



Deliverable

Communication & Stakeholders Engagement Plan Update

December 2018





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.



cyberwatching.eu consortium



Third party



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.

Keywords *Communication, stakeholder engagement, SME, event, webinar*



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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.

Terminology

EC	European Commission
ECSO	European Cyber Security Organisation
ENISA	European Network and Information Security Agency
KPI	Key Performance Indicator
NCP	National Contact Point
R&D	Research and Development
R&I	Research and Innovation
SME	Small Medium Enterprise

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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.	<ul style="list-style-type: none"> R&I projects SMEs Policy makers 	<ul style="list-style-type: none"> A2 – Cluster workshops A3 - R&I Service catalogue A8 – Marketplace A5 – EU Cyber-cluster catalogue A19 – CS&P Observatory 	<ul style="list-style-type: none"> 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.	<ul style="list-style-type: none"> R&I projects SMEs Cybersecurity and Privacy Clusters 	<ul style="list-style-type: none"> A9 – SMEs End User Club 	<ul style="list-style-type: none"> 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 representation of the ecosystem and encourages a collective understanding of all major aspects of CS&P.	<ul style="list-style-type: none"> R&I projects SMEs Cybersecurity and Privacy Clusters Policy makers 	<ul style="list-style-type: none"> A1 - R&I clustering A2 – Cluster workshops A3 - R&I Service catalogue A4 – Concertation meetings A5 – EU Cyber-cluster catalogue A7 - Annual cyberwatching.eu workshop A10 – SME 	<ul style="list-style-type: none"> 1 CS&P taxonomy for R&I (D2.1) 150 projects mapped, clustered and included in technical radar (D2.2) 1 Policy ecosystem report (D3.2) 1 Concertation Meeting with 75 participants and 50 Projects 68 CS&P

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

		workshops	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.	<ul style="list-style-type: none"> • R&I projects • SMEs 	<ul style="list-style-type: none"> • A7 - Annual cyberwatching.eu workshop • A10 – SME workshops 	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • R&I projects • Cybersecurity and Privacy Clusters • Policy makers 	<ul style="list-style-type: none"> • A6 - Cyber-cluster ignition 	<ul style="list-style-type: none"> • 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 D5.1².

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.

²

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

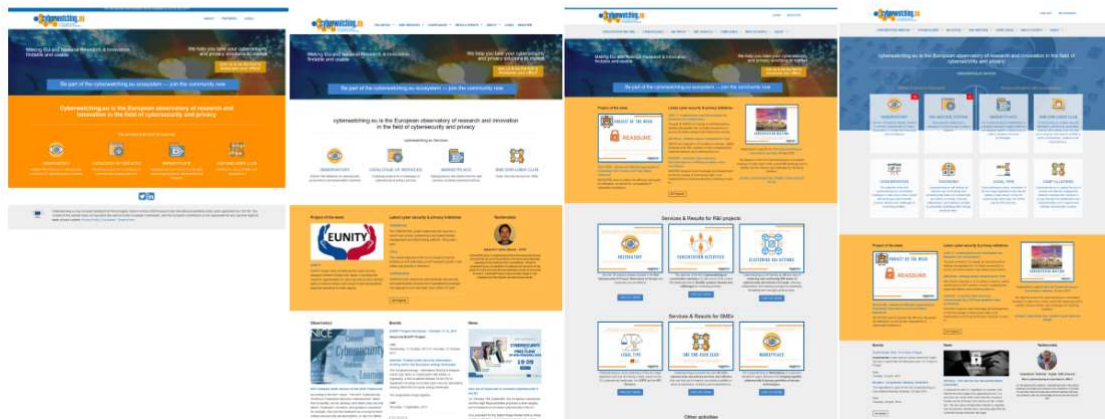


Figure 1 - cyberwatching.eu Home Page evolution (v1-4)

