An aerial photograph of a vast, misty bog landscape. A long, narrow wooden boardwalk stretches across the foreground and middle ground, leading towards a cluster of small, shallow ponds in the distance. A person is walking on the boardwalk. The ground is covered in dense, low-lying vegetation, and the air is filled with a soft, white mist. The background shows a dense line of trees under a pale sky.

enter e-estonia

the coolest digital society

Stina Vürmer  
Brand Estonia

# location



- in Northern Europe
- area 45,336 km<sup>2</sup>
- 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%**

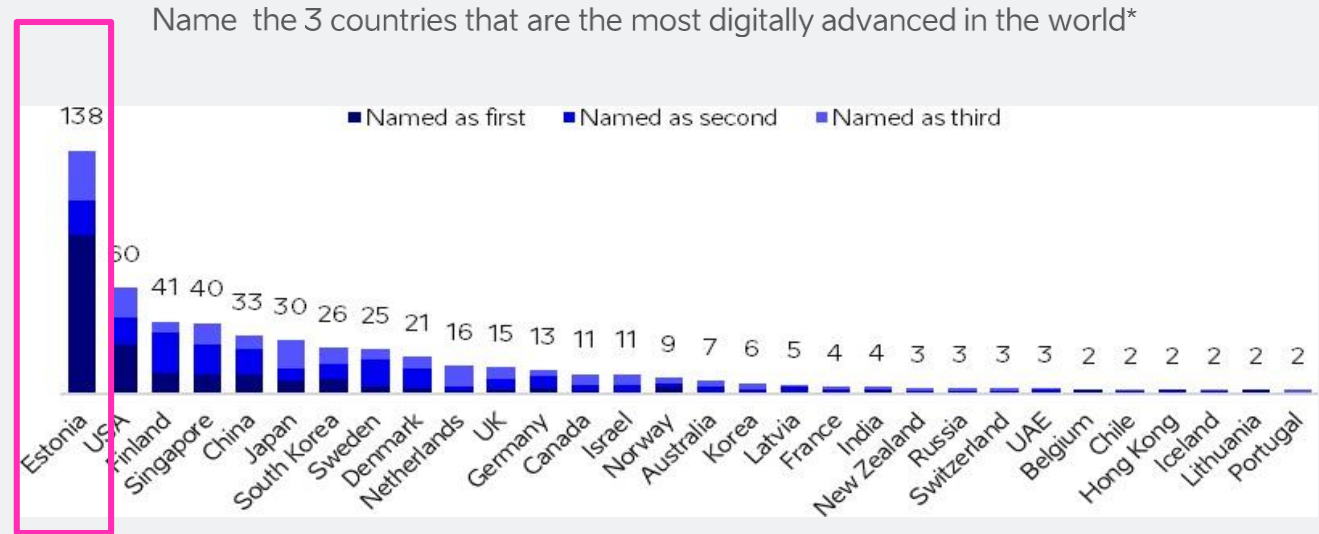
of web survey respondents named Estonia **the most digitally advanced country** in the world

