

GLOBAL CYBER ALLIANCE A TRUSTED NEUTRAL CONVENOR

The Global Cyber Alliance (GCA) **creates and equips communities** to deliver
a more trustworthy Internet for all.

MAKING AN IMPACT
Do Something. Measure It.™

WHY CHOOSE US?



Our **Internet Integrity (I2) Program** works on solutions at the systemic or infrastructure level, with the potential to scale worldwide.

AIDE - IoT, Domain Trust



Our **Capacity & Resilience Program** develops tools and solutions, and empowers communities.

Cybersecurity Toolkits, DMARC



Our **Collaborative Approach** focuses on the communities we create and serve to deliver a safer Internet.

NonProfit Cyber, Cyber Civil Defense

OUR PARTNERS

GCA works across the globe to help achieve its strategic vision of a secure and trustworthy Internet that enables social and economic progress for all.

To do that, it engages a rich community of partners and stakeholders.

An additional network of diverse and highly skilled **Strategic Advisors** and **Ambassadors** bring a unique set of skills, experiences, and networks, allowing GCA to achieve that vision.



www.globalcyberalliance.org

STATISTICS

>10M

*Malicious domains shared
(Domain Trust Project on Domain Abuse)*

>8B

*IoT Security incidents collected
(By our AIDE sensors)*

>1M

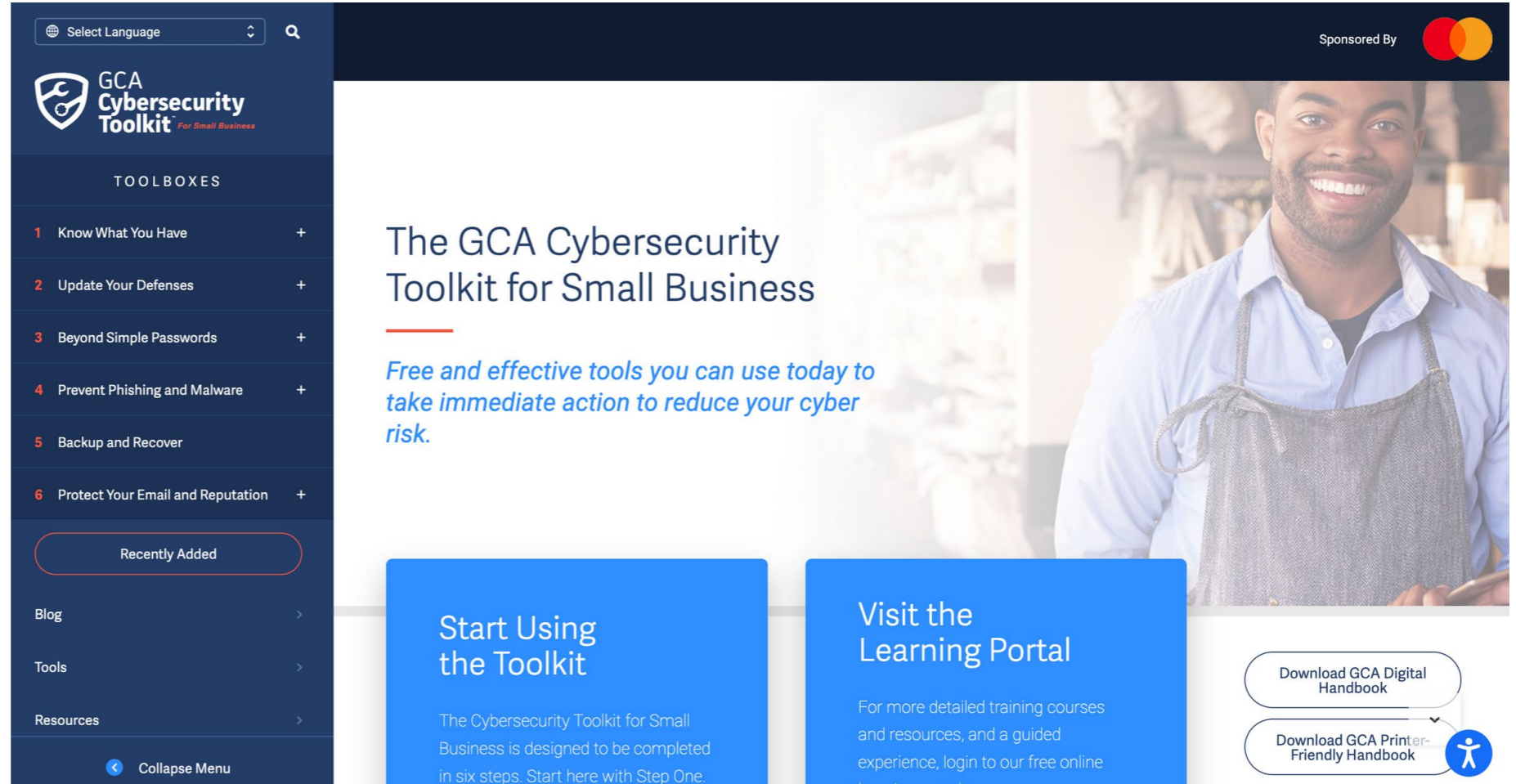
*Views of Toolkits for SMEs, Journalists,
Elections, Individuals, and Mission-based
Organizations*

