



Incorporating local government services into the eesti.ee entrepreneur environment

Executive summary

Client: Ministry of Economic Affairs and Communications

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The main objective of this analysis, “Incorporating local government services into the eesti.ee entrepreneur environment,” was to map all services provided by Estonian local governments for entrepreneurs and propose a solution that enables entrepreneurs to get an overview of these services within the eesti.ee entrepreneur view, including any related information where necessary, and, where possible, to also consume these services.

Previous analyses of the eesti.ee entrepreneur gateway have mainly focused on central government services. However, entrepreneurs perceive the state as a whole—regardless of whether a service is provided at the state or local government level. Therefore, it is important to offer entrepreneurs a single point of contact, “eesti.ee for entrepreneurs,” that includes both central government and local government services.

During the mapping of the current situation, a comprehensive overview was compiled of the various services (including related information) offered by local governments to entrepreneurs, which was taken into account when creating the future solution.

Overview of the current situation

Estonia has a total of **79 local governments, divided into 15 cities and 64 rural municipalities**. Each local government has its own website where information about the services it provides is shared. During the mapping process, **a total of 1,582 services targeted at entrepreneurs were identified across all 79 municipalities**.¹ On average, one municipality offers 20 services to entrepreneurs, but the number of services varies significantly between municipalities. The city of Tartu offers the most services (80), while Kihnu Parish offers the fewest (4).

In mapping these services, 227 different service categories were identified. A category reflects how a municipality organizes services on its website, based on its own system and terminology. The grouping of services depends on each municipality’s internal logic, which can differ considerably. The analysis showed that many of these categories overlap in substance.

The ways in which municipalities provide services to entrepreneurs vary and clearly **reflect differences in digital capability and technological development across municipalities**. Based on the mapped services, 64% (1,006 services) are available as e-services, while 36% (576 services) still require traditional communication channels or formats—such as email, phone, or paper. For the 64% of services offered digitally, a total of 69 different information systems are used across all local governments. Analysis suggests standardizing service names, categories, and the common parts of descriptions, and aligning the main procedural steps while preserving local particularities. In addition, in the future, the

¹ In this analysis, the set of mapped services cannot be considered a definitive list of services, nor can the total number of services presented be regarded as an absolute figure due to limitations affecting the analysis. The mapping was based on information published on the official websites of local governments as of 03.09.2025, which means the data may contain gaps. In addition to information obtained from websites, the analysis also relied on details and clarifications provided during the validation process by 44 local governments.

organization of service provision should be designed uniformly to ensure a clear and consistent experience for entrepreneurs regardless of the local government.

Future solution

Taking into account the results of the analysis of the current situation, **a topic page "Local services" was created**, which allows entrepreneurs to find the aggregated information on the services offered by local governments to entrepreneurs and access to service environments in one central window (eesti.ee for entrepreneurs), where information and service provision are structured on a topic-by-topic basis.

The topic page provides the entrepreneur with comprehensive and structured overview of the services offered, both in unauthenticated and authenticated view, which is expected to reduce the time spent by entrepreneurs searching for information related to operations and service environments in the future.

To illustrate the future solution, an interactive prototype was developed, which was validated in the course of work with entrepreneurs. In the future solution, the services provided by local governments are divided into logical areas – **1) construction and planning; 2) living environment; 3) education and youth; 4) culture, sports and community; 5) transport and infrastructure; 6) trade and advertising**. The future solution also automatically displays, in the authenticated view, the services of the local government corresponding to the company's registered location, based on data from Business Register.

In addition, a technical analysis was carried out. The solution on eesti.ee uses as its basis the existing services catalogue available in the citizen's view, to which additional development will add a local government selector, a block of popular services, and a block of links to local government self-service portals. The links in the service list will direct the user straight to the local government website or self-service environment to use the services. Service information is managed with ARVA, the article repository solution, and via an X-tee service between the local government service management system and eesti.ee. It is also advisable to implement authentication with GovSSO in local government systems. At a minimum, for the service catalogue to function it needs the service name, category, an URL link to the service in the local government system, and an indication of which local government's service it is.

In addition, a legal analysis was conducted and an implementation plan for the solution was prepared, including an estimate of the scope of the necessary work and investments. The legal analysis found that local governments are legally obliged to provide information about their services in the State Portal, ensuring that it is up to date. Local governments must publish information about public services that enable a service user to fulfil a statutory obligation or exercise a right arising from law.

The analysis was carried out in close cooperation with the Ministry of Economic Affairs and Communications, the Information System Authority and the Association of Estonian Cities and Municipalities in the period from June to December 2025. All 79 Estonian local governments were involved in the mapping and validation process, with 44 local governments validating the mapping

results. Companies of different sizes from different fields of activity and locations were involved in the process of developing the future solution.



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