D4.9 Communications & Stakeholder Engagement Report

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Abstract:

This document provides information on how the project has targeted the main target stakeholders through the various channels such as the Cyberwatching.eu website, social media, events, and webinars etc. The document also reports on quantitative and qualitative measures demonstrating the impact of the project.

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Executive Summary

The document is a direct output of WP4 which had a key role to play in the project in terms of raising awareness of project results, disseminating major outputs and engaging key stakeholders.

The aim of this document is twofold:

- On one hand, it reports an overview of the implementation plan that the project has put in place to create an engaged EU stakeholder community on cybersecurity & privacy sectors.
- On the other hand, it provides evidence of the impact generated by the different activities carried out, while also linking them to the main outputs produced by Cyberwatching.eu.

Therefore, the document provides information on how the project has targeted the main target stakeholders through the various channels such as the cyberwatching.eu website, social media, events, and webinars etc. The document also reports on quantitative and qualitative measures demonstrating the impact of the project.

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1   Introduction & scope of the document

This document is the third and last version of the plan for communication, dissemination, and stakeholder engagement activities of the Cyberwatching.eu project, under Work Package (WP) 4 "Communication, engagement and roadmapping".

The document provides an update to D4.3 Communication & stakeholders engagement plan update which was submitted in M18 by reporting an overview of the implementation of the plan up until M51 and has engaged with key stakeholders with evidence proved impact.

1.1   Background and related deliverables

WP4 Communication, engagement and roadmapping has a horizontal role in the Cyberwatching.eu project in terms of communicating project objectives and disseminating results to target stakeholders. All deliverables are therefore relevant to WP4 activities and the source of content for website and social media activities for example.
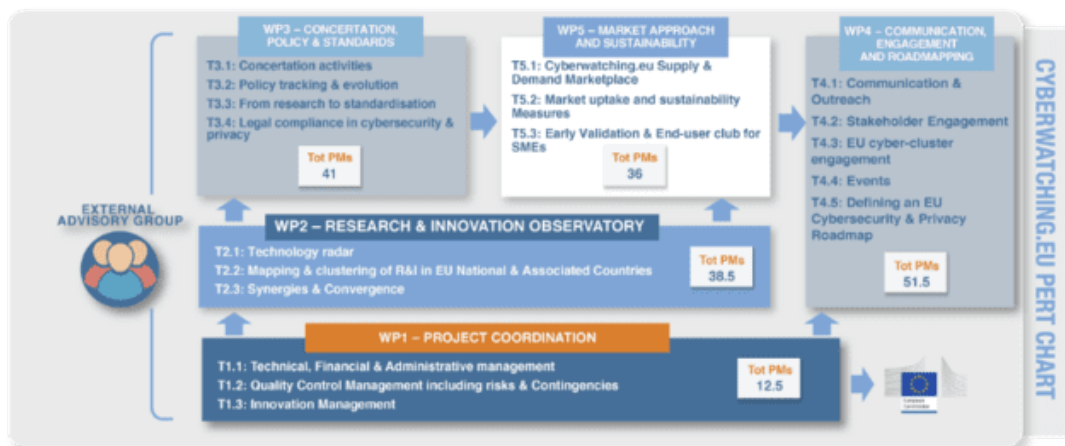
Figure 1 WP4 playing a key role in Cyberwatching.eu

In particular, the following deliverables (also submitted in M51) are closely related to D4.9 Final Communications and Stakeholder Engagement Report:

- D2.7 Cybersecurity Technology Radar Final Report – The document provides a detailed analysis of the work done for the Live Radar, which was an essential key to engage with R&I projects throughout Cyberwatching.eu lifetime.
- D2.8 Recommendations report on R&I needs – The document provides an overview on the cybersecurity and privacy ecosystem, MTRL analysis and Clustering activities that was used to engage with R&I projects.
- D3.6 Report on Concertation Activities – The document reports on the final Concertation Meeting which was divided into three separate webinars in June and July 2021.
- D4.7 Cybersecurity and Privacy Final Roadmap – The document provides a view of existing roadmaps and summarises the main recommendations from the cyberwatching.eu project.
- D4.8 EU Cybersecurity and Privacy cluster engagement report – The document reports on the impact Cyberwatching.eu had on the clusters and their members

by providing networking opportunities with the R&I community; and raising awareness of emerging technologies and opportunities for businesses.

- D5.3 Early validation & end-users' club final report – The document reports on the main SME-targeted developments, tools and services provided for the end-user SMEs, explain their needs and feedback, and provide recommendations for the future.
- D5.4 Sustainability Strategy Final Report – The document provides Cyberwatching.eu' s final exploitation strategy based on the marketable assets identified, value proposition and target audience.

2 Stakeholder engagement

Following the M19-136 review and acting upon reviewer recommendations, Cyberwatching.eu has further refined the target stakeholder groups indicating a stronger focus on three main groups: R&I projects, Policy makers and SMEs.

All of the aforementioned stakeholders are clearly linked to specific outputs of the project and have been continuously engaged to strengthen synergies and collaboration through different channels which are detailed in the following sections.

2.1 R&I Projects

Since the beginning of the project, cyberwatching.eu has been constantly liaising with R&I projects and teams by bringing them on board on a set of different activities such as events and webinars, promotional campaigns, communication and dissemination support. All the activities are directly linked to the development and progress of the following Cyberwatching.eu outputs:

- Project Radar and Hub.
- Marketplace.
- Concertation activities.
- Webinars.

In the following subsections we detail for each outputs the main activities and impact they produced.

2.1.1 Radar & Hub

In June 2021, Cyberwatching.eu launched the live version of the European Project Radar. Unlike the previous versions, the live Radar combines information from different sources:

- CORDIS entries for each project
- Classification into one of 6 CS & P segments
- Classification into EC's JRC CS taxonomy

The radar also provides unique data gathered directly from projects themselves to provide an up-to-date status:

- MTRL score self-assessments performed by 70 ongoing projects.
- Information on current activities and direct contact through mini-sites managed by over 100 projects themselves and hosted by Cyberwatching.eu Project Hub.

The Radar targets policymakers, the research community and as we have seen in a recent case, standardization bodies. It provides information which can help in terms of understanding the CS&P R&I landscape by providing a high-level visualization of funded projects organized by high-level categories, their lifecycle stage and relative market and technology maturity. It can also be used to zoom in on technology and

vertical sectors (defined by the JRC cybersecurity taxonomy) in order to identify projects that are focusing on these areas.

The Radar's primary value proposition is that of saving the user time and money by processing and analysing detailed landscape data for the user. It allows the user to make swift yet statistically sound statements on the state of the art of the European cybersecurity and privacy research landscape. More information on the value proposition of the radar can be found in D5.4 and 4.9.

2.1.1.1   Engagement campaigns

A series of campaigns have been carried out. The impact of these are summarised in the table below.

Engagement campaign	Activities	Impact
Recruitment campaign for Project Hub	• Personalised email invitation • One-on-one follow up interaction with all 282 projects included in the Project Hub.	Since M36, **35% of the contacted projects have created and/or updated their mini page**.
Project of the Week initiative	• Social media posts creation. • Promotional banner and spotlight on the Cyberwatching.eu homepage. • Dedicated article. • Dedicated newsletter. • Post activity report with statistics and impact delivered to project	Since M36, **23 projects featured in the** Project of the Week initiative. A complete list is available here.
Live Radar campaign	• Tagging campaign with JRC and MTRL assessment. • Personalised email invitation. • One-on-one follow up interaction for validation purposes.	A dedicated campaign for validating the projects data was carried out targeting only ongoing projects (70). As a result: • **77.3% have validated both JRC and MTRL** • **4.2% have validated only MTRL** • **18.5% have validated only JRC**
Cluster campaign	• Personalised email invitation. • Two virtual meetings were held in order to present the MTRL validation, the Cluster collaboration and possible synergies. • Creation of the Cluster section in the Cyberwatching.eu website.	• **6 Clusters** have been identified and created **involving 47 projects.** • **Projects in the Clusters have worked together** either by organising joint workshop and/or creating recommendation documents.

