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# PORTUGAL DIGITAL: OPPORTUNITIES AND CHALLENGES



October 30, 2021

Global Summit of  
Women



# My digital journey ...



**LEADERSHIP**  
BUSINESS CONSULTING



1999

2001

2003

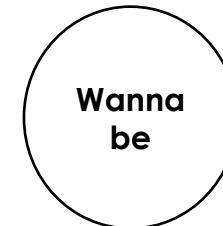
2005

2008

2011

2012

2020



[linkedin.com/in/vandajesus](https://linkedin.com/in/vandajesus)

vandajesus

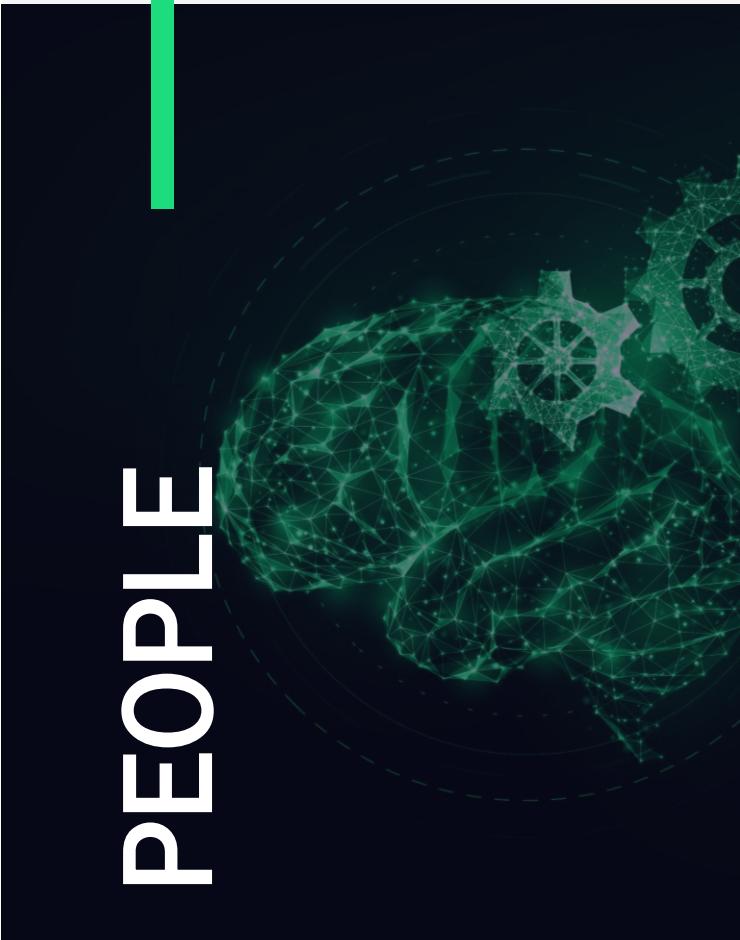
[vandajesushappy](https://www.instagram.com/vandajesushappy)

P I L L A R S

# PEOPLE

01

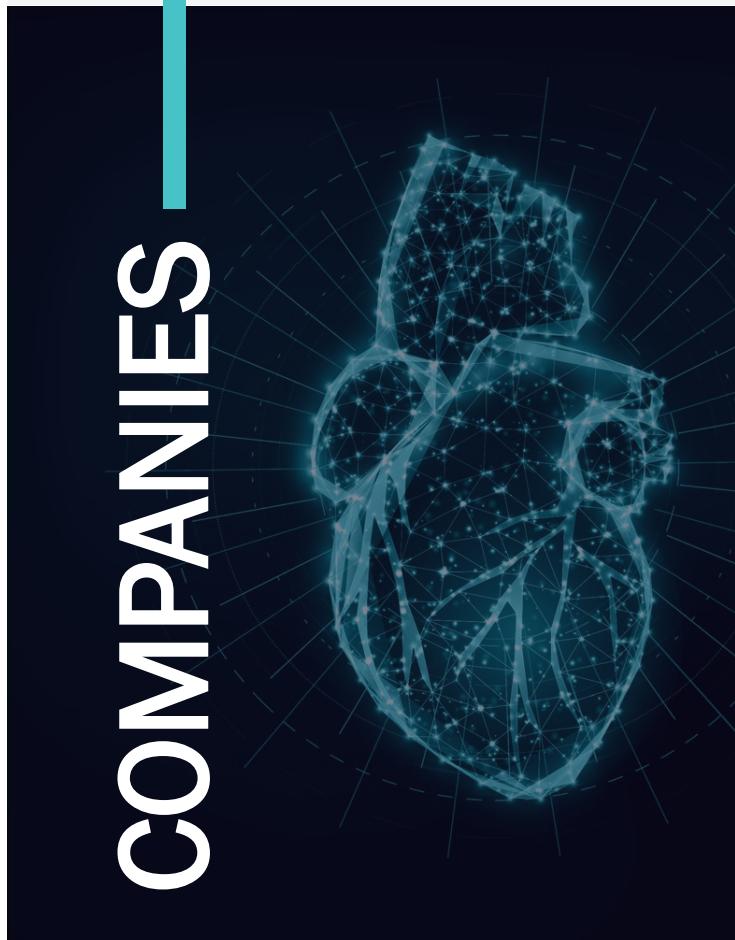
Training and  
digital inclusion of  
people



