Breaking the cultural norms to improve Cybersecurity Awareness

2023 FIRST Regional Symposium for the Pacific

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TLP:GREEN

Content

- **Cultural Norms** and Building awareness

- **Cyber security Heros** and what make them move

- **Why Communities** in Pacific Islands need support

- **Activities** to strengthen the Pacific engagement

Samoa Cultural Norms

- The Communal elements of Pacific Culture.

- Strengthening the Understanding of Trust and verify.

- Building a new Culture of Understandable Zero-trust.

- Establishing a Twin Path to Digital engagement and Cybersecurity

Building a Cybersecurity Aware Community

Digital Leap frogging also means Cybersecurity Upskilling

Knowing how to use Digital tools also comes with how to be more secure using them both Internally and Externally.

Correct Configuration and Settings are Pivotal to you and your organizations protection.

Culture and mindset are keys to harvesting a good Cybersecurity Community.
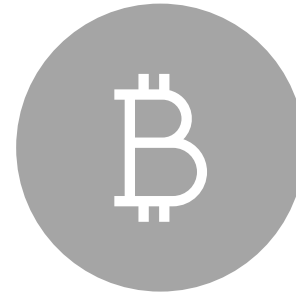
Strengthening's tomorrow generation is vital to sustaining secure communities.

We must push for Information Security as Part of the Acadamic Support

Cybersecurity Heroes in the Community

Find the right leaders to lead the dialogs.

Great Cybersecurity Heros are brought by incidents of the past.

Some hero's see the problem and want to protect the future generation from Incidents coming.

Building Hero fan based on Social Media Platforms through Cybersecurity awareness Materials.

Why Communities and SIDS need to Prepare

- Humans will still be the low hanging fruits

- Cybersecurity Threads will be Automated

- AI will be the new threats

- How can we protect fast enough with minor resources.

- IoTs will make its ways into homes in the Pacific.

How do we strengthen the Community

- Working with Government

- Building the Cybersecurity Minds of tomorrow.

- Cybersecurity it's not just for IT's, it's for all fields like English is.

- For the Pacific we need to Partner with one other

- Partner with those Organization and Countries who can provide capacity to strengthen our communities.

- Cybersecurity is about People we need Good Leaders to Lead the race.

- Start with the Youth and build the tools for tomorrow.

- Integrating Cybersecurity as a transformative Understanding for Protection and Security of Digitial Resources into the current cultures.

Part 2: How can SITA help strengthen cybersecurity awareness and capacity building within our own community and beyond?

Alex Abraham

SITA Executive / National Bank of Samoa

About: Samoa Information Technology Association

- Launched in 2019

- Focused on Building ICT Professionals

- Over 80 members

- 30% Females & 70% Males

- Members largely from the Public Sector

SITA Objective: Focus Areas

Professional Growth	Education & Training	Ethical Conduct	Knowledge Sharing	Member Benefits	Advocacy	Community Collaboration
• Elevate IT practice in Samoa	• Boost ICT skills & certifications	• Establish & uphold ethics	• Events, lectures, & research	• Support association interests	• Voice on ICT policies	• Partner with businesses & organizations

Professional Growth

- ICT and Cybersecurity continue to be a national priority area
- Increasing number of professionals taking up Cybersecurity
  - 10 professionals within the association with Cybersecurity trained.
- Increased in-country training delivered through the Ministry of ICT

Advocacy and Advisory

- SITA is a key stakeholder at the national level in strategy and policies around ICT

- Stakeholder in setting education outcomes and standards for ICT Education Curriculum

- Focal point to government through the membership

- Maintains close connections with the Ministry of ICT, Education and Private Sector

SITA Structure

Ethnic standards included in the constitution

Executive & Members involved in Working Groups

Governance

Membership

Professional Development

Outreach and Communication

E-Learning Rollout
School Community Project

- Supported several schools implementing E-Learning Platforms during the COVID period
- Members training the teachers and students on its use
- Support from UNDP – Strengthening Digital Transformation in the Pacific Project
- UpGuard used for security vulnerability

Hackathons

Pacific Hackathon event in 2022 – Amplifying voices

SAMCert's Online Portal

Vodafone SITA Tech Expo 2023
PM and Minister ICT and CEO's in attendance
2-day event
200 Registered
150+ Attendees

Meet ups / Webinars

- Utilising members to share knowledge and skills.

