



MODULE 6

I shape my green business

Learning outcomes

You will learn here:

- How to work towards your green business
- How to stay healthy and fair when working online
- How you can protect the environment from the impact of digital technologies

And: You will create a PowerPoint presentation about your green business.



Figure: 1 Green and Digital

Basic information



In this module, you will learn how a fair and healthy green business could look like.



This module contains six exercises.



You will need 15 h to finish the module.



You need 66% correct answers to pass this module.



Your lecturers are Gabriele, Clément and Vladimír.

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Welcome to Module 6!

Hello and welcome to Module 6 of this e-training-course!

You are now starting the second phase of this online course. The first five modules were all about developing your green business idea. Now you start with the concrete planning of your green business. So, modules 6 to 10 are all about “Plan your Green Business”! And there are many things to keep in mind!

In this module, you will first look at ethical and sustainable thinking. And you will answer the question: What does ethical and sustainable thinking mean to me?

The second section is about your health. You get tips on how to take care of your health. This is also about avoiding health risks when using digital technologies.

In the last section, we deal with data security. You will get some hints you should consider if you want to use digital technologies for your green business.

Ethical and Sustainable Thinking

In module 1, you were asking yourself:

- What is my green vision of the future?
- What does my green business look like?

In module 2, Part 1, you were reflecting on sustainability in business:

- the effect your business has on the environment
- the effect your business has on society

In this part of module 6, you will think about the following:

What makes my business green?

What does a green business require?

You will better understand how to work towards your green vision of the future.

We will give you information about the components and requirements of a green business.

And you will apply this information and think about your own green business.

Your sustainability values

To understand what makes your business green, you need to understand your values, particularly your sustainability values.

What is sustainability? Do you remember?

In part 1 of module 2, we discussed what sustainability means in business, giving examples.

There are many definitions of sustainability.

In the new reference framework for sustainability competencies for all people (GreenComp 2022), it says:

Sustainability means prioritising the needs of all life forms and of the planet by ensuring that human activity does not exceed planetary boundaries.

This is quite a complex working definition. It means that:

We think first of all the people, animals and plants of our planet whatever we do.

We do not take more than the planet has, when we live and when we do business.

This is what sustainability is about.

It is a way of thinking and doing.

To care for others and the planet is ethical thinking and doing.



Figure: 2: People and Planet

What does ethical and sustainable thinking mean to you?

EXERCISE 1



M 6_E 1: Ethical and sustainable thinking

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Make a list in the form of bullet points of what ethical and sustainable thinking and doing means to you

When you have completed the exercises, name your digital document after the number of this exercise and save it in the folder to Module 6! If you did the training on paper, take readable photos and save them.

In Europe, we think it is ethical and sustainable when we:

- think about the consequences of our ideas and our business,
- reflect if our goals and actions are suitable for future generations,
- act responsibly.

We ask ourselves:

What do our ideas and our business do to our clients? to our community? to the market? to society and to the environment?

Do we do good with our green business? Or do we do “greenwashing”, it is just pretending to have a green business?

How do I act responsibly when doing business?

These questions are crucial for your green business and yourself as a “green entrepreneur”.

Your answers to these questions are your green business's basic components and requirements.

Your goals, plans, and strategies depend on your answers to these questions.



