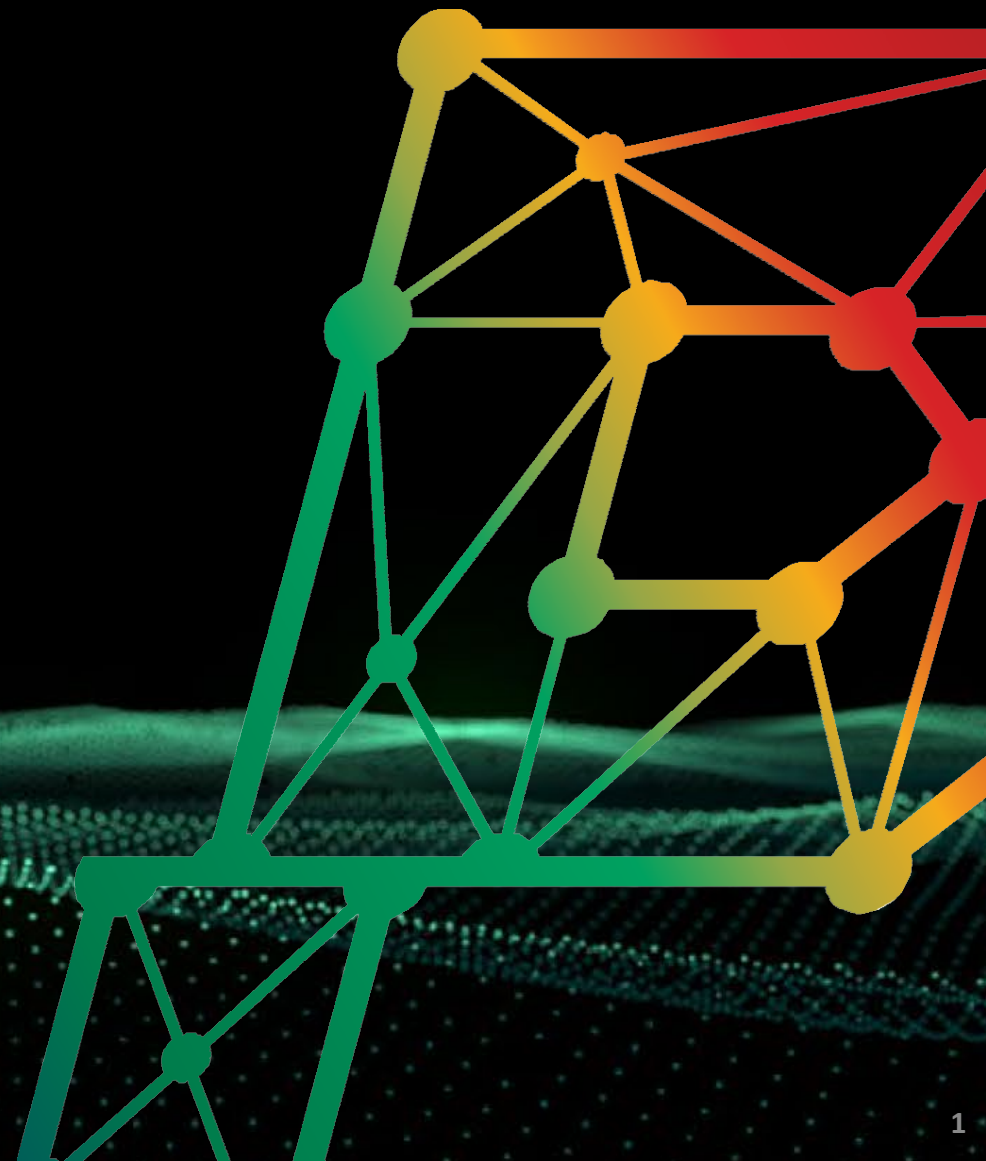


Portugal Digital Mission Structure

# PORTUGAL DIGITAL: MOVING FORWARD TO A DIGITAL NATION



REPÚBLICA  
PORTUGUESA  
ECONOMIA E  
TRANSIÇÃO DIGITAL

# Index



Digital acceleration

6 Guiding principles

3 Pillars digital transition

Inclusion digital and gender

Pillar 01 - Training & inclusion of people

Pillar 02 - Digital transformation of businesses

Pillar 03 - Digitalization of the public administration

Digital transition catalysts

Companies 4.0 & The Recovery and Resilience Plan (RRP)

