



MODULE 11

I take the initiative

Learning outcomes

You will learn here:

- How you can take individual and group responsibility in Green Business activities.
- How to identify a digital identity and describe how to protect reputation online.
- How to improve and integrate new content and information to create new and accessible green content.



Figure 1: Identity

Basic information



In this last module, you will learn methods to keep on top of your green business.



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 Tiziana and Vladimir.

DISCLAIMER FOR EXTERNAL LINKS

This module contains hyperlinks to external websites.

These external links are being provided as a convenience and for informational purposes.

Only; they do not constitute an endorsement or an approval by Go4DiGREEN of any of the products, services or opinions of the corporation or organization or individual.

Go4DiGREEN bears no responsibility for the accuracy, legality or content of the external.

Site or for that of subsequent links. Use at your own risk.

2020-1-AT01-KA226-VET-092693



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Content

LEARNING OUTCOMES.....	0
BASIC INFORMATION	0
WELCOME TO MODULE 11.....	3
TAKING INDIVIDUAL AND GROUP RESPONSIBILITY IN GREEN BUSINESS ACTIVITIES: LEADERSHIP FACTORS	3
Taking responsibility for yourself	5
The art of self-soothing.....	7
Group responsibility – taking responsibility for others	17
Six Skills for Leadership and Group Responsibility	19
DIGITAL IDENTITY AND HOW TO PROTECT YOUR REPUTATION ONLINE?	25
What is a digital identity?	25
Physical Identity versus Digital Identity (also identity 2.0).....	25
What Rights are Associated with Digital Identity?.....	28
What is digital reputation?	28
Difference between digital identity and digital reputation:	28
How to take care of your digital reputation?	30
The General Data Protection Regulationc (GDPR):	30
The Right to be Forgotten:	31
HOW TO IMPROVE AND INTEGRATE NEW CONTENT AND INFORMATION TO CREATE NEW AND ACCESSIBLE GREEN CONTENT	33

Types of Digital Marketing.....	33
Social Media Marketing.....	34
Content Marketing.....	34
Affiliate Marketing.....	35
E-Mail Marketing.....	35
Accessibility for your green content.....	36
Advantages of Accessibility	37
Plain Language.....	39
REFERENCE LIST	41
LIST OF FIGURES.....	42

Welcome to Module 11

You are now starting the third and last major training block of this module series. Under the title "I realize my Green Business" there are again 5 modules. This module with the name "I apply my competences" is specifically about the following:

In the first section, you will deal with the topic of responsibility. Specifically, this is about how you, as a founder entrepreneur, can take responsibility for yourself. And it's also about how you can also take responsibility for others with your company. An important keyword in this context is leadership.

The next section is about your digital identity and how you can protect your reputation online. You will learn what is meant by digital identity. And we discuss how you can take care of your digital reputation. Important keywords in this context are the General Data Protection Regulation and the "Right to be Forgotten".

The final section of this module will focus on improving and integrating new online content. You will learn about four different types of digital marketing and we will discuss some accessibility principles. The goal is to reach as many customers as possible.

Taking individual and group responsibility in Green Business activities: Leadership factors

Why is it particularly important for entrepreneurs to take responsibility?

When you choose to take responsibility, you are also choosing to be active, to shape and have a say in what happens.

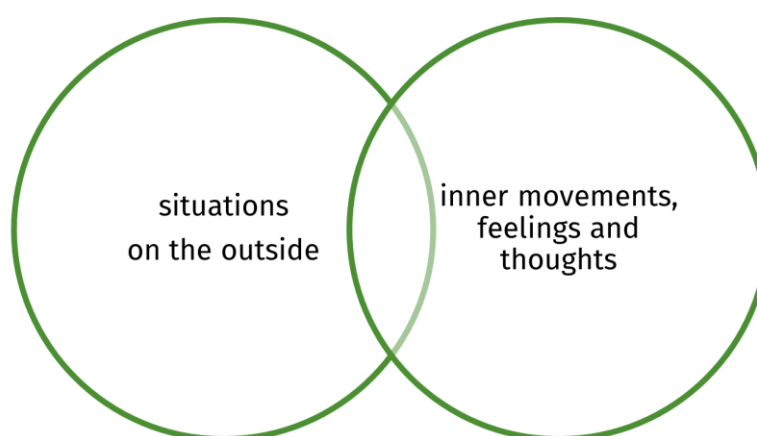
You are going to start your Green Business. And with that you also want to take responsibility for the environment.

But what exactly does it mean to take responsibility? In the word responsibility there is the word "response." It's about developing responses within yourself to

- the situations you encounter on the outside.
- and to the inner movements, feelings and thoughts

RESPONSIBILITY

Developing responses to



To do that, you have to take responsibility. Or to put it another way: To start a green company, you have to find answers. You have to take responsibility for yourself and for others. So you have to find answers for yourself and for others. And that's what the following chapter is all about. We start with how best to take responsibility for yourself. We do this because we are convinced that you must first take responsibility for yourself before you can take responsibility for others.

Taking responsibility for yourself

You can consciously take responsibility for yourself and your life by asking yourself the following two questions again and again:

What do I want and what do I really need?

Taking responsibility for yourself means finding out what you really want and what you definitely don't want.

What drives you and what attracts you? What drives you to start a Green Business?

What attracts you is usually what makes you happy in your life.

Ask yourself here:

Who is responsible for making me happy, for what I feel and do?

Clearly, it is you.

Do you manage to develop a response to make yourself feel better?

To feel really good and happy, it is important to know what your innermost wants!

Then take responsibility.



Remember the Motivation chapter in **Module 10**.

