Co-funded by the European Union

ECCC
EUROPEAN CYBERSECURITY COMPETENCE CENTRE

From relevance to impact with SP4EU in DIGITAL Europe

Erlend Andreas Gjære | Co-founder/CEO

Secure Practice

From zero to dinero

- 2011-2017: Research Scientist (SINTEF)
  - SUCCESS RATE: 0% (fortunately, my colleagues did better!)
- 2017-2024: Co-founder (Secure Practice)
  - SUCCESS RATE: 100%

SP4EU journey to funding (2023)

February:
Proposal deadline

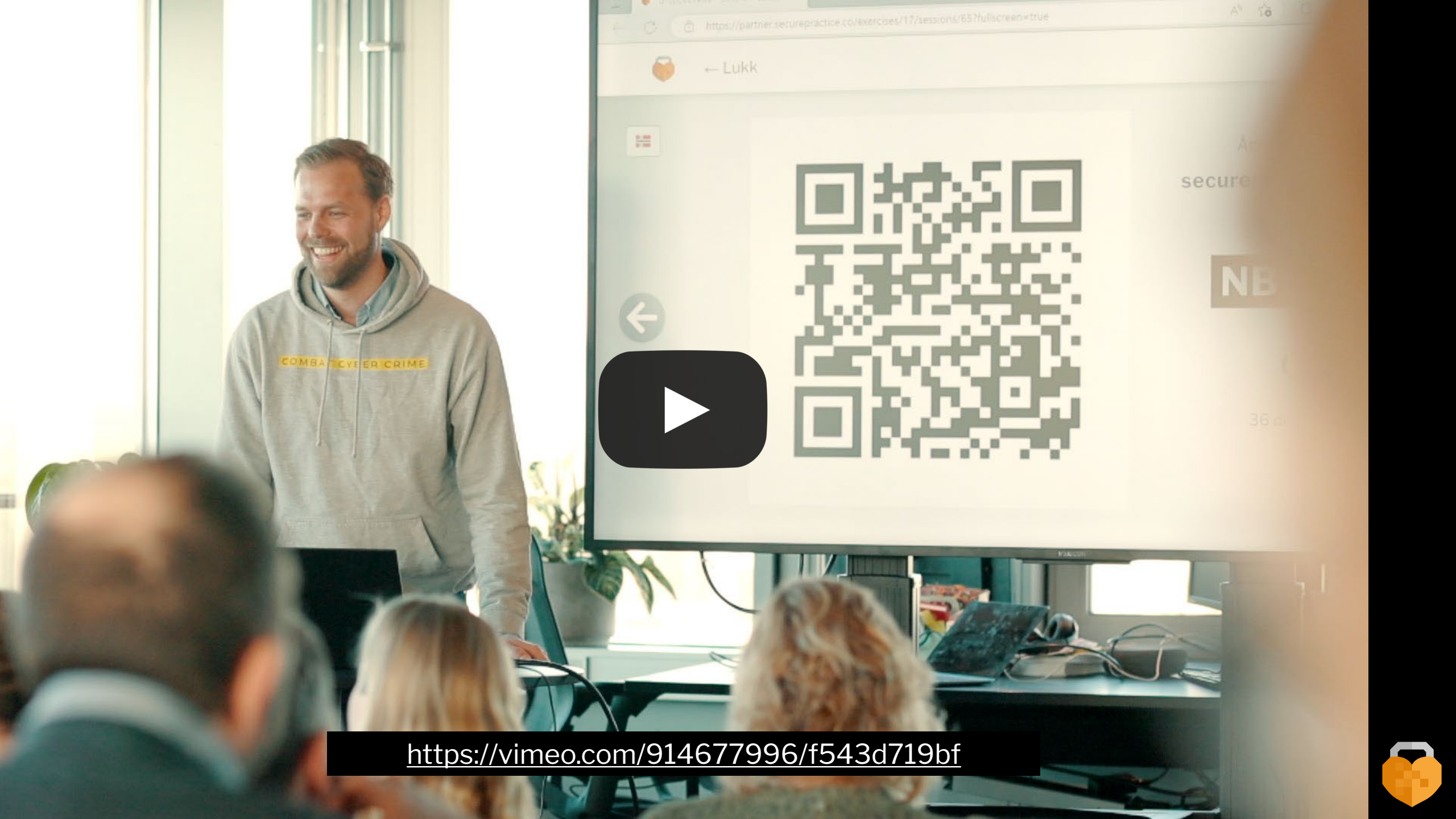
April:
Financial capacity assessment

May:
Evaluation result

June:
Grant agreement (GAP)

