cyberwatching.eu

The European watch
on cybersecurity & privacy

Communication & Stakeholders Engagement

Communication & Stakeholders Engagement plan *Update*

December 2018

Abstract

Cyberwatching.eu has now reached M18. With a growing community and a set of key assets published and launched, the project is entering into a key period in terms of increasing reach and furthering its impact to target stakeholders. This document provides an overview of communication and dissemination activities in M1-18 and future actions for the coming months.

Disclaimer

The work described in this document has been conducted within the project cyberwatching.eu. This project has received funding from the European Union's Horizon 2020 (H2020) research and innovation programme under the Grant Agreement no 740129. This document does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of its content.

Executive Summary

The overriding objective of cyberwatching.eu is to lower barriers to innovative cyber security and privacy (CS&P) products and services such as those coming from projects funded by the EC, EU member states and associated countries.
Now at M18, the cyberwatching.eu project has identified and started to deliver a set of project assets related to this. These are promoted and disseminated through WP4.

Assets include:

- An EU Cyberwatching.eu Observatory offering a comprehensive view of R&I initiatives, services and products emerging across the EU and Associated Countries.
- A marketplace and catalogue of services meeting new end-user needs stemming from a complex and multi-faceted landscape of cyber risks while increasing understanding of EU compliance obligations.
- Cyberwatching.eu SME end-user club: bringing small businesses together in one place facilitates the adoption of a cyber-security strategy in companies with few resources, learning from best practices adopted by others.

This document provides an update on the first Communication and Stakeholder Engagement Plan (D4.1). It provides information on the activities carried out in the first reporting period (M1-18), their impact, and proposes a set of actions for the future.

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. The document also shows how activities are monitored through KPIs.

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1 Introduction & scope of the document

1.1 Purpose and scope

This document provides an update to D4.1 Communication & stakeholders engagement plan which was submitted in M8. This document will provide an overview of the implementation of that plan up until M18 and how the project has responded to review recommendations provided in M12. In particular, the document will focus on how the consortium has communicated and disseminated to specific stakeholders. The deliverable also provides a set of next steps for the coming 6 months (M19-24).

1.2 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. However, 3 deliverables are of particular relevance to this document and these are summarised below.

1.2.1 D4.1 Communication & stakeholders plan

D4.1 focussed in particular on identifying the overall communication objectives, communication channels, and the stakeholder groups that the project targets. For each target stakeholder group, we also provided the following details:

- Related cybersecurity and privacy challenges
- Benefits of cyberwatching.eu for each group
- Channels and formats for outreach
- A dedicated timeline of activities M1-18.
- An overview of branding and printed material published.

1.2.2 D4.2 EU cybersecurity and privacy cluster report

This deliverable provided an overview of the cybersecurity and privacy cluster community and an updated and more detailed engagement strategy. This is updated in this document in section 2.4.

1.2.3 D5.1 cyberwatching.eu sustainability strategy 1st report

Following the M1-12 light review and acting upon reviewer recommendations, D5.2 further refined the target stakeholder groups indicating a stronger focus on three main groups: R&I projects, SMEs (providers and users) and policy makers. A value proposition for each group was also identified. D5.1 was also important for WP4 activities as 18 project assets were also identified and mapped by type and to target stakeholder group. One asset which was not included is the R&I observatory which for the purpose of this deliverable shall be referred to as Asset 19 (A19).

1.2.4 D5.2 Early validation & end-users club feedback report

Published in parallel with this deliverable (M18), provides more details on the marketplace and SME end-user club value proposition and early feedback.

1.3 Target audiences, assets and related results in M1-18

Since D4.1 a number of key project assets have either been published or have evolved considerably. Examples include the R&I observatory, the most recent version of the marketplace, the SME end-user club, cybersecurity and privacy cluster catalogue, and the webinar series and events. The table below maps each objective to target audience, related assets which are available, and results achieved at M18.

Objective	Target Audience	Related asset(s)[1]	Results achieved so far
Design, deliver and sustain an EU observatory (www.cyberwatching.eu) tailored to different stakeholder needs with fast and easy access to a wealth of CS&P practical guides and insights into multiple formats, such as SEO-based texts, videos, webinars, leading to the activation of the Marketplace and its Catalogue of Services.	• R&I projects • SMEs • Policy makers	• A2 – Cluster workshops • A3 - R&I Service catalogue • A8 – Marketplace • A5 – EU Cyber-cluster catalogue • A19 – CS&P Observatory	• 1 Observatory with 219 entries • 1 Service offer catalogue with 48 entries • 1 Cluster Catalogue with 68 entries • 1 marketplace with 25 services and products, and 22 providers. • 1 workshop • 4 webinars
Ensure a strong focus on SMEs as the lifeblood of the EU economy, launching and animating an End-User Club and by increasing awareness that cyber risks are a business risk and not simply a technical issue.	• R&I projects • SMEs • Cybersecurity and Privacy Clusters	• A9 – SMEs End User Club	• 10 SMEs End User Club members • 26 SME service provider services registered on the marketplace • End-user club-specific content online
Pursue multi-stakeholder engagement and dialogue at EU and global level in a way that ensures full	• R&I projects • SMEs • Cybersecurity and Privacy Clusters	• A1 - R&I clustering • A2 – Cluster workshops • A3 - R&I Service	• 1 CS&P taxonomy for R&I (D2.1) • 150 projects mapped, clustered and included in

[1] See D5.1 Sustainability strategy First Report Table 2 cyberwatching.eu assets

representation of the ecosystem and encourages a collective understanding of all major aspects of CS&P.	• Policy makers	catalogue • A4 – Concertation meetings • A5 – EU Cyber-cluster catalogue • A7 - Annual cyberwatching.eu workshop • A10 – SME workshops	technical radar (D2.2) • 1 Policy ecosystem report (D3.2) • 1 Concertation Meeting with 75 participants and 50 Projects • 68 CS&P Clusters inserted in the Online Catalogue
Provide educational and informative services on the EU legal and regulatory framework with practical guides tailored to diverse levels of knowledge and expertise.	• R&I projects • SMEs	• A7 - Annual cyberwatching.eu workshop • A10 – SME workshops	• 4 webinars • 1 Annual workshop • 1 legal tips section on cyberwatching.eu • 2 SME workshops • 1 Compliance section on website
Foster the implementation of best practices based on a collective understanding among all key stakeholders, encourage and monitor the uptake of relevant ICT standards, spanning standards on risk management, cyber security and privacy.	• R&I projects • Cybersecurity and Privacy Clusters • Policy makers	• A6 - Cyber-cluster ignition	• Standards and certification gap analysis (D3.3) • 1 webinar

Table 1 - Target audiences, Assets & Results achieved

2 Communication strategy and achieved impact M1-18

As highlighted in section 1, M1-18 of cyberwatching.eu has seen the publication or evolution of key assets which are essential for the communication and engagement strategy of the project, namely the. D4.1 provided a plan for activities in this period which has been followed as much as possible in order to firstly communicate the objectives of these assets and once published, to disseminate their importance. A key objective of these efforts is the growth of the cyberwatching.eu stakeholder community.

This chapter outlines the various communication channels used, the strategies put in place, their impact and future steps as we look forward.

2.1 Website

The Cyberwatching.eu website is the central communications and dissemination channel of the project. It hosts a number of the project assets identified in table 1 and D5.1[2].

These assets form the website structure and are highly visible on the homepage which has continuously evolved since the start of the project and as project results and assets have been released or published.

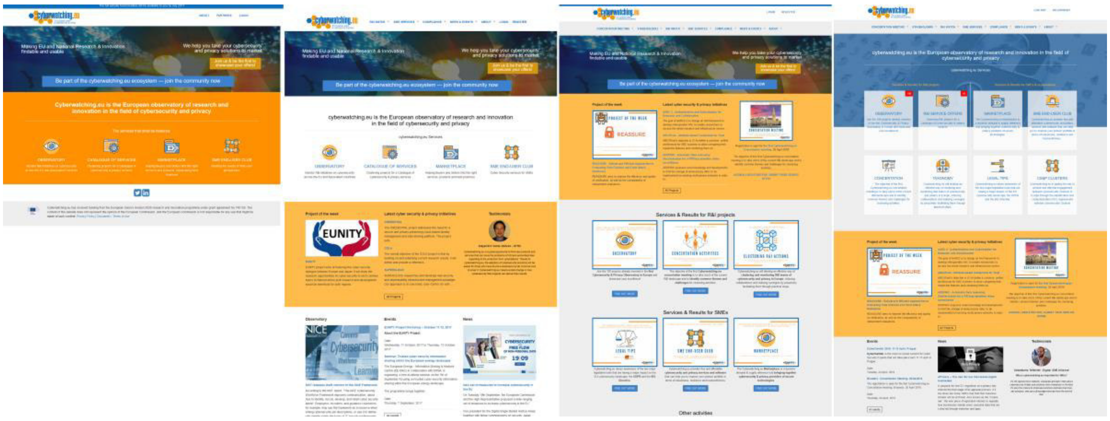
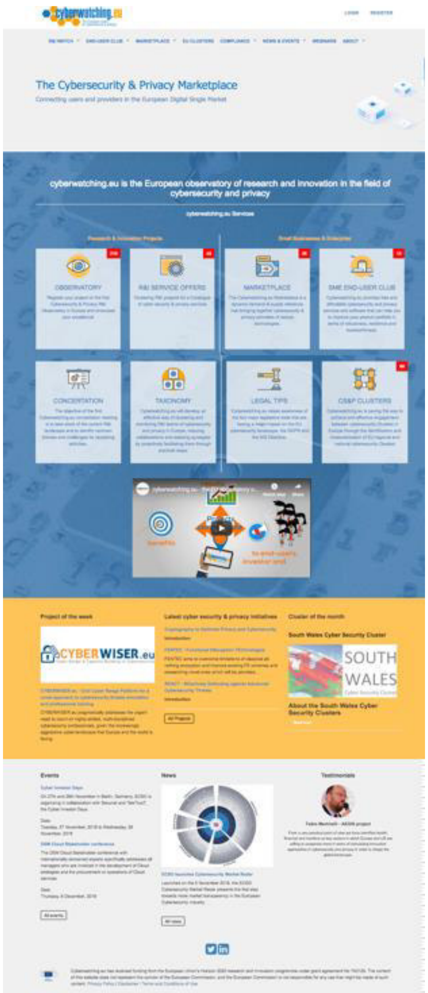


Figure 1 - cyberwatching.eu Home Page evolution (v1-4)

Figure 1 shows this evolution in 4 versions published in this first reporting period. While figure 2 provides an overview of the current homepage.

[2] See D5.1 Sustainability strategy First Report Table 2 cyberwatching.eu assets


cyberwatching.eu
The Cybersecurity & Privacy Marketplace
Connecting users and providers in the European Digital Single Market
cyberwatching.eu is the European observatory of research and innovation in the field of cybersecurity and privacy
cyberwatching.eu Services
OBSERVATORY
R&I SERVICE OFFERS
MARKETPLACE
SME END-USER CLUB
CONCERTATION
TAXONOMY
LEGAL TIPS
CS&P CLUSTERS
CYBERWISER.eu
SOUTH WALES

Top level menus for access to all content

Slider promoting assets & new items

R&I community entry point

SME community entry point

Project overview video

Project of the month
New observatory entries
Cluster of the month

Events
News
Testimonials

Figure 2 - New version of cyberwatching.eu Home Page

The current homepage (v4) has clear entry points on the homepage for two main stakeholder groups that the project targets: the R&I projects and the SME community. Project assets and results relevant to these stakeholders are positioned in these entry points.

R&I community:

- R&I Observatory
- Service Offer Catalogue
- Concertation meetings
- CS&P R&I Taxonomy

SMEs:

- Marketplace
- SME End-User Club
- Legal tips
- Cluster catalogue

Furthermore, projects and clusters receive extra visibility through project of the week and cluster of the month features while new projects uploaded in the observatory are also published on the homepage.

Taking into account the needs of cyberwatching.eu community and the comments received in the previous project review, the website has been populated with sections and content which specifically targets different audiences as described in the following sections.

2.2 R&I Community

To increase our community of R&I initiatives we moved in two directions, namely general promotion through different channels and one-on-one engagement. Although the latter has been more effort consuming it has been the most effective activity in terms of engagement.

Type of activity	Channels	Average
General promotion	Social media messages	>100
	Press Releases	4
One-on-one engagement	General collaboration emails	>300
	Observatory invitation emails	>250
	Catalogue of Service Offer invitation emails	>250
	Phone calls for collaboration	>50

Table 2 - Major engagement activities towards R&I community

2.2.1 Observatory

2.2.1.1 Overview and statistics

The observatory provides information on EC-, nationally-, and regionally- funded projects and is a key pillar of cyberwatching's European watch of R&I. In M18, 219 CS&P initiatives have now been uploaded on the online observatory. This also includes entries for the projects clustered in D2.1 and D2.2.

- 143 EC-Funded projects:
- 76 Nationally funded projects see the table below.

In addition to the 76 nationally-funded projects published in the observatory, a further 123 projects have been identified (as outlined in the table below), information gathered and are in the process of being uploaded over the coming months. The identification of further projects will also continue.

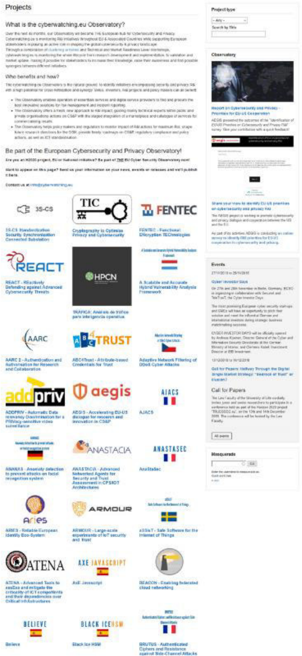
EU Countries	Projects identified	Projects pubished in observatory
Austria	11	0
Belgium	6	6
Czech Republic	20	19
Estonia	5	0
Finland	2	0
France	30	6
Germany	41	16
Luxembourg	15	0
Malta	1	0
Netherlands	8	0
Portugal	1	0
Slovenia	1	0
Spain	17	17
Sweden	12	12
UK	29	0
Total	**199**	**76**

Table 3 – Nationally-funded projects per country

EC-funded projects were identified through information publically available through CORDIS. Nationally-funded projects on the other hand have been identified through desktop research by partners and through collaboration with the SEREN4 project.

Projects are listed alphabetically on the observatory landing page as shown in the figure below. This includes the project name, logo, link to their observatory entry and link to their website. Entries can be filtered according to country.

Each project has its own page where a general description, logo and website address is included. Information on target stakeholders and end-user benefits are also included when this information is identifiable from publically-available information. Content for the Project pages either comes from information provided by the project (e.g. projects that participated at the Concertation meeting) or by desktop research by the cyberwatching.eu partners based on publically-available information (e.g. nationally-funded projects).


Projects

What is the cyberwatching.eu Observatory?

Who benefits and how?

Be part of the European Cybersecurity and Privacy Observatory!

Contact us at info@cyberwatching.eu

3S-CS Standardisation Security Synchronization Connected Substation

Cryptography to Optimize Privacy and Cybersecurity

FENTEC - Functional ENcryption TEChnologies

REACT - REactively Defending against Advanced Cybersecurity Threats

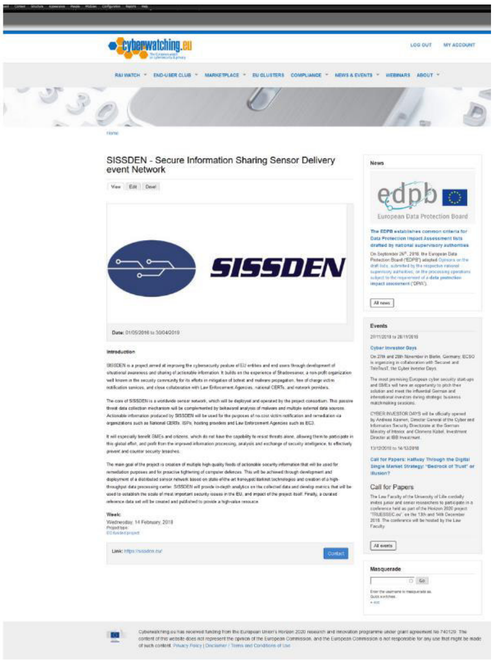
TRAFICA: Análisis de tráfico para inteligencia operativa

A Scalable and Accurate Hybrid Vulnerability Analysis Framework

AARC 2 - Authentication and Authorisation for Research and Collaboration

ABC4Trust - Attribute-based Credentials for Trust

Adaptive Network Filtering of DDoS Cyber Attacks


SISSDEN - Secure Information Sharing Sensor Delivery event Network

Date: 01/05/2016 to 30/04/2019

Introduction

News

The EDPB establishes common criteria for Data Protection Impact Assessment lists drafted by national supervisory authorities

Events

Cyber Investor Days

Call for Papers: Halfway Through the Digital Single Market Strategy: "Bedrock of Trust" or Illusion?

