



CYBER SECURITY - FROM THREAT TO OPPORTUNITY

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PROGRAM MANAGER
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AGENDA

- The Danish Industry Foundation
- The Cyber security program: Our objectives and focus areas
- From threat to business opportunity?
- What does the future hold?

DANISH INDUSTRY
FOUNDATION



EUR +30 MILLION

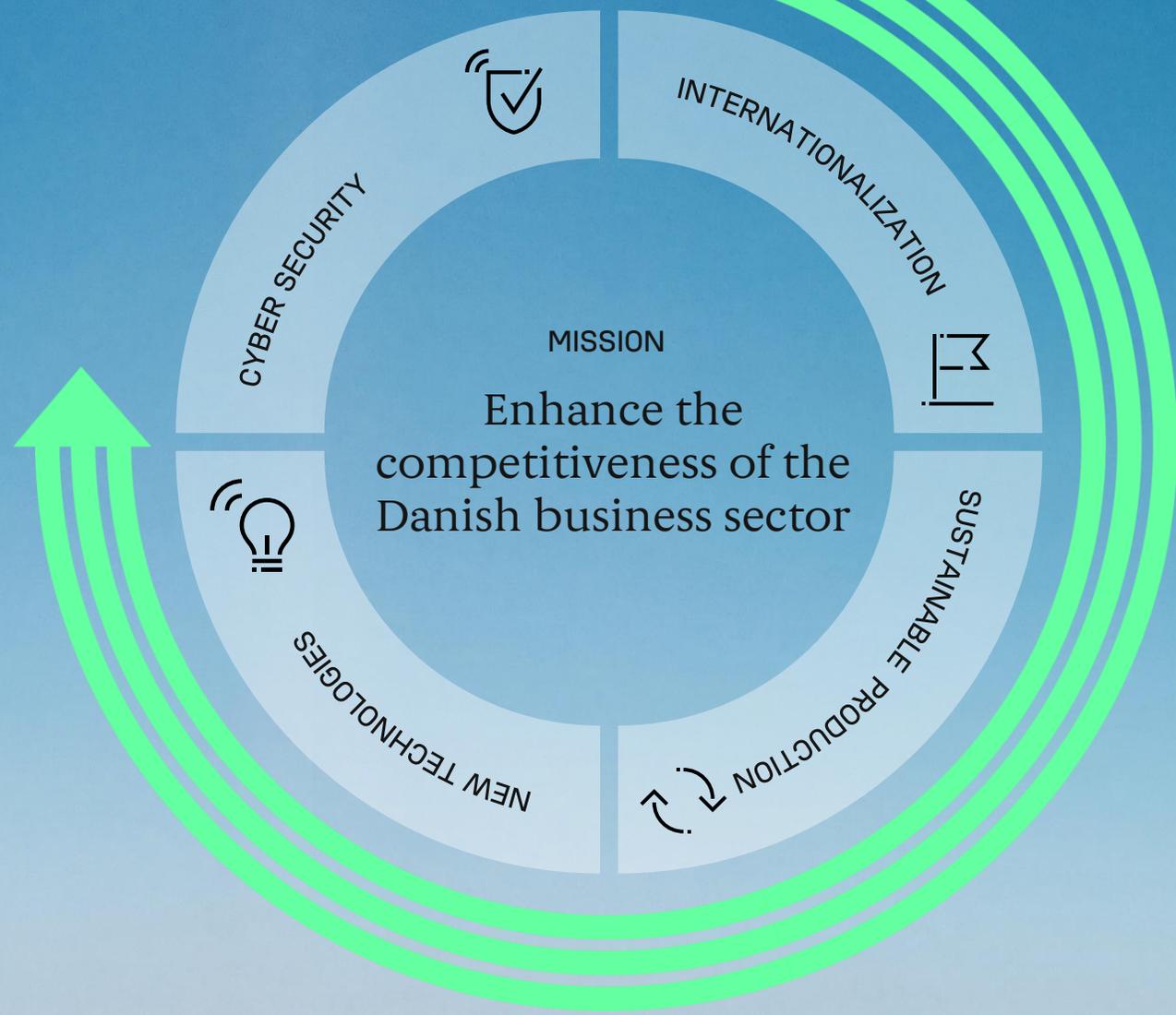
IN ANNUAL FUNDING

EUR 672 MILLION

IN ASSETS

The Danish Industry Foundation is a philanthropic foundation

KNOWLEDGE
COMPETENCES
INNOVATION





CYBER SECURITY PROGRAM

Our point of departure

- Denmark is one of the world's most digitized countries.
- According to ITU, we are ranked 32nd globally in terms of cybersecurity.
- = A critical combination and creating one of the most vulnerable economies in terms of cyber attacks due to many attack surfaces.
- So great benefits to be achieved through stronger cyber security



The cyber security program – an ambitious and proactive engagement within the Danish Industry Foundation



NUMBER OF PROJECTS

+20

We have initiated 20 projects that continuously create new knowledge, concrete cases and results.



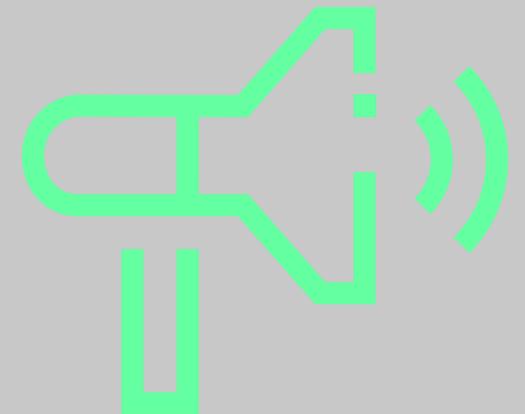
FUNDING

+EUR 17 M

We have allocated over EUR 17 million to strengthen cyber security in Denmark.

Our mission

- The Danish Industry Foundation's mission is to transform cyber security into a competitive advantage for the Danish business sector.



OUR PROJECTS: THE FOUNDATION OF KNOWLEDGE WHICH WE STAND UPON

GROWTH OPPORTUNITIES THROUGH INNOVATION AND ENTREPRENEURSHIP



CYPRO



