

ECS

EUROPEAN CYBER SECURITY ORGANISATION



Cybersecurity interregional partnership - S3 Pilot Action The Cyber Valleys project

European symposium “Synergies between EU funding for Defence and Dual-Use Research and Innovation” – Seville 3rd
October

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Overarching objectives of the Interregional Pilot Actions*



1. Defining a set of action **for commercialising/scaling up of concrete** inter-regional investment projects
2. **Attracting private investment** and addressing financing gap
3. Exploring and strengthening **synergies to develop investment pipelines**, through EU instruments and initiatives
4. **Analysing financial and legal obstacles** to commercialisation and scale-up
5. Developing cooperation with partnerships under other thematic areas covered by the 3 TSSPs

8 Pilot Actions EU-funded : 3D printing, bio-economy sector, **cybersecurity**, circular economy, high-tech farming, marine renewable energy, sustainable buildings, traceability and big data in agri-food.

*2017 Call for expression of Interest for Thematic Partnership to Pilot Interregional Innovation project

Short history of EU Cyber Valleys

Pre-2018

- 2016 European Cyber Week with the support of the EC
- 2017 ECSO Meeting with DG-REGIO (11 regions + 4 DGs)
- 2017 Preparatory phase for INTERREG Europe Cyber

Post-2018

- 17.01.2018 Call
- 23.01.2018 Meeting with DG-REGIO
- 15.02.2018 Kick-off Meeting (+EC) → 1st draft of the Action Plan discussed
- 21.03.2018 2nd Meeting (+EC)
- 20.04.2018 Call
- 17.05.2018 3rd Meeting
- 15.06.2018 Training on WP1
- 21.06.2018 4th Meeting → agreement on Pilot case
- 20.09.2018 5th Meeting

35 Representatives of the quadruple helix from **5 Regions** (Brittany, Castilla y Leon, Central Finland, Estonia and North Rhine Westphalia)

With the support of the **European Cyber Security Organisation** (the contractual counterpart to the European Commission for the implementation of the Cyber Security contractual Public-Private Partnership (cPPP))



« **Five cyber valleys** » : among the most mature local ecosystems

« Five cyber valleys » : the most mature local ecosystems



1. Conseil régional de Bretagne (leader)

Pole excellence cyber (PEC)/ Bretagne Développement Innovation (BDI)

2. Junta Castilla y Leon/City of Leon (Spain)

Institute for Business Castilla y Leon/ INCIBE (National Cybersecurity Center)/ AEI Ciberseguridad y Tecnologías Avanzadas, Centro de Computación

3. Regional Council of Central Finland (Finland)

JYVSECTEC / Institute of Information Technology / JAMK University of Applied Sciences (Finland)

4. Estonia

Startup Estonia (Estonia)/ Estonia Defense Industry Association (Estonia)/RIA - Information System Authority , Republic of Estonia

5. North Rhine Westphalia

CPS.HUB – Competence Center for Cyber Physical Systems, Institut SIKoM+/Bergische Universität Wuppertal (Germany)

nrw.uniTS – IT-Security network North Rhine-Westphalia (Germany)

Identification of bottlenecks

Market analysis

European industrial landscape is **not yet mature and highly fragmented** (25% of global market, 12K companies, 70% of them are Micro and SMEs*)

Few leaders and low international presence. Europe faces a **critical absence of Medium and Large pure players** competing on the global scale. Only 14% of the EU based cybersecurity companies are part of the global top 500 market leading cybersecurity highest growth companies.