Call for Papers

Figure 3 - Observatory landing page and a project page

2.2.1.2 On boarding strategy

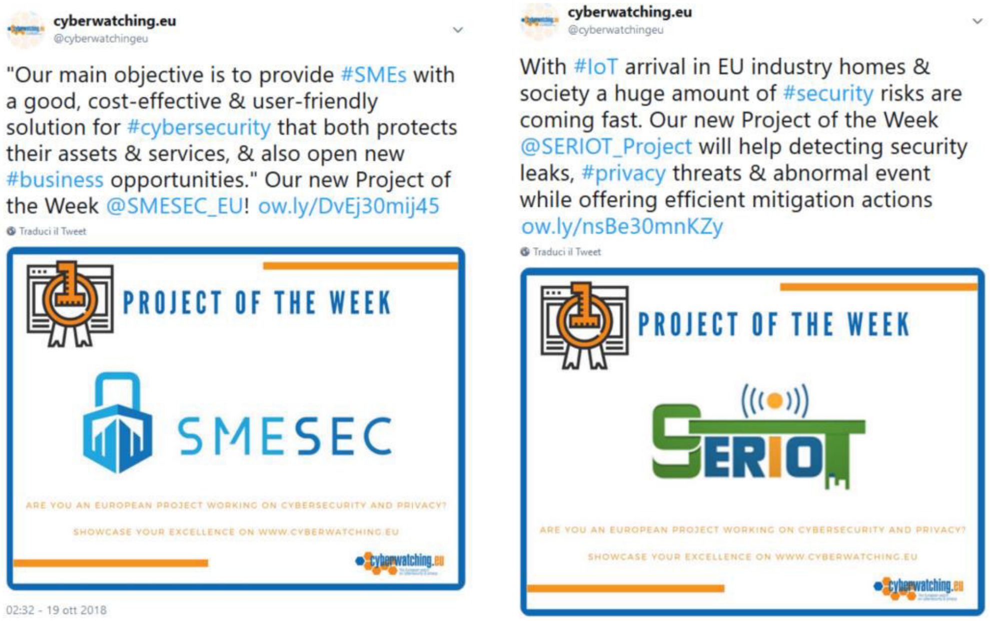
cyberwatching.eu has implemented a specific communication and engagement strategy to onboard projects using the following mechanisms:

- **Desktop research –** As a first step, initiatives have been gathered together through an exercise of desktop research by consortium partners. This has involved engagement with EC official channels for the EC Funded initiatives, and SEREN 3 and 4 project and its European National Contact Points for the Nationally Funded initiatives.
- **Email invitations –** A series of targeted email messages have been sent out to relevant contacts promoting the Observatory and to invite initiatives to join the Observatory and create their own profiles.

  Data collection and content creation of observatory entries based on publically available information on projects.

The benefit of being part of the observatory is mainly free visibility for projects in this single and unique online reference. In addition, we enhance this by also providing free visibility to projects through the website homepage, invitation to events and promotion through social media. This is described below with examples.

- **Project of the week –** This specific section on the cyberwatching.eu Home Page has been reserved for projects which are particularly proactive in collaborating with the cyberwatching.eu.
- **Social media promotion –** We offer special visibility through the creation of specific graphic material and posts on Social Media to projects in the observatory. This includes all new entries and project of the week.



cyberwatching.eu
@cyberwatchingeu

"Our main objective is to provide #SMEs with a good, cost-effective & user-friendly solution for #cybersecurity that both protects their assets & services, & also open new #business opportunities." Our new Project of the Week @SMESEC_EU! ow.ly/DvEj30mij45

Traduci il Tweet

02:32 - 19 ott 2018

cyberwatching.eu
@cyberwatchingeu

With #IoT arrival in EU industry homes & society a huge amount of #security risks are coming fast. Our new Project of the Week @SERIOT_Project will help detecting security leaks, #privacy threats & abnormal event while offering efficient mitigation actions ow.ly/nsBe30mnKZy

Traduci il Tweet

PROJECT OF THE WEEK
SMESEC
ARE YOU AN EUROPEAN PROJECT WORKING ON CYBERSECURITY AND PRIVACY?
SHOWCASE YOUR EXCELLENCE ON WWW.CYBERWATCHING.EU
cyberwatching.eu
PROJECT OF THE WEEK
SERIOT
ARE YOU AN EUROPEAN PROJECT WORKING ON CYBERSECURITY AND PRIVACY?
SHOWCASE YOUR EXCELLENCE ON WWW.CYBERWATCHING.EU
cyberwatching.eu

Figure 4 - Examples of Tweets promoting projects in the observatory

- **Visibility at events –** More than 50 projects from the observatory have been able to use cyberwatching.eu events as a vehicle to communicate objectives, identify collaboration and synergies, and disseminate results. This includes the Concertation Meeting (M12) (see D3.2), SME workshops, the Annual workshop and webinars. More details about each specific event can be read in section 4.3 and 4.4 of this document.

2.2.1.3 Next steps

With a clear procedure in terms of identifying and publishing projects in the observatory now established in M1-18, this will continue in the coming months.

EC-funded projects

New EC-funded projects that started in Q3&4 2018 and that will start in 2019 will be identified and contacted in order for either cyberwatching.eu to create a simple overview of the project, or for them to complete a service offer based on the more detailed service offer template used at the Concertation meeting.

Nationally-funded projects

As indicated in table 4, not all EU28 countries have been covered yet in our research so far. Therefore, the next 6 months will focus on those countries. A lot of this relies upon the responsiveness of respective country representatives and also the information that is available in English.

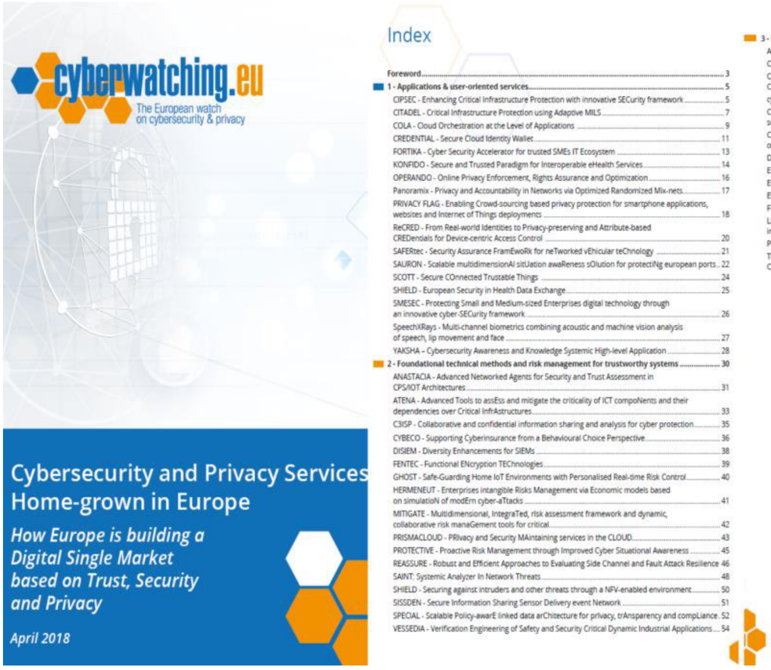
In addition, 123 projects that have been identified still need to be uploaded onto the observatory. This too will be an important activity to carry out in the next six months in order to consolidate the work carried out in M1-18.

2.2.2 Service Offer Catalogue

2.2.2.1 Overview and statistics

The Service Offer Catalogue is made up of one-page service offers provided by projects. which focusses on end-user needs and impact of project results.

The Catalogue was created as an output of the First Concertation Meeting (see D3.2) and has been implemented in both digital and printed format and distributed at European and international events such as the 1st Concertation meeting, the 2nd Annual Symposium on ICT & policy, Cloudscape Brazil 2018 and the Annual workshop.



cyberwatching.eu

The European watch on cybersecurity & privacy

Cybersecurity and Privacy Services Home-grown in Europe

How Europe is building a Digital Single Market based on Trust, Security and Privacy

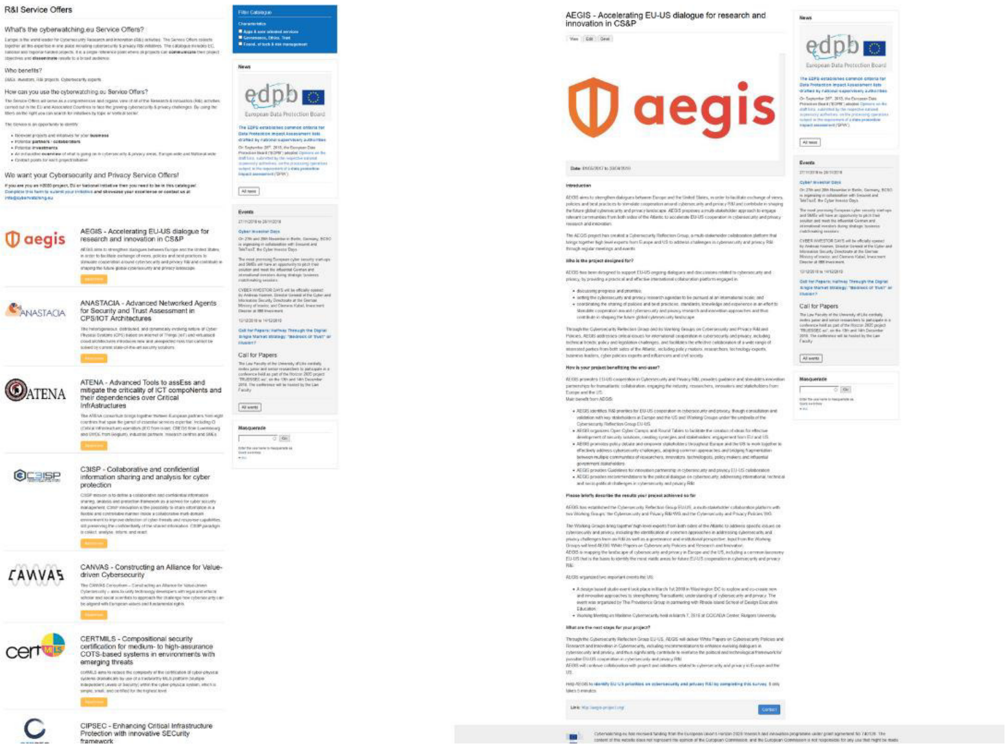
April 2018

Index

Figure 5 - Printed Service Offer Catalogue details

The catalogue is part of a longer-term project strategy to improve the way that projects disseminate their results to potential end-users. The simple template focuses on user needs the project results can address these.

In the digital version of the Catalogue, the service offers can be also filtered on cyber security elements (based on taxonomy in WP2) and vertical markets.



R&I Service Offers

What's the cyberwatching.eu Service Offers?

[illegible]

Who benefits?

[illegible]

How can you use the cyberwatching.eu Service Offers?

[illegible]

We want your Cybersecurity and Privacy Service Offers!

[illegible]

AEGIS - Accelerating EU-US dialogue for research and innovation in CS&P

[illegible]

ANASTACIA - Advanced Networked Agents for Security and Trust Assessment in CPS/IOT Architectures

[illegible]

ATENA - Advanced Tools to assEss and mitigate the criticality of ICT compoNents and their dependencies over Critical InfrAstructures

[illegible]

C3ISP - Collaborative and confidential information sharing and analysis for cyber protection

[illegible]

CANVAS - Constructing an Alliance for Value-driven Cybersecurity

[illegible]

CERTMILS - Compositional security certification for medium- to high-assurance COTS-based systems in environments with emerging threats

[illegible]

CIPSEC - Enhancing Critical Infrastructure Protection with innovative SECurity framework

Filter Catalogue

News

Events

Call for Papers

Masquerade

AEGIS - Accelerating EU-US dialogue for research and innovation in CS&P

Introduction

[illegible]

Who is the project designed for?

[illegible]

How is your project benefitting the end-user?

[illegible]

Please briefly describe the results your project achieved so far

[illegible]

What are the next steps for your project?

[illegible]

Figure 6 – Digital Service Offer Catalogue details

Currently, the Service Offer Catalogue mainly made up of service offers submitted by projects in the EC's Unit H1 Cybersecurity and Privacy. Other projects are also included.

2.2.2.2 On boarding strategy

Attaining 48 service offers provided and uploaded by different projects required the following mechanisms which were put in place in M9-12:

- **Email invitations –** A series of targeted email messages have been sent out to relevant contacts promoting the launch of the Catalogue and to invite initiatives to share their contribution.
- **Concertation Meeting –** With all Unit H1 projects expected to attend, the Concertation meeting was an important motivator for projects to contribute with their own service offer. Specific outcomes of the meeting can be found in D3.2.

2.2.2.3 Next steps

As in year one, the Concertation meeting (MS10, M24) will be key for the publication of a new set of service offers from projects. With WP2 radar, clustering and MTRL activities now fully underway the service offer templates will be adapted to support the needs of these activities. A practical plan and timeline of activities associated with this is provided in D3.1 with effort in WP4 used to promote the event through the website and social media channels.

2.2.3 Marketplace

Cyerwatching.eu has and will actively identify projects which have services or results which are ready for use by potential end-users. From a project point of view, this is an opportunity for them to disseminate results in a marketplace and potentially find new testers, validators, or end users that go beyond their consortium.

At M18 13 projects have registered as marketplace providers and published 17 different services in the marketplace.

Table 4 – Projects registered on the marketplace as providers

Project (13)	Services (17)
CloudTeams	CloudTeams platform
WISER	Cyberwiser Essential, Cyberwiser Light, Cyberwiser Plus
SuperCloud	Data Anonymization tool
TYPES	Data Valuation portal, eyeWnder_Experiment, FDVT Social network data valuation tool
SAFEcrypto	Libsafecrypto
COLA	MiCADO
MIKELANGELO	MIKELANGELO technology stack
MUSA	MUSA Tools
Operando	PlusPrivacy
PRISMACLOUD	PRISMACLOUD Toolbox
SecureCloud	SecureCloud – Secure big data processing in untrusted clouds
Cyclone	Cyclone system architecture
VISION	The VisiOn Privacy platform

2.2.3.1 On Boarding strategy

With v1.3 of the marketplace released in M18, M19-24 and beyond will see a concerted activity of identifying projects with services which can be included in the marketplace. This includes projects which are in the final months of their respective lifetime and projects which are finished. A particular focus will be placed on projects that:

- are part of the service offer catalogue
- attended the 1st Concertation meeting
- are included in WP2 clustering level 1
- have been identified as in the Adopt category of the cyberwatching.eu technical radar (D2.3)
- participate at WP2 MTRL workshops
- are published included in the observatory
- are projects focussing on cybersecurity and privacy and partners in the Common Dissemination Booster

A database of these projects has been created and is under further elaboration. Some examples are provided in the table below.

Table 5 – Examples of projects targeted for Marketplace on-boarding

Project	Services
Credential	Credential Wallet Platform (Identity & privacy)
TRESIDEC	Tresidec Framework (Cloud security management)
UNICORN	UNICORN Integrated Platform (Cloud security management)
SUNFISH	SUNFISH Platform (Secure data sharing)
PRISMACLOUD	ARCHISTAR (Secure data sharing)

Privacy Flag	Privacy portal, PF Mobile application, PF Browser add-on, PF Observatory, Privacy pact, Privacy certification
ReCRED	IDIFIER (spin off)
CLARUS	CLARUS Tools: Senior policy manager, Access rights management, Security administrator, Proxy
DOGANA	DOGANA tool set
PANORAMIX	PANORAMIX software

Similarly, projects with results that require testing or validation or that are organising SME-targetted events and training have been identified as providers of services to the SME-end user club.

In particular, this includes projects listed in the Trial category of the cyberwatching.eu Technical radar (D2.3). A selection of these projects and services are provide below.

Table 6 – Example of projects targeted for SME end-user club on-boarding

Project	Services
ANASTACIA	Security framework
ARIES	e-identity ecosystem
C3ISP	Information sharing, analysis and protection framework
CANVAS	Security certification
CIPSEC	Critical infrastructure security framework
CITADEL	Critical infrastructure protection
FORTIKA	Cybersecurity framework for SMEs
HERMENEUT	Risk management methodologies
SCOTT	IOT security framework
SMESEC	Cyber-security toolkit and training events
C3ISP	Information sharing, analysis and protection framework

2.2.3.2 On boarding strategy

In our experience, the best way to on board projects is through direct contact. In particular to those projects which have finished and where effort to register on the marketplace may be effort consuming.

