



CYBERSECURITYTM
MADE IN EUROPE

**HOW TO BECOME
A QUALIFIED LABEL ISSUER?**

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 the global market.

The lack of such marketing tool inspired European Cyber Security Organisation (ECSO) to take the initiative and develop the 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).



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WHAT ARE THE LABELLING CRITERIA?

In order to qualify for the Label, prospective cybersecurity companies will be required to prove that:

1. They are **headquartered in Europe**.
2. They have **no major ownership/control from outside of Europe**.
3. **Europe is their primary business place** with more than a half of their cybersecurity R&D activities and staff located there.
4. They **provide trustworthy cybersecurity solutions**, as defined in ENISA's 'Indispensable baseline security requirements for the secure ICT products and services'.
5. They **respect European data and privacy requirements**, defined by the EU's General Data Protection Regulation (GDPR).

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.

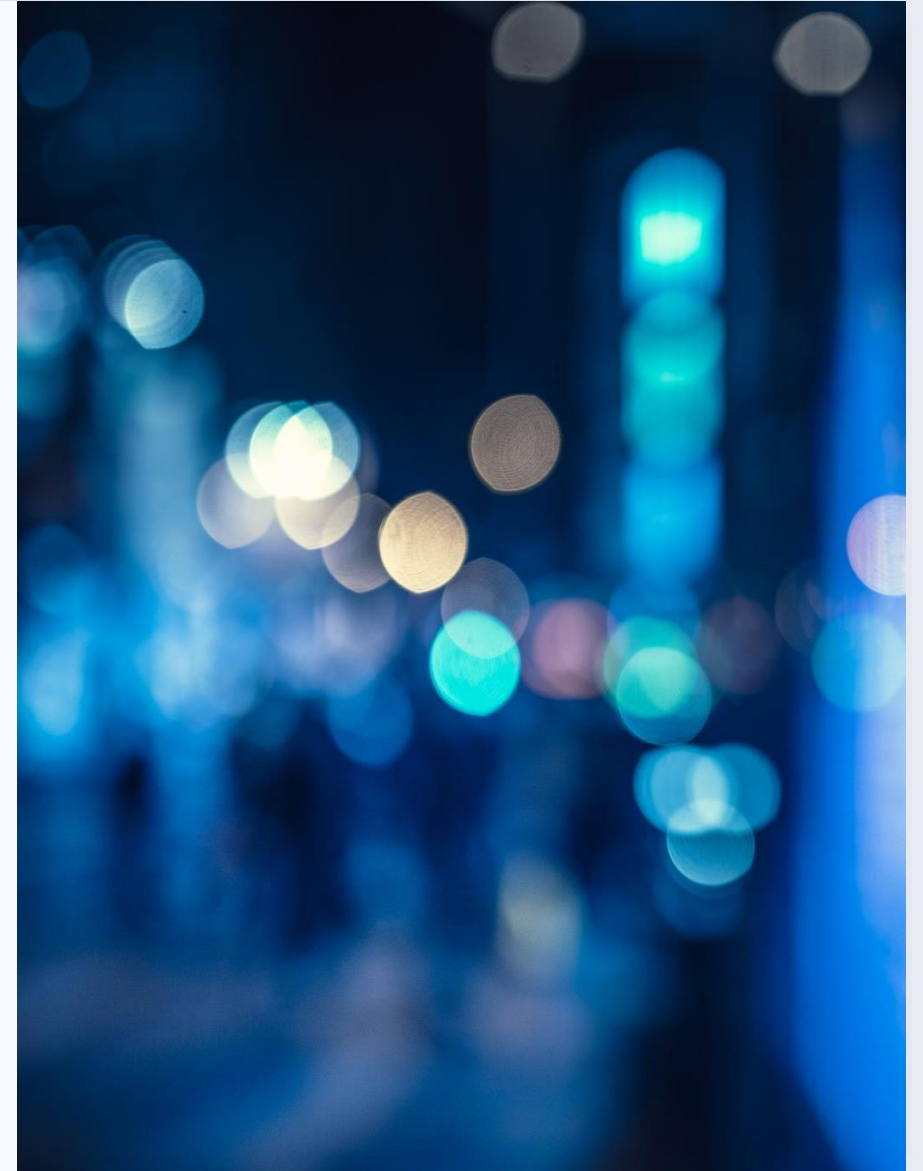
If the company wants to continue carrying the Label after the validity expires, it commits to indicate all the relevant changes which have taken place since the last eligibility check and approval. In case of no relevant changes, the re-issuance takes place automatically once the payment is received.