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

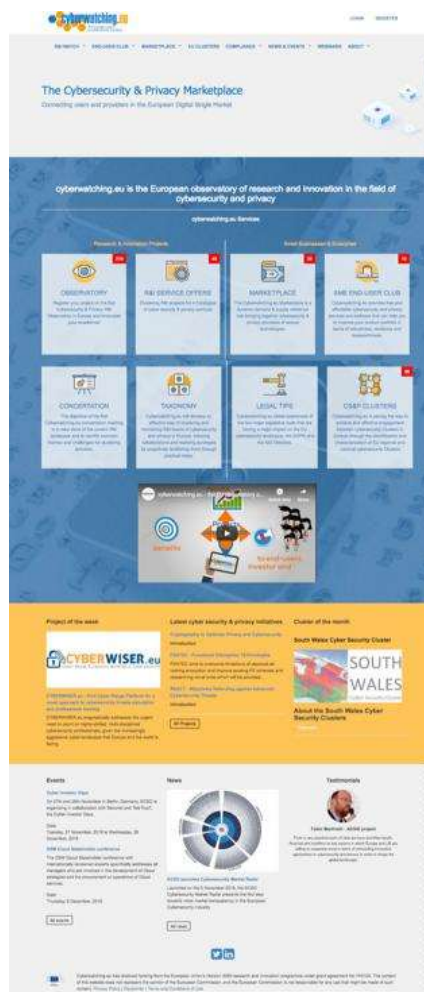


Figure 2 - New version of cyberwatching.eu Home Page

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

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 published 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).

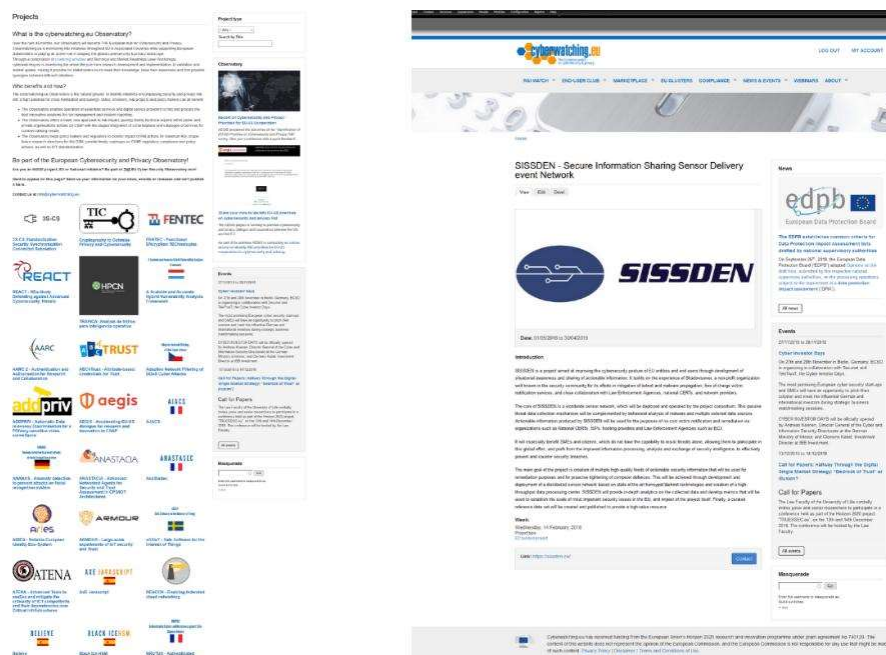


Figure 3 - Observatory landing page and a project page

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.



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.

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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.

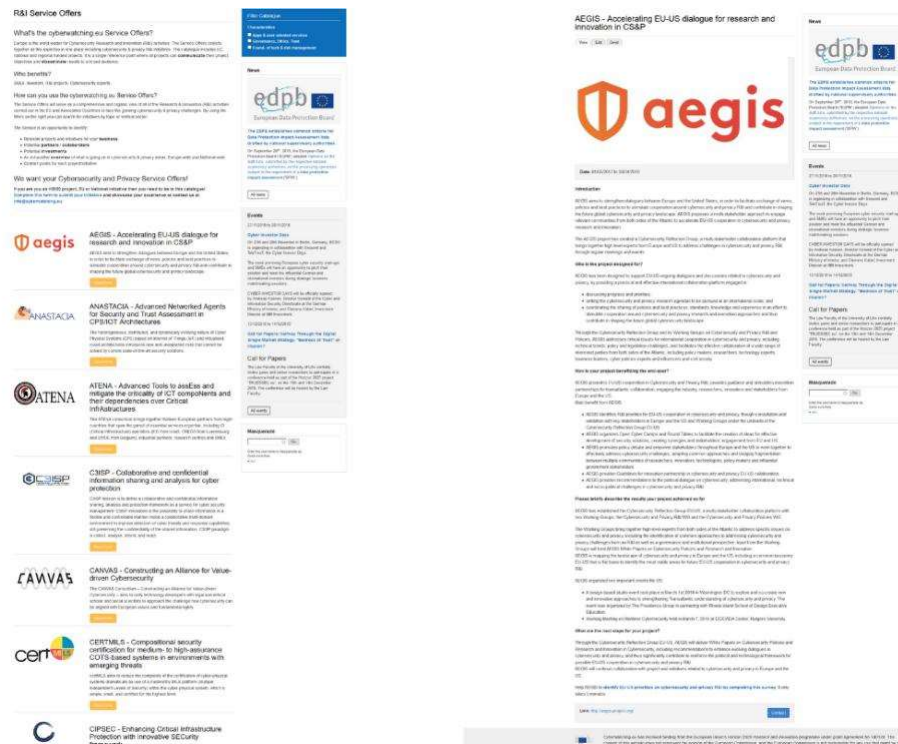


Figure 6 – Digital Service Offer Catalogue details

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

Cyberwatching.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-targeted 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

Website 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.

