

## **Factsheet on Cyber Security Awareness Alliance**

### Background

As infocomm becomes increasingly pervasive, it is imperative to raise the awareness and adoption of essential cyber security practices among users. Well-informed users will not only keep personal / organisation assets and information secure but will also help to improve the overall security of cyberspace. To that end, the Infocomm Development Authority of Singapore and like-minded partners from the public and private sectors have formed the Cyber Security Awareness Alliance (Alliance) in April 2008.

As a collaborative body, the Alliance will amalgamate efforts from its members by bringing together different strengths and resources. The aim of the Alliance is to:

- Build a positive culture of cyber security in Singapore where infocomm security becomes second nature for all infocomm users; and
- Promote and enhance awareness and adoption of essential infocomm security practices for the private and people sectors.

### Alliance roles and functions

To develop savvy users of infocomm security in Singapore, programmes have been implemented in partnership across the public, people and private sectors through the Cyber Security Awareness Alliance. The Alliance members will reach out to these sectors through:

- Organising and sponsoring events such as seminars, talks, road shows and training workshops;
- Creating infocomm security-related collateral for user and business groups, and making it available either online, in print or through broadcast media; and
- Offering infocomm security advice for user and business groups, through online, print or broadcast channels.

## Achievements / Upcoming Projects

### **1. 'GO SAFE ONLINE' tagline**

The introduction of the Alliance's tagline, "GO SAFE ONLINE" serves to provide a consistent call-to-action where users are reminded to take personal responsibility in protecting themselves against cyber threats. In that the best protection for infocomm users against cyber threats is personal commitment to infocomm security.

The logo design was based on the notion of 'collaboration'. The essence of Alliance's message in staying secure online is on the three Es namely:

- Engagement of people from all walks of life
- Education of the respective groups and;
- Empowerment with the resources to stay secure

The essence of the Alliance's branding is as follows:

- a. Collaborative
  - Collaboration/Partnership/Synergy between the government and Industry
  - Nationally recognised
- b. Dynamic
  - Reflect the changing/evolving cyber security landscape
- c. Secure
  - Engage – establish a positive and powerful connection with people
  - Educate – to develop and train them
  - Empower – with the knowledge and resources to stay secure online

The Alliance's website [www.gosafeonline.sg](http://www.gosafeonline.sg) will feature more resources, such as essential infocomm security practices for the private and people sectors.

### **2. Virtual Cyber Security Park**

The Alliance is working with the National Crime Prevention Council in the development of the 'Virtual Cyber Security Park' portal. The portal will enable students to learn various facets of cyber wellness, safety and security via interactive mode such as educational online games.

The games concepts will be developed in consultation with counsellors, cyber awareness teachers, gaming advocates, law enforcers, lawyers and other subject matter experts. Students through participating in the games will learn more about cyber security, legalities, gaming addiction, online safety and well-being.

Some of the interactive game concepts will have students, as players, given plots of land in a virtual city and are tasked to grow the land. Each player will create an avatar to represent themselves in the virtual city. Students can participate as individuals or as a group in building their own version of the city. Through the building process, students will encounter certain challenges and will be engaged in

mini-games that are structured to help them acquire knowledge and experience in specific cyber safety skills.

### **3. Business Challenge**

The Alliance is currently developing an upcoming 'Business Challenge' jointly with the Singapore Management University. The Challenge intends to raise cyber security awareness amongst SMEs and tertiary students through a stimulating and in-depth business IT case challenge. It also aims to promote creativity and mental dexterity among students by challenging them to design, research and promote their IT-enabled solution to a real-world business case. SMEs that are selected as the model business case studies would obtain advice on their business IT security issues. The 'Business Challenge' will be conducted by first quarter of 2011.

#### Alliance Members

The Alliance is co-chaired by Mr Leong Keng Thai, Deputy Chief Executive & Director-General (Telecoms & Post) of the Infocomm Development Authority of Singapore and Ms Tan Yen Yen, Chairman of Singapore Infocomm Technology Federation. The Alliance comprises representatives from the Government, private enterprises, trade associations and non-profit organisations. The organisations represented in the Alliance include the following:

| <b>No.</b> | <b>Organisation</b>                         |
|------------|---|
| 1.         | Association of Small and Medium Enterprises |
| 2.         | BT Frontline Pte Ltd                        |
| 3.         | Cisco Systems (USA) Pte Ltd                 |
| 4.         | eBay Southeast Asia                         |
| 5.         | Hewlett-Packard Singapore (Sales) Pte Ltd   |
| 6.         | Infocomm Development Authority of Singapore |
| 7.         | Juniper Networks (Singapore) Pte Ltd        |

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| 8.  | McAfee (Singapore) Pte Ltd                       |
| 9.  | Microsoft Singapore Pte Ltd                      |
| 10. | National Crime Prevention Council                |
| 11. | Quantiq International Pte Ltd                    |
| 12. | Singapore Business Federation                    |
| 13. | Singapore Chinese Chamber of Commerce & Industry |
| 14. | Singapore Infocomm Technology Federation         |
| 15. | Singapore Police Force                           |
| 16. | Symantec Singapore Pte Ltd                       |