



CYBERSECURITY<sup>TM</sup>  
MADE IN EUROPE

HOW TO OBTAIN THE LABEL?

WHAT



IS?

## CYBERSECURITY MADE IN EUROPE

is an industry-driven marketing tool, designed to promote European cybersecurity companies and increase their visibility on the European and on the global market.

The lack of any such tool at the European level and the need to advance Europe's strategic autonomy prompted European Cyber Security Organisation (ECSO) to create the Cybersecurity Made In Europe Label.

# WHAT



# IS NOT?

The Label is **not a certification tool**.

The Label issuance process **does not require a technical audit**, but relies on self-declaration.

The Label **does not target specific cybersecurity products or services**, but European-based cybersecurity companies.

The Label focuses on European cybersecurity startups and SMEs, but **does not exclude large companies**.

The Label **does not compete with similar national labels** and can be used in conjunction with them.



## WHAT ARE THE BENEFITS?

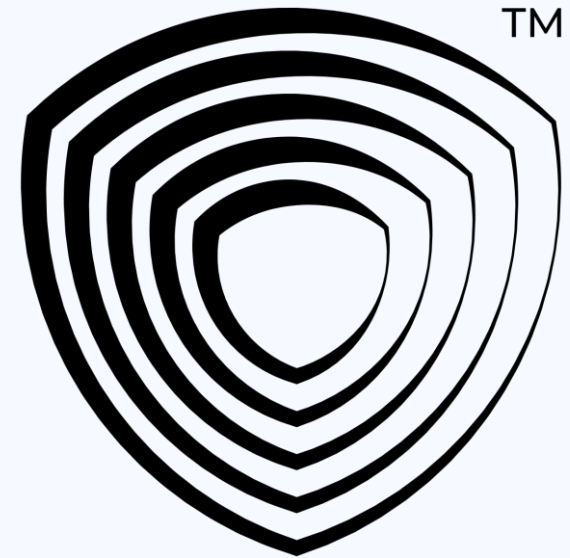
The Label serves as a **market differentiator** based on geographic location.

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.

## 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).



# WHAT ARE THE 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 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.

If the company wants to continue carrying the Label after the validity expires, it commits to indicate all the relevant changes which have taken place since the last eligibility check and approval. In case of no relevant changes, the re-issuance takes place automatically once the payment is received.

# 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.

We invite you to contact the qualified issuing partners of your choice for detailed information about the pricing.



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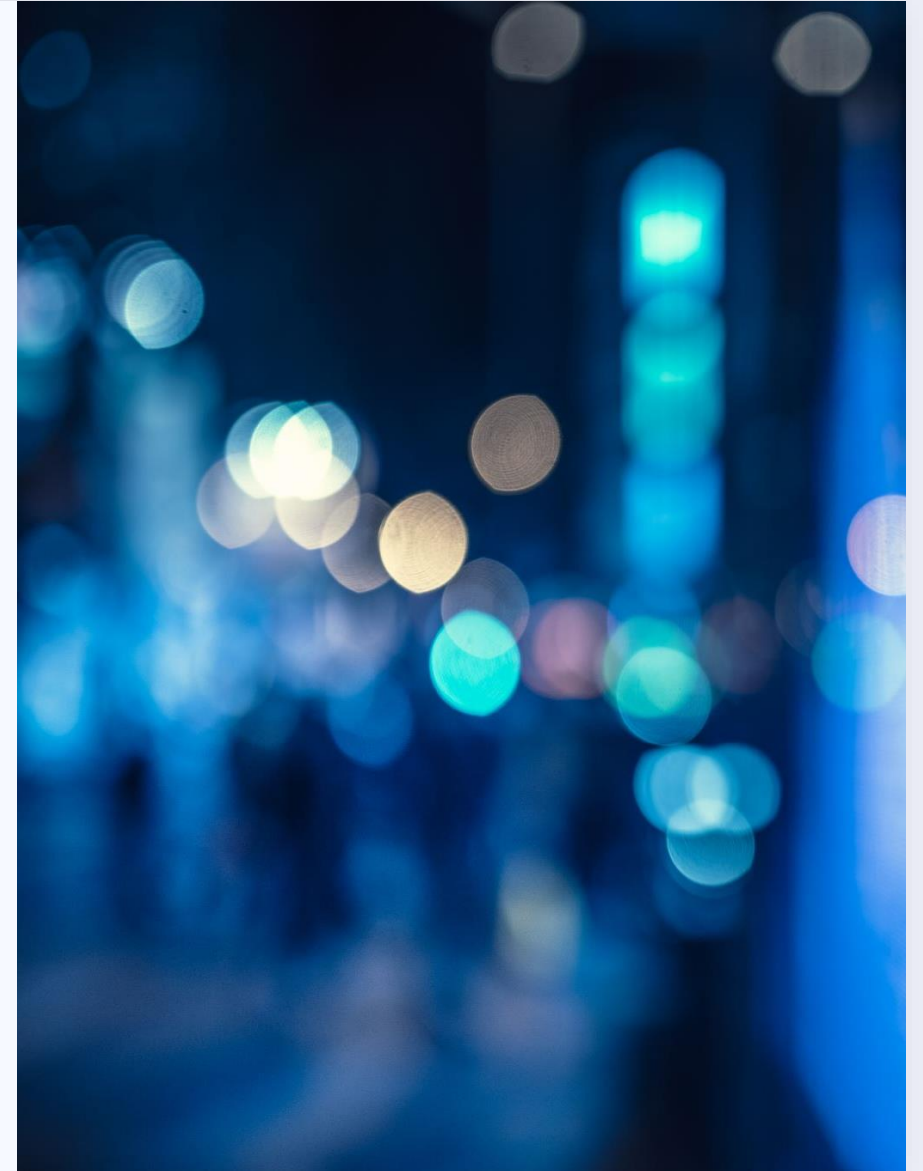


