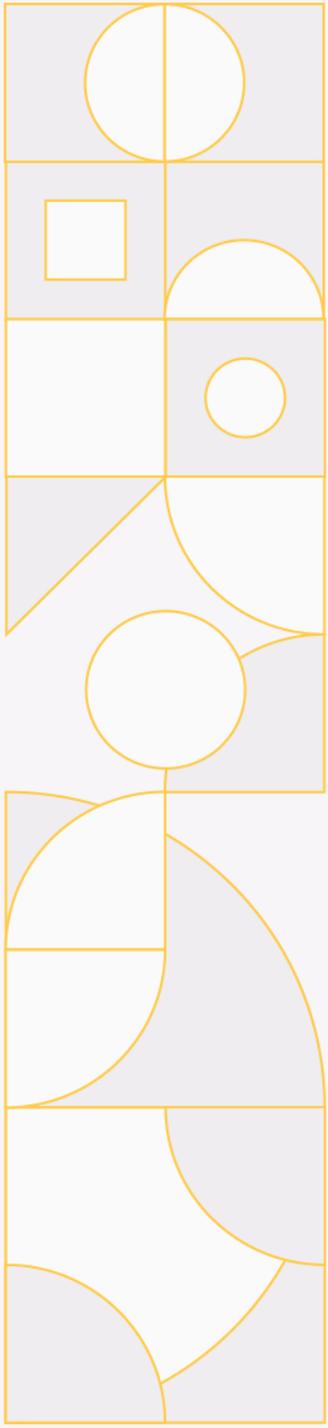


# Strategic Plan 2022



# Domain registration under .pt

## Review of .pt Terms & Conditions (Registration Rules)

Accumulated growth of **10%**

### Registrars

- + Specialized, agile and personalized support
- + Content availability
- + One to one sessions with new registrants
- + Annual meetings or follow-up visits

### Registrants

- + New support channels: AI and multilingual automatic translation
- + New features in the reserved area
- + Availability of informative content: greater autonomy, security and simplification in the registration process

### SIGA

- + New automatic domain name and entity data evaluation tool

- 
- Communication, branding and brand value study
  - Campaigns:
    - Channels and formats that allow reaching the general public
    - Influencers
  - Social media:
    - Cybersecurity, informational and data-driven content
  - Co-branding campaigns
  - Site:
    - Migration to [www.pt.pt](http://www.pt.pt)
    - Smart domain suggestion implementation
    - Marketplace: update



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- **Blog Barra Barra:**

- More practical content, eg. tutorials and social responsibility and sustainability on .PT

- **.PT App**

- **Support to sports events:**

- Estoril Open and Volta a Portugal

- **“Domain Name Day”** to celebrate the day the first .pt domain was registered

- **Biweekly newsletter**

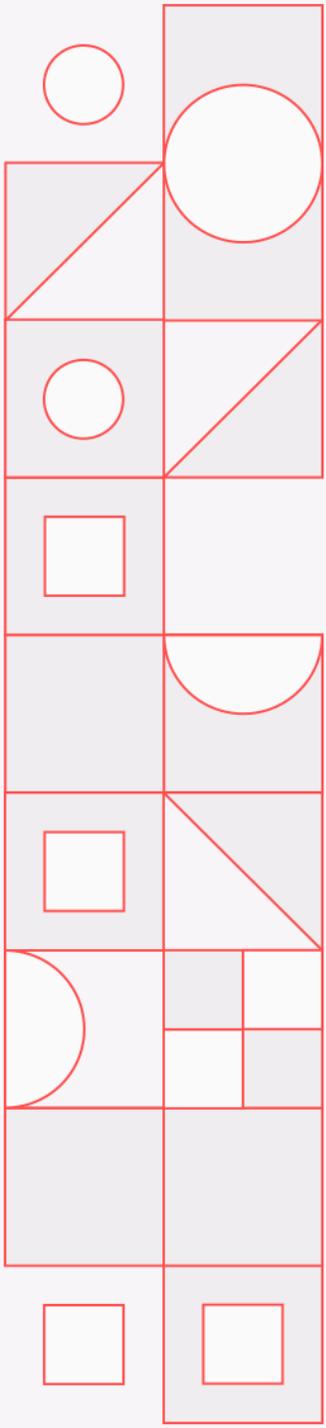
- **CONFIO:**

- New platform
- Sales Agents
- Campaigns and participation in events
- Training with auditors

