

Eesti bränd

kuvand

Kuvand on teadmiste ja tunnete kogum, mis asub meie peas.

Igaühel on Eestist erinev kuvand.

bränd

Teadlik kuvandi kujundamine.

Põhineb autentsetel kogemustel,
mida valime ja võimendame.

3 keskkonda

estonia.ee

brand.estonia.ee (uueneb mais)

toolbox.estonia.ee (avaneb
augustis)

brand.estonia.ee

mõtle

kasuta

loo

kujunda

mõtle

lugu

väärtused

põhisõnumid

valdkondlikud sõnumid

tekstistiil

meie olemus

põhjamaine

üllatav

nutikas

PÕHJAMAININE

- + pragmaatiline
- + aus, otsekohene
- + võrdsust hindav
- + looduslähedane

= usaldusväärne

ÜLLATAV

- + teistmoodi
- + individualistlik
- + kontrastne
- + julge
- = meeldejääv

NUTIKAS

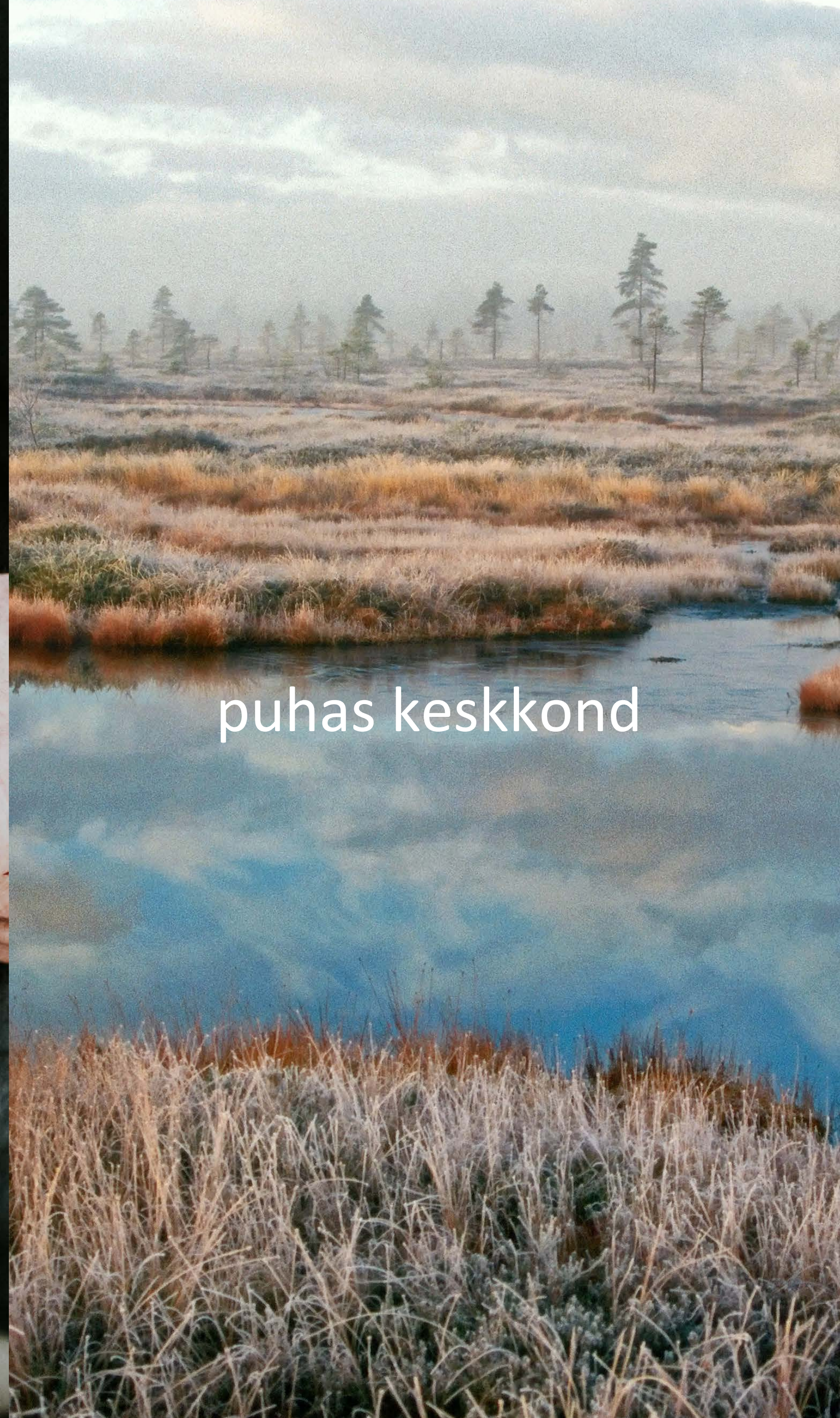
- + uuenduslik
- + tehnoloogia-teadlik
- + uudishimulik
- + rahulolematu

