



Why is awareness raising important?

In the digital age where we now are living and working, individual citizens and businesses alike have found the use of information and communication technologies (ICT's) to be invaluable in day-to-day tasks.

However, with vulnerabilities in these new environments as well as with the convergence of these technologies, the growing use of “always on” connections and the continuous and exponential number of users within Member States, more and more citizens and businesses are at risk of information security breaches. These security breaches may be IT related, for example through the execution of computer viruses, or may be socially motivated, e.g. through physical theft of equipment. At a time ever more reliant on digital information, there are an increasing number of dangers, with a considerable number of citizens still being unaware of the exposure to the risks to their security.

Change of Culture – First Line of Defence

With the advancements and proliferation of these dangers, information security solutions used today will be obsolete tomorrow. The security landscape is continually changing. But if it is as most analysts report claim, that the human component of any information

security framework is the weakest link, then only a significant change in user perception or organizational culture can really reduce the number of information security breaches. Consequently, a high personal awareness of the risks and available safeguards has been recognised as the first line of defence for the security of information systems and networks. In this lies a responsibility that all actors, the industry, the stakeholders as well as the end users as individuals assume a responsibility themselves.

ENISA Objectives in the Field of Awareness Raising

- Help monitoring the progress in national approach to awareness raising
- Offer an insight into the types of problems currently being faced by countries with regards to information security
- Provide an inventory of best practice that have been run in the Member States illustrating examples of campaigns and other awareness raising initiatives that have been run or are planned to run in Member States
- Prepare material that can be customised and presented to the Member States to facilitate their work on awareness raising including examples of some of high level non technical messages that should be conveyed in a typical campaign

- Develop a dissemination plan to divulgate best practices
- Offer a communication framework based on countries examples
- Contribute to the development of an information security culture in Member States by encouraging users to act responsibly and thus operate more securely.

ENISA Achievements

In 2005, ENISA identified and analysed best practices and current trends in awareness raising. This activity resulted in the compilation of the *“Information Package: Raising Awareness in Information Security – Insight and Guidance for the Member States”*. A focused workshop fostered the sharing and dissemination of the main findings of this deliverable among the Member States representatives.



Current and Planned Activities for 2006

ENISA has compiled *“A Users’ Guide: How to Raise Information Security Awareness”*. This Guide provides practical advice for Member States to help them prepare and

then implement awareness raising initiatives related to information security. The document features step-by-step advice which could form the basis of an effective awareness campaign targeted at different audiences, such as public and private organisations.

The Guide is available in print and online on the ENISA web site.

Later this year, the Agency will:

- Revisit the Information Package 2005 and elaborate on the current trends and progress in the awareness raising field. An inventory of Member States best practices will be delivered and compiled in a CD Rom
- Develop a communication plan to disseminate the Information Package 2006
- Disseminate the main findings among the Member States representatives organising a focused workshop.

Keep in contact with the Awareness Raising experts of ENISA by writing to awareness@enisa.europa.eu