- **Email invitations –**Targeted email messages to projects highlighting value proposition. To complete projects, a reminder of consortia dissemination and exploitation obligations beyond the project lifetime.
- **Marketplace champions** – Projects that have joined the marketplace will be requested for a quote highlighting the benefit of the marketplace in terms of uptake of results, identifying end users and dissemination and exploitation opportunities.
- **Presentation opportunities** – Projects with services in the marketplace will be invited to pitch or present services at cyberwatching.eu events such as webinars and workshops e.g. WISER Cyber risk management webinar and Annual event.

- **Registration**: On registering on the marketplace, providers are asked if their solution is at a testing or validation stage. If this is the case, then these services are filtered and proposed to SME end user club members.
- **WP2 workshops**: With a focus on MTRL, these workshops will be important in driving projects towards the marketplace and in terms of supporting them in creating appropriate entries.

2.2.3.3 *Next steps*

With the marketplace v1.3 online in M18 as well as the launch of the SME end-user club, M19-24 will see the implementation of the items mentioned above in order to ensure an increase of providers for both assets.

2.3 SME community

As detailed in D5.2, around 99% of the European companies are small and medium enterprises, which are still particularly vulnerable in case of cybersecurity incidents.

The Consortium identified two main types of SMEs that can be benefitting by the cyberwatching.eu results, namely SME providers (also called vendors or suppliers) – SMEs that are developing cybersecurity solutions (products or services) themselves and SME users – ICT-intensive SMEs that use (or could potentially use) cybersecurity solutions.

These two types of SMEs have been targeted through different channels such as events, workshops, webinars, online resources such as social media and press releases, as well as through synergies with ECSO and through the European Digital SME Alliance network (for further details see D5.2 section 4) and invited to know more/join the Marketplace and the SME End User Club.

With the gradual evolution of the marketplace and the SME end-user club, the objectives of these assets have been communicated mostly in this first reporting period. This mainly came in the form of presentations at events highlighting the benefits for target stakeholders, website promotion. The value propositions were also fine-tuned and summarised in full in D5.2. Here we provide a brief summary below (see also D5.2).

Cyberwatching.eu assets for SMEs	Value proposition
Marketplace for providers	• Visibility on EU-wide marketplace • Lead generation with marketplace users spanning Europe. • Chance to have new services validated/tested and possibility to adjust products based on user's feedback. • Networking with the relevant cybersecurity actors (e.g., in SME workshops, project's final conference, other international cybersecurity events, etc.). • Visibility through marketplace champion and use case series
Marketplace for users	• Access to cybersecurity and privacy solutions and services (only the 'end-solutions' that do not require cybersecurity proficiency from the user). • Chance to validate and test cybersecurity solutions, in some instances also get trained about their usage, and possibility to get updated products matching their needs (based on the input provided).
SME end-user club	• Access to cutting-edge cybersecurity and privacy solutions and services

	(only the 'end-solutions' that do not require cybersecurity proficiency from the user). • Chance to validate and test cybersecurity solutions, in some instances also get trained about their usage, and possibility to get updated products matching their needs (based on the input provided). • Networking with the relevant cybersecurity actors (e.g., in SME workshops, webinars, annual events, other international cybersecurity events, etc.). • Visibility through SME end-user club website section and opportunity to post blogs • Opportunity to be one of cyberwatching best practice

Table 7 - Marketplace and SME end-user club value proposition

As highlighted in table 1, two major assets which target this stakeholder group: The Marketplace (T5.1) and the SME end-user club (T5.3). M1-18 has seen the design and set up of these with their major launch in M18.

One of the objectives of Cyberwatching.eu is to share strategic global trends in the CS&P field; creating the cyberwatching.eu **Marketplace**, with demand & supply players, and more in general lower barriers to innovative products and services such as those coming from projects funded by the EC, EU member states and associated countries.

A beta version of the Marketplace was launched in M6 with the main aim of communicating to stakeholders the objectives of this activity. The marketplace has then evolved into its current version (1.3) with filters and user-friendly interface. A full overview of the marketplace is provided in D5.2.

The **SME end-users' club** targets all kind of SMEs – both, service users who are interested in free solutions which can even be updated to match the end-users' needs and service providers
that are interested in trying new cybersecurity solutions, testing whether some of the offered components could fit to their services or products.

Therefore, SMEs registering to the Club can play two different roles:

1- Early validators / test users of products/results providing feedback in order to maximize their effectiveness and usability.
2- Adopters of products/results that can be even adjusted to specific needs they might have

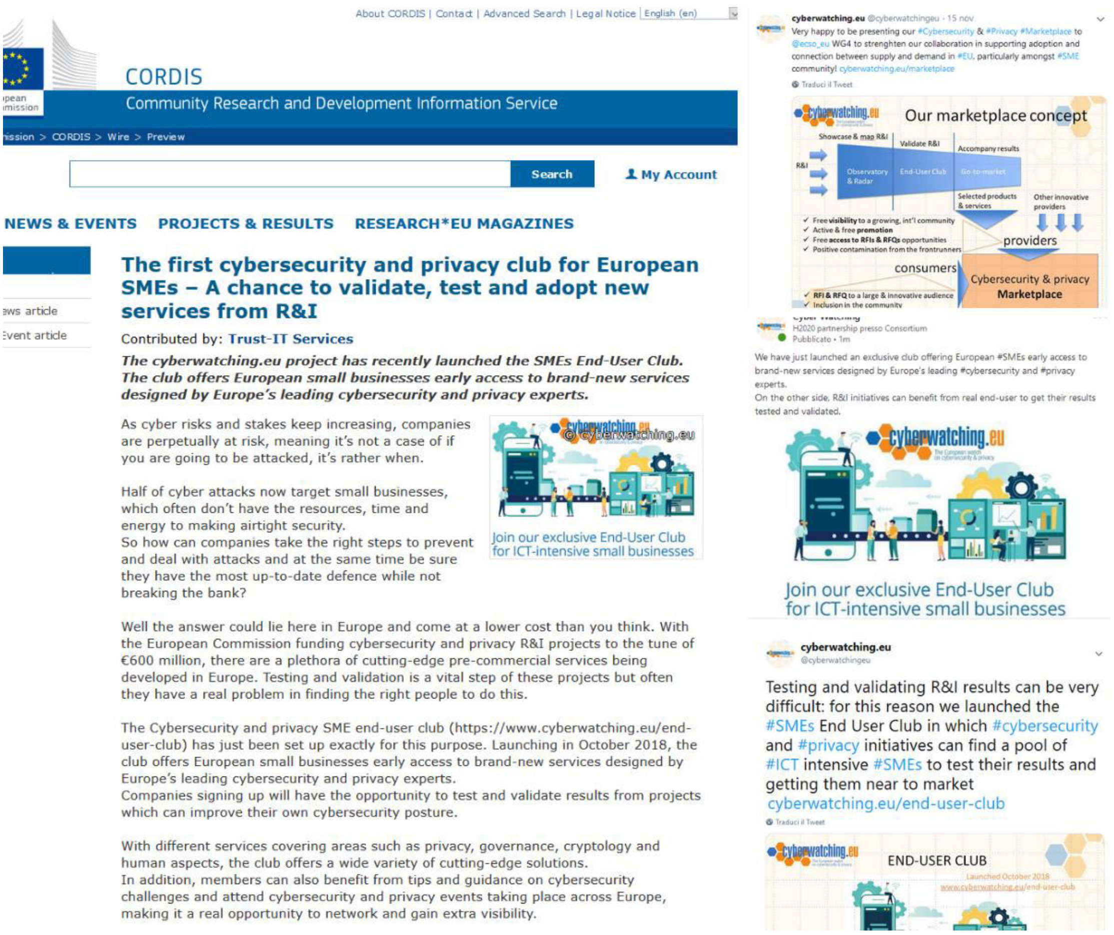
A first version of the SME End User Club was launched in M6 with the objective of really communicating to stakeholders the objectives of this activity and to start a preliminary engagement work. M18 saw a soft launch of the club with general promotion and invitation to a select number of organisations. A full overview of the SME end-user club is provided in D5.2.

M18 saw the full roll-out of both the marketplace and end-user club. This was chosen in order to coincide with the EU Cybersecurity Month and the increased number of events and interest in the topic at that time.

A series of communication materials have been created in order to promote marketplace and end user club at events and outreach activities.

- 1 general flier promoting marketplace & end-user club
- 1 flier promoting both marketplace & end-user club

- Articles & blog pieces promoting marketplace & end-user club
- Messaging through social media channels
- Standard PPT deck for use by partners at events
- Standard messaging for Clusters to distribute to members
- Standard messaging for personalised messages to SMEs & start-ups



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Event article

The first cybersecurity and privacy club for European SMEs – A chance to validate, test and adopt new services from R&I

Contributed by: **Trust-IT Services**

The cyberwatching.eu project has recently launched the SMEs End-User Club. The club offers European small businesses early access to brand-new services designed by Europe's leading cybersecurity and privacy experts.

As cyber risks and stakes keep increasing, companies are perpetually at risk, meaning it's not a case of if you are going to be attacked, it's rather when.

© cyberwatching.eu
Join our exclusive End-User Club
for ICT-intensive small businesses

Half of cyber attacks now target small businesses, which often don't have the resources, time and energy to making airtight security.
So how can companies take the right steps to prevent and deal with attacks and at the same time be sure they have the most up-to-date defence while not breaking the bank?

Well the answer could lie here in Europe and come at a lower cost than you think. With the European Commission funding cybersecurity and privacy R&I projects to the tune of €600 million, there are a plethora of cutting-edge pre-commercial services being developed in Europe. Testing and validation is a vital step of these projects but often they have a real problem in finding the right people to do this.

The Cybersecurity and privacy SME end-user club (https://www.cyberwatching.eu/end-user-club) has just been set up exactly for this purpose. Launching in October 2018, the club offers European small businesses early access to brand-new services designed by Europe's leading cybersecurity and privacy experts.
Companies signing up will have the opportunity to test and validate results from projects which can improve their own cybersecurity posture.

With different services covering areas such as privacy, governance, cryptology and human aspects, the club offers a wide variety of cutting-edge solutions.
In addition, members can also benefit from tips and guidance on cybersecurity challenges and attend cybersecurity and privacy events taking place across Europe, making it a real opportunity to network and gain extra visibility.

cyberwatching.eu @cyberwatchingeu · 15 nov

Very happy to be presenting our #Cybersecurity & #Privacy #Marketplace to @ecso_eu WG4 to strenghten our collaboration in supporting adoption and connection between supply and demand in #EU, particularly amongst #SME community! cyberwatching.eu/marketplace

Traduci il Tweet

cyberwatching.eu
Our marketplace concept
Showcase & map R&I
Validate R&I
Accompany results
R&I
Observatory & Radar
End-User Club
Go-to-market
Selected products & services
Other innovative providers
✓ Free visibility to a growing, int'l community
✓ Active & free promotion
✓ Free access to RFIs & RFQs opportunities
✓ Positive contamination from the frontrunners
providers
consumers
Cybersecurity & privacy Marketplace
✓ RFI & RFQ to a large & innovative audience
✓ Inclusion in the community

Cyber Watching
H2020 partnership presso Consortium
Pubblicato • 1m

We have just launched an exclusive club offering European #SMEs early access to brand-new services designed by Europe's leading #cybersecurity and #privacy experts.
On the other side, R&I initiatives can benefit from real end-user to get their results tested and validated.

cyberwatching.eu
The European watch on cybersecurity & privacy
Join our exclusive End-User Club
for ICT-intensive small businesses

cyberwatching.eu
@cyberwatchingeu

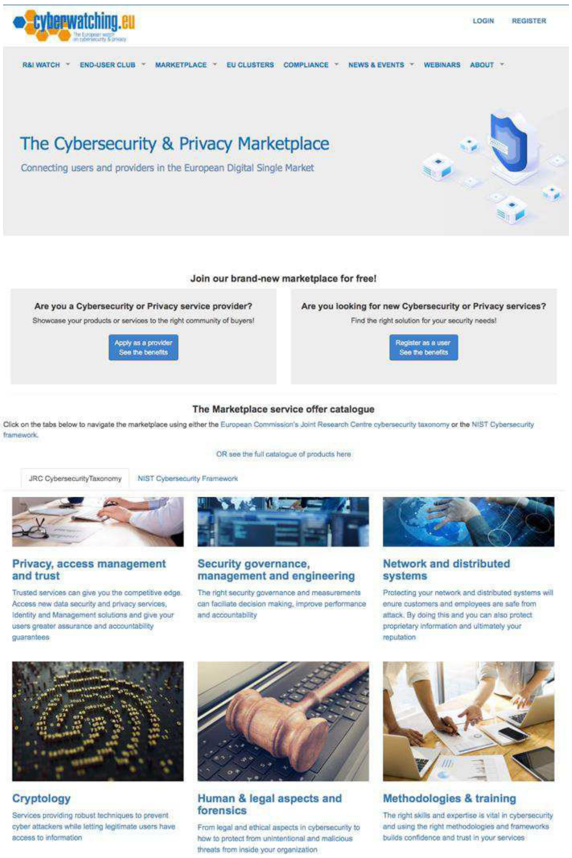
Testing and validating R&I results can be very difficult: for this reason we launched the #SMEs End User Club in which #cybersecurity and #privacy initiatives can find a pool of #ICT intensive #SMEs to test their results and getting them near to market cyberwatching.eu/end-user-club

Traduci il Tweet

Figure 7 - Examples of messaging towards SMEs

In addition, as indicated in section 2.1, clear entry points to the marketplace has been created on the website homepage and a dedicated landing page created. Registration entry points and value propositions for providers and users are clearly indicated and have a central part on the page with recruitment being a priority actions for M19-24.

As outlined in D5.2 marektplace entries are categorised according to the JRC cybersecurity taxonomy and the NIST Cybersecurity framework in order to facilitate user experience in finding services.



The Cybersecurity & Privacy Marketplace

Connecting users and providers in the European Digital Single Market

Join our brand-new marketplace for free!

Are you a Cybersecurity or Privacy service provider?

Showcase your products or services to the right community of buyers!

Are you looking for new Cybersecurity or Privacy services?

Find the right solution for your security needs!

The Marketplace service offer catalogue

Click on the tabs below to navigate the marketplace using either the European Commission's Joint Research Centre cybersecurity taxonomy or the NIST Cybersecurity framework.

OR see the full catalogue of products here

Privacy, access management and trust

Trusted services can give you the competitive edge. Access new data security and privacy services, Identity and Management solutions and give your users greater assurance and accountability guarantees

Security governance, management and engineering

The right security governance and measurements can faciliate decision making, improve performance and accountability

Network and distributed systems

Protecting your network and distributed systems will enure customers and employees are safe from attack. By doing this and you can also protect proprietary information and ultimately your reputation

Cryptology

Services providing robust techniques to prevent cyber attackers while letting legitimate users have access to information

Human & legal aspects and forensics

From legal and ethical aspects in cybersecurity to how to protect from unintentional and malicious threats from inside your organization

Methodologies & training

The right skills and expertise is vital in cybersecurity and using the right methodologies and frameworks builds confidence and trust in your services

Figure 8 - Marketplace landing page

Thanks to the preliminary engagement activities a group of 10 selected SMEs has been recruited to join the current version (2.0) of the SME End User Club which includes the following features:

- Public list of Members
- Registration form
- Public Blog area
- Private area for each Member
- Personalized landing page for each Member promoting marketplace entries based on the user profile.

More details are found in D5.2.

2.3.1.1 On boarding strategy – SME Providers

A full overview of the on boarding strategy is described in D5.2.

From 1-18 a soft on boarding strategy, cyberwatching.eu has implemented a specific communication and engagement strategy to onboard SME community using the following mechanisms:

- **Email invitations –** A series of targeted email messages have been sent out to selected SME promoting the benefits of joining the Marketplace and encourage registration.
- **Events –** The Marketplace have been promoted through 14 Events[3], both attended or organized by cyberwatching.eu, where SMEs were targeted in order to receive their feedback, and later, to encourage their registration.

[3] For the complete list see D4.2

- **Social media promotion –** Mainly from M18 with the launch at the annual event in M18. This will be more prevalent in M18-24.

The first recruitment campaign for the marketplace (M19-24) will target the following providers:

- ECSO members, in particular SMEs that are part of WG4
  - Participation at Meetings & presentations to ECSO WG4
  - Email invitations to members
- Companies that are partners in R&I projects, in particular projects in Unit H4
  - Directed messages using Concertation meeting mailing list
  - Direct email invitations
- SMEs and start-ups that are members of cybersecurity clusters
  - Promotional article via cluster newsletters
  - Promotional messages through cluster mailing lists
  - Further details are also provided in section 2.4.