# WHO ISSUES THE LABEL?

Only **qualified issuers authorised by the European Cyber Security Organisation (ECSO)** has the right to issue the Label. Their contacts are available on the ECSO website ([here](#)) and below in this presentation.

Prospective companies can **choose any qualified issuer** of their choice regardless of the country in which their European headquarters are located.

ECSO does not accept applications from companies and does not issue the Label. However, it remains the sole owner and supervisor of the Label scheme.



# HOW TO APPLY?

Contact any qualified issuing association of your choice to express your interest in obtaining the label. You will be asked to submit your application electronically for the eligibility check. Here is the list of the documents you will need to prepare:

1. **Completed ‘Cybersecurity Made In Europe’ application form**, provided by the qualified issuing partner.
2. **Factsheet about your company**, including the declaration of the ownership structure, majority stakes and proof of the majority of R&D activities in Europe.
3. **Declaration about your conformity with ENISA’s** ‘Indispensable baseline security requirements for the secure ICT products and services’.
4. **Confirmation letter**, signed by the CEO or any authorised signatory of the company with power of attorney, declaring the correctness of the application form.
5. **Payment commitment** for the processing fee for issuing the Label.

# LIST OF QUALIFIED ISSUERS

ACN - L'Alliance pour la Confiance Numérique  
| France | [Website](#)

CenSec - Center for Defence, Space &  
Security | Denmark | [Website](#)

CNR - National Research Council | Italy | [Website](#)

Cyber Security Competence and Certification  
Centre (KCCKB) | Slovakia | [Website](#)

Cyber Wales | United Kingdom | [Website](#)

Eurobits e.V. | Germany | [Website](#)

European Digital SME Alliance | Belgium | [Website](#)

Finnish Information Security Cluster  
(FISC) | Finland | [Website](#)

Hexatrust | France | [Website](#)

LSEC - Leaders in Security | Belgium | [Website](#)

Pole d'Excellence Cyber | France | [Website](#)

Polish Cybersecurity Cluster  
#CyberMadeInPoland | Poland | [Website](#)

Systematic Paris-Region | France | [Website](#)

Union for Private Economic Enterprise  
(UPEE) | Bulgaria | [Website](#)

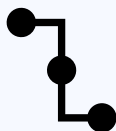


THE  
FOUNDER  
OF  
THE  
LABEL

European Cyber Security Organisation (ECSO) is a non-for-profit organisation, established in 2016. ECSO unites more than 260 European cybersecurity stakeholders, including large companies, SMEs and startups, research centres, universities, end-users, operators, associations, as well as regional and national administrations. ECSO works with its members and partners to develop a competitive European cybersecurity ecosystem providing trusted cybersecurity solutions and advancing Europe's cybersecurity posture and its technological independence. More information: [www.ecs-org.eu](http://www.ecs-org.eu).



## CONTACT US



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