Figure: 3: Many question marks

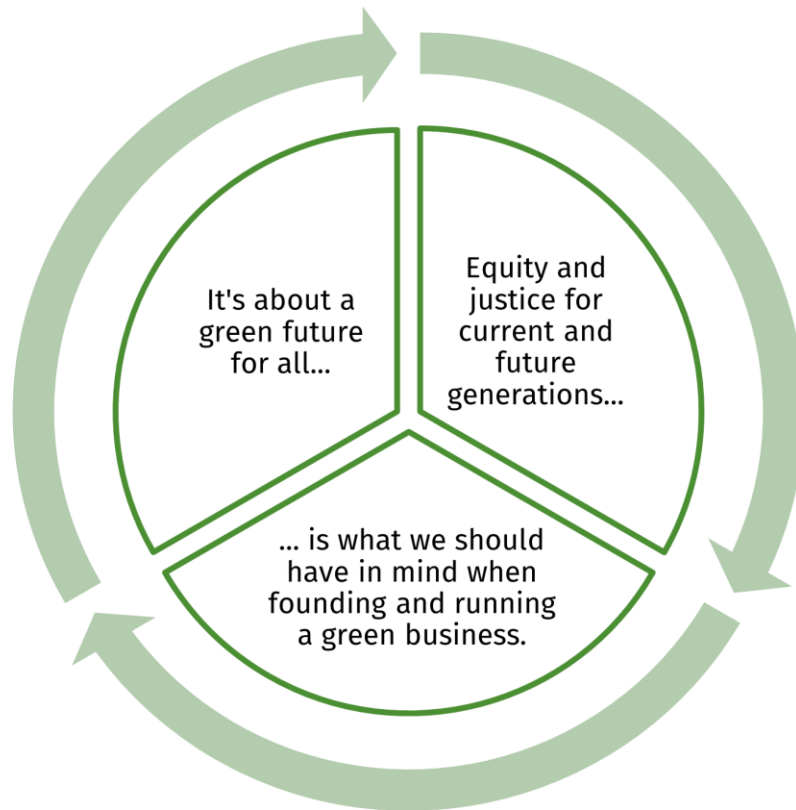
Often it takes work to find answers to these questions.

Often, we end up in a dilemma, as we showed in part 2 of module 2, where we discussed how to apply ethical thinking to consumption and production processes.



Figure: 4: A hedge maze

Fairness in business is another core component and requirement for your green business.



Preservation and restoration of nature should reflect your values about nature and the environment.

And it would be best if you understood how values vary among people over time.

EXERCISE 2



M 6_E 2: Spontaneous thoughts about sustainability

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Write down your spontaneous thoughts about the following questions in the form of a **FREE WRITING**: Write as much as you can in 10 minutes without overthinking:

1. What do I think about future generations?
2. How will they cope with the problems we created or neglected? For ecology, economy and society?
3. How is sustainability understood where I come from?
4. How is green business understood in my community here in Europe?

Discuss your thoughts and insights with your peers in one of the digital communication channels you are using.

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 6! If you did the exercise on paper, take readable photos and keep them.

Test yourself:



1. How do you think justice for current and future generations is related to protecting nature?



2. How do you want to apply equity and justice for current and future generations as criteria for environmental preservation and the use of natural resources?



3. How can you prove that you are committed to respecting the interests of future generations?



EXERCISE 3



M 6_E 3: Spontaneous thoughts about sustainability

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Watch this video, and write down a short story about how your sustainable world will look, sound, smell, taste, and feel like

Christa Avampato: Biomimicry Stories Can Help Us Build a More Sustainable Worldext:

<https://youtu.be/7YFpTorZKP4> <http://www.example4link.com/>

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 6! If you did the exercise on paper, take readable photos and keep them.

Protecting your health

People who work with digital technologies often spend several hours per day sitting in front of a screen, if not their whole days.

This implies more risk of having specific diseases and discomfort.

We will present them here and give tips to avoid them.

Vision

Spending much time in front of a screen or focusing on one thing may cause eyestrain. Eyestrain is tiredness or pain in the eyes.

A headache sometimes accompanies it. There are several ways to help reduce or avoid eyestrain.

Use an external monitor

Position your display perpendicular

Try the 20/20/20 rule

Use an external monitor (one separate from your laptop) if possible. It should be placed about an arm's length away from the top of the monitor at or below eye level.

Position your display perpendicular to any windows or adjust your blinds to help reduce screen glare.

Try the 20/20/20 rule to help combat eye fatigue:

- Focus on an object 20 feet away (6 meters) for 20 seconds every 20 minutes.

Musculoskeletal disorders

Musculoskeletal disorders (MSD) are injuries or disorders of the muscles, nerves, tendons, joints, cartilage, and spinal discs.

Some parts of the body are more prone to musculoskeletal disorders than others.

Wrist

The wrist can be affected by tendonitis or carpal tunnel syndrome (CTS). CTS is the compression of the median nerve at the wrist, which may result in numbness, tingling, weakness, or muscle atrophy in the hand and fingers.

Use a keyboard and/or mouse (or other pointing device) that is separate from your laptop if possible.

If using an external mouse, maintain a neutral (straight) wrist posture as shown below.

