

## Cybersecurity Made In Europe Label – Fact Sheet

*\*Unless otherwise stated, the facts and figures given are the product of proprietary ECSO research.*

### A Fragmented Market Place

In 2019, the EU cybersecurity market is €25 billion with 12,000 companies: 74% of them are micro companies and SMEs: however, Europe is facing a critical absence of European medium and large cybersecurity pure players competing on the global scale<sup>1</sup>.

In Europe, market fragmentation and access-to-markets is a key challenge for SMEs and especially so for cybersecurity, given that the market has not yet reached fully maturity. Despite being nearly double the population of the United States, Europe’s cybersecurity market share is half as high.

Geographic labelling schemes for cybersecurity exist at a national level in some European countries. However, the lack of any such scheme at the European level and the need to advance Europe’s strategic autonomy prompted ECSO to create the Cybersecurity Made In Europe Label.

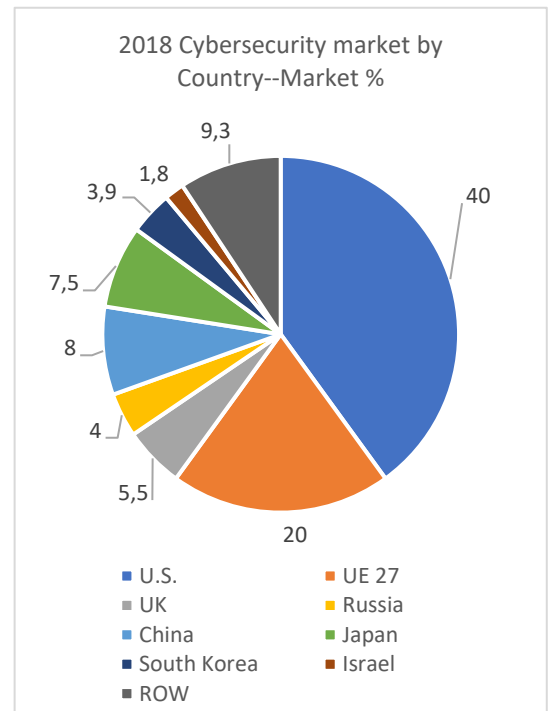
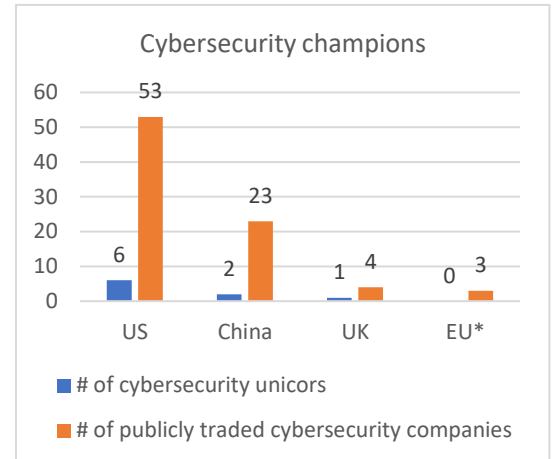
### What is the Label?

The Cybersecurity Made In Europe Label is an industry-driven marketing tool, designed to promote European cybersecurity companies and increase their visibility on the European and on the global market. More fully:

- The Label serves as a market differentiator based on geographic location.
- The Label raises awareness of the strategic value of cybersecurity companies originating in Europe and developing their business based on trusted European values.
- The Label increases companies’ visibility among potential business partners, end-users and cybersecurity investors.

### What is the Label NOT?

1. The Label is not a certification tool.
2. The Label issuance process does not require a technical audit but relies on self-declaration.
3. The Label does not target specific cybersecurity products or services, but European-based cybersecurity companies.
4. The Label focuses on European cybersecurity startups and SMEs but does not exclude large companies.
5. The Label does not compete with similar national labels and can be used in conjunction with them.



<sup>1</sup> ECSO internal cybersecurity market research based on publicly available data.

## Who Can Apply?

The Label is granted to European cybersecurity companies from the European Union (EU27), European Free Trade Association (EFTA) and European Economic Area (EEA) countries, as well as from the United Kingdom (UK).

## How long is it valid?

The Label is valid for the period of 12 months. The Labels which have been issued during the launch period (2 November 2020 - 1 March 2021) are exceptionally valid until 31 May 2022.

## What are the criteria

Companies can contact any qualified issuing association of their choice to express their interest in obtaining the Label. They will be asked to submit their application for the eligibility check, following these criteria:

- 1. European-based:* The company is a legal entity, headquartered in Europe. If the company is a part of a group, then the group headquarters must be registered in Europe.
- 2. European ownership:* The company must provide reasonable assurance (declaring ownership structure, majority stakes) that there is no major ownership/control from the outside Europe.
- 3. Europe as a primary business place:* The company must demonstrate that it has >50% of cybersecurity R&D activities and >50% of staff (FTE) located in the EU27, EFTA, EEA countries and the UK.
- 4. Trustworthy cybersecurity (ICT) products and services:* The company declares to comply with the basic requirements defined by the ENISA's 'Indispensable baseline security requirements for the secure ICT products and services', including no-spy declaration, which ensures that no offered product or solution contains backdoors (non-declared functionality).
- 5. Data and privacy:* The company declares to be GDPR compliant.

## How Much Does It Cost?

Each qualified issuing association has discretionary power to decide the pricing of the Label, depending on the administrative costs it experiences and the membership benefits it offers to its members. Interested European cybersecurity companies are invited to contact the qualified issuing partners of their choice for detailed information about the pricing.

## There are 11 qualified issuing partners of the Label at the moment:

1. CenSec - Center for Defence, Space & Security | Denmark | [Website](#)
2. Cyber Wales | United Kingdom | [Website](#)
3. Eurobits e.V. | Germany | [Website](#)
4. European Digital SME Alliance | Belgium | [Website](#)
5. Finnish Information Security Cluster (FISC) | Finland | [Website](#)
6. Hexatrust | France | [Website](#)
7. LSEC - Leaders in Security | Belgium | [Website](#)
8. Pole d'Excellence Cyber | France | [Website](#)
9. Polish Cybersecurity Cluster #CyberMadeInPoland | Poland | [Website](#)
10. Systematic Paris-Region | France | [Website](#)
11. Union for Private Economic Enterprise (UPEE) | Bulgaria | [Website](#)