ICA Compliance Awards (2024)
Cyber Risk Initiative of the Year

MAET

Entry details

Organisation Name MAET

Project Title Cyber Awareness - Innovative and Collaborative solutions

Project synopsis

Our entry into the International Compliance Association's Cybersecurity Initiative of the Year Award highlights our groundbreaking use of AI technology in cybersecurity education. With courses adaptable to diverse needs and industries, we integrate Gamification, Podcast Learning, and ultra-realistic avatars for an engaging learning experience. Looking forward, our commitment to innovation continues with the development of a mobile app in 2024, enhancing accessibility to our cutting-edge cybersecurity awareness solutions. This underscores our dedication to advancing the industry through technology and ensuring effective, tailored learning for a secure digital future.

Spirit

The ambition of our cybersecurity awareness platform is rooted in a transformative vision for global digital resilience. Our overarching goal is to pioneer solutions that redefine cybersecurity education. In the dynamic landscape of escalating cyber threats, our initiative seeks to instill a proactive and informed approach to cybersecurity across individuals, corporations, and institutions.

The business context shaping our submission is the pressing need for heightened awareness in the face of evolving digital risks. The proliferation of cyber-attacks, data breaches, and ransomware incidents underscores the urgency for a comprehensive and adaptable cybersecurity education framework.

Internally, our driving force is a commitment to expertise and innovation. We identified a gap in traditional cybersecurity training methods and recognized the potential of technology-driven solutions to bridge that gap effectively. Externally, the ever-expanding threat landscape and the increasing sophistication of cyber-attacks underscored the imperative for a more robust and dynamic awareness initiative.

The business case for our initiative is founded on three pillars: innovation, customization, and engagement. Leveraging AI- based technology, we revolutionized our courses, offering them in multiple languages and tailoring content to specific industries. The incorporation of Gamification and Podcast Learning adds an interactive and immersive dimension to the training, making it more engaging and effective. The use of ultra-realistic avatars in course delivery further enhances the learning experience, ensuring participants remain actively involved and retention rates are optimized.

The core problem we aimed to solve was the inadequacy of traditional cybersecurity training methods to effectively prepare individuals and organizations for the rapidly evolving threat landscape. Static, one-size-fits-all approaches were proving insufficient in the face of diverse cyber threats, and engagement in conventional eLearning modules was often suboptimal.

We seek to bridge this gap by offering a dynamic, technology-driven learning experience that adapts to the unique needs of each learner and organization. Recognizing that cybersecurity awareness is not a one-time effort but an ongoing process, our approach emphasizes continuous learning and engagement. The incorporation of realistic avatars and the forthcoming mobile app in 2024 are strategic moves to enhance accessibility, ensuring our solutions evolve with the digital landscape.

Our awareness initiative is not merely a response to a challenge; it is a proactive and strategic approach to redefine how cybersecurity education is conceptualized and delivered. By combining innovation, customization, and engagement, we aim to set a new standard for cybersecurity awareness that empowers individuals and organizations to navigate the digital landscape securely and confidently.

Approach

Our cybersecurity awareness initiative serves as an exemplary case study in effective cyber risk management through a multifaceted approach encompassing innovation, adaptability, and regulatory compliance.

One key challenge encountered in the project was the inadequacy of traditional training methods in addressing the dynamic nature of cyber threats. This was mitigated through the innovative integration of AI-based technology. The

initiative leverages AI to offer courses in various languages and tailor content to specific industries, ensuring adaptability to diverse needs and emerging threats. The dynamic nature of cyber threats requires a flexible and responsive educational framework, and our initiative's use of AI exemplifies this commitment to effective risk management.

Another challenge was the need for enhanced participant engagement. Traditional eLearning modules often suffered from low engagement rates. To address this, we creatively incorporated Gamification, Podcast Learning, and ultra-realistic avatars into our courses. These elements inject interactivity and realism, significantly boosting participant engagement. By making the learning experience enjoyable and immersive, we not only overcome engagement challenges but also elevate the overall effectiveness of the initiative in managing cyber risks.

Embracing innovation, our team constantly seeks creative solutions to enhance the project. The development of a mobile app in 2024 exemplifies this commitment. The app aims to make our cybersecurity services even more accessible, meeting the evolving needs of users. This forward-thinking approach ensures that our initiative remains at the forefront of cybersecurity education, offering convenience and flexibility to users in the digital era.

