An aerial photograph of a calm lake at sunset. The water is a deep blue-purple, reflecting the warm orange and pink hues of the sky. The surrounding forest is silhouetted against the light, creating a serene and atmospheric scene.

# e-Estonia: excellence in digital business services

Piret Reinson  
Brand Strategist & Estonia Insider

a modest  
country that  
extends beyond  
its borders

- + population: 1.3 million
- + area: 45,339 km<sup>2</sup>
- + currency: Euro
- + member of: EU, NATO, WTO, OECD, DIGITAL 9
- + ICT sector: 7% of GDP



# our highest ratings

#1

ITU  
global cybersecurity  
index (europe)

#1

WORLD  
ECONOMIC FORUM  
entrepreneurship

#1

BARCLAYS 2016  
digital development  
index

#1

INDEX VENTURE  
startups  
per capita

#2

EUROPEAN COMMISSION  
EU digital economy and  
society index, public services

#1

FREEDOM HOUSE  
internet freedom

#1

GLOBAL IT REPORT  
mobile network  
coverage

#9

FREEDOM HOUSE  
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

# electronic ID

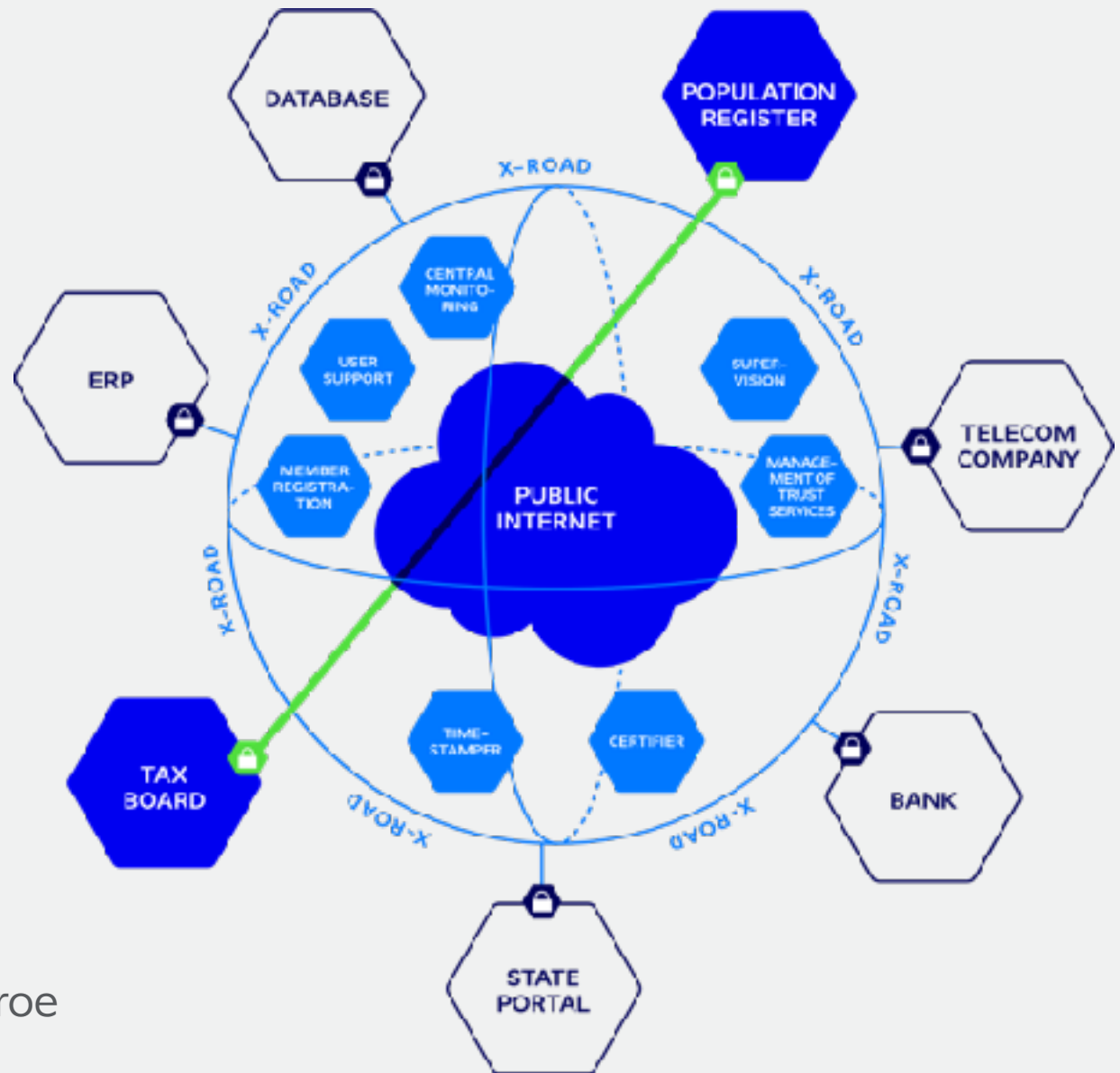
The strongest identity.