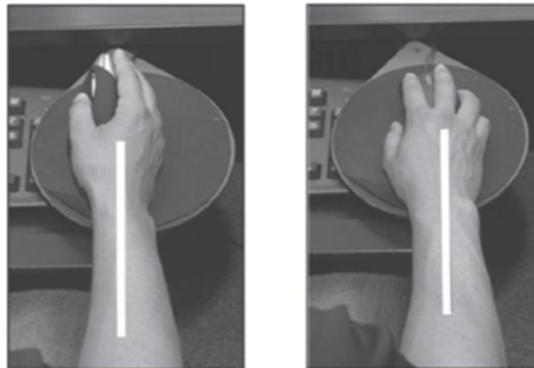


Figure: 5: Wrist postures, Office Ergonomics Handbook

- When using a keyboard, the wrists should be as close to neutral (straight) as possible. Elbows should be at a 90° – 120° angle.
- To the extent possible, avoid resting the forearms and wrists on unrounded cornered edges of the work surface. (As in the left panel shown below.) Rounded edges (right panel) are preferable to reduce localised contact pressure.



Figure: 6: Rounded edges (right panel) are better; photo from NIOSH

Low back pain

Sitting all day with a bad posture can increase the risk of low back pain.

An office chair with armrests is ideal for seating, allowing your feet to rest flat on the floor with the hips and knees at, or slightly greater than, a 90° angle.
If your feet aren't flat on the floor, use a box or book as a footrest.

In general, avoid working on a couch or soft chairs. If you have no other option, use pillows to provide some back support and work in an upright position.

Varying your posture regularly is beneficial.

If possible, periodically work standing up as a break to prolonged sitting.

A primary seated posture should support the low back in a position of lordosis – the natural inward curvature of the lumbar spine above the pelvis.

This is shown in photo A below.

Photo B shows an ordinary flat-back chair which does not support the inward curvature of the low back.

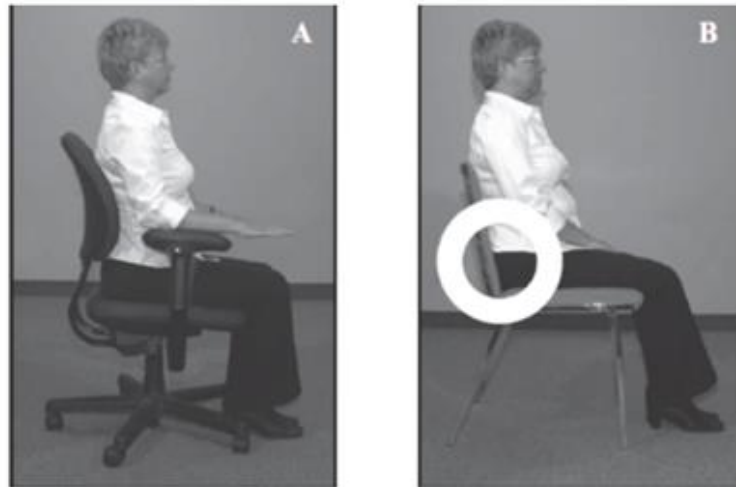


Figure: 7: Seated postures, Photo from Office Ergonomics Handbook

Neck-shoulder pain

The tips above can also prevent neck–shoulder pain associated with increased muscle tension in the neck and shoulders.

- What tips above do you already implement?
- Which among the others do you think it is the most important?

EXERCISE 4



M 6_E 4: letter to a friend about health protection

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Write a letter to a colleague or friend. Explain to them why and how to protect your health when working with a computer or other digital devices for many hours and days.

Make a checklist:

- You should protect your eyes this way because
- You should sit this way: because
- You should because

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 6.

If you did the exercise on paper, take readable photos and keep them.

Overweight

Working with digital technologies often implies low physical activity, increasing the risk of being overweight.