= teerajaja

meie sõnumid



iseseisvad inimesed



puhas keskkond



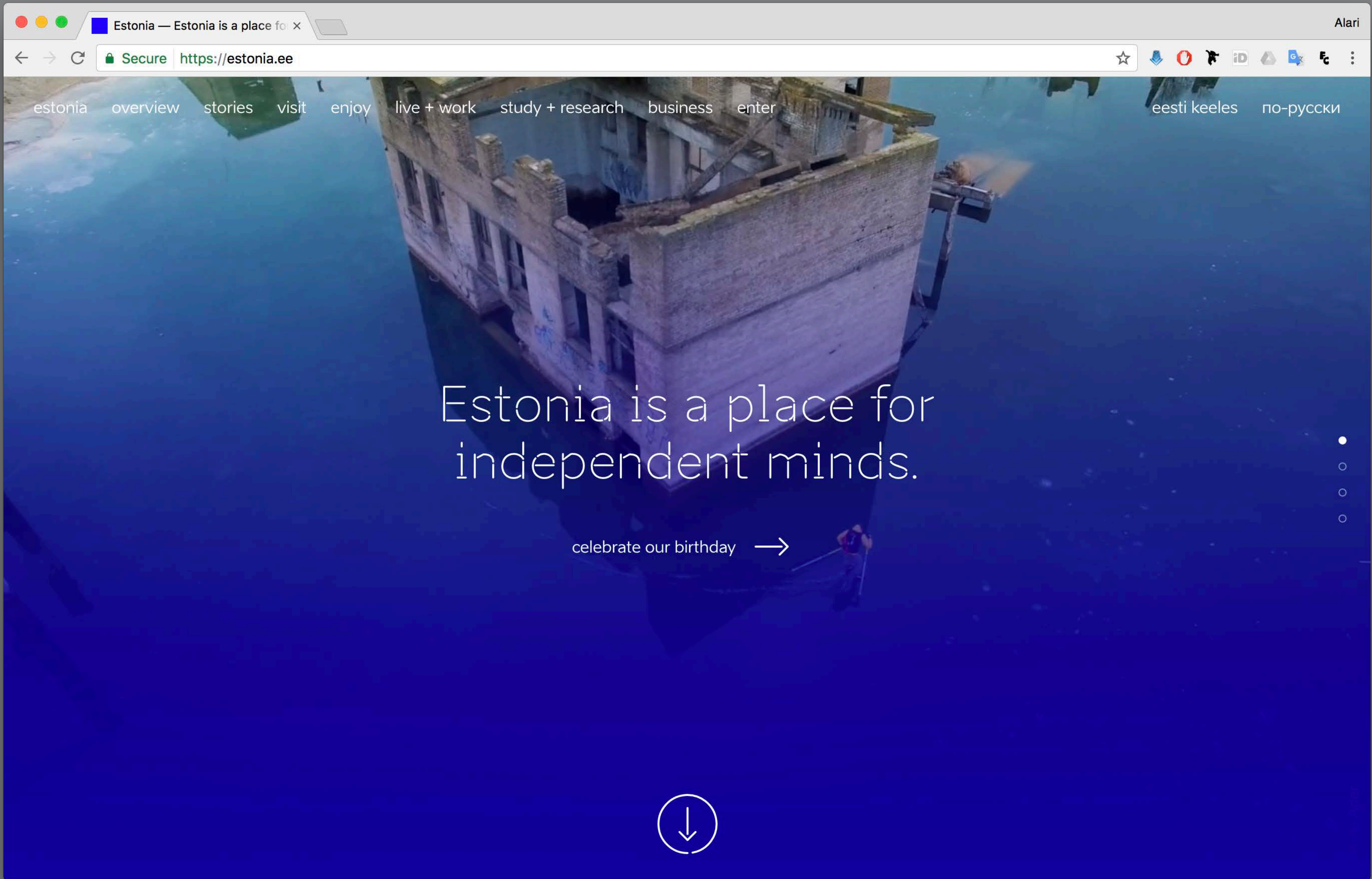
digitaalne ühiskond

kasuta

esitlused

videod

estonia.ee



tere!

This is an overview of Estonia

location

- in Northern Europe
- area 45,339 km²
- average 5.2 °C



people

- 1.3 million
- 190+ nationalities
- 70% Estonians

history

- settlements from around 8500 BC
- ruled by Germans, Danes, Swedes, Russians, Poles
- Republic of Estonia established in 1918
- independence regained in 1991

economical

The biggest cost difference.



Estonia

50 mln EUR per year



Finland

2 bln EUR per year



UK

20 bln EUR per year

e-governance

The strongest digital leadership brings results.

- + one interaction a day per Estonian
- + more than 242 million digital signatures
- + impactful e-governance built on trust and math

© Taaneli Mäe

ease of doing business

Simplest and fastest business environment.

- + 1st of tax competitiveness
- + most start-ups per capita
- + a few hours to start a company
- + hassle-free e-taxation
- + e-Residency — Estonian e-services to every world citizen

© EAS

electronic ID

The strongest identity.

- + e-ID, mobile-ID, smart-ID
- + travel
- + digital signing
- + i-voting
- + business, banking
- + state and healthcare
- + public transport
- + loyalty card

loo

foto/meediapank
est-kontseptsioon
e-sõnad
infograafika

Visit Estonia | Flickr

Alari

Secure https://www.flickr.com/photos/visitestonia

☆

flickr


Explore

Create

Photos, people, or groups

Log In

Sign Up



Visit Estonia

+ Follow

VisitEstonia

104 Followers • 5 Following

10,012 Photos

Joined 2012


Photostream


Albums

Favorites

Groups

More





my.estonia.ee



lae alla

profilipilt

päisepilt



The oldest christmas tree

Did you know that the first evidence of decorated Christmas trees associated with Christmas Day are from Estonia, dating back in 1441?



flynordica

10 u.



59 vind-ik-leuks

flynordica Täna oleme viimast päeva Tourest turismimessil. Astu kindlasti läbi ✈️✈️
#flynordica #tourest2017

peterkentie Aitäh!!!!!!



unistad puhkusest?

