

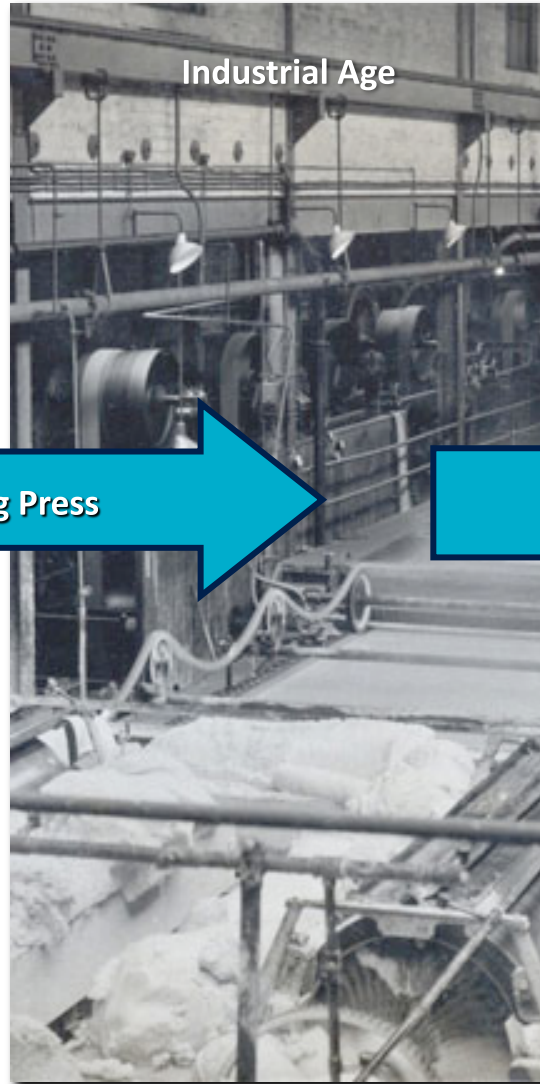
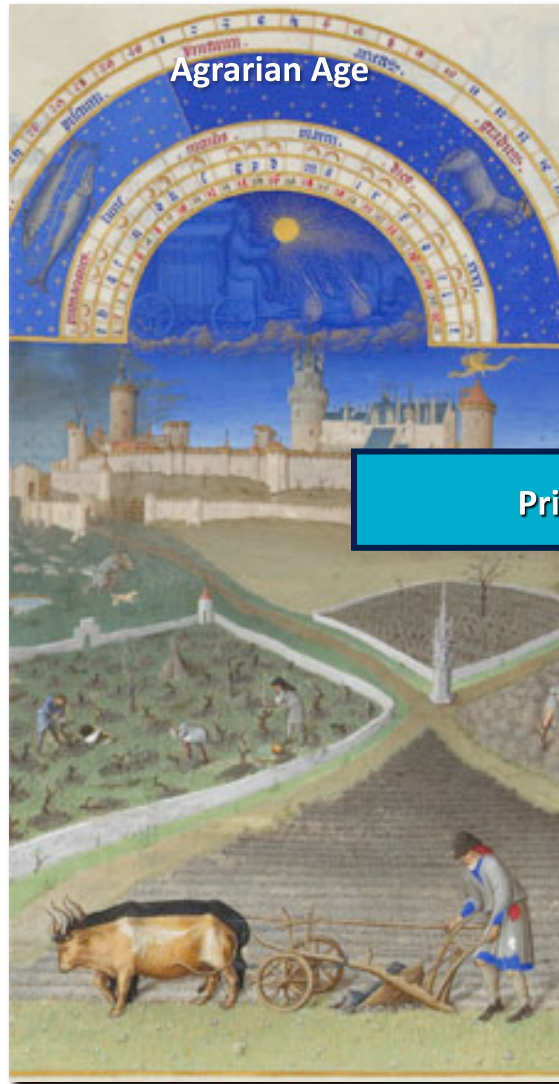
theLisbonCouncil
making Europe fit for the future

