SME Development Fund
Final Report of Approved Project

Project Title   :   The Promotion of Awareness in Smartphone
(Reference No.)   Information Security (Reference no.: D11 001 010)
Period covered   :   From   1/10/2011   to   31/7/2012
                             (dd/mm/yy)   (dd/mm/yy)

1. Project Details

Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.

Project Reference and Title

The Promotion of Awareness in Smartphone Information Security

提高智能手機資訊保安警覺推廣活動

Project Summary (in not more than 150 words)

To protect SMEs against smartphone security breaches, and offer the SMEs a peace of mind in using this wonderful technology in improving their productivity and customer services, the project sets out to give Hong Kong SMEs the right perspective in using smartphones in a secure manner. The target of this project is on Hong Kong SMEs in general. The project raises the awareness of SME smartphone users on the vulnerability of their smartphone against security attack. Subsequently, the project provides a means for SMEs to set up guidelines and measures to safeguard their security through an e-Guidebook and Internet learning campaign throughout the project.

Project Objective(s) (in not more than 80 words)

The project aims to raise the awareness of information security in smartphones amongst HK SMEs through awareness seminars, a "Practical e-Guidebook on Information Security in Smartphones for Hong Kong SMEs", Internet Learning and Social Media awareness campaigns.

(1) to raise the awareness of information security in smartphones amongst Hong Kong SMEs and stress the importance of a Corporate Smartphone Security Policy for SMEs; and

(2) to provide SMEs with practical knowledge on how to securely use their smartphones and what tools are available in the market.

Recipient/Collaborating/Implementation Organisation

Recipient Organisation	:	Hong Kong Wireless Technology Industry Association (WTIA)
Collaborating Organisation(s)	:	Hong Kong Small And Medium Enterprise Association (HKSMEA)
Implementation Agent(s)	:	Hong Kong Productivity Council (HKPC)

Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator :	Mr To Cheung*	Hong Kong Wireless Technology Industry Association (WTIA)	Tel: 2370-3130 Fax: 8208-8782
Deputy Project Co-ordinator :	Dr Lawrence Cheung	Hong Kong Productivity Council (HKPC)	Tel: 2788 5774 Fax: 2788 5770

Project Period

	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
As stated in project agreement	1/10/2011	31/7/2012	10 months
Revised (if applicable)	N.A.	N.A.	N.A.

Methodology Employed

The Smartphone Information Security Campaign was carried out in three parts:

(1) Practical e-Guidebook and Internet Learning Platform on Information Security in Smartphones for Hong Kong SMEs

(1.1) e-Guidebook

- Desktop research on various types of smartphone security risks and their solutions or remedies
- Create step-by-step guide
- Creation of a sample template on the Corporate Smartphone Security Policy for reference by SMEs
- Coordinate and conduct 5 experts' interview including apps developers (CherryPicks), security experts (Newsky), mobile network operators (PCCW), security tool suppliers (Symantec), IT security authorities and organizations (HKCert)
- Design and production of the e-guidebook in Traditional Chinese

(1.2) Internet Learning Platform

- Development of the framework and major features required for the platform
- Construction of an interactive internet learning platform
- Integrate 2 hrs online learning content in Traditional Chinese and Cantonese voiceover
- Prepare server hosting and maintenance

(2) Smartphone Information Security Awareness Seminars

(2.1) Seminar Organization

- Seminar program development
- Speaker invitation and liaison
- Pre-seminar logistics organization
- Oniste logistics and organization

(2.2) Promotion and Advertising

- Develop promotion plan
- Design of Promotional Materials
- Organization of cross-promotion with the social media campaign (Facebook fanpage)

(2.3) Venue, AV and Decoration

- rental and stage decoration (e.g. design and fabrication of backdrop) equipment and personnel support

(3) Smartphone Information Security Social Media Campaign

(3.1) Social Media Awareness Design, Story Design

- Research and idea creation activities associated with social media awareness design, story design.

(3.2) Social Media Awareness Campaign – Video Production, Case Illustrations

- Prepare and manage the vendor selection process
- Monitor video production and post-production
- Design and develop 3 cases to illustrate smartphone security threats scenarios

(3.3) Media partner

- Coordinate with media partner and manage the editorial promotion of the e-guidebook and seminars

(3.4) Press Invitation, Press Release

- Prepare and draft the press release
- Liaise with media interviews

- Onsite press reception and handling

- Write up of speeches

- Press invitation

2. Summary of Project Results

Project Deliverables

Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.

(1) Practical e-Guidebook and Internet Learning Platform on Information Security in Smartphones for Hong Kong SMEs. Based on input from 5 information security subject experts namely apps developers (CherryPicks), security experts (Newsky), mobile network operators (PCCW), security tool suppliers (Symantec), IT security authorities and organizations (HKCERT) gathered through 5 interviews, a practical e-guidebook with a template of checklist on Smartphone Security Company Guideline written in Traditional Chinese was launched at the web portal (http://www.smartguard.hk/). An interactive Internet Learning platform (http://www.smartguard.hk/elearning.html) integrated with video-streaming and serious game technologies was built with a step-by-step guide in helping SMEs to learn proper and practical guidelines in the use of Smartphone securely. The platform included a maximum of 2 hours of on-line learning content in Traditional Chinese with Cantonese voiceover. There were over 8,420 total views of the platform.