# COMPANIES

02

Digital  
Transformation of  
the Businesses



# STATE

03

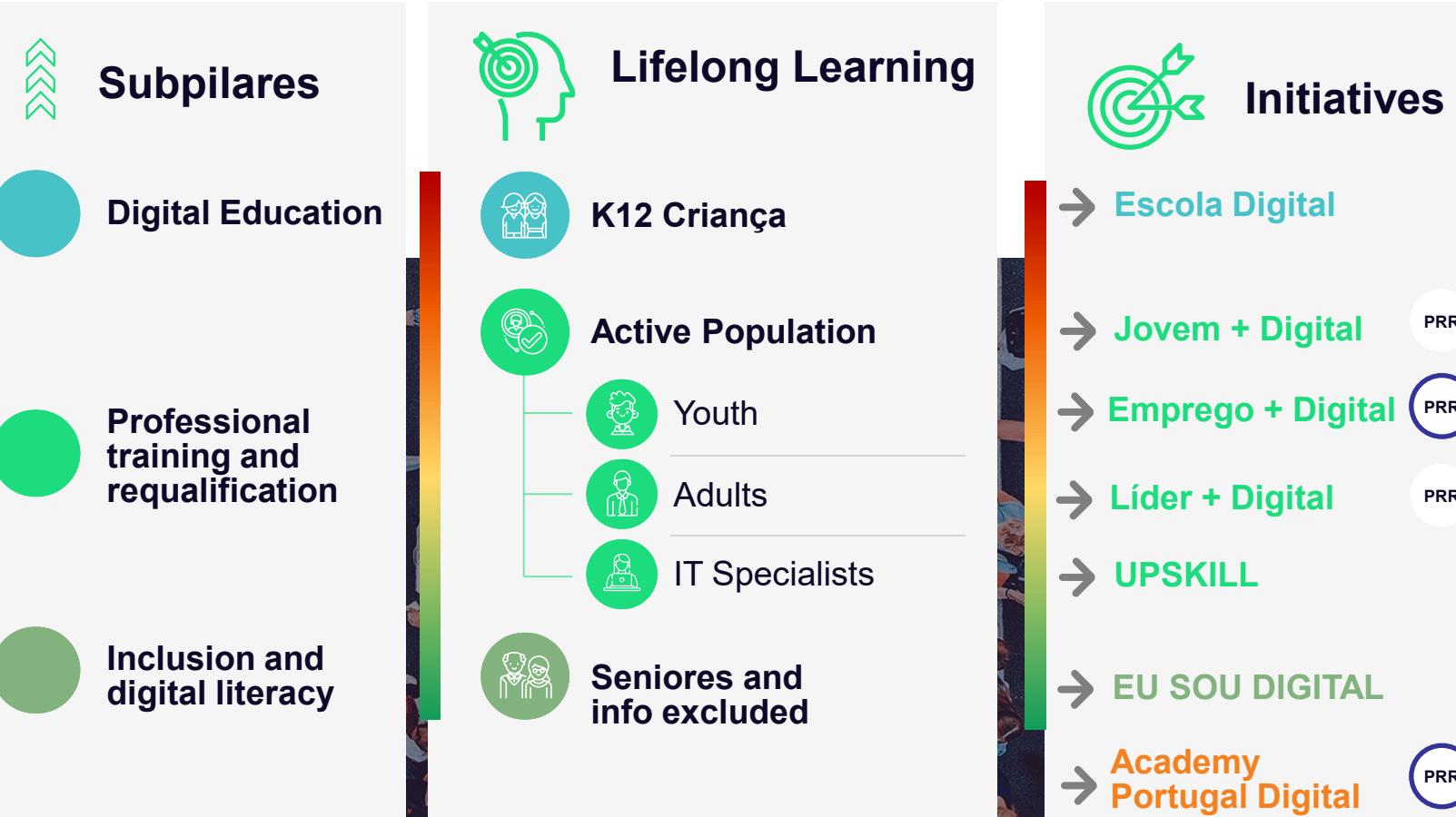
Digitalization of  
the Public  
Administration



