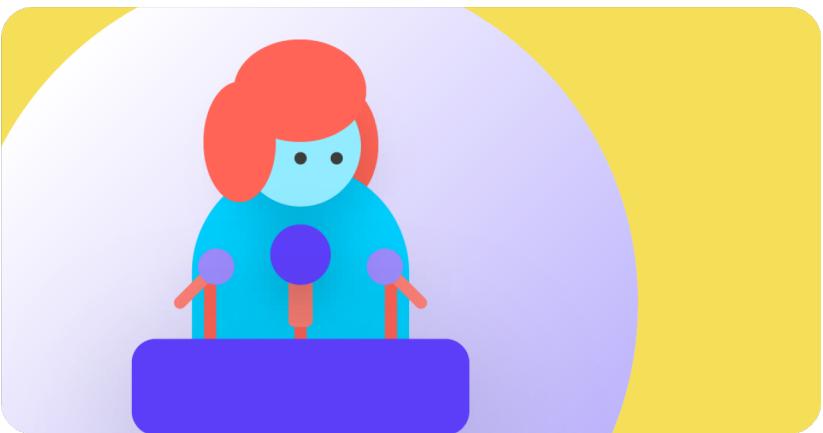


Cybersecurity Simulation

for
Campaigns



cybersim



North Olania at a Glance



MAJOR CITIES	Praka (capital) - pop. 2.5 million Vario (2nd largest) - pop. 1.5 million
RULING PARTY	Grey Party
OPPOSITION PARTIES	Purple Party Olania First Party
PRESIDENT (CURRENT)	Barreth Boggs
PRESIDENTIAL CANDIDATES	Barreth Boggs (Grey Party) Alissa Orme (Purple Party) Dani Saller (Olania First Party)
KEY ISSUES	Economy Education Healthcare Independence vs. Reunification with Olania
PRESIDENTIAL ELECTION RULES	Candidate needs 50% of the vote to win the election; otherwise there is a runoff
PRIMARY NEWS SOURCES	Olania News Network (ONN) - TV & Radio ONN - Facebook Page
SOCIAL PLATFORMS	50% of voters say they get news from social media. Facebook dominates with WhatsApp used frequently for messaging

Summary

North Olania, a landlocked country of 15 million people, gained independence from its southern neighbor Olania 20 years ago. Since the peaceful split with its neighbor, North Olania has held Presidential elections every four years - typically on time and with only minor irregularities. North Olania's next Presidential election, expected to be closely contested, is six months away.

North Olanian elections historically center on core issues of the economy, education and healthcare. Heading into the upcoming Presidential election, these three issues remain most important to the vast majority of voters. A fourth issue, proposed reunification with Olania, is also likely to be a hot topic during the upcoming campaign.

Who am I ?

You work for the Purple Party and the campaign of Presidential candidate Alissa Orme, who currently serves as the first female Mayor of Vario, where she enjoys a high popularity rating. Prior to becoming Mayor, she served on the local governing council. Before becoming an elected official, she worked as a low-level official at the Ministry of Justice, where she was working when a corruption scandal unfolded. The scandal implicated several top officials, but not her office directly. Even though no direct links have been made between Orme and the scandal, her opponents have used this association to cast doubt on her credibility and integrity.

Major Olanian Political Parties



GREY PARTY

- Ruling party; platform of economic justice and family values
- Presidential Candidate: Barreth Boggs (67 years old; current President of North Olania; currently polling at 45%)



PURPLE PARTY (YOU)

- Lead opposition party; platform of economic and social liberalization
- Presidential Candidate: Alissa Orme (current Mayor of Vario; polling at 40%)