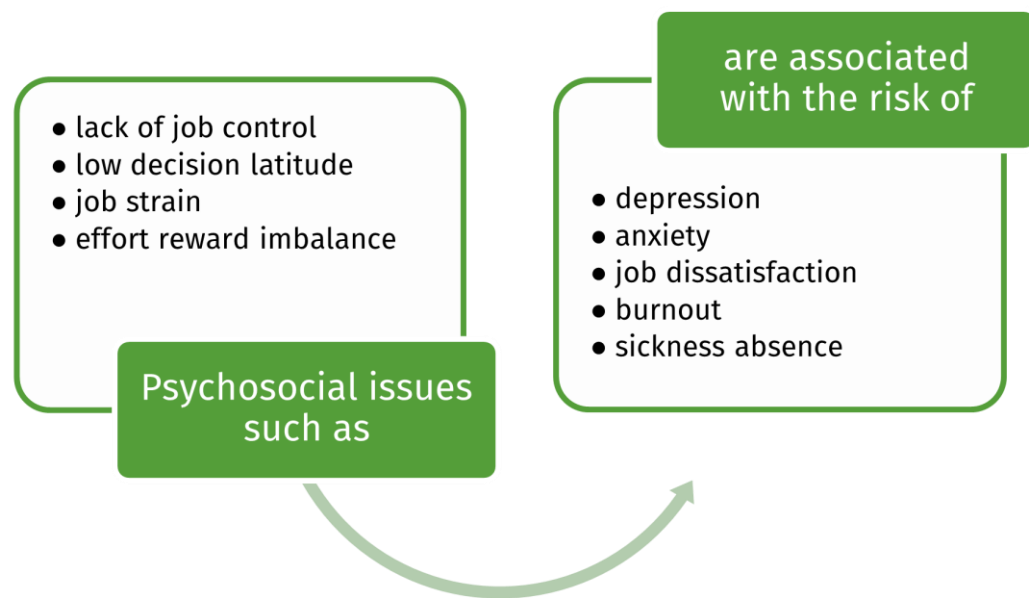
Being overweight increases the risk of many diseases and health conditions, like diabetes, cancer, and stroke.

Physical activity and healthy eating, along with other healthy habits, help to reduce these risks.

Mental illnesses

Mental illnesses are not explicitly related to working with digital technologies but can be caused by the working environment.

Poor organisation and management of work play a significant role in developing mental health problems.



Have you ever experienced such mental conditions due to work? If so, what do you think caused it?

EXERCISE 5



M 6_E 5: Worries about digital wellness

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Watch this video (1:43 minutes), and ask yourself: Why does Citrix.com, a digital tool provider, worry about digital wellness?

Share your thoughts and comments about digital wellness also on social media.

Citrix: What is digital wellness, and why is it important?

https://youtu.be/JVbo_rzu8k0

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 6! If you did the exercise on paper, take readable photos and keep them.

Social inclusion

Digital technologies are an excellent opportunity for social inclusion, especially for people with disabilities.



Figure: 8: Inclusion and digital technologies

These technologies must be appropriately used to achieve this inclusion.



We'll see in modules 13 and 14 how to implement digital technologies in an accessible way for people with disabilities.

Work-related health rights and subsidies

If you have access to work issues because of your health, you have rights in Europe, and services are available.

In some countries, as in France, it is important to take the necessary steps **BEFORE** making expenses for your activity, otherwise you risk not having any rights and/or not being reimbursed.

Check the laws in the country you work in and seek help to get advice!

Test yourself

What is the 20/20/20 rule?

- A workout routine to combat overweight (20 squats/20 push-ups/20 abs)
- A stretching routine to combat musculoskeletal disorders (20 seconds for wrists, 20 seconds for shoulders, 20 seconds for shoulders)
- A routine to combat eye fatigue (Focus your gaze on an object 20 feet away (6 meters) for 20 seconds every 20 minutes)
- A relaxation routine to combat stress and anxiety (20 seconds breathin/20 seconds breathout/ repeated 20 times)

What are MSD?

- Musculoskeletal disorders
- A drug category very similar to LSD
- Mental Sickness Diagnosis

Mental illnesses

- Can be caused by the working environment
- Are proofs that a person is weak
- Are something to be ashamed of

Protecting the environment and personal data

Protection and security aspects are sufficient elements of the business, and they might be seen as a safety shield of the business.



Figure: 9: A safety shield

These aspects might come in different shapes and forms during the business's shaping and development.

Understanding the terms security and protection and their distinction is a core component for shaping solid grounds for the business.

Protection and security are strongly interconnected, and the main goal is preventing threats and harm.

However, there are some differences in the different aspects.



The main difference is that **protection** is mostly related to the **external** factors and processes, and **security** is mostly related to the **internal** factors and processes.

This applies to all aspects of the business. In the context of the digital circular economy, it is related to the impact digitalisation and technologies have on nature.

