News Release

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

World Economic Forum Cyber Resilience Initiative to Safeguard Digital Environment

27 January 2012

Adrian Monck, Managing Director, Head of Communications: +41 (0)79 817 0315; adrian.monck@weforum.org

- World Economic Forum launches initiative on Cyber Resilience: www.weforum.org/cyber
- "Partnering for Cyber Resilience" is a set of shared principles endorsed by CEOs that aims to safeguard cyberspace
- Cybercrime has the potential to precipitate its own economic crisis, as the tradecraft of cybercriminals is rapidly evolving
- The theme of the 42nd World Economic Forum Annual Meeting is *The Great Transformation: Shaping New Models.* For more information, visit http://wef.ch/Davos

Davos-Klosters, Switzerland, 27 January 2012 – The World Economic Forum today launched a new initiative to improve global resilience to major cyberrisks. "Partnering for Cyber Resilience" is a set of shared principles, signed and endorsed by chief executives of companies who recognize the interdependence of all organizations in combating cyberrisks and their role in contributing to a safer digital environment.

The *Partnering for Cyber Resilience – Principles and Guidelines* initiative has been developed through multistakeholder dialogue across the globe, with Deloitte LLP acting as Project Advisers. The initiative aims to provide a common framework for leaders to align individual actions for collective good. CEO signature of the Commitment to Cyber Resilience commits companies to board-level awareness and leadership, and the development of an implementation programme that also encourages suppliers and customers to adopt a similar level of awareness and commitment when appropriate.

"We need to recognize that making the world more resilient to cyberrisks is a challenge that can only be addressed collectively by policy-makers, business and civil society," said Alan Marcus, Senior Director and Head of Information Technology and Telecommunications Industries at the World Economic Forum USA, speaking at the launch of the initiative today. "This initiative is essentially an attempt to immunize the Internet. The more stakeholders endorse and implement the principles the higher the chances to safeguard the digital environment."

Organizations attending the Annual Meeting have already begun to sign up to the Commitment to Cyber Resilience, among them the members of the initiative's steering board: **Ian Livingston**, Chief Executive Officer, BT Group; **William E. McCracken**, Chief Executive Officer, CA Technologies; **Michael Chertoff**, Co-Founder and Managing Principal, Chertoff Group; **Robert Wainwright**, Director, Europol (European Police); **Natarajan Chandrasekaran**, Chief Executive Officer and Managing Director, Tata Consultancy Services.

Speaking on a panel yesterday, Neelie Kroes, Vice-President and Commissioner for the Digital Agenda at the European Commission, described her belief that the future economy is so inherently coupled to the Internet that cyberrisk should be added to standard corporate reporting.

Her comments were echoed by other panellists in a session at the World Economic Forum Annual

Meeting in Davos-Klosters that explored the risks of a hyperconnected world. Rod A. Beckstrom, President and Chief Executive Officer of the Internet Corporation for Assigned Names and Numbers (ICANN), highlighted the scale of the problem by referring to his own law of cybersecurity: “Everything attached to a network can be hacked and everything is being attached to a network,” he said.

Chandrasekaran described the importance of consistent processes and uniform policy frameworks, which can be implemented internationally. He cited the World Economic Forum’s initiative on Cyber Resilience as an important example of standardization.

With record participation of over 2,600 leaders from government, academia, business and civil society, the theme of this year’s Annual Meeting is *The Great Transformation: Shaping New Models*.

The Co-Chairs of the World Economic Forum Annual Meeting 2012 are: **Yasuchika Hasegawa** , President and Chief Executive Officer, Takeda Pharmaceutical, Japan; **Vikram Pandit**, Chief Executive Officer, Citi, USA; **Paul Polman**, Chief Executive Officer, Unilever, United Kingdom; **Alejandro Ramirez**, Chief Executive Officer, Cinepolis, Mexico; **Sheryl Sandberg**, Chief Operating Officer, Facebook, USA; and **Peter Voser**, Chief Executive Officer, Royal Dutch Shell, Netherlands.

Notes to Editors

Find more information about the **Annual Meeting 2012** at http://wef.ch/Davos
View the best photographs from the Annual Meeting on **Flickr** at http://wef.ch/pix
Watch live webcasts of the sessions on **Livestream** at http://wef.ch/live
Watch the sessions on **YouTube** at http://wef.ch/youtube or **Youku** at http://wef.ch/youku
Ask a World Leader on **YouTube**: http://wef.ch/askaleader
Become a fan of the Forum on **Facebook** at http://wef.ch/facebook
Follow the Forum on **Twitter** at http://wef.ch/twitter and http://wef.ch/livetweet
Listen to the **Forum Podcast** at http://wef.ch/podcast
Read the **Forum Blog** at http://wef.ch/blog
Read Forum reports on **Scribd** at http://wef.ch/scribd
Follow the Meeting on the iPhone at http://wef.ch/app
Upcoming Forum events at http://wef.ch/events
Subscribe to Forum **News Releases** at http://wef.ch/news
Connect with the Forum at http://wef.ch/connect

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas.

Incorporated as a foundation in 1971 and headquartered in Geneva, Switzerland, the World Economic Forum is impartial and not-for-profit; it is tied to no political, partisan or national interests (http://www.weforum.org).

WORLD ECONOMIC FORUM
World Economic Forum, 91-93 route de la Capite, CH-1223 Cologny/Geneva
Tel. +41 (0)22 869 1212, Fax +41 (0)22 786 2744, http://www.weforum.org