Wikinomics in Europe

Presentation by Anthony D. Williams
Senior Fellow, The Lisbon Council

The 2010 Innovation Summit
Résidence Palace, Brussels
05 March 2010

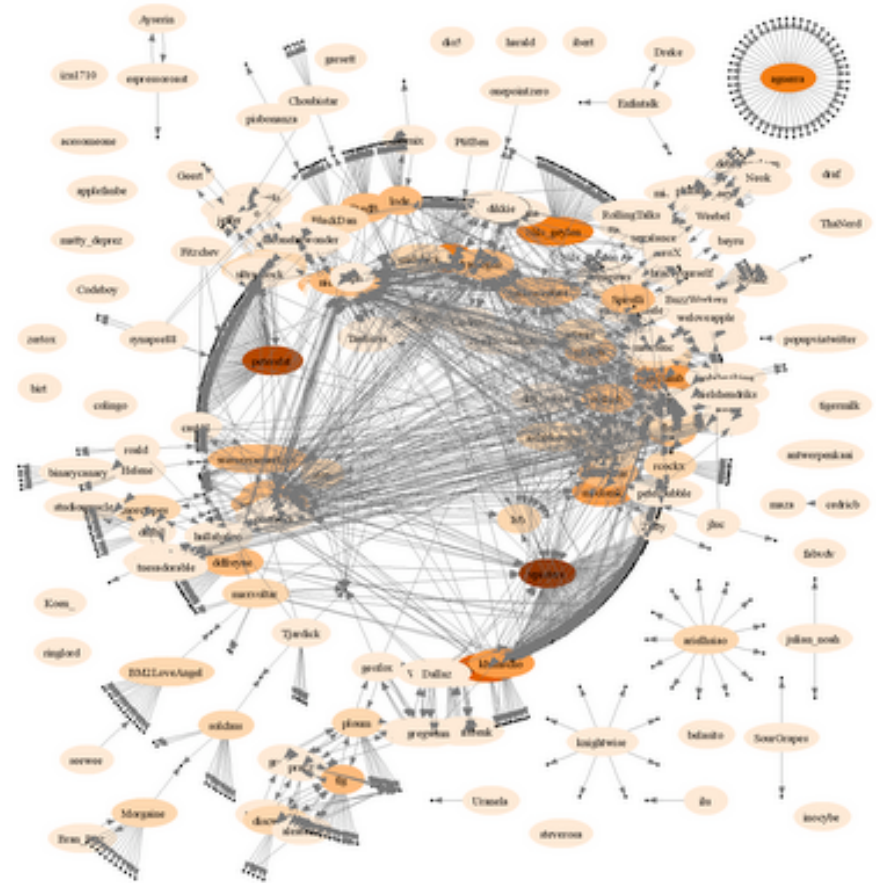
A Turning Point in History?



Printing Press

Internet

The Global Computer & the New Fabric of Connectivity



Twitter Friends van Belgische Twitteraars

New Innovation Communities

The image displays four overlapping website screenshots. At the top, a blue banner with a starry space background contains the text "New Innovation Communities". Below this, the screenshots are as follows:

- patientslikeme™**: A blue header with a search bar for "Username or" and a "Remember" checkbox. Below the header, there are navigation tabs for "Patients" and "Tre" and a "Find Just" section.
- GALAXY ZOO**: A dark-themed header with the text "GALAXY ZOO" and a "2" in the top right corner. Below the header, there is a "Home" and "The S" navigation bar.
- THE GREENXCHANGE**: A green header with the text "THE GREENXCHANGE" and "beta" below it. Navigation links include "ABOUT GX", "SEARCH", "BIG IDEAS", "GX NEWS", "MEMBERSHIP", "CONTACT", and "SIGN IN". Below the header, there is a "WELCOME" section and a "New, mo" section.
- THE EXTRAORDINARIES**: A blue header with the text "THE EXTRAORDINARIES" and "DASH" in the top right corner. Below the header, there is a video player showing a woman in a red cape in an office cubicle. Text overlays on the video include "GOT SOME FREE TIME?" and "BE EXTRAORDINARY!". Below the video, there is a text box that reads: "In just a few minutes, you can micro-volunteer for your favorite cause using your mobile phone or personal computer."

