



# Common Good Cyber Roadmap V1

This roadmap details the timeline, deliverables, objectives, and actions required to successfully implement the Common Good Cyber initiative, aligning with its key pillars: Events Planning, Engagement & Advocacy, Content Creation, and Mechanisms Development. The plan spans from February 2024 to March 2026, providing a comprehensive framework for achieving project goals.

## Project Management

*Objective:* Develop and implement a detailed roadmap for Common Good Cyber, led by the Global Cyber Alliance. This roadmap aims to provide a transparent, structured plan that outlines specific actions and timelines to achieve the project's overarching goals.

Project Manager is Kayle Giroud, Director of the Common Good Initiatives at the Global Cyber Alliance.

### Deliverables:

- **Aug 1, 2025:** Roadmap (v1)
- **Jan 31, 2025:** revised Roadmap (v2)
- **Jan 31, 2026:** revised roadmap (v3)

## Common Good Cyber Roadmap V1 Structure

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## Content Creation

*Objective:* Develop a comprehensive repository of resources and evidence to support cybersecurity nonprofits. This effort, led by the Cyber Threat Alliance and the Global Cyber Alliance, aims to build a robust foundation of knowledge to enhance the impact of the organizations supporting core cybersecurity initiatives for the good of everyone.

### Actions:

- Map the cybersecurity ecosystem.
- Release a pledge supporting Common Good Cyber long-term funding objectives.
- Detail two joint funding models for the implementation of Common Good Cyber.
- Undertake research to build the evidence base.
- Publish a draft evaluative framework for nonprofits.
- Complete and publish research papers.

### Deliverables:

- **Sep 30, 2024:** Ecosystem map of cybersecurity nonprofits.
- **Sep 30, 2024:** Release pledge at the Peace Palace, Beyond 125, event.
- **Oct 30, 2024:** Two detailed models for early 2025 pilots.
- **Mar 31, 2025:** Evaluative framework published.
- **Jul 1, 2025:** Research paper published.
- **Mar 31, 2026:** Third research effort: lessons learned from pilots.

**Get involved:** currently, we welcome support in reviewing the pledge and the cybersecurity ecosystem mapping, and supporting the collection of data by circulating the mapping form to your networks. Please [contact us](#).

## Mechanisms Development

*Objective:* Define and implement funding and acceleration mechanisms for cybersecurity nonprofits, led by the CyberPeace Institute, Nonprofit Cyber (TBD) and the Global Cyber Alliance. This objective aims to establish sustainable financial and operational support for organizations within the Common Good Cyber framework.

### Deliverables:

- **Dec 1, 2024:** Funding model developed.
- **Mar 1, 2025:** Pilot funding model.
- **Jul 1, 2025:** Operational acceleration model and resource hub.
- **Mar 1, 2026:** Active funding in place.

**Get involved:** if you have experience in building joint funds, in venture philanthropy, or in building acceleration programs for nonprofits or social impact startups, please [contact us](#).

# Engagement & Advocacy

*Objective:* Raise awareness, build support, and secure funding for Common Good Cyber by engaging key stakeholders, communicating effectively, and advocating for the initiative. This effort is led by the Institute for Security and Technology (TBD) and the Global Cyber Alliance, and involves a multifaceted approach to stakeholder engagement, communication, and fundraising.

## Actions:

### 1. Stakeholder Engagement:

- **Identify key stakeholders:** Target government agencies, NGOs, academia, industry partners, and civil society to build a broad base of support.
- **Develop outreach programs:** Engage stakeholders through targeted activities and communications, fostering involvement in the initiative.
- **Foster collaboration:** Build partnerships to leverage resources and expertise, enhancing the initiative's impact and sustainability.
- **Define participation opportunities:** Organize workshops, seminars, and working groups to involve stakeholders in meaningful ways.
- **Solicit feedback:** Regularly gather input from stakeholders and incorporate their insights into project planning and implementation.

### 2. Communication Strategy:

- **Define messaging and branding:** Create a clear and compelling narrative that communicates the initiative's purpose and benefits.
- **Tailor communication strategies:** Use appropriate channels and messages to reach different stakeholder groups effectively.
- **Provide regular updates:** Keep stakeholders informed of project milestones, achievements, and challenges, fostering trust and engagement.
- **Establish public dialogue mechanisms:** Facilitate feedback and engagement to ensure ongoing stakeholder involvement and support.

### 3. Fundraising:

- **List potential funding sources:** Identify government grants, private foundations, corporate sponsorships, and individual donations as possible funding avenues.
- **Develop a case for support:** Highlight the project's impact and value proposition to attract and secure funding.
- **Cultivate donor relationships:** Engage potential donors through personalized outreach and ongoing communication.