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

Landing Page: Our marketplace concept. Shows a flow from R&I to End User Club, then to providers and consumers. Key points: Free visibility to a growing, int'l community; Active & free promotion; Free access to RFI & RFQ opportunities; Positive contamination from the frontrunners; RFI & RFQ to a large & innovative audience; Included in the community.

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

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

END-USER CLUB
Launched October 2018
www.cyberwatching.eu/end-user-club

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 marketplace entries are categorised according to the JRC cybersecurity taxonomy and the NIST Cybersecurity framework in order to facilitate user experience in finding services.

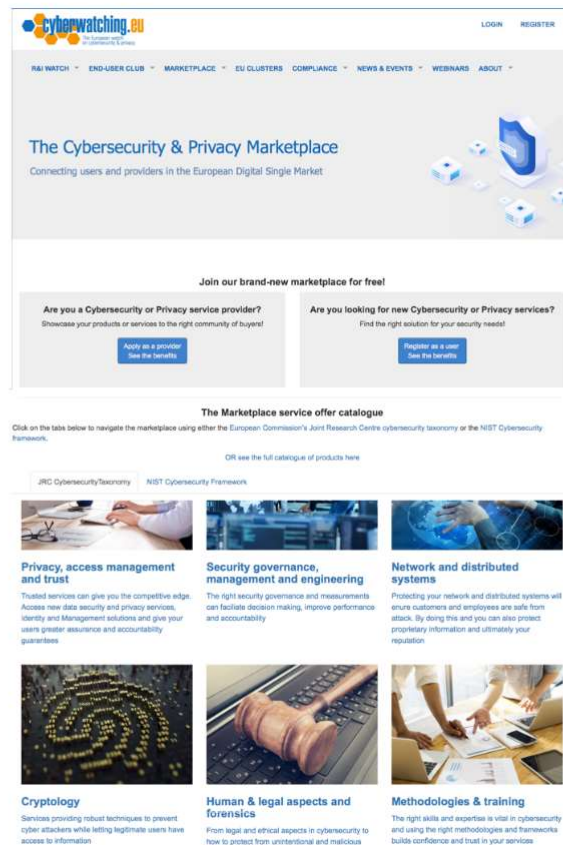


Figure 8 - Marketplace landing page

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 Events³, both attended or organized by cyberwatching.eu, where SMEs were targeted in order to receive their feedback, and later, to encourage their registration.
- **Social media promotion** – Mainly from M18 with the launch at the annual event in M18. This will be more prevalent in M18-24.

³ For the complete list see D4.2

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 that 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.

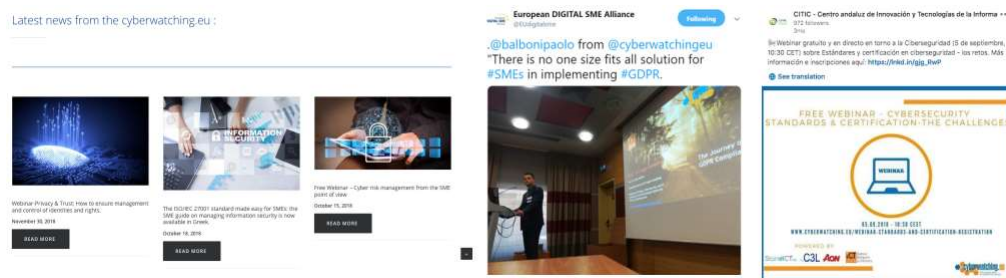


Figure 10 - Examples of promotion by DSME and CITIC to their SME communities

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.

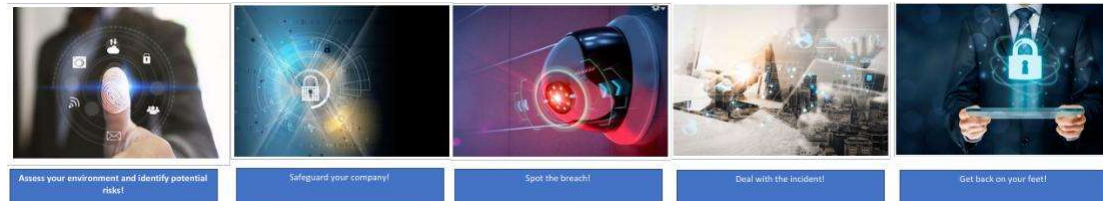


Figure 11 - Proposed new entry points to marketplace for future cyberwatching.eu homepage

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.

