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## What is ECSM?

European Cyber Security Month (ECSM) is an EU advocacy campaign that promotes cyber security among citizens and advocates for change in the perception of cyber-threats by promoting data and information security, education, sharing of good practices and competitions. The European Union Agency for Network and Information Security (ENISA), the European Commission DG CONNECT and Partners are deploying the European Cyber Security Month (ECSM) every October.

## 2016: CURRENT CAMPAIGN

*Building together a joint EU advocacy campaign on NIS topics!*

**The objectives** of the European Cyber Security Month:

- generate general awareness about cyber security, which is one of the priorities identified in the EU Cyber Security Strategy;
- generate specific awareness on Network and Information Security (NIS), which is addressed in the proposed NIS Directive;
- promote safer use of the Internet for all users;
- build a strong track record to raise awareness through the ECSM;
- involve relevant stakeholders;
- increase national media interest through the European and global dimension of the project;
- enhance attention and interest with regard to information security through political and media coordination.

**General message:** Cyber security is a shared responsibility! STOP.THINK.CONNECT

Aligned with "An Open, Safe and Secure Cyberspace" EU Cyber Security Strategy [http://ec.europa.eu/information\\_society/newsroom/cf/dae/document.cfm?doc\\_id=1667](http://ec.europa.eu/information_society/newsroom/cf/dae/document.cfm?doc_id=1667). In coordination with STOP.THINK.CONNECT message originated at NCSM [www.staysafeonline.org](http://www.staysafeonline.org)

## CONTEXT

In **2011**, ENISA was asked to assess the **feasibility** and explore various options on how a European Cyber Security Month (ECSM) could become an effective instrument to raising awareness about NIS challenges. The Agency was involved in assessing the establishment and organisation of a ECSM. For the first time, during October 2012, a ECSM took place as a pilot project across Europe.

In **2012**, a European Cyber Security Month took place as a **pilot** project across

Europe. As pilot countries the Czech Republic, Luxembourg, Norway, Portugal, Romania, Slovenia, Spain and the United Kingdom participated in various activities and events throughout October 2012, to raise awareness of cyber security. This project was supported by ENISA and the European Commission. To read the [synthesis of the results of the first ECSM](#), please consult the specific page.

The European Cyber Security Month **2013** took place in October; by consulting this [report](#) the reader will be introduced to the context of ECSM deployment, the policy context, the stakeholder model of engagement, the activities that were implemented and the results of the fully fledged EU advocacy campaign on NIS topics. This report presents the model of building together a joint EU advocacy campaign, a campaign on cybersecurity topics of interest for all digital citizens, and at the same time for institutions and Small Medium Enterprises.

In **2014** ENISA increased the involvement of the private and public sector in this initiative by working together.

In **2015** a total of **242** activities took place across **32** countries making ECSM 2015 the most successful campaign to date.

## INTERNATIONAL CONTEXT

This project is in line with the Awareness Raising workstream of the EU-U.S. Working Group on Cyber security and Cyber crime established in the context of the [EU-U.S. Summit of 20 November 2010 held in Lisbon](#).

To read more on the [National Cyber Security Awareness Month](#) and the National Cybersecurity Awareness Campaign -[Stop.Think. Connect.](#) - organised in the United States and the [National Cyber Security Awareness Week](#) organised in Australia, please click on the above links.



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