



# Dogana

ADVANCED SOCIAL ENGINEERING AND  
VULNERABILITY ASSESSMENT FRAMEWORK

**EU project DOGANA (aDvanced sOcial enGineering And vulNerability Assessment)**

**This project has received funding from the European**

**Union's Horizon 2020 Research and Innovation programme, under grant agreement No. 653618.**

**Contraband Pixels & Text (*Pixelettere*), or... make stories, not phishing.**

Literary-graphic competition on social engineering and phishing, organized by CNIT (Consorzio nazionale interuniversitario per le telecomunicazioni), partner of DOGANA project.

**PARTICIPANTS:** writers and cartoonists / illustrators.

**REGISTRATION:** registration is free and open to people residing in EU countries (Austria, Belgium, Bulgaria, Cyprus, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, United Kingdom, Czech Republic, Romania, Slovakia, Slovenia, Spain, Sweden, Hungary), Israel and Switzerland.

**RULES:** participants (writers and / or illustrators) must submit artworks coherent with the competition theme:

- Writers must submit a short story (max. 5000 characters including spaces, excluding title) addressing the theme provided by the organization.
- Illustrators must submit a table of up to 1024x768 pixels resolution, representing or summarizing the project theme in a drawing or in a comic strip.

The same author may submit multiple tables and short stories.

Artworks can be submitted in Italian, in English and / or in both languages (Italian and English).

Artworks presented in two languages will receive an additional bonus.

Artworks will be shared on the DOGANA project Facebook page (<https://www.facebook.com/pixelettere>), starting from February, 13<sup>th</sup>, 2017. Last date to submit artworks is June, 10<sup>th</sup>, 2017. Dates for intermediate selections will be communicated time to time.

Authors who have a Facebook account should directly share their artworks on the Pixelettere Facebook page. Authors who do not have a Facebook account can send their artworks to the email [pixelettere@gmail.com](mailto:pixelettere@gmail.com). Pixelettere organization will share these contributions on the Facebook page of the competition including the author references.

Sharing the artworks on authors' Facebook profiles is strongly suggested but not mandatory. Authors are encouraged to advertise their artworks, pushing more Facebook shares within their social network, in order to promote the DOGANA initiative and disseminate the message. Facebook likes and re-shares will be evaluated to assign a specific bonus.

Artworks will be selected periodically from the DOGANA Facebook page and added to the finalists group, then shared by the project staff on the official blog of the DOGANA Project (<http://www.dogana-project.eu/index.php/social-engineering-blog>) and on the official Twitter channel (<https://twitter.com/DOGANAPROJECT>).

The jury will select the artworks from DOGANA Facebook page by evaluating the artistic quality (qualitative evaluation) and popularity (i.e. likes and shares). Jury's judgment is unchallengeable.

**DOGANA PROJECT.** The advent of Social Networks has made both companies and public bodies tremendously exposed to the so-called Social Engineering 2.0, and thus prone to targeted cyber-attacks.

Unfortunately, there is currently no solution available on the market that allows neither the comprehensive assessment of Social Vulnerabilities nor the management and reduction of the associated risk.

DOGANA aims to fill this gap by developing a framework that delivers "aDvanced sOcial enGineering And vulNerability Assessment". The underlying concept of DOGANA is that Social Driven Vulnerabilities Assessments (SDVAs), when regularly performed with the help of an efficient framework, help deploy effective mitigation strategies and lead to reducing the risk created by modern Social Engineering 2.0 attack techniques. Two relevant features of the proposed framework are:

- The presence of the "awareness" component within the framework as the cornerstone of the mitigation activities (this contest is promoted with this purpose);
- The legal compliance by design of the whole framework, that will be ensured by a partner and a work package explicitly devoted to this task.

Moreover, the outcomes of the project are also expected to provide a solid basis to revise the insurance models for cyber-attacks related risks.

The project is being implemented by a consortium of 17 partners, from 11 different countries, including users, technology providers (among the major world-wide cyber-security solutions market leaders), as well as legal and psychological experts. An extensive field trial plan enables the testing of the DOGANA platform with partners operating in the critical areas of energy, finance, transport, utilities, and public authorities.

**THEME OF COMPETITION.** In computer security, social engineering refers to psychological manipulation of people into performing actions or divulging confidential information. Phishing is a type of fraud over the Internet where a hacker tries to trick the victim to provide personal information, financial data or access codes, posing as a trustworthy digital communication entity. The author should submit an artwork addressing this theme, without constraints on literary genre (mainstream, fantastic, sci-fi, comedy, drama etc.).

In each short story, authors must use at least once the word "horizon" and/or "dogana", at their creative discretion.

