

Sensibilizzare il Cittadino Europeo alla Sicurezza

Informatica: I Risultati di EAWARE

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RAND Europe

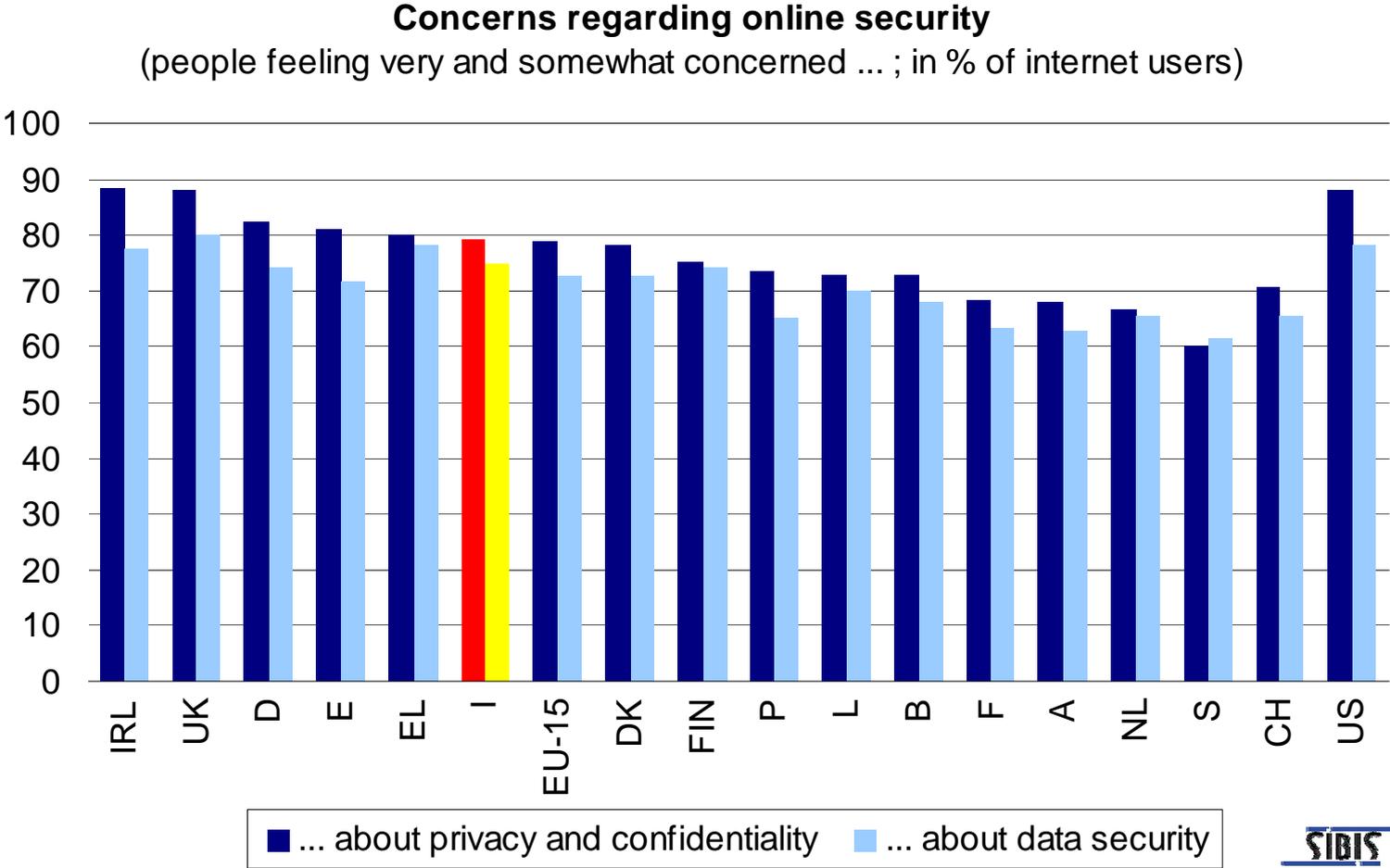
eAware
★



Perche' sensibilizzare il cittadino riguardo alla sicurezza informatica?

