

BeCyberAware.eu - Launches The Largest EU Funded Cyber Security Awareness Campaign Related To Digital Commerce

BeCyberAware.eu is an initiative developed as part of the ENSURESEC EU-funded project within the Horizon 2020 Programme offering free Cyber Security Awareness

LIMASSOL, LIMASSOL, CYPRUS, December 5, 2022
/EINPresswire.com/ -- BeCyberAware.eu is helping to level up the awareness of common scams to help safeguard the EU's digital commerce revolution and ensure people are safe to trade and use online services.

The Largest EU Funded Cyber Security Awareness

BeCyberAware.eu is an EU funded awareness and training campaign designed to help educate people who live in the EU on cyber security, safety online and resilience to common scams.



BeCyberAware.eu is helping to safeguard the Digital Single Market's E-Commerce Ecosystem with a large-scale EU-based training and awareness project.

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BeCyberAware.eu

Background:

The launch of the e-commerce tailored cybersecurity and awareness campaign is one of the biggest marks of the final stage of the H2020 project ENSURESEC – End-to-end Security of the Digital Single Market's e-commerce and Delivery Service Ecosystem. With this full-scale deployment of the campaign, the consortium completes the development of a holistic solution to better protect the whole e-commerce ecosystem against cyber-physical

attacks. Besides the training, which aims to raise awareness for potential, but avoidable threats, the socio-technical ENSURESEC solution contains a security toolkit that provides prevention by

design, detection and security enforcement, response, recovery and mitigation, as well as situational awareness for critical infrastructures.

Almerindo Graziano is the leader of the team from SILENSEC, the ENSURESEC partner responsible for the development and deployment of the training and awareness campaign.

“The whole backbone of the campaign is the extensive research we conducted in preparation for it”, emphasizes Graziano. “We reviewed user shopping habits, identified vulnerabilities in human interaction on social media and e-commerce, and analyzed a lot of tools, techniques and methodologies in digital marketing to create a campaign, which is both very realistic and easy to follow and understand.”

This work of many months culminates in an offering that is relevant for a broad audience. To reach as many people as possible, not only the videos, but the whole content will be translated into 6 languages. In addition to that, the website is accompanied with a social media campaign on Facebook and Instagram, with illustrations tailored to the different audience groups.

[Be Cyber Aware](#) is available in 6 languages (DE, EL, EN, ES, IT, RO)

Silensec and the [CYBER RANGES](#) team is proud to be part of this initiative as key partners in the delivery of the project and as part of a wide consortium of trusted EU companies in Cyber Security.

With the growing concerns about online scams we need to level up the awareness of common scams to help safe guard the EU's digital commerce revolution and ensure people are safe to trade and use online services.

How to access training awareness content:

Simply visit <https://becyberaware.eu/> and choose your language (6 currently) and access the

The screenshot displays the BeCyberAware.eu website. At the top, a grid of logos represents the project's partners, including INOV, SONAE, Telematix, CaixaBank, Atos, ENGINEERING, M, CORDIS, relational, ITTI, silensec, SEARCH-LAB, ITML, IOTA FOUNDATION, L3CE, cea, Fraunhofer IML, ABI Lab, SIMAVI, KU LEUVEN, and UNIVERSITY OF GREENWICH. Below the logos, the heading "ENSURESEC PARTNERS" is visible. The main content area features the BeCyberAware.eu logo and navigation links: Home, Assessments, Register for Simulation, and a language selector set to EN. The primary focus is on "Digital Commerce Security Awareness Training". A descriptive text states: "Be Cyber Aware is an initiative developed as part of the ENSURESEC EU-funded project within the Horizon 2020 Programme. Be Cyber Aware provides free Cyber Security Awareness training content (videos and text) as well as assessments on your own Cyber Security Awareness as well as an option to register for a series of simulated (fake) scams to test your own vulnerability. Please enjoy using the website and we kindly ask you to share our website with people who you feel may benefit from being more Cyber Secure Aware." Three training modules are highlighted with illustrations and brief descriptions: 1. "Phishing Awareness Training" with an illustration of a person fishing for emails, asking "Have you ever received emails telling you that you received an inheritance from an unknown relative or a password update that you never requested?"; 2. "QRishing Awareness Training" with an illustration of a hand holding a QR code, explaining "QRishing is a phishing type attack implemented through the QR code, it works by hiding malicious software or fraudulent websites in the QR code."; 3. "Strike Through Pricing Awareness Training" with an illustration of a shopping bag, explaining "We all know how to recognize when a product is on offer, but we are not always sure about the legitimacy of this discount. A misleading price can mislead consumers and influence their behavior on the services offered for sale." Each module has a red "Start Training" button. The website URL "becyberaware.eu" is displayed at the bottom.

training videos and assessments.

YouTube channel here:

<https://www.youtube.com/channel/UCSAcOdvaGAU3q4Pffl1lYDQ>

The Project Offers Complimentary Professional Cyber Security Training:

- 6 training and awareness videos
- Assessments

Visit <https://becyberaware.eu/> to learn more.

Who is running this project?

This project is part of an ENSURESEC project financed by [Horizon 2020](#), and specific details of this can be found here:

<https://cordis.europa.eu/project/id/883242>

ENSURESEC is an innovation project funded by the Horizon 2020 research and innovation programme of the European Commission, under Grant Agreement no. 833242. The project is being undertaken by a consortium of 22 organisations from 14 European countries, including large industrial partners, Small and Medium Enterprises (SMEs), research centres and universities.

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