Kohtume Puhka Eestis
messihallis.

puhka
eestis



Euroopa Liidu
struktuuritoetus



Eesti tuleviku heaks

kujunda

kirjatüüp

sõnamärkide süsteem

fotokeel

värvid

rahnud

views.

spring 2017 issue.

empowering and independent views on environment, economy and culture for every adventurous individual.

visit estonia



empowering everyone.

join the independent minds and explore the world's first fully functional digital society.

Estonia is the first and only country in the world to offer a transnational digital identity — e-residency — since 2014



explore estonia

freedom to discover the nature, and yourself.



visit estonia

smartest, cleanest, bravest, strongest, coolest, clearest, busiest, weirdest, simplest, fastest, deepest, happiest year 2017

Enter Estonian Film Wonderland!

Creative industry punching above its weight.



Visit Estonia during the Presidency of the Council of the European Union

from 1st of July to 31st of December 2017.

1st of July - 31st of December 2017
The 12th Estonian Youth Song and Dance Celebration
The Estonian Youth Song and Dance Celebration is the largest youth song and dance festival in the world. It is a unique opportunity for young people from all over the world to meet, sing, and dance together.
1st of August - 31st of August
Tartu Love Film Festival "TARTUFF"
Tartu Love Film Festival is a unique opportunity for young people to discover the world of cinema. It is a unique opportunity for young people to meet, sing, and dance together.
1st of September - 31st of September
Arvo Pärt Days
Arvo Pärt Days is a unique opportunity for young people to discover the world of music. It is a unique opportunity for young people to meet, sing, and dance together.
1st of October - 31st of October
6th Põlvi Pärn Animated Film Festival PPAFF
6th Põlvi Pärn Animated Film Festival PPAFF is a unique opportunity for young people to discover the world of animation. It is a unique opportunity for young people to meet, sing, and dance together.
1st of November - 31st of November
Black Nights Film Festival - PÖFF
Black Nights Film Festival - PÖFF is a unique opportunity for young people to discover the world of film. It is a unique opportunity for young people to meet, sing, and dance together.

estonia.ee

open for everybody



REPUBLIC OF ESTONIA
e-Residency

Estonia is the first and only country in the world to offer a transnational digital identity

experience the four seasons

taste estonia



visit estonia

visitestonia.com
social media: #visitestonia



explore estonia

freedom to discover the nature, and yourself.

visit estonia



estonian tax code holds the 1st place in the OECD tax competitiveness index.