- Exploring further opportunities to provide hands-on exercise

- Using the Ministry of Education's life-long lab as a venue

Future: In-country training

Exploring the setup of an in-country training role for ICT Professionals and Community Outreach

Conclusion: Ways we support cybersecurity awareness

Advisory & Advocacy at national and sector level

Utilising Members in Community Awareness Drive
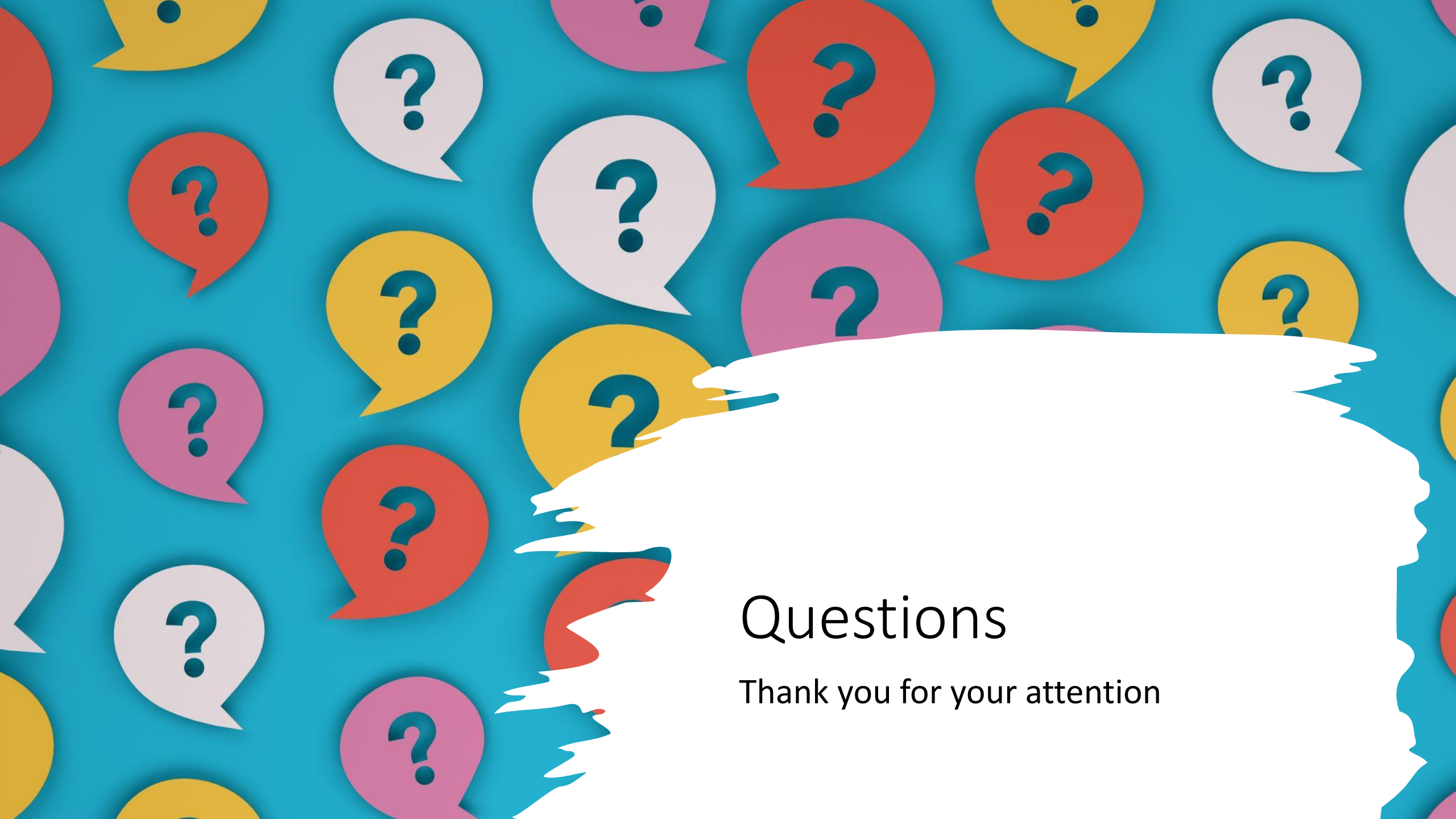
SITA Events and Annual expo other avenues

Honor based recognition to encourage good "ICT Community Leaders"

Using relationship/partnerships to change the narrative

Establishing a In-Country training role to support members and community training

Questions

Thank you for your attention