digital symphony

Beyond digital identity

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the most advanced digital society in the world

systemic challenges

+ Informal Economy and Tax Evasion
+ Economic Inequality and Digital Divide
+ Corruption, Crime and Security
+ Urbanisation and access to education and health
+ Infrastructure limitations
+ Lack of financial resources
+ Public trust

Sustainability

Technological Change

Globalisation

the quest for competitive nation and competitive identity

+ Digital development to become central to national policy

+ Pioneering the Digital transformation of public sector

+ Economic growth through tech industries, nishe specialization, export orientation

+ Digital sovereignty for independence

+ Investment attraction and collaborations

=differentiation, visibility, relevance, competitive advantage

digital mindset principles

+   Trust and Transparency

+   Once-only

+   Digital by default

+   User-centric services

+   Interoperability to minimize data collection

living the digital future

seamless integration of digital services into everyday life

+ 99% of medical prescriptions handled online

+ 99% of income taxes are declared electronically — 3 minutes

+ 99% of businesses set up online

+ 11 minutes to sell real estate

+ 99% of services are online + marriage online

+ 85% of people trust e-services

what about data privacy and security?
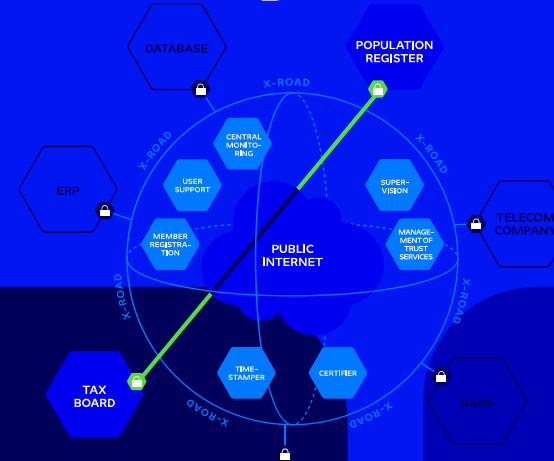
CONFIDENTIALITY

e-Identification:
ID-card
mobile–ID
Smart-ID
e-residency card

AVAILABILITY/ INTEROPERABILITY of systems

X-Road®

3000 e-services,
Saving 2000 years of work
annually (3% of queries)

INTEGRITY

KSI blockchain
Data Embassy
Data Tracker

electronic ID

the strongest identity since 2002

+ electronic ID is compulsory

+ 64% use ID-card regularly

+ 19% people use mobile-ID
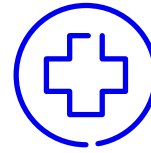
+ 51% use smart-ID

+ digital signatures saves 2% of GDP

digital identity:a cornerstone of digital economy and society

**Government services and portals:**3-13 % of GPD savings by 2030

Justice and legal documents:60-80% less time for processing, storage, handling, Court filings- 70% faster proceedings, fines, notarized documents

Healthcare: Patients records access- reduce admin costs by 20%; Digital prescriptions , reduce errors by 55%, accessibility and discounts
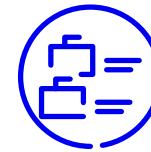
Real Estate: Digital mortgage -75% less costly, tenant screenings – cuts the time by 50%
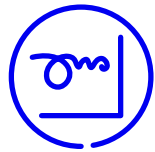
Digital Signature: 2% of GPD

Business Management:18 minutes to start a business, 3 min to file taxes.

Employment: Digital onboarding cut by 90%, 80% faster processing times of documents

Utilities:reduce onboarding, prevent fraud, bills automation save around 1USD per transaction

Digital Voting: : 2-3% increase in voter turnout and reduced costs (from 20 eur to 2.30eur)

Banking and Financial services: Account opening reduce customer onboarding time by up to 85%, Loans – 40-60% decrease of approval times

Education: Student verification, access, digital diplomas access – reduce admin costs by 50%, reduce fraud