invest estonia

invest in the best



visit
estonia

puhka
eestis

work
estonia

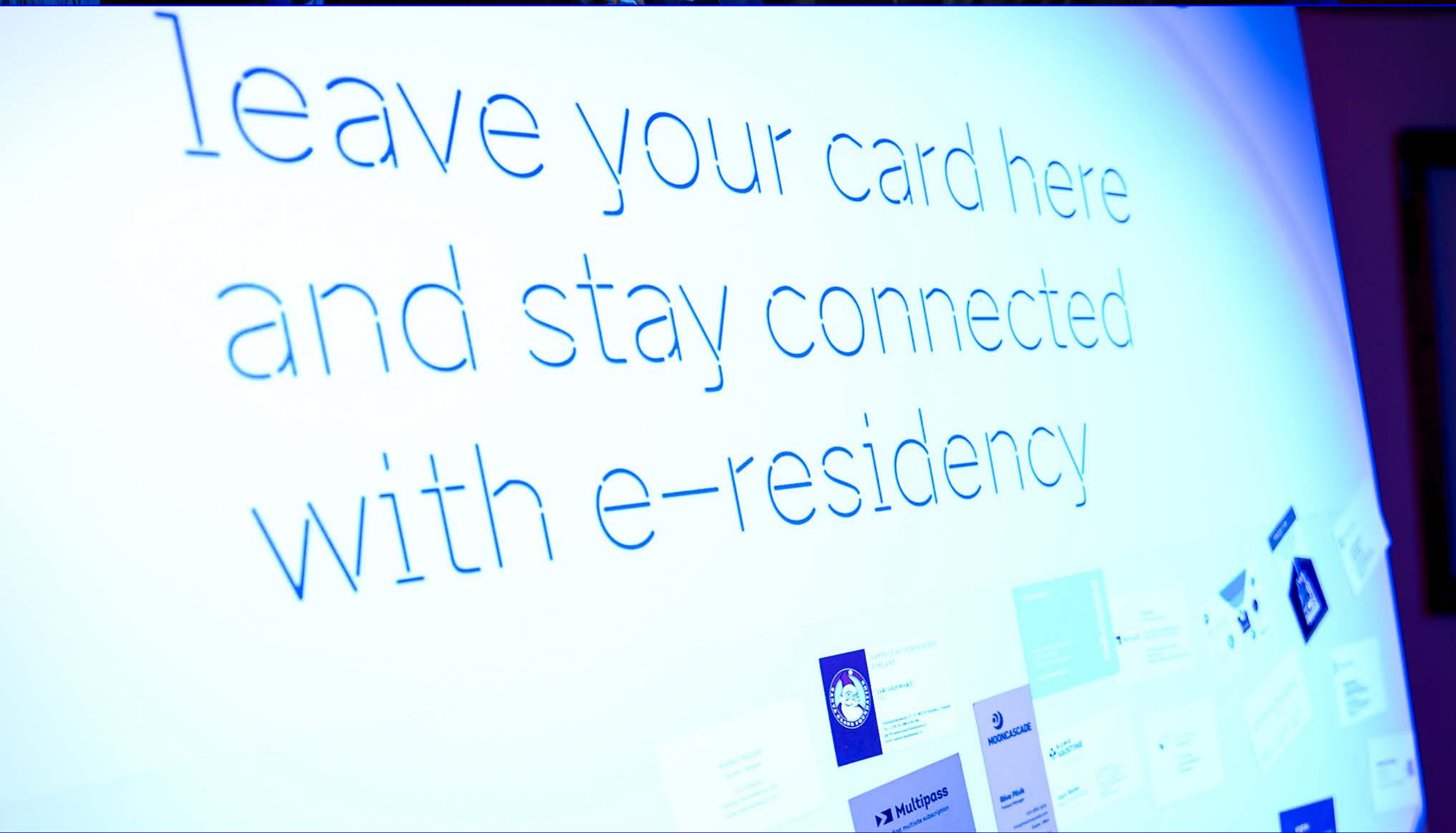
enter
e-estonia

study
estonia

taste
estonia

research
estonia

business
estonia



taste estonia



taste estonia

CHAGA

SALVEST

RÕNGU MAHL

NOESIS FOODS

MÄRJAMÄA BUTCHERY

40% wild collection area
17% farmland

CHAGA
HEALTH
TALES FROM NATURE

SALVEST

põnn
PURE BABY FOOD
FROM NORTHERN
EUROPE

always
richest
in nutrients

cleanest air +
cleanest water =
cleanest food

KÜLLUS
the purity of nature

Biofach



visit
estonia

visit estonia

SIMPLE
SESSION

Red Bull



REPUBLIC OF ESTONIA
E-RESIDENCY

[Home](#)[Become an e-Resident](#)[Start a company](#)[Running a company](#)[FAQ](#)[Login](#)

148 Los Angeles, USA
e-Residents

10 000
E-RESIDENTS

128
COUNTRIES

12578
E-SIGNATURES GIVEN

112
COMPANIES ESTABLISHED
BY E-RESIDENTS

Be part of the new digital society [APPLY](#)



Easy application

Gain membership in the borderless digital society and access cutting edge services at ease

- Get membership in the e-Residency community and connect with other global citizens fast and convenient
- No useless paperwork. A simple web-form will get you started with your application

[LEARN MORE](#)

Kaspar Korjus

e-Residency Programme Manager

We deeply appreciate the vast amount of positive feedback we have received so far — it is an exciting journey to embark on and we are eager to see where it will lead. Since we are still in early beta, there are some challenges to overcome. We have added a Help box (below right), and we encourage you to help us improve the experience on any of the services.

News

Phasellus tempor molestie felis, quis maximus turpissollicitudin et.
10. May 2016

Suspendisse euismod velit id.
10. May 2016

Fusce dignissim elit leo, et suscipit ex pharetra ut.
10. May 2016

Phasellus tempor molestie felis, quis maximus turpissollicitudin et.
10. May 2016

Suspendisse euismod velit id.
10. May 2016

Fusce dignissim elit leo, et suscipit ex pharetra ut.
10. May 2016

Social media

Suspendisse euismod velit id.
10. May 2016



e-Residency: Estonia
@e_Residents
#eResidency services roundtable so well attended that only table we could fit in was small, decorative & cow-shaped!
2:13 PM - 5 Nov 2015
3 10

[LOAD MORE](#)

[Check out all the news and our press kit](#)