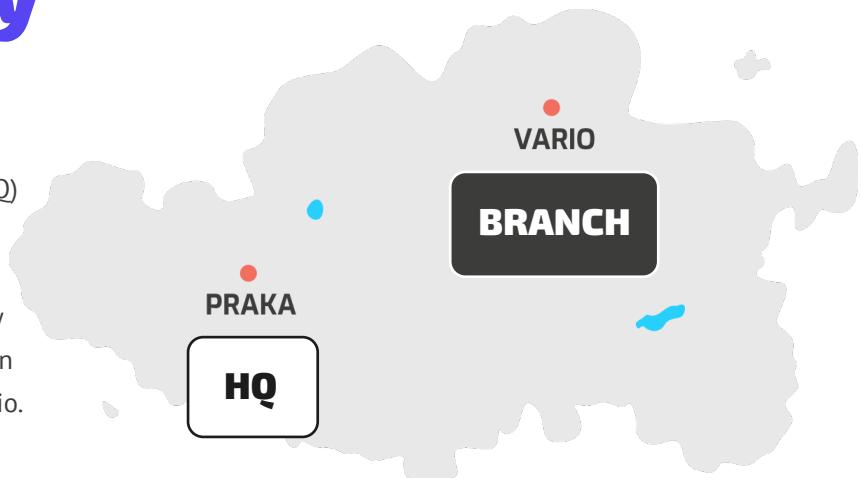


OLANIA FIRST PARTY

- Social movement-turned-political party; advocates for reunification with Olania
- Presidential Candidate: Dani Saller (40 years old; activist turned candidate; currently polling at 15%)

Purple Party Structure

Purple Party's national headquarters office (HQ) is based in the capital of Praka. The party also has a large branch office in the second city of Vario. The party has limited funding to employ a core leadership team at the HQ; they have an even smaller team for the branch office in Vario.



Headquarters (HQ) Team

Presidential Candidate - Alissa Orme

Campaign Manager

IT Team

Communications Team

Campaign Team

Regional Director

Digital Team

Campaign Volunteers

What am I doing ?

As a part of Alissa Orme's campaign, the next six months (simulated over 75 minutes) gives you an opportunity to help your candidate get elected and provides an opportunity for opposing parties and potential external threat actors to disrupt your campaign. Currently polling at 40%, Candidate Orme needs to finish above 50% to win the election.

During this exercise, your campaign will have an opportunity to gain ground in the polls based upon the actions that you take, and lose ground based upon your preparation and response, or lack thereof, to events that occur.

Phases of the Simulation

Phase 1 - Preparing for the Campaign

Prior to the start of the campaign, you'll have 15 minutes to work across the HQ and Branch to allocate a budget to best secure technical campaign systems. Given the financial challenges of the Purple Party, your budget is slim. You may not be able to purchase everything that you want - so choose wisely! You will be able to raise some additional funds during the campaign period if you wish to purchase or implement other items in the budget (see below for more information).

Phase 2 - The Campaign

During the campaign, you can take the following actions:

RESPOND TO EVENTS

TAKE ACTIONS

PURCHASE ITEMS

Respond to events that occur during the campaign to protect your position in the polls

- Remember: You can lose ground if vulnerabilities in your campaign structure, systems and approaches are exploited
- Please examine the requirements listed on the "Response to Event" Action Form

Take actions specific to your role to improve the party's position in the polls and/or raise funds

- Please examine the actions available to you and the requirements for taking those actions on your Role Card
- Please use your role-specific Action Forms for these actions

Purchase additional technical systems or policies from the budget (if funds exist)

- These actions must be initiated by the IT Team

Phase 3 - Post-Campaign Review

After the campaign - win or lose - you will walk through the story of the wide range of different hacks, attacks, and tech problems the Orme campaign faced, and what the team could have done differently.

Your responses, actions and purchases **will not count unless they are written down** in detail on the relevant Action Form, turned in to the facilitator at the Action Table, and meet the requirements for the given action (see Role Cards and Action Forms for details).

Purple Party Technical Assets

The Purple Party has some important technical assets that it will need to use during the upcoming campaign. These systems - and their status - will be displayed on the wall during the course of the simulation.



National Purple Party Voter Database

- Online system managed by the IT team at the HQ
- All HQ staff have access to the database; Branch staff do not



Purple Party Website

- Managed by the IT team at the HQ



National and Branch Facebook Pages

- National page administered by HQ Communications Team
- Local page administered by Branch Communications Team



Purple Party Campaign WhatsApp Groups

- All HQ and Branch campaign staff are included in a WhatsApp Group for campaign coordination
- HQ and Branch Communications Teams also maintain WhatsApp Broadcast Channels to reach supporters



Purple Party Email

- Managed by the IT team at the National HQ
- All staff at both the HQ and Branch are set up with @purple_party.org email addresses



Computers

- All HQ staff are provided a party-issued computer
- Branch staff and volunteers bring their own computers, upon which they store local versions of member / voter database files



Mobile Phones

- All HQ and Branch staff bring their own mobile devices (mostly smartphones)