



The European e-Business
Market Watch



Outlook:

The new "Sectoral e-Business Watch" – Work in 2007/08

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empirica GmbH

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An initiative of the



European
Commission

The "Sectoral e-Business Watch"

Contractual basis

- Open Call for Tender issued by DG ENTR in spring 2006 (ENTR/06/019)
- Contract awarded to empirica GmbH in Dec. 2006
- Framework contract covering 16 months (+ possible renewal for 2 x 16 months)

Objectives

- to study and assess ICT impact on enterprises, sectors and economy as a whole
- to highlight barriers for ICT uptake
- to identify public policy challenges stemming from the observed developments

What is new?

Increased focus on ICT / e-business impact

- From "monitoring" to impact assessment
- Increased use of analytical statistics

Integration of existing data sources

- Usage of Eurostat data (from "Community survey on ICT usage and e-commerce in enterprises")
- Integration of various databases for impact assessment
- New enterprise surveys (by SeBW) 'only' as a complementary tool to fill gaps:
 - Sectors and issues not covered by Eurostat
 - Micro-enterprises

Work plan in overview

Inception phase (Jan. – Apr. 2007)

- Definition of 10 sectors and/or topics to be studied
- Operational planning ('Roadmap')

Data collection (Apr. – July 2007)

- Integrate data from existing sources
- Conduct new surveys

Reporting (June 2007 – Feb. 2008)

- Work on sector/topic studies
- Synthesis publications

Dissemination (Aug. 2007 – Apr. 2008)

- Organisation of workshops and conference
- Production and dissemination of publications

The project team – international cooperation

**Technology
impact
assessment**



Economic research



DIW Berlin

German Institute
for Economic Research

ICT consulting



**ICT market research,
survey field work**



Sector analysis



**Communication &
event management**



**Individual experts
for various themes**

How to get involved – we appreciate your ideas & inputs:

Suggestions for the work programme in 2007?

- Suggest sectors and topics to be studied
- Recommend case studies

Join an Advisory Board?

- a steering committee of 6-8 people for each sector study
- Confirm your interest to DG ENTR

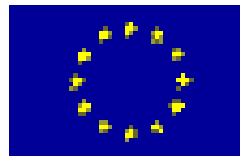
Use eBW data / reports for your own work?

- Reprint / distribute eBW materials for free
- Use eBW reports / case studies as course material in universities, business schools etc.
- Use eBW data for research purposes

More information



www.ebusiness-watch.org
info@ebusiness-watch.org

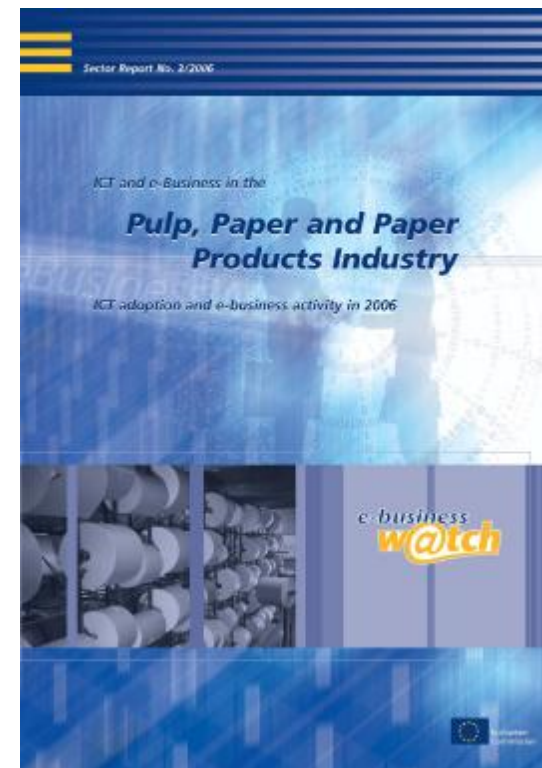


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Programme coordination



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