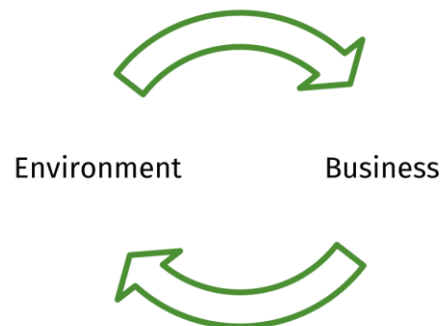
Environmental protection and security

Environmental protection and security are related to the impact on nature and its resources by businesses and technologies.



Figure: 10: Windmills and trees

It is essential to raise awareness that the business and the environment are interconnected so that the business might impact the environment, and the environment can impact the business.



The impact of the digitalisation of business processes on the environment might be both positive and negative.

The different positive aspects of the digitalisation of the business vary by type of business.

On the positive side, it is related to optimising the processes.

An example of this simple process might be switching to electronic-only documents.

In this case, the positive impact is created by saving materials (saving paper and ink, as well as printing devices, might no longer be needed).

The saving of materials is crucial because they are produced by environmental resources (trees grow paper), or their products or recycling impact the environment (ink cartridges or printers).

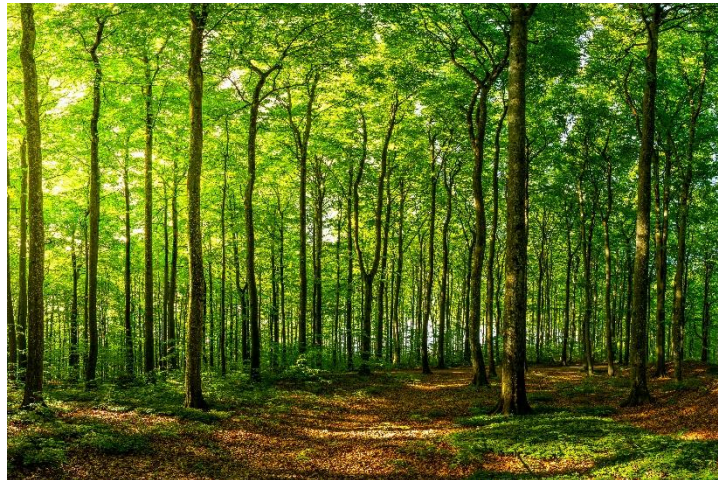


Figure: 11: Paper is produced by trees

Although a positive impact, there is also a negative impact of the digitalisation of the processes.

Digitalisation requires more digital resources, which impacts the environment. Such digital resources are devices and also non-physical resources.

The production of digital devices impacts the environment as well. In many cases, they are generating e-waste.

E-waste are electronic products that are unwanted, not working, and nearing or at the end of their "use of life".

Additionally, digitalised processes might consume more electricity.

The impact might also vary by the provider of the services, products, and technology providers. Some cloud service providers might use servers and technologies with high electricity consumption, but clean energy sources might power them.



Figure: 12: Energy resources

The different aspects and shapes of digitalisation have a positive impact on the environment, but also, at the same time, there are negative impacts.

In this case, managing the impact is critical because the positive impact has to be enhanced, and the negative impact will decrease.

The predominance of the positive impact of digitalisation over the negative effects of digitalisation and the technologies became the goal for protecting and protecting the environment.

This predominance of the positive impact might be created after complex analysis and reflection of the processes that are going to be digitalised, the technologies, and the resources required.



Figure: 13: Analysis and reflection

The impact of digitalisation and the technologies have to be analysed not only during their use or application in the business but also before - during their creation and supply, and after - at the end of their "life cycle" for physical devices.

Acquiring detailed information about the impact on the environment (both positive and negative) of possible digital and technological solutions is a core component for making informed decisions on

- how digitalisation has to be implemented and
- which technologies have to be used.

Basics of data protection and security

Data protection is essential because it protects business information against uses that may cause harmful actions, such as

- hacking,
- phishing, and
- identity theft and others.

In most cases, data leaks and cyberattacks might be highly harmful to the business that operates in a digital environment.

All business models should integrate the aspects that secure its information by developing a data protection plan.

The importance of data protection and the amount of data kept and created. The business must protect its data proactively and upgrade its security procedures regularly.