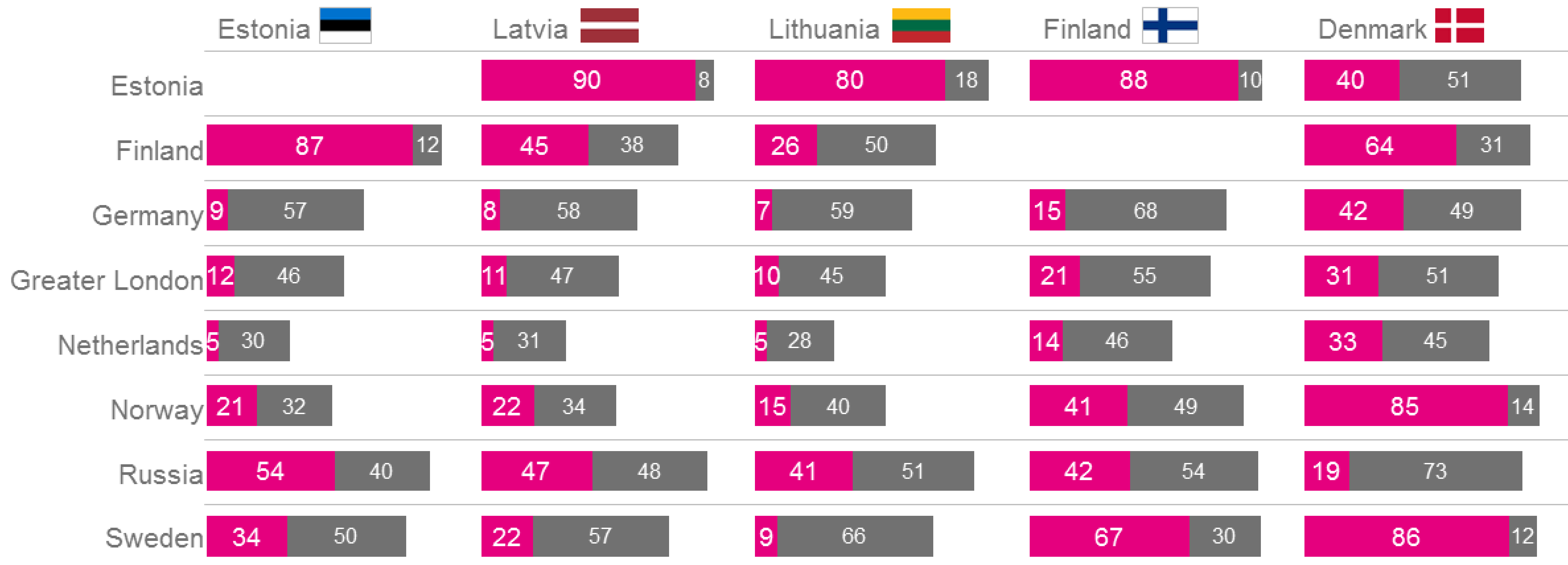


Familiarity with countries

To what extent are you acquainted with the following countries?

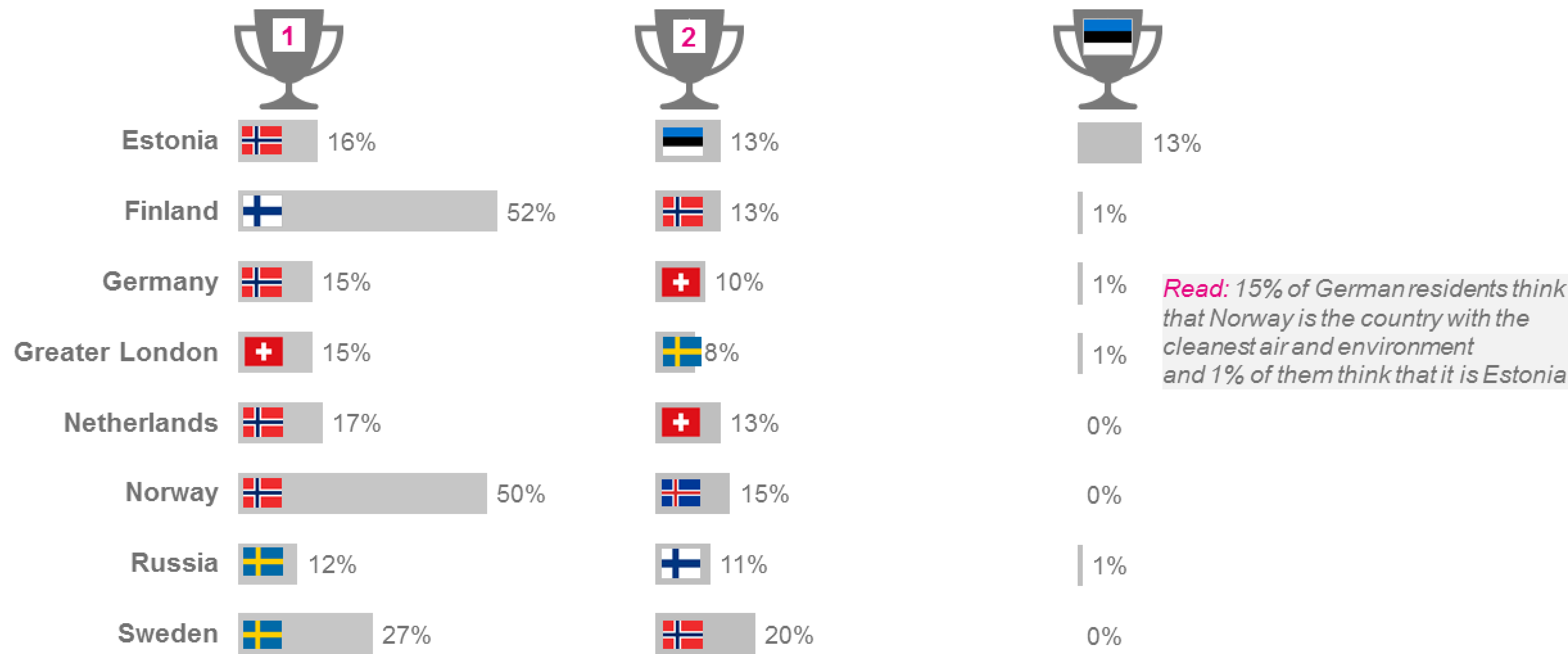
Read: 9% of German residents have visited Estonia or have lived here temporarily and 57% have heard or read about Estonia

- I have visited the country or lived in the country on a temporary basis
- I have read or heard a bit about the country