# Security and quality

- PTSOC: dissemination of specialized cybersecurity services
- Security as a Service
- Implementing DDoS mitigation solutions
- ISO 9001:2015, 27001:2013 and ISO 14001:2015 certifications
- Technical security audits of .PT systems and applications
- Cybersecurity Digital Maturity Seal
- Training
- PTSOC {News}
- Webcheck.pt

- Multidisciplinary team dedicated to innovation
- .PT 360 – Innovation Center
- Innovation ecosystem



# Talent attraction and retention

- Initial and continuous training
- e-learning platform
- Technological study programs and innovative work
- Cooperation with universities
- Review of the people management model



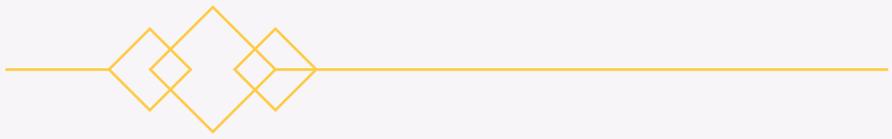
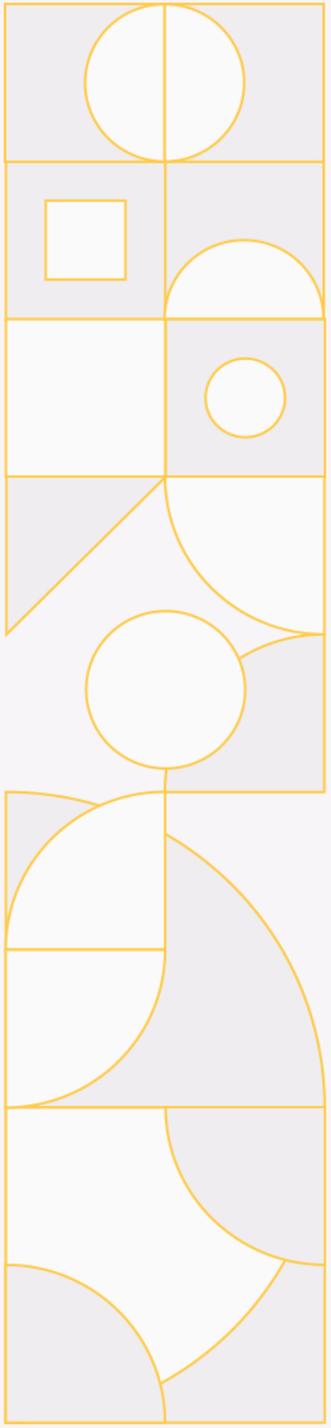
# Talent attraction and retention

- **Internal communication:** workshops that encourage the use of the new language, creativity and innovation
- **External communication:**
  - Make the team known through the careers page and social media
  - Communicate the employee experience and employee value proposition policy
- **Promotion of team spirit:** meetings, B2Run, sharing sessions
- ***Gamification* platforms**
- **Promotion of the safety, health and well-being of the team**



# Social and environmental responsibility

- Portuguese League Against Cancer
- Portuguese Pact Against Violence
- Commitment "Lisbon European Green Capital 2020 – Climate Action 2030"
- Carbon footprint assessment
- Digital with Purpose
- Institutions for the protection of abandoned animals
- Support for non-profit projects and organizations