C16 Coordination Committee

1. Digital training of employees

2. E-commerce

3. Entrepreneurship

4. Digital transition and innovation

5. Digital transition catalyst

Direct support to companies

We are all summoned

# DIGITAL ACCELERATION



## CITIZENS

2019

**22%**

**10%**

2020

**18%**

**9%**



Portugal  
Info-excluded  
population



Europe  
Info-excluded  
population



## CORPORATE

2019

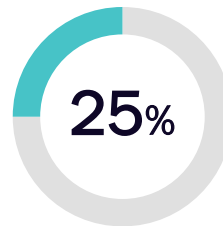
2020

Companies  
online

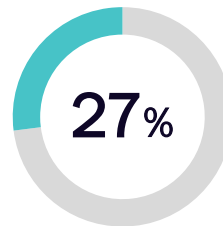


**40%**

**60%**



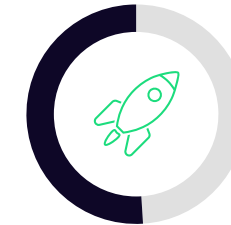
Physical and  
online stores



Have a well-defined  
digital strategy for  
Digital Transformation



## ENTREPRENEURSHIP



**51%**

with growth outlook



**71%**

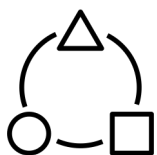
Are working normally



**42%**

Generated new  
opportunities

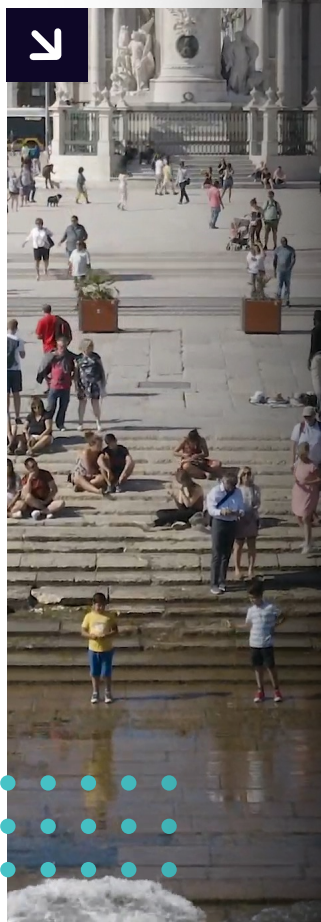




Be the engine of  
transformation in the  
country

# PURPOSE

- Accelerate Portugal
- Project the country in the world
- Leaving no one behind





## A rise of 3 places in 2021



  
 parte da nossa vida

**AMBITION**  
Portugal has  
International  
reference

## PRAGMATISM

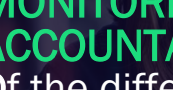
Capitalize on the various existing programs and strategies

## INVOLVEMENT

Public and private agents in the implementation of the program

## COMMUNICATION AND PROMOTION

Of the strategy in Portugal and internationally

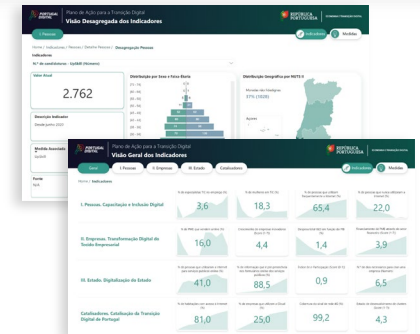


## MONITORING AND ACCOUNTABILITY

Of the different owners through the definition and implementation of a transparent model

