



# Be Wiser

Building Enterprises – Wireless and Internet  
Security in European Regions

Final Conference

June 22nd, 2016 – Bled (Hotel Golf)

BEWISER



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 31992



## Building Enterprises – Wireless and Internet Security in European Regions



**12 partners  
from 7 countries**



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# Consortium





## Be Wiser in a nutshell

Be Wiser examines organisational and technical research challenges

- *Technology focus*: wireless Internet security
- *Organisational challenge*: more effectively utilise Triple Helix clusters in regional innovation processes.

### Main targets

- strengthen Europe's position in wireless rollout
- address the challenges set out in Digital Agenda



# Targets



**Produce regional SWOT analyse:**

- Role and Struturation of Triple Helix clusters
- Exchanges policy initiatives
- Share best practices



**Rise up the regional competitiveness**

- Identify concepts for developing the growth of clusters
- Develop international strategies for cluster members

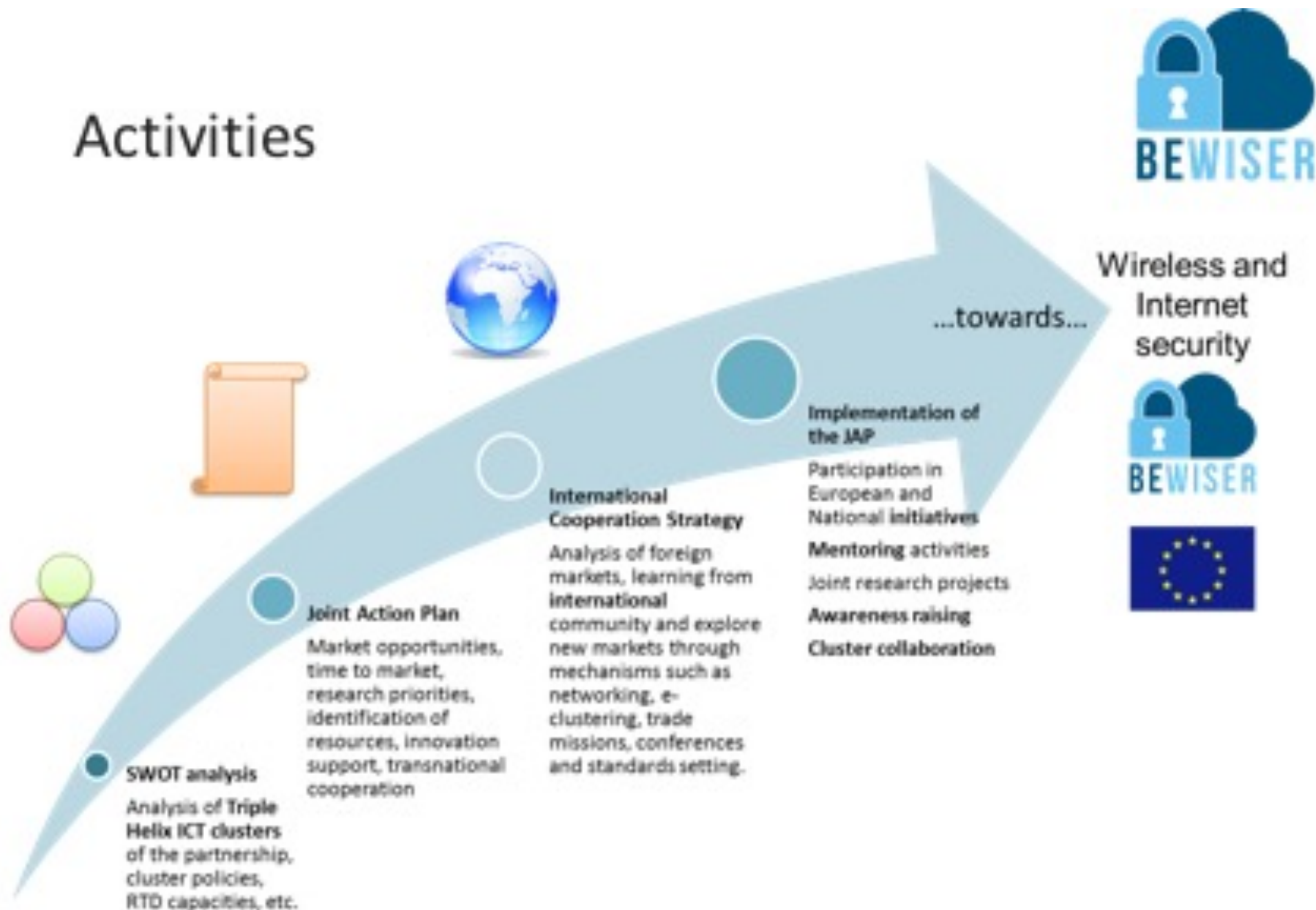


**Investigate impacts and measures**

- Contribute to a more efficient utilisation process regarding ICT and wireless aligned with the Digital Agenda for Europe



# Activities





## Visualisation of Linkages in Networked Clusters

V-LINC is an expert research group which informs and develops policy recommendations through mapping, visualising and analysing the strength of key relationships within Cluster Ecosystems.



Applied to all 7 Partner Clusters within the Be Wiser Project.



# Chicago ICT Cluster Analysis



Applied the V-LINC Analysis to the Chicago ICT Cluster (November 2015) through a combination of ERASMUS+ International Credit Mobility and Be Wiser funding. Addition of two organisations to BRA and 11 International collaborators via Be Wiser Connect.





# Be Wiser Connect



Any interested firm or research organisation can use the '[Connect](#)' function to engage in facilitated connections with the listed firms from the Be Wiser partner clusters. These connections can provide opportunities not only for firms to network with industry peers across Europe but also provide a platform from which firms can collaborate on a wide range of activities; from the creation of market opportunities to research innovations.