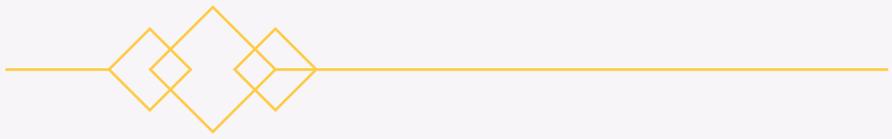
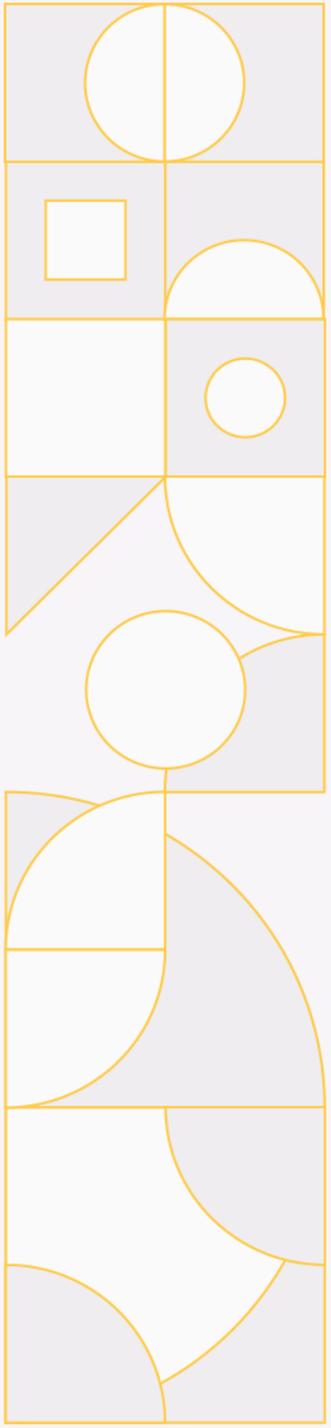


