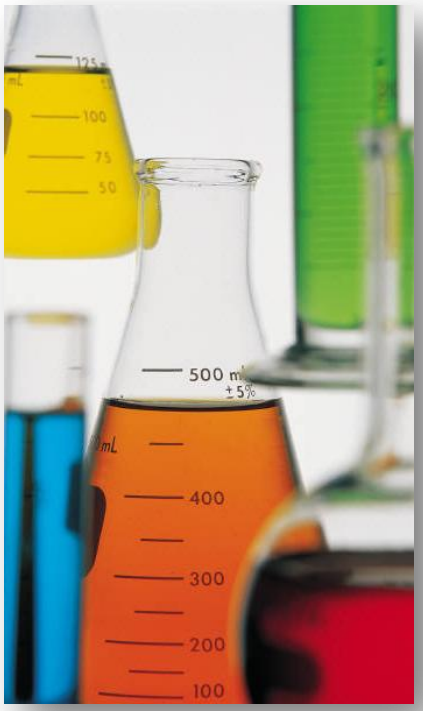
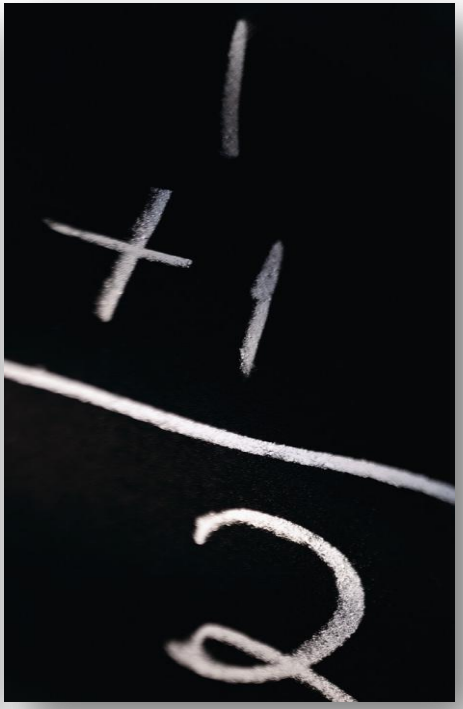
K-12 Education





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Dare to imagine

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

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To “the Univers”ity and Beyond!

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Community Education

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Foundational Education

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Preparation

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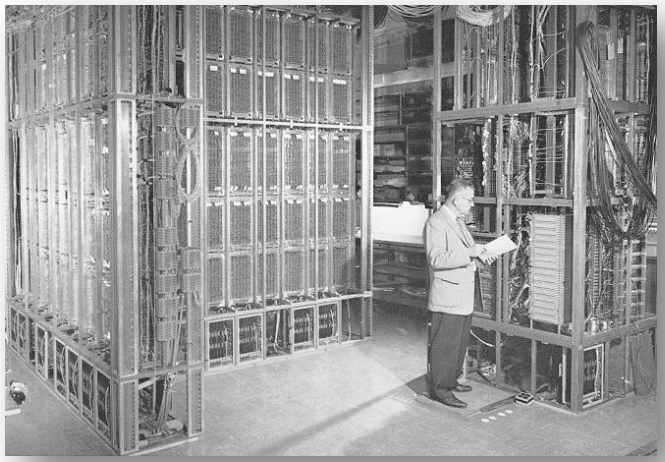
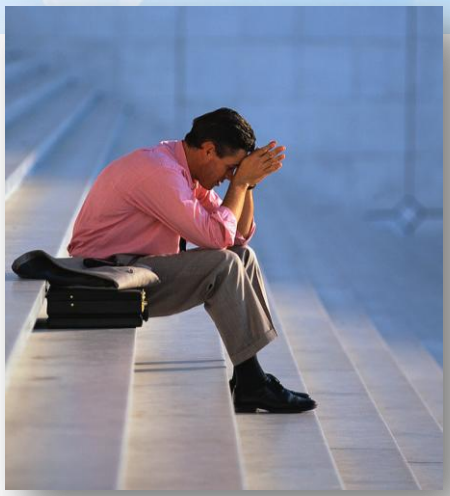
Challenges



