European Cybersecurity Month 2021 – Backgrounder

About the European Cybersecurity Month (ECSM)

The European Cybersecurity Month (ECSM) is the European Union's annual campaign dedicated to promoting cybersecurity among citizens and organisations, and to providing up-to-date digital security information through awareness raising and the sharing of good practices. Each year, for the entire month of October, hundreds of activities take place across Europe, including conferences, workshops, trainings, webinars, presentations, online quizzes and more, to provide resources for citizens to learn more about protecting themselves online.

The ECSM is coordinated by the European Union Agency for Cybersecurity (ENISA) and supported by The European Commission, Europol, The European Central Bank and EU Member States, EFTA countries, and more than 300 partners (governments, universities, think tanks, NGOs, professional associations, private sector businesses) from Europe, and beyond. For more information, visit cybersecuritymonth.eu/. Follow the campaign on Twitter @CyberSecMonth with hashtags #CyberSecMonth and #ThinkB4Uclick, and on Facebook @CyberSecMonthEU.

About ECSM 2021

The ECSM 2021 campaign will continue with the same slogan from last year, 'Think Before U Click!' and will focus on two topics, each running for two weeks throughout October: First Aid and Be Cyber Secure from Home. During this period, ENISA and ECSM partners organise events and activities centred on each of these themes. Events may have an emphasis on educational material, strategy summits, general presentations to users, online quizzes, etc.

Theme 1: Be Cyber Secure from Home

The second theme centres around 'Being Cyber Secure From Home' by providing tips on how one can remain cyber secure when doing online transactions, communicating, working or studying online from home. Advice will be provided on good cyber hygiene for everyday practices online. The theme focuses on three main areas:

1. Protect your devices
2. Passwords and MFA

3. Protect yourself

Theme 2: First Aid

The first theme provides 'First Aid' guidelines of what to do in the case of a cyber-attack. The goal of this theme is to encourage citizens to have a heightened awareness of the most common cyber threats and to provide advice on how to react in case one falls victim of online shopping frauds, when their credit card and/or bank account has been compromised and when their social media account has been hacked. Real-life stories of victims will be shared in the form of interviews and videos. The theme focuses on three main areas:

1. Online shopping fraud - Buying from a fake website
2. Online shopping fraud - Bank account/credit card details compromised
3. Social media account hack

ECSM Over the Years:

- In 2011, the EU Agency for Cybersecurity assessed the establishment andorganisation of a European Cybersecurity Month campaign.
- In 2012, the ECSM campaign took place as a pilot project across Europe. More on the launch year can be found here: synthesis of the results of the first ECSM.
- In 2013, the ECSM continued. More can be found here: report.
- In 2014, a total of 184 activities took place across 30 countries.
- In 2015, a total of 242 activities took place across 32 countries (2015 Deployment Report).
- In 2016, a total of 455 activities took place across 32 countries (2016 Deployment Report).
- In 2017, a total of 532 activities took place across 37 countries (2017 Deployment Report).
- In 2018, a total of 567 activities took place across 35 countries (2018 Deployment Report).
- In 2019, a total of 525 activities took place across 36 countries, and events attracted more than 3x more visitors than in previous years. (2019 Deployment Report)
- In 2020, a total of 419 activities took place across 30 countries. (2020 Deployment Report)

Last year's European Cybersecurity Month (2020) saw a 265% increase in social media mentions

The European Union Agency for Cybersecurity's Deployment Report on the European Cybersecurity Month campaign of 2020, published in April 2021, showed how the ECSM is getting wider attention with citizens aengaging in online activities at a rate higher than ever before.

 The 2020 campaign saw a significant increase in the following:

- Social media engagement: 265% increase on year in 2020 from 2019, from 14.842 to 43.900;
- Social Media Reach: from 3,5 million in 2019 to 8,8 million in 2020;
- Social Mentions: from 1.928 in 2019 to 7.046 in 2020; social media shares almost tripled;
- Member States' participation: an additional 6 Member States joined and 1 EFTA country actively engaged in last year's campaign compared to the year before;
- Twitter activities: retweets doubled compared to 2019;
- Total number of post appearances for digital media assets rose from 2,7 million in 2019 to 9,8 million in 2020 (threefold increase).

The campaign is getting momentum achieving its mission of reaching out to the European citizens to enhance education and awareness on cybersecurity. In addition, the ECSM campaign website was extensively consulted with a total of 117.072 visits in 2020.

To read the full report on the 2020 ECSM, please visit:
https://www.enisa.europa.eu/publications/ecsm-deployment-report-2020

More information about ECSM can be found here:

- https://cybersecuritymonth.eu/about-ecsm/whats-ecsm
- https://cybersecuritymonth.eu/
- https://www.enisa.europa.eu/publications/ecsm-deployment-report-2019

Partners are asked to spread the word about ECSM and cybersecurity in general to their own audiences on their owned social media channels using the hashtags #CyberSecMonth and #ThinkB4UClick as well).

#CyberSecMonth

#ThinkB4UClick

cybersecuritymonth.eu