



**Stimulating cybersecurity  
SME environment :  
cyberwatching.eu and  
pilot European  
competence center(s)**

Justina Bieliauskaite,  
European DIGITAL SME Alliance

# Cybersecurity environment



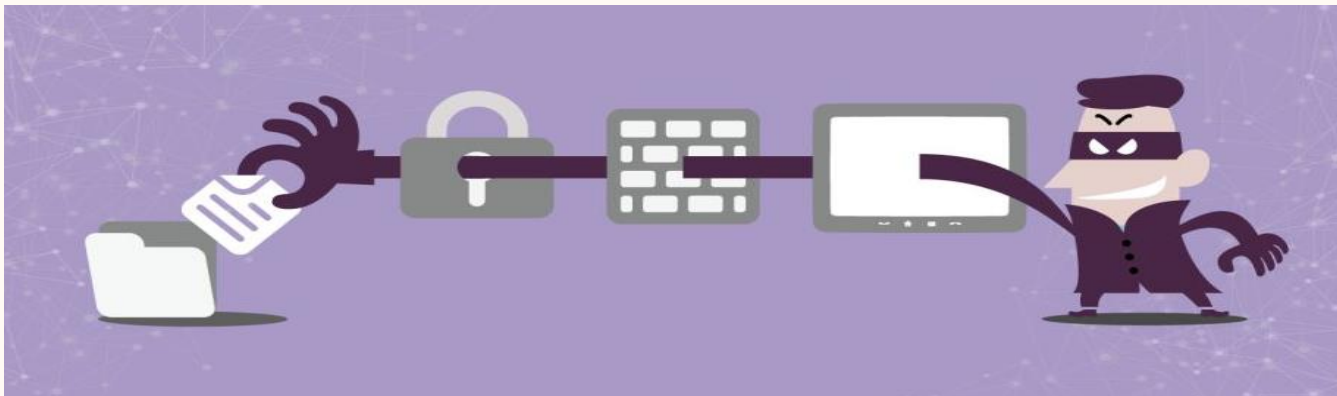
- 50% of Europeans don't feel informed about cybersecurity
- Only half of enterprises in Europe has informed its staff about cyber risks and cyber-secure behaviour
- 1/3 of companies have cybersecurity policies

- Annual global costs of cybercrime +- €4.8 trillion (by 2021) + the reputational damage
- **60% of SMEs, victims of cyberattacks, do not recover and shut down within 6 months**



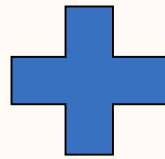
# Cybersecurity environment

- Global cybersecurity market in 2020 – 100 bln eur, 37 bln eur of which – European (Mordor Intelligence)
- About 75% of the most innovative cybersecurity companies come from the US, while EU companies represent only 10%
- MARKET FRAGMENTATION in Europe: top 15 cybersecurity providers (mostly non-European) constitute 1/3 of the market



# Stimulating cybersecurity environment

- Learning from good practices:
- US: concentration of knowledge, huge investments and effective funding mechanisms











- Israel: close collaboration between the industry, academy, government and military intelligence + concrete actions to stimulate the industry (e.g. National Cyber Security Incubator)



Increasing funding for cybersecurity (Horizon 2020, Digital Europe Programme, etc.) AND European Cybersecurity Competence Network and Centre

# cyberwatching.eu – The European watch on Cybersecurity and Privacy

Research & Innovation Projects		Small Businesses & Enterprise	
 <p><b>347</b></p> <p><b>OBSERVATORY</b></p> <p>Register your project on the first Cybersecurity &amp; Privacy R&amp;I Observatory in Europe and showcase your excellence!</p>	 <p><b>49</b></p> <p><b>R&amp;I SERVICE OFFERS</b></p> <p>Clustering R&amp;I projects for a Catalogue of cyber security &amp; privacy services</p>	 <p><b>10</b></p> <p><b>SME END-USER CLUB</b></p> <p>Cyberwatching.eu provides free and affordable cybersecurity and privacy services and software that can help you to improve your product portfolio in terms of robustness, resilience and trustworthiness.</p>	 <p><b>34</b></p> <p><b>MARKETPLACE</b></p> <p>The Cyberwatching.eu Marketplace is a dynamic demand &amp; supply reference hub bringing together cybersecurity &amp; privacy providers of secure technologies.</p>
 <p><b>CONCERTATION</b></p> <p>The objective of the first Cyberwatching.eu concertation meeting is to take stock of the current R&amp;I landscape and to identify common themes and challenges for clustering activities.</p>	 <p><b>TAXONOMY</b></p> <p>Cyberwatching.eu will develop an effective way of clustering and monitoring R&amp;I teams of cybersecurity and privacy in Europe, inducing collaborations and realising synergies by proactively facilitating them through practical steps.</p>	 <p><b>LEGAL TIPS</b></p> <p>Cyberwatching.eu raises awareness of the two major legislative tools that are having a major impact on the EU cybersecurity landscape, the GDPR and the NIS Directive.</p>	 <p><b>68</b></p> <p><b>CS&amp;P CLUSTERS</b></p> <p>Cyberwatching.eu is paving the way to achieve and effective engagement between cybersecurity Clusters in Europe through the identification and characterization of EU regional and national cybersecurity Clusters</p>



# Asset #1 – Observatory



## OBSERVATORY

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



## R&I SERVICE CATALOGUE

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



## MARKETPLACE

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



## SME END-USER CLUB

Cyber security & privacy services for SMEs



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

**A European technology radar - Get visible at an EU level**



## OBSERVATORY

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



## R&I SERVICE CATALOGUE

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



## MARKETPLACE

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



## SME END-USER CLUB

Cyber security & privacy services for SMEs



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

**Make your Cybersecurity & privacy results more findable & accessible**  
**Submit your project:** <https://www.cyberwatching.eu/services/catalogue-of-services>

# Asset #3 – Marketplace



## OBSERVATORY

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



## R&I SERVICE CATALOGUE

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



## MARKETPLACE

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



## SME END-USER CLUB

Cyber security & privacy services for SMEs



Sign up here:  
<https://www.cyberwatching.eu/marketplace>

- ◆ A Marketplace of **cybersecurity & privacy “services”**
- ◆ **Suppliers:** R&I projects, SMEs (cybersecurity providers)
- ◆ **Users:** SMEs (end-users and providers)
- ◆ Access to the **innovative pre-commercial cybersecurity solutions – easy to find and filter, cheaper** than the market price, easy **direct contact with** the provider
- ◆ **Promotional space** for the product/service
- ◆ **Provider profile**
- ◆ **Visibility on their product/service through cyberwatching.eu social media.**
- ◆ **Speak and participate at cyberwatching.eu and related events and webinars**



# Join our exclusive SME end-user club

- **Free & affordable** & cutting-edge cyber-security & privacy services & products
- **Visibility** opportunities
- **Assistance** to install and use new services
- **Participation** in SME workshops and webinars
- **Networking** opportunities with an expanding network of SMEs across Europe and globally
- **Free visibility and personalised profile!**

**Sign up here:**

<http://bit.ly/2gc3uS2>



# cyberwatching.eu and the Four Pilot Projects

- Reach-out to cybersecurity community – especially EU R&D projects and cybersecurity SMEs
- Dissemination and news
- Networking & cooperation



# Thank you!



[j.bieliauskaite@digitalsme.eu](mailto:j.bieliauskaite@digitalsme.eu)

[www.cyberwatching.eu](http://www.cyberwatching.eu)  
[@cyberwatching.eu](https://twitter.com/cyberwatching.eu)  
[info@cyberwatching.eu](mailto:info@cyberwatching.eu)