

An aerial photograph of a wide river flowing through a forested landscape. The sky is a vibrant mix of purple, pink, and orange, suggesting a sunset or sunrise. The river's surface reflects the colors of the sky and the surrounding trees. The text is overlaid on the left side of the image.

# enter e-Estonia

The most ambitious and  
technological statecraft

Viljar Lubi

Vice Minister

Estonian Ministry of Economic Affairs & Communications

a modest  
country that  
extends beyond  
its borders

- + population: 1.3 million
- + area: 45,228 km<sup>2</sup>
- + currency: Euro
- + member of: EU, NATO, WTO, OECD, DIGITAL 9
- + ICT sector employees: 5.9% of workforce



# our highest ratings

#1

BERTELSMANN  
FOUNDATION 2019 digital  
health index

#1

WORLD ECONOMIC FORUM  
2017  
entrepreneurial activity

#1

INDEX VENTURE 2018  
start-up friendliness

#1

FREEDOM HOUSE 2018  
internet freedom

#8

EUROPEAN  
COMMISSION 2019  
EU digital economy  
and society index (DESI)

#1

GLOBAL IT REPORT 2019  
mobile network coverage

#5

ITU 2018  
global cybersecurity index

#15

HERITAGE  
FOUNDATION 2019  
index of economic  
freedom

# essential

Best secret weapons.

- + internet is a social right
- + every Estonian resident has an electronic ID
- + 99% of services are online
- + Estonians trust e-solutions

# empowering

Easiest life: only getting married or divorced and selling real estate cannot be done online.

Yet.



# ease of doing business

Simplest and fastest business environment.

- + a few hours to start a company
- + hassle-free e-taxation
- + automatization in tax reporting by 2020
- + e-Residency – Estonian e-services to every world citizen

# estonian startup ecosystem

The cutest unicorns

- + over 600 startups
- + 4 unicorns - #1 in start-up friendliness
- + raised around €1B in funding (92% from abroad)
- + Estonian Startup Visa
- + supportive ecosystem



# e-residency

[e-resident.gov.ee](http://e-resident.gov.ee)

- + first in the world
- + 167 countries
- + 62,000+ e-residents to date
- + 7,500+ e-resident companies



# electronic ID

The strongest identity.



- + every Estonian has an electronic ID
- + eIDAS assurance level „high“
- + 17% of mobile-ID
- + 34% of smart-ID
- + e-Residency

# exchange

The busiest highway of e-Estonia – X-Road from 2001.

- + saving 1407 years annually
- + over 1000 institutions and enterprises
- + 150 public sector institutions
- + 2735 different services
- + over 900 million transactions per year
- + technology exported to Finland, Iceland, Faroe Islands, Ukraine and other countries



# elaborated

Clear and honest principles.

- + once-only
- + digital by default
- + trust-by-design
- + open internet



# cyberspace

The strongest competence.



- + cyber defence league
- + data embassy
- + cyber command
- + home for NATO CCDCOE and EU IT agency

# estonishing future

A woman with long blonde hair, wearing a blue denim jacket, is seen from behind, walking through a vast field of tall green wheat. The field stretches far into the distance, where another person is visible in the background. The lighting is warm and golden, suggesting late afternoon or early morning.

- + zero-bureaucracy
- + invisible services
- + cross border digital governance
- + real time economy

# proactive government

**TARGET:**  
**7 LIVE BY YEAR 2020**

## Action plan for life-event service design



# lessons learned



- + KISS - keep it short and simple
- + transparency works
- + shared platforms make you quicker
- + delivery matters, so does design
- + be **boldest**

An aerial photograph showing a vast, green landscape with a dense forest in the foreground and a city skyline in the distance. A person's arm, wearing a blue plaid shirt, is extended from the bottom center, pointing towards the horizon. The scene is captured from a high vantage point, likely a rooftop or a hillside.

# let's build the future together!

    e-Estonia

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