## CROSS FOCUS

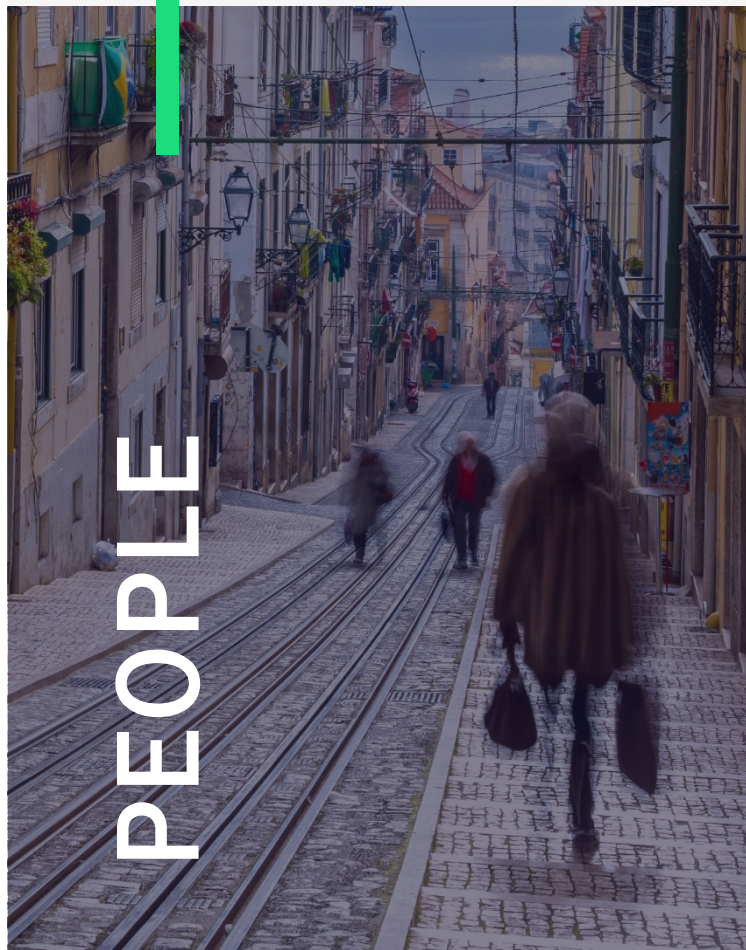
Integrated strategy with a focus on citizens, companies and the state





01

Training and  
digital inclusion of  
people



PEOPLE

02

Digital  
Transformation  
of Businesses



COMPANIES

03

Digitalization of  
the Public  
Administration



PUBLIC  
ADMINISTRATION

01

## Training and digital inclusion of people

01

Digital School



2020-2023

02

Upskill Program of Intensive Training



2020-2022

03

Eu Sou Digital (I am Digital) Program For Digital Inclusion



2021-2023

04

Social Tariff for internet access



2021

13

Emprego + Digital "Employment + Digital"

2022

14

Jovem + Digital "Young + Digital"



2021

15

Líder + Digital "Leader + Digital"

2022

16

Portugal Digital Academy

2022

02

## Digital Transformation of Businesses

05

e-Residency Program

2022

06

Promotion of Technological Free Zones (ZLT)



2021

07

+CO3S0 Digital



2020

08

Digital Innovation Hubs



2021

17

TestBeds

2022

18

Commerce Digitalization

2022

19

Coaching 4.0

2022

20

Entrepreneurship (Startup Hub) Vouchers Startups &amp; Incubators

2022

03

## Digitalization of the Public Administration

09

Digitalization of the 25 most used public services

2022

10

Translation of Public Administration Websites



2021

11

Cloud Strategy for Public Administration



2020

12

Simplification of Public Procurement for ICT Services



2021

21

Smart Cities National Strategy

2022

22

Invoice dematerialization

2022

23

Digital Mobile Key with biometrics

24

Online Authentic acts

04

## Catalysts

25

PPUE (Digital Day e Digital Assembly) and **alignment with the European Digital strategy**

2021

26

Disruptive Technologies Strategy

2022

27

Certification seal for Digital Maturity



2021

28

Connectivity and infrastructure

2021

01

New initiatives



RRP Initiatives



# INCLUSION DIGITAL & GENDER

## Education & Jobs



### 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

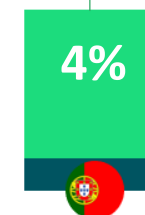
**54%** female students in  
University in 2020