There you learned about the **Five Basic Needs** according to William Glasser. Do you still remember?

Here is a very short repetition: Basic needs are our driving force because it is unpleasant for everyone when they aren't fulfilled.

When a need is not met or is threatened, a corresponding unpleasant feeling arises in us. And this feeling pushes us to act so that our situation improves again and we can feel better again.



So your innermost always wants your Five Basic Needs to be met!

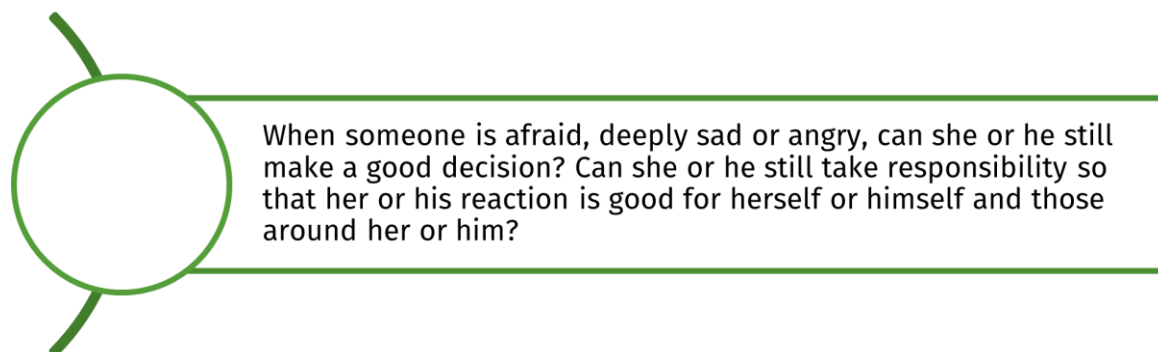
And also, as a repetition! These are the Five Basic Needs:

- Security
- Love and Belonging
- Freedom
- Power
- Fun

Try it out for yourself!

When your needs are met, you are satisfied, and your body can let go and relax. And when your body is relaxed and open, it's easier for you to find a good response to internal and external circumstances.

On the other hand, when your body is tense and on alert, it plays a trick on you: it reacts so quickly that you can't reflect and take responsibility.



The answer is NO.

That's why it is crucial that you practice one thing above all:

The art of self-soothing

It is important to practice how to find safety and relaxation in your own body. This is important because ...

You can only take responsibility if you have access to yourself and your body!

So, the main responsibility we have in life is to keep reconnecting with ourselves.

What situation do you remember where you reacted in a way that made you or another person feel worse afterwards?

It is very, very important that you are taking time to calm down whenever something throws you off track, internally or externally: those are the moments when you get triggered and can't think straight!

When we are triggered, we are no longer connected to the here and now. Old connections are activated in our brain. And we no longer react appropriately to the present situation.

Can you adequately take responsibility for what is happening in the here and now when you are upset? No, because you are no longer really present at all. That is why it is so important to learn to calm down in order to return to the present.

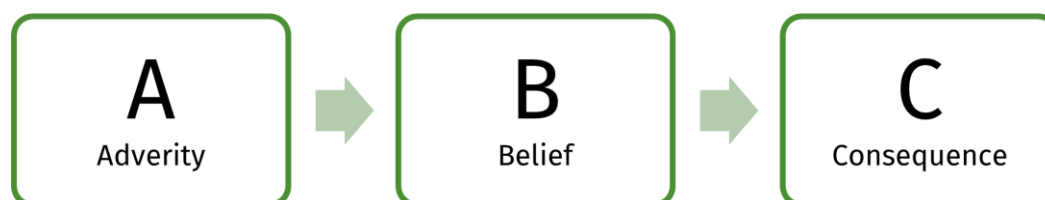


This is a method that helps you to calm down and take responsibility.

Most of us react a certain way when something negative happens to us.

When we are in trouble, we immediately tend to find explanations for why this adversity has happened. Our beliefs about the reason for the misfortune cause our reaction - how we feel and do.

Dr. Albert Ellis, who worked in cognitive psychology for decades, developed the ABC model. This model can help us make sense of our response to adversity:



A	is the adversity - the situation or event.
B	is our belief - our explanation of why the situation happened.
C	is the consequence - the feelings and behaviors that our belief produces.

Let's do an example to understand the 3 points of this model better:

Julia is an athletic young woman who likes to eat healthy. One day she discovers that she has not been invited to a networking meeting for young entrepreneurs. But her friend Jenny has very much received an invitation. Julia thinks to herself:

Jenny always gets invited; I never do. I'm such a loser! I will never succeed with my business!

She gets very sad, doesn't go jogging, and eats a box of chocolates instead. So, what are the ABCs in this scenario?

A = Adversity

She was not invited to the networking meeting for young entrepreneurs her friend was invited to.

B = Belief

"I'm such a loser! I will never succeed!"

C = Consequence

She feels sad, even depressed. She has no motivation to jog and eats a whole box of chocolate, even though she is focusing on a healthier lifestyle.

Here is another reaction:

Here is an ABC model showing how another person, namely Anna, reacts to the same situation:

It's disappointing, but I actually don't know the organizer of this meeting very well. Jenny knows him much better. That's probably the reason why I wasn't invited. I will contact him and maybe next

She goes jogging, then streams a comedy from an online portal. And she calls a friend so they can watch the film together.