DANISH CYBER HUB



CYBER SECURE IOT
IN DANISH
INDUSTRY



SECURITY BY DESIGN IN
DIGITAL DENMARK



START-UP PROGRAM IN
ISRAEL



RESPONSIBLE USE OF
DATA

COMPETITIVE ADVANTAGES VIA RESILIENCE



D-SEAL



COLLABORATIVE
CYBER SECURITY



CYBER
SIMULATOR



HACKER STOP



AN OPEN CULTURE
AMONG SMES



THE SPY TEST



THE EMPLOYEE – THE
COMPANY'S ACTIVE
PROTECTOR

MORE CYBER COMPETENCES IN THE FUTURE



SME EDUCATION
PROJECT



STRATEGIC
CYBER COMPETENCES



AWARENESS
CAMPAIGN



CYBER SKILLS



THE DANISH CYBER
CHAMPIONSHIPS



CYBER
SUMMER SCHOOL
IN ISRAEL



TRAINING
PLATFORM



THE TALENTS OF
TOMORROW

GROWTH OPPORTUNITIES THROUGH INNOVATION AND ENTREPRENEURSHIP



Creating growth opportunities through innovation and entrepreneurship

- An increasing market opportunity: The global cyber security market is growing significantly.
- A competitive advantage: Forward looking companies that can document that their products and solutions are cyber secure will achieve a competitive advantage vis-à-vis other, less secure suppliers.

But:

- A market that doesn't really want to pay for security in solutions.
- A financial market/investors that are only starting to understand cyber security as a business.
- The development and selling of cyber solutions often demand interdisciplinary competences – both on developer and customer side.



CYBER HUB

PROJECT OWNER
Digital Lead

PROJECT PERIOD
2019 – 2023



PURPOSE

The project has established a national hub for cyber security with the aim of fostering innovation within start-ups and SMEs, thereby making cyber security a Danish competitive advantage.

