CYBERSAVE YOURSELF CHALLENGE
WHAT CAN HAPPEN IF YOU DON'T ADEQUATELY PROTECT YOUR LAPTOP, TABLET OR MOBILE PHONE?

With the programme Cybersave Yourself, SURFnet hopes to raise security awareness among students, lecturers and employees in higher education institutions.

The programme offers higher education institutions access to a toolkit containing materials which are freely available to member institutions and can be used to campaign internally for increased security awareness. The materials are relatively easy to adapt to the institution's own corporate identity. There is also a website (www.cybersaveyourself.nl) providing general information about security and privacy.
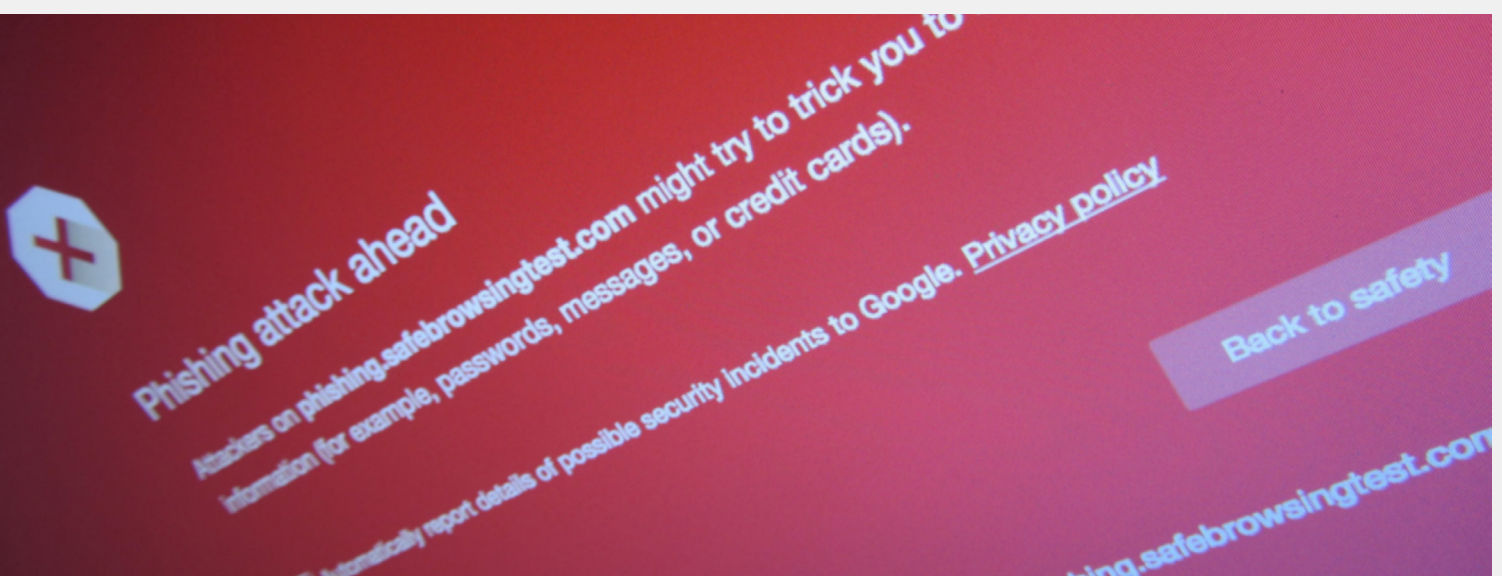
CSY

Deadline:
6 December 2015

Total prize money:
EUR 1,100

Multiple submissions per participant/team permitted.

Do you know the risks of using smartphones, tablets, PCs, social media and public WiFi networks? Failing to properly protect devices or adjust privacy settings can have very unpleasant results.

For example, a hacker could gain access to your device, compromising your contact lists, documents, films, photos and passwords. They will be able to view, manipulate and distribute any and all data stored on your device.

It is also important to be aware of adjusting privacy settings. Many of the websites you visit collect your personal details. This information can be viewed by other Internet users and used in bulk for other purposes, thus posing a threat to privacy.