# Pillar 01

## TRAINING & INCLUSION of People

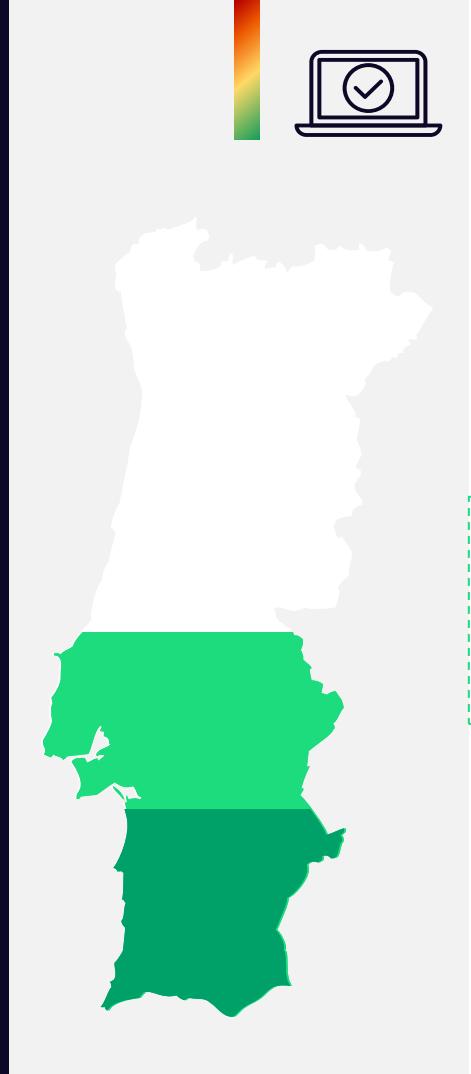
PORUGAL  
**INCoDe.2030**



# INCLUSION DIGITAL & GENDER



Education  
Jobs  
&  
Gender



## Literacy Inequality and digital education

**48%** Without basic digital competences (42% european average)

**19%** Never used internet (9% european average)

**90%** Jobs in europe that will demand somekind of digital skills



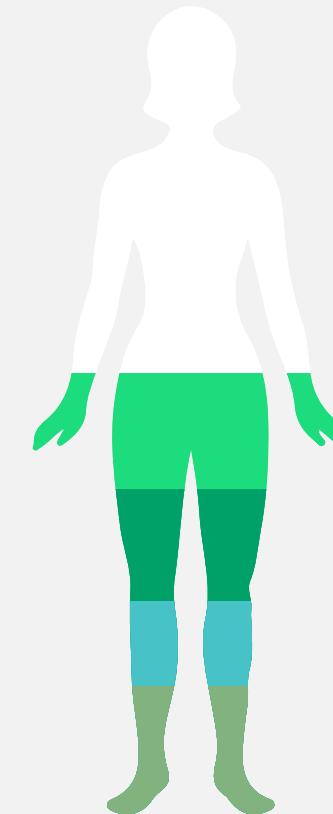
## Gender Inequality

**54%** female students in University in 2020

**43%** Female students in Science, Matematics and Informatic courses in 2020

**28%** Engineering students

**12%** Engineering students in technological areas



são especialistas  
TIC Portugal

**3,6**

**0,7%**

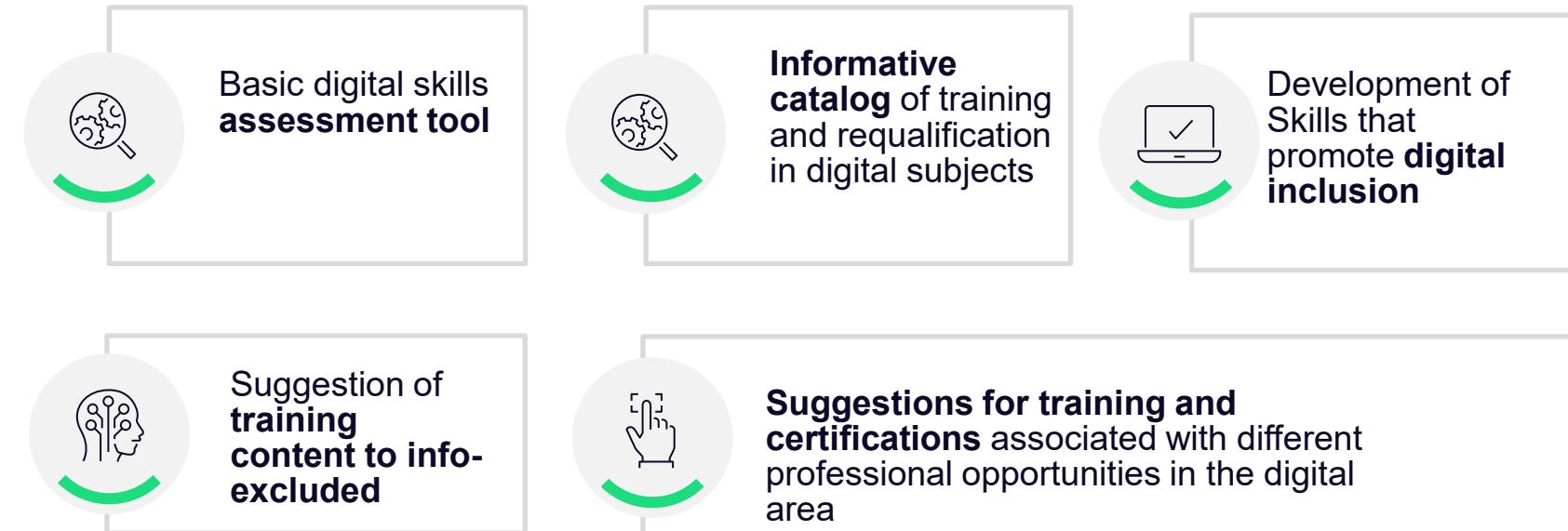
Mulheres especialistas nas TIC  
(1,4% média Europeia)