Table 1 Radar and Hub for R&I projects: engagement campaigns, activities and impact

2.1.1.2   Community

The figure below summarises the level of engagement towards EU projects.
The Radar and Hub work on parallel streams as two of the main channels of engagement through which we engaged projects: 95% of projects who are included in the Hub have also been analysed in the Radar, with 77.3% of the ongoing projects having their data self-assessed and validated.
Since M36, we have observed that 35% of the projects included in the Hub actively manage their mini page and have uploaded more than 350 content pieces including news, events, update profile page, products, videos etc.
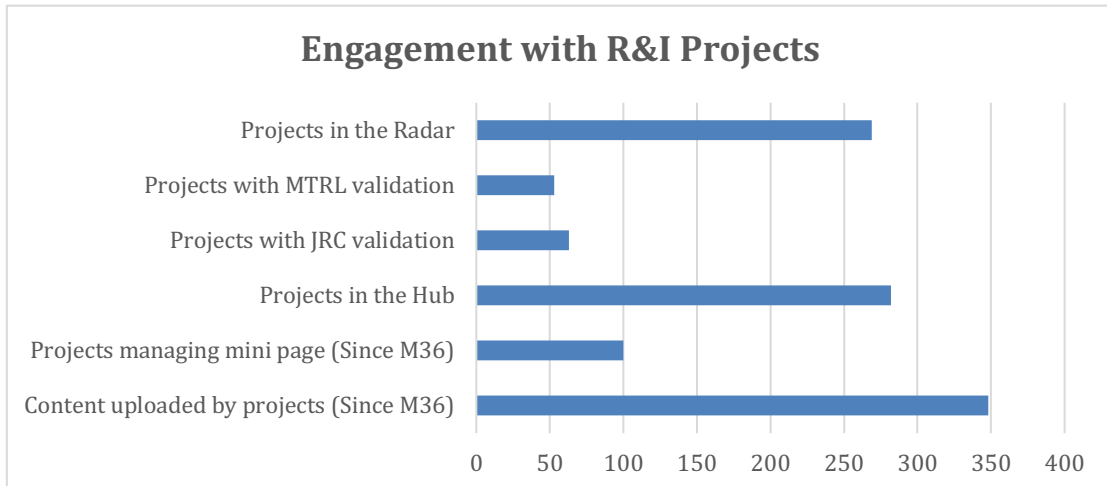
Engagement with R&I Projects

Figure 2 Examples of level of engagement with R&I projects in Project Radar and Hub

2.1.1.3   Future plans

As part of the Cyberwatching.eu sustainability plan currently being written, Trust-IT and UOXF (partners in Cyberwatching.eu) are committed to sustaining the Radar and the Hub beyond the life-time of the project.

The plan is to keep on with the regular communication campaigns toward projects in order for them to update their MTRL status. Regular communications can be sent in a 6-month timeframe campaign to optimise the effort and yet make sure the information on the Radar is up to date.

The plan also involves direct invitation to the newly funded projects under Horizon Europe and Digital Europe Programme for them to take advantage of the additional communication channels offered by Cyberwatching.eu.

As we experienced during the Cyberwatching.eu lifetime, these kinds of campaigns can require huge effort, therefore as stated in D5.4 Sustainability Strategy, we recommend that the Radar will be taken up by JRC as part of the Atlas. In this way input from projects will be easier to attain and the importance of the Radar as an objective resource for the EC and the community would be further enhanced.

We would recommend that periodic campaigns continue in collaboration with JRC activities on the cybersecurity Atlas and with Unit H1 Cybersecurity Technology & Capacity Building. We would also suggest that an MoU could be signed with partners involved so that effort involved could be estimated accurately.

2.1.2   Marketplace

The [Marketplace](#) is a unique platform which showcases both CS&P results from R&I projects in a market-oriented way and together with services and products from European SMEs. "Products" are categorised according to the NIST cybersecurity framework to facilitate user experience and interaction. Therefore, projects transition from the EU Project Radar and project Hub from R&I activities, where we focus on their R&I activities and classify them by R&I taxonomies (cyberwatching.eu taxonomy and JRC taxonomy); to the marketplace where rather the focus and information is about actual results which are classified by the NIST cybersecurity taxonomy. Marketplace and Project Hub content is proposed to users when logged in based on their user profile to improve user experience.

2.1.2.1 *Engagement campaigns*

A series of campaigns have been carried out. The impact of these are summarised in the table below.

Engagement campaign	Activities	Impact
Recruitment campaign for Marketplace	• Personalised email invitation • One-on-one follow up interaction with mature projects included in the Project Hub. • Newsletters.	The Marketplace is currently hosting a total of **98 outputs coming from mature projects**.
Provider of the Week initiative	• Social media posts creation. • Promotional banner and spotlight on the Cyberwatching.eu homepage. • Dedicated article. • Dedicated newsletter. • Post activity report with statistics and impact.	Since M36, **5 projects have benefitted** from the Provider of the Week initiative. A complete list is available here.
Events	• Promotion of R&I outputs in the Marketplace through more than 10 online events. • Organisation of ad hoc final events to showcase R&I outputs.	As an example of concrete impact Cyberwatching.eu been contacted by SOFIE project in order to support them in **jointly organising a dedicated workshop on SOFIE project results** (Decentralised operation and security in the IOT space). As a direct result, SOFIE uploaded 6 outputs on the Marketplace.

Table 2 Marketplace for R&I projects: engagement campaigns, activities and impact

2.1.2.2 *Community*

The figure below reports the R&I projects community which is actually using the Marketplace. By comparing the number of R&I projects included in the Hub with the number of projects mature enough to have their results included in the Marketplace this is down to only 13% of them, but we need to consider the fact that not all projects might have results (like tools or prototypes) that are suitable to be included in the Marketplace, as already reported in D2.8 Recommendations report on R&I needs.
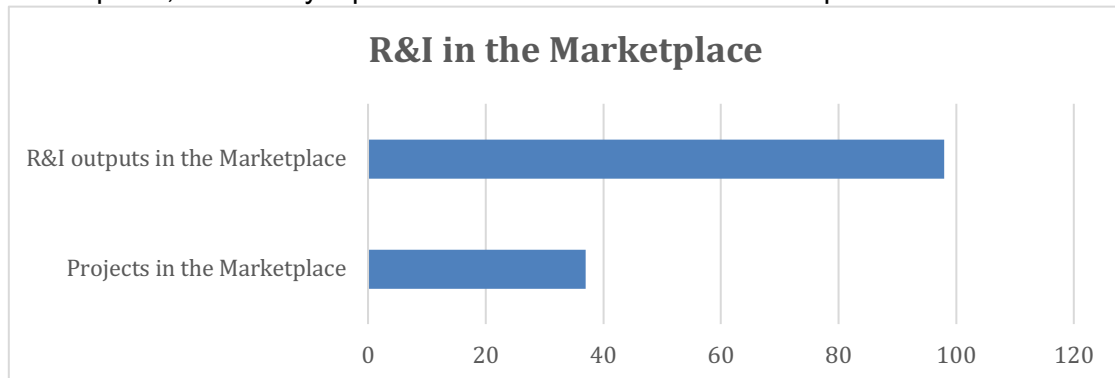

Figure 3 Examples of level of engagement with R&I projects in Marketplace

Future plans:

As highlighted in D5.4 Sustainability Strategy, the Marketplace has gone through a re-vamp in the final months of the project and will be handed over to ECSO who will sustain it as the ECSO SME Hub.

2.1.3   Concertation

Cyberwatching.eu has delivered four Annual Concertation Meetings in its 51-month lifetime. The meetings have been an essential part of the Cyberwatching.eu project, bringing together mainly active projects in the area of cybersecurity and privacy and acting as the springboard for future project activities.

Originally designed and for the first two editions delivered, as interactive one-day physical events, the arrival of the COVID-19 pandemic meant that the third and fourth Concertation Meetings were re-designed into online events and re-branded a series of topic-specific webinars. This meant we have been able to reach a broader and larger audience which has gone beyond the EC-funded project community.

Concertation meetings are specifically designed to serve five key stakeholders:
1. **European Commission:** to gather together projects funded by Unit H1 and to provide status updates from projects. Concertation Meetings have also been the source of gathering recommendations or validation of the EC's own Work Programmes, in particular in the preparation of the Horizon Europe and Digital Europe programmes.
2. **Other policy makers:** ECSO and ENISA have been fixtures at the Concertation Meetings to both validate or disseminate results and also as a vehicle to communicate to non-ECSO members in the R&I landscape.
3. **R&I projects:** to provide a networking and dissemination opportunity. Concertation meetings have been highly inclusive with as many projects as possible included in the agenda or through data collected and used either for printed service offer catalogue or the EU project Hub. Break-out sessions and clustering have also been a key aspect of the events.
4. **SMEs:** For SMEs the benefit of Concertation meetings has been to understand what the key trends in CS&P innovation are and where the research community concentrates its effort. The events allow them to have a better forecast of what is going to trend in the market, what the gaps are and where to concentrate their own innovation potential. In addition, networking in the Concertation meetings with the project community, as well as valuable recommendations and presentations such as EC's overview of cybersecurity priorities in HE and DEP let them get familiarised with the projects ecosystem so they can try to join consortia themselves.
5. **Cyberwatching.eu partners:** The Concertation meetings are an essential part of project activities and, as explained in this document, the springboard for many other activities in terms of data gathering, clustering, validation of deliverables, and dissemination of project assets.

More detailed information on the Concertation Meetings can be found in D3.6 Report on Concertation Activities.

Engagement campaigns
A series of campaigns have been carried out. The impact of these are summarised in the table below.

