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 as 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

- Digital signature: 2002
- Mobile ID: 2007
- E-taxboard: 2000
- E-health system: 2008
- I-voting: 2005
- First e-residency programme: 2014
- Proactive childcare: 2020
- AI strategy: 2019
- Most advanced digital society in the world: 2023
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