# PORUGAL DIGITAL ACADEMY



PLATAFORM TO  
PROMOTE  
**CITIZENS' DIGITAL  
SKILLS**  
IN THE VARIOUS  
STAGES OF  
YOUR LIFE



# Pandemic Impact ON PORTUGUESE BUSINESS MODELS



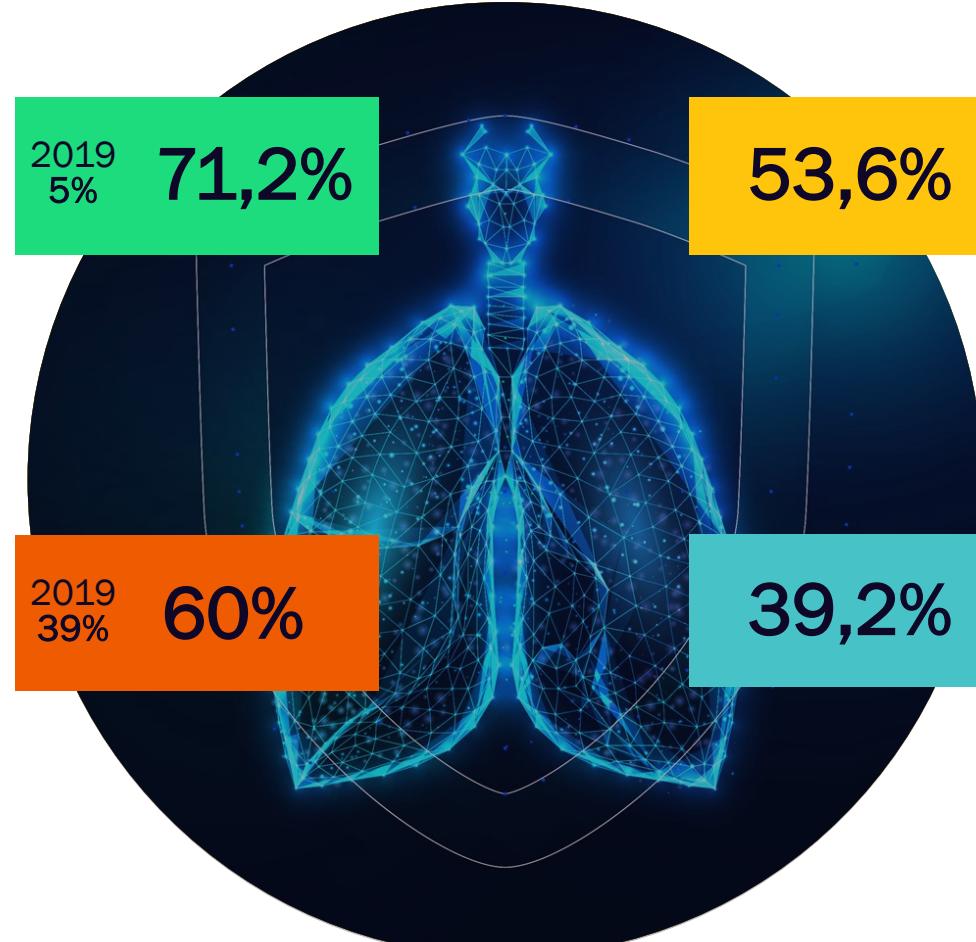
## REMOTE WORK

Remote working will be added or expanded in our human resources policy



## DIGITAL CHANNELS FOR THE COSTUMER

The customer engagement model (including customer support and business activities) needs to be extended to digital/online or self-service