Antiquated equipment



Knowing where to turn

Current and accurate information

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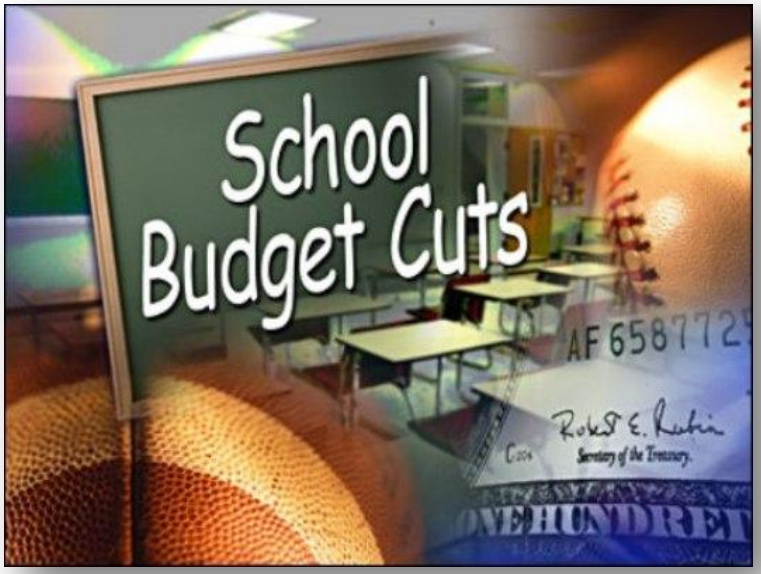
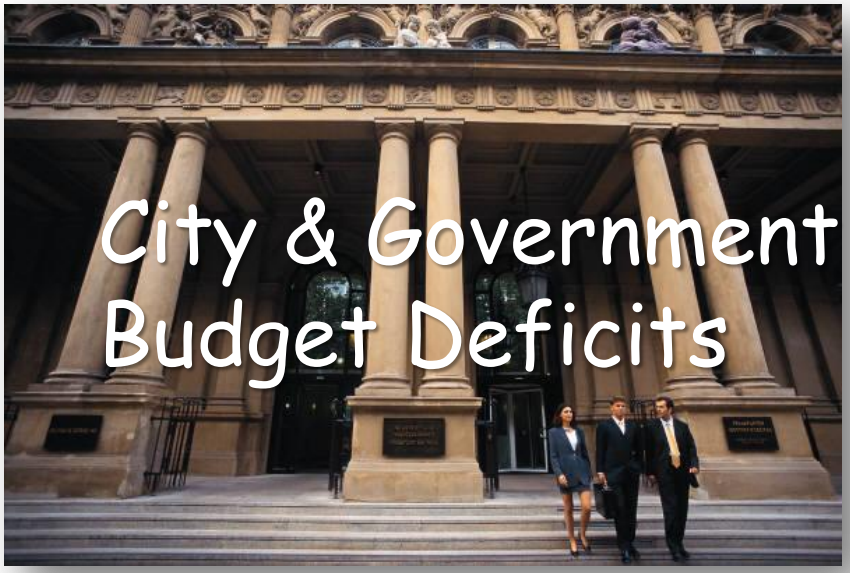
And, bigger issues?





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Unexpected Twists of fate

- Natural
- Man-made

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Solution

Discussion

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Think Local

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Collaboration

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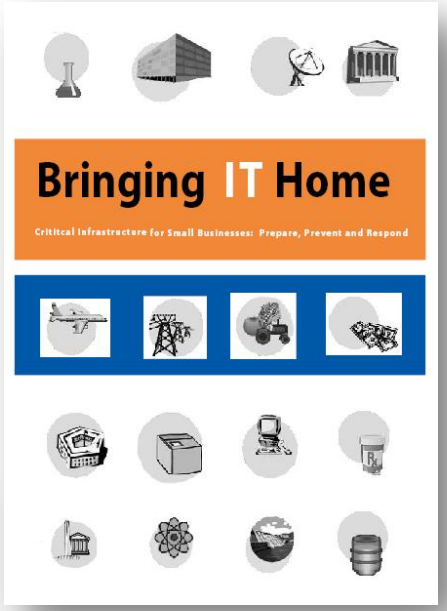
Programs

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



CI for SMBs

SANS Institute offer sample cyber policy templates

Where to turn from Law Enforcement

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Align 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.™

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Together we build the city of the future – Cyber secure for Life ♦ Work ♦ Play!

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Discussion

Thank you!

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