



DIGITALLY WILD PRESSIREIS
EHK KUIDAS 45 000€
TÕI 500 000€ VÄÄRTUSES
TIER1 KAJASTUSI



- 3 päeva
- 11 külustuskohta
- 11 välisajakirjanikku
- 33 kõneisikut Eesti iduettevõtetest riigi esindajateni
- 45 000 eurot

-
- 17 kajastust rahvusvahelises *premium*-meedias
 - Eesti ja Invest Estonia (mis oli pressireisi maandumisleheks) tuntuse kasvu kajastavad Google otsingud ja *direct* liiklus EAS veebis kasvasid artiklite ilmumisperiodil vastavalt 9% ja 48%.

Teisendatuna sisuturundusartiklitesse võrduks tulemus 500 000 eurose sisuturunduseelarvega (arvutuskäik: tasulise artikli keskmine hind The Economistis on 25 000 naela).



The Best Place in the World to Become a Digital Native

By Martin Ivens | Bloomberg
August 30, 2021 at 2:57 a.m. EDT

The pandemic has seen a proliferation of digital bureaucracy, add inconveniences of everyday life and travel.

Perhaps all the new apps, QR codes and endless clicking haven't made us web wizards. But what of the millions of digital dinosaurs like me who worship our gadgets? If even my nimble children stumbled down the hole of the British government's online Passenger Locator Form and I had no chance to do I have?

One answer is to go to Estonia, the Baltic republic with a tiny population of more than 1.3 million people, high-tech achievements and more international ambitions. Here you can become a digital native with instant access to all the state's services, without a geek's expertise.

The Future Of Delivery Robots

Bernard Marr Contributor @ Enterprise Tech

Listen to article 7 minutes

Delivery robots – just a few years ago, the stuff of pure science fiction – are now very much a reality and quickly becoming a part of everyday life for many of us. In fact, I will usually come across five or six when I go for an evening jog in my hometown of Milton Keynes, England!

These particular ones belong to Starship, a company that deployed its first autonomous delivery bots just three years ago and now operates a fleet of over a thousand, in several locations in the UK, USA, and very soon in mainland Europe too.



ComputerWeekly.com

How Estonia's country-as-a-service is

By Karl Hilders

While the need to have an ID card stirs protest, the people of Estonia, particularly older generations, have not stopped embracing digital IDs.

These digital IDs, which are also legal travel documents, they will soon be automatically created.

A secure ID is the perfect foundation for any digital life easy for holders of these cards.

In many ways, the Baltic nation behaves like a digital utopia.

It was also quick, like many a startup, to spot a market opportunity and act on it.



How to Run a growth team

When we asked Twitter who we should be speaking to about growth, Niilan Peiris was recommended numerous times. It's easy to see why – he's led growth at Wise for nine years. In that time, Wise has become synonymous with international money transfers, grown to over 2k employees and in July went public on the London Stock Exchange. Niilan has an opinion or two on scaling a company – and it's not what you think.

Handelsblatt Inside DIGITAL HEALTH

TEAM EVENTS NEWSLETTER BESTSELLER

AHTI HEINLA

Skype-Erfinder und Vorbild für estnische Unternehmer

Heute will der Multimillionär die Märkte mit Robotern erobern, die Medikamente und Tests ausliefern.



25.08.2021 18:59 Uhr | Jutta Felber



ComputerWeekly.com

Tech in Estonia: CybExer – let's democratise cyber knowledge

By Adrian Bridgwater

Chief storytelling officer at Tallinn, Estonia headquartered CybExer, Lauri Almann is passionate about the subject of cybersecurity and wants to see the country become a global hub for the industry.

The CybExer team spoke at this summer's 'Digitally Wild' press programme hosted by Invest Estonia, which saw a small group of journalists established, growing and startup tech players in the nation's capital.

CybExer specialises in cybersecurity training platforms with a special focus on cyber capability development.