CYBER SECURITY IN IOT

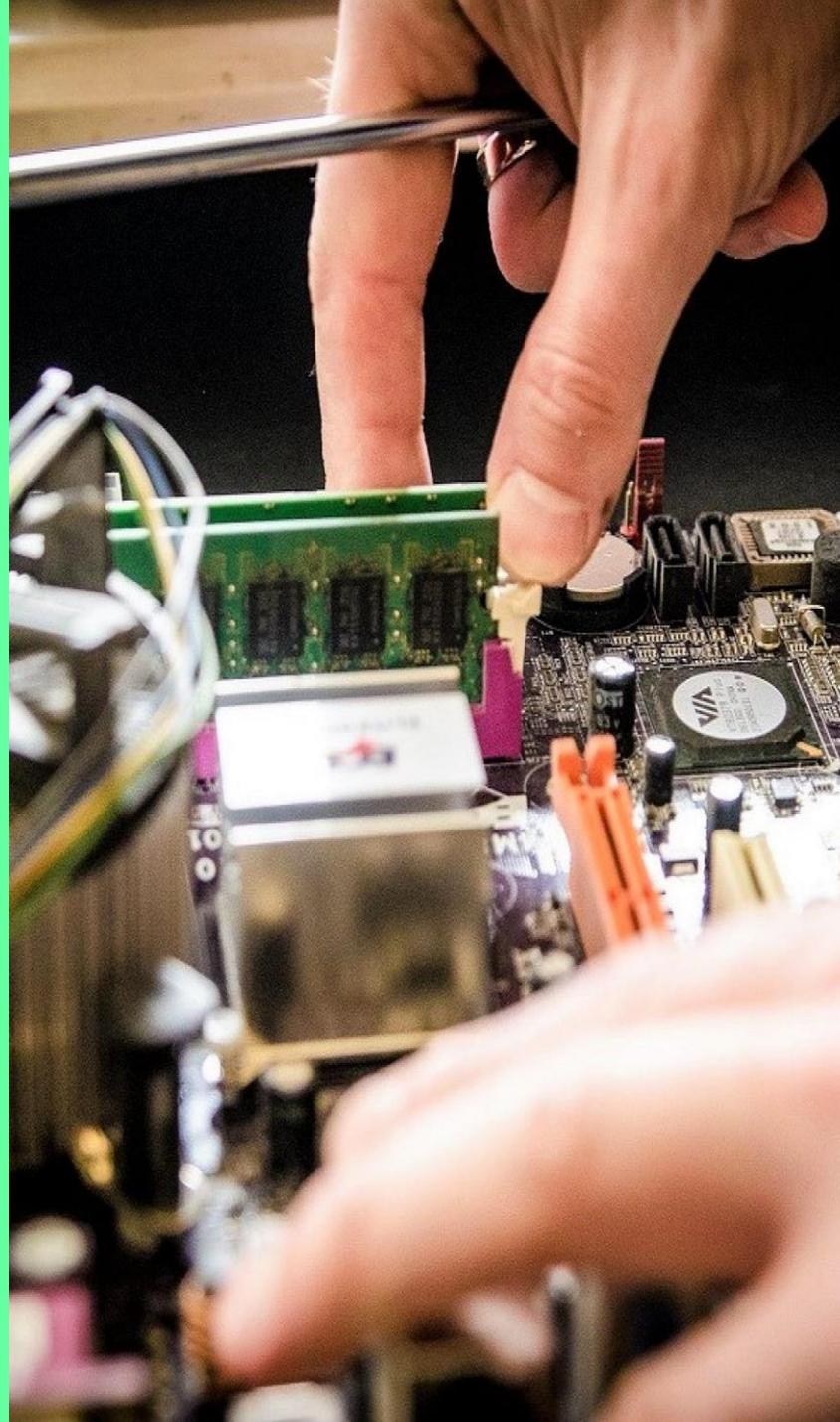
PROJECT OWNER

The Alexandra Institute

PROJECT PERIOD

2019-2022

2022-2025



PURPOSE

The project will create knowledge and concrete tools through a number of in-depth projects in selected companies.