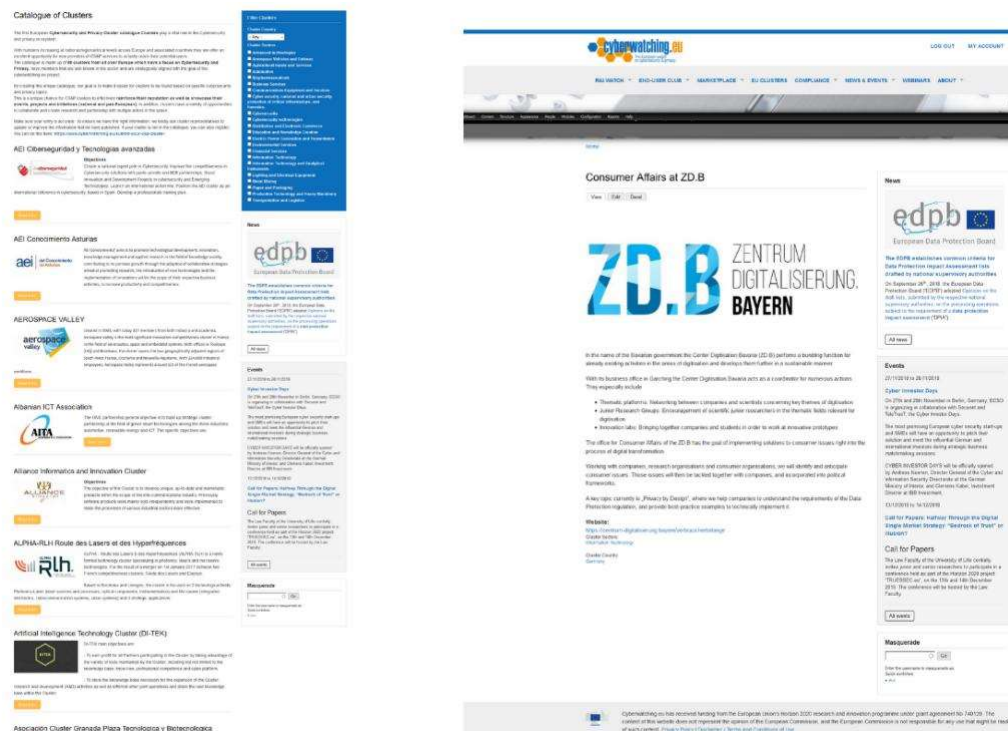


Figure 12 - Cluster Catalogue

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	<ul style="list-style-type: none"> GAIA (Spain) ClujIT (Romania)
Annual Workshop	Aligning and prioritising EU and international Cybersecurity and Privacy	<ul style="list-style-type: none"> South Wales Cyber Security Cluster (United Kingdom)
Webinar	Cyber risk management from the SME point of view	<ul style="list-style-type: none"> South Wales Cyber Security Cluster (United Kingdom)
Webinar	Cybersecurity as an opportunity in a changing market	<ul style="list-style-type: none"> 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.