Engagement campaign	Activities	Impact
Agenda definition and logistic	• Personalised email invitations. • One-on-one calls to plan sessions and participation.	**32 projects** engaged to contribute to the agenda shaping and participating as

	• Shaping of different sessions, spanning presentations, panels and roundtables. • Rehearsal calls.	speakers/panellists in Concertation Meeting 2020. **23 projects** engaged to contribute to the agenda shaping and participating as speakers/panellists in Concertation Meeting Webinar series in 2021.
Promotional campaign	• Social media posts creation. • Personalised email invitations. • Dedicated newsletters. • Promotion of each project's assets, speakers and role before and after the Concertation meetings.	Detailed analysis of impact is reported in D3.6 Report on Concertation Activities. Some examples include: • **Increase of 175% in terms of unique visits to the European Project Radar.** • **Continuous social media engagement with growth in followers.** • **Increased collaboration with projects in Health and Energy clusters,** who applied for the HRB joint dissemination service.

Table 3 Concertation activities for R&I projects: engagement campaigns, activities and impact

2.1.3.1 Community

Although the COVID-19 pandemic meant that the planned physical event format of the Concertation meetings held in 2018 and 2019 had to be abandoned, it opened up a new opportunity for broader outreach to beyond the project community and drastically increased the appeal and participation at Concertation 2020 and 2021. Both events delivered over a number of days and in shorter sessions. The figure below shows a four-fold increase in participation when comparing the 2019 Concertation physical event and the 2021 Concertation series held online.
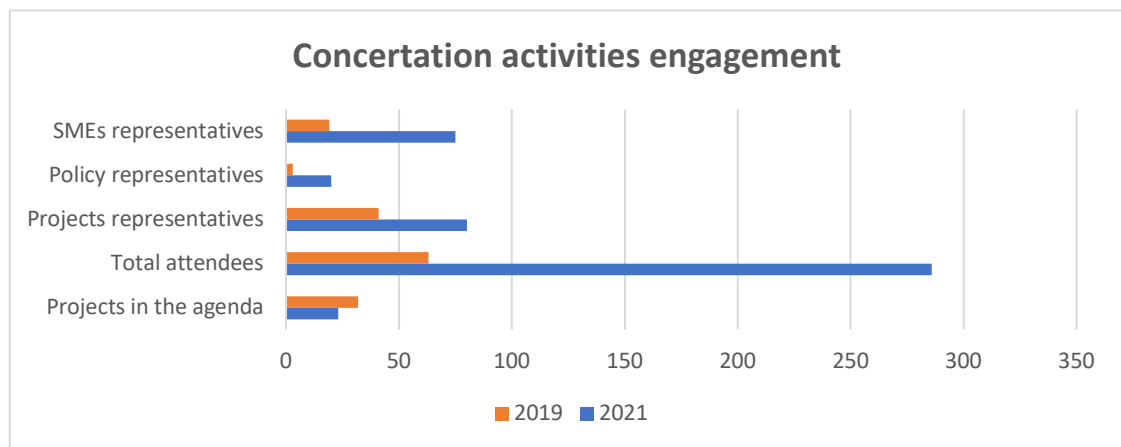
Figure 4 Concertation activities: examples of engagement

2.1.4   Webinars

Due to the ongoing COVID-19 pandemic, several events were transformed into webinars. In this "new normal", a total of 23 webinars were organised Cyberwatching.eu, two of which were collocated webinars with cluster projects and 7 concertation meetings.

The webinars were a key opportunity for the cybersecurity and privacy projects to showcase innovative research and innovation results and findings as they moved towards finalising their main outputs.

In particular, these events have helped boost interaction and collaboration between cybersecurity and privacy projects, and demonstrated the value of Cyberwatching.eu clustering tools and support and helped shape future strategic research and innovation agendas, for example, in synergy with the European Cyber Security Organisation (ECSO), the European Union Agency for Cybersecurity (ENISA) and the four cybersecurity competence centre pilot projects.

Figure 5 Cyberwatching.eu Webinar page

2.1.4.1   Engagement campaigns

To efficiently engage with the target audience even if they are scattered across the globe, the following activities were performed as part of the engagement campaign.

Agenda: In close collaboration with the consortium, the timing for each topic was finely crafted, determining the goal of each webinar, identifying the main categories of discussion what the audience can expect.

Registration and logistics: The Cyberwatching.eu consortium managed both the registration process and the Zoom platform and technical support and during the event. Conducted a dummy run rehearsal before the webinar to check slides and do housekeeping.

Engagement campaign: Cyberwatching.eu catered four types of webinars: technological, cluster, SME-facing and project-specific, the team ensured to capitalise on the webinar channels that send the webinar to a like-minded database community such as CORDIS[1], Cyber Competence Network (CCN) pilot[2].

Promotional campaign: The team sent out a personalised email invitation to its community, a special edition newsletter and social media campaign to maximise the outreach visibility for each of the events. As well as, email communication activities sent to all the registered participants a day or hours before the event. Live-tweeting the event, keeping the followers engaged and informed by conveying all the information during the event.

Post-event activities: As part of the follow-through activities, the official post-event report[3] provided a summary of the main outputs and recommendations from the event, which was promoted in CORDIS and related projects' websites. Also, a thank you message to all the participants and key speakers were sent shortly after the event, not beyond 48 hours post-conclusion, in which can send the recorded video for those who want to enjoy it again and/or for those who missed it.

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[1] https://cordis.europa.eu/news/en
[2] https://cybercompetencenetwork.eu/
[3] https://cyberwatching.eu/publications

Figure 6 Cyberwatching.eu Publications

2.1.5   Community

These events proved to be very successful in terms of attendance and participation of over 2300 attendees with an average of 115 attendees, having over 130 R&I speakers from almost 60 H2020 projects in the cybersecurity and privacy domain.

2.1.5.1   Future plans

Cyberwatching.eu webinars have become an asset to promote the results and developments of the project and to foster interaction and collaboration between projects and projects that have contributed to clusters formed by Cyberwatching.eu.

The webinar series provides a platform for individual projects or groups of projects to receive support in organising and promoting their events. Through Trust-IT's role of communications lead in cyberwatching.eu and provider of the Horizon Results Booster, we have observed that projects often struggle to delivery dynamic online events that are interactive and not death by power point. The COVID-19 pandemic and the resulting uncertainty around physical events has meant that many projects are struggling to deliver on event-related targets.

Trust-IT is committed to sustaining this activity beynd the project lifetime. Further details are provided on D5.4, chapter 2.1.4. The specific webinars relevant in for compliance with data protection and privacy are also provided on D3.7 Annex D.

2.2   Policy makers

Policy makers often encounter difficulty in attaining a comprehensive view of CS&P initiatives and their impacts from a socio-economic perspective, as well as understanding how future funding can be channelled for the most effective outcomes.

In the following subsections we detail how Cyberwatching.eu has engaged with policy makers in Europe. In particular we focus on our engagement with the EC, the EC's Joint Research Centre and ECSO.

2.2.1 European Commission

The EU project radar has been the main focus of engagement activities towards the EC and in particular the JRC. In January 2021, Cyberwatching.eu partners provided an in-depth overview of the radar to the then Project Officer Domenico Ferrara. The main points below were raised and Domenico shared the presentations with colleagues in Unit H1.

The Radar provides information which can help in terms of understanding the CS&P R&I landscape by providing a high-level visualization of funded projects organized by high-level categories, their lifecycle stage and relative market and technology maturity. It can also be used to zoom in on technology and vertical sectors (defined by the JRC cybersecurity taxonomy) in order to identify projects that are focusing on these areas.

The Radar's primary value proposition is that of saving the user time and money by processing and analysing detailed landscape data for the user. It allows the user to make swift yet statistically sound statements on the state of the art of the European cybersecurity and privacy research landscape.

The Radar was been presented at a number of events where EC have participated, in particular the 4th Concertation Meeting (13th July) where it was reference throughout the event as the basis and starting point for each of the sessions. In particular it was referenced by the EC speaker (Monika Lanzenberger, DG Connect, European Commission) as an important resource for understanding and building up existing results in future proposals in the new Horizon Europe and Digital Europe Programmes. This was a feature that was highlighted at the event and in D2.7.

2.2.2 JRC and the Cybersecurity Atlas

Following the meeting with the EC, in February 2021, Cyberwatching.eu organised a meeting with JRC to present the EU Project Radar.

The JRC taxonomy tagging of projects was added in 2020 as part of the live radar and is based on collaboration with JRC in 2018 in terms of contributions to the taxonomy v1 by the project. Cyberwatching.eu partners see the radar as useful resource for the JRC and in particular the Cybersecurity Atlas.

We proposed that the radar accessed via the Cybersecurity Atlas and potentially be the entry point for the project community. Currently, the Atlas website has a place-holder for "projects" which could potentially take them directly to the radar.

One potential barrier to this was the fact that the JRC Atlas provides an organization-based perspective of the landscape while the Radar provides a project-based perspective.

The relevance of the radar as an accurate landscaping tool was highlighted and its dependence on continuous or regular update by projects. The live radar is automated but will require future inputs from projects to stay relevant.