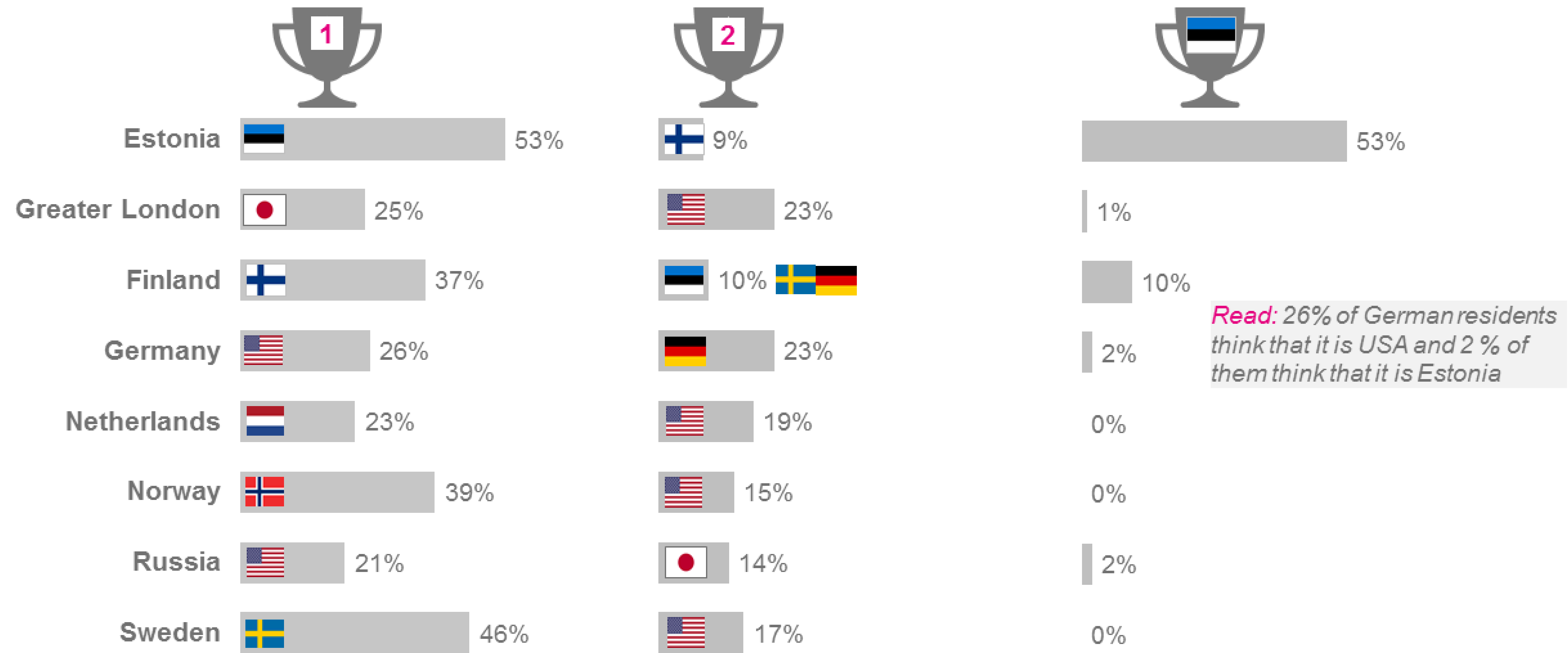
Country with the **cleanest air and environment** in the world (spontaneous answers)

Thinking about the countries you know of, which comes to your mind first as the country with the cleanest air and environment in the world?



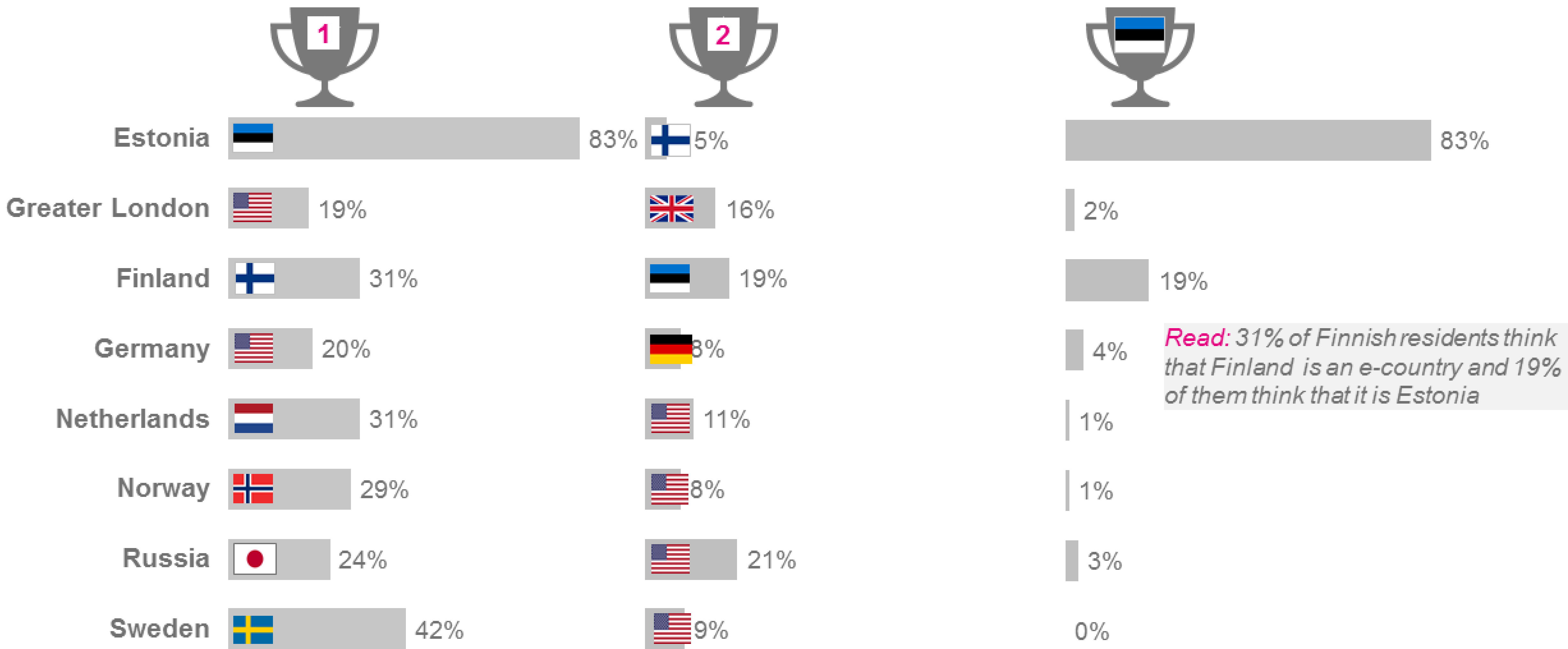
Country associated with the concept of an ‘information society’ (spontaneous answers)

Thinking about the countries you know of, which would you associate first with the concept of an ‘information society’?