(2) Awareness Seminars. 3 awareness seminars were organized at HKPC on 14 Dec 2011, 19 Mar 2012 and 12 July 2012with expert speakers on smartphone security as well as user experience. According to our registration record, there was total number of 765 registrants for 3 seminars. The attendance rate each seminar were 204 (1st seminar), 216 (2nd seminar) and 202 (3rd seminar) respectively. The admission was free.

(3) Smartphone Security Social Media Campaign – A Social Media campaign was carried out to raise the awareness of SMEs and general public on smartphone security. The campaign featured video clips and case illustrations, set up in social media platforms such as Facebook (http://www.facebook.com/smartguardhk) and YouTube (http://www.youtube.com/smartguardhk) in order to raise awareness in smartphone security and make SMEs aware of the needs of using their smartphones securely as well as some potential danger they may face if they are not. The campaign was also launched on 19 Mar 2012 (2nd seminar),as part of the awareness seminars, in which the video clips and case illustrations will be introduced to a live audience. This event was scheduled with a simultaneous virtual launching on the social media platform(s). The social managed with expert comments, and the release of videos and case illustrations strategically planned during the project period. The social media platform had attracted over 784 visits.

Actual Benefits to SMEs

Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs in general or SMEs in specific sectors, in not more than 400 words.

The project brought the following benefits to SMEs:

(1) Enabled the Hong Kong SMEs to recognize the importance of Smartphone Security.

This project raised the awareness of Smartphone security in SMEs and the community. Thus, 3

awareness seminar were organized and there was total number of 765 registrants for 3 seminars.

The attendance rate each seminar were 204 (1st seminar), 216 (2nd seminar) and 202 (3rd seminar).

The seminar evaluation reports for 3 seminars shown that an average of 96.66% found that the.

seminars' topics are very useful for them. And, an average of 90.6% had expressed that they would

like to adopt the practical guidelines /good practices for smartphone security in their daily operations

(2) Improved the competitiveness of the Hong Kong SMEs.   The SMEs in Hong Kong

had a correct perspective in the effective use of Smartphone in their daily operations, without the

fear of data security breach. Thus, a Social Media campaign featured video clips and case

illustrations were launched. The social media platform had attracted over 784 visits.

(3) Lowered the entry barrier for SMEs in adopting proper Smartphone Security Measures.

Participating SMEs, with little technology background and the resources to handle data security

issue properly, had the opportunity to use the Practical Guidebook to put in place practices and

measures to allow them to use their smartphones in their business operations securely. Thus, a web

portal integrated with Practical e-Guidebook and Internet Learning Platform was launched. There

were over 8,420 total views of the platform.

Milestones (in chronological order)

Please indicate if the milestone is completed (C), deferred (D) or not achieved (N).   If it is deferred, please indicate the revised completion date.   For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.

Milestone (as set out in the project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N) #
(a) Organisation of first Smartphone Information Security Awareness Seminar	1/10/2011 to 31/12/2011	14/12/2011	C
(b) Development of Smartphone Information Security e-Guidebook and Internet Learning Platform	1/10/2011 to 31/3/2012	19/03/2012	C
(c) Organisation of second Smartphone Information Security Awareness Seminar	1/12/2011 to 31/3/2012	19/03/2012	C
(d) Development of Smartphone Information Security Social Media Campaign	1/12/2011 to 30/4/2012	19/03/2012	C
(e) Carry out Smartphone Information Security Social Media Campaign	1/5/2012 to 31/7/2012	19/03/2012	C
(f) Organisation of third Smartphone Information Security Awareness Seminar	1/5/2012 to 31/7/2012	12/07/2012	C

(g) Writing of Final Project Report	1/5/2012 to 31/7/2012	31/07/2012	C

Marketing/Dissemination Activities (in chronological order)

Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.

Date/ Period	Description	No. of beneficiaries (Please specify whether they are SMEs or not)
Nov 2011 –July 2012	Promotion of Awareness Seminars • eDM promotion via HKPC marketing database and member list of supporting organizations • HKPC e-Newsletter (NewsFlash)	Promoted to over 60,000 SMEs via database provided by HKPC and supporting organizations
14 Dec 2011	The first Smartphone Information Security Awareness Seminar	204 participants
1/10/2011 to 31/3/2012	Smartphone Information Security e-Guidebook and Internet Learning Platform at project portal (www.smartguard.hk)	There were over 8,420 total views of the platform. The pageviews of the e-Guidebook were over 745.
13 Mar 2012	Advertorials were published on Capital Weekly	
19 Mar 2012	The second Smartphone Information Security Awareness Seminar	216 participants
19 Mar 2012	Press release in both Chinese and English were issued on 19 Mar 2012	
20 Mar 2012	Article published in Ming Pao Newspaper	
21 Mar 2012	Article published in Hong Kong economic journal	
21 Mar 2012	Article published in Hong Kong Commercial Daily	
1/12/2011 to 30/4/2012	Development of Smartphone Information Security Social Media Campaign	The social media platform had attracted over 784 visits.
20 Apr 2012	An one-third page article was published on Ming Pao on 20 April 2012 to report the 2nd seminar and the program	
1/5/2012 to 31/7/2012	Carry out Smartphone Information Security Social Media Campaign	The social media platform had attracted over 784 visits.
05 July 2012	Advertorials were published on Capital Weekly	
12 July 2012	The third Smartphone Information Security Awareness Seminar	202 participants
	Total no. of beneficiaries - no. of SMEs :	Over 60,000
	no. of companies which are not SMEs :	N.A.

Future Plan for Promoting the Project Deliverables

A Web-based downloadable version of e-guidebook is available on project portal (www.smartguard.hk)