4-knowledge levels

Level 1 – Users: We need to understand why users behave in such risky, unpredictable ways and gain a closer level of awareness into how we can build the layers of protection needed for the future software application development landscape.

Level 2 – Top tier: We need to look at the ability to apply cyber-awareness at the management level. Some attacks are directed at users, some have governmental targets and some may be directed at the business.

Almann spoke about the need to look at situations like the escalating politico-economic scenarios that could result from situations like this.

"Intuitive and improvisational decision making is not a luxury that we have at the moment. It's a necessity that we need to be engineered close to the machine."

Level 3 – Engineers: We need to deal with success, i.e. when we build cyber security we're able to engineer-in those levels of learning to the platforms being built. **Level 4 – Penetration testers:** We need to build a new awareness of cyber at the youth level. Penetration testers would be exposed to.

"Security incidents (at least in the short term) are likely to increase, but we need to build those systems and some of them may come from China," said Almann.



ComputerWeekly.com

Tech in Estonia: What to expect

By Adrian Bridgwater

There has, of course, been a continuing global pandemic. As the Covid-19 industry took very little time to close the doors on its selection of press conferences and so-called "fireside chats" went to Zoom... and the world changed, seemingly for all perpetuity.

But slowly, things are coming back to life; the Computer Weekly Developer Network team expects to see West Coast USA again before the end of the year and events are starting to happen.

Many of the currently tabled events are virtual/physical with only a limited number of attendees – and colour-coded Covid-aware wristbands are starting to become used as we all get back to life.

First stop, Tallinn

Given that backdrop, we know some events were about to take place. What we know is that the Estonian government (Kersti Kaljulaid) of Estonia... but that's what arrived.

So what exactly is making the tech scene happen in Estonia today?

Among the companies making tech headlines in Estonia is Starship, a robot delivery company. We're also expecting to look into digital education with CybExer, a firm specialising in cybersecurity training.

The firm offers Cyber Range for universities and a number of other services including Cyber Core, a "live fire" exercise where a company team in order to drive live knowledge training.

"Estonia's digital success didn't happen overnight," explained Siim Sikut, CEO of e-estonia.

"It was the result of decades of investment and experimentation and a cultural shift towards digital and trust. The latest study showed that 82% of residents trust digital services."

Startuppers



Kaj Kallas: Prime Minister of Estonia.



Estonia calls on innovators to take its new Digital Testbed Framework for a spin



A global call-out is giving startups, scale-ups and innovators from around the world the opportunity to work with one of Europe's most innovative governing bodies.



How to Work with influencers

Lina Elmaste is global influencer marketing manager at Estonian mobility unicorn Bolt, which started working with influencers way back in 2017. Before joining Bolt last year, she was a brand manager at Nike. Now she oversees Bolt's 130+ ambassadors in 20 markets around the world – and has figured out how to do so with minimal resources; she works in a two-person team.

This country moved its government online. Here's why that wouldn't fly in the U.S.

In tiny Estonia, babies get digital IDs at birth, tax time is easy, and e-voting is real. But there are lots of reasons why the U.S. can't follow its lead.



Estonia tech sector further widens e-service scope

The former Soviet nation of Estonia has celebrated its 30-year restoration of independence anniversary in 2021 and has done so with a digitally-empowered economy where government services are online and outside many (if not most) of its European and international counterparts.

By Adrian Bridgwater

25 AUGUST 2021 10:09 AM BST



The United States has its established technology hubs. Silicon Valley, Boston and the Raleigh-Durham research triangle are arguably the most recognised centres of IT excellence. But as well-known as those locations are (and



How to work with influencers and what a video that's been recorded according to the original concept? It's not easy.

But if you're a company who has an idea of using user-generated content, that's not a bad idea. It's a great way to get your message across and build trust with your customers – and you need to know your audience from your competitors.

So how can you work with influencers? It's not as simple as it seems. Here are some tips to help you get started.