Transport and parking:digital ticketing, parking application use reduce costs

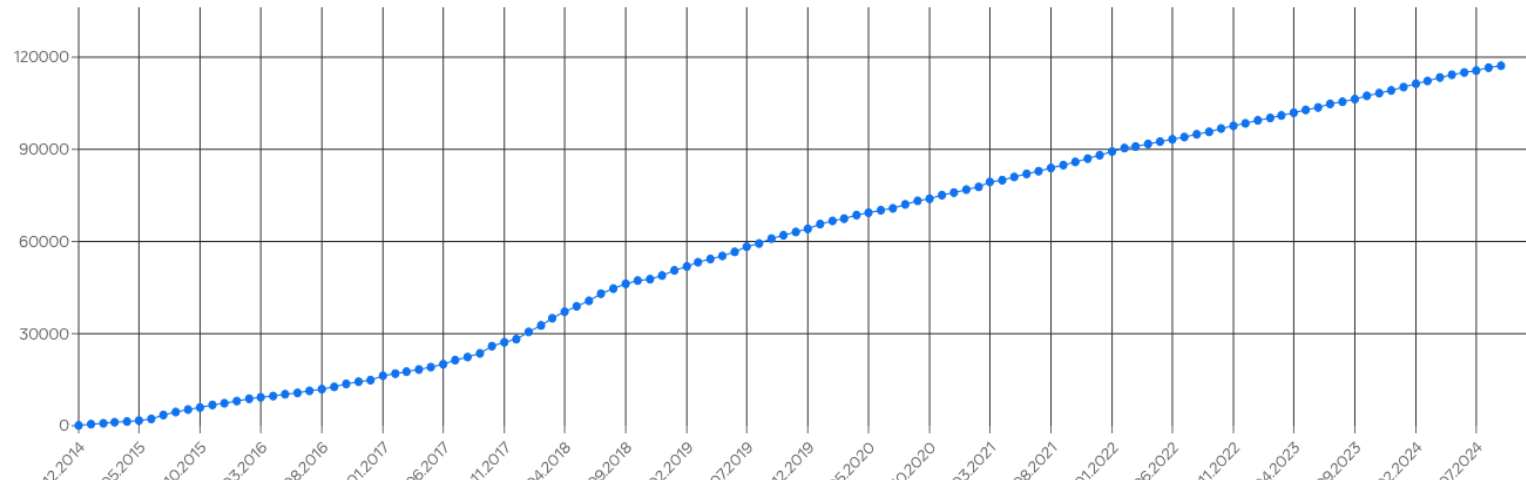# global business access with e-residency

+ first in the world

+ 180+ countries

+ 118,900+ e-residents to date

+ 32,500+ e-resident companies

+ over 200 million € direct economic benefits to Estonia

+ in 2025 - secure remote identity verification

e-residency impact

number of e-residents over time

CITIZENSHIP	NO. OF E-RESIDENTS
Ukraine	7406
Germany	7032
Spain	6585
Finland	6354
Russia	5735
China	5288
France	4932
Turkey	4777
United Kingdom	4761
Italy	4562

Computer programming, consultancy and related activities
Count: 8699

Activities of head offices; management consultancy activities
Count: 5493

Retail trade, except of motor vehicles and motorcycles
Count: 3029

Information service activities
Count: 1919

Wholesale trade, except of motor vehicles and motorcycles
Count: 1682

Publishing activities
Count: 1560

Financial service activities, except insurance and pension funding
Count: 1403

Other professiona scientific and technical activities
Count: 1154

Advertising and market research
Count: 1115

+ €385 million in international media coverage value.

digital identity success factors:public awareness and adoption

+ Seamless integration: identification as a service

+ Multi channel public awareness and communication:use cases; guides, tutorials, helpline, AI chatbot

+ stakeholder collaboration:integration and aligned communication — telcos, banks, e-commerce platforms, schools

+ incentivized use: benefits, faster processing or no paperwork needed

+ engage local influencers, community leaders and digital ambassadors
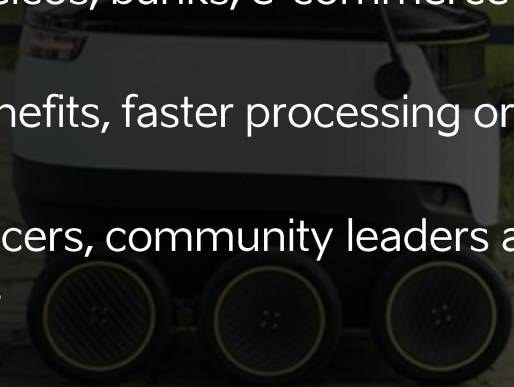
direct benefits

digital identity fighting systemic challenges

#1 **Financial Inclusion, Digital Transformation and Digital Economy expansion:**

+ Enabling Financial Access: Facilitates the inclusion of unbanked populations into the financial system, boosting local economic participation and resilience.

