

# Research in Estonia

Introducing Estonian science internationally

brand manual

WE MAKE THEM TALK ABOUT YOU



The following defines the brand of  
Research in Estonia:  
what describes it,  
what it means and  
what can reasonably be  
promised in communication.

# The universe of Estonian science

The Estonian science universe is made of keywords that fit today's reality and tomorrow's ambition, its origins, attributes and qualities

What we can convincingly talk about.

A word cloud centered around the text "Estonian science and research". The words are arranged in a circular pattern around the center. The words include: Ex-Soviet, Tigerleap, Apologetic, Pragmatic, Off the beaten track, Democratic, Fiscally responsible, Empowering, e-everything, Estonia, Eastern Europe, Self-centered, Low salary, Unremarkable, European Union, Team focused, Inward looking, Poor, International, Tiny, Tartu, Baltic, Inter-disciplinary, Innovative, Meritocratic, Primitive, Tallinn, Unconventional, and Nordic.

Tigerleap

Pragmatic

Empowering

e-everything

European Union

Team focused

Estonian science  
and research

Tartu

Inter-disciplinary

Innovative

Meritocratic

Tallinn

Nordic

Tigerleap

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Estonia is e-everything: everyone uses internet banking, cash payments are becoming rare and ID cards allow people to sign legal documents online.



Tigerleap: In Estonia internet access is an inalienable right. Children are already being taught computer literacy along with programming as a second language.

Estonia is pragmatic: waste not, want not. With the lowest sovereign debt of the EU, Estonia exited the great recession with the best prospects of any country in Europe.

Innovation is Estonian DNA:  
introducing new technologies has  
made Estonian's naturally inquisitive  
of ways of improving everything.  
The highest number of start-up  
companies per capita in the EU  
highlights this skill.

Estonia is a Nordic country,  
an area of the world renowned for  
innovation and creativity.

As a member of the European Union, Estonia has a very high rate of success in applications for EU grant money to finance scientific research and discovery.

Science in Estonia is driven by  
Tartu, the seat of Estonia's oldest  
and most renowned university and  
Tallinn, the capitol.

Working and studying in Estonia is empowering. The organizations are small and every individual has the opportunity to excel, without getting stuck as an assistant forever.

Individual achievement is important, but the culture is very much team-oriented, with the whole team sharing in the success of the projects. We compete, but not at the expense of individuals.



Innovation comes from looking at things in a new light. Thanks to the size and flexibility of institutions, there is great opportunity to be found in inter-disciplinary cooperation and research.

Success in Estonia comes from hard work, not long work. The culture rewards for success based on merit and skill.

# Positioning statement

Estonian science  
is human scale.

# Brand promise

Doing science and research  
in Estonia is empowering  
and involving.

Cooperation with peers, institutions and administration is direct and supportive without layers of bureaucracy to blunt the senses.

“The proof is in the pudding.”

Science and research in Estonia  
has a proven track record.



# ETAG\_brand

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