# Digital Inclusion

INCoDe.2030 | MUDA | Portugal Digital

## Promotion of digital skills in young people





# Digital Inclusion

INCoDe.2030 | MUDA | Portugal Digital

## Digital transformation of companies

comércio**digital**

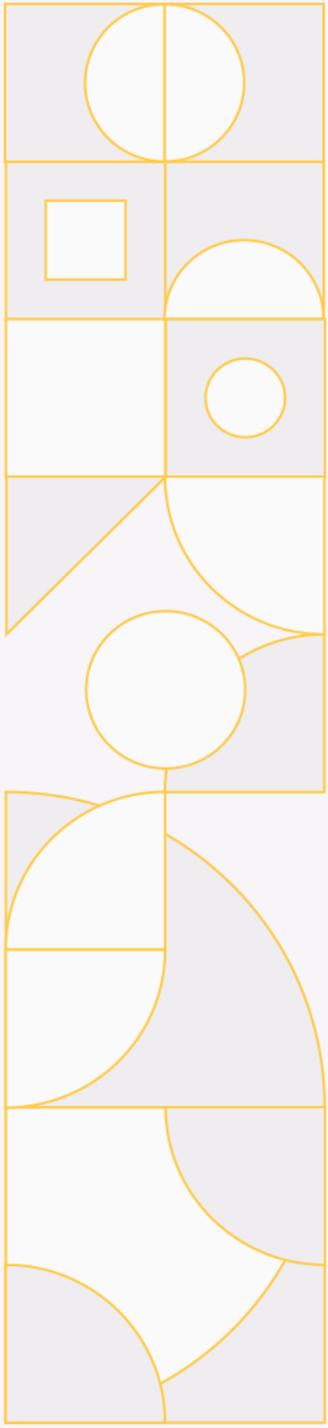
ComercioDigital.pt



3em1.pt



Entrepreneurship Contest from  
Acredita Portugal



# Digital Inclusion

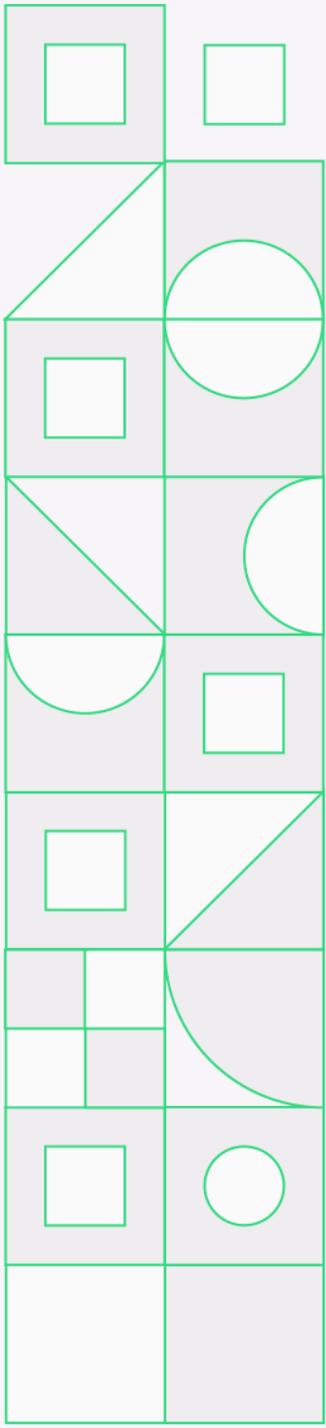
INCoDe.2030 | MUDA | Portugal Digital

## Other initiatives

- + **Eu Sou Digital**
- + **Fórum Portugal Digital**
- + **ACEPI initiatives:**
  - Portugal Digital Week
  - Navegantes XXI Awards
  - Digital Leaders
- + **Portuguese IGF**
- + **EuroDIG**
- + **INCoDe.2030 Roadmap**
- + **TICtank.pt library**
- + **Digital for all (Google)**
- + **Scholarship Program (Huawei)**
- + **Annual study: Internet usage trends in Portugal**

# Future of the internet

- Digital Trust&Responsibility Strategy
- Implementation of eID solution in the registration
- Aware to Blockchain and Cloud solutions
- Bringing to .PT the principle of “(...) consolidating digital sovereignty”
- Action Plan for the Digital Transition: Digital Maturity Seal

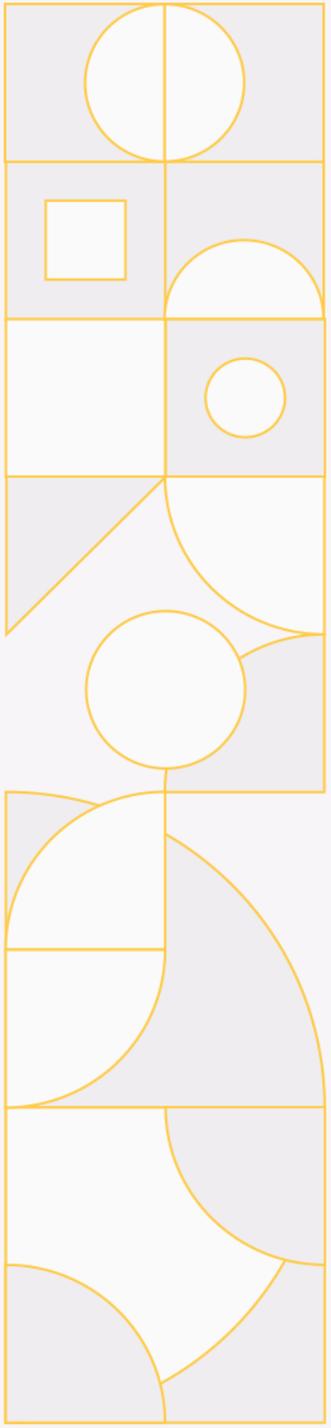


# Inclusion and Diversity

Working for diversity and gender equality

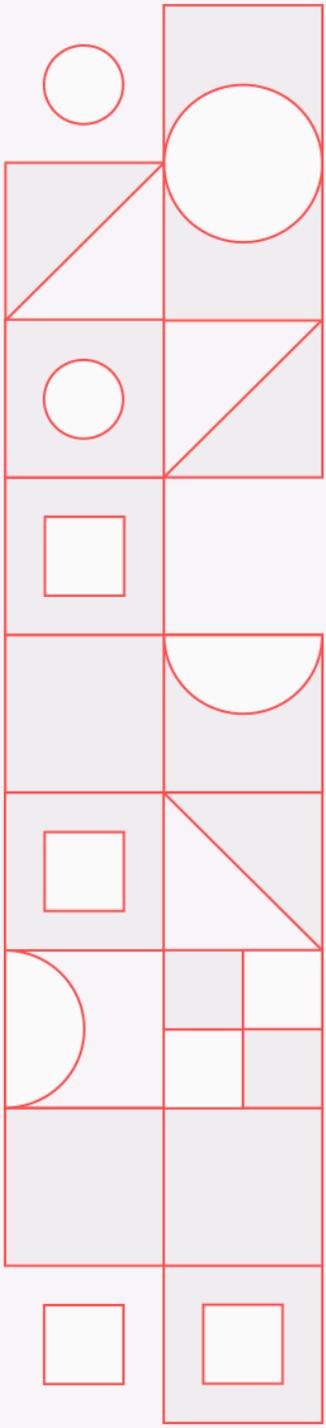
## Initiatives:

- "Engenheiras por um dia" program
- Portuguese Women in Tech Awards, category supported by .PT: "Best Digital Inclusion Project started by a woman"
- Girls in ICT Day
- Women's Bike Tour
- Digital for All