OUR VALUES



We rise and fall as one
Respect & Dignity
Dare greatly
Be transparent & accountable





The screenshot shows the GCA Cybersecurity Toolkit website. At the top left, there is a 'Select Language' dropdown menu and a search icon. The main header features the GCA Cybersecurity Toolkit logo and the tagline 'For Small Business'. Below the header is a 'TOOLBOXES' section with a list of six items, each with a plus sign to its right: 1. Know What You Have, 2. Update Your Defenses, 3. Beyond Simple Passwords, 4. Prevent Phishing and Malware, 5. Backup and Recover, and 6. Protect Your Email and Reputation. Below this list is a 'Recently Added' section, followed by links for 'Blog', 'Tools', and 'Resources'. At the bottom of the sidebar is a 'Collapse Menu' button. The main content area features a large hero image of a smiling man in a blue shirt and apron. The headline reads 'The GCA Cybersecurity Toolkit for Small Business'. Below the headline is a sub-headline: 'Free and effective tools you can use today to take immediate action to reduce your cyber risk.' There are two blue call-to-action boxes: 'Start Using the Toolkit' and 'Visit the Learning Portal'. The 'Start Using the Toolkit' box contains the text: 'The Cybersecurity Toolkit for Small Business is designed to be completed in six steps. Start here with Step One.' The 'Visit the Learning Portal' box contains the text: 'For more detailed training courses and resources, and a guided experience, login to our free online...'. In the bottom right corner, there are two download buttons: 'Download GCA Digital Handbook' and 'Download GCA Printer-Friendly Handbook' with a person icon.

COLLABORATION TO EMPOWER VULNERABLE COMMUNITIES

GCA CYBERSECURITY TOOLKIT





Overview

- Objectives:
 - Providing a tool that meets people where they are:
 - All Skill Levels and Communities (from end-users to cybersecurity professionals)
 - Supports protection needs search and navigation using non-technical and technical terms
 - Displaying relevant cybersecurity tool information in a Wiki structure with intuitive search capabilities
 - Foster community-driven development of terms to be used for navigation and search
- Illustrative protection needs that users may express:
 - My nonprofit was hacked, and we lost funds from our bank account.
 - I am a parent; one of my children has been cyberbullied.
 - My small business was tricked into paying a fraudulent invoice.
- **ASK:** Google Form Survey to collect commercial tool data: <https://forms.gle/U5mJDo9WkT4sbvaK9>



Benefits

- Public Domain Cybersecurity Benefits:
 - Discovery of gaps in tools, tool coverage, and adoption
 - Provides all tool suppliers with analysis to align roadmaps with gap closure
 - Support for cybersecurity tool selection driven by community-specific needs
 - Enables GCA to foster community building in a way that targets gaps for closure:
 - identify groups and focus areas requiring more development globally
 - foster collaboration among cybersecurity professionals, service providers, and tool suppliers