

Digital Estonia

living proof of innovation
procurements

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Estonia as an innovator

X-road

Combine existing technologies in a novel setting creating novel processes

ID-card

Combine proven processes and technology in a novel way

**What does
research say?**

Information disparity

The user knows their problem
and the tools at hand

The supplier knows how to innovate
in a scalable fashion

The parties have **different** information and
do not speak the same language

Trust

A close-up, slightly low-angle shot of a man with light-colored hair, a full beard, and black-rimmed glasses. He is wearing a dark t-shirt and is pointing his right index finger directly at the camera. The background is a blurred workshop or garage, with various tools and equipment visible. The lighting is warm and focused on the man's face.

**"Failure is
always an
option"**

**How to procure
trust?**

One. You can't procure thinking

Two. A banner unites. Find it

Three. Trust takes time. Give it that

Summary

- The users are innovating, help them
- Trust is a large part of innovation procurement
- Ways to build trust
 - Have something to offer
 - Find a (personal) uniting cause
 - Build trust slowly, give it time

Thank you!