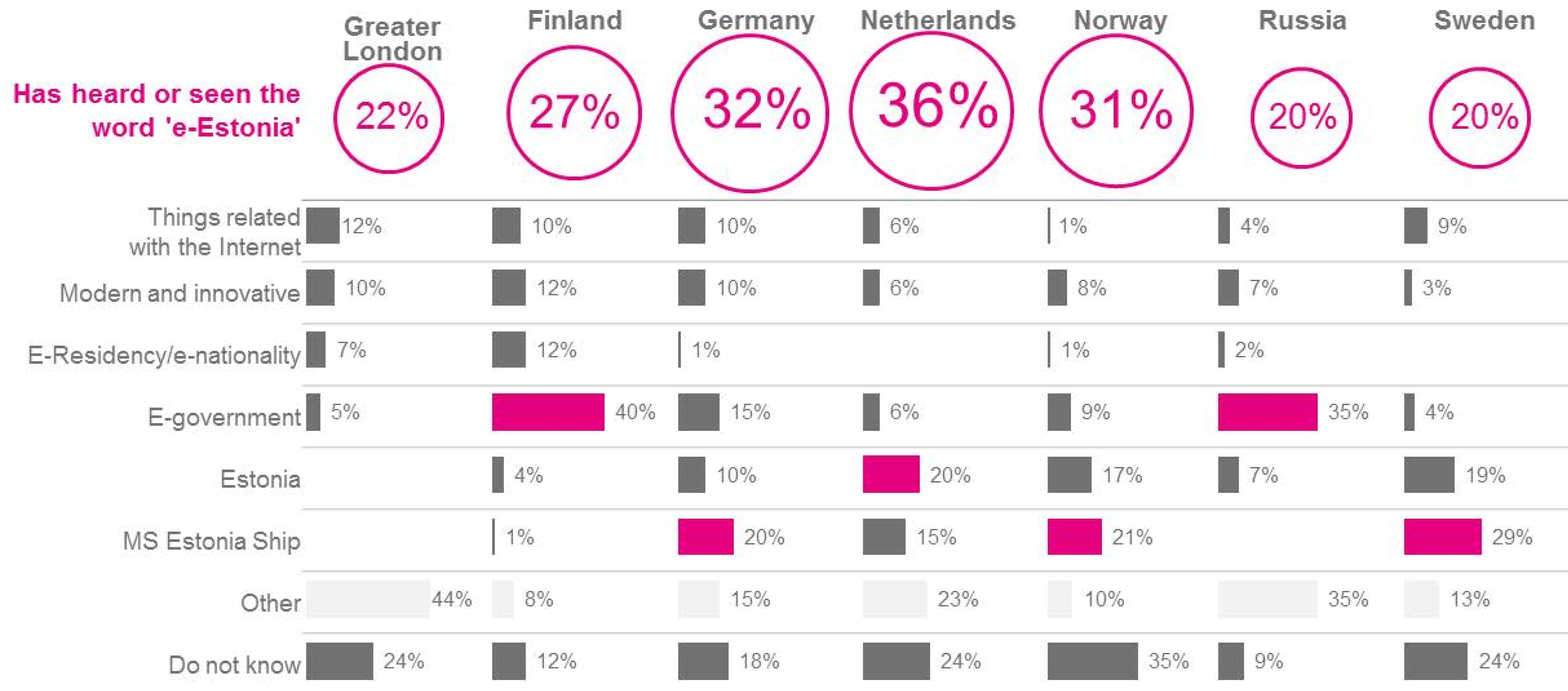
Country associated with the concept of an ‘e-Country’ (spontaneous)

Thinking about the countries you know of, which would you associate first with the concept of an ‘e-Country’?



Awareness and meaning of e-Estonia

% of those respondents, who have at least read or heard a bit about Estonia



Openness to become an e-Resident

% of those respondents, who have at least read or heard a bit about Estonia

Has heard or seen the word 'e-Residency'