Fonte: IDC Directions 2020, Inquérito às Maiores Empresas Nacionais, Outubro 2020 N = 351 e INE 2019;



## DIGITAL OPERATIVE MODELS

Business models should include greater automation, contactless solutions, greater trust/transparency (eg blockchain), video-based content sharing/collaboration, self-service, etc.



## DATA USAGE REINFORCEMENT

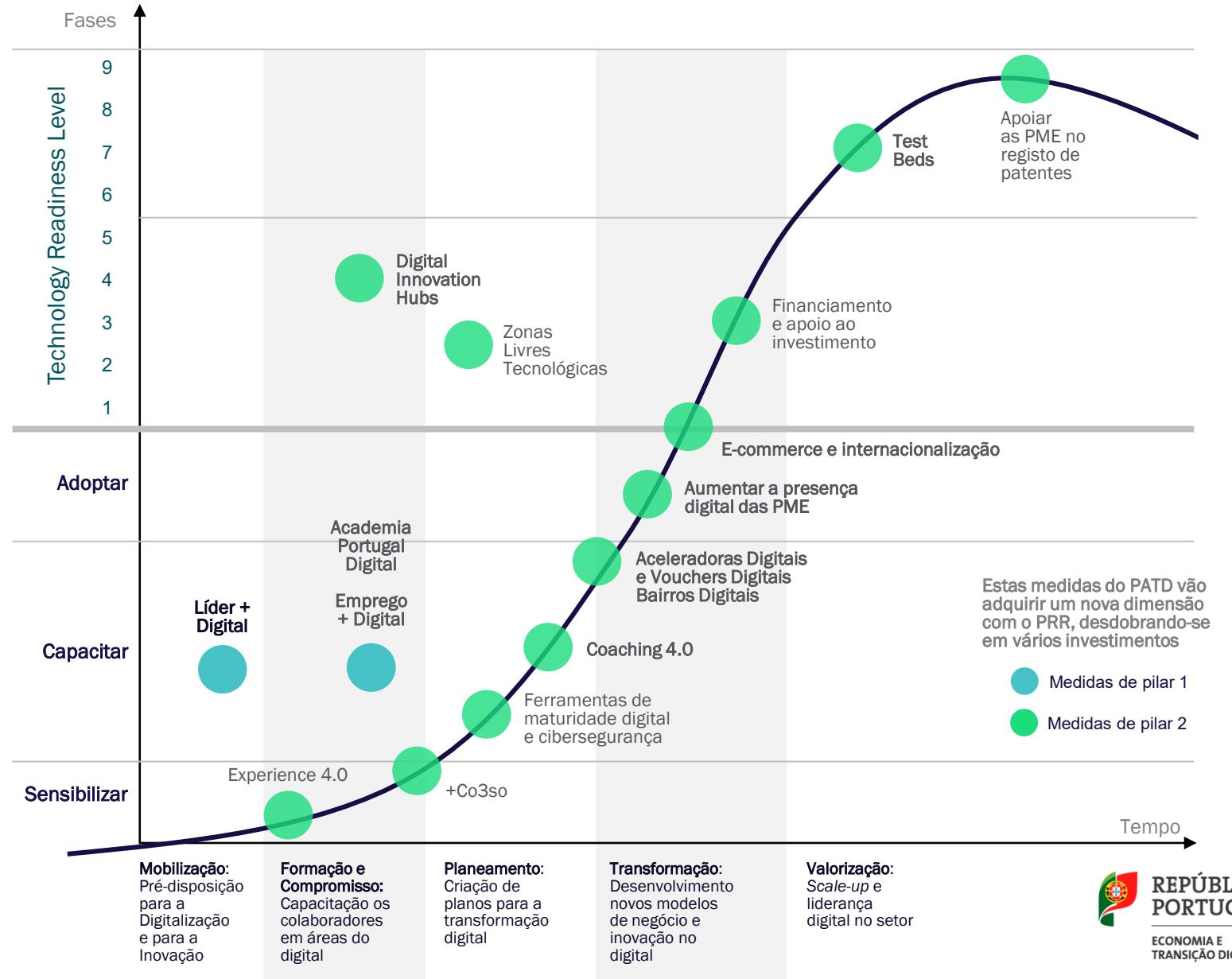
Our use of data / analytics / AI / machine learning will be at the heart of the adjustments needed for drastic changes