It will also contribute to greater awareness of IoT security among the Danish business sector.

COMPETITIVE ADVANTAGES VIA RESILIENCE



Increasing resilience

- 99 % of Danish companies are SMEs and are thus the backbone of the Danish business structure
- Need for collaboration and information sharing.
- More push/pull should come from customers and suppliers.

But:

- A mixed group – hard to reach.
- The criminals are showing increasing interest.
- Nearly half of SMEs are digitally vulnerable.



THE D-SEAL

PROJECT OWNER

The Confederation of Danish
Industry

PROJECT PERIOD

2019-2022



PURPOSE

The development and launch of a labelling scheme for IT security and responsible use of data, which elevates the level of security and competitiveness.

OBJECTIVES

- The project should add value for the individual company and create security for both customers and business partners.
- The project shall give companies a solid boost within IT security and the responsible use of data.

MORE CYBER COMPETENCES IN THE FUTURE



More cyber competences – now and in the long run

- Demand for information security skills is increasing both in Denmark and globally.
- 8 out of 10 Danish companies have experienced recruitment problems within the field of cyber security.
- Labour and skills shortage will affect security levels and the prospect of establishing a cyber security industry.
- Management and board members are starting to embrace the problem but are often lacking the strategic and business perspective on cyber.
- We need to be innovative and create partnerships to solve the problem.



STRENGTHENING STRATEGIC CYBER COMPETENCES

PROJECT OWNER
The Board Leadership Society,
Denmark

PROJECT PERIOD
2019-2023



PURPOSE

The project will heighten awareness and competences in relation to the management of cyber crime in Danish boards and executive board teams.

OBJECTIVES

- The project's intention is to boost the level of knowledge and competences within the cyber field in Danish boards.
- The project's ambition is to make boards and executive boards among the leaders internationally in terms of cyber governance and cyber resilience, as well as transform cyber security into a competitive advantage for the Danish business sector.

THE NATIONAL CYBER TEAM – THE DANISH CYBER CHAMPIONSHIP

PROJECT OWNER
Aalborg University

PROJECT PERIOD
2021-2024



PURPOSE

The cyber championship will increase and strengthen the overall cyber security talent pool for the benefit of the Danish business sector.

Strong cyber competences are a necessity for future digital growth.

CYBER SECURITY: A COMPETITIVE ADVANTAGE?

From risk to opportunity

- For many years, cyber security has been perceived as a threat and a risk that should be dealt with by the IT department.
- Uncertainty regarding ROI in cyber the biggest obstacle.
- The business case for cyber investments has focused on costs.
- An analysis from KPMG 2019 indicates that 71 per cent of CEOs regards cyber security as a source of competitive advantage. But they are still acting risk and incident oriented.
- The dialogue on cyber is very risk-focused. Also in the media.

→ **There is a need for more awareness of the positive aspects**



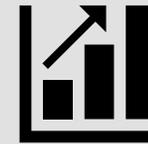
Why should SMEs invest in cyber security?



Reduced probability of a cyber attack and less consequences in the event of an attack