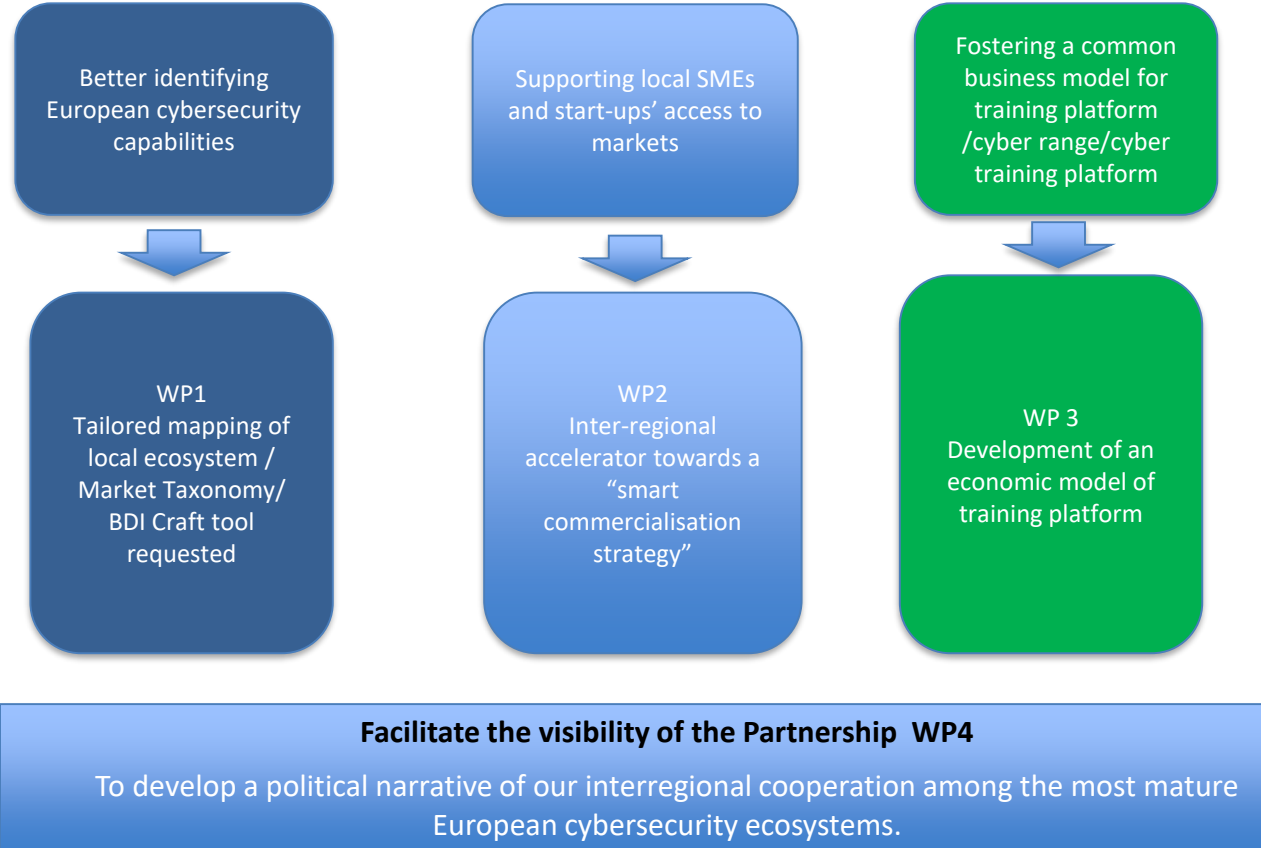
NEEDs

Increase **visibility and credibility** of local solutions in Europe

Full access to European market: acceleration services (mentoring and training on marketing strategies)

Scalability: link to potential customers and networking

**Based on ECSO estimates*



The strategic role(s) of Regions to consolidate the still “young European ecosystem”



1. Market intelligence watcher: monitor and select competitive scaleups
→ Increase **visibility and credibility** of local solutions in Europe
2. Facilitator of access to market: proximity with end-users
→ **Full access to European market**: acceleration services (mentoring and training on marketing strategies)
3. Smart services provider: European accelerator programme
→ **Scalability**: link to potential customers and networking
4. Community builder: link with other local and European players/activities (local programmes, DIHs, EIT-D, INTERREG, cPPP)
→ **Federative/dynamic cooperation**

Cyber valleys are uniquely positioned to raise the global level of cybersecurity, they are connected to their local ecosystem, citizens, vital industries and services, competitive SMEs with technologic offers, cutting edge R&D labs and training centers