Other advantages of the marketplace will also be highlighted

- **Lead generation -** Opportunity to identify end-users and have direct contact with them.
- **Active match-making** by consortium in terms of facilitating match-making.
- **Marketplace champions** – Companies that have joined the marketplace will be requested for a quote highlighting the benefit of the marketplace in terms of uptake of results, identifying end users and dissemination and exploitation opportunities.
- **Presentation opportunities** – Companies with services in the marketplace will be invited to pitch or present services at cyberwatching.eu events such as webinars and workshops e.g.

2.3.1.2 *On boarding strategy - Buyers*

As mentioned in D5.2, a challenge faced by the project is attracting organisations that are interested in actually using or buying marketplace services.

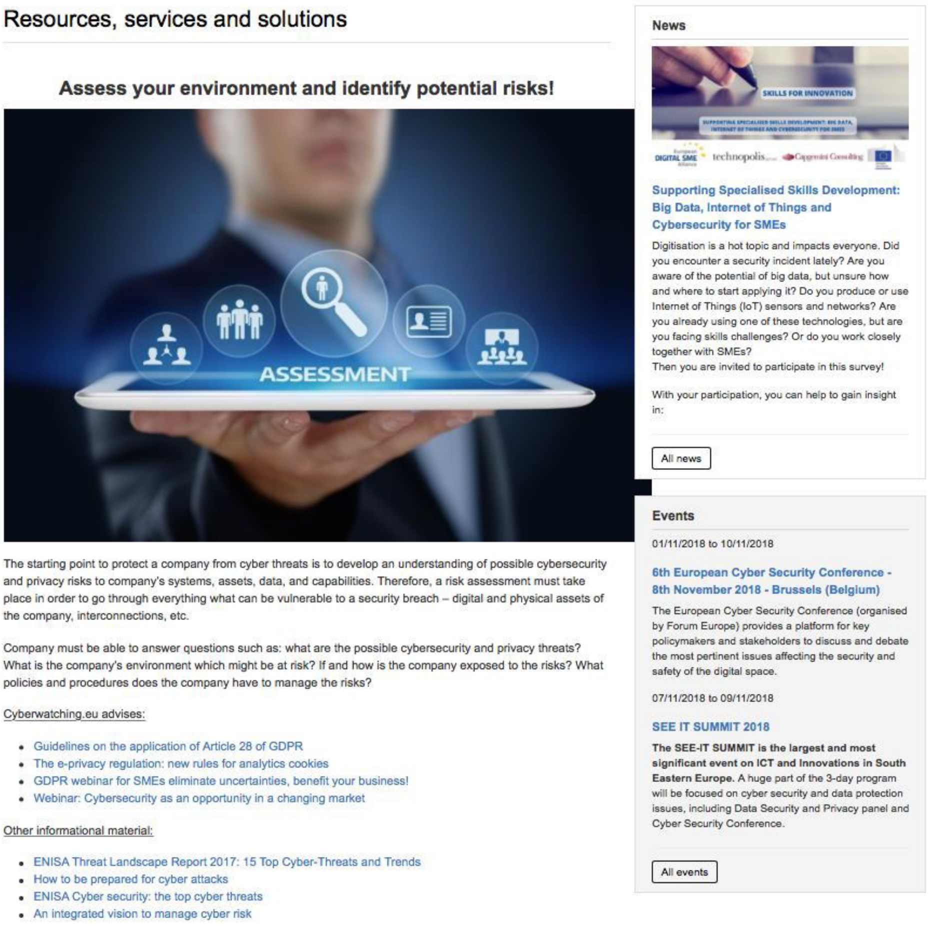
In order to address this cyberwatching.eu provides freely available information on cybersecurity and privacy which targets SMEs.

A new page has been published on the website which provides links to cyberwatching.eu tips and articles designed to raise awareness, and related reports and documents.[4] The categories are mapped to the NIST Cybersecurity Framework, as shown in the table below.

SME resources, services & solutions	Marketplace categories (NIST)
Assess your environment and identify potential risks!	Identify
Safeguard your company!	Protect
Spot the breach!	Detect
Deal with the incident!	Respond
Get back on your feet!	Recover

Table 8 - SME end user club resources

[4] https://www.cyberwatching.eu/resources-services-and-solutions



Resources, services and solutions

Assess your environment and identify potential risks!

The starting point to protect a company from cyber threats is to develop an understanding of possible cybersecurity and privacy risks to company's systems, assets, data, and capabilities. Therefore, a risk assessment must take place in order to go through everything what can be vulnerable to a security breach – digital and physical assets of the company, interconnections, etc.

Company must be able to answer questions such as: what are the possible cybersecurity and privacy threats? What is the company's environment which might be at risk? If and how is the company exposed to the risks? What policies and procedures does the company have to manage the risks?

Cyberwatching.eu advises:

- Guidelines on the application of Article 28 of GDPR
- The e-privacy regulation: new rules for analytics cookies
- GDPR webinar for SMEs eliminate uncertainties, benefit your business!
- Webinar: Cybersecurity as an opportunity in a changing market

Other informational material:

- ENISA Threat Landscape Report 2017: 15 Top Cyber-Threats and Trends
- How to be prepared for cyber attacks
- ENISA Cyber security: the top cyber threats
- An integrated vision to manage cyber risk

News

Supporting Specialised Skills Development: Big Data, Internet of Things and Cybersecurity for SMEs

Digitisation is a hot topic and impacts everyone. Did you encounter a security incident lately? Are you aware of the potential of big data, but unsure how and where to start applying it? Do you produce or use Internet of Things (IoT) sensors and networks? Are you already using one of these technologies, but are you facing skills challenges? Or do you work closely together with SMEs?
Then you are invited to participate in this survey!

With your participation, you can help to gain insight in:

All news

Events

01/11/2018 to 10/11/2018

6th European Cyber Security Conference - 8th November 2018 - Brussels (Belgium)

The European Cyber Security Conference (organised by Forum Europe) provides a platform for key policymakers and stakeholders to discuss and debate the most pertinent issues affecting the security and safety of the digital space.

07/11/2018 to 09/11/2018

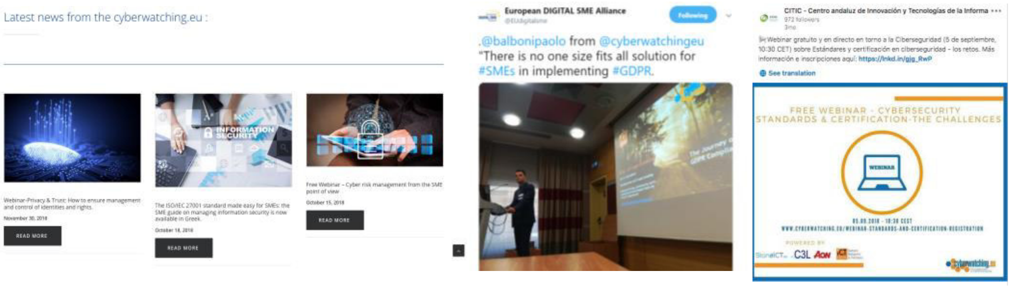
SEE IT SUMMIT 2018

The SEE-IT SUMMIT is the largest and most significant event on ICT and Innovations in South Eastern Europe. A huge part of the 3-day program will be focused on cyber security and data protection issues, including Data Security and Privacy panel and Cyber Security Conference.

All events

Figure 9 - Repository of cybersecurity information and guidance for SMEs

In addition, key partners with a broad outreach to the SME community have promoted the marketplace and related events. Digital SME have done this to their broad network of SMEs and SME associations, while as described in section 4, AEI and CITIC have been done this with cybersecurity clusters and their members.


FREE WEBINAR - CYBERSECURITY STANDARDS & CERTIFICATION-THE CHALLENGES
WEBINAR
05.09.2018 - 10:30 CEST
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Latest news from the cyberwatching.eu :

Webinar-Privacy & Trust: How to ensure management and control of identities and rights.
November 30, 2018
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The ISO/IEC 27001 standard made easy for SMEs: the SME guide on managing information security is now available in Greek.
October 18, 2018
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Free Webinar – Cyber risk management from the SME point of view
October 15, 2018
READ MORE

European DIGITAL SME Alliance
@EUdigitalsme
Following

.@balbonipaolo from @cyberwatchingeu "There is no one size fits all solution for #SMEs in implementing #GDPR.

CITIC - Centro andaluz de Innovación y Tecnologías de la Informa •••
972 followers
3mo

Webinar gratuito y en directo en torno a la Ciberseguridad (5 de septiembre, 10:30 CET) sobre Estándares y certificación en ciberseguridad - los retos. Más información e inscripciones aquí: https://lnkd.in/gjg_RwP

See translation

Figure 10 - Examples of promotion by DSME and CITIC to their SME communities

Next steps

This page will be further developed in M19-24 and expanded into five separate pages for each of the categories identified. More content will be created (e.g. new risk management section being published in M20) in this period.

As more services are added to the marketplace, these pages will also propose services from the marketplace and provide information on them. As described in D5.2, all services in the marketplace are categorised and tagged according to the NIST cybersecurity framework. These will therefore be promoted through these pages in order to drive traffic to the actual services themselves.

A new section on the cyberwatching.eu homepage will also be published highlighting these five entry categories and acting as easily accessible entry points to both awareness raising content and marketplace services.

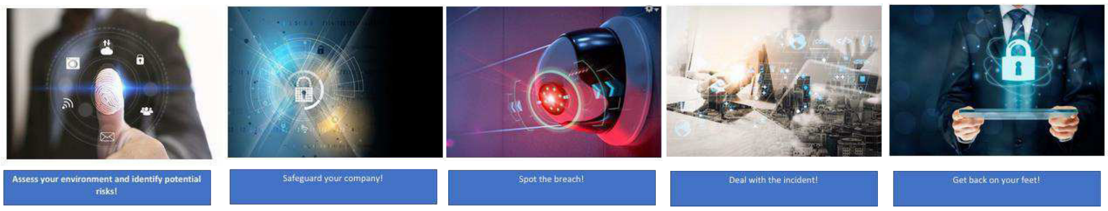


Figure 11 - Proposed new entry points to marketplace for future cyberwatching.eu homepage

2.4 ICT Clusters

2.4.1 Cluster Catalogue

Overview and statistics

The Cybersecurity and Privacy Cluster catalogue has a key role in the Cybersecurity and Privacy ecosystem. The goal of this catalogue is to make it easier for clusters to be found as well as to reinforce their reputation and showcase their events, projects and initiatives. In addition, clusters have a variety of opportunities to collaborate and create research and partnership with multiple actors in the space.

In line with the work carried out in Task 4.3 an initial set of clusters has been identified by the Consortium as relevant in and therefore included in the CS&P cluster catalogue on the cyberwatching.eu website (See D4.2). This set of clusters correspond to the 66 identified in the first round but the web also shows the two clusters that have been registered using the form, making a total of 68.

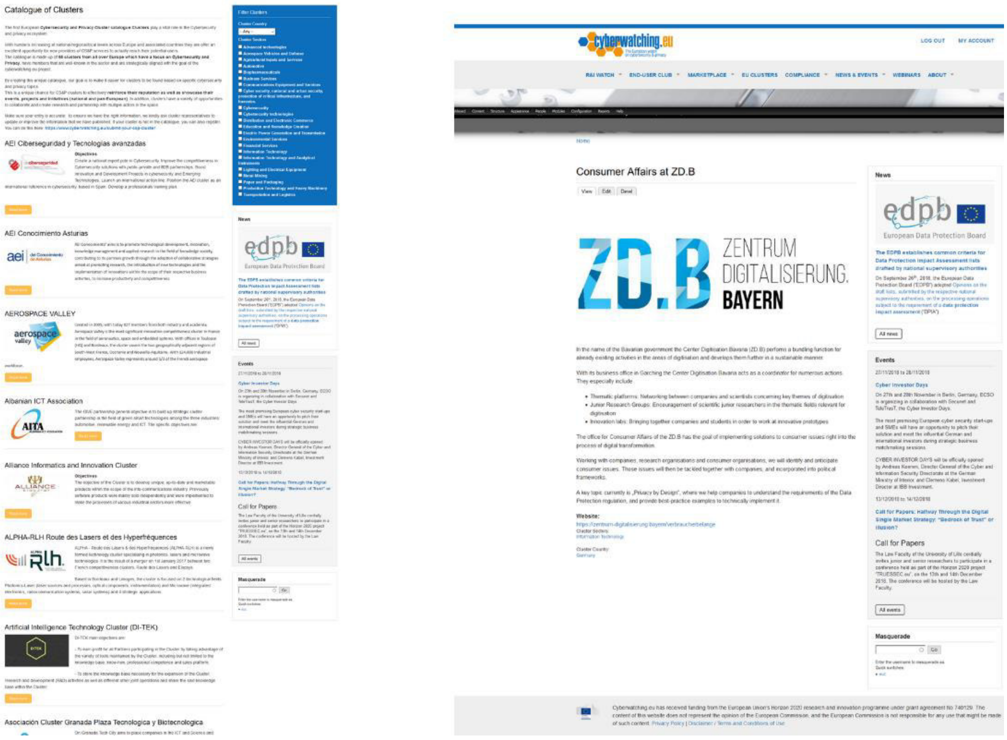

Catalogue of Clusters
Filter Clusters
AEI Ciberseguridad y Tecnologías avanzadas
AEI Conocimiento Asturias
AEROSPACE VALLEY
Albanian ICT Association
Alliance Informatics and Innovation Cluster
ALPHA-RLH Route des Lasers et des Hyperfréquences
Artificial Intelligence Technology Cluster (DI-TEK)
Asociación Cluster Granada Plaza Tecnologica y Biotecnologica
News
edpb
European Data Protection Board
Events
Cyber Investor Days
Call for Papers
Masquerade
cyberwatching.eu
Consumer Affairs at ZD.B
ZD.B ZENTRUM DIGITALISIERUNG. BAYERN

Figure 12 - Cluster Catalogue

Currently the Cluster Catalogue includes 68 clusters coming from 24 EU countries; each cluster have a dedicated space describing its mission, the benefits for its members and some contact data. The clusters can update the information shown by filling in the web form. This form is received by the web administrators that will update the page according to the request. The Cluster Catalogue can be filtered by Vertical market and Country.

On boarding strategy

The first set of clusters was identified by the consortium through the European Cluster Collaboration Platform and the UK Cybersecurity Clusters Forum, which are the leading European hubs for international cluster cooperation, with public information from the majority of the clusters. After filtering from 850 clusters, Cyberwatching.eu selected 66 clusters from 24 EU countries with a clear alignment of mission, scope and strategy with the Cybersecurity and Privacy sector (See D4.2). The information of these clusters was manually added to the catalogue by the consortium. Thereafter, in February 2018, these 66 clusters were contacted via email to inform about the cyberwatching.eu project and announce their inclusion in the catalogue of clusters, giving them the option to modify the data if they consider it necessary. One of these clusters (ClujIT - Romania) responded asking for modifying the contact data, and another one (GAIA – Spain) showed their interest in collaborating with cyberwatching.eu project. As they showed interest in Cyberwatching.eu project, they were invited to take part in the first concertation meeting on April 26th at Brussels, and they accepted the invitation.

In June 2018, these 66 clusters were invited by email to join the webinar “Cybersecurity as an opportunity in a changing market”. The invitation was complemented with a phone call to the 22 clusters identified as priorities in D4.2. Again ClujIT and GAIA were invited to participate as speakers, and again they accepted the invitation. From the other clusters, there were answers showing their interest from 5 of them (South Wales Cyber Security Cluster, Silicon Alps Cluster GmbH, Clúster Canarias Excelencia Tecnológica, Startup Estonia and SIIT Scpa). There were also expressions of interest from 2 companies from 2 clusters that had forwarded the invitation-email to their members (Clúster Canarias Excelencia Tecnológica and ITL - Estonian Association of Information Technology and Telecommunications).

In October 2018, a new webinar "Cyber risk management from the SME point of view" was organized. This time, South Wales Cyber Security Cluster was invited and they accepted to participate as speakers.

The second step for identifying new clusters for the catalogue has been through the contact with the National Contact Points (NCPs). 104 NCPs for ICT and/or Security from 30 countries have been contacted to ask for information in their countries about clusters of interest working in CS&P (among other information requested).

From the links and references provided by the NCPs as well as from direct search on the Internet, a new set of clusters has been identified. This new set has 85 clusters related to ICT, but only 32 of them work specifically in cybersecurity. In a first stage, these 32 clusters have been contacted via email to invite them to join the catalogue of clusters using the cluster registration form available on the project website. At the time of writing this document only two clusters have completed this form and have already been included in the web, making a total of 68 clusters. In a next stage, the remaining 53 clusters will be contacted until the list is completed.