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

**28%** Engineering  
students

**12%** Engineering  
students in  
technological  
areas

TIC Specialists in  
Portugal



**22%** Female TIC Specialists  
in Portugal

## PILLAR 01

# TRAINING & INCLUSION of People

PORTUGAL  
INCoDe.2030



Decrease the % of info-excluded people to  
**10% until 2025**

ANQEP

opdc

CCP

CIP

CONSELHO  
COORDINADOR  
DE  
INICIATIVAS  
DE INOVAÇÃO  
E INTELIGÊNCIA

CTP

FCT

INSTITUTO DO EMPREGO  
E FORMAÇÃO PROFISSIONAL

MUDA

REPÚBLICA  
PORTUGUESA

REPÚBLICA  
PORTUGUESA



### Subpilares



Digital  
Education



Professional  
training and  
qualification



Inclusion  
and Digital  
Literacy



### Lifelong Learning



K12 children



Active  
Population



Youth



Adults



IT Specialists



Older people and info-  
excluded



### Initiatives

Digitalization of schools  
400.000 computers

10.000  
Youths



+ 40.000 Active  
population



Líder + Digital

3.000 IT  
Specialists



1M adults



Social tariff for Internet Access

Portugal Digital  
Academy



## PILLAR 02

# Digital Transformation Of Businesses



Reach **1Bi**  
of direct investment on  
portuguese Startups



**STARTUP  
PORTUGAL**  
Entrepreneurship  
and startups  
ecosystem



e-Residency  
Program



Entrepreneurship  
Strategy



Startup Hub  
(national e european)



Startups & Incubators  
Vouchers



Digital  
Transformation  
of companies  
and SMEs



+CO3SO Emprego



EMPRESAS  
+DIGITAIS



TestBeds



Commerce  
Digitization (Digital  
neighborhoods,  
Accelerators,  
internationalization)



Transfer of scientific  
and technological  
knowledge to the  
economy



DIGITAL  
INNOVATION  
HUBS



ZLT ZONAS LIVRES  
TECNOLÓGICAS



The graph illustrates the progression of digitalization and innovation in Portugal, categorized into two main pillars: Pillar 1 (blue circles) and Pillar 2 (green circles). The Y-axis represents the Technology Readiness Level (1-9) and the Stages (Awareness, Empower, Adopt). The X-axis represents Time (Tempo) with five phases: Mobilization, Training and Commitment, Planning, Transformation, and Upgrading.

**Pillar 1 initiatives (blue circles):**

- Líder + Digital
- Emprego + Digital

**Pillar 2 initiatives (green circles):**

- Experience 4.0
- +Co3so Digital
- Digital maturity tools
- Digital Neighbourhoods
- E-Commerce Accelerators
- Increase the digital activity of SME
- Internationalization through e-commerce
- Financing and investment support
- Test Beds
- Support SMEs in patents registration

**Stages:**

- Awareness:** Experience 4.0, +Co3so Digital
- Empower:** Líder + Digital, Emprego + Digital, Digital maturity tools, Digital Neighbourhoods, E-Commerce Accelerators
- Adopt:** Internationalization through e-commerce, Increase the digital activity of SME, Financing and investment support, Test Beds, Support SMEs in patents registration

**Phases:**

- Mobilization:** Willingness for digitization and innovation
- Training and Commitment:** Training employees in digital areas
- Planning:** Creating a plan for digital transformation
- Transformation:** Development of new business models and digital innovation
- Upgrading:** Scale-up and digital leadership in the sector

**Legend:**

- Pillar 1 initiatives (blue circle)
- Pillar 2 initiatives (green circle)