+ Catalyst for Digital Transformation: Supports e-commerce, fintech, and digital payment ecosystems, fostering economic growth and innovation.

#2 **Improved Security, Safety and Fraud Prevention:**

+ Robust Authentication: Reduces identity theft and fraud through encrypted and secure verification processes.

+ Efficient Crisis Management: Enhances law enforcement and public safety by ensuring accurate identity verification during emergencies.

#3 **Personalized Services and User–Centric Solutions:**

+ Convenience and Accessibility: Offers users seamless access to public and private services, reducing friction.

+ Operational Efficiency: Reduces manual processing for organizations, cutting costs and improving compliance.

+ Enhanced Privacy and Control: Ensures individuals have control over their data, strengthening trust.

indirect benefits

digital identity fighting systemic challenges

#1 **Business Environment and Ecosystem Collaboration for Growth:**

+ Fostering Innovation: Supports startups and entrepreneurship by enabling seamless regulatory compliance and facilitating business operations.

+ Collaborative Ecosystems: Encourages partnerships across sectors, driving innovation in technology and services.

#2 **Boosting Reputation and Attracting Investments:**

+ Regional Leadership: Positions the region as a leader in digital innovation and modern governance.

+ Attracting Investments: Demonstrates a forward-thinking approach, attracting global investors and sustainability-focused businesses.

#3 **Improving Citizen Satisfaction and Quality of Life:**

+ Efficient Public Services: Streamlines access to essential services like healthcare, education, and social benefits.

+ Enhanced Security: Strengthens trust in public systems by ensuring secure and transparent identity management.

added value

digital identity fighting systemic challenges

#1   **Attracting Talent and Businesses:**

+   Enabling Digital Nomadism: Supports remote work and entrepreneurship, creating a business-friendly environment.

+   Appealing to Global Talent: Demonstrates a commitment to modernity, attracting skilled professionals and innovative companies.

#2   **Advancing Sustainability Goals:**

+   Reducing Carbon Footprint: Digitized processes minimize reliance on paper and physical travel, contributing to environmental sustainability.

+   Attracting Sustainability-Focused Investments: Demonstrates a commitment to eco-friendly governance, appealing to like-minded businesses and residents.

#3   **Enabling Digital Inclusion:**

+   Improving Access for All: Bridges gaps for underserved populations, ensuring access to essential services.

