



**Asia-Pacific
Economic Cooperation**

2009/TEL39/SPSG/SYM/010

Initiatives on Awareness Raising of Students / Children

Submitted by: Japan



**APEC-OECD Joint Symposium on Initiatives
Among Member Economies Promoting Safer
Internet Environment for Children**

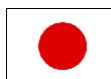
**Singapore
15 April 2009**

APEC-OECD Joint Symposium on Initiatives among Member Economies
Promoting Safer Internet Environment for Children
April 15, 2009
APECTEL39 Singapore

Initiatives on Awareness Raising of Students / Children



Akira Yamada
IT Security Center
Information-technology Promotion Agency, Japan



Contents



- Brief Introduction of IPA
- IPA's Awareness Raising Efforts
- Problems and Incidents involving Juveniles
- Posters and Slogans Competition
- Prize winners from 2008
- Utilization of the Works

Brief Introduction of IPA



Ministry of Economy,
Trade and Industry

(METI)

IPA Information-technology
Promotion Agency

- **IT Security Center (ISEC)**
- **Open Software Center (OSC)**
- **Software Engineering Center (SEC)**
- **IT Human Resources Development HQ**
 - **IT Skill Standards Center (ITSSC)**
 - **Japan IT Engineer Examination Center (JITEC)**

IPA's Awareness Raising Efforts

Efforts	Target
<ul style="list-style-type: none"> • IT Security Seminars <ul style="list-style-type: none"> • Over 30 Domestic Destinations Annually • Management (Basic, Practical) • Technical (Standard, Specialized) 	<p>System Administrators Application Developers Website Operators</p>
<ul style="list-style-type: none"> • Information Security Management Benchmark http://www.ipa.go.jp/security/english/benchmark_system.html • Countermeasure Guides for SMEs 	<p>Enterprises</p>
<ul style="list-style-type: none"> • Booklets and Publications • Security Alerts 	<p>General Public</p>
<ul style="list-style-type: none"> • Poster & Slogan Competition 	<p>School Children</p>

Statistics (1/2)

Statistics from MEXT, May, 2008

Level	Number of Schools	Number of Students
Elementary	22,476	7,121,781
Junior High	10,915	3,592,378
High	5,243	3,367,489
Total	38,634	14,081,648

Statistics (2/2)

Statistics from MEXT, February 2009

Level	Cell Phone	Internet Access
6 th Grader (Elementary)	25%	11%
8 th Grader (Junior High)	46%	32%
11 th Grader (High School)	96%	79%

Purpose of Internet Access, within the above figure

Level	E-mail	Browsing	Game	Blog/Prof
6 th Grader	33%	67%	29%	2%
8 th Grader	67%	80%	36%	16%
11 th Grader	95%	92%	34%	44%

What's going on among Juveniles

- Profs (Profile site) or Blogs (Weblog)
 - Posting personal information on the web
 - To make friends, sexual encounter
- Dating Websites
 - Site to acquaint someone with another
- School Underground Sites
 - Mainly, bulletin board, managed by students
 - 38,260 sites confirmed, at March 2008
- Bulletin Board Sites
 - Mental abuse, defamation
- Cyber Bullying
 - To tease someone via email or chatting

Examples of Incidents (1/2)

- Prof (Profile site)
 - November, 2008
 - Quarrel to Scuffle, caused by posting to Prof
 - 8 high school student arrested, 5 injured
 - May, 2008
 - Posting abuse to a Prof
 - Violence against the writer
 - 3 juveniles (U16) arrested
 - April, 2008
 - Aspersion on a Prof site
 - Beat with a metallic baseball bat
 - 3 juveniles (U17) arrested

Examples of Incidents (2/2)

- **Blog (Weblog)**
 - October, 2008
 - High school student (16 years) suicides
 - Caused by an abuse posted on her Blog
 - Her classmate arrested for Contempt and Suicide Abetment
- **School Underground Site**
 - April, 2008
 - Cyber bullying on a bulletin board
 - Autonym, cursing
 - Banished from school

IPA Poster & Slogan Competition

- **For School Students of Elementary, Junior High and High schools**



Hacking, never let
them goal



History

- Originally initiated in Korea, by KISA
- Started in 2006 in Japan

	Term	Slogans	Posters	Total
1 st	March to April, 2006	1,101		1,101
		119 Schools		
2 nd	Dec. 2006 to March 2007	3,158	379	3,537
		105 Schools	48 Schools	144 Schools
3 rd	July to Sept. 2007	1,461	145	1,606
		80 Schools	33 Schools	108 Schools
4 th	June to Sept. 2008	7,028	690	7,718
		194 Schools	122 Schools	287 Schools

Partnership

- Partners
 - Korea Information Security Agency, KISA



Korea Information Security Agency

- Major Security Service Providers



- Roles
 - Participate in the Screening Committee
 - Provide Supplementary Prize
 - Give Award at the Awarding Ceremony

Purpose / Effects

- **Raise Student's Awareness**
 - Think about what "IT security" is
 - Know what kind of online threats are
 - Study how to avoid online incidents