**Logos:**

- PORTUGAL DIGITAL
- REPÚBLICA PORTUGUESA
- ECONOMIA E TRANSIÇÃO DIGITAL

## PILLAR 03

# Digitalization of the Public Administration



Reach one of the top 10 places in DESI until 2023



### Cloud Strategy

Approved on 11th January 2021



Increase the offer and translation of digital public services



Digitalization of the 25 most used public services by citizens and companies



Simplification of Public Procurement for ICT Services



Smart Cities National Strategy



Digital Mobile Key with biometrics



Invoice dematerialization



Online Authentic acts

# CATALYSTS

## DIGITAL TRANSITION

### Disruptive Technologies Strategy



National Open Data Strategy

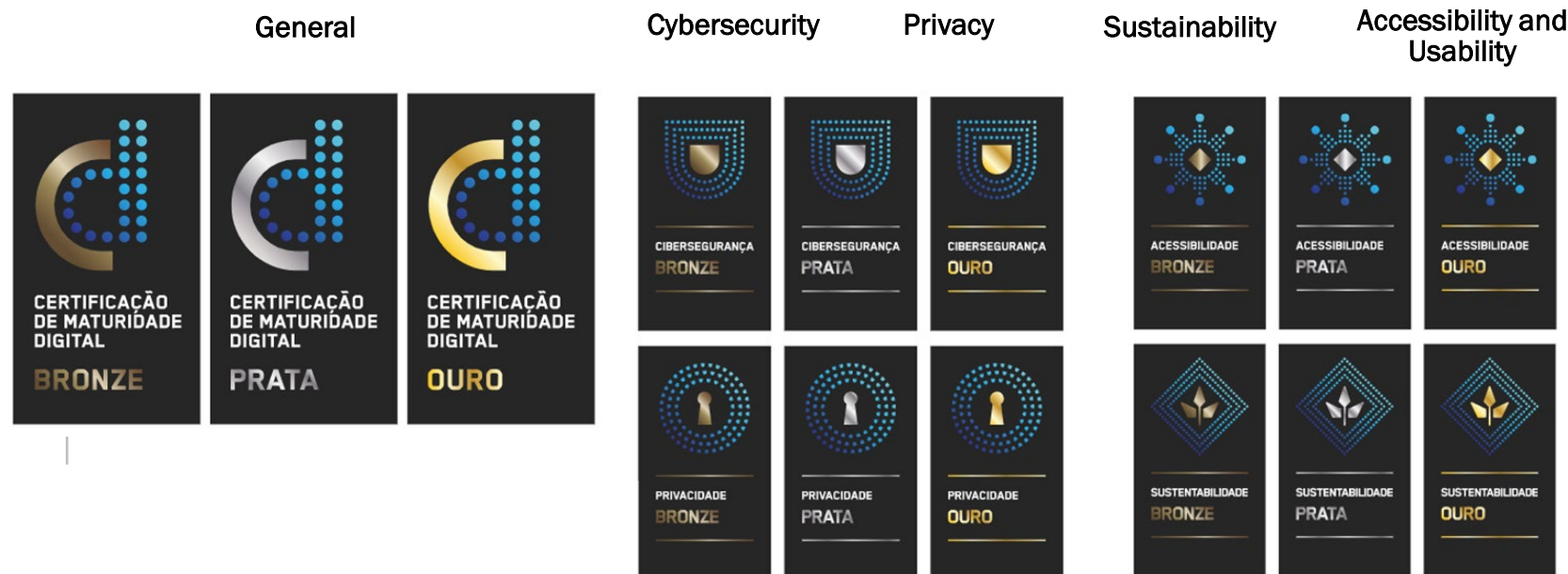
### Connectivity and infrastructure



Digital Coverage Map



## SEAL “DIGITAL MATURITY”





# COMPANIES 4.0 & THE RECOVERY AND RESILIENCE PLAN (RRP) ...

## DIGITAL TRAINING OF EMPLOYEES

100M€

Portugal Digital Academy	6 M€
Emprego + Digital 2025	94 M €

## DIGITAL TRANSFORMATION OF BUSINESSES

450M€

National Test Beds Network	150 M€
E-Commerce	135 M€
<b>Digital Neighbourhoods</b>	<b>55 M€</b>
<b>E-Commerce Accelerators</b>	<b>55 M€</b>
<b>Internationalization via e-commerce</b>	<b>25 M€</b>
Coaching 4.0	40 M€
Entrepreneurship	125 M€
Vouchers for Startups	90 M€
Strengthening the National Entrepreneurship Structure	15 M€
Accelerators & Incubators Vouchers	20 M€

## ACCELERATORS OF THE DIGITAL TRANSITION

100M€

Digital Innovation Hubs	60 M€
Invoice dematerialization	10 M€
Certification seals	30 M€



## RESILIENCE

<b>C1. National Healthcare System</b>	<b>1 383 M€</b>
C2. Housing	2 733 M€*
C3. Social Care	833 M€
<b>C4. Culture</b>	<b>243 M€</b>
<b>C5. Capitalisation and Business Innovation</b>	<b>2 914 M€*</b>

C6. Qualifications and Skills	1 324 M€
C7. Infrastructure	690 M€
C8. Forests	615 M€
C9. Water Management	390 M€
	<b>11 125 M€</b>