## Deliverables:

- **November 1, 2024:** Advocacy & Engagement campaign developed, providing a strategic framework for outreach and promotion.
- **December 31, 2024:** Social media engagement by 10 entities, enhancing the initiative's online presence.
- **March 31, 2025:** Representation in 5 international meetings, engagement with 10 key stakeholders, and 5 media presence, building a strong foundation for advocacy.
- **July 1, 2025:** Revised campaign, reflecting updated goals and strategies.

- **December 31, 2025:** Increased social media engagement to 20 entities, expanding the initiative's influence.
- **March 31, 2026:** Common Good Cyber is a known initiative that is seen as critical to advancing global cybersecurity. It is represented at 7 international meetings, supported by 20 key stakeholders, and has 10 media presence.

**Get involved:** if you have expertise in cybersecurity public policy and advocacy - whether it is national, regional or global - and want to contribute ideas on how best to raise awareness among policy makers and funders about the role and needs of nonprofits contributing to securing the Internet, please [contact us](#).

## Event Planning

*Objective:* Organize and manage key events to foster engagement and awareness about Common Good Cyber. This effort, led by the entire Secretariat and coordinated by the Global Cyber Alliance, will help build momentum and gather crucial support from various stakeholders.

### Deliverables:

- **Feb 26-27, 2024: First Common Good Cyber Workshop**
- **Apr 23, 2024:** European Cyber Agora 'Common Good Cyber Spotlight'
- **May 6, 2024:** RSA 'Common Good Cyber' panel participation
- **May 14, 2024:** CyberUK 'Common Good Cyber Spotlight'
- **May 23, 2024:** CyberKeys panel participation
- **Sep 30, 2024:** Common Good Cyber session and pledge at "Beyond 125: Securing our Digital Future" at the Peace Palace, the Hague, Netherlands
- **Nov 2024:** Side event for governments to Paris Peace Forum TBC
- **Dec 2024:** Side event for CCG community to OEWG in NYC TBC
- **Jan 2025:** Side event for corporations to WEF Annual Meeting
- **Feb-Mar 2025: Second** Common Good Cyber Workshop (possibly in Geneva)

**Get involved:** join our next event and share the news. More info [here](#).

## Governance

- The Secretariat is responsible for decision-making, ensuring project continuity, and addressing the balance between self-sustaining operations and long-term sustainability.
- Annex I (Governance Structure) defines roles and responsibilities to clarify governance structures to ensure accountability and effective management.

## Evaluation and Impact Assessment

Regular assessments will be conducted to ensure progress aligns with the roadmap. Adjustments will be made as necessary to accommodate emerging challenges and opportunities, with key checkpoints at the end of each quarter.

# ANNEX I : Common Good Cyber Governance

## Overall

Common Good Cyber will be overseen by a secretariat composed of the organizations most directly involved in Common Good Cyber. Membership may change over time. GCA will chair the secretariat and support its efforts and the initiative. Decisions will be made by substantial consensus. Other members of the secretariat may also take the lead on specific efforts. All members will support the initiative and may seek support for their efforts.

The secretariat will meet monthly and more often as required.

As the engagement strategy is developed, the secretariat will be a critical part of the effort to raise awareness about challenges in maintaining core cybersecurity capabilities and sharing progress as the initiative evolves.

The secretariat will also lead development of a “call” or “pledge” to be released at the Peace Palace in the Hague on 30 September. CPI will lead in the organizational effort for this workshop with support from GCA and the secretariat.

## Specific Near-Term Efforts

### Second Workshop

The Second Workshop will take place in February or March 2026, possibly in Geneva.

### Engagement and Advocacy

Mobilizing volunteers and funders to advance the goals of Common Good Cyber is essential. Common Good Cyber will continue to engage stakeholders from various backgrounds to ensure buy-in and contributions from a “big tent” of global actors. Engaging with policymakers and government agencies will be crucial to garner broader support and secure resources for long-term impact. Production of an engagement strategy and advocacy plan is scheduled for November 1. GCA will coordinate this effort with support from a coalition of interested organizations, with oversight from the secretariat. Participants and meeting schedule TBD.

### Content

Volunteers will be recruited to spearhead the creation of a repository of business cases for cybersecurity nonprofits and initiatives. Their primary responsibilities will involve refining messaging and developing case studies that aligns with Common Good Cyber’s overarching strategy and resonates with our target audiences. This effort includes mapping nonprofits to the critical capabilities they offer. The content

effort will inform various aspects of our initiative, serving as a cornerstone for both engagement/advocacy efforts and the development of necessary mechanisms. Ultimately, this work will enable us to further articulate the significance of our mission and underscore why it's imperative.

## Mechanisms Development

Volunteers to develop and lead the development of specific options will be sought. This initiative work will be incorporated into and help form the roadmap described above. This includes outlining, researching, and developing the details of the few selected options for sustainable funding and acceleration mechanisms. This would include the legal outlines, the evaluative criteria, the governance structure, and other aspects of actualizing this work.