Trust & Cybersecurity: the challenge and the user

The facts

- unknown future and dynamics
- complex global issues with different stakeholders having sometimes conflicting interests
- E-Health, Internet of things, Industry 4.0
- critical threats and urgent need for extraordinary measures (see www.cecua.eu, publications, April 2016 and www.enisa.eu, report CII, Jan 2016)

The user/consumer/citizen and Trust & Cyber Security

- on paper powerful: Money and Political vote
- In practice: Big stakeholder, but without Awareness, Knowledge, Resources and Structure
- no adequate Platform for the interests of Users/Consumers/Citizens
- What does the user/consumer/citizen want? Who cares about him?
Trust & Cyber Security: user view and user needs

The facts
- some needs and requirements in contrast with goals of other stakeholders
- few common views among users
- insufficient awareness and understanding of consequences
- insufficient perception of their interests and of the on-going changes

But
- no market without acceptance and trust of buyers
- no viable solution without anticipation of future requirements

European Commission and Parliament and Member States
- Much more and broader attention to Trust and Cyber Security
- Creation of a Cyber Security culture in Europe
- Support for local and national and European user associations
- More Awareness in the Media and School curricula at all levels
- User representation at Board level in EIF, ENISA, EURid, ....

Who knows best the needs of the IT users?
Commissionaire Bangemann said: The Industry.
CECUA says: Users and Industry.