# JOINT ACTION PLAN

BE WISE: BUILDING ENTERPRISES - WIRELESS AND INTERNET SECURITY IN EUROPEAN REGIONS



The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101017727.

Developed by:

Cork Institute of Technology



Supported by Joint Task Force:



**CyberForum**

HIGHTECH. ENTREPRENEUR. NETWORK.



European  
Technology  
Cluster

it@cork



Paris Region Digital Ecosystem

# Implementation of the JAP: Cluster Collaboration



## The European Cluster Collaboration Platform

An initiative aiming to support cluster organisations

### CLUSTER ORGANISATIONS MAPPING

The easiest way to find a cluster organisation in Europe

The innovative mapping offers:

- hundreds of cluster organisation profiles
- a large selection of filters (industry sectors, countries...)
- a smart correlation with the indicators of the European Cluster Observatory

### INTERNATIONAL COOPERATION

Cooperation with strategic countries beyond Europe

Key information sources helping clusters and SMEs internationalise:

- information on priority third countries
- "gateways" to EU international support services



### MATCHMAKING EVENTS

Opportunities to connect and initiate collaboration in high level events in Europe and beyond

Cluster matchmaking meetings (C2C, C2B) stimulating cooperation for clusters and SMEs through:

- interactive and innovative formats
- professional support
- dedicated financial support to participate in events

### PARTNER SEARCH

A forum for cluster organisations to discuss offer/demand/exchange opportunities for collaboration

A virtual, quick and efficient dedicated "marketplace" to:

- find and be found
- trigger direct dialogue with other clusters
- interact with peers in a structured way

### EU CLUSTER PARTNERSHIPS

Implementing joint strategies to go international and specialised

ECCP is the HOME of the newly established European Strategic Cluster Partnerships (ESCPs) offering:

- profile and visibility for ESCPs
- a reserved forum for exchange and collaboration
- an opportunity to showcase partnership activities and success stories





## Implementation of the JAP: Mentoring Activities

**Cluster Development Workshop:** hosted by CIT had over 70 representatives from Policy makers, industry associations and cluster organisations attended from across Ireland to learn from the practical experience of ACCIO the Competiveness Department of the Catalan Regional Government and CyberForum an IT cluster containing over 1,000 SME members.