Localise marketing efforts. Most marketers don't have the time or resources to manage a global marketing campaign. That's why they use localisation services. These services help you to create a marketing strategy that is tailored to your local market. This is a great way to ensure that your message is clear and that you are reaching the right audience.

How tech-savvy Estonia and its female leadership can teach the UK a thing or two

The Baltic state with a population of just 1.3 million has become a hub of tech innovation and start-up culture, with women playing key roles in the nation's success. So what's the secret?



By Anne McEvoy

August 30, 2021 01:00 pm | Updated August 25, 2021 01:00 pm

Home Technology industry

Estonia tech sector scope

The former Soviet nation of Estonia has an anniversary in 2021 and has done so with a digitally-empowered economy where government services are online and outside many (if not most) of its European and international counterparts.

Imagine a place where you can vote electronically, file your tax returns online and receive refunds in double-quick time, courtesy of an individual "digital identity", a place where kindergarten teachers start up on maternity with a regular career and an engineer and her inquisitive dog, and a place where both the current Prime Minister and President are strong-minded women.

services outside and outline many (if not most) of its European and international counterparts.

By Adrian Bridgwater

25 AUGUST 2021 10:09 AM BST



The United States has its established technology hubs. Silicon Valley, Boston and the Raleigh-Durham research triangle are arguably the most recognised centres of IT excellence. But as well-known as those locations are (and

Roundables & so-called "fireside chats" went to Zoom... and the world changed, seemingly for all perpetuity.

But slowly, things are coming back to life; the Computer Weekly Developer Network team expects to see West Coast USA again before the end of the year and events are starting to happen.

Many of the currently tabled events are virtual/physical with only a limited number of attendees – and colour-coded Covid-aware wristbands are starting to become used as we all get back to life.

First stop, Tallinn

Given that backdrop, we know some events were about to take place. What we know is that the Estonian government (Kersti Kaljulaid) of Estonia... but that's what arrived.

So what exactly is making the tech scene happen in Estonia today?

Among the companies making tech headlines in Estonia is Starship, a robot delivery company. We're also expecting to look into digital education with CybExer, a firm specialising in cybersecurity training.

The firm offers Cyber Range for universities and a number of other services including Cyber Core, a "live fire" exercise where a company team in order to drive live knowledge training.

"Estonia's digital success didn't happen overnight," explained Siim Sikut, CEO of e-estonia.

"It was the result of decades of investment and experimentation and a cultural shift towards digital and trust. The latest study showed that 82% of residents trust digital services."



German Chancellor Angela Merkel and Estonian Prime Minister Kersti Kaljulaid attend a joint press conference. Photographer: Roy Neelands/DFP

LÄHTEKOHT

- **Siht:** EASi (Invest Estonia, Trade with Estonia, Visit Estonia, E-Estonia, E-Residency) eesmärgiks oli tõsta Eesti tuntust ühtaegu nii ettevõtluskeskkonna kui ka investeerimis- ja turismisihtkohana. Väikeriigina on lihtsa teema-*pitchiga* üleilmses tähelepanukonkurentsis keeruline silma paista.
- **Võimalus:** hindasime, et parima tulemuse annaks kogemusturundus ehk võimaldada *business-lifestyle* ajakirjanikel kogeda eeltoodud kolme liini parimaid omadusi.
- **Väljakutse:** koroonapandeemia, mis kulges eri riikides erinevas rütmis.