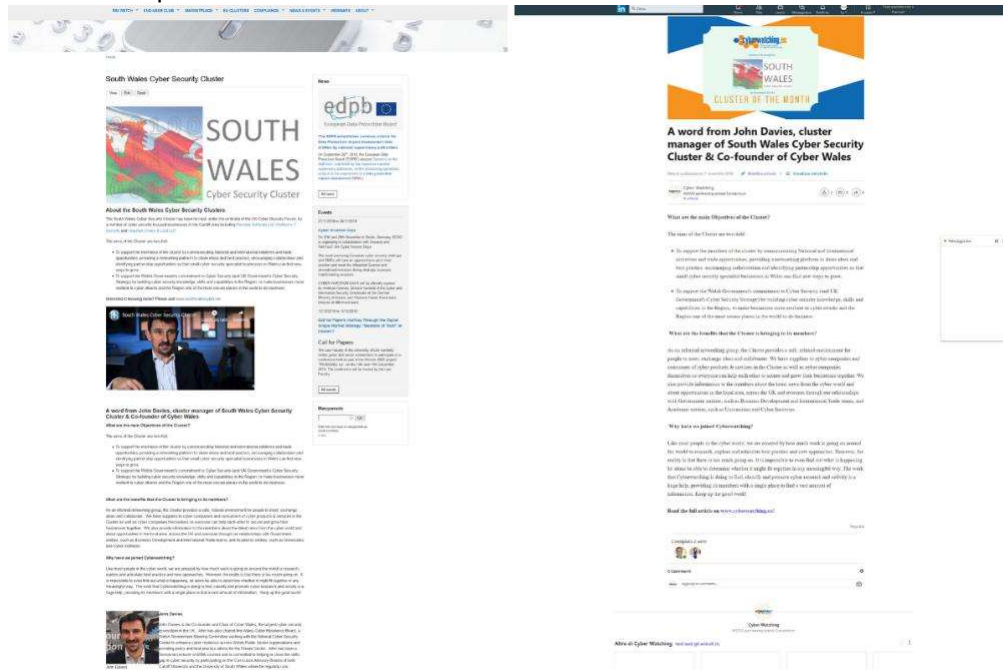


Figure 13 - Example of clusters engagement

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 6.1.2 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:

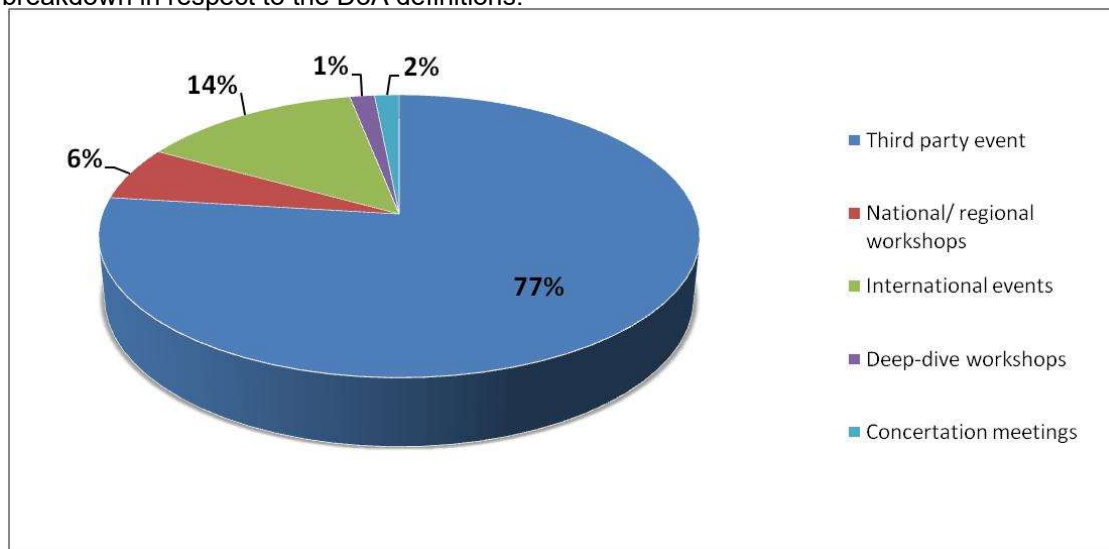


Figure 14 - Events attendance breakdown

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).



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 challenges 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.



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.



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 Amazon⁵.

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>

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 from 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 Rome⁶.

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 Table 23. 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
<u>GDPR for SMEs – eliminate uncertainties, benefit your business!</u>	<ul style="list-style-type: none"> • Academia/ Research: 25% • SME: 50% • Legal Consulting: 25% 	<ul style="list-style-type: none"> • Academia & Research: 10.7% • IT or Trade Association: 21.4% • Legal firm: 3.5% • SME: 39.2% • Other: 25%
<u>Cybersecurity as an opportunity in a changing market</u>	<ul style="list-style-type: none"> • CS&P cluster: 60% • Large company: 20% • R&I Team: 20% 	<ul style="list-style-type: none"> • Academia & Research: 28.8% • Government: 1% • IT or Trade Association: 21.9% • Large enterprise: 7.3% • Policy group/Association: 2.4%

⁶ https://www.enisa.europa.eu/events/ws_personal_data_processing/workshop_personal_data_processing

⁷ Webinar Section: <https://www.cyberwatching.eu/webinar>

		• SME: 26.8%
<u>Cybersecurity standards and certification - the challenges</u>	<ul style="list-style-type: none"> • Government/PA: 10% • R&I Team: 60% • SME: 10% • Legal Consulting: 10% • Large company: 10% 	<ul style="list-style-type: none"> • 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%
<u>Cyber risk management from the SME point of view</u>	<ul style="list-style-type: none"> • R&I Team/SMEs: 75% • CS&P cluster: 15% 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	N° Registrations	N° Video views	N° page views	N° unique page 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)