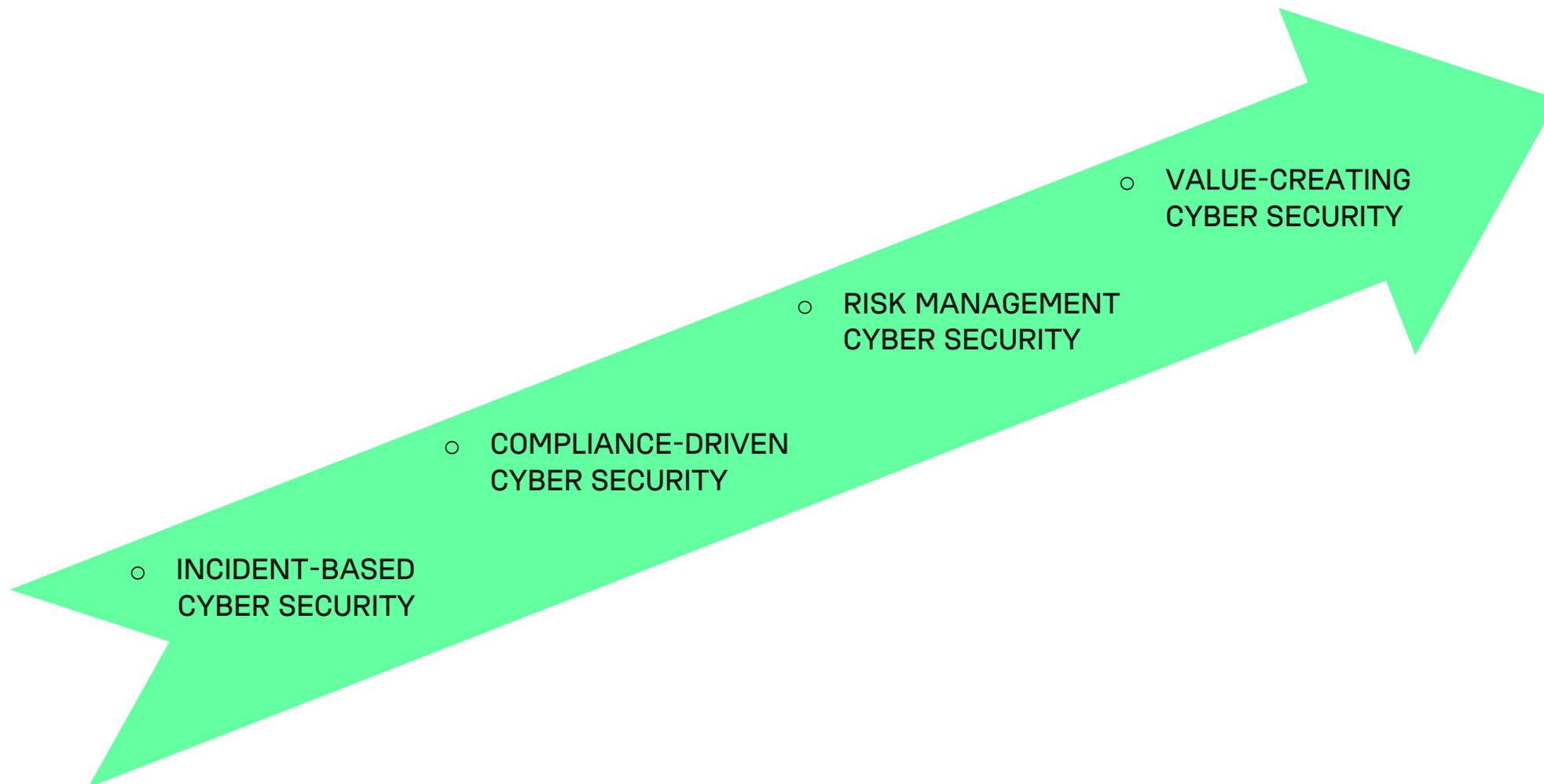


A better overview of the company's data and digital processes can contribute to making the business more efficient



Goodwill and a stronger brand in the market towards suppliers, customers and investors

A journey towards value-creating cyber security



New understanding through new knowledge

- A need for more knowledge about the business opportunities present in strong cyber security.
- Cyber Security Program has initiated the development of a Cyber Barometer
- The ambition is to track the development annually.
- The first results will be released in a few days...