Cyberwatching.eu partners have carried out periodic campaigns to encourage projects to enter data and register and this can continue in the project lifetime until 31 July 2021. As part of the Cyberwatching.eu sustainability plan (D5.4), Trust-IT and UOXF are committed to sustaining the radar beyond the life-time of the project. If the radar can be taken up by JRC as part of the Atlas, we firmly believe that input from projects will be easier to attain and the importance of the radar as an objective resource for the EC and the community would be further enhanced.

We recommended that periodic campaigns continue in collaboration with JRC activities on the cybersecurity Atlas and with Unit H1 Cybersecurity Technology & Capacity Building. If the partnership were to go ahead, we suggested that an MoU be signed with partners and the JRC so that effort involved could be estimated accurately and commitment from the JRC.

The JRC was interested in furthering in the final analysis coming from the Radar. With the final WP2 deliverables (D2.7 and D2.8) published in July 2021, Cyberwatching.eu partners will now go back to the JRC with these deliverables.

2.2.3   ECSO

A number of partners (Trust-IT, CPT, DSME and AEI) are members of ECSO participating at WG meetings and communication project objectives and disseminating results. Mark Miller, CPT and Sebastiano Toffaletti, DSME, are and have been ECSO Board Members.

The main engagement areas with ECSO have been with ECSO WG 6 and WG 4.

2.2.3.1   *ECSO WG4: Support to SMEs, coordination with countries and regions.*

Cyberwatching.eu proactively designed the Marketplace to fit with the specifications of ECSO's "SME Hub" which in 2019 was at an early stage of discussion. The categories for products in the Marketplace are therefore based on the NIST taxonomy.

With the ECSO SME Hub specs shared with ECSO members in 2020, Trust-IT became aware that ECSO were seeking a provider to create the platform. With a large percentage of the specs already implemented and working in the already existing Cyberwatching.eu marketplace, Trust-IT proposed that Cyberwatching.eu could direct resources (mainly unspent budget due to COVID-19 pandemic) to carry out further development work so that all specifications could be addressed and the Cyberwatching.eu Marketplace could be handed over to ECSO at the end of the project lifetime. An MoU was signed between Trust-IT (in its role as Marketplace task leader) and ECSO for the realisation of this.

As part of the agreement, Trust-IT took part in numerous meetings with ECSO to agree how to address the full set of specifications and to provide platform management advice.

In addition, Trust-IT took part in a series of meetings with ECSO and CRAFT which manage the CyberValleys Pilot website. Following exhaustive discussion, it was agreed that and API will be set up so that data from over 500 companies from the CyberValleys Pilot website can be visible on the Marketplace and eventual SME Hub. The data pertains to company information. In Autumn 2021, Cyberwatching.eu has recommended that ECSO carry out an outreach campaign to these companies to fully on-board them onto the Marketplace.

The Marketplace, a key asset for Cyberwatching.eu, will therefore be sustained in the long-term by ECSO as their SME-Hub.

2.2.3.2   *ECSO WG6: SRIA and cybersecurity technologies.*

Cyberwatching.eu partners have participated at WG6 meetings regularly and have also promoted R&I mapping results of the EU Project Radar. Presentation of the radar and its results has been proposed on numerous occasions but not included in eventual agendas.

Despite this, Cyberwatching.eu has delivered D2.7 and D2.8 to the WG6 chairs. In particular D2.8 maps projects in the radar and their MTRL scores to the ECSO SRIA topics.

WG6 secretary Roberto Cascella has been invited to numerous Cyberwatching.eu events to present WG6 and ECSO progress in the lifetime of the project. These interventions have been important opportunities for ECSO to engage with the Cyberwatching.eu community.

Event	Date	Intervention

4th Concertation event	13 July 2021	ECSO WG6 R&I Priorities ECSO activities in support of the EU Cybersecurity Act
Effective protection for critical infrastructures against cyber threats	29 October 2020	Towards a trustworthy and resilient Digital Europe
Cybersecurity risk management: How to strengthen resilience and adapt in 2021	23 November 2020	Cybersecurity certification, standardisation and supply chains" - Roberto Cascella, European Cyber Security Organisation (ECSO)
Effective protection of Critical Infrastructures against cyber threats	29 October 2020	Towards a trustworthy and resilient digital Europe - Roberto Cascella, ECSO

Table 4 List of events in collaboration with ECSO

2.2.4   Standardisation activities

Cyberwatching.eu partners contributed to the EC's series of roundtables on "ICT Verticals and Horizontals for Blockchain Standardisation".

Event	Date	Intervention
Digital Society, Identity and Privacy	25 Nov 2020	*Legal Aspects of Blockchain Technology: Smart contracts, intellectual property and data protection - Paolo Balboni, ICT Legal Consulting Confirmed*
Cybersecurity	13 Jan 2021	The EU Project radar as a standardisation mapping resource - Nicholas Ferguson, Trust-IT

Table 5 Cyberwatching.eu participation to ICT Verticals and Horizontals for Blockchain Standardisation

In the second of the two presentations at the cybersecurity session, the EU Project Radar has been disseminated to representatives standardisation bodies highlighting how it can be used by the to identify and contact projects working on the topic of blockchain as well as specific vertical sectors. Results were shared with workshop participants.

With this in mind, the radar has also been recommended to the StandICT.eu Technical Working Group on Cybersecurity to be used in their standards landscaping activities. The TWG will publish their Landscape of cybersecurity standards in Autumn 2021. In addition, thanks to the 4th Concertation meeting, Cyberwatching.eu has put the TWG in touch with CONCORDIA and ECSO WG1 who have also carried out standardisation mapping activities.

2.3   SMEs

Around 99% of the European companies are small and medium enterprises, which are still particularly vulnerable in case of cybersecurity incidents. Furthermore, the COVID-19 pandemic has forced many SMEs to implement a quick transition to a more digitalised workflow, exposing them to more vulnerabilities.

Cyberwatching.eu has engaged with the SME community to increase their knowledge of the cybersecurity area, with the development of online tools and guides, workshops, webinars, online resources. A prominent role has also been covered thanks to the synergies with ECSO and through the European Digital SME Alliance network (for further details see D5.3 Early validation & end-users' club final report).

2.3.1 Online tools

During its lifetime Cyberwatching.eu has been instrumental supporting SMEs in their pursuit of advice and guidance to cybersecurity, providing them with practical resources to receive concrete help as a first step towards their cybersecurity journey.

In total, Cyberwatching.eu has designed and developed 4 online self-assessment tools targeting SMEs:

1. **Lightweight Cybersecurity Label[4]**, providing guidance to SMEs who wants to start the general process of certification, lowering the costs and the barriers with respect to traditional services.
2. **GDPR Temperature Tool[5]**, helping SMEs to facilitate their understanding of where they stand with respect to the GDPR in terms of "risks to sanctions". A version 2.0 has been released in 2021 with suggestions of tools, software, and services SMEs can consider to improve their compliance posture.
3. **Information Notice Tool[6]**, providing a practical checklist that includes all the elements required for an Information Notice based on Art. 13 and Art. 14 of the GDPR. A version 2.0 has been released in 2021 with suggestions of tools, software, and services SMEs can consider to improve their compliance.
4. **Cyber Risk Temperature Tool[7]**, helping SMEs to get a first understanding of the cyber risks threatening their organisation and pave the way for putting in place correct risk assessment processes.

2.3.1.1 *Engagement campaigns*

A series of campaigns have been carried out to promote these online resources to the SME community. The impact of these are summarised in the table below.

Engagement campaign	Activities	Impact
Preliminary and launch campaign	• Branding, promotional banner and spotlight on the Cyberwatching.eu homepage. • Dedicated landing pages. • Dedicated press releases. • Dedicated newsletters. • Social media posts creation. • Personalised email invitation. • Presentation at more than 20 event webinars and SME workshops. • Invitation to CS&P Cluster members. • Follow up messages to tool's users	Since their launch the landing pages of the tools have gained: • GDPR Temperature Tool **1000 pageviews.** • Info Notice Tool **400 pageviews.** • Cyber Risk Temperature Tool **450 pageviews.**

Table 6 Online tools: engagement campaigns, activities and impact

2.3.2 Marketplace & SME success stories

Although it is a well-known fact that the commercialisation and uptake of the EU project results, especially, among the European SMEs, is still quite low, the innovation front-runner companies start to understand the value of it. Innovative and high-quality cybersecurity research outputs, integrated within ambitious business offerings, foster innovation and allow better use of internal resources.

However, many European SMEs still lack awareness about the possibility to use EU-funded project results and the benefits that come with it. For this reason, Cyberwatching.eu project partners, led by DIGITAL SME, identified the success stories

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[4] https://gtt.cyberwatching.eu/Pages/Home.aspx
[5] https://gdprtool.cyberwatching.eu/Pages/Home.aspx
[6] https://infonoticetool.cyberwatching.eu/Pages/Home.aspx
[7] https://cyberrisk.cyberwatching.eu/Pages/Home.aspx

among the European SMEs, and published them on Cyberwatching.eu platform, also giving them wider visibility through its social media, events, etc. The published success stories should serve as an inspiring example for other SMEs, looking to enhance their cybersecurity capacities with the latest cybersecurity innovation, at an affordable price.