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 Tweets: Cyberwatching Outputs & Service Offer Catalogue Projects



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



Cyberwatching Tweets: Promoting Services from Cyber Security initiatives



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



Cyberwatching Tweets: Third-party events related to cybersecurity



Cyberwatching Tweets: Sharing cybersecurity news



Cyberwatching Tweets: Quotes from cyber security & privacy experts



Cyberwatching Tweets: Other topics



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 LinkedIn posts: Cyberwatching Events



Cyberwatching LinkedIn posts: Cyberwatching content-rich articles



EU-funded projects from the service offer catalogue



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 involving CS&P project clusters.	1
Concertation meetings	4 Concertation meetings for coordination of R&I projects in	1

	Europe and Associated States with involvement of a significant number of cybersecurity stakeholders.	
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 supply 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 Organisations.	All webinars have been structured to be engaging and 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.

6 Annex I

6.1.1 Cyberwatching.eu webinars

N°	Title	Date	Speakers	Audience
1	GDPR for SMEs – eliminate uncertainties, benefit your business!	15-06-2018	<ul style="list-style-type: none"> Justina Bieliauskaite (Digital SME Alliance) Laura Senatore (ICT Legal Consulting) Lina Jasmontaite (Vrije Universiteit Brussel) 	<ul style="list-style-type: none"> SMEs Industry R&I Projects
2	Cybersecurity as an opportunity in a changing market	10-07-2018	<ul style="list-style-type: none"> Maite Boyero (Spanish Secure Societies NCP) Itziar Vidorreta (GAIA cluster) Francesco Manca (AON) Andrei Kelemen (ClujIT) 	<ul style="list-style-type: none"> SMEs Industry R&I Projects CS&P Clusters Public Administrations
3	Cybersecurity standards and certification - the challenges	05-09-2018	<ul style="list-style-type: none"> Colin Whorlow (National Cyber Security Center UK) Jürgen Großmann (Fraunhofer FOKUS & EU-SEC project) Holger Blasum (SYSGO & CertMLS project) Scott Cadzow (Cadzow Communications Consulting & StandICT) Paolo Balboni (ICT Legal Consulting) Mark Miller (CONCEPTIVITY) Francesco Manca, AON Jon Kingsbury, Knowledge Transfer Network 	<ul style="list-style-type: none"> SMEs Industry Policy Regulators & SDOs Public Administrators CS&P Clusters
4	Cyber risk management from the SME point of view	17-10-2018	<ul style="list-style-type: none"> Samuel Fricker (FHNW) John Davies (CyberWales) Miguel Manteca (HISPASEC) Aitor Couce (ICMAT) Ahmed Bounfour (Paris-Sud University) Ioannis Kechaoglou (Rhea Group) 	<ul style="list-style-type: none"> SMEs Industry R&I Projects CS&P Clusters

Table 23 – cyberwatching.eu webinars organised since M1

6.1.2 Cyberwatching.eu events

Event	Date	Type of audience	# of participants	Main outcomes	Type of event
ECISO WG4 meeting	15/05/2017	SMEs, Large enterprises,	100	General promotion of cyberwatching.eu	Third party event

		Start-ups			
ECSO WG1 Meeting	30/05/2017	Certification and standardization and ECSO members	40	Introduction of cyberwatching.eu	Third party event
ITU IoT of Geneva "Security Trends on IoT and Constrained devices" Session	08/06/2017	Universities, Academics, SDOs, Industry ITU members	200	Introduction of cyberwatching.eu and discussion of IoT certification issues	International events
AEI Ciberseguri ty Workshop	14/06/2017	SMEs, Large enterprises	35	General promotion of cyberwatching.eu	National/regional workshops
ECSO WG6 meeting	20/06/2017	cybersecurity vendors, cybersecurity researchers	30	General promotion of cyberwatching.eu	Third party event
Tallin SME Accelerator meeting	12/09/2017-16/09/2017	SMEs, Universities, ECSO members	50	Introduction of cyberwatching.eu and ECSO WG1	European region - Third party event
ECSO WG3 meeting	22/09/2017			Introduction of cyberwatching.eu	Third party event
ECSO WG4 meeting	28/09/2017	SMEs, Large enterprises, Start-ups	30	Early promotion of SME End User Club and Marketplace	Third party event
ENISA Industry Conference	02/10/2017-03/10/2017	Cybersecurity Industry, SDOs, EU Commission officials	120	Cybersecurity certification, cyberwatching.eu SME Market Place, cyberwatching.eu contribution to certification	European region - Third party event
EU-Unity workshop	11/10/2017	R&I Team and initiatives, Policy & Regulators	60	General promotion of cyberwatching.eu and Observatory	Third party event
WISER Workshop Cybersecurity in practice	12/10/2017	SMEs, Start-ups	75	Early promotion of SME End User Club	Third party event
ECSO WG2 meeting	16/10/2017	cybersecurity vendors, cybersecurity researchers	40	Promotion of Taxonomy and Clustering activities	Third party event
Bratislava – Cybersecurity Conference - National Security Agency of Slovakia	19/10/2017-20/10/2017	Industry, government, public sector, academia	70	Certification, benefits of ECSO, contribution of cyberwatching.eu	European region - Third party event

