

A wide-angle photograph of a swampy bog landscape. In the foreground, a wooden boardwalk leads from the bottom right towards the center of the frame. A lone figure with a backpack walks along the boardwalk. The ground is covered in dark, wet vegetation. Several small, shallow lakes are scattered across the landscape. In the background, a dense forest line is visible under a hazy sky.

enter e-estonia

the coolest digital society

Stina Vürmer
Brand Estonia

location

- in Northern Europe
- area 45,336 km²
- average 6.7 °C



file personal
taxes in 3 mins



i-voting



digitalise everything



only 1 thing
can't be done digitally



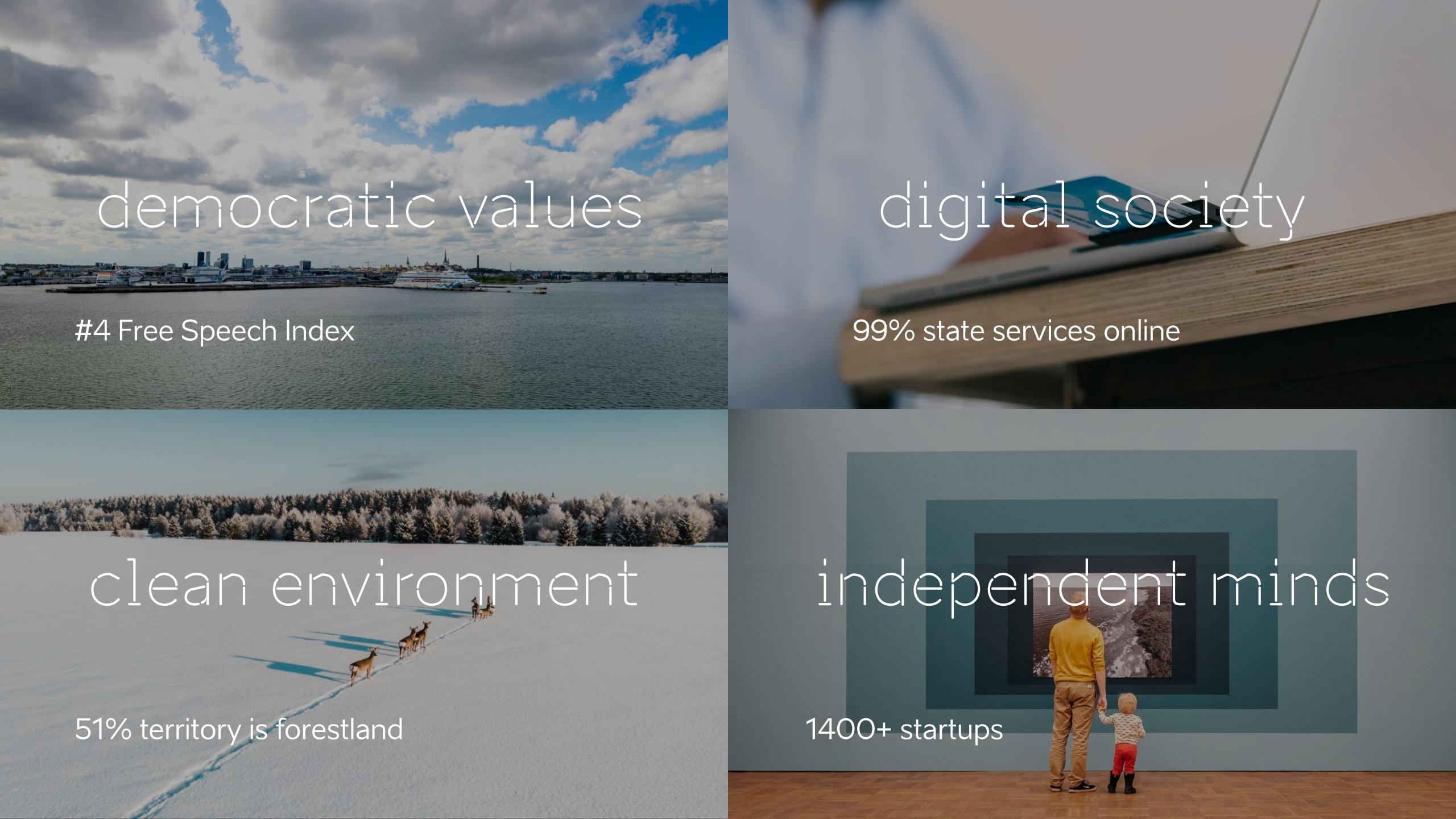
the most advanced
digital society



99%

highest number of
startups per capita





democratic values

#4 Free Speech Index

digital society

99% state services online

clean environment

51% territory is forestland

independent minds

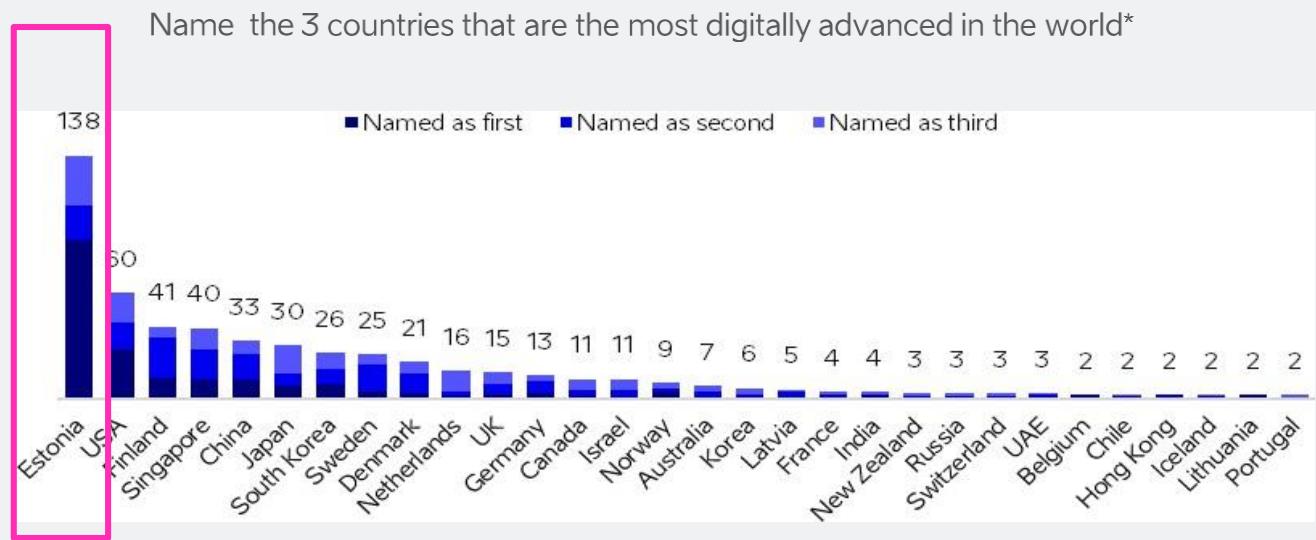
1400+ startups

Estonia is named the most digitally advanced country in the world

48%
of web survey
respondents named
**Estonia the most
digitally advanced
country** in the world

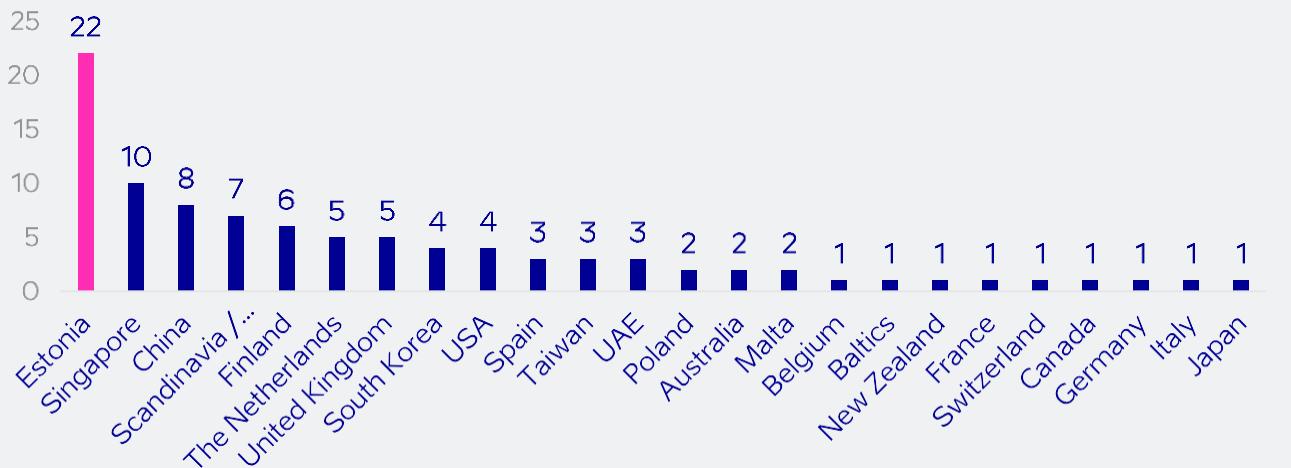
70%
mentioned
Estonia among
the
TOP 3
countries