The adversities (A) remain the same, but Anna's belief (B) is different. The thought that she was not invited because "I don't know the organizer very well" helps Anna:

C Consequences	to let go of the initial feelings of disappointment
	do things that help her to see herself more positively
	and enjoy the rest of the day

Essential Resilience Skills

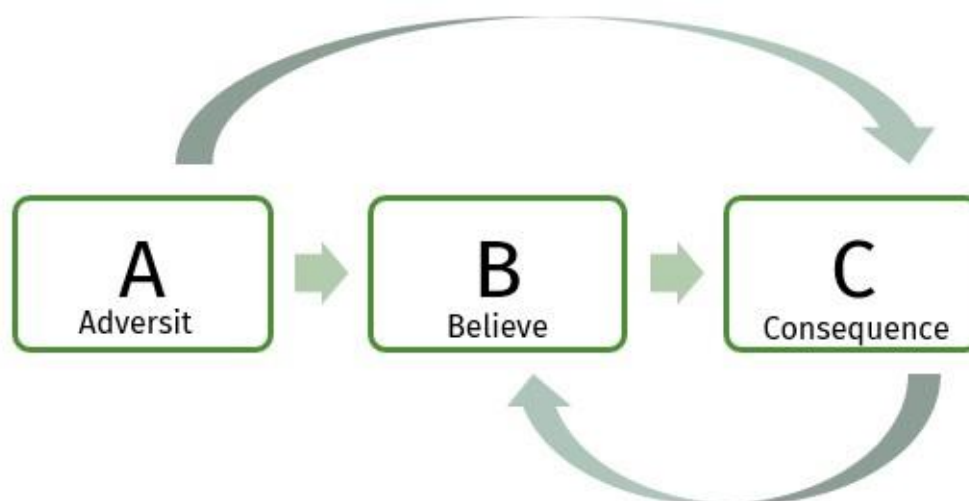
The ABC model can help us develop essential resilience skills: emotion regulation, impulse control, causal analysis, and empathy.

What do these words mean?

Emotion regulation	Emotion regulation means being able to deal with one's own emotions. People who can regulate emotions can influence emotions' type, intensity, or duration in a particular direction.
Impulse control	People with impulse control can manage their behavior toward self-imposed goals. They can control their own emotions consciously and with intention. And they can assess the consequences of their behavior and act accordingly.
Causal analysis	Resilient people are flexible in thought and action. They can identify the causes of a negative experience and change perspective at the same time. Instead of asking, "Why me?" they look forward and ask, "What is this for?"
Empathy	Empathic people are good at putting themselves in the shoes of others. They can adjust well to their counterpart and deal sensitively with their fellow human beings. This ability allows them - better than others - to build genuine and deep connections with their fellow human beings.

How to apply the ABC model

Think of a recent negative event.

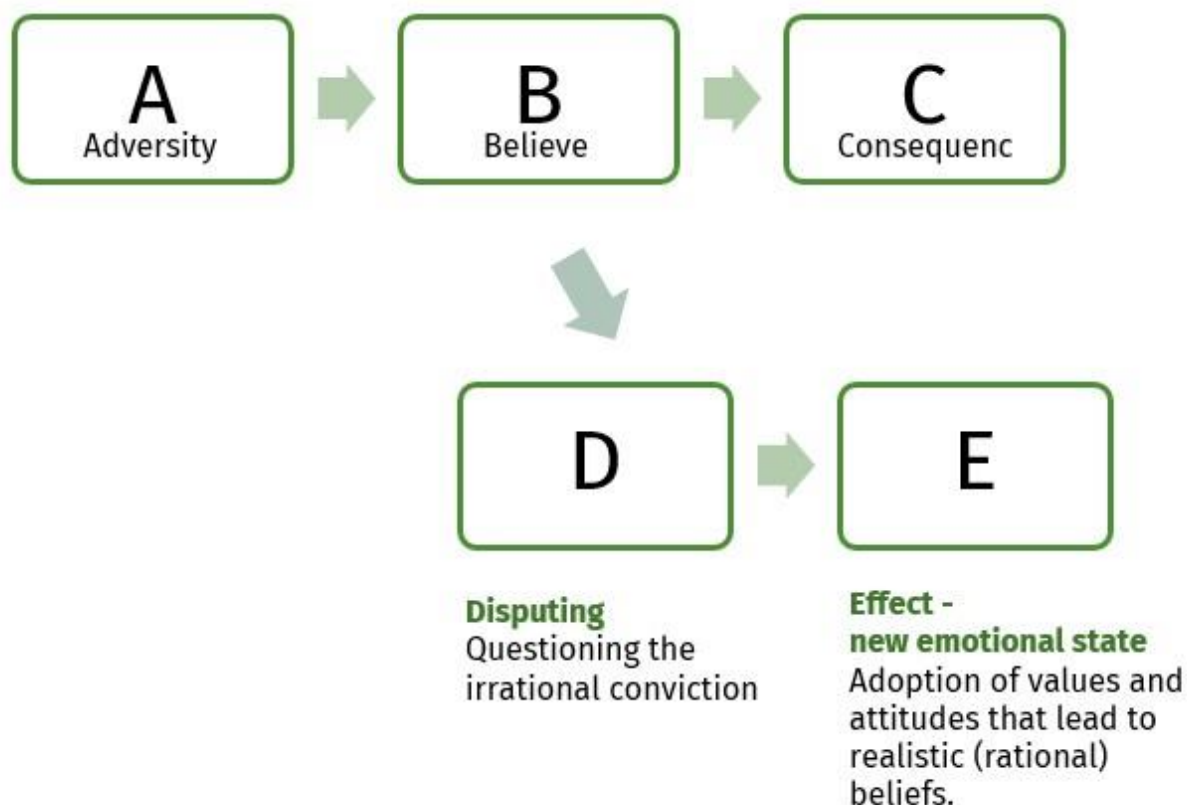


After describing A, go to C and then fill in B.

You can also go from A to B to C.