August:
Project start

TELL YOUR STORY


← Lukk
https://vimeo.com/914677996/f543d719bf

«I have never seen these many pictures in a proposal before!»

AI

To regulate AI, try playing in a sandbox

There's rising interest in using "regulatory sandboxes" to police AI without hamstringing innovation

MAY 26, 2021 · 11 MIN READ

DAN MCCARTHY
EMERGING TECH EDITOR

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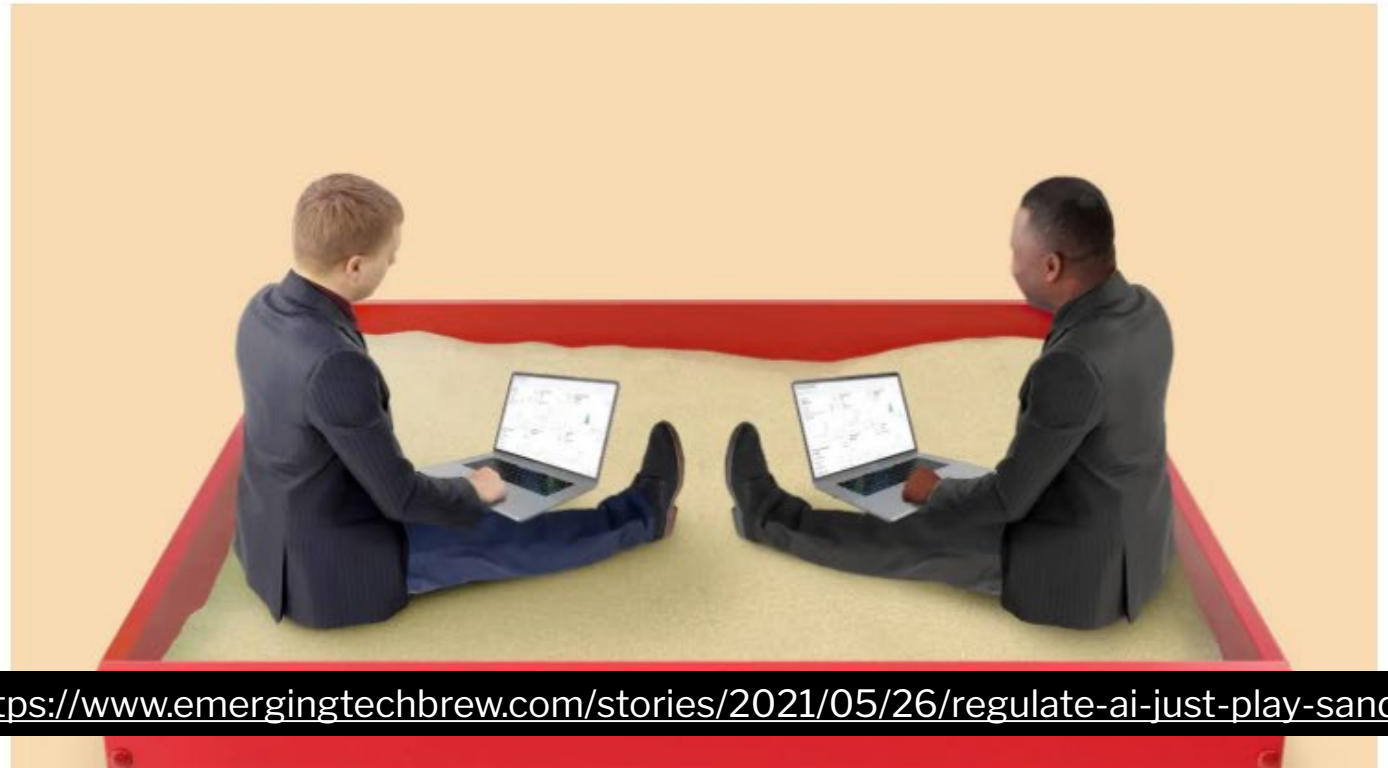

https://www.emergingtechbrew.com/stories/2021/05/26/regulate-ai-just-play-sandbox