More than likely, you've heard it all before, but didn't take immediate steps to better secure your smartphone, tablet or PC or adjust your privacy settings. That's the reason for developing this new campaign: to make you swing into action!

Through this 'Battle', we invite you to create a sketch or cartoon image to impress upon your fellow students what actually happens when you ignore the risks of smartphone, tablet, PC, social media and public WiFi use. What could happen (if worse comes to worst)? Create a sketch or cartoon that really hits home, so other students are motivated to take action now!

We're looking for a powerful image that conveys - at a glance - the importance of protecting your smartphone, tablet, PC, passwords and social media identity.

CSY plans to use these images to raise the target group's awareness of the risks in an accessible way, so that they will decide to take action. You can focus on one or more of the risks or embarrassing consequences related to improperly secured devices or privacy settings:

- Failure to protect your smartphone, tablet or PC can lead to:
    - Compromised contact lists, documents, photos, videos and passwords
    - Unauthorised access to photos, emails, text messages, in-app messages and locations
    - Installation of malware, which can change, manipulate, delete or distribute your details, or use these inappropriately

- Failure to set the proper privacy settings can lead to:
    - Your digital identities being viewed, changed, manipulated or used inappropriately by unauthorised persons
    - Your information accessed by a business that can have negative consequences, for example if you apply for a job there
    - Information you post on social media being used to bully you

- Or any other risks you can think of!

For more information about the risks and how to reduce them, go to www.cybersaveyourself.nl

We challenge you to look beyond the risks (such as compromised contact lists, photos, etc.) and to consider the embarrassing results (what could be done with your contact information, photos or identity?). These scenarios, in particular, will make the risks concrete and encourage students to take action. Of course, an image which is funny or persuasive enough to be shared on social media is a powerful one indeed!

In brief, the images should:
- Be powerful.
  The cartoons/sketches/pictures should convey the importance of security measures and privacy settings for your devices at a glance
- Focus on the 'embarrassing' or shocking results, as opposed to the risks (i.e. be specific)
- If desired, include a provocative slogan to support your point
- Target group: students, lecturers and researchers

Design, modify or create a sketch or cartoon image to bring home in an instant the necessity of proper security and privacy settings for your devices.

Your final concept must fit on an A4 sheet. Multiple submissions per participant/team permitted.

Evaluation criteria
• **Creative & innovative:** is the image/message original and novel?
• **Impact:** Is the message clearly conveyed at a glance and does it promote action?
• **Usability:** Does the concept fit into CSY's intended campaign (can it be used on a website and for on and offline channels)?
• **Viral potential:** Is the cartoon appropriate for social network distribution?

TIPS

• Talk to friends about securing their smartphones, tablets and PCs and adjusting privacy settings and find out if they have done so properly. Are they aware of the risks? Have they experienced the dangers? Can they tell stories about any of the potential concrete problems?
• Search the web for cases which had unpleasant, embarrassing or comical results. What did you find? Does it get you thinking? Or better yet, does it make you take action?