- + every Estonian has an electronic ID
- + eIDAS assurance level „high“
- + 13% of mobile-ID
- + 16% of smart-ID
- + e-Residency



# exchange

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



- + saving 1407 years annually
- + 651 institutions and enterprises
- + 504 public sector institutions
- + 2691 different services
- + over 900 million transactions per year
- + exported to Finland, Kyrgyzstan, Namibia, Faroe Islands, Iceland, Ukraine, and other countries

# elaborated

Clear and honest principles.

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



# TOOP

The single digital gateway for  
21 countries in EU.



- + the once-only principle
- + 3 pilot areas
- + Feb 2019: data provider connections  
between 10 member states
- + Fully launched by 2023

# TOOP – the once-only principle project

Launched by the European Commission in **2017**, it aims to develop the foundation for a **new e-government system connecting EU member states**. TOOP will develop and pilot a solution for **cross-border implementation of the once-only principle** focusing on exchange of business data.

- + **Reduces bureaucracy** and enables data sharing accross the EU.
- + **One shared IT architecture connects** base registries and e-services in **20 countries across Europe**.

- + Reduced administrative burden, time and costs, as well as better service quality for **Businesses**.
- + Improved administrative efficiency and improved satisfaction with service quality in **public administrations**.

**TalTech is the co-ordinator of the project.**

**Partners (in Estonia):** Ministry of Economic Affairs and Communications, Maritime Administration, Information System Authority, Centre of Registers and Information Systems.

Visit TOOP online: [toop.eu](https://toop.eu)

# ease of doing business

Simplest and fastest business environment.