#Emails	To	Subject	#Answers
72	Clusters	Check cluster data in catalogue	2
146	NCPs	Request for information	20
41	Clusters	Register using web form	2
72	Clusters	Invitation to webinar "Cybersecurity as an opportunity in a changing market"	6

Table 9 shows a summary of all contacts made with clusters so far. The first row shows the number of emails sent to the clusters in the first stage, to check that their data in the catalogue are correct. Although there are 66 clusters in this group, 72 emails were sent since some clusters had more than one contact person. As for the second row, some of the 104 NCPs have been contacted several times, making a total of 146 emails sent. Of these emails, only 20 responses were obtained with information (links or references to organizations). The third row shows the emails sent to invite the clusters to the "Cybersecurity as an opportunity in a changing market". The last row corresponds to the last round of contacts with the clusters and so far only two have used the web form.

#Emails	To	Subject	#Answers
72	Clusters	Check cluster data in catalogue	2
146	NCPs	Request for information	20
41	Clusters	Register using web form	2
72	Clusters	Invitation to webinar "Cybersecurity as an opportunity in a changing market"	6

Table 9 - Emails related to ICT Clusters

It is important to mention that all communications with the clusters have been used to also do tasks of dissemination of the Marketplace and the SME end-user-club. All this work of engagement with the clusters has allowed the participation of several clusters in activities organized by the project cyberwatching.eu (Table 10).

Event	Title	Clusters
Concertation Meeting	First Concertation Meeting	• GAIA (Spain) • ClujIT (Romania)
Annual Workshop	Aligning and prioritising EU and international Cybersecurity and Privacy	• South Wales Cyber Security Cluster (United Kingdom)
Webinar	Cyber risk management from the SME point of view	• South Wales Cyber Security Cluster (United Kingdom)
Webinar	Cybersecurity as an opportunity in a changing market	• GAIA (Spain) • ClujIT (Romania)

Table 10 - Cluster participation in cyberwatching.eu activities

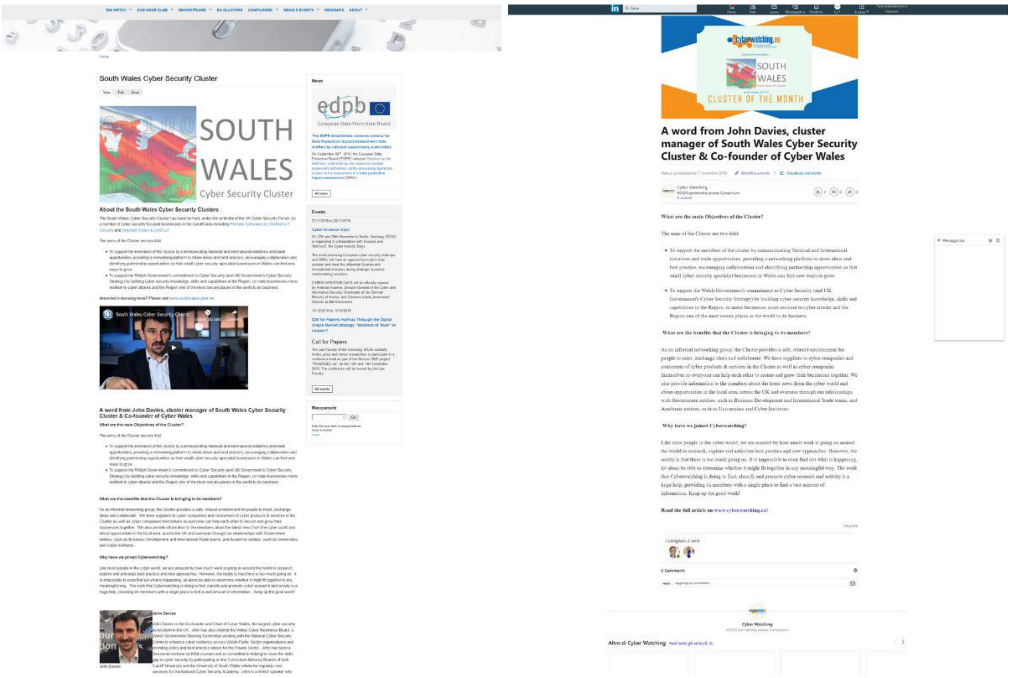
One of the activities that have been launched in the project is the selection of the cluster of the month in order to offer a direct highlight to the most active clusters among the different events or activities organized. The selected cluster is contacted via email and is asked to answer a small interview, in order to better explain its activities and the benefits that the cluster brings to its members. This interview is published in a special section of the website. This activity started in the month of November, so for now there is only one selected cluster (Table 11).

Month	Cluster
November 2018	South Wales Cyber Security Cluster

Table 11 - Cluster of the month

The Cluster of the month section on the homepage of the website is a specific section that has been reserved to clusters which are particularly proactive in collaborating with the Consortium. cyberwatching.eu offer special visibility through the creation of specific graphic material and posts on

Social Media as well as backlinks to their website.



South Wales Cyber Security Cluster

About the South Wales Cyber Security Clusters

A word from John Davies, cluster manager of South Wales Cyber Security Cluster & Co-founder of Cyber Wales

What are the main Objectives of the Cluster?

The aims of the Cluster are two-fold:

- To support the members of the cluster by communicating National and International initiatives and trade opportunities, providing a networking platform to share ideas and best practice, encouraging collaboration and identifying partnership opportunities so that small cyber security specialist businesses in Wales can find new ways to grow.
- To support the Welsh Government's commitment to Cyber Security (and UK Government's Cyber Security Strategy) by building cyber security knowledge, skills and capabilities in the Region, to make businesses more resilient to cyber attacks and the Region one of the most secure places in the world to do business.

What are the benefits that the Cluster is bringing to its members?

Why have we joined Cyberwatching?

Figure 13 - Example of clusters engagement

Next steps

The catalogue will be further updated in Y2 in order to provide further information on the clusters. In addition, the clusters catalogue will be integrated into a map of EU CS&P activities. The map will also include projects from the observatory, SMEs from the SME end-user club and service providers from the marketplace.

In the current version of the catalogue, clusters can only be filtered by the sector of activity to which it belongs. In order to improve searches in this repository, the clusters will be allowed to be tagged according to the JRC and NIST taxonomy, which is also used by the Marketplace and the SME end-user club. This will allow to have a direct alignment with the Marketplace, but also an indirect alignment with projects, since JRC and the taxonomy for projects are related. This is also an advantage for the clusters themselves since it would make easier to find partners that are active in a very specific field.

To carry out this task it will be necessary to modify the current web form to include these tags, so that the clusters that register can select them. For the clusters already in the catalogue, the procedure will be carried out manually by the administrators.

3 Events and Social Media

3.1 Events

Overview and statistics

During the first 18 months partners from the Consortium participated at more than 90 events across Europe and beyond (See section **Error! Reference source not found.** for the complete list), targeting international multi stakeholder audience including SMEs, Large companies, R&I Team, Policy makers, cybersecurity researchers and vendors. Figure below reports M1-M18 events attendance breakdown in respect to the DoA definitions:

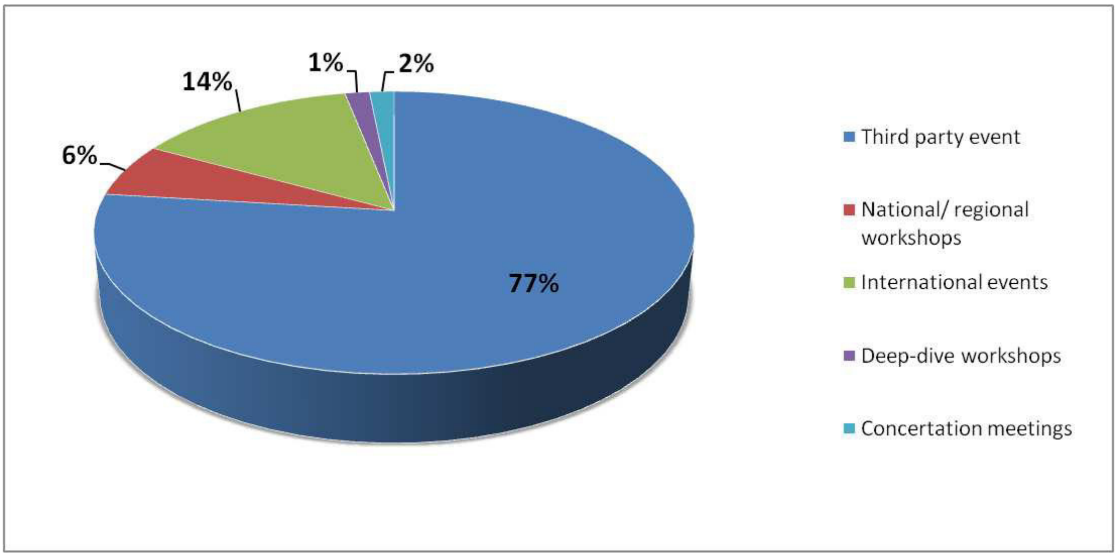


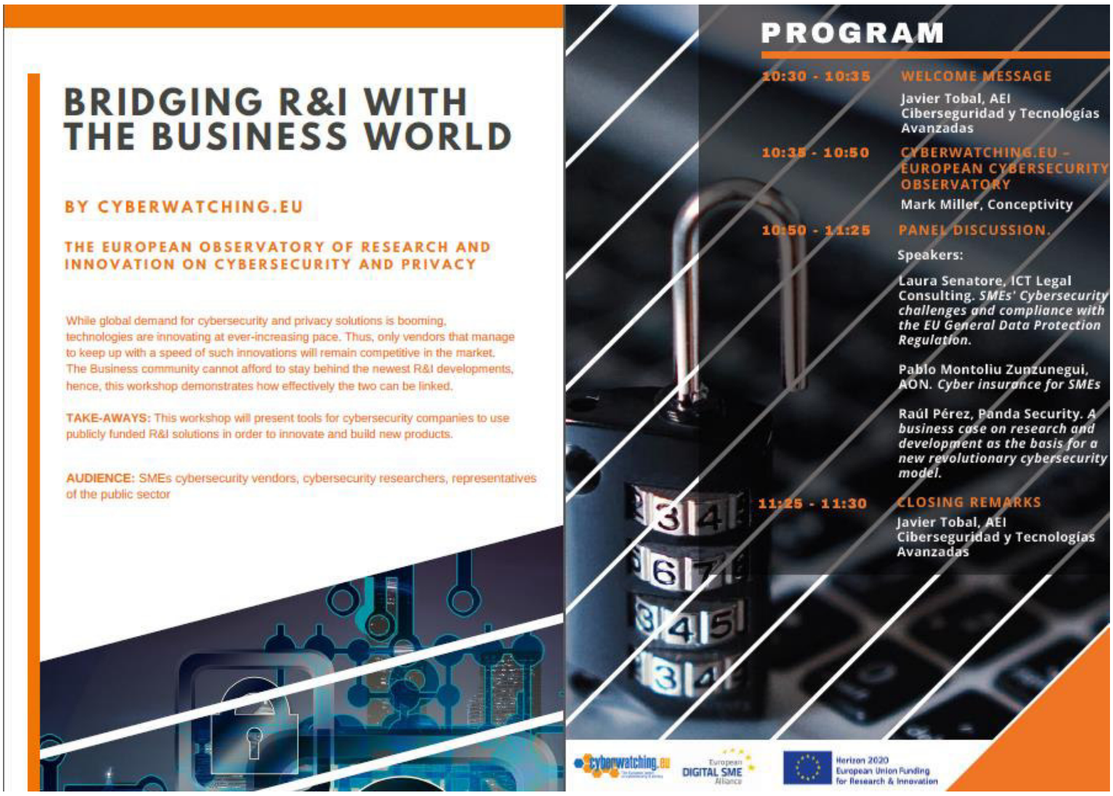
Figure 14 - Events attendance breakdown

Events have been identified for their timeliness with cyberwatching.eu outputs, topic and audience relevance. Participation spans presentations, panel debates, promotional stands, remote participation and the distribution of project promotional material (roll-up banners, flyers, etc.) for focused and effective communication, dissemination and engagement outcomes, with live reporting via twitter, updates and blogs on LinkedIn.

Below we provide information on a sample of events organised by cyberwatching.eu during M1-M18.

3.1.1 Cybersecurity, bridging R&I with the business world

This was organized as the first cyberwatching.eu National/Regional workshop in the context of Task5.3. The workshop was co-located with 11 ENISE (by INCIBE).



BRIDGING R&I WITH THE BUSINESS WORLD

BY CYBERWATCHING.EU

THE EUROPEAN OBSERVATORY OF RESEARCH AND INNOVATION ON CYBERSECURITY AND PRIVACY

While global demand for cybersecurity and privacy solutions is booming, technologies are innovating at ever-increasing pace. Thus, only vendors that manage to keep up with a speed of such innovations will remain competitive in the market. The Business community cannot afford to stay behind the newest R&I developments, hence, this workshop demonstrates how effectively the two can be linked.

TAKE-AWAYS: This workshop will present tools for cybersecurity companies to use publicly funded R&I solutions in order to innovate and build new products.

AUDIENCE: SMEs cybersecurity vendors, cybersecurity researchers, representatives of the public sector

PROGRAM

10:30 - 10:35 WELCOME MESSAGE
Javier Tobal, AEI Ciberseguridad y Tecnologías Avanzadas

10:35 - 10:50 CYBERWATCHING.EU – EUROPEAN CYBERSECURITY OBSERVATORY
Mark Miller, Conceptivity

10:50 - 11:25 PANEL DISCUSSION.
Speakers:

Laura Senatore, ICT Legal Consulting. *SMEs' Cybersecurity challenges and compliance with the EU General Data Protection Regulation.*

Pablo Montoliu Zunzunegui, AON. *Cyber insurance for SMEs*

Raúl Pérez, Panda Security. *A business case on research and development as the basis for a new revolutionary cybersecurity model.*

11:25 - 11:30 CLOSING REMARKS
Javier Tobal, AEI Ciberseguridad y Tecnologías Avanzadas

cyberwatching.eu
European DIGITAL SME Alliance
Horizon 2020 European Union Funding for Research & Innovation

Figure 15 - First SME National/Regional workshop

During the workshop, SME representatives, researchers and public sector officers had a chance to know more about Cyberwatching.eu, the Horizon 2020 project developed to enhance the cooperation between cybersecurity research and SMEs.

Participants were introduced to the successful use of R&I products in the development of business cases. The success story of Spanish company Panda Security was presented by Raúl Pérez García, Global Presales Manager.

Finally, further tools that help companies to deal with the cybersecurity challenges were presented by Laura Senatore of Italian consultancy company ICT Legal and Pablo Montoliu Zunzunegui of the insurance company AON. Key topics were the chanllenges of the upcoming EU General Data Protection Regulation and the role of cyber insurances.

3.1.2 First Concertation Meeting

The first cyberwatching.eu Concertation Meeting was held in Brussels in April 2018 as a joint effort based upon the work carried out in WP2, WP3 and WP4. The event gathered more than 70 people representing R&I Projects and EU officials as duly documented in D3.2.

BRUSSELS, 26 APRIL 2018
CONCERTATION MEETING
SUPPORT COLLABORATION AND CROSS-FERTILISATION ACROSS R&I
SHOWCASE EU EXCELLENCE THROUGH SUCCESS STORIES
FOSTER CROSS-TEAM COLLABORATION
cyberwatching.eu

Figure 16 - First Concertation Meeting

The Concertation Meeting saw clusters of projects come together to identify R&I challenges, cross cutting themes and collaboration opportunities, while giving their perspective on major subjects such as GDPR, Skills and Certification.

3.1.3 First Annual Workshop

The first Annual Workshop was held on 08th October 2018 in Athens and Krakow with three tracks covering key topics in cybersecurity and privacy for different stakeholders.

cyberwatching.eu
The European watch on cybersecurity & privacy
ANNUAL EVENT
KRAKOW & ATHENS 08.10.2018
INTERNATIONAL POLICY ALIGNMENT
ASSESSING R&I OUTPUTS IN THE CS&P LANDSCAPE
PERSONAL DATA SECURITY FOR SMES

Figure 17 - Annual Workshop website banner

Aligning and prioritising EU and international Cybersecurity and Privacy - Krakow, Poland

The workshop saw the participation of representatives of projects involved in cybersecurity collaboration in Europe, US (AEGIS) and Japan (EUNITY). Luigi Rebuffi, Secretary General, ECSO was also at this session. The main output of the session was the similarities in priorities that EU-US and EU-JP all have. An interesting point though is that Japan is in a particular hurry to improve their situation with the 2020 Olympics coming up, so therefore, they are really driven by this. In addition, Japan works very closely with developing countries across Asia in aligning CS&P policy and recognize the importance of harmonization. With only two projects in the CS&P unit on international policy (EU-US, EU-JP) Europe clearly doesn’t.