Responding to regulatory requirements is integral to effective cyber risk management. In the context of the EU financial sector, compliance with the Digital Operational Resilience Act (DORA) is crucial. With a combined expertise in Finance and Cybersecurity, MAET has developped a dedicated training program for financial institutions. We actively monitor and adapt our courses to meet regulatory standards, ensuring that our participants are well-versed in compliance protocols. This proactive stance towards regulatory requirements not only ensures legal adherence but also enhances the overall cybersecurity posture of individuals and organizations involved.

Our cybersecurity initiative stands out as an exemplary case study in effective cyber risk management. By creatively addressing challenges, embracing innovation, and ensuring regulatory compliance, we have developed a dynamic and adaptable cybersecurity awareness framework. The initiative serves as a testament to our commitment to staying ahead of evolving cyber threats, empowering individuals and organizations to manage risks effectively in the digital landscape.

Outcome

The outcomes and impact of our cybersecurity awareness initiative have been significant, surpassing initial expectations and achieving measurable success. The key measures of success included enhanced participant engagement, expanded outreach, and meaningful partnerships.

One major success is evident in our collaboration with a few financial institutions and corporates. We have successfully supported these institutions in cultivating a heightened awareness of cyber risks among their employees. This has

translated into improved cybersecurity postures, reducing the susceptibility to cyber threats. Moreover, our initiative has extended its reach to French-speaking countries in Africa, engaging in discussions with public institutions to promote cybersecurity awareness. This expansion underscores the global impact of our initiative and its relevance in diverse cultural and linguistic contexts.

The initiative has not only met but exceeded its initial ambition and goals. The integration of innovative elements such as AI-driven courses, Gamification, Podcast Learning, and ultra-realistic avatars has garnered positive feedback, resulting in higher participant engagement rates.

To address the B2C market, the upcoming mobile app, scheduled for release in 2024, further exemplifies our commitment to surpassing initial objectives by making our services even more accessible.

In terms of longer-term impact, the project aims to establish a sustained culture of cybersecurity awareness. By fostering ongoing learning and adaptability to emerging threats, our initiative seeks to engrain cybersecurity practices into the fabric of organizations and individuals. This entails continuous updates to the content, aligning with evolving cyber threats and regulations, and expanding collaborations with institutions globally. The initiative's success will be sustained through strategic partnerships, ongoing innovation, and a commitment to staying ahead of cybersecurity trends.

The initiative delivers tangible value for businesses by optimizing outcomes within resource and budget constraints. The cost-effective use of AI technology ensures scalability and adaptability to various industries and needs. By incorporating creative solutions like Gamification and Podcast Learning, we maximize engagement without requiring significant additional resources. This efficiency is vital for businesses aiming to enhance cybersecurity awareness without straining budgets.

In conclusion, the initiative has yielded impactful outcomes, surpassing initial ambitions and contributing significantly to the global cybersecurity landscape. Through strategic collaborations, innovative solutions, and a commitment to ongoing improvement, the project has established itself as a sustainable force in promoting cybersecurity awareness. The success achieved to date lays a strong foundation for future growth and impact, ensuring the continued optimization of outcomes within resource and budget constraints.

Validation

Please let me share a testimonial from an EXTERNAL stakeholder, underscoring the transformative impact of the MAET cybersecurity program. The Head of Learning and Development of a French bank stated "Our employees are more vigilant and confident in navigating the digital landscape, thanks to personalized and engaging training. The incorporation of AI and Gamification has revolutionized our training programs, resulting in a positive shift in employee behavior and cyber-awareness."

Wider outcomes for the business include improved resilience to cyber threats, evident in reduced incidents and enhanced overall security postures. Notably, MAET has influenced the adoption of new standards within the organization, setting a benchmark for dynamic and effective cybersecurity education. This proactive stance aligns with industry trends and positions us as a trailblazer in promoting advanced cybersecurity practices.

Beyond our organization, we hope the initiative will have a ripple effect in the industry. By engaging with public institutions in French-speaking countries in Africa, we are contributing to the establishment of a robust cybersecurity framework at a regional level. The initiative's success has spurred interest and discussions on collaboration among industry peers, fostering a collective commitment to elevating cybersecurity awareness globally.

The testimonials and broader outcomes collectively validate the initiative's efficacy and far-reaching impact. As a result, our entry for the International Compliance Association's Cybersecurity Initiative of the Year Award stands as a testament to our commitment to excellence, innovation, and positive industry influence.

Here is an example of a video on phishing: https://youtu.be/itsjjSYD5S4 that will give you a specific example of the quality of our training videos.