+   Promoting Social Equity: Enhances inclusivity by empowering marginalized groups with digital tools and services.
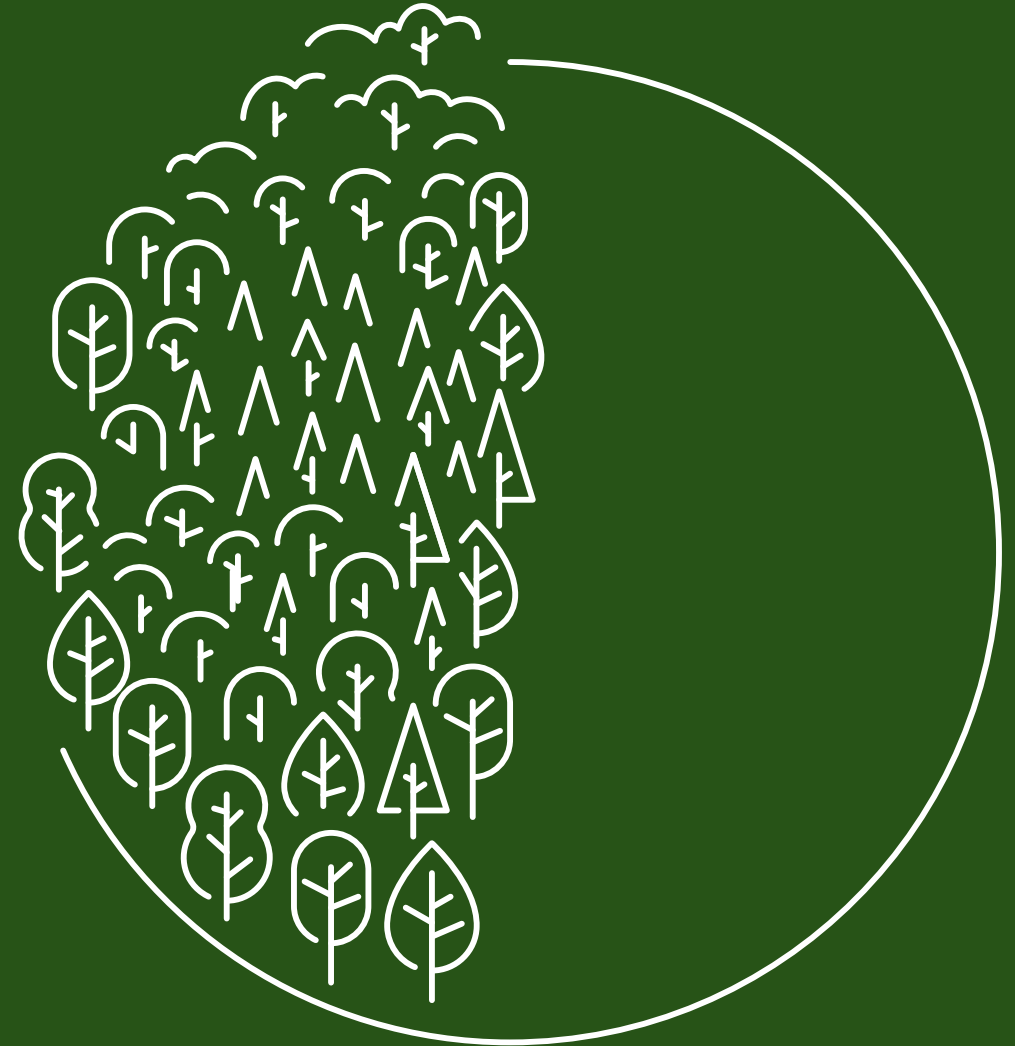
the digital synergy phenomenon

Global competitiveness, reputation and soft power

+ Investment attraction
+ Export promotion
+ Tourism Development
+ Talent attraction
+ International Influence
+ Internal Community Engagement National Pride
+ Public Trust and Satisfaction
+ Cultural Diplomacy
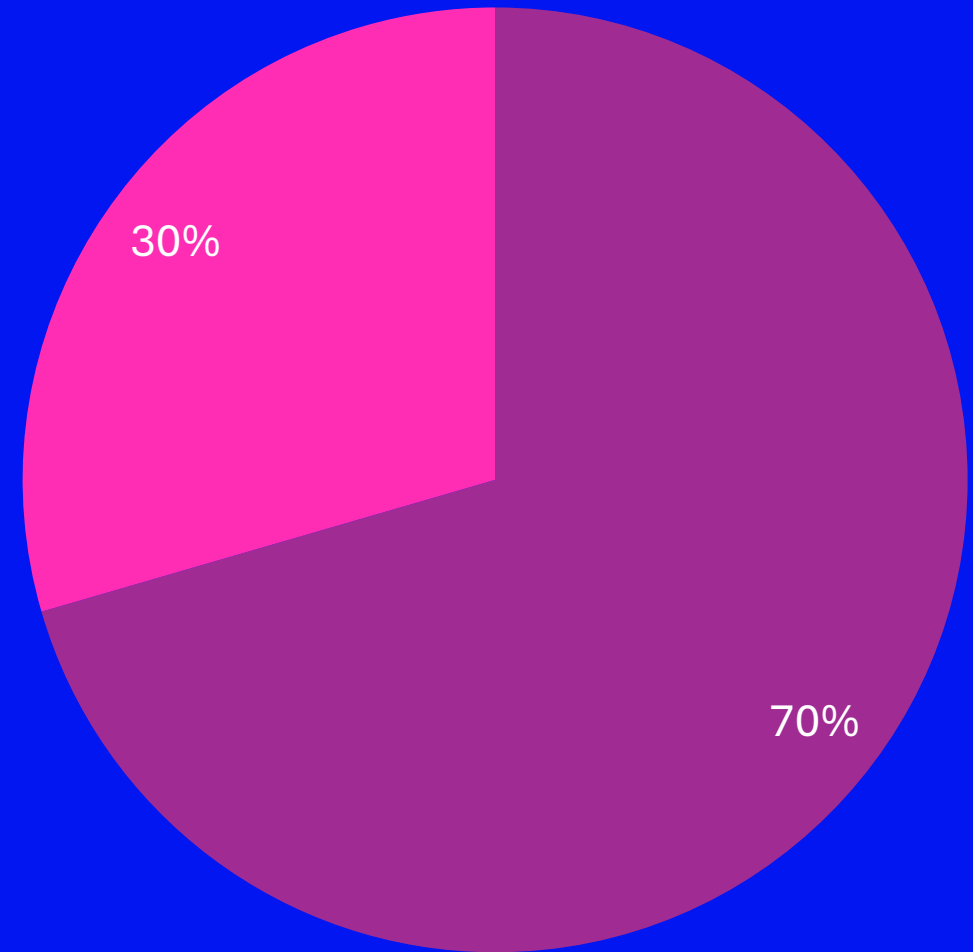+ Cultural Preservation