A further point that was raised is the growing importance of supply chain security as part of cybersecurity. This was not identified by EU-US, EU-JP as a priority but is the target of ECSO WG1: Standardisation, certification, labelling and supply chain management. This is big in the news at the moment with a hardware hack on motherboards created in China and found in databases across the US including Amazon[5].

Assessing research outputs within the cybersecurity and privacy landscape - Krakow, Poland
The workshop was based upon Taxonomy and Clustering work carried out by UOXF in the context of WP2 and the focus of the session was how the R&I projects should adopt a more market-oriented strategy with some CS&P projects form our Unit H1 (SMESEC, CYBECO, CIPSEC, WISER and CYBERWISER.eu) as example of best practices.

Security of Personal Data Processing for SMEs - Athens, Greece
The workshop was coorganised with ENISA within the context of relevant ENISA's work in 2016 and 2017, especially targeting SMEs (where we collaborated with experts from Italian and Greek DPAs) and as a follow up on the event organized on February 8, 2018 in Rome[6].

3.2 Webinars

The cyberwatching.eu webinar series is designed to raise awareness of cybersecurity and privacy issues and are an important tool in expanding the reach of our community, disseminate project results, and provide a channel of visibility for members of the community such as projects, clusters, SMEs that are part of the marketplace, and EAG members. Examples of topics that are addressed in these webinars are: risk management, data protection, legal and compliance aspects, cyber insurance, funding opportunities, innovative cybersecurity & privacy solutions, standards and certification, amongst others.

The webinars reach and inform wide audiences with useful tips, user experiences and expert insights to promote a cyber-security culture amongst European players.

Since M11, cyberwatching.eu has delivered webinars on an almost monthly basis. Already 4 have been delivered with the 5th taking place in M20. By setting ourselves an almost monthly timetable, we expect to surpass our original KPI of 10 in the project lifetime. A dedicated webinar section [7] has also been added to the website to ensure tailored messaging and the right information is gathered for pre-webinar communication and post-webinar dissemination. out of the at least The webinars delivered to date are outlined in **Error! Reference source not found.**. With reputable speakers covering a wide diversity of rich topics (Table 13), targeting specific target audiences (Table 13 - Purpose of having certain webinar speakers

) the webinars have become an excellent community building exercise. (Table 15)

The Cyberwatching webinars have made a real impact and have seen over 176 registrations, with 1,000 views on webinar pages all together. Webinar speakers are carefully selected, as the project aimed to have representatives of different types of organisations, covering different fields of cyber security and privacy.

Title	Speaker's type	Participant's type
GDPR for SMEs – eliminate uncertainties, benefit your business!	• Academia/ Research: 25% • SME: 50% • Legal Consulting: 25%	• Academia & Research: 10.7% • IT or Trade Association: 21.4% • Legal firm: 3.5% • SME: 39.2%

[5] https://www.bloomberg.com/news/features/2018-10-04/the-big-hack-how-china-used-a-tiny-chip-to-infiltrate-america-s-top-companies
[6] https://www.enisa.europa.eu/events/ws_personal_data_processing/workshop_personal_data_processing
[7] Webinar Section: https://www.cyberwatching.eu/webinar

		• Other: 25%
Cybersecurity as an opportunity in a changing market	• CS&P cluster: 60% • Large company: 20% • R&I Team: 20%	• Academia & Research: 28.8% • Government: 1% • IT or Trade Association: 21.9% • Large enterprise: 7.3% • Policy group/Association: 2.4 • SME: 26.8%
Cybersecurity standards and certification - the challenges	• Government/PA: 10% • R&I Team: 60% • SME: 10% • Legal Consulting: 10% • Large company: 10%	• Academia & Research: 32.6% • Government: 5.7% • IT or Trade Association: 7.6% • Large enterprise: 11.5% • Legal firm: 3.8% • Policy group/Association: 1.9% • SME: 15.3% • SDO: 1.9% • Other: 13.4%
Cyber risk management from the SME point of view	• R&I Team/SMEs: 75% • CS&P cluster: 15%	• Academia & Research: 25.4% • Government: 1.8% • Large enterprise: 18.1% • Legal firm: 5.4% • Policy group/Association: 3.6% • SME: 32.7% • Other: 10.9%

Table 12 - Speaker and audience breakdown

Type	Reason
R&I projects	• Disseminate project results to a multi-stakeholder audience beyond their own networks, and provide expert input on webinar topics
CS&P Clusters	• Showcase their member priorities and services; events, and best practices
SMEs	• Showcase best practices and innovation in the market, as well as customer needs
Industry	• Identify current market needs and broader supply and value-chain in the market
Policy & Regulators	• Promote the cybersecurity culture both in public and private organisations • Inform and provide guidance on compliance issues
SDOs	• Share insights on ICT standards/methodologie, show their business value and make them more understandable to an audience without a strong technical background
Public Administrations	• Educate technical and non-technical peer decision makers on CS&P best practices • Showcase public procurement initiative and policies that are increasing cyber security levels in their local communities.

Table 13 - Purpose of having certain webinar speakers

Title	Nº Registrations	Nº Video	Nº page views	Nº unique page views

		views		
GDPR for SMEs – eliminate uncertainties, benefit your business!	28	NA	122	74
Cybersecurity as an opportunity in a changing market	41	19	94	71
Cybersecurity standards and certification - the challenges	52	43	446	278
Cyber risk management from the SME point of view	55	30	339	260

Table 14 – Cyberwatching.eu webinars organised since M1 Statistics

Topic	KPI	Status
R&I Clustering	3	The 3 webinars focused on R&I clustering will be organised in the following months, to demonstrate value of Cyberwatching clustering tools and shape future strategic research and innovation agendas
GDPR	1	A webinar focused on GDPR was organised in June 2018, focused on challenges and solutions for SMEs
SMEs	2	2 webinars were organised, focusing specifically on SMEs, guiding them on best practices for CS&P

Table 15 - cyberwatching.eu webinars KPI regarding topics

3.2.1.1 Engaging with Webinar speakers

The webinars delivered in the first reporting period have followed a standardised format with at least one speaker coming from the following communities:

- EC-funded project
- European cybersecurity cluster
- SME
- Consortium member

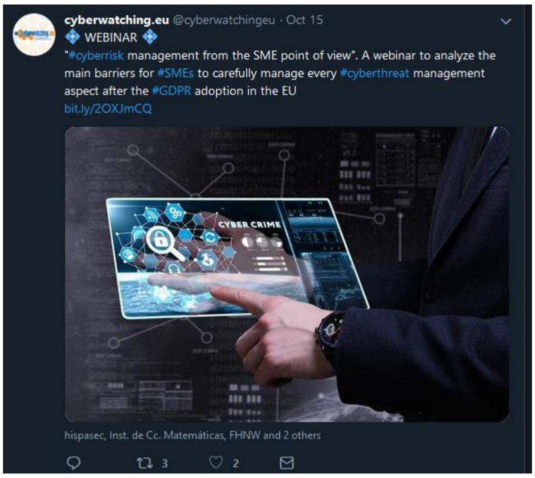
As stated in the previous section, this has really provided added value to community members in terms of providing a return on their time and effort invested in registering their project. Cluster, company or service.

3.2.1.2 Promoting webinars to the online community

As soon as the **webinar page** has all the information regarding the topics and who will be the speakers, an intensive dissemination campaign is put in place. As a follow-up action after the webinar, an email is sent to all webinar attendees with the link for both the webinar video and webinar report.

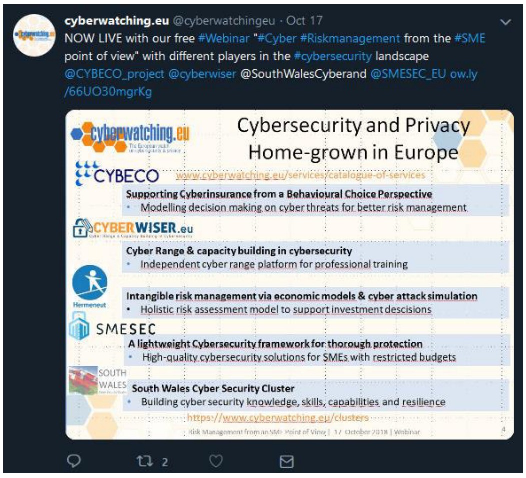
Through LinkedIn messages and Tweets **social media channels** are used to promote the webinar, with a link either for the webinar page or the registration form. Live-tweeting is also done during the webinar, allowing real-time engagement with the audience. After the webinar, tweets are published inviting the audience to download the file

Table 16 Tweets promoting the webinar (before & live tweeting)



cyberwatching.eu @cyberwatchingeu · Oct 15
🔷 WEBINAR 🔷
"#cyberrisk management from the SME point of view". A webinar to analyze the main barriers for #SMEs to carefully manage every #cyberthreat management aspect after the #GDPR adoption in the EU
bit.ly/2OXJmCQ

hispasec, Inst. de Cc. Matemáticas, FHNW and 2 others



cyberwatching.eu @cyberwatchingeu · Oct 17
NOW LIVE with our free #Webinar "#Cyber #Riskmanagement from the #SME point of view" with different players in the #cybersecurity landscape @CYBECO_project @cyberwiser @SouthWalesCyberand @SMESEC_EU ow.ly/66UO30mgrKg

Cybersecurity and Privacy Home-grown in Europe

CYBECO www.cyberwatching.eu/services/catalogue-of-services

Supporting Cyberinsurance from a Behavioural Choice Perspective
- Modelling decision making on cyber threats for better risk management

CYBERWISER.eu

Cyber Range & capacity building in cybersecurity
- Independent cyber range platform for professional training

Hermeneut

Intangible risk management via economic models & cyber attack simulation
- Holistic risk assessment model to support investment descisions

SMESEC

A lightweight Cybersecurity framework for thorough protection
- High-quality cybersecurity solutions for SMEs with restricted budgets

SOUTH WALES

South Wales Cyber Security Cluster
- Building cyber security knowledge, skills, capabilities and resilience

https://www.cyberwatching.eu/clusters

Risk Management from an SME Point of View | 17 October 2018 | Webinar

3.3 Social media

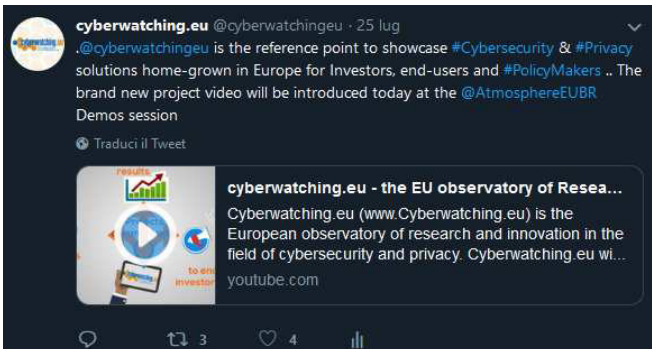
3.3.1 Cyberwatching.eu on Twitter

Cyberwatching.eu Twitter account is an important channel to promote events organised by the project, share latest news about project assets such as the observatory, promote the latest developments from projects included in the Service catalogue and third-parties' events.

Thanks to an adequate strategy on over 440 launched tweets (with content rich insights and visual materials such as infographics and charts), Cyberwatching.eu has today 539 followers including twitter influencers and multipliers (Table 17), reaching 393.000 visualizations since May 2017.

Below some examples of tweets launched in Cyberwatching twitter account:

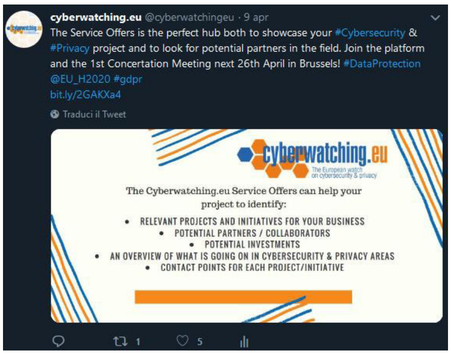
Cyberwatching Tweets: Cyberwatching brand positioning



cyberwatching.eu @cyberwatchingeu · 25 lug
.@cyberwatchingeu is the reference point to showcase #Cybersecurity & #Privacy solutions home-grown in Europe for Investors, end-users and #PolicyMakers .. The brand new project video will be introduced today at the @AtmosphereEUBR Demos session

Traduci il Tweet

cyberwatching.eu - the EU observatory of Resea...
Cyberwatching.eu (www.Cyberwatching.eu) is the European observatory of research and innovation in the field of cybersecurity and privacy. Cyberwatching.eu wi...
youtube.com



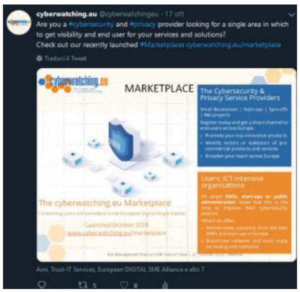
cyberwatching.eu @cyberwatchingeu · 9 apr
The Service Offers is the perfect hub both to showcase your #Cybersecurity & #Privacy project and to look for potential partners in the field. Join the platform and the 1st Concertation Meeting next 26th April in Brussels! #DataProtection @EU_H2020 #gdpr
bit.ly/2GAKXa4

Traduci il Tweet

cyberwatching.eu
The European watch on cybersecurity & privacy

The Cyberwatching.eu Service Offers can help your project to identify:
- RELEVANT PROJECTS AND INITIATIVES FOR YOUR BUSINESS
- POTENTIAL PARTNERS / COLLABORATORS
- POTENTIAL INVESTMENTS
- AN OVERVIEW OF WHAT IS GOING ON IN CYBERSECURITY & PRIVACY AREAS
- CONTACT POINTS FOR EACH PROJECT/INITIATIVE

Cyberwatching Tweets: Cyberwatching Outputs & Service Offer Catalogue Projects



cyberwatching.eu @cyberwatchingeu · 17 ott
Are you a #cybersecurity and #privacy provider looking for a single area in which to get visibility and end user for your services and solutions?
Check out our recently launched #Marketplace cyberwatching.eu/marketplace

Traduci il Tweet

MARKETPLACE

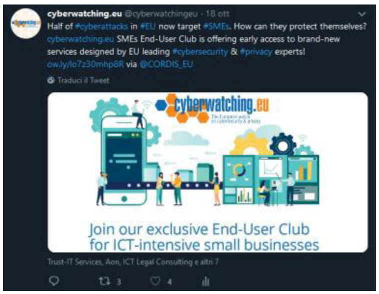
The Cybersecurity & Privacy Service Providers

Users: ICT-intensive organisations

The cyberwatching.eu Marketplace

Launched October 2018
www.cyberwatching.eu/marketplace

Aon, Trust-IT Services, European DIGITAL SME Alliance e altri 7

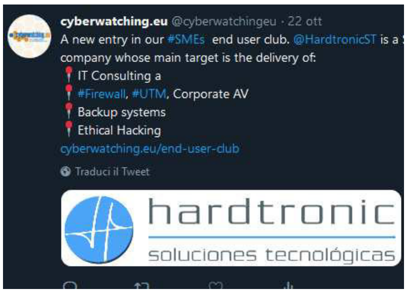


cyberwatching.eu @cyberwatchingeu · 18 ott
Half of #cyberattacks in #EU now target #SMEs. How can they protect themselves? cyberwatching.eu SMEs End-User Club is offering early access to brand-new services designed by EU leading #cybersecurity & #privacy experts!
ow.ly/lo7z30mhp8R via @CORDIS_EU

Traduci il Tweet

Join our exclusive End-User Club for ICT-intensive small businesses

Trust-IT Services, Aon, ICT Legal Consulting e altri 7

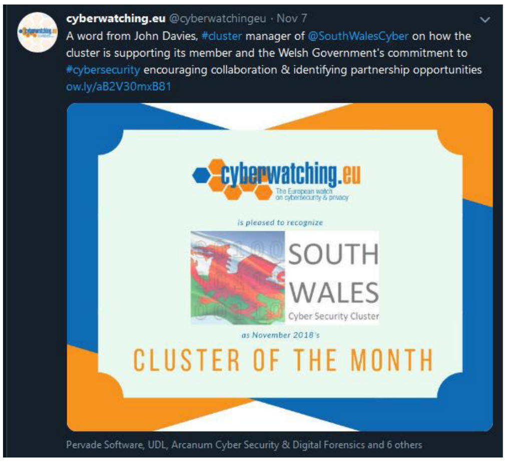


cyberwatching.eu @cyberwatchingeu · 22 ott
A new entry in our #SMEs end user club. @HardtronicST is a
company whose main target is the delivery of:
📍IT Consulting a
📍#Firewall, #UTM, Corporate AV
📍Backup systems
📍Ethical Hacking
cyberwatching.eu/end-user-club