2.3.2.1 Engagement campaigns

The European DIGITAL SME Alliance, with the support of TRUST-IT Services and AEI, have identified the success stories through:

- direct contact with the SMEs' registered to the Cyberwatching.eu;
- direct contact with those companies who have provided their contact information when using Cyberwatching.eu tools;
- mass mailings to the SMEs, members of the European DIGITAL SME Alliance;
- personalised e-mails to the engaged projects who have already provided their results to SMEs;
- direct contact with the engaged clusters, exploring whether some of their companies are using EU R&I results.

Consequently, **10 SME success stories were selected**, trying to ensure a geographic balance of SMEs coming from different parts of Europe, and making sure that different project results are used and presented. The SME success stories[8] briefly describe the SMEs themselves, the types of project results they are using and their purpose, as well as business benefits, that SMEs have received from this activity. All success stories can be found here: https://Cyberwatching.eu/sme-success-stories.

Figure 7 Cyberwatching.eu – SME Success Stories

The main conclusion from this activity was that business impact for the SMEs which use EU-project results highly depends on the digital maturity level of a concrete SME. SMEs cybersecurity providers (or at least ICT front-runners developing digital solutions) are much more likely to benefit from the EU R&D, as most of the projects do

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[8] https://cyberwatching.eu/news-events/news/ri-results-adoption-smes-europe-cyberwatchingeu-tells-you-their-stories

not reach the highest TRL (TRL 9), and can only be integrated as a part (component) of a wider solution. Most of the collected success stories also come from SMEs of a high digital maturity level (although not all of them are from the ICT sector, some of the chosen SMEs work in healthcare, sensoring industry, etc.).

As the success stories demonstrate, for these SMEs the main business benefits were: resources which were saved using a pre-made solution rather than developing one of their own,

- additional guidance and mentoring received from the projects when implementing these solutions within its offering,

- novel technical advancements (such as improved performance, scalability, faster response, etc.).

On the other hand, SME cybersecurity users, prefer off-the-shelf solutions, where one purchased tool/service would ensure the level of cybersecurity needed by the company. For this reason, such SMEs more often find the needed solutions offered by the market players (other SMEs or corporates) rather than the actual projects. However, some projects, such as CYBERWISER or CS-AWARE have solutions for these companies, too.

More detailed information about the SME success stories can be found in D5.3, chapter 3.2.6.

2.3.3   Webinars

EU's cybersecurity research and innovation play a crucial role in developing novel cybersecurity approaches and tools which strengthen the resilience of our companies and public administrations.

However, there are still great challenges regarding the uptake of even the most innovative solutions. Publicly funded projects are limited to the duration of a few years, which are often not enough to develop, validate and fully commercialise a new novel idea. The Cyberwatching.eu has stepped in to support the projects in the cybersecurity & privacy domain.

Cyberwatching.eu organised 16 SME-facing events and webinars, and 11 cluster-focused webinars sharing best practices and recommendations for the thematic topics for different sectors such as energy, finance, health and critical infrastructures, bringing R&I results closer to its end-users.

These SME-facing events have been successful with over 30 SME speakers from 21 SME clusters and SME organisations, having 68% of SME attendees over 548 total participants.

Figure 8 Cyberwatching.eu – SME-facing webinars

2.3.4   SME workshops & events

Cyberwatching.eu has organised 10 SME workshops, co-located with relevant events across the EU, e.g., trade fairs, major information security events. SMEs benefit from a hands-on approach to CS&P, business-friendly information packs and free access to legal tips to help build a cybersecurity culture.

This includes networking opportunities with Cyberwatching.eu stakeholders and importantly the opportunity to actively contribute to events through presentations and panel discussions.

Here below is the list of events.

Title	Date, Venue	Main outcome
Bridging R&I with the Business World[9]	25 October 2017 in Leon, Spain	Co-located with the ENISE11 conference. 27 participants attended this workshop, while hundreds were exposed to the project poster and flyers, and also engaged in face-to-face discussions and one-on-one presentations.
Security of Personal Data Processing[10]	8 October 2017 in Athens, Greece	Collaboration with the European Union Agency for Network and Information Security (ENISA), and the support of the Hellenic Data Protection Authority. The exact number of participants within the entire event is not known as it was only recorded by ENISA, but during the Cyberwatching.eu panel, 38 participants were attending.
SME workshop at the it-sa expo[11]	10 October 2018 in Nuremberg, Germany	14 SMEs attended the dedicated session, but hundreds of them were approached in the main hall and other networking sessions, exposing them to the key project results, flyers and the roll-up.
SME workshop @ ECSO Investor Day[12]	14 October 2019 in Luxembourg	21 SME and start-ups representatives attended.
Teleworking during COVID-19. Good practices and tips for cybersecurity[13]	25 May 2020, Online	Attended by 14 French SMEs. The online workshop was organised together with the French DIGITAL SME Alliance.
5G vs Cable: Benefits & Security Risks[14]	12 April 2021, Online	Attracted 40 SMEs (out of 68 registered).

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[9] https://www.cyberwatching.eu/news-events/events/cybersecurity-bridging-ri-business-world

[10] https://www.digitalsme.eu/security-of-personal-data-processing-event/

[11] https://cyberwatching.eu/news-events/events/cyberwatchingeu-sme-workshop-europe%E2%80%99s-largest-expo-it-security-it-sa-nuremberg

[12] https://www.cyberwatching.eu/news-events/events/cyber-investor-day

[13] https://www.cyberwatching.eu/news-events/news/additional-cybersecurity-tips-teleworking-during-covid-19

[14] https://www.digitalsme.eu/events/5g-vs-cable-benefits-security-risks/

Cybersécurité: Utilisation et utilité des labels pour les PME[15]	29 April 2021, Online	(Cybersecurity: use and value of the cybersecurity labels for SMEs) saw a participation of 29 French companies (out of 47 registered). It was a result of collaboration with the French DIGITAL SME Alliance.
ePrivacy Regulation and its impact on SMEs[16]	10 May 2021, Online	This event has the highest participation of 79 attendees (121 registered).
Schrems II decision & data transfers[17]	30 June 2021, Online	The event have a total number of 45 participants (63 registered).
Cybersecurity Competence Centre Pilot Projects: SME Impact and Opportunities[18]	14 June 2021, Online	The final SME workshop gathered 66 SMEs participated (89 registered).

Table 7 Cyberwatching.eu SME workshops

Figure 9 Cyberwatching.eu – SME Workshops

The main impact on the SME community has been the following:

- The updated and deepened knowledge on the number of pressing cybersecurity issues, political decisions, regulations and matters of certification & standardisation;
- Increased awareness of free tools and services which can be accessed through Cyberwatching.eu;
- A possibility to network and meet other SMEs interested in cybersecurity;
- A chance to learn and get the questions answered by the cybersecurity experts (technical, legal, standardisation professionals, etc.);
- Free consultations and tips were available during the sessions;

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[15] https://www.cyberwatching.eu/news-events/events/cybersecurity-use-and-usefulness-labels-smes

[16] https://cyberwatching.eu/news-events/events/cyberwatchingeu-workshop-eprivacy

[17] https://cyberwatching.eu/news-events/events/schrems-ii-data-transfers-decision-impact-smes

[18] https://cyberwatching.eu/news-events/events/cybersecurity-competence-centre-pilot-projects-sme-impact-and-opportunities

- An opportunity to become a speaker and present their cybersecurity advancements (available for SMEs highly engaged with the project and having their stories or expertise to share).

More details about the EU CS&P cluster engagement can be found in D4.8.

2.3.5　COVID Questionnaire

The fast-facing changes coming out of the pandemic has generated numerous privacy, data protection, security and compliance questions.

Cyberwatching.eu partners generated an online survey[19] in the context of Covid-19 on cybersecurity and privacy, to understand the change in social interactions and at the same time understand the society's opinions on the risks of sacrificing some of their privacy for the public interest,[20] which also focused on the Covid-19 contact tracing apps.

The survey was widely distributed by the team, as follows:
- AEI sent the survey to 210 email addresses from 196 different Cyber and ICT clusters
- AEI sent to their 70 members.
- AEI through twitter (+3100 followers)
- Digital SME through their social network
- CONCEPTIVITY to ECSO partners to + 230 companies via their newsletter
- CONCEPTIVITY through LinkedIN, + 7000 contacts
- CONCEPTIVITY to EOS - published in the EOS newsletter
- CONCEPTIVITY through personalized messages
- Cyberwatching.eu web site's portal contained the survey for 8 months
- ICTLC through their social network channels (Twitter, and LinkedIn)
- ICTLC through their newsletter and news blog
- TRUST-IT generated the web platform for the survey
- TRUST-IT to the Concertation list (+ 43 contacts)
- TRUST-IT to the contacts from H2020 projects database, some + 150 project contacts
- TRUST-IT published a newsletter (+1100 contacts)
- TRUST-IT conducted a social media campaign through Cyberwatching.eu's social media channels (+2400 followers)

More detailed information about the Covid-19 survey can be found in D3.5, chapter 4.

