

INNOVATION  ADOPTER

GREECE

Population: 10,761,523 | GDP: \$299.3 billion | Language: Greek | Unicorns 2009-2018: 0



What did Greece do right?

While local restrictions vary between cities, the Greek short-term rental market is strong overall. The country increased its spending on research and development by more than four percent. Greece also strengthened its infrastructure for deploying self-driving vehicles, with initiatives such as the country's first deployment of a 5G network in the city of Trikala.



What can Greece do better?

Greece can discontinue rules which require drivers to obtain taxi licenses and limit where rides can begin and end, factors in the country's Ridesharing grade, which fell from a D to an F. It can also decrease its very high individual tax rate and eliminate taxes on streaming services, efforts that could reverse the dip in its Tax Friendliness grade from a D+ to a D.

KEY TAKEAWAYS

Greece is still recovering from the global financial crisis but making steady progress toward adopting innovative technologies, earning it the title of Innovation Adopter.

The Greeks enjoy an above-average degree of freedom. As a Mediterranean tourism hub, Greece

achieves one of its highest grades in Short-Term Rentals. Regulations vary by city but include provisions that limit homeowners to renting out a property for no more than 90 days per year.

Like many countries, Greece requires ridesharing drivers to obtain professional taxi licenses. Traditional peer-to-peer rideshare services were suspended in April 2018 after Greek regulators introduced new provisions that, among other rules, require rides to begin and end at a fleet partner parking facility, which defeats the purpose of ridesharing.

Burdensome regulations surrounding commercial and recreational drone flights continue to hamper Greece's growth in the sector, but the government has managed to find innovative uses for drone technology, include combatting tax evasion on the island of Santorini. The Greek tax authority employs drones to fly over the Aegean Sea to monitor cruise ships, count passengers and collect fines from any cruise company whose receipts do not match the number of passengers aboard.

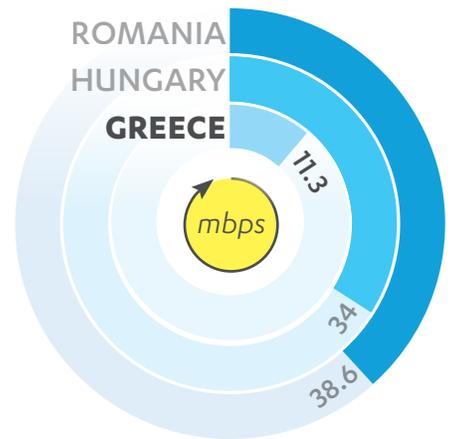
Sources: (Tax Heaven) (Lawspot) (Reuters) (Express) (Reuters)



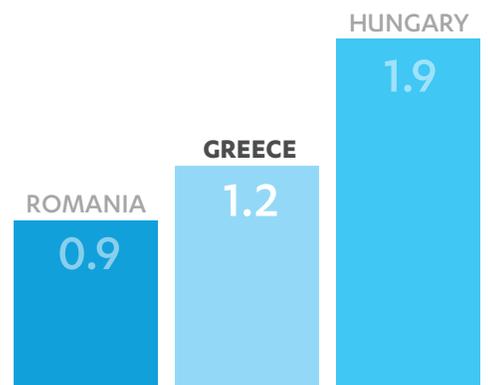
One of the Mediterranean's major tourist hubs, Greece enjoys a thriving short-term rental market.

Credit: Jonathan Gallegos, Unsplash

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Environment

Air quality is below the WHO's standard, but 100 percent of the population has access to clean and protected water sources. The country's grade increased from an A- to an A+ this year.



Human Capital

31.4 percent of Greece's workers are highly skilled, a decrease from 33.2 percent in 2018, but the country awarded 38 percent of its college degrees in STEM fields, the same proportion as in 2018.



Resilience

Greece's GDP is low, and it has average infrastructure development



Freedom

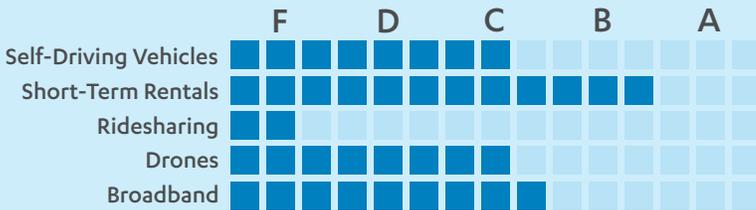
There are above-average levels of both personal and political freedom.



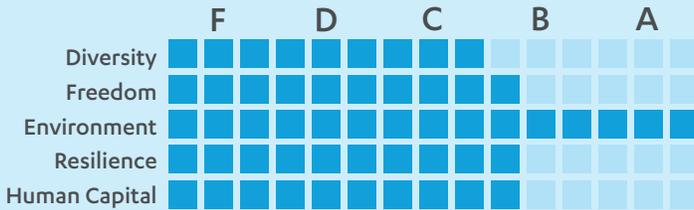
Broadband

The mean download speed of fixed and mobile internet is slow, at 11.3 Mbps. The monthly cost of fixed broadband is 1.20 percent of GNI per capita and prepaid mobile broadband is 0.90 percent of GNI per capita.

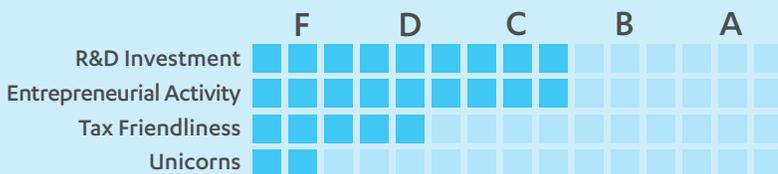
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

CONTACTS

Izzy Santa
 Director, Strategic Communications
 isanta@cta.tech

Bronwyn Flores
 Specialist, Policy Communications
 bflores@cta.tech

- @ConsumerTechnologyAssociation
- Consumer Technology Association
- @CTA
- @CTATech