**70%**

mentioned Estonia among the **TOP 3** countries

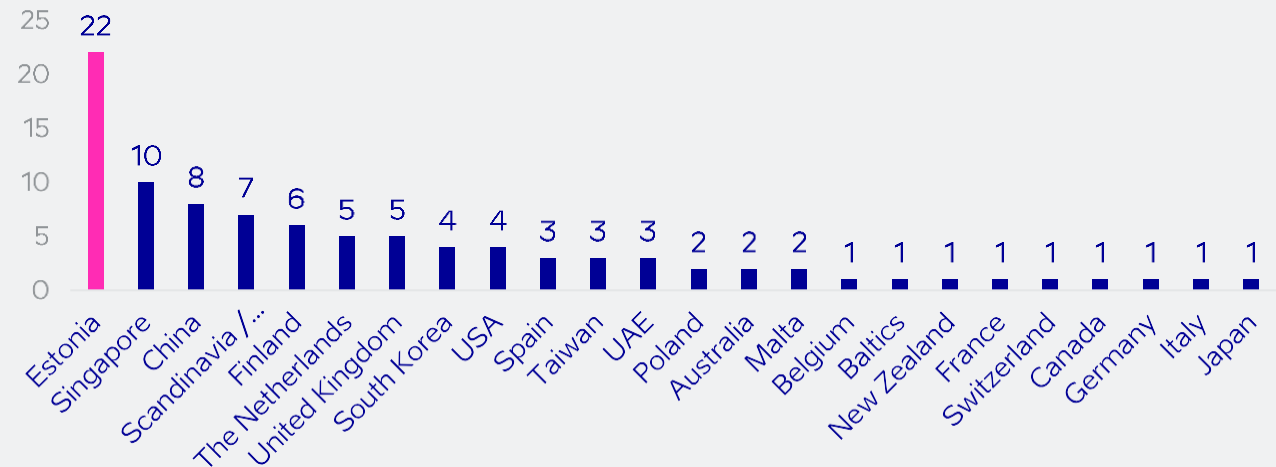
**73%**

of experts rank Estonia as the most digitally advanced country



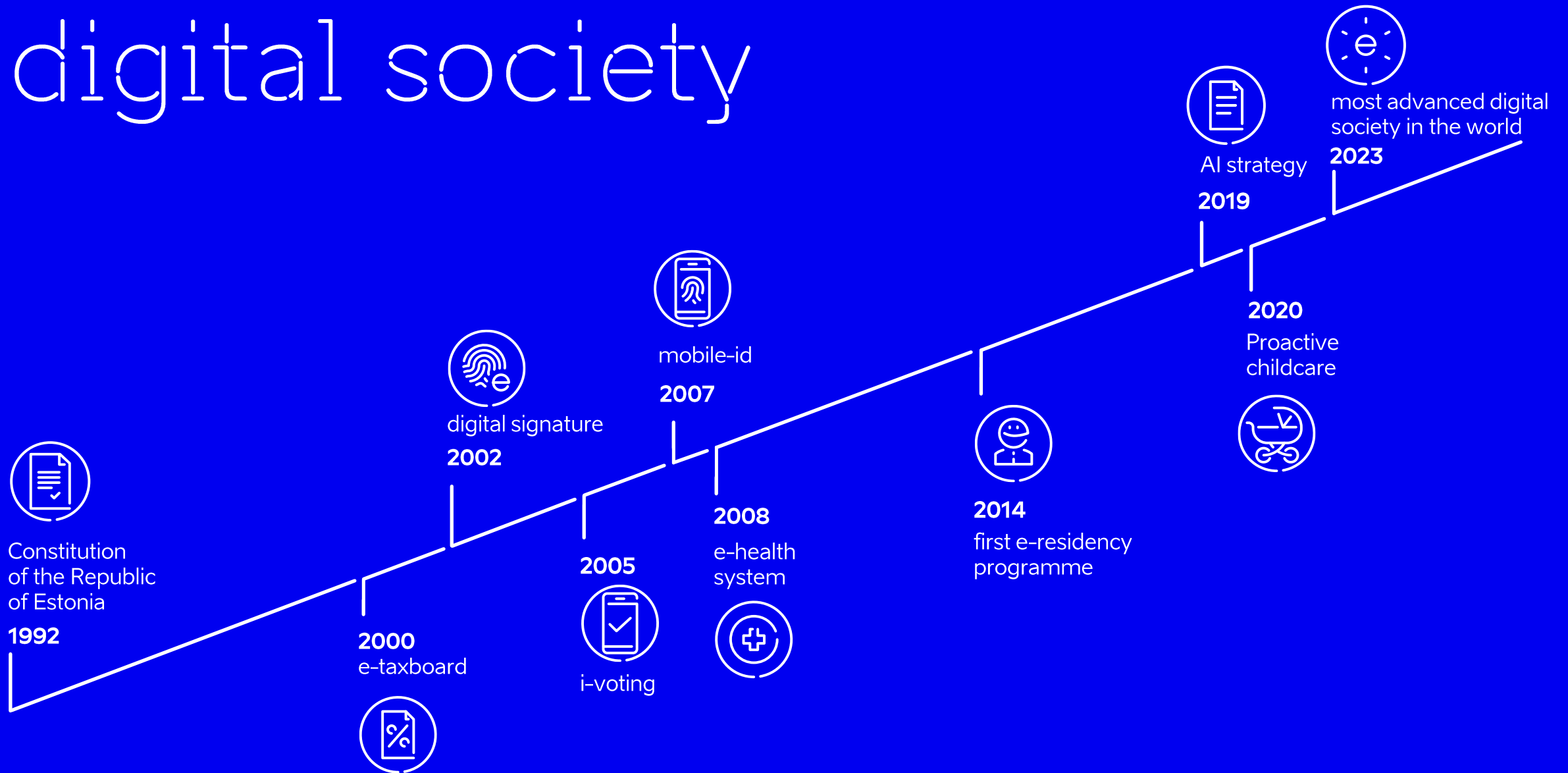
SOURCE: e-Estonia ex ante respondents

\*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

suur munamägi





Brand\_Estonia\_TIK\_04-12-2020

99% View Zoom Add Slide Play Table Chart Text Shape Media Comment Share Format Animate Document

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

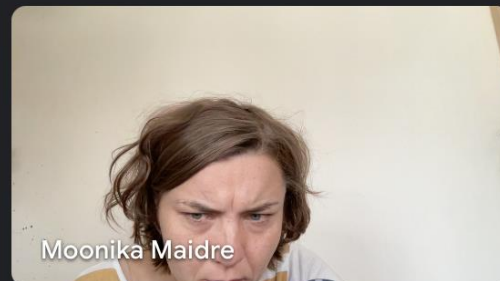
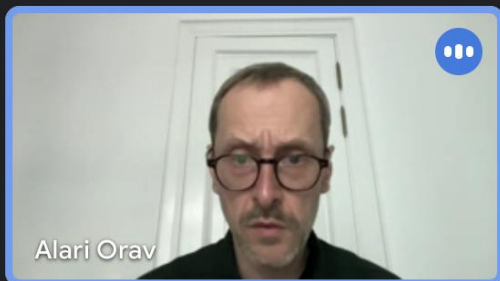
8

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

10

11

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



aitäh!

Stina Vürmer