Choose the method that works best for you.

A	Describe the event objectively. Answer these questions: Who? What? Where? When?
B	Describe your thoughts about the disaster: How do you explain to yourself why this event happened?
C	Pay attention to your feelings and actions.



What happens when you question your beliefs?

By questioning your beliefs, you come to more realistic convictions, you feel better and above all: you remain capable of action and can take responsibility!

We now have a few case studies for you. Therefore. Please remember the ABC Model:



- A is the adversity - the situation or event.
- B is our belief - our explanation of why the situation happened.
- C is the consequence - the feelings and behaviors that our belief triggers.

What are possible ABCs in the following examples?

Try to empathize with the situation as much as possible and then answer the following points in written form:

- **Adversity:** Describe in your own words the situation or event
- **Belief not resilient:** What would be a belief of the person involved that is not resilient.
- **Belief resilient:** What would be a belief of the person involved that is resilient.
- **Consequence not resilient:** Having in mind the not resilient belief what would be possible not resilient consequences for the person involved?
- **Consequence resilient:** Having in mind the resilient belief what would be possible resilient consequences for the person involved?

EXERCISE 1



M 11_E 1: Taking Responsibility

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.

- Ahmad is a young entrepreneur who has applied for funding for his business idea. Now he receives a rejection for the following reason: His business plan does not provide sufficient information on how he wants to implement his business idea.

Adversity

Belief not resilient

Belief resilient

Consequence not resilient

Consequence resilient

- Amira wants to start her own business. She wants to redesign second-hand clothes and put her logo on each piece. But last week, she discovered no place for her in the competence center. She wanted to set up her business there until she was financially successful enough to rent or buy her premises.

Adversity

Belief not resilient

Belief resilient

Consequence not resilient

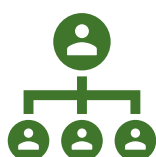
Consequence resilient

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 11! If you did the exercise on paper, take readable photos and keep them.

Group responsibility – taking responsibility for others.

When you start a green business, you also take responsibility for your fellow human beings. Taking responsibility has a lot to do with leadership. That is why we now want to take a closer look at this term.

Leaders face the challenge of transforming opportunities into inspiring

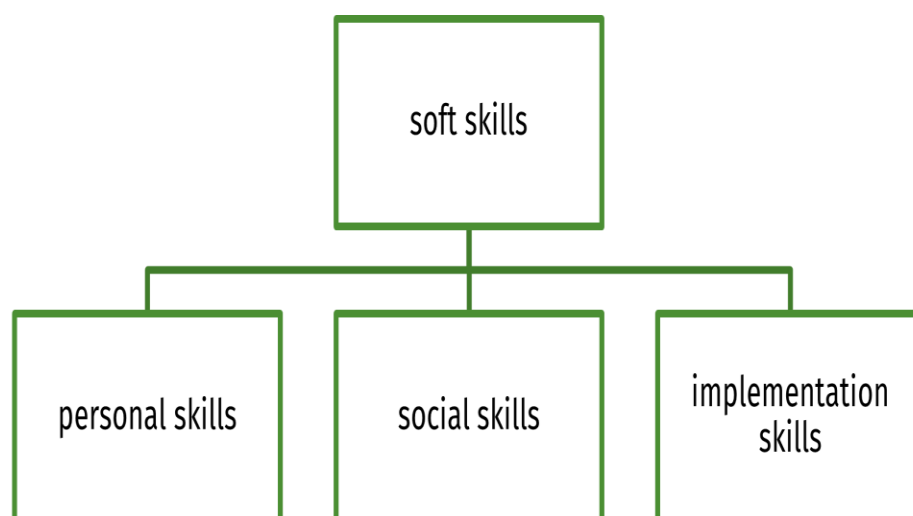


visions for others. To start your green business, you will inevitably have to market your concept or product. It will be up to you to turn your idea into action and maximize the opportunities.

In simple words, leadership is about taking risks and challenging the status quo. Leaders motivate others to achieve something new and better.

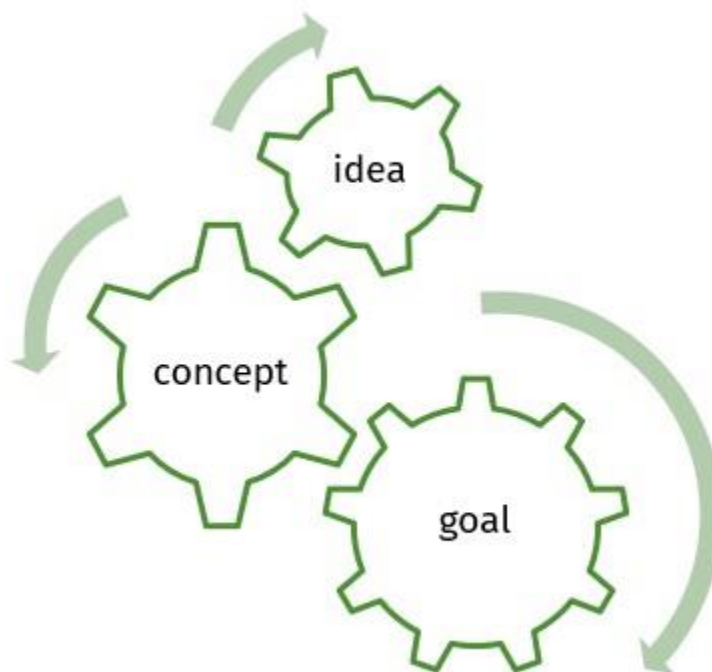


Remember: In **Module 3** you dealt intensively with the topic of **Soft Skills**. There we divided Soft Skills as follows:



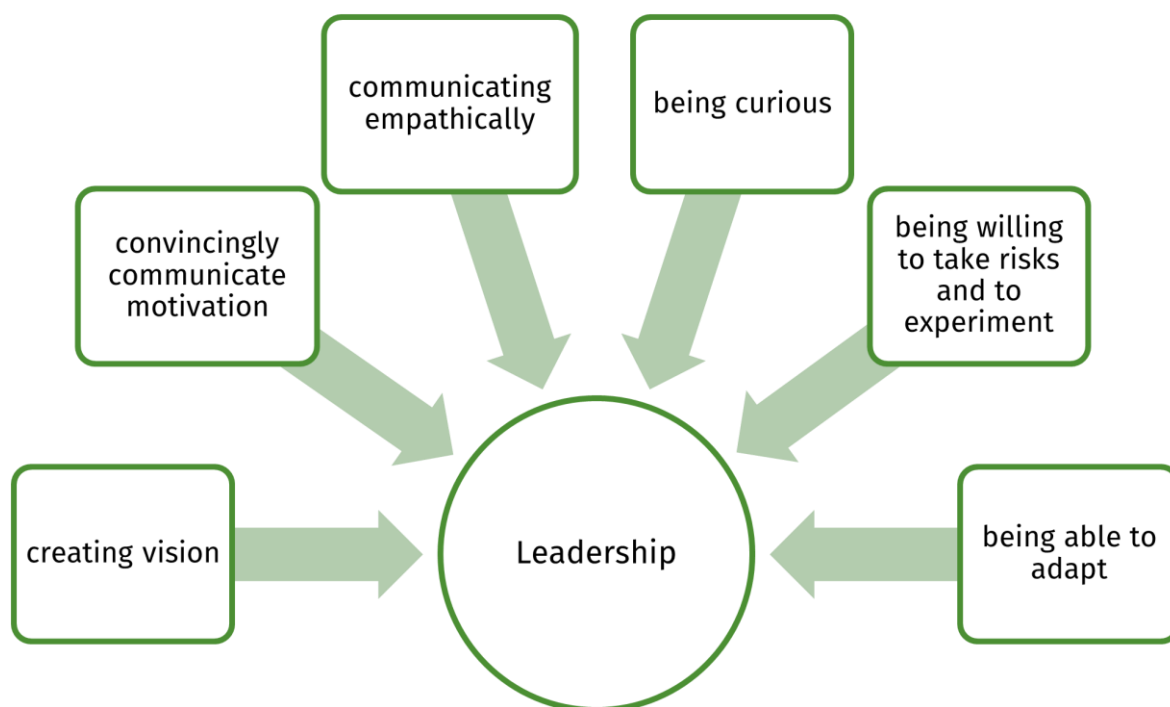
In each of these three areas you will find many qualities that are also leadership qualities. Because: These are qualities that you need to be able to take responsibility for others.

In Module 3, look again at the soft skills described and check for each soft skill: Is this soft skill a leadership skill?



Six Skills for Leadership and Group Responsibility

We would now like to go a little further and present you with a model that summarises the most important leadership skills:



Creating Visions

Developing a vision has a lot to do with passion. A strong vision can release undreamt-of forces, develop radiance. It is able to carry people away and inspire them. The prerequisite for this is: it must be emotionally charged. It must inspire and be tangible.



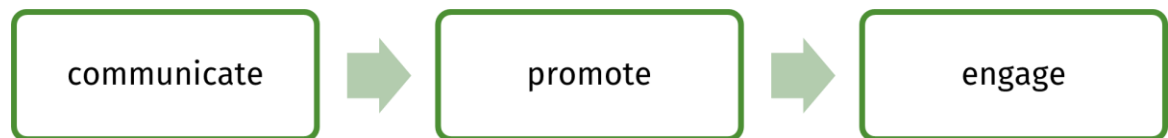
Figure 2: Creating Visions

A powerful vision is closely linked to the question of why. A good vision (a picture of the future) is created when we know what drives us. What drives us? Answer: our needs! A good vision takes our needs into account.

Team members will be unable to focus all of their efforts on accomplishing the business goals if they are unsure about the vision of the business and receive contradictory messages over time. Conversely, by clearly defining the business vision, mission and goals and reinforcing them with the same message over time, the business goals become ingrained in the team.

Convincingly communicate motivation.

In order to build your green business successfully, you also need people who support you and are enthusiastic about your vision. That is why it is important that you can motivate other people. This is not primarily about monetary means. It is about the cause, the vision that is to be achieved together.



Communicating empathically



Remember: In **Module 3** you also learned about empathy in the chapter "Empathy towards others and active listening - other opinions as an opportunity for new ideas".

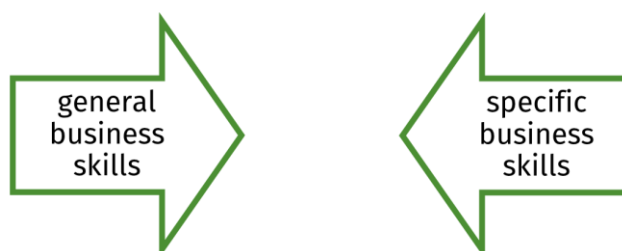
Empathy, i.e., the ability to relate to and understand others, is therefore also important for successful leadership. And empathy is not about sympathy or pity. Empathy is rather the ability to approach other people neutrally, without preconceived (pre-)judgements. When cooperation is characterised by this, the chance of successful communication is much higher. People feel understood and are more willing to cooperate.