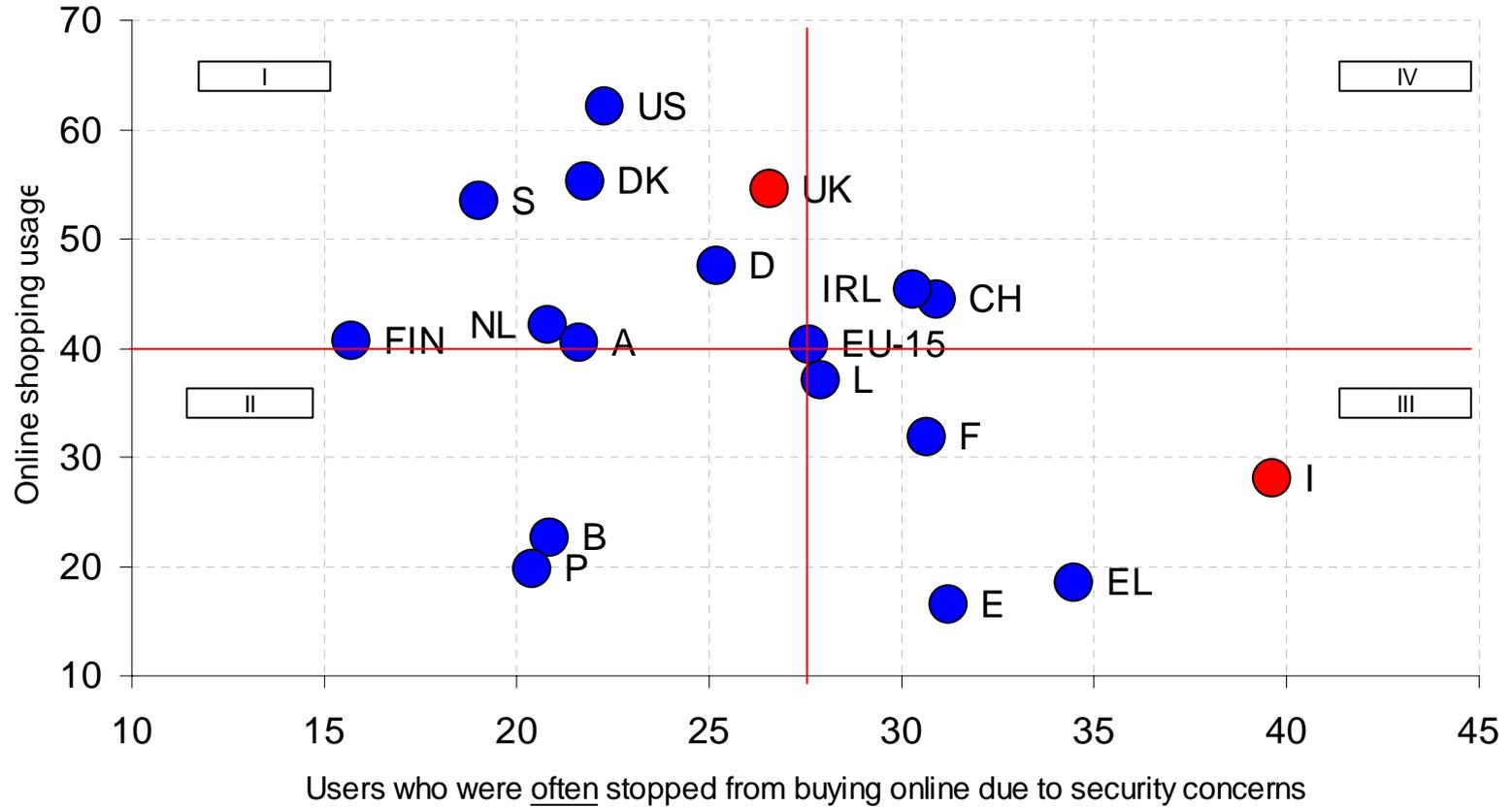
- *Nuovi rischi?*
- *Non solo hacking, contenuti illegali, spam, furto di identita', frodi finanziarie online, etc..*
- *Gli utenti sono spesso persi "Cosa posso fare?"*
- *E' un problema non solo per l'Italia ma per tutta Europa*

I cittadini europei: quali paure?



La situazione in Europa

Security concerns and online shopping usage (in % of regular internet users)



- *10 istituzioni europee che hanno organizzato altrettanti eventi nazionali*
- *Analisi di simili attività governative*
- *Guida gratuita su come fare una campagna di sensibilizzazione nel campo della sicurezza informatica*
- *Conferenza finale internazionale*

Difficolta' nel sensibilizzare il grande pubblico?