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 document.

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.



WHAT ARE THE RESPONSIBILITIES OF PARTNERS?

Provide information about the Label and its application process to interested parties.

Accept applications and verify their eligibility for acquiring and renewing the Label.

Revoke the right to use the Label in case of misuse, untrue statements or loss of the eligibility by the user.

Keep a record and provide annual reports of the received applications and issued Labels.

Support ECSO in communicating and promoting the Label within their networks.

Cover its financial costs related to the issuance of the Label (more information under 'How Much Does It Cost')

WHAT ARE THE RESPONSIBILITIES OF EC SO?

Grant the right to issue the Label to organisations interested in becoming qualified issuing partners.

Maintain the Registry of the applications and the labelled European cybersecurity companies, managed in accordance with the European Union data privacy and protection rules.

Ensure the communication and marketing of the Label at the European level.

Supervise and protect the Label trademark and its image.

Provide expertise and communication support to the qualified issuing partners.

HOW TO BECOME A QUALIFIED ISSUER OF THE LABEL?

Prospective partners are invited to express their interest in becoming a qualified issuer of the Label to European Cyber Security Organisation (ECSO), the initiator and the owner of the Label.

After receipt of a request and initial evaluation, ECSO may request additional, clarifying, confirming or supplemental information to prove eligibility for the partnership.

Each application will be assessed by the ECSO Board of Directors, under the recommendation of the ECSO Working Group in charge of the Label management, who will make a final decision whether to approve or refuse the application.

During the launch period, ending 1 March 2021, the possibility to become qualified issuing partners is restricted to ECSO members only.

WHAT ARE THE CRITERIA?

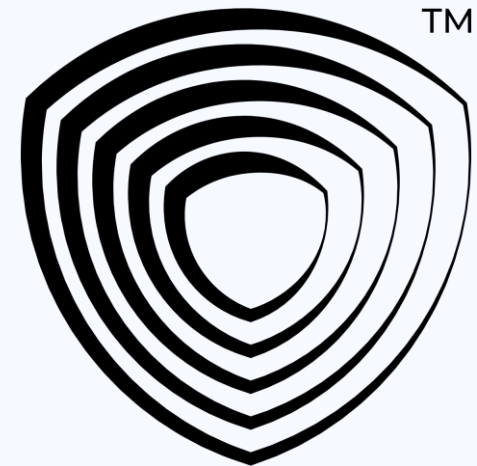
1. To be **legally registered in Europe**
2. To **comply with ECSO's ethical standards and security goals.**
3. To be **able to verify companies' eligibility for the Label** in an unbiased, transparent and replicable way.
4. To **have no equity interest (direct ownership share)** in the companies applying for the Label and does not offer security/ICT products/services itself.
5. To be **fully compliant with applicable regulations and law.**
6. To have **skilled teams to perform the criteria verification and issuance process** of the Label.
7. To be **able to demonstrate a reliable and transparent verification and issuance process.**

HOW MUCH DOES IT COST

There are **no fees** for a partnership between ECSO, the initiator and owner of Label, and qualified issuing partners.

However, **each partner commits to pay ECSO a royalty of 300 euros (€)** (excluding VAT) for each Label and annual renewal issued for managing, promoting and protecting the Label at the European level.

Each partner will have a discretionary power to decide the pricing of the Label, depending on the administrative costs it experiences, and the membership benefits it offers to its association members.



LIST OF QUALIFIED ISSUERS

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

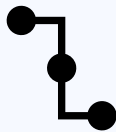


THE
FOUNDER
OF
THE
LABEL

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.



CONTACT US



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