3　Communications channels evolution and impact

In the following subsections we report the main evolution of the communications channels we used to perform the communication, dissemination and engagement activities.

3.1　Cyberwatching.eu web platform

Live since project launch, the website has always played a key role in the communication, dissemination and engagement strategy. quickly becoming the central reference point for R&I projects and SMEs, allowing Cyberwatching.eu to further

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[19] https://cyberwatching.eu/online-survey-cybersecurity-and-privacy-covid-19

[20] The survey can be found at the following link: https://cyberwatching.eu/online-survey-cybersecurity-and-privacy-Covid-19 or in Annex 1.

strengthen the engagement with them through the Project Radar, Project Hub and the Marketplace.

The website is also hosting all the major outputs produced by other WPs such as the online tools (Cybersecurity Label, GDPR Temperature Tool, Information Notice Tool, Cyber Risk Temperature Tool) reports and publications.

As already reported in D1.3 "2nd Interim Activity Report", the website has been improved with a number of key features to turn this into a more collaborative platform in which R&I projects and SMEs can both autonomously upload and exchange information and knowledge, with new features such as automated processes and possibility of personalisation.

With respect to the previous period (M19-M36) some of the major results for the web platform include:

- **Increase in the number of new users** (+47.13%) and **total sessions** (46.68%) during the period M37-M51.
- **Decrease of the bounce rate** (-39.60%) meaning that the revamped website offers a much more pleasant user experience and better content for its visitors.
- **100 projects are now managing their own mini-site** on the Project Hub. This means adding content on their own pages including news, videos, events and updating information added by Cyberwatching on the project.
- **615 registered users** among EC-funded projects, SMEs, CS&P Clusters, the general public, media etc.
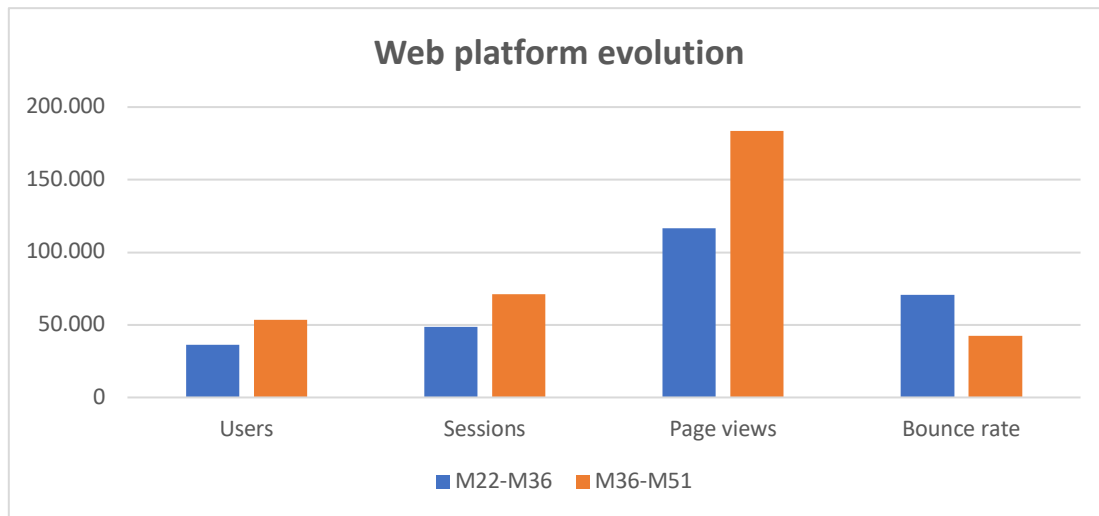
Figure 10 Web platform evolution overview

To reflect the progress of the project changing from a "communication and dissemination" phase to an "exploitation" phase, the website is now undergoing a new graphical and structural revamp. A new homepage will be developed in July 2021 with the aim of giving more visibility to the project's marketable assets as defined in D5.4 "Sustainability Strategy".

Figure 11 Mockup of Cyberwatching.eu new home page

The new home page will be divided into two main sections, Resources for EU research and Resources for SMEs which will both highlight different assets the project is bringing to the table to support them, as well as showcasing projects and organisations that have already benefitted from Cyberwatching.eu assets.

3.2   Social Media

Cyberwatching.eu social media channels have been an essential element in the creation of the growing online community of the cybersecurity a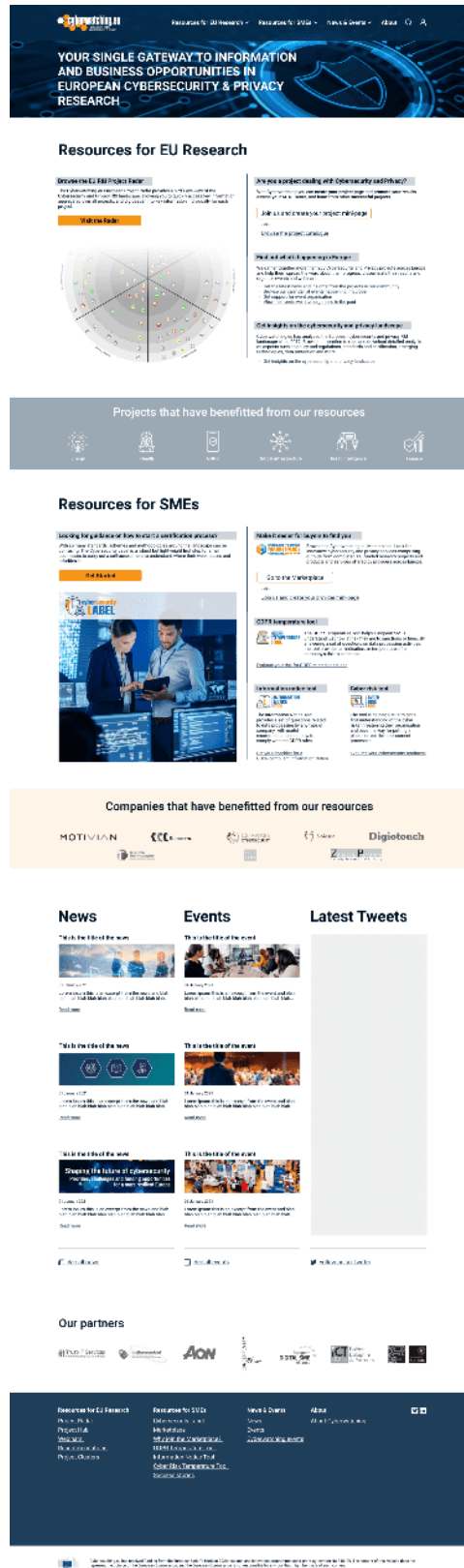nd privacy community. The daily social media activities have been carried out with a twofold aim: communicating the major Cyberwatching.eu outputs, services and results, and promoting initiatives, results and major achievements of other cybersecurity and privacy projects.

In the figure below, some of the most engaged community members which the team leveraged to reach a wider array of stakeholders.
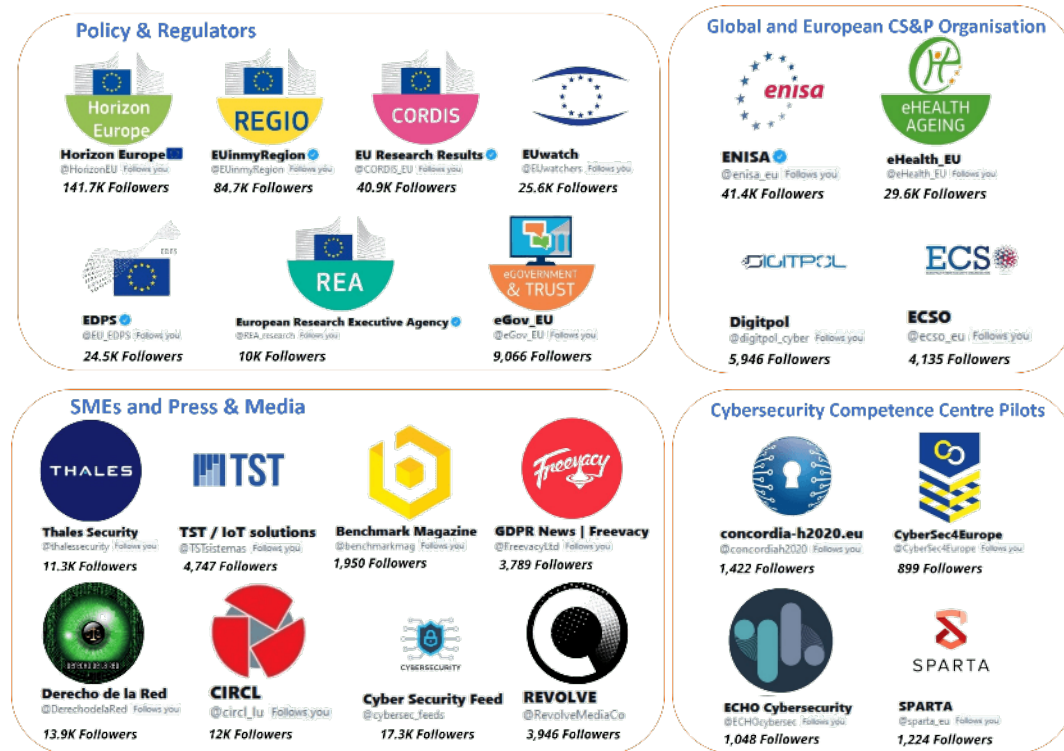
Figure 12 Cyberwatching.eu social media's most engaged community members