22%

17%

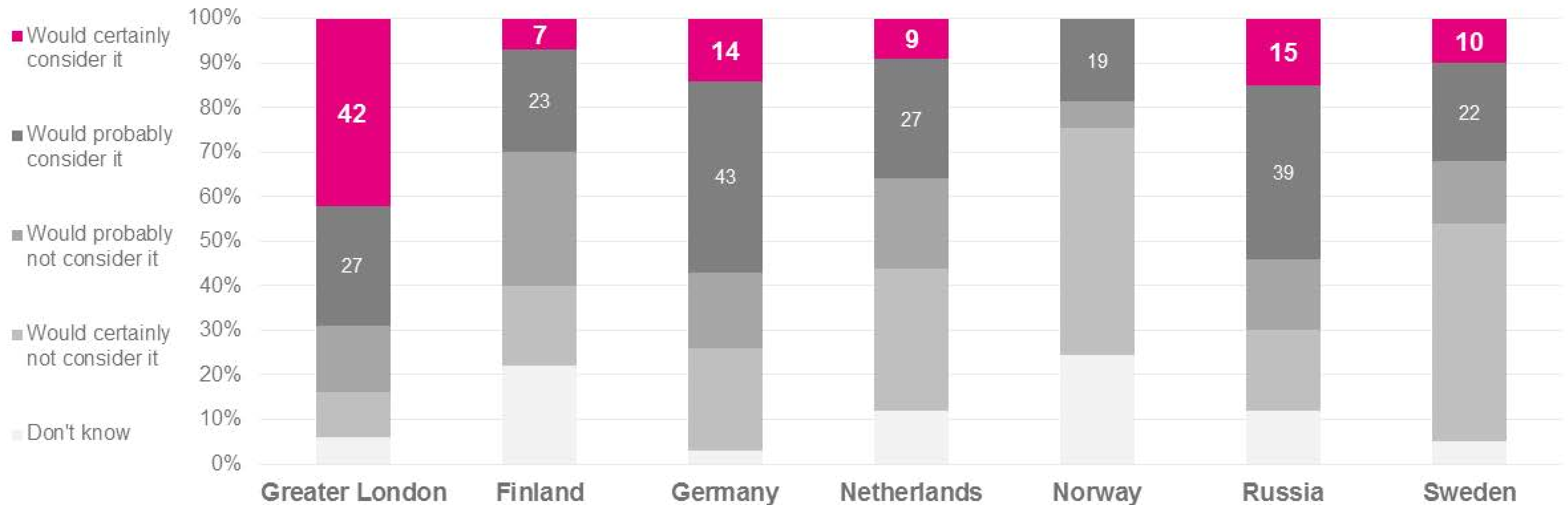
10%

19%

11%

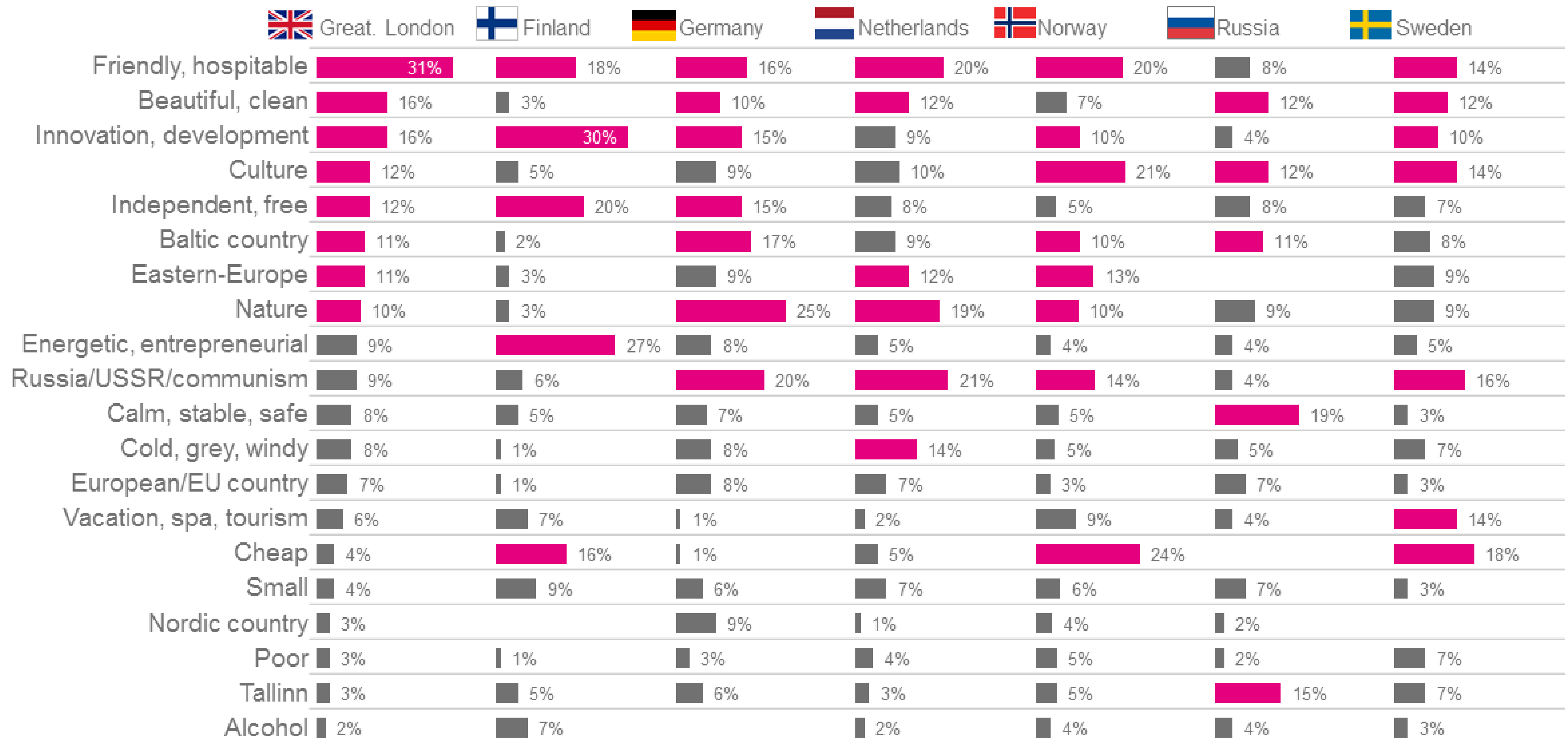
16%

10%



Keywords, which are most associated with Estonia as a country (spontaneous)

% of those respondents, who have at least read or heard a bit about Estonia



aitäh!

brand@estonia.ee