

Digital Single Market

Reports and studies 7 October 2011

Enterprise 2.0 in Europe

The present report contains the final results for the study SMART 2009/0021 on “Enterprise 2.0 in Europe”, produced by Tech4i2, IDC and Headshift for the European Commission. The report is addresses 4 main issues: What is Enterprise 2.0? Why it matters? How is it implemented? So what should the European Commission do? The key novelty lies not so much in technological developments, but in the values of web 2.0: emergent approach, open innovation, no hierarchy, many-to-many, rapid development. In particular, we consider E20 as a key enabler of open innovation and innovative working practices (results driven, employee centered, based on open communication).

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