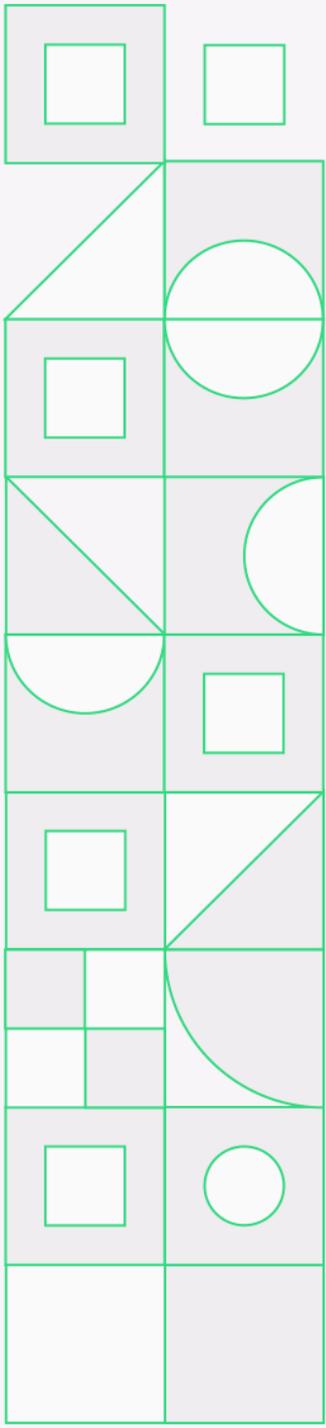
# Partnership ecosystem

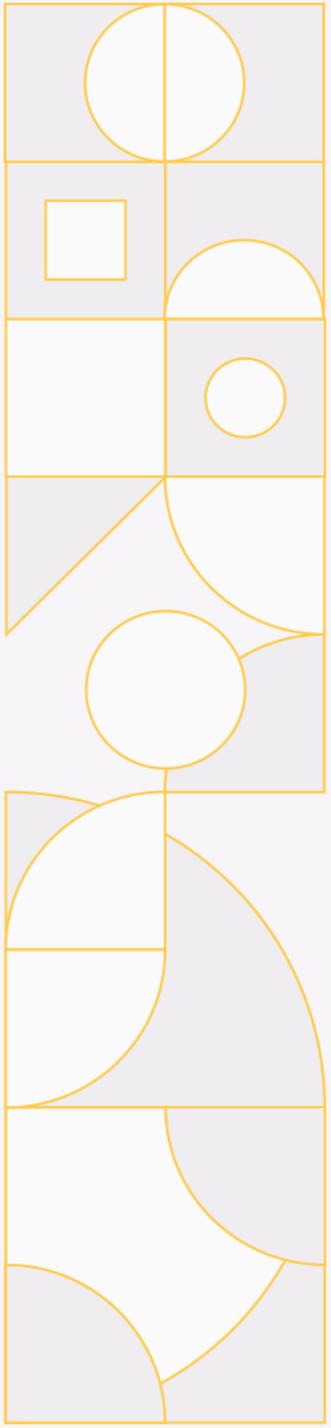
- Reinforcement of institutional engagement
- Partnerships with national authorities (e.g. DGC; ASAE; BdP)
- Portuguese Communications Museum
- Annual Cybersecurity Conference, C-DAYS
- Memorandum of Understanding: “Legal Offers” and “Live Streaming Agreement”
- Associate of APDC and CCIP
- Maintenance of the relationship with counterparts in the CPLP countries (LusNIC)



# Compliance

- Adoption of a new compliance program
- Monitoring of legislative production
- Study on the repercussion/correlation of the various legal obligations applicable to .PT
- Assessment and operationalization of notifications resulting from the new legal framework
- Adoption and enforcement of the data erasure policy
- Definition of good practices in database handling
- Oquedizalei.pt (upgrade)
- Monitoring of arbitration and judicial proceedings

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- 
- Update of new corporate information in the competent authorities
  - “Hub/Lab Digital”
  - Opening event and new institutional video
  - Auditorium and recording studio
  - “.PT Academy”



# We are even more .pt



[www.dns.pt](http://www.dns.pt)  
[www.dns.pt/pt/blog/](http://www.dns.pt/pt/blog/)

**.pt**