STRATEEGIA



- Tier1 meedia: et olla nähtav, on vaja luua kontakte, suhteid – pressireis tõi Eestisse ajakirjanikud väljaannetest [The Economist](#), [Bloomberg](#), [The Washington Post](#), [Forbes](#), [Sifted.eu](#), [Computer Weekly](#), [IDG Connect](#), [Tech.eu](#), [IDG Connect](#), [US Today](#), [Handelsblatt](#).
- Olime reeglites ranged: Eestisse reisijailt eeldasime vaktsineeritust ja tegime ka maskid kohustuslikuks, kuigi neid sel ajal riiklikult ei nõutud. Muuhulgas pakkusime ajakirjanikele võimalust osaleda üle veebi.
- Kui on reeglid, on ka võimalused nende raames tegutseda: viisime ajakirjanikud sauna, lõime võimaluse juua hommikukohvi [president Kersti Kaljulaidiga](#), kuulata Stenbocki majas [peaminister Kaja Kallase](#) mõtteid [digiriigist](#) ja siinsest eluolust; tellida [Starshipi](#) robotitega kamašokolaadi, avastada Eesti [startup](#)-maastikku nii Telliskivis kui ka [Ülemiste Citys](#), kõnelesime küberturvalisusest, õhtustasime ministrite, ettevõtjate ja digiriigi praktikutega ning tutvustasime [Eesti toidukultuuri](#) ja muusikat. Pärliks oli ootamatu kohtumine elava legendi, [helilooja Arvo Pärtiga](#) isiklikult.

A man in a red long-sleeved shirt is pointing his right hand towards a group of people. He has long brown hair and is looking in the direction he is pointing. The group consists of several people, including a woman in a black shirt and blue skirt, a man in a red shirt and dark pants, and a man in a black jacket and blue jeans. They are standing on a paved area with some white markings. In the background, there are green trees and a building with a red roof. A purple banner with white text is overlaid on the image.

**KUTSUSIME AJAKIRJANIKUD SIIA, ET NÄIDATA, MIS MEID ERISTAB — MÕTTEAVARUS,
JULGUS, KAALUTLETUS. KA KOROONAAJAL.**

**MILLINE EDU
VÄLJA NÄEB?**





Pressireis toomis kontseptsioonina nii hästi, et kõnetas ka väljaandeid, kes ei saa pressireisi kutset vastu võtta – Eesti edulugu kajastab teiste hulgas Financial Times, kes tegi distanttsilt intervjuu peaminister Kaja Kallasega.

fDi Intelligence

HOME NEWS & ANALYSIS RESEARCH LOCATIONS PROMOTE YOUR LOCATION GENERATE LEADS

Estonia's PM pledges new age of investor confidence

Kaja Kallas eyes battery and chip industries to leverage the country's tech prowess

[Twitter](#)
[Facebook](#)
[LinkedIn](#)



Danielle Myles October 22, 2021 

- Julgus ja oskus piiratud tingimuste kontekstis võimalusi leida tasus ära – **ilmus 17 artiklit** rahvusvahelises premiummeedias, lisaks 3 väiksemates väljaannetes, 4 sotsiaalmeediakajastust.
- Invest Estonia kodulehe *referral* külastuste hulk (ehk teistelt lehtedelt tulnud liiklus, mis ei sisalda otsinguid ega Invest Estonia sotsiaalmeediat) tõusis perioodil august–september 2021 **22%**, võrreldes aasta varasema ajaga. **4380 referral** külastust sel perioodil on mõjutatud pressireisi tulemusena tehtud meediakajastustest – Eesti ja Invest Estonia tuntuse kasvu kajastavad Google otsingud ja *direct* liiklus kasvasid vastavalt **9%** ja **48%**.
- 3.mail toimub **Tallinnas Sifted Summit**, mis on pressireisil sõlmitud kontaktide otseseid väljundeid.
- Pressireisi eelarve oli **45 000 eurot** – ostes **17 tasulist** kajastust nimetatud väljannetes, oleks ostu maksumus keskmiselt **500 000 eurot**.



