

DIGITAL MOBILE KEY

Administrative Modernization Agency

www.ama.pt

Portugal

October 2018

Annex - Communication activities and materials

The following documents compose the communication activities and materials for the **Digital Mobile Key** nomination to the OPSI Call for Innovations:

1. Relevant Media Clipping Selection

1.1. Article in Exame Informática

Title: [The bests in the Technological Portugal](#)

26th June 2018

This is an article announcing the winners of the awards organized by *Exame Informática*, which recognized Portuguese technological initiatives that stand out by the talent involved, the innovation capacity and entrepreneurship.

For its mobile feature, as well as for being a mechanism that connects the citizens and the State, enabling a more transparent and inclusive relationship between the two, the Digital Mobile Key was the 2018 winner of the Internet category of the Awards.

Note: Exame Informática it's a portuguese monthly printed magazine, and an online platform, specialized in ICTs.

1.2. Article in the Diário de Notícias Newspaper

Title: [The Digital Mobile Key reached the private companies](#)

10th July 2018



This article was written after a conference organized by the MUDA (Movimento pela Utilização Digital Ativa), a Portuguese initiative promoted by some of the country major companies, universities and the government, gathered with the goal of encouraging the citizens and entrepreneurs use of ICTs.

This conference in particular was fully dedicated to the Digital Mobile Key (DMK) and its potential as a mobile authentication instrument and electronic certified signature solution. The event gathered several high level participants from the private world and the academia, as well as senior personal from the public administration, such as the Portuguese Secretary of State Assistant and of Administrative Modernisation, Graça Fonseca.

One of the main topics in discussion was the potential for the DMK to be used by private companies, highlighting the fact that EDP, the main energy supplier in Portugal, Millenium, one of the Portuguese major banks, and MEO, one of the three main telecommunication companies in the country, are already allowing the DMK as an authentication mechanism in their websites.

1.3. Article in Jornal de Negócios

Title: [Digital Mobile Key: the revolution in electronic identification](#)

23rd February 2018

The focus of this article is to explain how the Digital Mobile Key works and the five main things citizens need to know about this instrument, namely: what it is; how to join; how it works, especially when it comes to its mobility feature; what type of security does it has; and the fact that it is an authentication mechanism.

It also mentions the fact that it is an evolution in relation to the Citizen Card that needed a card reader to allow the authentication and the electronic signature.

1.4. Article in SCOOP4C

Title: [Portugal's Digital mobile key lets citizens sign documents using a smartphone app](#)

06th August 2018

This article is more focused on the most recent feature of the Digital Mobile Key: the electronic signature.

“Portuguese citizens can now sign documents electronically using a smartphone app. (...) The mobile phone software works through a user-defined PIN code and a temporary security code sent by SMS or e-mail”.

Note: This is the third article by SCOOP4C regarding the Digital Mobile Key SCOOP4C is a initiative financed by the European Union's Horizon 2020 research and innovation programme call CO-CREATION-05-2015 Coordination and support action (CSA).

1.5. TV Story in SIC Notícias

Title: [Digital Mobile Key: What is it and how does it work?](#)

06th December 2017



This 7 minute TV story explains how the Digital Mobile Key (DMK) works, and how it facilitates the citizens daily life, namely by avoiding that they have to memorize several passwords to do different online public services, or be dependent on having a card reader for the Citizen Card.

It also explains how citizens can ask for their DMK, namely in one of the many Citizens Spots across the country, and the savings in time and money that this innovation brings to citizens and entrepreneurs.

Note: “Contas Poupanças” is a news segment of the TV network SIC Notícias, one of the biggest news channels in Portugal.

2. Communication and Dissemination Materials

2.1. AMA’s Official video presenting the e-Government Portuguese initiatives

Title: [Portugal Today - subtitled](#)

September 2018



This is an official video by AMA, which presents several digital public services and eGovernment solutions that citizens have available in Portugal, namely the Digital Mobile Key.

2.2. Digital Mobile Key dissemination video

Title: 200.000 DMKs



This small dissemination video was made by AMA communication department when the DMK got the 200.000

2.3. Digital Mobile Key dissemination video

Title: [Digital Mobile Key](#)

02nd August 2018



This is a promotional video in which Pedro Silva Dias, AMA's CEO, presents the Digital Mobile Key, explaining how to ask for it, how to use the solution, the fact that it's a secure instrument and the growing connection with private companies.

2.4. [AMA's Facebook](#)



2.4. Participation in events with Digital Mobile Keys stands