Secure Practice – exit report

Secure Practice wants to develop a service that profiles employees with regard to the cyber security risk they pose to the organizations. The purpose is to enable a follow-up with adapted safety training based on which profile categories the employees fall into. The project entered the sandbox in the spring of 2021. Here is the exit report.

Table of contents

1. Summary
2. About the project
3. Who is responsible for complying with privacy regulations?
4. Can the AI tool be used and
5. Data Protection Impact

Summary

Allowing yourself to be profiled can make life simpler and more interesting. It's pleasant when streaming services get their suggestions right. It's also undoubtedly more motivating if a course is tailored to exactly your level of knowledge and interests. Profiling can have major advantages both on a personal and societal level However, in the digital age, seeking a more personalised life is a double-edged sword. The more precise the personalisation is, the more precise the personal data is about you, with a risk of abuse.

between employees and employers has an inherent power imbalance.

https://www.datatilsynet.no/en/regulations-and-tools/sandbox-for-artificial-intelligence/reports/secure-practice--exit-report/

A SANDSTORM OR
JUST A BREEZE?
WHAT'S THE FUSS
ABOUT SANDBOXES?
MONDAY 23RD MAY 2022
AREA 42 PETIT - 11:45

SOLVE WHAT THE EU NEEDS

RELEVANCE (WHY!)

- EU has a sense of urgency – cybersecurity is a priority
- Regulation drives requirements which drives business
- How can you help turn policy/regulation into reality?
- Secure Practice: Cybersecurity + AI + Data protection
  - Bonus: Scalable outreach for SMEs (99% of all EU businesses)

IMPLEMENTATION (HOW...)

- Technical stuff ... you've got this (this is the easy part...)
- DIGITAL Europe supports DEPLOYMENT
- Convince reviewers your plan will work – manage risks
- Secure Practice: Outreach, deployment, data
  - Bonus: Make well use of other outputs from EU funding

IMPACT (SO WHAT!?)

- Create lasting change, beyond the scope of the project
- Not the place to «keep researchers off the streets»
- Put our native EU «unfair advantage» into good use
- Secure Practice: Help 1 million EU citizens through B2B
  - Bonus: Build sustainable EU native cybersecurity industry

NAIL THE BASICS

Stuff to prepare (in due time)

- Budget, (mandatory) deliverables, reporting (get used to it)
- Fill out forms, PIC, SME self assessment, etc. (don’t fail)
- Consortium friendships (always need time and care)
- **Don’t kill your story with politics (better to get funded!)**

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ASK ME ANYTHING.

European Commission

COMMUNICATION NETWORK INDICATORS

NEEDS *Needs analysis, problem definition*

OBJECTIVES *SMART – Specific, Measurable, Achievable, Relevant, Time-bound*

INPUTS

What is needed to plan, design and implement communication

- **Ex-Ante evaluation**
- **Planning**
- **Budgeting**

ACTIVITIES

What is done to produce and implement communication

- **Production**
- **Development**
- **Distribution**

OUTPUTS

What we deliver that reaches and engages the target audience

- **Reach**
- **Exposure**
- **Publicity Volume**
- **Deliverables**

RESULTS

What the target audience takes out of communication. Their initial response and sustainable effects

- **Awareness**
- **Recall**
- **Engagement**
- **Follow-up actions**

IMPACTS

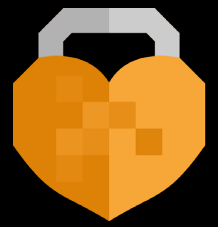
Behavioural and/ or cultural shifts in population directly or partly caused by communication

- **Opinion change towards the EU**
- **Advocacy**

TELL YOUR STORY

SOLVE WHAT THE EU NEEDS

NAIL THE BASICS



Secure Practice

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