Traduci il Tweet

hardtronic
soluciones tecnológicas

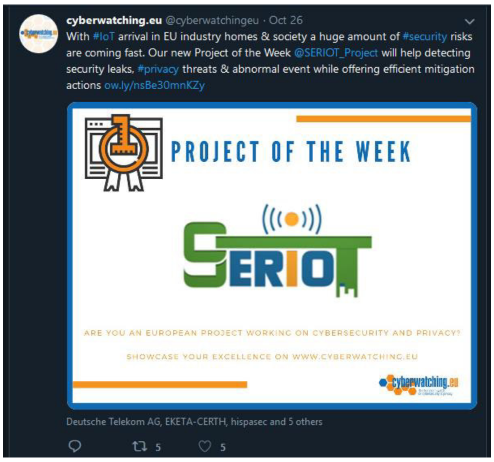
Cyberwatching Tweets: Cluster of the Month & Project of the Month



cyberwatching.eu @cyberwatchingeu · Nov 7

A word from John Davies, #cluster manager of @SouthWalesCyber on how the cluster is supporting its member and the Welsh Government's commitment to #cybersecurity encouraging collaboration & identifying partnership opportunities ow.ly/aB2V30mxB81

Pervade Software, UDL, Arcanum Cyber Security & Digital Forensics and 6 others



cyberwatching.eu @cyberwatchingeu · Oct 26

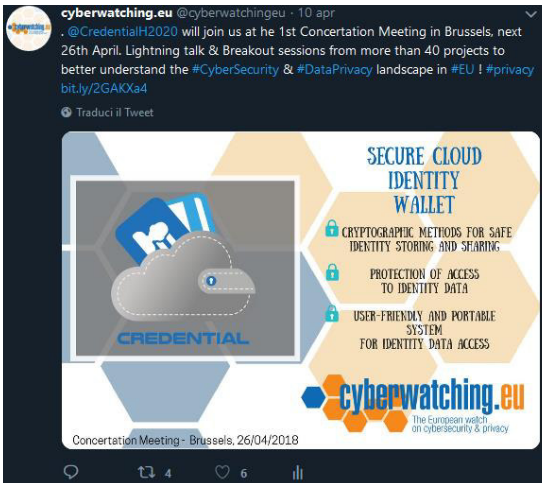
With #IoT arrival in EU industry homes & society a huge amount of #security risks are coming fast. Our new Project of the Week @SERIOT_Project will help detecting security leaks, #privacy threats & abnormal event while offering efficient mitigation actions ow.ly/nsBe30mnKZy

PROJECT OF THE WEEK
SERIOT
ARE YOU AN EUROPEAN PROJECT WORKING ON CYBERSECURITY AND PRIVACY?
SHOWCASE YOUR EXCELLENCE ON WWW.CYBERWATCHING.EU
cyberwatching.eu

Deutsche Telekom AG, EKETA-CERTH, hispasec and 5 others

5 5

Cyberwatching Tweets: Promoting Services from Cyber Security initiatives



cyberwatching.eu @cyberwatchingeu · 10 apr

. @CredentialH2020 will join us at he 1st Concertation Meeting in Brussels, next 26th April. Lightning talk & Breakout sessions from more than 40 projects to better understand the #CyberSecurity & #DataPrivacy landscape in #EU ! #privacy bit.ly/2GAKXa4

Traduci il Tweet

CREDENTIAL
SECURE CLOUD IDENTITY WALLET
CRYPTOGRAPHIC METHODS FOR SAFE IDENTITY STORING AND SHARING
PROTECTION OF ACCESS TO IDENTITY DATA
USER-FRIENDLY AND PORTABLE SYSTEM FOR IDENTITY DATA ACCESS
cyberwatching.eu
The European watch on cybersecurity & privacy
Concertation Meeting - Brussels, 26/04/2018

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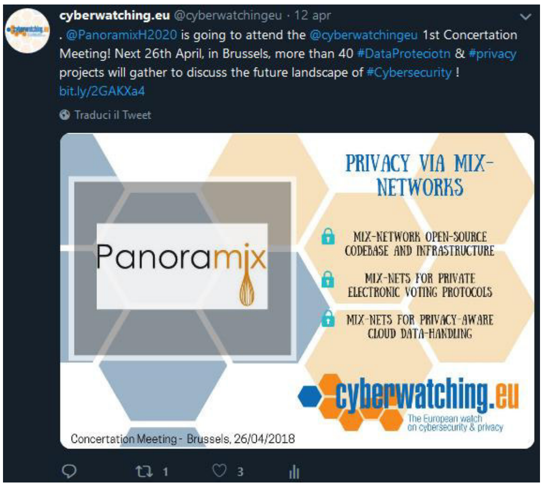


cyberwatching.eu @cyberwatchingeu · 12 apr

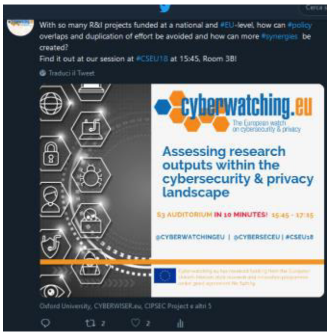
. @PanoramixH2020 is going to attend the @cyberwatchingeu 1st Concertation Meeting! Next 26th April, in Brussels, more than 40 #DataProteciotn & #privacy projects will gather to discuss the future landscape of #Cybersecurity !
bit.ly/2GAKXa4

Traduci il Tweet

Panoramix
PRIVACY VIA MIX-NETWORKS
MIX-NETWORK OPEN-SOURCE CODEBASE AND INFRASTRUCTURE
MIX-NETS FOR PRIVATE ELECTRONIC VOTING PROTOCOLS
MIX-NETS FOR PRIVACY-AWARE CLOUD DATA-HANDLING
cyberwatching.eu
The European watch on cybersecurity & privacy
Concertation Meeting - Brussels, 26/04/2018

1 3

Cyberwatching Tweets: Cyberwatching.eu events, with calls to action



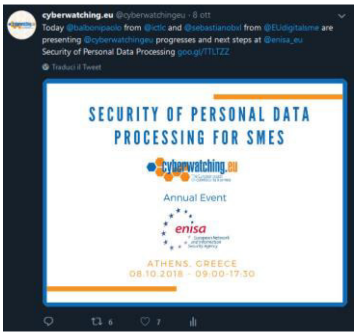
With so many R&I projects funded at a national and #EU-level, how can #policy overlaps and duplication of effort be avoided and how can more #synergies be created?
Find it out at our session at #CSEU18 at 15:45, Room 38!

Traduci il Tweet

cyberwatching.eu
The European watch on cybersecurity & privacy
Assessing research outputs within the cybersecurity & privacy landscape
S3 AUDITORIUM IN 10 MINUTES! 15:45 - 17:15
@CYBERWATCHINGEU | @CYBERSECEU | #CSEU18

Oxford University, CYBERWISER.eu, CIPSEC Project e altri 5

2 2

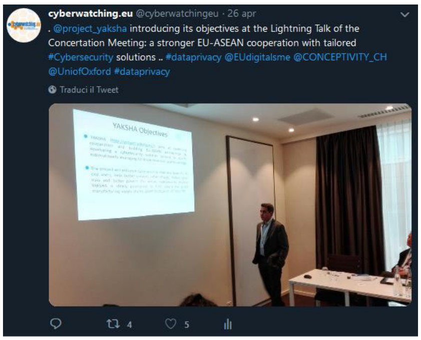


cyberwatching.eu @cyberwatchingeu · 8 ott

Today @balbonipaolo from @ictlc and @sebastianobxl from @EUdigitalsme are presenting @cyberwatchingeu progresses and next steps at @enisa_eu Security of Personal Data Processing goo.gl/TTLTZZ

Traduci il Tweet

6 7



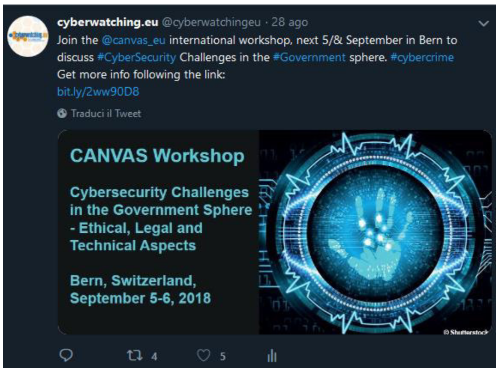
cyberwatching.eu @cyberwatchingeu · 26 apr

. @project_yaksha introducing its objectives at the Lightning Talk of the Concertation Meeting: a stronger EU-ASEAN cooperation with tailored #Cybersecurity solutions .. #dataprivacy @EUdigitalsme @CONCEPTIVITY_CH @UniofOxford #dataprivacy

Traduci il Tweet

4 5

Cyberwatching Tweets: Third-party events related to cybersecurity


cyberwatching.eu @cyberwatchingeu · 28 ago

Join the @canvas_eu international workshop, next 5/& September in Bern to discuss #CyberSecurity Challenges in the #Government sphere. #cybercrime

Get more info following the link:

bit.ly/2ww90D8

Traduci il Tweet

CANVAS Workshop
Cybersecurity Challenges in the Government Sphere - Ethical, Legal and Technical Aspects
Bern, Switzerland, September 5-6, 2018
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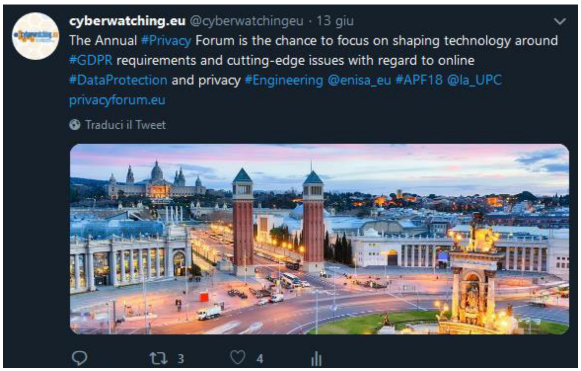
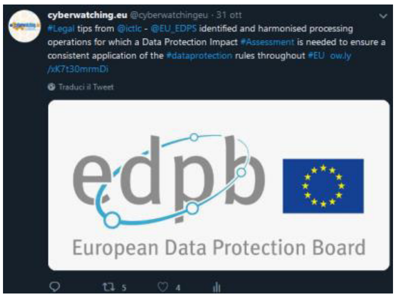

cyberwatching.eu @cyberwatchingeu · 13 giu

The Annual #Privacy Forum is the chance to focus on shaping technology around #GDPR requirements and cutting-edge issues with regard to online #DataProtection and privacy #Engineering @enisa_eu #APF18 @la_UPC privacyforum.eu

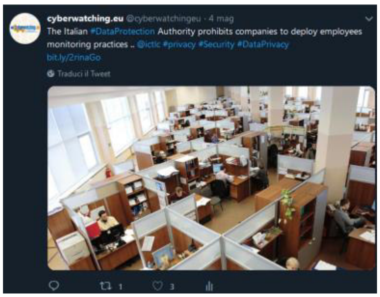
Traduci il Tweet

Cyberwatching Tweets: Sharing cybersecurity news


cyberwatching.eu @cyberwatchingeu · 31 ott

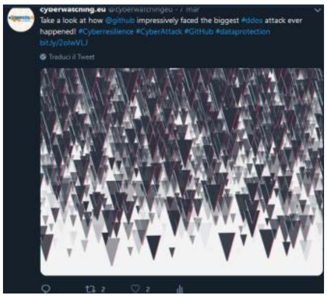
#Legal tips from @ictlc - @EU_EDPS identified and harmonised processing operations for which a Data Protection Impact #Assessment is needed to ensure a consistent application of the #dataprotection rules throughout #EU ow.ly/xK7t30mmDi

Traduci il Tweet


cyberwatching.eu @cyberwatchingeu · 4 mag

The Italian #DataProtection Authority prohibits companies to deploy employees monitoring practices .. @ictlc #privacy #Security #DataPrivacy bit.ly/2rinaGo

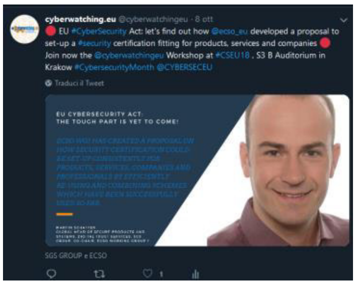
Traduci il Tweet


cyberwatching.eu @cyberwatchingeu · 7 mar

Take a look at how @github impressively faced the biggest #ddos attack ever happened! #Cyberresilience #CyberAttack #GitHub #dataprotection bit.ly/2olwVLJ

Traduci il Tweet

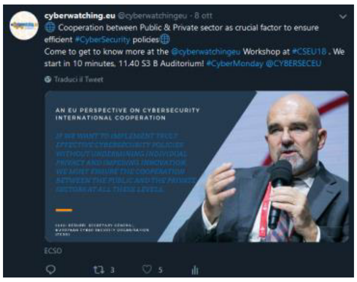
Cyberwatching Tweets: Quotes from cyber security & privacy experts


cyberwatching.eu @cyberwatchingeu · 8 ott

🔴 EU #CyberSecurity Act: let's find out how @ecso_eu developed a proposal to set-up a #security certification fitting for products, services and companies 🔴 Join now the @cyberwatchingeu Workshop at #CSEU18 . S3 B Auditorium in Krakow #CybersecurityMonth @CYBERSECEU

Traduci il Tweet

SGS GROUP e ECSO

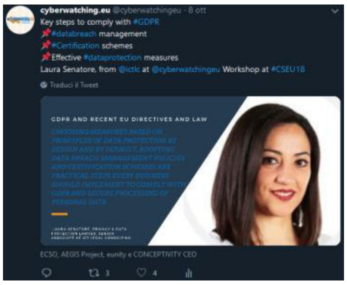

cyberwatching.eu @cyberwatchingeu · 8 ott

🌐 Cooperation between Public & Private sector as crucial factor to ensure efficient #CyberSecurity policies🌐

Come to get to know more at the @cyberwatchingeu Workshop at #CSEU18 . We start in 10 minutes, 11.40 S3 B Auditorium! #CyberMonday @CYBERSECEU

Traduci il Tweet

ECSO


cyberwatching.eu @cyberwatchingeu · 8 ott

Key steps to comply with #GDPR

📌#databreach management

📌#Certification schemes

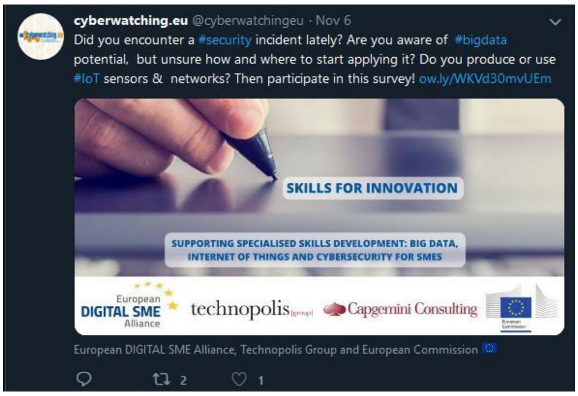
📌Effective #dataprotection measures

Laura Senatore, from @ictlc at @cyberwatchingeu Workshop at #CSEU18

Traduci il Tweet

ECSO, AEGIS Project, eunity e CONCEPTIVITY CEO

Cyberwatching Tweets: Other topics


cyberwatching.eu @cyberwatchingeu · Nov 6

Did you encounter a #security incident lately? Are you aware of #bigdata potential, but unsure how and where to start applying it? Do you produce or use #IoT sensors & networks? Then participate in this survey! ow.ly/WKVd30mvUEm

SKILLS FOR INNOVATION
SUPPORTING SPECIALISED SKILLS DEVELOPMENT: BIG DATA, INTERNET OF THINGS AND CYBERSECURITY FOR SMES
European DIGITAL SME Alliance
technopolis group
Capgemini Consulting
European Commission

European DIGITAL SME Alliance, Technopolis Group and European Commission

Category	Examples

Industry & SMEs	@SBS_SME, @JYVSECTEC, @maxdatasoftware, @SecCompSol, @digitpol_cyber, @RedHat, @dluengor
SDO	@SBS_SME
Policy	@VeroCimina, @Pisiedd, @ADedopoulou, @EESC_TEN, @DmitryPalka, @EC3Europol, @PMichaela89, @ecso_eu
Projects	@AntiBotnet, @Composition2016, @eunity_project, @CyberEurope, @react_h2020, @C3ISP, @Cloud_Perfect, @Hermeneut_EU, @CYBECO_project, @SI_PASS, @eSIDES_eu, @Trustee_EU, @privacyflag
NPO	@LIBReFoundation, @IFCLAtweet, @ow2, @fundacion_olsed, @EmpadinhasN, @DigitalRomania
Media	@Hamid_Bell @EURLex

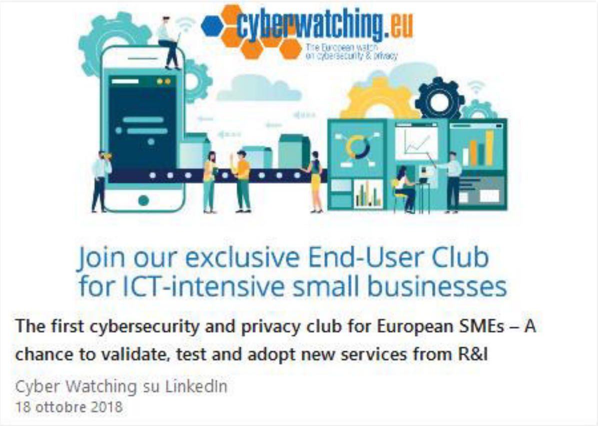
Table 17 – cyberwatching.eu Twitter Followers & Multipliers

3.3.2 Cyberwatching.eu on LinkedIn

Thanks to the creation of a LinkedIn profile, which allows a more interactive relationship with members (messages, status updates, sharing content), the LinkedIn Community interested on Cyberwatching has now 200 members (see some examples on Table 18).