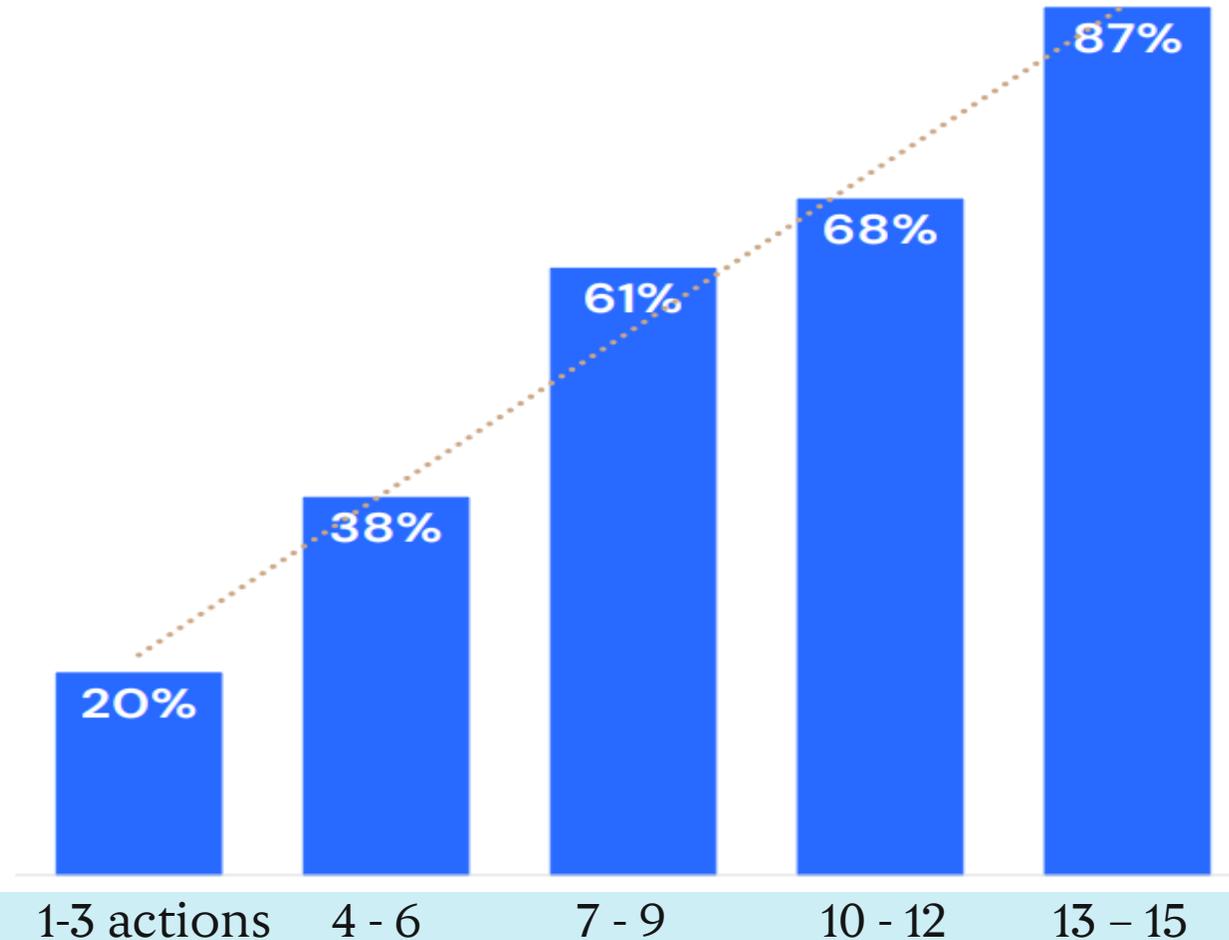


The more the merrier...

