

# cyberwatching.eu

The European watch  
on cybersecurity & privacy

Bringing EU Cybersecurity & privacy research  
results closer to the market

EU-Unity Workshop | 11 October 2017, Tokyo, Japan

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 Trust-IT Services  
Communicating ICT to markets

 UNIVERSITY OF  
OXFORD

 Balboni  
Bolognini  
& Partners

 European  
Digital SME  
Alliance

CONCEPTIVITY  
360°  
SECURITY

 aei ciberseguridad  
Agrupación Empresarial Innovadora  
CIBERSEGURIDAD y Tecnologías Avanzadas

 CITIC  
Centro Andaluz de Innovación y  
Tecnologías de la Información  
y las Comunicaciones

 AON

Funded by the European Commission  
Horizon 2020 – Grant # 740129



# ICT - A land of opportunity but...

## SMEs

- ◆ Lack of awareness of socio-economic impact
- ◆ Lack of resources, skills and expert knowledge
  - ◆ Risk management
  - ◆ What do I do?
  - ◆ Legal implications of a data breach?
- ◆ So many products, so little money!

## Research & Innovation

- ◆ Cyber security is a pillar of the EC's Digital Single Market
- ◆ Massive EU & national funding in R&I
- ◆ Services targetting vertical sectors & SMEs
- ◆ Limited results reaching market = limited impact on SMEs

**Cyberwatching.eu: Bringing R&I closer to end-users**

Making EU and National Research & Innovation findable and usable

We help you take your cybersecurity and privacy solutions to market

Join us & be the first to showcase your offers!

Be part of the cyberwatching.eu ecosystem — join the community now

cyberwatching.eu is the European observatory of research and innovation in the field of cybersecurity and privacy

cyberwatching.eu Services



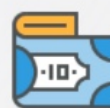
### OBSERVATORY

Monitor R&I initiatives on cybersecurity across the EU and Associated Countries



### R&I SERVICE CATALOGUE

Clustering R&I projects for a Catalogue of cyber security & privacy services



### MARKETPLACE

Helping Buyers and Sellers find the right R&I services, products & best practices



### SME END-USER CLUB

Cyber security & privacy services for SMEs

**Our main assets are:  
Observatory, Service catalogue, Marketplace and SME end-user club**

# Asset #1 – Observatory



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## SME END-USER CLUB

Cyber security & privacy services for SMEs

- ◆ **Monitor all cybersecurity and privacy R&D initiatives** across EU and at National level – Already 150+ identified
- ◆ Clustering projects based on cybersecurity taxonomy & PCA
- ◆ Cluster events on TRL analysis & (re-)usability of research results
- ◆ Synergies & convergence for future funding opportunities

**A European technology radar**

# Asset #2 – Catalogue of Services



## OBSERVATORY

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## SME END-USER CLUB

Cyber security & privacy services for SMEs



- ◆ Online catalogue of **R&I projects and services**
- ◆ Single access point for all EU & National projects
- ◆ Service-oriented offers: user needs, pain points, changing people's lives, target stakeholders, mapped & to taxonomy

**Make your Cybersecurity & privacy results more findable & accessible**  
**Submit your project: <http://bit.ly/2xiQh17>**

# Asset #3 – Marketplace



## OBSERVATORY

Monitor R&I initiatives on cybersecurity across the EU and Associated Countries



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## MARKETPLACE

Helping Buyers and Sellers find the right R&I services, products & best practices



## SME END-USER CLUB

Cyber security & privacy services for SMEs



- ◆ A Marketplace of **cybersecurity & privacy “services”**
- ◆ **Suppliers:** R&I projects with results for testing, validation or adoption.
- ◆ **Users:** SMEs find new solutions and services
- ◆ **The win-win** mechanism can take place both at research synergy level and at commercial level, in developing new business opportunities

**Connecting research results with both the supply and demand side of the cybersecurity & privacy industry**

# Asset #4 – SME End-User Club



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## MARKETPLACE

Helping Buyers and Sellers find the right R&I services, products & best practices



## SME END-USER CLUB

Cyber security & privacy services for SMEs

- Prime and guided access to Marketplace: Affordable & free cybersecurity & privacy services
- Free events, guides and discounted consultancy on legal, cyber insurance and standards & certification
- EU-wide collaboration opportunities with SMEs & R&I funding

**Ensuring that the EU research investments actually address real users' needs in an effective way**  
**Sign up today: <http://bit.ly/2i28Xvi>**

# A unique supply & demand marketplace



- Test & validate results with SMEs
- Increased impact & exploitation opportunities
- Return of Investment for EC & national funding agencies
- More trusted & secure service for the Digital Single Market

- Free & affordable cutting-edge services
- Support to implement new services
- Free expert guidance: legal, cyberinsurance, standards & certification
- Visibility & synergies at a European & global stage
- Innovate to launch trusted & secure services & products

**A pragmatic approach to democratise cybersecurity & privacy**



# Collaboration

- ◆ Cybersecurity taxonomy
- ◆ Mapping & clustering R&I initiatives
- ◆ International collaboration
- ◆ Policy alignment
- ◆ Joint workshops & annual events  
(Spring 2018)
- ◆ Standards & certification
- ◆ SME engagement



# Thank you for your attention! Questions?

## Contact

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