

QUAD Cyber Challenge Campaign (Japanese campaign)

Outline of “Cybersecurity Awareness Month”

- In Japan, “Cybersecurity Awareness Month” is set from February 1 to March 18 every year. The GoJ in cooperation with private partners intensively implements public awareness activities on cybersecurity.
- In 2023, we focus on PR activities targeting children and senior citizens, and disseminate cyber-hygiene contents that are easy to understand for everyone.

cybersecurity awareness activities

● Message of Chief Cabinet Secretary at the start of the Month

As this campaign is conducted as QUAD Challenge campaign, he mentions to this QUAD initiative.



● Kick-off event on 1st February

Hold a media event in which the celebrity participates.

● Creation of contents promoting the “Cybersecurity Awareness Month”

- Partnering with Japanese celebrities
- Digital Signages, Short videos, SNS, flyers, handbooks for SMEs, schools etc.

● Strategic PR activities

- Launch the special Website
- GoJ hosts “Capture the Flag” competition among experts of public sector.
- Virtual Seminars for Business leaders
- Series of PR events partnering with public and private partners including schools.

● Familiarize consultation desks

Information on contacts of Police, Consumer Protection Agency, and other related organizations are widely informed through flyers and short videos



Our basic messages

Nine Principles of Cybersecurity Measures

1	Update OS and software to the latest version.
2	Make your password long and complex. Do not use the same password across multiple accounts.
3	Use multi-factor authentication.
4	Beware of fake e-mails and sites.
5	Pay attention to attachments on e-mails and links in text.
6	Use the screen lock of your devices.
7	Back up important data before losing it.
8	Watch out for loss, theft and shoulder surfing for your devices in public.
9	When you are in trouble, don't worry by yourself. Consult first.

(Tentative translation)