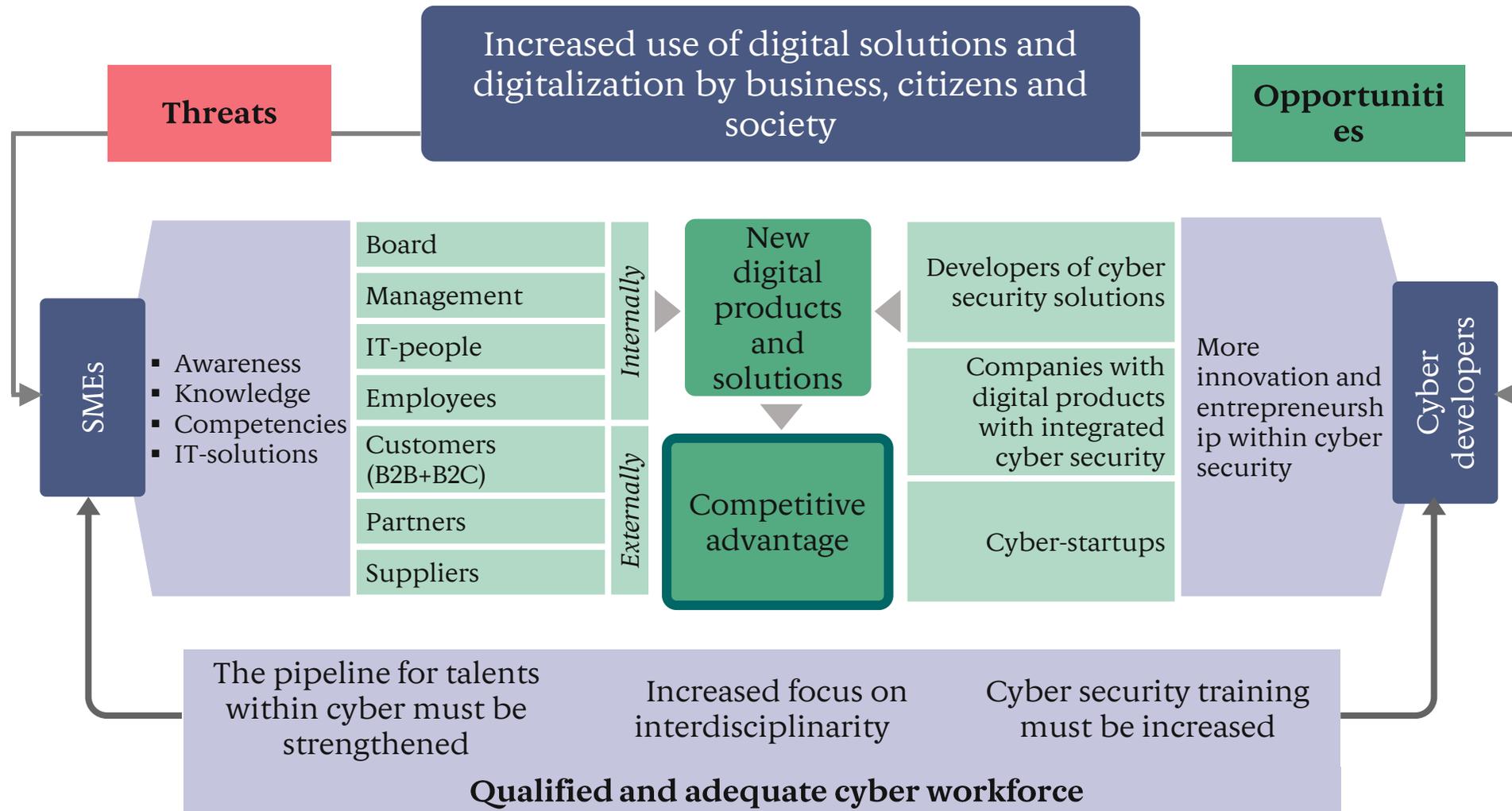
The number of companies having experienced one or more competitive advantages by introducing cyber actions.