Conference					
Leon – ENCIBE Conference	23/10/2017-26/10/2017	SMEs, large companies, academic, public sector, government	200	Introduction of cyberwatching.eu	Third party event
XI ENISE (León, Spain)	25/10/2017	SMEs, Large enterprises, Start-ups Cybersecurity, cybersecurity vendors, cybersecurity researchers	40	General promotion of cyberwatching.eu	International events
Cybersecurity, bridging R&I with the business world	25/10/2017	SMEs, PA, cybersecurity vendors, cybersecurity researchers,	100	General promotion of cyberwatching.eu	National/regional workshops
ECISO WG6 meeting	25/10/2017	cybersecurity vendors, cybersecurity researchers	30	General promotion of cyberwatching.eu	Third party event
Eastern Partnership Business Forum	26/10/2017	SMEs, Large enterprises		Distribution of Flyers and promotion of SME End User Club	Third party event
ECISO Partnership Board	27/10/2017	ECISO members, industry, public sector, EU Commission, research and academic	45	cPPP update	Third party event
Cybersecurity Day (IF 2017 PISA)	16/11/2017	R&I Team and initiatives, SMEs			Third party event
Transatlantic ICT FORUM	27/11/2017	Policy & Regulators, R&I Team and initiatives, SMEs		Promotion of Marketplace	Third party event
3rd International Cyber Warfare and Security	27/11/2017			General promotion of cyberwatching.eu	Third party event
ISSE 2017	27/11/2017	SMEs, cybersecurity researchers	20	Distribution of Flyers and promotion of SME End User Club	Third party event
Spanish National Clusters Congress	14/12/2017	SMEs, CS&P Clusters		General promotion of cyberwatching.eu	Third party event
ECISO WG 3.4 Workshop	25/01/2018	Financial sector, government, EU	25	Cybersecurity in the financial sector	Third party event

ECISO WG6 meeting	31/01/2018	Commission cybersecurity vendors, cybersecurity researchers	30	General promotion of cyberwatching.eu	Third party event
ReCRED H2020 project clustering event	31/01/2018	R&I Team and initiatives, cybersecurity researchers	30	Promotion of Observatory, Service Offer Catalogue and Concertation Meeting	Third party event
CEN/CENEL ECT Cyber Standardisation Conference	13/02/2018	SDOs, industry, public sector, EU Commission	200	Standardization and certification, mention of cybewatching deliverables in WP3	European region - Third party event
ECISO WG1 meeting	14/02/2018- 15/02/2018	Industry, public sector, research and academic	35	Face-to-Face meeting	Third party event
Cybersec CEO Forum	27/02/2018	Government, industry	60	Various cybersecurity aspects including certification	Third party event
ECISO WG4 meeting	27/02/2018	SMEs, Large enterprises, Start-ups	30	Early promotion of SME End User Club and Marketplace	Third party event
ENISA Towards EU Cybersecurity Certification	01/03/2018	SMEs, industry, public sector, EU Commission	120	Cybersecurity certification and potential contribution of cyberwatching.eu	Third party event
ECISO WG3 meeting	06/03/2018	Industry, ECISO WG3 vertical sectors	40	Face-to-Face meeting	Third party event
ECISO WG5	07/03/2018	Education and outreach, public sector, industry, academia and research	20	Face-to-Face meeting and cyberwatching.eu update	Third party event
ECISO WG6 meeting	14/03/2018	cybersecurity vendors, cybersecurity researchers	30	General promotion of cyberwatching.eu	Third party event
Advanced Factories (Barcelona, Spain)	15/03/2018	cybersecurity vendors, cybersecurity researchers	120	General promotion of cyberwatching.eu	International events
Startup Ole! (Salamanca, Spain)	19/04/2018	SMEs and Start-ups	60	General promotion of cyberwatching.eu	International events
First Concertation Meeting	26/04/2018	R&I Team and initiatives, cybersecurity researchers, Policy & Regulators	75	General promotion of cyberwatching.eu	Concertation meetings