3.2.1   Twitter

At the moment the Cyberwatching.eu Twitter profile counts 1737 followers and 1794 tweets. The number of followers increased by 21.8% since the release of the D1.3 report. It also recorded 1749 tweets garnering 1.62M impressions, 35.1K profile visits, 2K mentions, 11.9K retweets, and 19.7K likes, which shows an active and engaged social media community provided with rich and engaging content. As can be seen in figure 11, cyberwatching has a larger Twitter following that any of the Competence Centre Pilot project and indeed we believe any of the cybersecurity projects.

To put this into further context, Trust-IT currently manages over 25 EC-project twitter accounts. Cyberwatching.eu is the second largest community of these.

Figure 13 Cyberwatching.eu Twitter Performance in the past 28 days

Figure 14 A selection of Cyberwatching.eu Twitter's Top Tweets and mention Tweets

3.2.2 LinkedIn

Cyberwatching.eu has launched a new LinkedIn presence in 2019 due to a change in LinkedIn's policy that required the previous channel to be abandoned. The LinkedIn company page has grown quickly over two years with a 52.9% increase since the release of the D1.3 report. As of the moment of writing, there are 689 followers, with 480 posts, 66.7K impressions, 1.9k clicks, 1.8K reactions, 528 shares and 2.9% CTR. Once again to put this into context Trust-IT currently manages over 25 EC-project LinkedIN accounts. Cyberwatching.eu is the largest community of these.

*Note: The average LinkedIn CTR is **2.83 percent** with a 2.94 percent conversion rate.[21]*

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[21] https://business.linkedin.com/marketing-solutions/blog/best-practices--marketing-metrics/2019/the-2019-marketing-benchmarks-cheat-sheet-
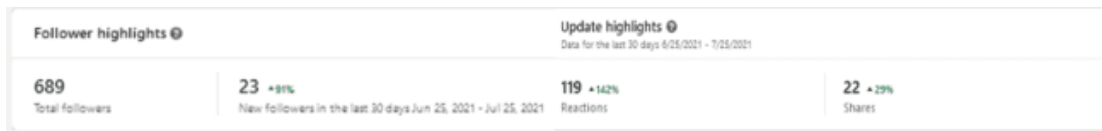
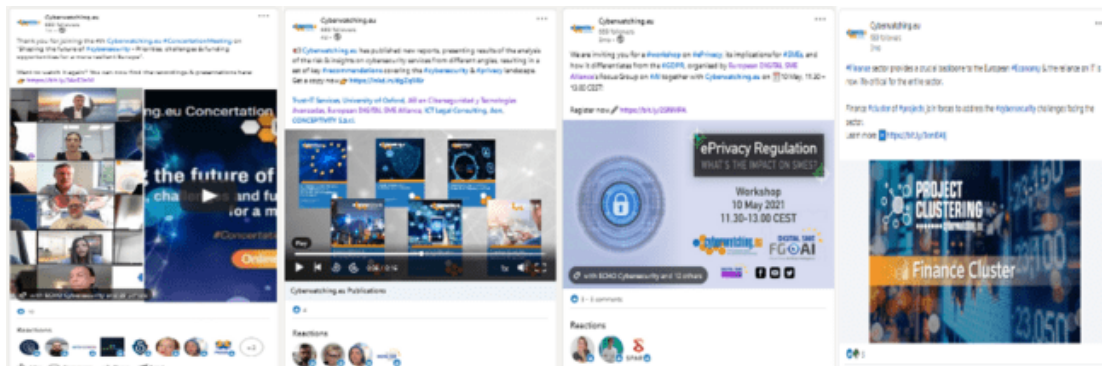**Figure 15 Cyberwatching.eu LinkedIn Performance in the past 30 days**

Figure 16 A selection of Cyberwatching.eu LinkedIn most CTR post

Social media is a key supporting channel for communications and outreach activities. Posts are created on LinkedIn and Twitter daily based on a cycle of cybersecurity and privacy-related topics coming from the community so that coverage is varied and appropriately detailed. Contents are designed to provide the follower with new information regarding a topic and content from related documents are used and linked to drive traffic to the website and increase registrations to for example the newsletter and events. Live-tweeting at events and during webinars has been a key feature with peaks of activity during those times.

Cyberwatching.eu has been widely recognised as being the reference point for cybersecurity and privacy-based researchers and innovators built on top of European experimental platforms with more than 260+ engaged projects in the European Project Hub and over 2400 stakeholders actively engaged.

Through these consistent activities, the project has been recognised as the number one most active and influential project[22], adding visibility to mutual communication efforts by the REVOLVE media[23] several times (Dec 2020 to June 2021).

Figure 17 Cyberwatching.eu – Top influential project by Revolve Media

3.3   Newsletters

The Cyberwatching.eu regularly sends a newsletter to its community to inform them of the project's activities, the latest news and upcoming events across the cybersecurity

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[22] https://cyberwatching.eu/news-events/news/cyberwatchingeu-supporting-cyber-resilience-europe
[23] https://revolve.media/project/rankings/

and privacy area, and the community engagements featuring cybersecurity and privacy projects on the Project of the Week programme.

The monthly newsletter includes a dedicated section for Cyberwatching.eu's promotional campaigns, such as Project of the Week and Provider of the Week, promoting the European Commission funded project results, outputs and news, and the latest products and services coming from SMEs, and as a result, increasing their visibility to the Cyberwatching community and European Commission and other affiliations.

There are special editions for the webinar series and concertation events that were published, as part of the promotion campaign to invite the community to the upcoming events.

Figure 18 Example of Cyberwatching.eu Newsletter

A total of 46 newsletters has been distributed to a database of over 1100 individuals who have signed up to receive the Cyberwatching.eu newsletter.

Cyberwatching.eu September 2020 Newsletter

30 September 2020

Welcome to our Cyberwatching.eu September 2020 Newsletter.

Cyberwatching.eu October 2020 Webinar Edition

05 November 2020

FREE WEBINAR: EPES and Smart GRIDS: practical tools and methods to fight against cyber and privacy attacks, 12 November 2020, 11:00 CET

Cyberwatching.eu Webinar Series Summary: Cyber Security in 2020 and Beyond

28 December 2020

2020 has been a challenging year for all of us, which has forced people to adapt to new realities.

Figure 19 Example of newsletter - website news

This has led to the following results, which helps Cyberwatching.eu to reach a wider array of stakeholders and increase its engagement across the cybersecurity and privacy domain garnering an exceeding performance as shown in the table below.

*Note: Email campaign should be performing: Your average **email open rate should be between 15-25%**. Your **average click-through rate** should be **about 2.5%**. Your **average click-to-open rate** should be **between 20-30%**.[24]*

Newsletter	>30 Monthly issues and >10 special editions
Subscriber	1155 contacts (46% increase from M36)
Open rate	295 / 31.8% (average)
Click rate	59 /7.3% (average)
Click-to-open rate	20.1%

Table 8 Newsletter performance

3.4   Events

Cyberwatching.eu campaigns on events, project outputs and assets are based on the SMART approach: specific (e.g., topic and stakeholders), measurable (e.g., based on pre-defined KPIs), achievable and realistic (e.g., evidence-based and knowledge of topic/stakeholders), timed (e.g., clearly defined start and finish) and timely (e.g., based on knowledge of the landscape and specific information needs).

To efficiently engage with the target audience even if they are scattered across the globe, the following activities were performed as part of the engagement campaign.

Agenda: In close collaboration with the consortium, the timing for each topic was finely crafted, determining the goal of each webinar, identifying the main categories of discussion what the audience can expect.

Registration and logistics: The Cyberwatching.eu consortium managed both the registration process and the Zoom platform and technical support and during the event. Conducted a dummy run rehearsal before the webinar to check slides and do housekeeping.

Engagement campaigns: Cyberwatching.eu catered four types of webinars: technological, cluster, SME-facing and project-specific, the team ensured to capitalise on the webinar channels that send the webinar to a like-minded database community such as CORDIS[25], Cyber Competence Network (CCN) pilot[26].