## CLIMATE TRANSITION

C10. Sea	252 M€
<b>C11. Decarbonisation of Industry</b>	<b>715 M€</b>
C12. Sustainable Bio-economy	145 M€

C13. Energy Efficiency in Buildings	610 M€
C14. Hydrogen and Renewables	370 M€
C15. Sustainable Mobility	927 M€
	<b>3 059 M€</b>



## DIGITAL TRANSITION

<b>C16. Enterprises 4.0</b>	<b>650 M€</b>
<b>C17. Quality and Sustainability of Public Finances</b>	<b>406 M €</b>
C18. Economical Justice and Business Environment	267 M€

<b>C19. Public Administration More Efficient</b>	<b>578 M€</b>
<b>C20. Digital School</b>	<b>559 M€</b>
	<b>2 460 M€</b>

**16 644 M€** RRP TOTAL VALUE

# C16 COORDINATION COMMITTEE



Group Name	Parties involved	Initiatives	Coordinating entity of the initiative
<b>01</b> Digital Transformation of Businesses	IAPMEI EMPD IEFP ANQEP FCT COMPETE	Portugal Digital Academy	EMPDP
		Emprego + Digital 2025	IEFP
<b>02</b> E-Commerce	EMPDP DGAE AICEP COMPETE	Digital Neighbourhoods	DGAE
		E-Commerce Accelerators	DGAE
		Internationalization through e-commerce	AICEP
<b>03</b> Entrepreneurship	SUP EMPDP COMPETE	Strengthening of the National Structure for Entrepreneurship – Startup Portugal	SUP
		Vouchers for Incubators	SUP
		Vouchers for Startups - Green and Digital Products	SUP
<b>04</b> Digital Innovation	IAPMEI EMPDP DGAE ANI SUP COMPETE	Support digital transition business models (Coaching 4.0)	EMPDP
		Test Beds National Network	EMPDP
		Digital Innovation Hubs	IAPMEI
<b>05</b> Catalysts of the Digital Transition	EMPDP INCM AMA CNCs DGAE COMPETE	Invoice dematerialization	EMPDP
		Certification seals for cybersecurity, privacy, accessibility and usability, and sustainability	INCM

# 1. DIGITAL TRAINING OF EMPLOYEES



## PORTUGAL DIGITAL ACADEMY

Platform for developing the  
digital skills of company  
workers



**6M€**



**800.000** trainees

**30.000** companies



**Active Population**



## EMPREGO + DIGITAL 2025

Training in digital  
technologies to respond to  
the challenges and  
opportunities of several  
economic sectors

**94M€**

**200.000**  
participants

**Active Population**



## 2. E-COMMERCE



### DIGITAL NEIGHBOURHOODS

Creation of digital  
commercial areas to  
encourage business  
activity

**55M€**



**50**

Neighbourhoods



**SMEs**



### E-COMMERCE ACCELERATORS

Creation of  
accelerators to support  
the digital transition of  
micro companies and  
SMEs

**55M€**

**25**

Accelerators

**30.000**

SMEs supported

**Merchants**



### INTERNATIONALIZA TION VIA E-COMMERCE

Support services for  
the internationalization  
of SMEs through  
digital channels

**25M€**

**1.500**

SMEs

**15.000 €**

Average value per  
voucher

**Companies**

# 3. ENTREPRENEURSHIP



STARTUP  
PORTUGAL

## STARTUP PORTUGAL REINFORCEMENT

Strengthening the  
entity dedicated to  
the entrepreneurial  
ecosystem

15M€

5.000  
Startups  
involved

Startup  
Portugal



## STARTUPS & INCUBATORS VOUCHERS

Voucher for  
incubators/accelerators to invest in  
their development

20M€

100  
incubators/  
accelerators  
400  
ticket médio

Incubadoras  
Aceleradoras



## GREEN & DIGITAL VOUCHERS

Vouchers to support  
startups in the  
development of  
digital and green  
products/services

90M€

3.000  
startups

30.000 €  
Voucher value

Startups



# 4. DIGITAL TRANSITION AND INNOVATION



## DIGITAL TRANSITION ACCELERATION

Vouchers to support  
the integration of  
digital technologies in  
SMEs

**40M€**

**4.000** companies

**10.000€**

Average value of the  
voucher

**Micro & SMEs**



## NATIONAL TEST BEDS NETWORK

Facilities to support the  
development and testing  
of new digital products  
and services