Being Curious

A strong leader is continually striving to improve. Leaders need to be curious. They need to learn and grow constantly. They should never stop striving to better themselves, their staff, and the company's procedures and establish new initiatives.

With their curiosity, they inspire others to do the same, to think "big" and to go new ways.

While the entrepreneurial leader may not require the most advanced technological abilities in their business, they must be able to manage the team efficiently. Understanding and knowing how the business process is functioning, the technical details and specifications for the provided services and products are essential.



Being willing to take risks and to experiment.

Pursuing visions means daring to do something new, and that always involves a certain amount of risk. Leaders are aware of this.



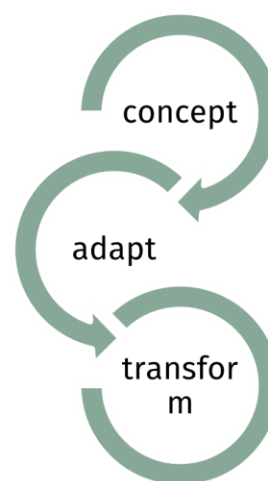
Remember: In **Module 5** you dealt intensively with the topic of "identifying risks" when you learned how to apply the **SWOT analysis**.

Having leadership also means to have confidence in one's own strength. It means to be willing to give up old structures and go new ways. Mistakes are admitted and seen as an opportunity to learn from them.

Being able to adapt

Some of the most successful start-up businesses were only conceivable because the entrepreneurs were ready to pivot.

No matter how the company concept is researched or how certain it is to succeed, unanticipated occurrences and market shifts might risk chances of success. The entrepreneur's leader must be ready to adapt and transform the business, which might also include significant changes to the business plan. This is essential, especially when the company have to replace outdated services and products.



EXERCISE 2



M 11_E 2: Group responsibility – My Leadership Skills

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.

You already know this from Module 3. Now it's about your leadership skills. For this exercise, proceed in the same way as in exercise 2 in Module 3. For each of the six leadership skills,

- creating vision
- convincingly communicate motivation.
- communicating empathically
- being curious
- being willing to take risks and to experiment
- being able to adapt

Answer the following questions in as much detail as possible:

Where have I shown this skill of mine?

- Think of the situation, your age, the context

How did I show this skill?

- What have you done concretely?

What did I achieve with it?

- What could you bring in, change, effect?

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 11!

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

Digital identity and how to protect your reputation online?



Figure 3: Digital identity

What is a digital identity?

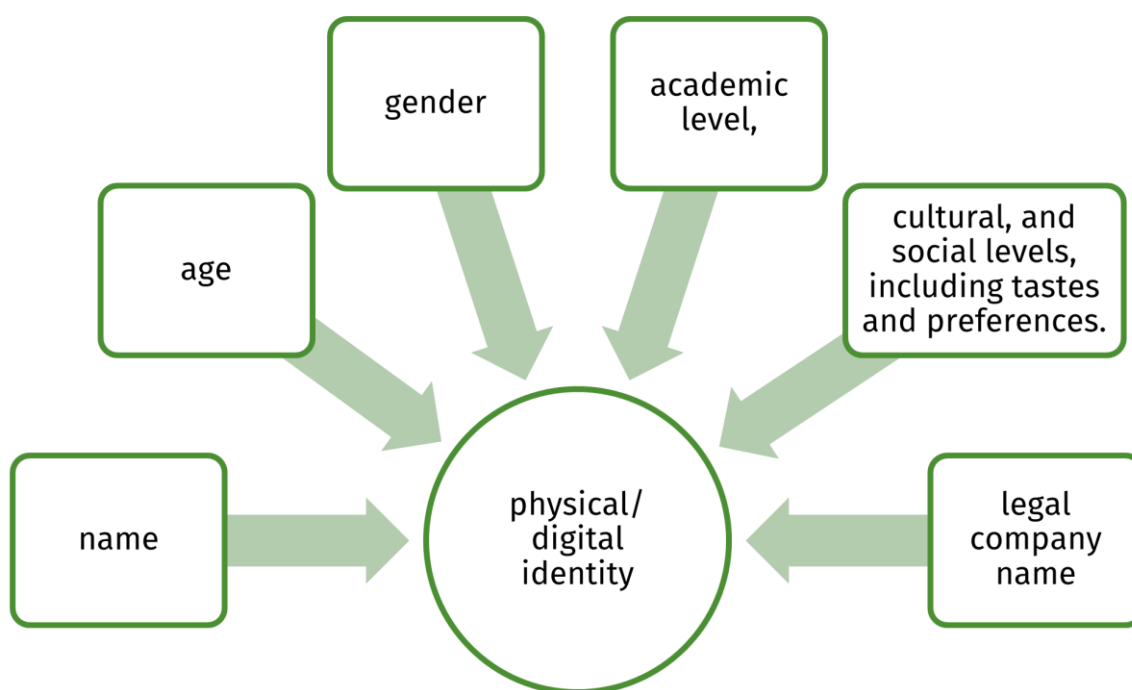
In short, a digital identity is based on information people can find about you online.

Physical Identity versus Digital Identity (also identity 2.0)

“The identity in the physical world is associated with a series of characteristic features of each person, ranging from the name, age, and gender to academic, cultural, and social levels, including tastes and preferences.

Examples of elements associated with a person’s identity are name, surname, ID, and in case of companies, the legal company name, the brand and/or tax ID” (Signaturit, 2017).

“The digital identity (or identity 2.0) is characterized by maintaining the same identifying information corresponding to the physical world, but published through the Internet and complemented by other elements, such as the email or the digital signature. Although these are private elements, they allow authorized users and/or third parties (platform owners) to access personal data that identifies citizens in the physical world” (Signaturit, 2017).