Digital Development

synergy through integrated policy

Nation branding

why focus on strategic creation of digital symphony?

+ perception impacts 22 to 37% of inflow
+ 0.1-point increase in perception yields between 0.95 and 1.24 billion USD in tourism and investment benefits.

30%

70%

■ Tourism receipts, Direct investment and Talent attraction
■ Average Perception Impact (22- 37%)

Source: Bloom Consulting

synergistic effects on business

+ country of origin effects

+ visibility, access to partners, investments, collaborations and foreign markets

+ entrepreneurial spirit led to booming startup scene: Fintech, EdTech, HealthTech, DefenceTech, CleanTech

+ attracts digital businesses through e-Residency

synergistic effects on resilience

Cyber Crisis, Pandemic Crisis, Technology Crisis, Political crisis, Military Crisis, Natural Disaster

+ actual access to services, support during any type of crisis + ease of doing business from anywhere

+ strategic Brand Communication resulted in economic competitiveness domestically and globally, improved visibility, reputation and soft power.

synergistic effects on digital divide

+ feeling of pride, belonging, trust and unity from the bold transformation

+ substantial positive effect on boosting domestic digital transformation and development and the regulatory environment, which is pivotal for reducing bureaucracy, accelerating the development and adoption of user-centric services, and pushing public sector innovation.

synergistic effects
on soft power

+ attraction to niche diplomacy, demand for experiences, competence

+ invitations to global forums, working groups, high-level councils

+ attracts partnerships, projects, talent, students, residents

+ helps to overcome lack of resources for global diplomacy

+ promotes and preserves culture

digital leaders are brand ambassadors

+   visionary leadership and political vocal support creates alignment between policy and strategy, enables funding for building the place reputation and thus builds competitiveness.

+   legal acts, diplomatic actions, international relations, culture, crisis situations, events and innovations are the brand marketing campaigns.

+   digital business leaders carry the soft power building personal brands

impactainment

shaping a competitive identity

+ e-Estonia Briefing Center Model – collaborative stakeholder engagement center joining local IT companies and attracting global leaders through story

+ Brand Management + Public Diplomacy+ Economic promotion + cultural exchange — create demand and commercialize it

+ consistent and continuous public-private cooperation to shape and convey a cohesive, compelling, and consistent narrative.

+ "National greeting card": hosting 10 000 leaders/ year worldwide, numerous media coverage in top tier media.

Querétaro: strategic ecosystem for Industry 4.0

+ strategic location hosting over 150 information technology companies, including major firms like Microsoft, Santander, and Banamex, proximity to Mexico City, reliable electricity and water supplies, modern fiber optic infrastructure, RFID plant and low risk of natural disasters make it highly attractive to the IT industry– a leading hub for data centers in Latin America

+ tech talent: Leading in educating students in science, computer science, and mathematics

Attract talent

Strenghten public trust

Improve business and social environment

Attract investment in tech

Facilitate innovation and collaboration

Improve reputation and soft power

Improve competitiveness

the impact

Digital identity bolsters the reputation of Querétaro as modern, innovative, secure, and citizen-focused, boosting its competitiveness by attracting businesses, talent, and investment.