- **Raise Teacher's Awareness**
 - Prepare to teach what "IT security"
 - Include IT security within their classes
 - Apply as a homework, by the whole grade or whole school

From the Competition 2008

- **Application period**
 - June 1 to September 10, 2008
- **Screening Committee**
 - September 26, 2008
- **Awarding Ceremony**
 - October 28, 2008



From the Competition 2008

• Prizes

Category		Number	Prize
Grand Prize	Poster	1	100,000 JPY (1,000 USD)
	Slogan	1	
Gold Prize	Poster	3	70,000 JPY (700 USD)
	Slogan	3	
Silver Prize	Poster	3	50,000 JPY (500 USD)
	Slogan	3	
Bronze Prize	Poster	3	30,000 JPY (300 USD)
	Slogan	3	
Partner Prize	Poster	3 each	Product
	Slogan	3 each	

Poster Grand Prize Winner, 2008



You don't know,
that you are well-known.

Be careful for personal
data leaks.

Ms. Wakana Kato, 3rd Grade,
Toki Commercial High School
Gifu, Japan

Slogan Grand Prize Winner, 2008

相手は四角い箱じゃない。ネットの向こうの何億人。

What you are facing is not just a square box.
There are billions of people on the other
side of the network.

Ms. Maori Suzawa, 2nd Grade,
Hakuo Junior High School
attached to Hakuo High School
Tokyo, Japan



Exhibitions and Utilizations (1/3)



Exhibitions at
Events and Lobbies

Exhibitions and Utilizations (2/3)



Tokyo Broadcasting System



Newspaper for Schools



Introductions on Newspapers and Websites

日本と韓国の子どものセキュリティ意識向上に貢献する「第4回IPA情報セキュリティ権語・ポスター」の授賞式開催

IPA 独立行政法人 情報処理推進機構(主幹) 経済産業省とNPO法人ITコーディネーター協会の後援による「IPA フォーラム 2008」が2008年10月28日に開催されました。同フォーラムの会場内では、IPA&KISA(韓国情報保護委員会)の共同事業である「第4回IPA情報セキュリティ権語・ポスター」の授賞式が行われました。この取組に関与してIP&KISAコーディネーター長の山田美佐氏は「IPAでは、情報セキュリティ権語・ポスターをきっかけとして、全



Microsoft Magazine

国の子ども達に安全なネット社会実現への意識が広がることを期待しています」とコメントされています。その趣旨の通り、第4回となる今回は昨年を上回る5287校、7,718件の応募があり、権語・ポスターそれぞれの大量応募を含む50点が選ばれ、会場内で受賞者の小・中・高校生に賞状と記念品が贈られました。マイクロソフトは、同イベントに対し、第2回から協賛を続けており、権語・ポスター各50点に「マイクロソフト賞」を授与しています。なお、この受賞作品は日本国内だけでなく

KISAの協力を得て韓国語に翻訳され、韓国国内でも紹介される予定です。

ネットに関する権語はIP&KISA作品は以下URLをご覧ください。
<http://www.ipa.go.jp/ibookpress/000917.html>

Utilizations

Exhibitions and Utilizations (3/3)



「相手は四角い箱じゃない。ネットの向こうの何人。」
 雑誌部門大賞作品 遠藤 真由 さん 東京都立白鷺高等学校附属中学校
 第4回IPA情報セキュリティ権語・ポスター

<p>January 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>雑誌部門大賞作品 遠藤 真由 さん 東京都立白鷺高等学校附属中学校</p>	<p>July 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>
<p>February 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28</p>	<p>August 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>September 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>
<p>March 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>雑誌部門大賞作品 遠藤 真由 さん 東京都立白鷺高等学校附属中学校</p>	<p>October 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>
<p>April 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>	<p>雑誌部門大賞作品 遠藤 真由 さん 東京都立白鷺高等学校附属中学校</p>	<p>November 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>
<p>May 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>雑誌部門大賞作品 遠藤 真由 さん 東京都立白鷺高等学校附属中学校</p>	<p>December 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>
<p>June 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>	<p>雑誌部門大賞作品 遠藤 真由 さん 東京都立白鷺高等学校附属中学校</p>	<p>December 2009</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>

Some other requests and inquiries for permission to use the work internally from companies and enterprises

Calendar 2009

APEC-OECD Joint Symposium on Initiatives among Member Economies
Promoting Safer Internet Environment for Children
April 15, 2009
APECTEL39 Singapore

Thank You Very Much for Your Attention



Presenter's Details

Akira Yamada (Mr.)
Senior Advisor, IT Security Center
Information-technology Promotion Agency, Japan
TEL:+81-3-5978-7508, FAX:+81-3-5978-7517
Email : a-yamada@ipa.go.jp
URL : <http://www.ipa.go.jp/security/english/>



End (Q&A)