- *Apatia del pubblico di fronte a problemi tecnologici*
- *Convincere i cittadini sul problema della sicurezza informatica*
- *Lanciare messaggi positivi e non creare false paure*

Esempi di campagne di sensibilizzazione nel mondo

- *National Cyber Security Alliance (US)*
- *National Children Helpline IT OK Campaign*
- *Federal Trade Commission (US)*
- *National Consumers League (US)*
- *Parents Information Network (UK)*
- *GetNetWise*
- *Computer Security Resource Centre (US)*
- *Web Awareness: Know the Issues (Canada)*
- *Centre for Education and Research in Information Assurance and Security (US)*
- *Federal Office for Information Security (Germany)*

Links available at
<http://www.eaware.org>

National Cyber Security Alliance (US)

The screenshot shows a Microsoft Internet Explorer browser window displaying the 'Stay Safe Online' website. The browser's address bar shows the URL 'http://www.staysafeonline.info/'. The website features a prominent banner with the text 'STAY SAFE ONLINE' and 'Sponsored by the National Cyber Security Alliance'. Below the banner, there is a navigation menu on the left with links to Home, Security Tips, Take a Self Test, Security Sites, Beginner's Guides, Tech Talks, Alliance Sponsors, Feedback, Press Room, and Legal Notices. The main content area includes a 'CALL TO ACTION: BE A CYBER SECURE CITIZEN!' section, a 'Cyber Security Day' announcement for Sunday, April 6, 2003, and a 'K-12 Schools and Kids' section. The 'K-12 Schools and Kids' section features a photo of a woman and a child looking at a laptop, and text encouraging parents and teachers to stay safe online. Below this is a 'Kids Improving Security Poster Contest' section, which includes a graphic with the letters 'K', 'S', and 'S' and the text 'Kids Improving Security Poster Contest'. The 'Tech Talks' section at the bottom right offers to hear more about online security through a tech talk.

Stay Safe Online | Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.staysafeonline.info/>

STAY SAFE ONLINE

Sponsored by the National Cyber Security Alliance

A CALL TO ACTION: BE A CYBER SECURE CITIZEN!

Securing your personal computer plays a crucial role in protecting our nation's Internet infrastructure. This web site is designed to give you the information needed to secure your home or small business computer. You'll find [tips](#) on how to safeguard your system, a self-guided [cyber security test](#), [educational materials](#), and [other Internet resources](#), as well as valuable information from our [sponsor organizations](#).

Cyber Security Day
Sunday, April 6, 2003 is Cyber Security Day. Set some time aside this week to update your anti-virus software and scan your computer for viruses. Also, check out the [Top Ten Security Tips](#) for more information on keeping your computer safe from hackers.

K-12 Schools and Kids
Stay safe online and play an important role in computer security. Learn the top safety and security tips for [elementary school students](#) and [high school students](#), their teachers and families.

Kids Improving Security Poster Contest
[Design a poster](#) promoting Internet security and win computer equipment for your school and a trip to Washington, DC, for yourself.

The subjects of [last year's winning posters](#) included worms, viruses, intruders, and firewalls.

Tech Talks
Want to hear more about online security? [View a Tech Talk](#) and listen to leading experts

Start [Taskbar icons] Internet 13:10

National Children's Helpline IT OL Campaign (UK)

The screenshot shows the NCH Children's Charities website in Microsoft Internet Explorer. The browser's address bar displays <http://www.nchafc.org.uk/>. The website features a navigation menu on the left with links such as Home, Our work, Support us, Info & advice, Jobs at NCH, Company support, Press, Contact us, and Site map. The main content area includes a header with the NCH logo and a tagline: "Helping the children who need it the most". Below this, there are several featured articles and sections:

- Info and advice for young people who self-harm:** More than one in ten teenagers deliberately hurt themselves, mainly by cutting or overdosing, according to a new survey by the Samaritans. NCH has compiled an advice guide, for young people who self-harm, and their families and friends, including free downloads of our own report and advice leaflet. A wealth of information is available from leaflets, websites and helplines about this distressing issue. [more...](#)
- Adoption:** Black children in care need black families to adopt them. NCH is urging more black and Asian families to consider adopting. Have you got what it takes to adopt? [more...](#)
- London Triathlon:** Do you want to get fit for summer and raise vital funds for NCH? Why not tackle the ultimate challenge of the London Triathlon on 3 August? [more...](#)
- Siân Lloyd raises cash for NCH:** Siân Lloyd's stint in the jungle for 'I'm a Celebrity - Get Me Out of Here!' raised money for NCH. 'After seven days of feeling cold, hungry, bored and tired, I am relieved to be out of the jungle,' says Siân. [more...](#)
- It's not your fault!** Are you worried because your parents are splitting up? [more...](#)