[www.2010-101507.eu](http://www.2010-101507.eu)

**Joint Workshop of Poly4Eml and BeWiser projects on cluster policy excellence** hosted by ICT-TN The goal of the workshop was to present what both projects have done and implemented in relation to cluster policy and cluster management excellence.



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# Synergies with other European Funding Programmes



- Examples of Funding Collaborations between the Be-Wiser Project are outlined on the following slides.
- European Regional Development Fund  **European Union**  
European Regional Development Fund  
Investing in your future
- ERASMUS+ ICM 
- Science Foundation Ireland 
- German Federal State of Baden-Wuerttemberg 
- Projets Structurants des Pôles de Compétitivité 
- COSME Cluster Excellence and Internationalisation



# Business Roaming Agreement (BRA)

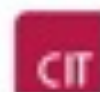
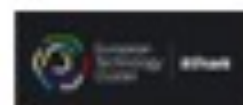
Connects 57 clusters and similar initiatives

84 locations in 32 countries worldwide



[www.clusterize.org](http://www.clusterize.org)

[www.be-wiser.eu](http://www.be-wiser.eu)



Instituto Tecnológico y de  
Cork Institute of Technology



eureca!  
Smart Technology in Culture



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# Matchmaking Events:



Mobile World Congress 2014



Mobile World Congress 2015



**B2B Matchmaking Event**  
March 3rd, 2015

Location:  
CTS  
Carrer Salvador Espriu, 48-51  
08008 i Hospital de Llobregat  
Barcelona, Spain



# Trade Mission: GITEX Technology Week 18-22/10 2015



Support to 6 companies from Northern Ireland, 3 from France, 1 from Cyprus and 1 from Ireland.





# Trade Mission: RSA Conference

## Be Wiser meets Silicon Valley

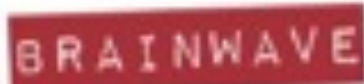
29/02 – 04/03 2016



Support to 4 companies from Northern Ireland and 5 from France



B-Secur



www.be-wir Real-time Risk and Security Intelligence



# Trade Mission: Euro Tech Connect (24-26/5/16)



Support to 2  
companies  
from Northern  
Ireland, 2 from  
Spain and 2  
from Slovenia



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# Trade Mission: Infosecurity Europe 2016



Business Support on Your Doorstep

## SecMatch 2016

B2B Meetings  
on wireless and internet security

8 June 2016 | London (UK)



Invest  
Northern  
Ireland

Systematic  
Paris Region Digital Ecosystem  
[www.be-wiser.eu](http://www.be-wiser.eu)

Queen's University  
Belfast

eurecat  
Centre National de la Recherche Scientifique

CyberForum  
EUROPEAN ENTERPRISE NETWORK



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**Luigi Rebuffi**, CEO at European Organisation for Security (EOS)



**Loïc Guézo**,  
CyberSecurity Strategist  
at Trend Micro



## Clusters and Cybersecurity

Be Wiser outlines Europe's Cybersecurity Challenges

Wednesday, June 22<sup>nd</sup> 2016, Bled, Slovenia



**Joan Marti Estevez**, Director of Cluster Development Division at ACCIÓ

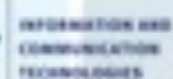
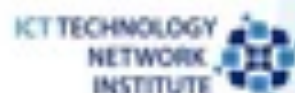
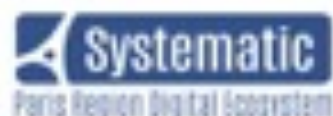
[www.be-wiser.eu](http://www.be-wiser.eu)



**Klaus Bolving**, CEO, CenSec - Cluster Manager,  
Danish Innovation Cluster for Production



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- Isabelle de Sutter
- European Affairs Team Manager
- SYSTEMATIC PARIS-REGION (Lead Partner)
- [i.desutter@systematic-paris-region.org](mailto:i.desutter@systematic-paris-region.org)
- [www.be-wiser.eu](http://www.be-wiser.eu)



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