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

# e-residency

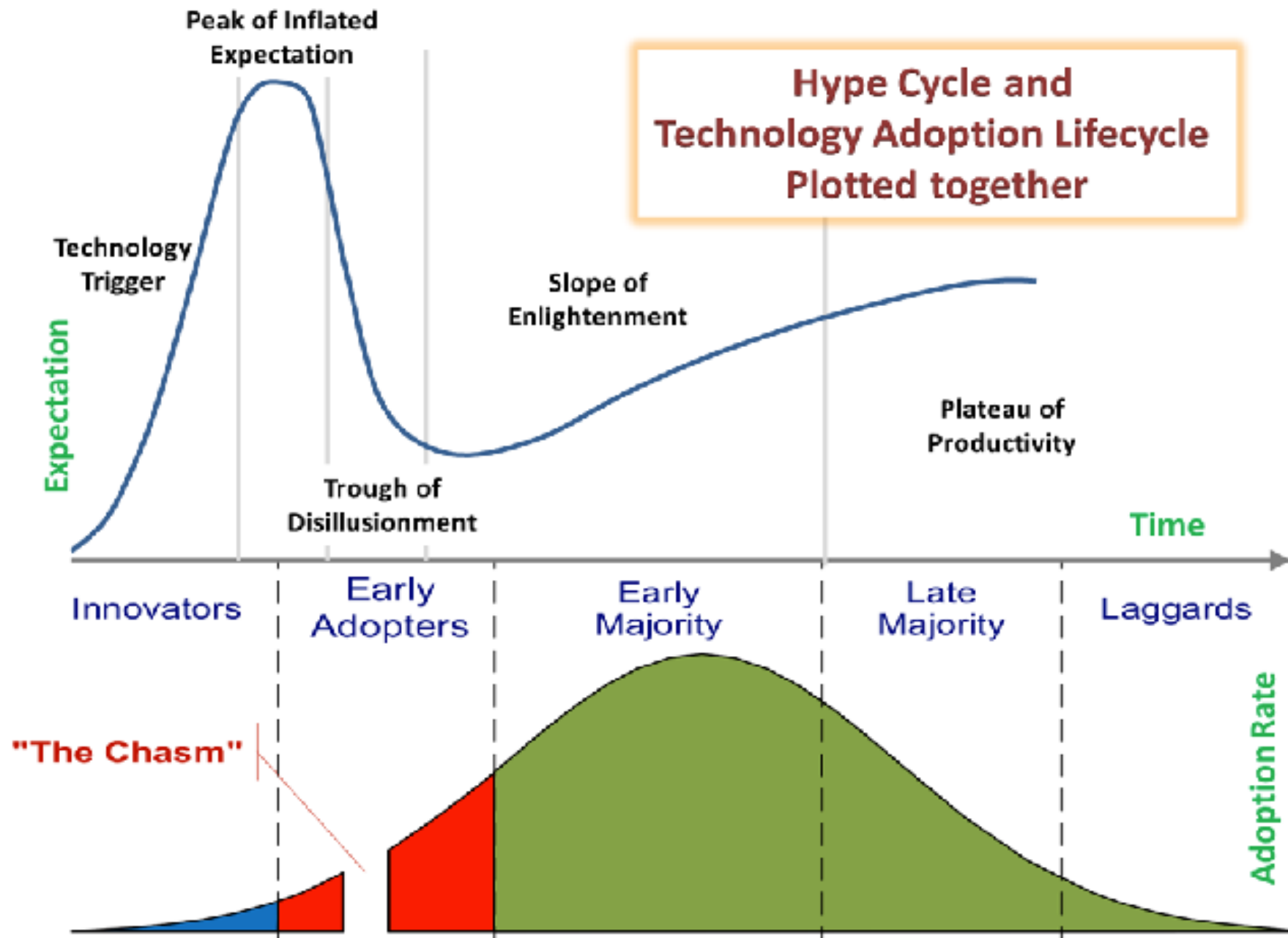
[e-resident.gov.ee](http://e-resident.gov.ee)

- + first in the world
- + 167 countries
- + 52 000+ e-residents to date
- + 6 600+ e-resident companies
- + bank account online



tallinn





# a true esociety

Offering a platform for international socio-economic innovations

- + **eResidency** provides digital ID to start and run a business in the EU
- + **Parcel delivery robots** legally on streets 14.06.2017
- + **Self-driving cars** are legally allowed on streets 22.3.2016
- + **Ride-sharing** is legalised and properly taxed 14.06.2017