Appendix

**Prize Winners in the Past
(Excerpt)**

Poster Gold Prize Winner, 2008



Pitfall beyond
Convenience



Ms. Asumi Kasahara
5th Grade,
Sankai Elementary
School
Kyoto, Japan

Think more, before
you proceed



Ms. Narumi Yamamoto
3rd Grade,
Kiyo Junior High School
Yamaguchi, Japan

Be careful for invisible
intruders



Ms. Shoko Kashima
1st Grade,
Gifu Sogo Gakuen High School
Gifu, Japan

Poster Silver Prize Winner, 2008



Password is a
secret of two of us



Mr. Hiroki Hayashi
5th Grade,
Kitajima-Minami
Elementary School
Tokushima, Japan

Never allow a
goal for hacking



Ms. Yuki Ishitobi,
Ms. Ran Usui, Ms. Arisa Sato
3rd Grade,
Ebina Junior High School
Kanagawa, Japan

Do not open when
you feel strange



Ms. Yumi Takeuchi
3rd Grade,
Ishikawa Technical Senior
High School
Ishikawa, Japan

Poster Bronze Prize Winner, 2008 IPA

Do not forget measures
for viruses



Mr. Rintaro Mizuno
4th Grade,
Naranooka Elementary School
Kanagawa, Japan

This site is harmful,
do not access



Mr. Kota Okuyama
3rd Grade,
Isshinden Junior
High School
Mie, Japan

Is there any This site is
harmful, do not access



Ms. Marino Taguchi
3rd Grade,
Sendai Shoko
High School
Kagoshima, Japan

25

Slogan Gold Prize Winner, 2008 IPA

人の気持ち 感じて使おう インターネット

Use the Internet, sensing the other's feeling

Ms. Ryoka Nakamoto, 6th Grade,
Kanazuka Elementary School, Osaka, Japan

見られてる 画面の向こう 全世界

You are watched from the world, from the other
side of the screen

Mr. Yuma Otomo, 3rd Grade,
Naruse Junior High School, Kanagawa, Japan

セキュリティ ネットと心の 2重ロック

Security, double lock in the network and heart

Ms. Natsumi Sakamoto, 2nd Grade,
Kitakata Commercial High School, Fukushima, Japan

26

Slogan Silver Prize Winner, 2008

わるいこと ネットのなかでも しないで。

I will not do bad things, even in the Network

Ms. Ririka Chiba, 1st Grade,
Ageo Chuo Elementary School, Saitama, Japan

インターネット 始める前に セキュリティ

Security, before you begin the Internet

Ms. Aika Oikawa, 3rd Grade,
Shibetsu South Junior High School, Hokkaido, Japan

私は守るよネチケット 傷つけない為 傷つかない為

**I will observe the network manner, not to be hurt,
not to hurt someone**

Ms. Momoka Yoshida, 1st Grade,
Kenmei Girl's High School, Hyogo, Japan

27

Slogan Bronze Prize Winner, 2008

個人情報守るのは、この世に一人、あなただけ

**You are the only one in the world to protect the
personal data.**

Ms. Yuriko Ozawa, 6th Grade,
Umeda Elementary School, Tokyo, Japan

他人言、そんなあなたが赤信号

None of my business, that remark is the red light

Ms. Chiho Sakaguchi, 3rd Grade,
Wakayama University attached High School, Wakayama, Japan

ネット社会「便利さ」にプラス「安心」を

**Network society needs “Convenience” and
“Anxiety”**

Ms. Nao Matsubara, 1st Grade,
Toyooka Sogo High School, Hyogo, Japan

28

Poster Grand Prize Winner, 2007



Isn't your arm grasped by someone?

Ms. Yuki Shibutani
2nd Grade,
Kodera High School
Hyogo, Japan

Poster Gold Prize Winner, 2007



Password is a secret only of myself



Mr. Yamato Shinohara
2nd Grade,
Takagi Elementary School
Fukuoka, Japan

There is a shadow within that one click



Ms. Akemi Yamauchi
2nd Grade,
Kamakura Elementary School
Yokohama National University
Kanagawa, Japan

Same shape, but different purpose



Mr. Naoki Maeda
3rd Grade,
Hayato Technical
High School
Kagoshima, Japan

Slogan Grand Prize Winner, 2007

セキュリティ 要は日々の 危機管理

Security, Pivot is the daily risk management

Ms. Yurina Sakai, 1st Grade,
Miyaura Junior High School, Niigata, Japan



31

Slogan Gold Prize Winner, 2007

たのしいね。ルールをまもって インターネット

Internet is happy when you observe the rule

Ms. Haruka Takemoto, 1st Grade,
Iwayosi Elementary School, Miyazaki, Japan

情報を 守る主役は 僕たちだ

Leaders for protecting information are ourselves

Mr. Yusuke Tanaka, 3rd Grade,
Kera Junior High School, Kouchi, Japan

パスワード 言わない 見せない 教えない

Password, Not say, Not show, Not tell

Mr. Naoki Hino, 3rd Grade,
Kunisaki Noko High School, Oita, Japan

32

Thank You Again