EXERCISE 3



M 11_E 3: Group responsibility – My potential digital identity

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.

Outline your potential online identity by creating a list of your personal and strengths that you are planning to promote online and decide which of them are essential to promote your business.

When you have completed the exercise, name your digital document after the number of this exercise, and save it in the folder to Module 11! If you did the exercise on paper, take readable photos and keep them.

What Rights are Associated with Digital Identity?

“Digital identity does not have legal recognition, but the rights associated with the physical identity are extended to the digital identity and therefore apply to it. These rights are part of a set of legal rights that have been thought of as a result of recognizing fundamental rights inherent to human beings. Among those are the right to a person’s dignity, honor, personal privacy and one’s image. All of these rights are recognized at an international level in the [Universal Declaration of Human Rights](#) (article 12) and the European Convention on Human Rights (Article 8)” (Signaturit, 2017).
Source: blog.signaturit.com

What is digital reputation?

“Digital reputation is the perception that others have of you or your brand. The online reputation of a company or service is built thanks to the user’s experience, and therefore it may or may not affect the purchase decision. A bad digital reputation can influence not only your company, brand or service but also, in the worst case, your friendships, family and close circle.” (ReputationUP, 2021).

Difference between digital identity and digital reputation:

The online social network LinkedIn provides an example of a place where people are creating digital identities for themselves. The platform allows you to insert information about your professional development, educational background, language and other professional skills, and a profile picture. People’s LinkedIn profiles are an example of their digital identity (Signaturiat, 2017).

LinkedIn also offers the option to write so-called “recommendations” for people in your LinkedIn network and receive recommendations from

other users. Receiving a request allows you to highlight your previous experiences, work ethic, and professional development with your network. Other users can see the recommendation that was left on your profile. The LinkedIn recommendations left on your profile are a part of your digital reputation. (Signaturiat, 2017).

EXERCISE 4



M 11_E 4: Preparations for my professional LinkedIn profile

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 plan for you professional LinkedIn profile by the following steps:

- write a short headline that introduces you as an entrepreneur
- write a short summary about you – your mission, motivation, skills and goals
- identify key skills that you have to list in your profile
- make a list professional contacts and people that you can ask to write recommendations about you

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 11! If you did the exercise on paper, take readable photos and keep them.

How to take care of your digital reputation?

“Let’s see, every one of us leaves a mark throughout life. The same thing happens on the internet; the only difference is that it never forgets. An example can be a bad experience or action that you have had in your past and that affects your present work or personal life. That is why you must remember that you can exercise the Right to be Forgotten” (ReputationUP, 2021). Source: <https://reputationup.com/en/digital-reputation/#h-identity-and-digital-reputation>

The General Data Protection Regulation (GDPR):

“The GDPR is the world's toughest privacy and security law. Though it was drafted and passed by the European Union (EU), it imposes obligations onto organizations anywhere, so long as they target or collect data related to people in the EU. The regulation was put into effect on May 25, 2018. The GDPR will levy harsh fines against those who violate its privacy and security standards, with penalties reaching into the tens of millions of euros” (Wolford, 2018).

In other words, the European GDPR agreement ensures that personal data from people in the EU, for example, the information you fill in to register a user account on a website or a printed form, is protected under an agreement that was signed by the member states of the European Union.

Source: <https://gdpr.eu/what-is-gdpr>

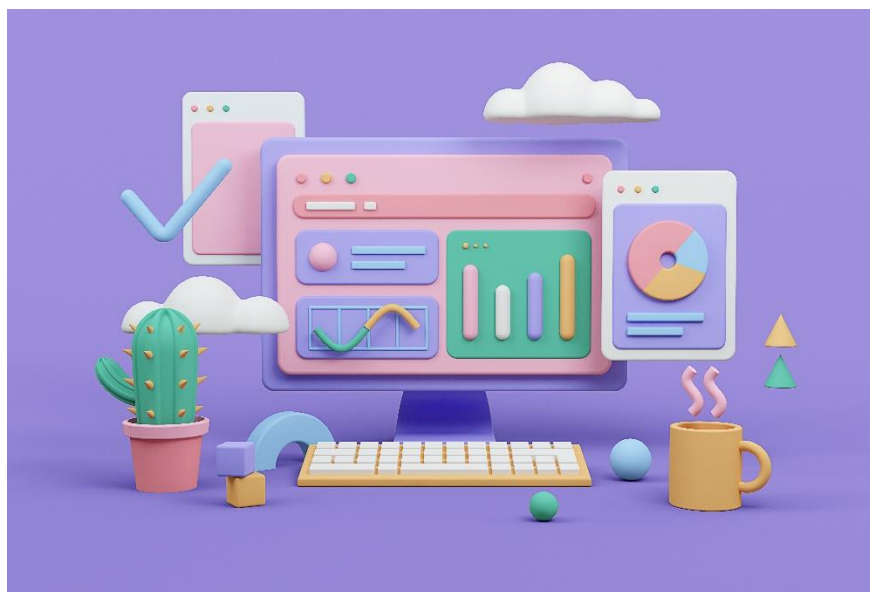


Figure 4: General Data Protection Regulation

The Right to be Forgotten:

“The right to be forgotten appears in Recitals 65 and 66 and [Article 17 of the GDPR](#). It states, ‘The data subject shall have the right to obtain from the controller the erasure of personal data concerning them without undue delay, and the controller shall have an obligation to erase personal data without undue delay if one of several conditions applies. ‘Undue delay’ is considered to be about a month. You must also take reasonable steps to verify that the person requesting erasure is the data subject.” (Wolford, 2018).