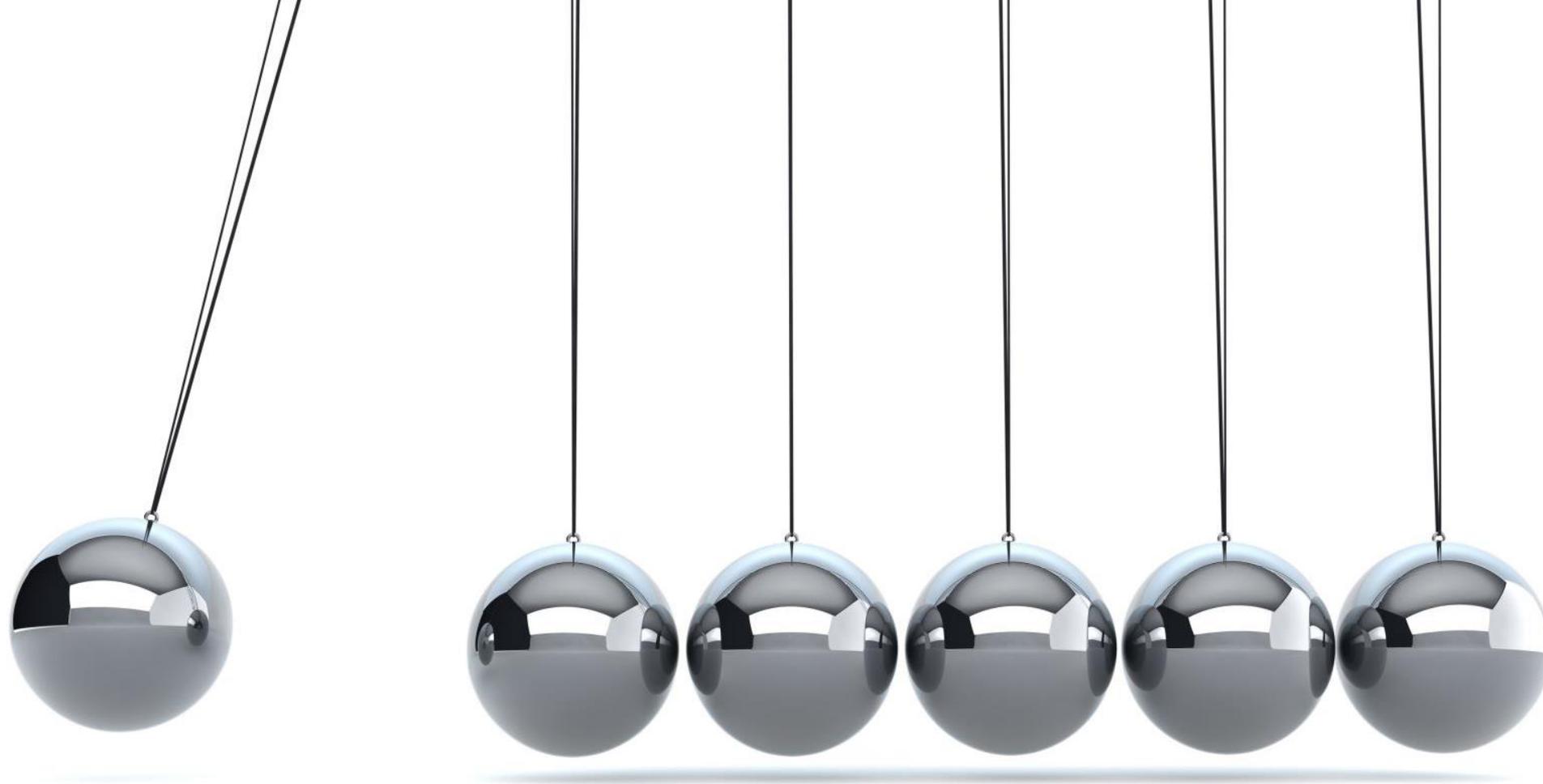
- Techniques
- Governance
- Rutines & Training

- Efficiency & Innovation
- Trust
- Differentiation & Revenue



From threat to opportunity





FUTURE FOCUS

THE CYBER SECURITY PROGRAM THE NEXT COUPLE OF YEARS

- Strengthen the story telling and focus on cyber security as a business enabler and as part of the ESG-agenda.
- Cyber security in the value chain: : a great challenge especially for the SMEs but with few solutions.
- Strengthen the collaboration btw defense and the cyber industry
- Fast track approach to increase the supply of cyber specialists here and now (also about multidisciplinary and diversity.)



THANK YOU



Questions or comments: ms@industriensfond.dk

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