Promotional campaign: The team created a branded event banner, sent out a personalised email invitation to its community, a special edition newsletter and social media campaign to maximise the outreach visibility for each of the events. As well as, email communication activities sent to all the registered participants a day or hours before the event. Live-tweeting the event, keeping the followers engaged and informed by conveying all the information during the event.

Post-event activities: As part of the follow-up activities, the official post-event report[27] provided a summary of the main outputs and recommendations from the event, which was promoted in CORDIS and related projects' websites. Also, a thank you message to all the participants and key speakers were sent shortly after the event, not beyond

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[24]   https://www.campaignmonitor.com/resources/knowledge-base/what-are-the-average-click-and-read-rates-for-email-campaigns

[25] https://cordis.europa.eu/news/en

[26] https://cybercompetencenetwork.eu/

[27] https://cyberwatching.eu/publications

48 hours post-conclusion, in which can send the recorded video for those who want to enjoy it again and/or for those who missed it.

Figure 20 Cyberwatching.eu Publications

Video recordings: All the recordings of individual sessions were published a week after the event on the event page, which was uploaded on Cyberwatching.eu YouTube channel[28].
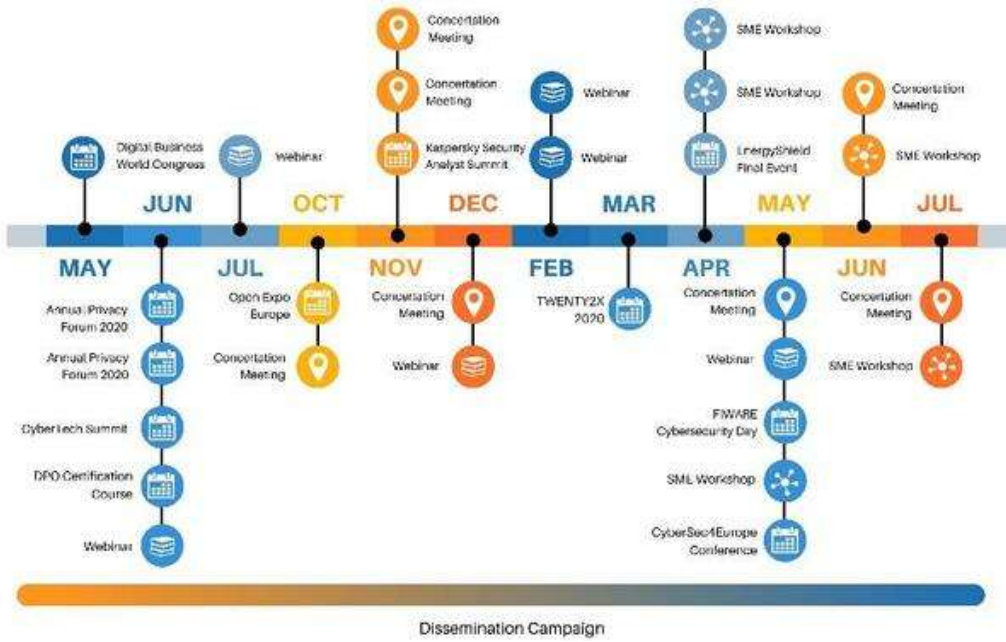

Figure 21 Cyberwatching.eu Videos

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[28] https://www.youtube.com/channel/UCN9kPftMDdrfPJkox5cG5iw

Figure 22 Cyberwatching.eu events and concertation meeting timeline (M37-51)

Title	Typology	Audience reached	Date, Time
Decentralized operation and security in the IoT Space[29]	Webinar - Technological	109	18 June 2020, 11:00 – 13:00 CEST
Teleworking during COVID-19: Good practices and tips for cybersecurity[30]	SME Workshop - SME-facing	60	23 July 2020, 11:00 –12:00 CEST
Effective protection of Critical Infrastructures against cyber threats[31]	Concertation Meeting - Cluster	233	29 October 2020, 11:00 – 12:30 CEST
EPES and Smart GRIDS: practical tools and methods to fight against cyber and privacy attacks[32]	Concertation Meeting - Cluster	128	12 November 2020, 11:00 – 13:00 CEST
Cybersecurity risk management: How to strengthen resilience and adapt in 2021[33]	Concertation Meeting - Cluster	132	23 November 2020, 11:00 – 13:00 CEST
Security and Privacy by Design for Healthcare[34]	Concertation Meeting - Cluster	138	10 December 2020, 11:00 – 13:00 CEST

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[29] https://cyberwatching.eu/decentralized-operation-and-security-iot-space

[30] https://cyberwatching.eu/teleworking-during-covid-19-good-practices-and-tips-cybersecurity

[31] https://cyberwatching.eu/effective-protection-critical-infrastructures-against-cyber-threats

[32] https://cyberwatching.eu/epes-and-smart-grids-practical-tools-and-methods-fight-against-cyber-and-privacy-attacks

[33] https://cyberwatching.eu/cybersecurity-risk-management-how-strengthen-resilience-and-adapt-2021

[34] https://cyberwatching.eu/security-and-privacy-design-healthcare

Financial Sector Infrastructure Cyber-Physical Security and Regulatory Standards Workshop[35]	Concertation Meeting - Cluster	Estimated 60	14 December 2020, 10:00 – 13:30 CEST
The Data Governance Act and Data-Driven Policymaking: Impact and Practical Implementations[36]	Concertation Meeting - Cluster	200	16 February 2021, 14:00 – 15:00 CEST
5G vs Cable: Benefits & security risks[37]	SME Workshop - SME-facing	69	12 April 2021, 16:00 – 17:00 CEST
Cybersecurity: Use and usefulness of labels for SMEs[38]	SME Workshop - SME-facing	47	29 April 2021, 11:00 -12:00 CEST
Cyberwatching.eu workshop on ePrivacy[39]	SME Workshop - SME-facing	121	10 May 2021, 11:30 – 1:00 CEST
How to reactively defend against advanced cyber threats[40]	Concertation Meeting - Cluster	312	20 May 2021, 13:00 – 17:00 CEST
Financial Sector Cybersecurity Collaboration and Engagement of Stakeholders[41]	Concertation Meeting - Cluster	90	21 May 2021, 11:00 – 13:00 CEST
Cybersecurity for Critical Infrastructures - Resilience and trust in the Health and Energy sectors[42]	Concertation Meeting - Cluster	121	24 June 2021, 9:15 – 12:00 CEST
SCHREMS II & DATA TRANSFERS - Decision & Impact on SMEs[43]	SME Workshop - SME-facing	63	30 June 2021, 10:30 – 12:00 CEST
Shaping the future of cybersecurity[44]	Concertation Meeting - Cluster	144	13 July 2021, 10:00 – 17:00 CEST
Cybersecurity Competence Centre Pilot Projects: SME Impact and Opportunities[45]	SME Workshop - SME-facing	89	14 July 2021, 9:00 – 11:00 CEST

Table 9 List of Cyberwatching.eu organised events (M37-51)

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[35] https://cyberwatching.eu/financial-sector-infrastructure-cyber-physical-security-and-regulatory-standards-workshop

[36] https://cyberwatching.eu/data-governance-act-and-data-driven-policymaking-impact-and-practical-implementations

[37] https://cyberwatching.eu/news-events/events/5g-vs-cable-benefits-security-risks

[38] https://cyberwatching.eu/news-events/events/cybersecurity-use-and-usefulness-labels-smes

[39] https://cyberwatching.eu/news-events/events/cyberwatchingeu-workshop-eprivacy

[40] https://cyberwatching.eu/news-events/events/how-reactively-defend-against-advanced-cyber-threats

[41] https://cyberwatching.eu/financial-sector-cybersecurity-collaboration-and-engagement-stakeholders

[42] https://cyberwatching.eu/cybersecurity-critical-infrastructures-resilience-and-trust-health-and-energy-sectors

[43] https://cyberwatching.eu/news-events/events/schrems-ii-data-transfers-decision-impact-smes

[44] https://cyberwatching.eu/shaping-future-cybersecurity

[45] https://cyberwatching.eu/news-events/events/cybersecurity-competence-centre-pilot-projects-sme-impact-and-opportunities

4 Conclusions

During its 51-month lifetime Cyberwatching.eu successfully managed to contribute to the cybersecurity and privacy ecosystem by developing useful tools, resources and mean of engagement and creating a well engaged community of different stakeholders.

Main achievements can be considered:

- The development and continuous maintenance of the Project Radar and Project Hub gathering a strong community of 282 projects using these assets as additional communication and dissemination channels.
- The successful organisation and delivery of a set of major events (both physical and online) acting as a gathering point for all relevant stakeholders.
- Continuous liaison with policy makers and key initiatives such as ECSO and JRC contributing to their dialogue and providing them recommendations and insights for shaping future R&I directions.
- Delivery and continuous dissemination of practical resources towards SMEs and organisations to receive concrete help as a first step towards their cybersecurity journey, namely, the GDPR Temperature Tool, the Information Notice Tool and the Cyber Risk Temperature tool.