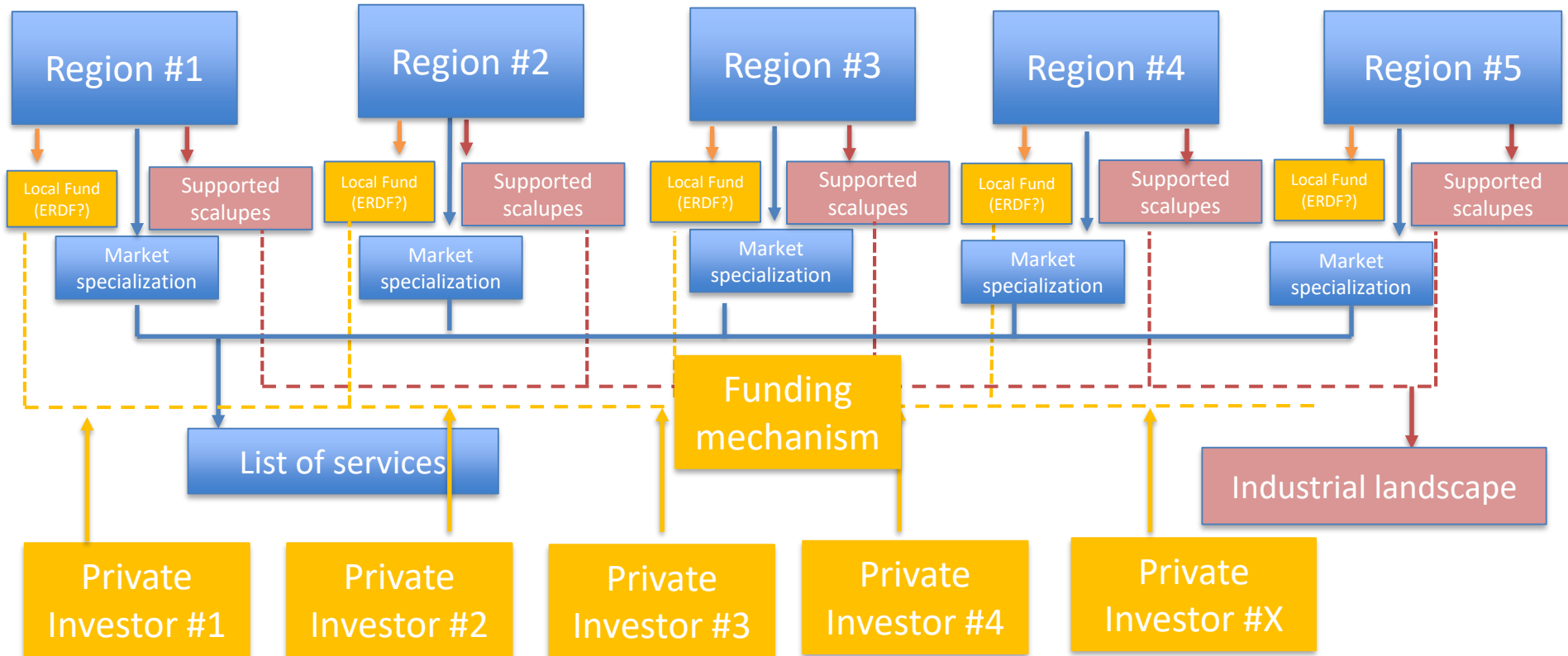
Bridging the gap between technology and business: towards a
“**smart commercialisation strategy**”

The European Cyber Valleys programme implements a **tailored and integrated programme** offering scaleups the support they need to grow faster and to finally achieve their ambition in **becoming European champions**.

The programme includes **activities and services** to facilitate the **access to finance** as well as **increase their marketing skills** and **business and industrial development**.

Pilot case and innovative solution

Overall architecture



Inter-regional acceleration services to be provided (training and mentoring)