# PILLAR 2

## DIGITAL TRANSFORMATION of businesses



## DIGITALIZATION INNOVATION



# Pillar 03

## Digitalization of the Public Administration



01



Cloud Strategy  
Approved in  
January 2021

 [tic.gov.pt](http://tic.gov.pt)

03



Digitalization of  
the 25 public  
services with the  
greatest impact on  
businesses and  
citizens

02



Increased offer  
and translation  
of digital public  
services

04



Simplification  
of ICT services  
contracting by  
the Public  
Administration

05



Smart Cities  
National Strategy

06



Desmaterialization  
of the Invoice

07



Digital Mobile Key  
with Biometrics

08

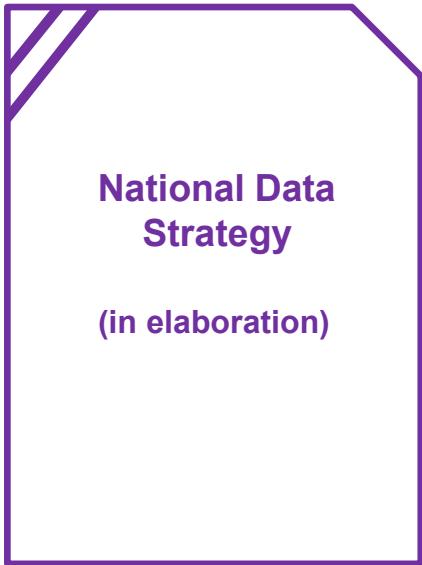


“Atos Autênticos à  
distância”

# National Strategy for data usage



*From Open Data to a National Data Ecosystem*



## Challenges



**Define and implement a National Data Strategy** within the Action Plan for the Digital Transition

1. It establishes an attractive and inclusive **data ecosystem** for the benefit of citizens, businesses, public administration and the scientific community
2. **Catalytic framework** fully integrated into the PADT and aligned with the European Data Strategy
3. Unlock and enhance the value of data in Portugal by allowing data to circulate in all sectors.

## National Coverage European alignment



**Clusters according to the evolution of european data spaces**



**Political, social, environmental and economic impact**



# Digital Maturity Certification/ Stamps “SELOS”



Best Performance



Recognize conformity



Build Trust



Best International Practices Alignment

## Companies

### 4 Dimensions of Certification

Cibersecurity



Privacy



Accessibility



Sustainability



# PORUGAL DIGITAL ATTRACTION EFFECT



BREXIT



New President  
of EUA



- Safety & security
- Quality of life
- Talent & Skills
- Infrastructures
- Telecommunications & Technology

An innovative and  
trustworthy country

New opportunities

Why Portugal

Opportunities  
Portugal Digital



TALENT



FISCAL  
SUPPORT



INCENTIVES



OUR  
COMMITMENT





# PORUGAL DIGITAL: OPPORTUNITIES AND CHALLENGES



MOVING FORWARD.  
MOVING WITH A PURPOSE.

Faude Sofia Rodriguez Jr.



# Thank You