What privacy settings do you use on Facebook?
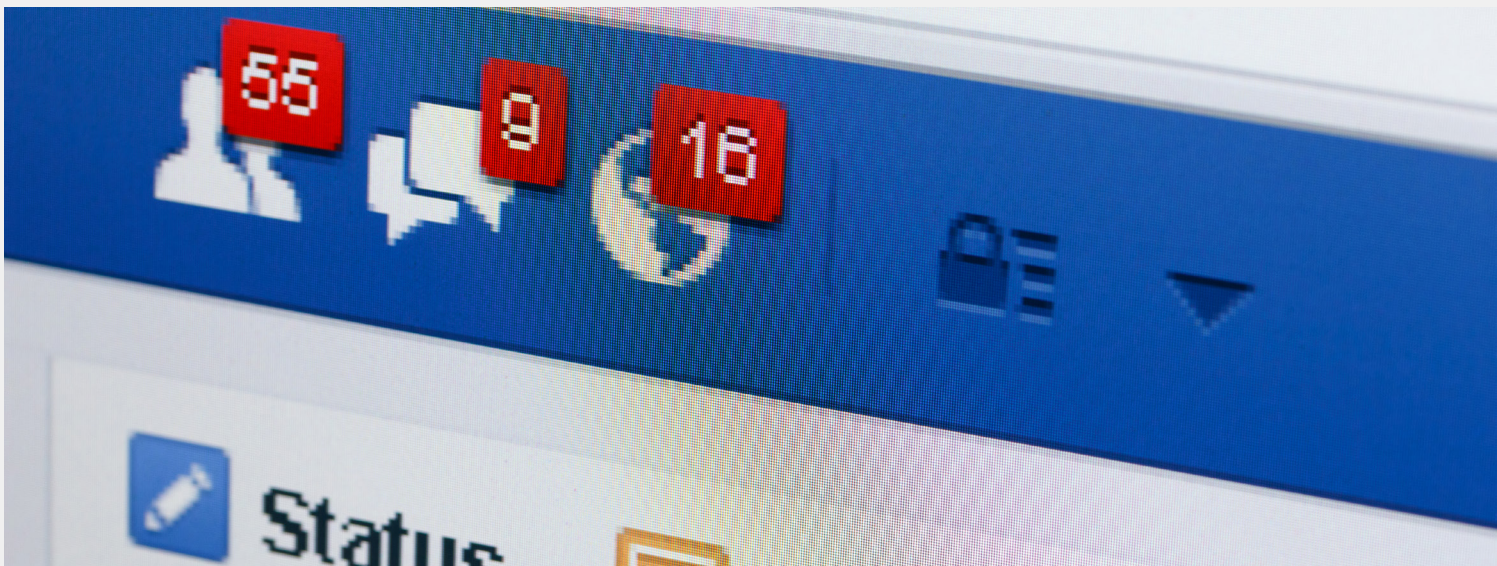
Your submission

- Your submission (including any images) must consist of no more than a single A4 sheet
- Your submission is a PDF file (click here for a free PDF converter) of no more than 10 MB.
- Personal and/or study details may not be used in your submission. Submissions will be anonymised before being presented to the jury.

Participation

- To participate, you must register via the Battle of Concepts website (www.battleofconcepts.nl)
- The competition is open to students and young professionals (higher professional and academic education) aged 30 and under.
- Group entries are permitted (up to four persons). Prize money is paid to the main participant. Points are distributed equally among the group members. All group members must register in case of invitations to an awards ceremony/brainstorming session.
- CSY and SURFnet employees are not eligible to participate.

Submission

- Multiple submissions per participant/team permitted.
- To submit your concept, you must have a 'Battle account'.
- Submissions must be uploaded by the deadline via the Battle of Concepts website.
- No further submissions will be accepted after the **6 December 2015** deadline.
- Submissions received after that date or via other channels will not be considered.
- You will receive immediate confirmation of a successful submission. If you do not, please inform the organisation before the deadline by emailing info@battelofconcepts.nl.
- It is not permitted to substitute or change your concept after submission.

Results

- Within four weeks of the deadline, the Battle results will be announced on the website.
- Correspondence regarding the results is not possible.
- Prize money will be paid within two weeks of the winners being announced.
- Prize money totalling EUR 1,100 will be distributed as follows among the top five submissions:
  - 1st prize   EUR 400,-
  - 2nd prize   EUR 300,-
  - 3rd prize   EUR 200,-
  - 4th prize   EUR 100,-
  - 5th prize   EUR 100,-

Voorwaarden

- By submitting your concept, you consent to the Battle of Concepts general terms and conditions that apply at the time. See: https://www.battleofconcepts.nl/Home/Voorwaarden.
- You also consent to the Creative Commons CC0 licence being allocated to your idea.
- The CC0 licence entitles CSY and SURFnet to use your idea at their discretion, with no claim to attribution rights permitted. Further information:: http://creativecommons.org/publicdomain/zero/1.0/legalcode.nl .