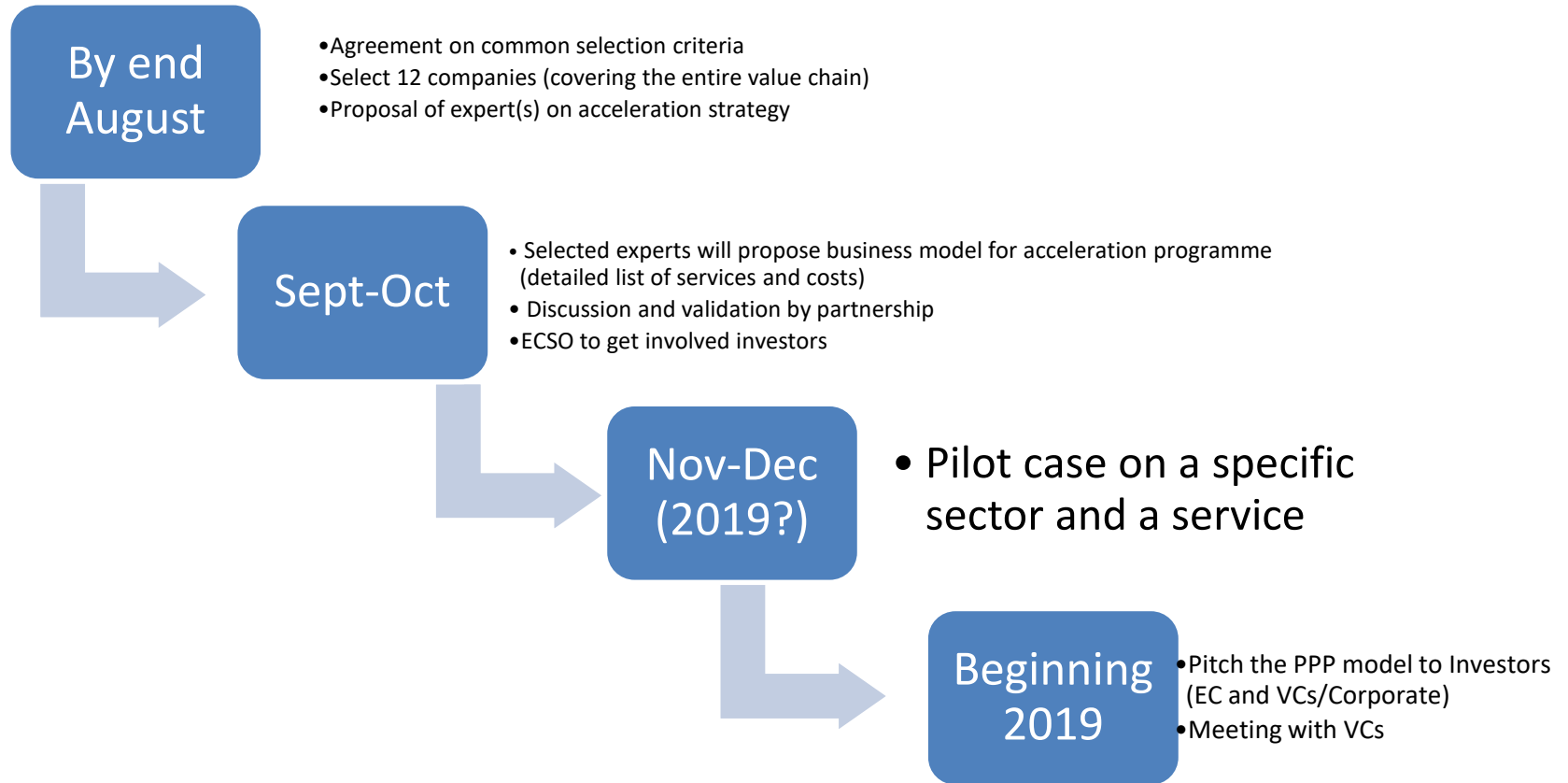
- **Go-to-market** strategy : business intelligence, business model & pricing strategy
- **Sales “soft” skills:** mentoring from experienced entrepreneurs (best practices)
- **Sales “hard” tools:** setting a network of re-sellers/network of sales, integrators
- Consulting on GDPR and NIS application in the different countries
- Consulting on finance & tax
- Consulting on IP strategy
- Improved access to finance
- Provide common brochures and flyers for example on “why invest in cyber? why buy product/solution made in European Valleys” (to raise the level of understanding of cyber security among end-users
- Networking/ Matchmaking events
- ...

Benefits



- Global Insights. Participants will be able analyze **critical global trends** and innovations shaping your industry
- Inspirational Leadership. Straighten the vision of the company and reflect on your leadership, embrace new approaches, developing the skills to create teams able to **deliver the vision**
- European Cybersecurity network. Explore new approaches, gain insights and **extend the network or your company** in a European cyber context
- Scaling processes and systems. **Build the framework and agents** to improve your processes and systems
- Competitive Advantage. Formulate the objective and strategies to deliver sustained **global competitive advantages**

#1 Proposed roadmap validated 21.06.2018



Creating new pan-European clusters of innovation

- In addition to the new possibility for regions to develop joint projects together under their own programmes, the 2021-2027 Cohesion Policy rules create the **'Interregional Innovation Investments'**, a tool inspired by the success of the [Vanguard initiative](#) and the 2014-2020 [pilot action on Interregional innovation partnerships](#).
- Regions with matching 'smart specialisation' assets will be given more financial support to work together and involve further policy-makers, researchers, businesses and other innovation actors. **The aim is to scale up 'bankable' interregional projects** that can create European value chains in priority sectors such as big data, bioeconomy, resource efficiency, connected mobility or advanced manufacturing.

PÔLE D'EXCELLENCE
CYBER

PRÉSENTE LA 3^{ÈME} ÉDITION DE LA

EUROPEAN CYBER WEEK

THE EUROPEAN CYBER DEFENCE AND CYBERSECURITY FORUM

#EuroCyberWeek



SAVE THE DATE
DU 19 AU 22
NOVEMBRE 2018
RENNES - FRANCE

- **Monday & Tuesday : C&ESAR**

- Conference on cybersecurity co-organised by the French Ministry of Army
- High-level plenary session

- **Wednesday : Cyber Valleys Day**

- Thesis 3.0 presentation
- Students challenges
- Regions and ecosystems at the forefront of cybersecurity

- **Thursday : Thematic Day**

- Health, Artificial intelligence & cybersecurity
- Media, Artificial intelligence & cybersecurity
- Meetings with Member of the Parliament

+ networking and social event

+ **EC SO WG4 & Pilot Action workshop on the role of Regions in the post2020 cybersecurity framework**

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