New Models of Collaborative Innovation



Airbus



Linux



Web 2.0



Procter & Gamble



Human Genome Project



After-Market Car Mods

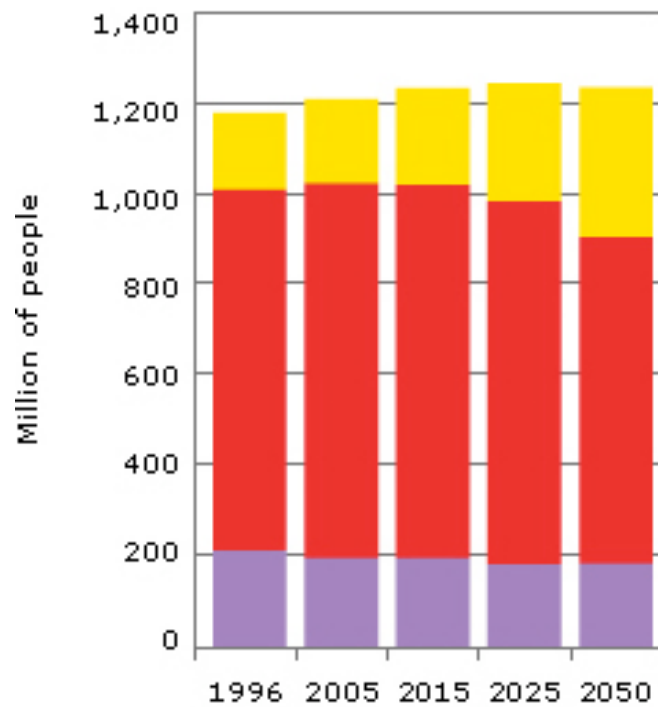
Structured Collaboration



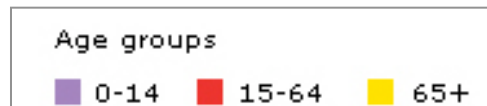
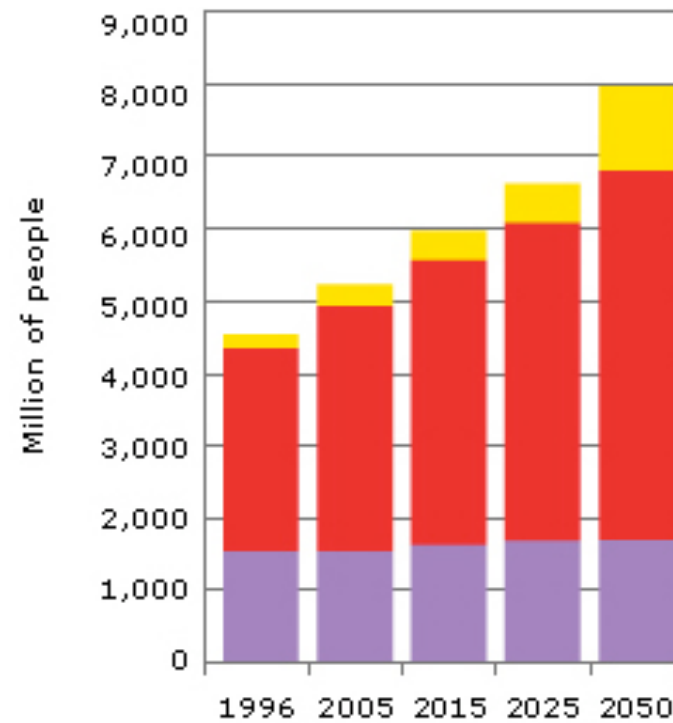
Loosely Coupled Systems

A Demographic Imperative

More developed countries



Less developed countries



A European Innovation Strategy

Version 1.0

- Continuing common market policies
- Focusing on education & skills development
- Jump-starting nascent industries & funding R&D
- Lightening the burden on businesses, without lowering standards

Version 2.0

- Embracing open standards anywhere they can facilitate innovation
- Creating new digital public goods for the knowledge economy
- Rethinking higher learning
- Fostering social innovation in the public sector

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Wikonomics in Europe

**Setting the Right Course for the Barroso II Commission:
The Future of EU Innovation Policy in a Changing World**

**Résidence Palace, Brussels
05 March 2010**

Twitter: #lisboncouncil