**150M€**

**30**

Test Beds

**3.600**

Products/Services

**Companies**



## DIGITAL INNOVATION HUBS

Financing of the 17  
Digital Innovation  
Hubs that are part of  
the network

**60M€**

**16**

DIH

**4.000**

Companies impacted

**SMEs + Startups +  
Public Administration**



# 5. DIGITAL TRANSITION CATALYST



## INVOICE DEMATERIALIZATION

Automating electronic signature  
in issuing invoices and  
massification of sending of  
digital invoices

**10M€**

**700M** Invoices

**250.000** users

**Companies and Citizens**



## DIGITAL MATURITY CERTIFICATION SEALS

Creation of digital maturity  
certification seals in  
cybersecurity, privacy, usability  
and sustainability

**30M€**

**15.000**  
Certificates

**Companies and  
other entities**

# DIRECT SUPPORT TO COMPANIES



## Digital Transition Services Catalog

“Online catalog where the beneficiary companies can **apply for support and analyze the eligible service packages**, as well as the respective **service providers accredited** to provide the service.”

Vouchers  
for startups



04



E-Commerce

01

DIRECT  
SUPPORT TO  
COMPANIES

03

Startups &  
Incubators  
Vouchers

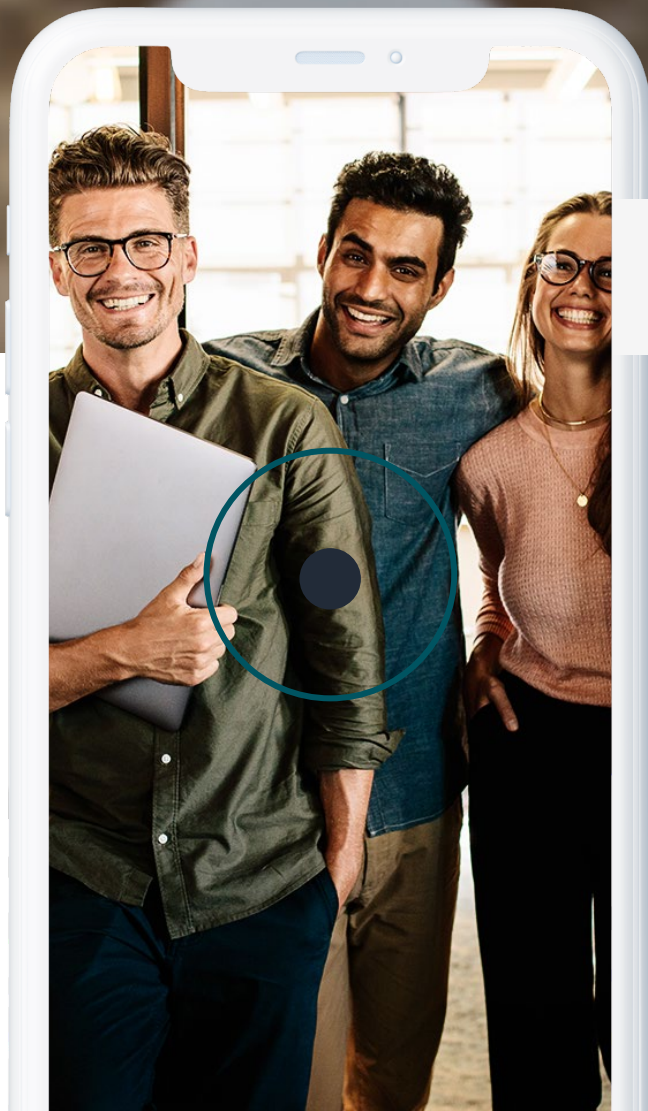


02



Coaching  
4.0

# WE ARE ALL SUMMONED



**Business leaders**  
(micro, small, medium  
and large enterprises)



**Business  
Associations**



**Employees**



**All those who  
contribute to public  
administration  
agility**



**Citizens**

# PORTUGAL FROM STARTUP NATION TO DIGITAL NATION



*Moving forward.*

*Moving with a purpose.*