The LinkedIn posts published in Cyberwatching profile page, provide info on cyber security insights, events and Cyberwatching services. LinkedIn posts allow to provide more detailed information, unlike Tweets.

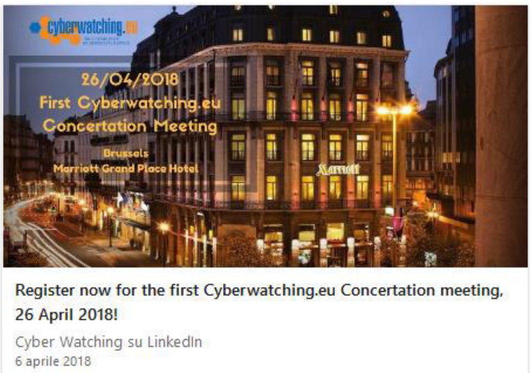
Cyberwatching LinkedIn posts: Cyberwatching.eu outputs


cyberwatching.eu
The European watch on cybersecurity & privacy
Join our exclusive End-User Club for ICT-intensive small businesses

The first cybersecurity and privacy club for European SMEs – A chance to validate, test and adopt new services from R&I

Cyber Watching su LinkedIn
18 ottobre 2018

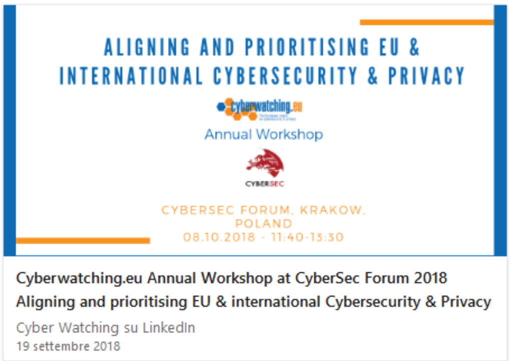
Cyberwatching LinkedIn posts: Cyberwatching Events



Register now for the first Cyberwatching.eu Concertation meeting, 26 April 2018!

Cyber Watching su LinkedIn

6 aprile 2018

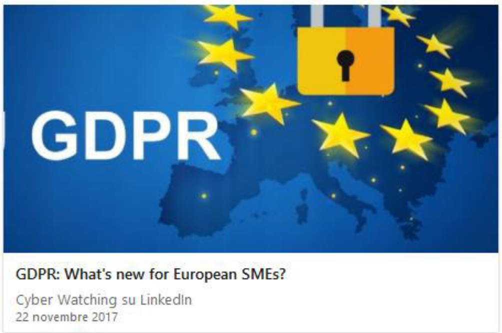

ALIGNING AND PRIORITISING EU &
INTERNATIONAL CYBERSECURITY & PRIVACY
Annual Workshop
CYBERSEC FORUM, KRAKOW, POLAND
08.10.2018 - 11:40-13:30

Cyberwatching.eu Annual Workshop at CyberSec Forum 2018 Aligning and prioritising EU & international Cybersecurity & Privacy

Cyber Watching su LinkedIn

19 settembre 2018

Cyberwatching LinkedIn posts: Cyberwatching content-rich articles

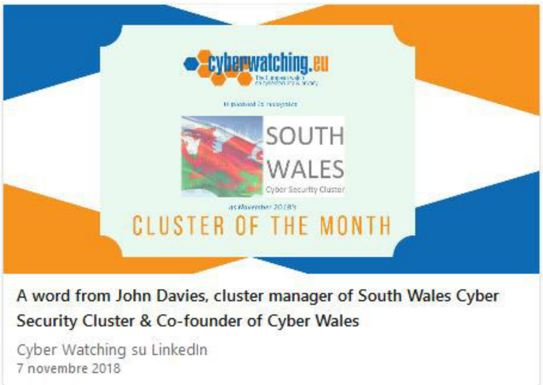


GDPR: What's new for European SMEs?

Cyber Watching su LinkedIn

22 novembre 2017

EU-funded projects from the service offer catalogue



A word from John Davies, cluster manager of South Wales Cyber Security Cluster & Co-founder of Cyber Wales

Cyber Watching su LinkedIn

7 novembre 2018

Category	Examples
Industry & SMEs	Andrea Succi – Deloitte Risk Advisory (+500 connections), Tommaso Correale – Price Waterhouse Coopers (+500 connections), Aniello Salvatore Bennato (AON) (+500 connections), Massimo Tossato – Cloud4Wi, Luca Scarabosio – OmniConsulting (+500 connections), Marco Di Costanzo – ESC2 Security
Policy	Marco Crabu – European Parliament (+500 connectios), Nineta Polemi – European Commission (+500 connections),
Projects	PRISMACLOUD Project, CREDENTIAL project, VESSEDIA project
NPO	Markus Nordberg – CERN (+500 connections), Tiziana Ferrari – EGI Foundation (+500 connections), Jacques Demotes Mainard – ECRIN ERIC (+500 connections),

Table 18 – cyberwatching.eu LinkedIn Connections (examples)

4 KPIs

The impact of the activities described in this plan will be measured through a core set of key performance indicators (KPIs) wherever they are quantifiable.

A continuous activity of monitoring is being carried out by TRUST IT Services and shared with all partners weekly.

The table below shows the end-of-project targets. In addition to this the Consortium is also sharing for internal purposes a weekly checklist indicating upcoming activities and targets in relation to the End of Project targets.

Key Performance Indicator	KPI	KPI by M18
	WEBSITE	
Session total	Y1: 10.000/month Y2: 30.000/month	1.424/month
Users	N/A	16.885
Page views	N/A	62.504
	SOCIAL MEDIA & COMMUNITY	
Social media followers	Y2: >2000	784
Overall Community Database (Twitter + LinkedIn)	Y1: >1000	1.215
	COMMUNICATION MATERIAL	
Flyers/Brochures	Min 8 fliers-brochures/year (regularly updated);	3
Rollup banner	Min. 1 roll-up banner/event;	1
Slide decks	Min. 2 general and 4 tailored slide decks/year	4
Videos	Final suite of 4 videos by M48	1
Newsletters	Min. 10/year, including tailored newsletters to specific stakeholders on each major cyberwatching.eu output	0
Press releases	Min. 2 PRs/Media content (e.g. opinion piece or podcast) per year with 3 major campaigns planned for the launch of the marketplace and related services.	2
	EVENTS	
Webinars	10 webinars (average attendance of at least 40 registered members per webinar).	4 webinars, with an average of attendance of 44 participants
International events	4 international events (Workshops + concertation meetings) in EU with at least 150 engaged attendees.	9
Deep-dive workshops	4 Cybersecurity and privacy Technology deep-dive workshops	1

	involving CS&P project clusters.	
Concertation meetings	4 Concertation meetings for coordination of R&I projects in Europe and Associated States with involvement of a significant number of cybersecurity stakeholders.	1
National/regional workshops	10 national/regional workshops will address an SME audience and will be organised in collaboration with local SME associations.	4
Third-party events	Participation to at least 8 third-party events / meetings.	50

Table 19 - KPIs

In addition to the previous list, as per Review's recommendation, the Consortium has defined a set of qualitative KPIs to monitor the impact of its activities:

KPI#1 - Impact on CS&P Projects

One of cyberwatching.eu main objectives is to help CS&P Projects to get visibility, promote their results and find new way to collaborate and work together.

During M1- M18 cyberwatching.eu has hardly worked to put in place several mechanisms to help these activities, namely the Concertation Meeting, the Webinars, the Annual Events, as well as the online promotional activities.

For all these mechanisms the following qualitative metrics have been implemented:

KPI	Rationale	State as of now
Concertation Meeting	Ensure that an adequate number of projects is represented for each of the Taxonomy level	14 Projects were represented in all three Breakout sessions.
Webinars	Ensure that at least one project is represented in each webinar.	At least one project has been represented in all the webinars. The details of each webinar can be find in Annex I.
Webinars/Annual Event	Ensure that the project(s) represented are in line with the webinar topic.	All projects represented at the webinars were chosen based on their main objectives, making sure that they could produce an added value for the webinar participants.
Webinars/Annual Event	Ensure that the webinar has an audience adequate to its topic.	Registrations for each webinar have been duly promoted and monitored to ensure a good representation of SMEs, Cybersecurity professionals, Research institutions and General public.

Online promotional activities	Ensure that all projects have an adequate coverage in the Project of the Week section and the promotion on Social Media.	The Project of the Week has been regularly updated with one different project per week, and the Social Media activities have been carried out accordingly.

Table 20 - #1 Qualitative KPIs

KPI#2 - Impact on CS&P Clusters

To create a European cybersecurity ecosystem it is essential to involve and collaborate with the Clusters, as they represent the linking point between cybersecurity suppliy and demand side.

Similar to the engagement with the CS&P Projects, cyberwatching.eu developed a set of mechanisms to increase the Cluster's visibility, reinforce their reputation and showcase their events, projects and initiatives.

For all these mechanisms the following qualitative metrics have been implemented:

KPI	Rationale	State
Concertation Meeting	Ensure that an adequate number of Clusters is represented.	2 Clusters focussed on different aspects of cybersecurity were represented at the First Concertation Meeting .
Webinars	Ensure that at least one Cluster is represented in each webinar.	At least one Cluster has been represented in all the webinars. The details of each webinar can be find in Annex I.
Webinars/Annual Event	Ensure that the webinar has an audience adequate to its topic.	Registrations for each webinar have been duly promoted and monitored to ensure a good representation of SMEs, Cybersecurity professionals, Research institutions and General public.
Online promotional activities	Ensure that all Clusters have an adequate coverage in the Cluster of the Month section and the promotion on Social Media.	The Cluster of the Month has been regularly updated with one different project per month, and the Social Media activities have been carried out accordingly.

Table 21 - #2 Qualitative KPIs

KPI#3 - Impact on SMEs and large companies

Cyberwatching.eu has tailored its messages, communication channels and formats in a way that lowers the barriers to cybersecurity for organisations and small firms in particular.

To monitor the impact on Organisations the following qualitative metrics have been implemented:

KPI	Rationale	State
Webinars	Ensure that the topic of the webinar is interesting for	All webinars have been structured to be engaging and

	Organisations.	appealing for European Organisations with 3 of them specifically focussed on SMEs.
SME End User Club/Marketplace	Give easy and rapid access to affordable and effective products/services.	SME End User Club and Marketplace have been developed to offer an easy and personalized experience based on each organization need.
Marketplace entries	Ensure that provider and product descriptions follow template and include appropriate information.	Registration is moderated to prevent spam and that providers and services are CS&P related.

Table 22 - #3 Qualitative KPIs

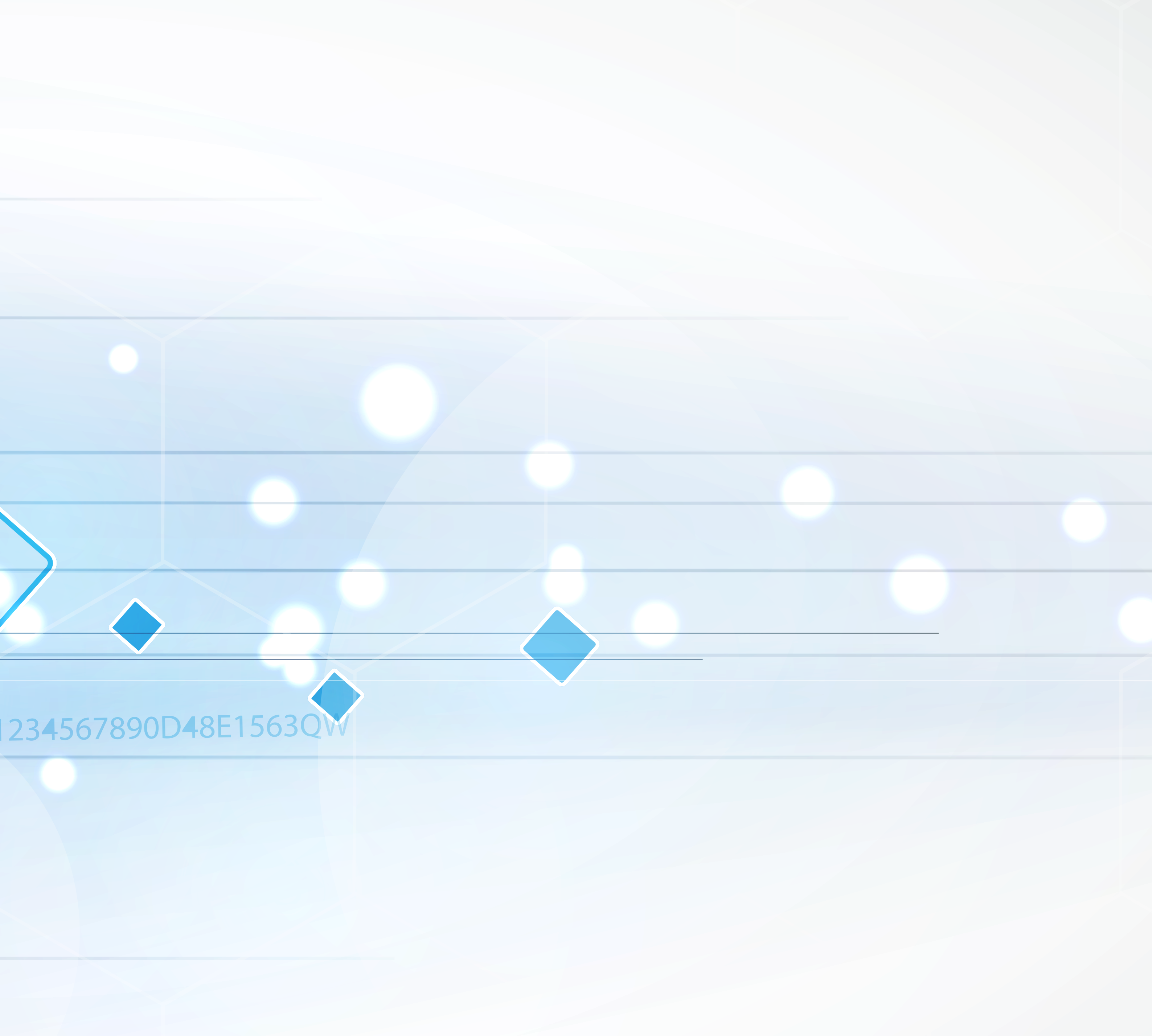
5 Conclusions

M1-18 has seen a gradual growth of the cyberwatching.eu community as results have been published and the activities and actions planned in D4.1 have been carried out.

In particular, engagement with the R&I community has seen the identification of over 300 nationally and EC-funded projects and the delivery of an online observatory providing information on these. Thanks to mapping activities in WP2 and the Y1 Concertation workshop (M12) in WP3, the project has also been able to forge relationships with EC-funded projects which has led to cyberwatching.eu being able to impact positively on these projects through publication of the service offer catalogue, and dissemination of project results through events, webinars and social media activities.

The period has also seen the release 1.3 of the Marketplace and SME end-user club. These are important assets for the R&I community and M19-24 and beyond for the following reporting period will see a more aggressive promotion of these key assets.

From an SME perspective, the Marketplace and SME end-user club are key assets. By leveraging partner networks, furthering relationships with ECSO and cybersecurity clusters, the consortium will carry out activities to engage with this key stakeholder community. Awareness raising activities such as dedicated website sections and content, events, and webinars are vital for this in terms of promoting the value-proposition of cyberwatching.eu assets and creating a truly engaged community that can both improve their cybersecurity stance and also benefit from services on offer from the marketplace.



www.cyberwatching.eu

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/in/cyber-watching/

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