Data protection means safeguarding and protecting from various risks under multiple conditions.

Principles of data protection

The following principles are essential for data protection:

Transparency, fairness, and lawfulness

Limitation of purpose

Minimisation of data

Data accuracy

Limitation of data storage

Confidentiality and integrity

Accountability

Transparency, fairness, and lawfulness

Any processing of personal data should be lawful and fair. Individuals should be aware that personal data about them is being

- collected,
- utilized,
- consulted, or
- otherwise processed.

And everybody should know to which extent their personal data is or will be treated.



Figure: 14: Personal data

Transparency demands that all information and communication relevant to the processing of those personal data is

- easily accessible,
- easily understandable,
- and that clear and simple language is used.

EXERCISE 6



M 5_E 6: Checking Data Protection

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Search the internet for three companies relevant to green business. Search these websites for data protection and check them against the following criteria.

- How is the collection of data explained?
- How is the utilisation of data explained?
- How is the processing of data explained?

Write down your observations and give reasons for them:

Is the text easily accessible? If so, what did you notice? If not, please also explain why.

Is the text easily understandable? If so, please explain why! If not, please also mention why!

Is this text written in simple language? Please also explain what you noticed!

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 6! If you did the exercise on paper, take readable photos and keep them.

Limitation of purpose

Personal data should only be gathered for specific, explicit, and legitimate objectives and should not be handled in a way incompatible with those goals.

The exact purposes for processing personal data should be explicit and lawful. These purposes should be identified at the time the personal data is collected.



Figure: 15: Personal data

However, continued processing to archive in the public interest, scientific or historical research or statistical purposes is not regarded as incompatible with the initial purposes.

Minimisation of data

Personal data processing must be appropriate, relevant, and restricted to what is necessary for connection to the purposes for which they are processed.

Personal data should only be processed if other methods cannot meet the objective of the processing.

This necessitates, in particular, ensuring that the duration for which personal data are retained is kept to the minimum.



Figure: 16: Duration

Data accuracy

There should be a mechanism for control that will guarantee that personal data is correct and, if needed, maintained up to date.

All reasonable steps should be taken to ensure that erroneous personal data are destroyed or rectified as soon as possible, considering the purposes for which they are processed.

There should be records of the information gathered or received and the source of that information.

1. Limitation of data storage

Personal data should only be maintained in a form that allows data subjects to be identified for as long as is required for the purposes for which the personal data are processed.

To guarantee that personal data are not stored for longer than required, there should be established time limitations for the deletion or periodic review.



Figure: 17: Time limitations

Confidentiality and integrity

Personal data should be processed to ensure appropriate security and confidentiality. This includes

- protection against unauthorised or unlawful access to or use of personal data and the equipment used for processing,
- accidental loss, destruction, or damage, using appropriate technical or organisational measures.

Accountability

There should be mechanisms for data protection accountability. These mechanisms should demonstrate compliance with all of the Data Protection Principles.

The business accepts responsibility for personal data processing and complying with the GDPR, the General Data Protection Regulation in the European Union.



The screenshot shows the top navigation bar of the European Commission website, including the text 'An official website of the European Union' and a dropdown menu 'How do you know?'. Below this is the European Commission logo and a language selector set to 'English'. The main content area has a blue header with the breadcrumb 'Home > Law > Law by topic > Data protection > Data protection in the EU'. The main title is 'Data protection in the EU' in white text on a blue background. Below the title, a subtitle reads: 'The General Data Protection Regulation (GDPR), the Data Protection Law Enforcement Directive and other rules concerning the protection of personal data.'

Figure: 18: GDPR in the EU



Congratulations!

You finished Module 6. You are now able to take a quiz on the platform to test your knowledge and apply for a certificate with ECQA.

Reference list

GreenComp (2022) *European Commission, Joint Research Centre, GreenComp, the European sustainability competence framework, Publications Office, 2022, <https://data.europa.eu/doi/10.2760/13286>*

Christa Avampato (2022): *Biomimicry Stories Can Help Us Build a More Sustainable World*: <https://youtu.be/7YFpTorZKP4>

Information about health at work:

[Centre for Disease Control and Prevention](#)

[Office Ergonomics Handbook, Occupational Health Clinics for Ontario](#)

[Workers](#)

[European Agency for Safety and Health at Work wiki](#)

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