ILMUNUD KAJASTUSED

- Eesmärk oli 12 ajakirjaniku osaluse korral teenida vähemalt 18 kajastust rahvusvahelises premium meedias. Osales 11 ajakirjanikku ning ilmus 17 kajastust:

	Väljaanne	Lugu	Aeg	Ajakirjanik
1	Computer Weekly	Tech in Estonia: What to expect	15.08.21	Adrian Bridgwater
2	Computer Weekly	Inside Estonia's tech startup scene	19.08.21	Adrian Bridgwater
3	Computer Weekly	Tech in Estonia: CybExer – let's democratise cyber knowledge	20.08.21	Adrian Bridgwater
4	iNews	How tech-savvy Estonia and its female leadership can teach the UK a thing or two	20.08.21	Anne McElvoy
5	Handelsblatt	Skype-Erfinder und Vorbild für estnische Unternehmer	25.08.21	Britta Rybicki
6	Bloomberg Opinion	The Best Place in the World to Become a Digital Native	29.08.21	Martin Ivens
7	The Washington Post	The Best Place in the World to Become a Digital Native	30.09.21	Martin Ivens
8	Tech.eu	Estonia calls on innovators take its new Digital Testbed Framework for a spin	7.09.21	Robin Wauters
9	Fast Co.	This country moved its government online. Here's why that wouldn't fly in the U.S.	10.09.21	Rob Pegoraro
10	IDG Connect	Estonia tech sector further widens e-services scope	14.09.21	Adrian Bridgwater
11	Sifted.eu	How to Localise marketing efforts	15.09.21	Anisah Osman Britton
12	Computer Weekly	How Estonia's country-as-a-service scheme has attracted tens of thousands of foreign entrepreneurs	29.09.21	Karl Flinders
13	Sifted.eu	Work with influencers	23.08.21	Anisah Osman Britton
14	Sifted.eu	Run a growth team	25.08.21	Anisah Osman Britton
15	Sifted.eu Podcast of the Week	194: Why hiring leaders with experience and releasing team members who are not aligned are...	29.09.21	Anisah Osman Britton
16	Financial Time, FDI Intelligence	Estonia's PM pledges new age of investor confidence	22.10.21	Danielle Myles
17	Forbes	The Future Of Delivery Robots	5.11.21	Bernard Marr (initsieerinud Adrian Bridgwater)

KAJASTUSED TEISTES KANALITES JA VÄLJAANNETES

Lisaks ilmus kajastusi väiksemates väljaannetes ning sotsiaalmeedias:

	Väljaanne	Lugu	Kuupäev	Ajakirjanik
1	The Entrepreneurs Network	TAASISEISEISVUMISPÄEV	20.08.21	Philip Salter
2	The Print	Taxes, drug prescriptions & even voting — this country has unlocked the ultimate digital life	30.08.21	Martin Ivens
3	Delfi Latvia	https://www.delfi.lv/bizness/pasaule/ar-merki-radit-ko-lielaku-par-skype-kas-ir-piegades-roboti-ar-igaunu-saknem.d?id=53646083	5.10.21	Anda Asere
4	Facebook	HTTPS://WWW.FACEBOOK.COM/SEBASTIEN.TOUPY.1	25.08.21	Sebastien Toupy
5	LinkedIn	https://www.linkedin.com/posts/sebastientoupy_eesti-estonia-startups-activity-6836301400960512000-JBEF	25.08.21	Sebastien Toupy
6	Instagram	https://www.instagram.com/p/CTAED6GN8Or/?utm_source=ig_web_copy_link	25.08.21	Sebastien Toupy
7	Instagram	https://www.instagram.com/p/CS7MEE1IA4h/?utm_source=ig_web_copy_link	23.08.21	Anisah Osman Britton



SAY YES ...

TO THE EXPERIENCE AND DISCOVER A COUNTRY WITH ITS HEAD IN THE CLOUD(S) AND ITS FEET PLANTED FIRMLY IN THE RICH SOIL OF UNSPOILED NORDIC NATURE.

DIGITALLY WILD. ESTONIA.

[HTTPS://INVESTINESTONIA.COM/DIGITALLY-WILD/](https://investinestonia.com/digitally-wild/)

