

# Colourful campaigns

For profit organisations use red teaming as a full-scope, multi-layered attack simulation designed to measure how well a company's people and networks, applications and physical security controls can withstand an attack from a real-life adversary. We propose to [adopt this practice, and adapting it](#) for the purpose of building local detection practices and incident response teams focused on defending people from attacks by the particular adversaries they are up against. This is not a global action agenda, each campaign has a local agenda and most importantly, local people maintain control over the campaign.

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- [Campaigns](#)
- [Coalition building](#)

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