On the right side, there is a "Sign up for our free e-newsletter" button and a "Our top 10 picks" section listing various resources like "Free download: facts and figures about Scotland's children" and "Advice for families struggling to cope with teenagers". The Windows taskbar at the bottom shows the Start button and several application icons, with the system clock displaying 13:13.

Federal Trade Commission (US)

Consumer Information Security - Federal Trade Commission - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.ftc.gov/bcp/online/edcams/infosecurity/>

FEDERAL TRADE COMMISSION - WWW.FTC.GOV

CONSUMER INFORMATION SECURITY

INTRODUCTION

Our access to information and entertainment, credit and financial services; products from every corner of the world – even to our work – is greater than earlier generations could ever have imagined. Thanks to the Internet, we can order books, clothes, appliances and gifts online; book a hotel room across the ocean; check our credit card and bank balances 24 hours a day; or access our offices from an airport thousands of miles away.

And yet, while the Internet helps make our lives richer and more convenient, it also provides a gateway to our personal information, our homes, families and worksites; our security and safety. Viruses, hackers and worms have become the stuff of headlines, with results that can range from mere headaches to complete havoc.

The good news is that securing your computer is largely a matter of routine maintenance. Using strong passwords, installing personal firewalls, and regularly running updated virus software can go a long way toward protecting your computer, your information, and your peace of mind from computer creeps who try to slow down a network operation, or worse yet, steal personal information to commit a crime.

The Federal Trade Commission has created this website for consumers and businesses as a source of information about computer security and safeguarding personal information. All over the site, you'll see Dewie the e-Turtle. Dewie's wired, but carries his security shell no matter what he's doing on the Internet. Even though turtles take their time, Dewie crosses the finish line first because he takes the appropriate steps to avoid a disaster. From time to time, Dewie will post new materials on this site with useful information for computer users, from kids to businesspeople. Check it often for updates.

CONSUMER INFORMATION

BUSINESS INFORMATION

PRESS ROOM

RESOURCES

EN ESPANOL

FOR KIDS

HOT LINKS

NEW! Dewie Animated Holiday Greeting Card. [Click Here to Watch the Show!](#)

Download our "Stay Safe Online" Postcard! [PDF]

Watch the FTC's Video on Information Security!

Done

Start

Internet 13-15

Federal Office of Information Security (DE)



Come organizzare una campagna di sensibilizzazione?

- *Sviluppo di un nuovo prodotto e servizio*
- *Target*
- *Relazioni Pubbliche*
- *Eventi "speciali"*

Chi sono i target?

- *Genitori*
- *Bambini/Teenagers*
- *Studenti universitari*
- *Impiegati*
- *Media*
- *Non e' certo una lista completa*

Partners nella campagna di sensibilizzazione?

- *Partners forniscono accesso ad altri settori della comunità'*
- *Partners possono rendere il messaggio piu' credibile dal punto di vista tecnologico*
- *Partners possono fornire risorse aggiuntive*

- *Produttori antivirus e PC*
- *Media*
- *Organizzazioni di cittadini*
- *Associazioni industriali*

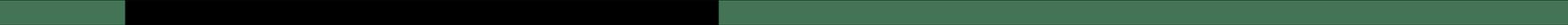
- ***Cittadini sono bombardati quotidianamente da messaggi differenti***
- ***Domande:***
 - *Capiscono e riconoscono il messaggio?*
 - *Li interessa?*
 - *Cosa possono fare?*

- *Con la stampa creare un messaggio "positivo"*
- *Organizzare eventi ad hoc*
- *Diffondere informazioni e interviste con esperti*

Possibili mezzi di comunicazione

- *Websites*
- *Programmi scolastici*
- Workshops*
- *Quiz*
- *Screen Savers*
- *Borse di studio*
- *Brochures*
- *Regali*

- *Sensibilizzare al problema della sicurezza informatica non e' facile*
- *Bisogna evitare modelli e messaggi che creino paure*
- *E' necessario un dialogo diretto tra cittadini ed esperti*



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