73%
of experts
rank Estonia as
the most digitally
advanced country



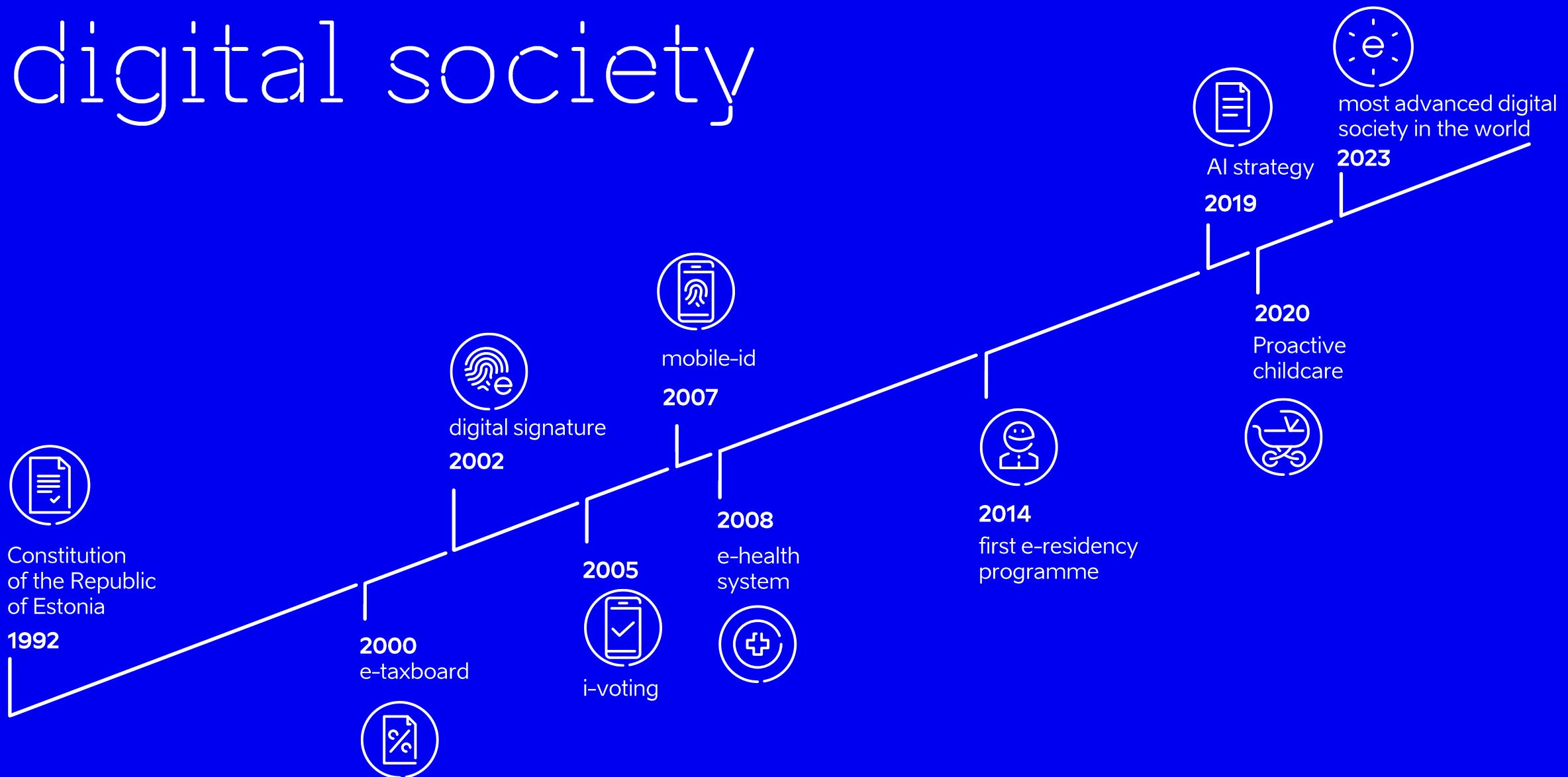
SOURCE: e-Estonia ex ante respondents

*Countries that were mentioned only once are not included in the summary graph



SOURCE: Digitalisation expert interviews

digital society



e-Estonia briefing centre



“Estonia’s e-residency
is a great example
of country branding.”

Simon Anholt

100 000

e-residents from 170+
countries

64,3m

tax revenue

25 000

companies started by e-
residents

An aerial photograph of a large, rounded hill known as Suur Munamägi in Estonia. The hill is densely covered in a mix of green coniferous and deciduous trees. A prominent feature is a tall, white, cylindrical observation tower situated near the peak. The surrounding landscape consists of rolling hills and valleys, with thick layers of low-hanging mist or fog covering the lower areas and parts of the surrounding terrain. In the foreground, a paved road curves along the base of the hill, and some small buildings or parking areas are visible at the bottom left.

suur munamägi

Brand_Estonia_TIK_04-12-2020

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Slide

Slide Layout 1_Content_Blue

Appearance

Title
 Body
 Slide Number

Background

Standard Dynamic

Current Fill

Colour Fill

Edit Slide Layout

events

2018

100 events
22 countries

5 6 7 8 9 10 11 12

How has design and leadership changed over your 20 years of experience?

What's the first thing you do when tackling a project?

Alari Orav

Stina Vürmer

Moonika Maidre

aitäh!

Stina Vürmer