On every table (illustration / comic) the official logo of the DOGANA project must be reported, placed and sized at the author's discretion. The DOGANA logo is available in the header of the project website (<http://www.dogana-project.eu>).

**JURY:**

- Pelagio D'Afro (<http://www.pelagiodafro.com>), multiple author composed by Giuseppe D'Emilio Arturo Fabra, Roberto Fogliardi and Alessandro Papini, founders of the Italian writing lab *Carboneria Letteraria* (<http://www.carbonerialetteraria.com>);
- Enrico Frumento, Social engineering expert, scientific project coordinator;
- Matteo Mauri, communications and scientific dissemination expert, CNIT/University of Cagliari, internal member of the DOGANA project staff;
- Alessandro Morbidelli, writer and architect, member of *Carboneria Letteraria*, s-traveler of <http://www.sdiario.com>.

**PROCEDURE AND EVALUATION CRITERIA:** project process and evaluation will be carried out by the jury, whose verdict will be final and unchallengeable.

The winners will be chosen from the shortlist of finalists selected on the DOGANA project blog.

- A score from 0 to 10 will be assigned from each member of the jury based on quality, relevance and form of the artwork (short story and / or comic strip), up to a total of 0 to 30 points.
- 0 to 10 bonus will be awarded to artworks received in both languages (Italian and English) by evaluating the translation effectiveness.
- 0 to 10 bonus will be awarded for exceptional popularity (likes and shares).

The best short stories and comics will be rewarded by the sponsors and could be collected in a publication (digital and / or paper).

**AWARDS:**

- 1<sup>st</sup> (short story or table): 400,00 € and invitation to an official workshop / dissemination event organized by DOGANA project.
- 2<sup>nd</sup> (short story): 150,00 €.

- 2<sup>nd</sup> (table): 150,00 €.

Date and site of the award ceremony will be published on the DOGANA Blog and Twitter profile.

**INFO:** Organizing secretary, twitter page (<https://twitter.com/DOGANAPROJECT>), email: [pixelettere@gmail.com](mailto:pixelettere@gmail.com)

**COPYRIGHT:** artworks must be unpublished and free of copyright restrictions. Any artwork already published, with copyright constraints or unlawfully plagiarized (even partially) will be immediately excluded from the competition and reported to authorities.

When the artwork is published on the DOGANA Facebook page and submitted to the competition, the DOGANA organization becomes sole owner and acquires the distribution and reproduction rights. The organization is therefore exclusively authorized to use, reproduce, adapt, publish and distribute the works freely. The winning artworks will be used at any time and by any means in order to promote activities and events related to the competition theme.

**PRIVACY OF PERSONAL DATA:** personal data collected will be treated only for purposes related to the competition. Legal reference is Art. 7 of the Italian D.lgs n.196 / 2003. The privacy policy under Article 13 of D.lgs n.196 / 2003 is available on DOGANA Facebook page.

**ACCEPTANCE OF RULES:** participation implies the acceptance of all above rules. Furthermore, the author also agrees:

- To use his existing social profile: each profile used to increase the shares of artworks must exist at the time of publication of this notice and will be verified by the organization staff; any attempt to use false sharing or ad-hoc profiles to trick the popularity evaluation will result in immediate exclusion of the author.
- To avoid offensive language, and personally respond to any violation of the Italian law. Any violation will result in immediate exclusion of the author.

**RELEASE FOR MINORS.** The participation of minors is allowed, but parents (or guardians) must send to [pixelettere@gmail.com](mailto:pixelettere@gmail.com) the release document on the next page, filled and signed. A copy of a legal ID document must be enclosed, as required by Italian laws.

## Parent or Guardian Release for Minors

Contraband Pixels and Text (Pixelettere), literary-graphic competition on social engineering and phishing, organized by CNIT (Consorzio nazionale interuniversitario per le telecomunicazioni), partner of EU DOGANA project.

I am the parent or guardian of the minor child named below and I have the legal authority to execute this release on behalf of the child. In consideration of the child's engagement in the Pixelettere competition, I assign the irrevocable, perpetual, and unrestricted right to Pixelettere Organization to take and use the Artworks provided by the child in all forms, media and manners, in conjunction with the child's or a fictitious name, for advertising, promotion, exhibition, or any other lawful purposes, as described in detail in the competition announcement. The organization is therefore exclusively authorized to use, reproduce, adapt, publish and distribute the works freely. The winning artworks will be used at any time and by any means in order to promote activities and events related to the competition theme.

I state further that I have read the above authorization, release, and agreement, prior to its execution, and that I am fully familiar with the contents thereof.

Name of Child:

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Name of Parent or Guardian:

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Signature of Parent or Guardian: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_\_\_

Parent's or Guardian's ID \_\_\_\_\_