ECSO WG2 Meeting	02/05/2018	Industry, public sector	30	International cooperation and potential international cooperation for cyberwatching.eu	Third party event
ECSO cPPP	17/05/2018	ECSO members, industry, public sector, EU Commission, research and academic	45	cPPP update	Third party event
ECSO WG1 meeting	24/05/2018	Certification and standardization and ECSO members	35	Face-to-Face Meeting and cyberwatching update	Third party event
Cluj Innovation Days 2018	24/05/2018	SMEs, Start-ups, cybersecurity researchers	100	General promotion of cyberwatching.eu	Third party event
General Assembly of the European DIGITAL SME Alliance	30/05/2018	National and regional associations of digital SMEs, clusters	10	General presentation of cyberwatching.eu, early presentation of Marketplace and SME end-user club, distribution of informative one-pagers	Third party event
SIGHT (Supporting specialised skills development: big data, IoT and cybersecurity for SMEs) 1st expert workshop	06/06/2018	Cybersecurity experts	25	Dissemination of flyers and one-pagers	Third party event
Bulgaria SME Conference	06/06/2018-08/06/2018	SMEs, government, industry	200	SME cybersecurity and presentation of cyberwatching.eu	European region - Third party event
CEBIT 2018 (in the booth of BITMI)	12/06/2018	SMEs, large enterprises, start-ups	???	Dissemination of flyers	Third party event
ETSI meeting	14/06/2018	Academic, SDOs, public sector	15	Presentation of cyberwatching.eu	Third party event
European Cyber Valleys (Brussels, Belgium)	15/06/2018	Representatives of other European regions specialized in	10	General promotion of cyberwatching.eu	International events

		cybersecurity			
2nd Annual Transatlantic Symposium on ICT and Policy	18/06/2018	cybersecurity vendors, cybersecurity researchers	60	General promotion of cyberwatching.eu	Third party event
Cloudscape Brazil 2018	25/07/2018	R&I Team and initiatives, cybersecurity researchers, Policy & Regulators		General promotion of cyberwatching.eu, SME End User Club and Marketplace	Third party event
#InvestCyber - Time for Cyber-Security Scaleups to Shine	13/09/2018	SMEs, Large enterprises, Start-ups		Promotion of SME End User Club and Marketplace	Third party event
EC SO WG4 meeting	18/09/2018	SMEs, Large enterprises, Start-ups	25	SME Marketplace and EC SO SME hub	Third party event
EC SO WG5 meeting	25/09/2018	Education and outreach, public sector, industry, academia and research	35	HR aspects, cyberwatching update	Third party event
EC SO WG3 meeting	26/09/2018	Industry, EC SO WG3 vertical sectors	30	Vertical sectors aspects, cooperation with cyberwatching.eu	Third party event
EC SO Meeting with DG CNECT	05/10/2018	EC SO members, EC SO board, industry, public sector, research and academia, EU Commission	45	Draft CCC Regulation	Third party event
Security of Personal Data Processing	08/10/2018	SMEs, Large enterprises, Start-ups, Policy & Regulators		General promotion of cyberwatching.eu and SME End User Club	International events
Aligning and prioritising EU and international Cybersecurity and Privacy	08/10/2018	R&I Team and initiatives, SMEs, Large enterprises,	28	General promotion of cyberwatching.eu, SME End User Club and Marketplace	International events
Assessing research outputs within the cybersecurity	08/10/2018	R&I Team and initiatives, SMEs, Large enterprises,	18	General promotion of cyberwatching.eu, SME End User Club and Marketplace	Deep-dive workshops

ty and privacy landscape					
CYBERSEC 2018	08/10/2018	SMEs, Large enterprises, Start-ups Cybersecurity, cybersecurity vendors, cybersecurity researchers	40	General promotion of cyberwatching.eu ,SME End User Club and Marketplace	International events
ECSO WG6 meeting	18/10/2018	cybersecurity researchers, public sector, industry	70	Strategic research and innovation agenda	ECSO WG6 meeting
XII ENISE (León, Spain)	23-24/10/2018	SMEs, Large enterprises, Start-ups Cybersecurity, cybersecurity vendors, cybersecurity researchers	2.000 (100 direct contacts)	Promotion of SME End User Club and Marketplace. Distribution of Flyers	International events
II Cybersecurity Forum Castilla y León (Valladolid, Spain)	25/10/18	SMEs of Region Castilla y León	250	Distribution of Flyers	National/regional workshops
ECSO WG4 meeting	15/11/2018	SMEs, Large enterprises, Start-ups	10	Promotion of Marketplace	Third party event

Table 24 - Main relevant events attended and organized