# Healthy lifestyle city

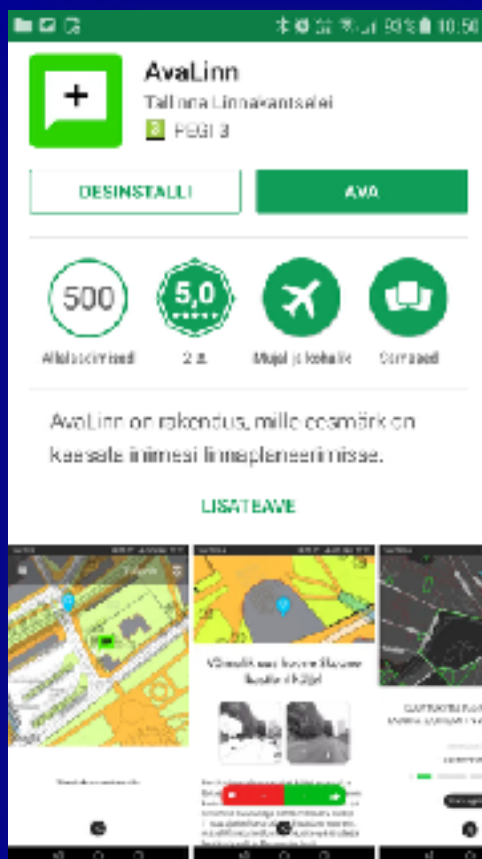
Living green and healthy life  
is a basic human right

- + **Bicycle Strategy** by NGOs & City Gov
- + **Free Public Transport** QR ticket & Digital Tallinn Card for visitors
- + **Eliko Smart Street** — modular real time street lighting system
- + **GIS based City Farming** & Circular Economy Initiative



# AvaLinn (Open the City) mobile application

[www.tallinn.ee/est/avalinn](http://www.tallinn.ee/est/avalinn)



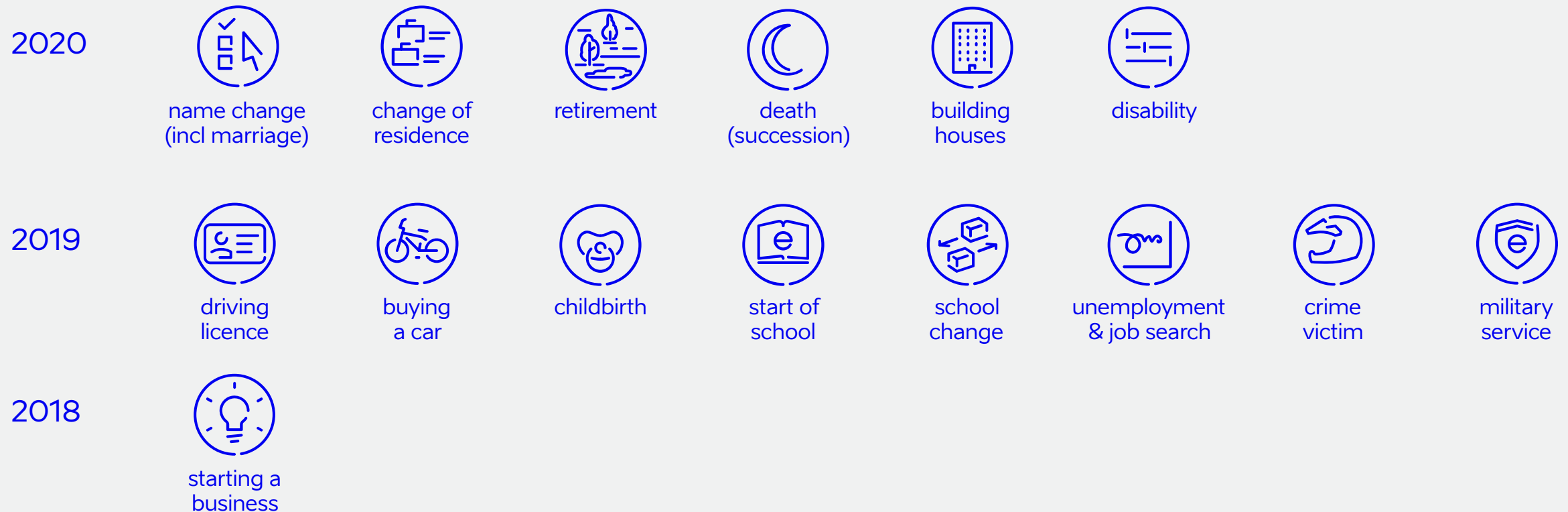
# estonishing future

- + 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



let's build the  
future together!