In other words: The right to be forgotten allows you to request that some of your data have to be deleted within a month if certain conditions apply, which include, among others:

- The personal data is no longer necessary for the purpose an organization initially collected or processed it.
- An organization relies on an individual’s consent as the lawful basis for processing the data, and that individual withdraws their consent.

- An organization relies on legitimate interests as its justification for processing an individual's data; the individual objects to this processing, and there is no overriding legitimate interest for the organization to continue processing.
- An organization is processing personal data for direct marketing purposes, and the individual objects to this processing.
- An organization processed an individual's personal data unlawfully.
- An organization must erase personal data to comply with a legal ruling or obligation.
- An organization has processed a child's data to offer their information society services.

(Wolford 2018, Article 17, GDPR).

Source: <https://gdpr.eu/right-to-be-forgotten>

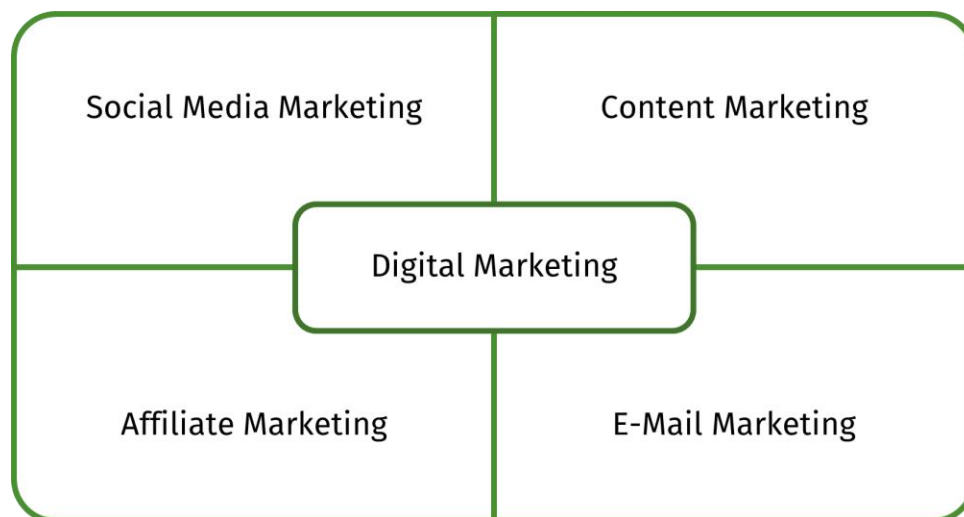
How to improve and integrate new content and information to create new and accessible green content

You are in the process of becoming a green entrepreneur. There are several channels how you can inform your customers about your business. And it is advisable to use all channels for your business if possible.

Because each of these ways to inform your customers and get in touch with them has its own value.

Here is a first overview:

Types of Digital Marketing



Social Media Marketing

You can give your business a face and easily connect with potential customers on your social platforms. In other words, social media marketing allows you to “share the values, vision, and mission with your audience” (Mailchimp, 2021).

Important to note is that the primary purpose of this type of marketing is not necessarily to animate your audience to purchase your product but rather to create a community around your brand (Mailchimp, 2021).

“The most popular platforms for social media marketing are [Facebook](#), Twitter, and [Instagram](#), with LinkedIn and [YouTube](#) not far behind” (Mailchimp, 2021).

Content Marketing

Content marketing is a strategy that focuses on increasing sales by providing your customers with relevant information, adding value to their lives, and getting them interested in the products or services you sell. The content marketing strategy is not directly linked to the product or services that you are trying to sell. Instead, offering free informative content aims to increase the time potential customers engage with you and your brand and learn about your business’s vision. Your expertise and engagement with your community about the content you regularly share build trust and a community around your products and services. For example, if your goal is to sell your online course on “cooking healthy meals with local produce”, you might share many cooking videos on your YouTube channel where you prepare meals and take the viewers to the supermarket with you. In addition, you would be posting infographics on Instagram about the nutritional value of local products sold at the farmer’s market or an organic store.

Ultimately, you would link some of your posts and videos to your website, where people can purchase your online course.

Affiliate Marketing

Affiliate marketing lets someone make money by promoting another person's business. You could be either the promoter or the company that works with the champion, but the process is the same in either case (Mailchimp, 2021).

It works using a revenue-sharing model. If you're the affiliate, you get a commission every time someone purchases the item you promote. If you're the merchant, you pay the affiliate for every sale they help you make (Mailchimp, 2021).

E-Mail Marketing

Finally, email marketing is another digital tool that allows you to track your engagement with your content. To increase the number of views of your email campaign, you could promote your email newsletter on your social media channels. You will be able to regularly send emails to the subscribers as part of your content marketing strategy. In addition, you can use the newsletter to announce when you have sales in your online shop and provide the link in that email. You must choose a subject line that clearly describes the purpose of your email and a body paragraph that clearly explains the purpose of your message. In addition, you should ensure that your marketing email has a simple unsubscribe function.

“Email marketing is a proven, effective technique all on its own: 89% of surveyed professionals named it their most effective lead generator” (Mailchimp, 2021).

Source: <https://mailchimp.com/marketing-glossary/digital-marketing>

EXERCISE 5



M 11_E 5: different online marketing tools related to my green business

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.

List the specifics of the different online marketing tools. Based on this list highlight the key specifics and relate them to your online business. Outline approaches how you are going to use these tools to promote your business and its green aspects.

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 11! If you did the exercise on paper, take readable photos and keep them.

Accessibility for your green content

Accessible Internet comprises a range of measures designed to enable people with physical and/or mental disabilities to access important information and services on the Internet.



In **Module 14** you will intensively deal with the topic of **Accessibility!**

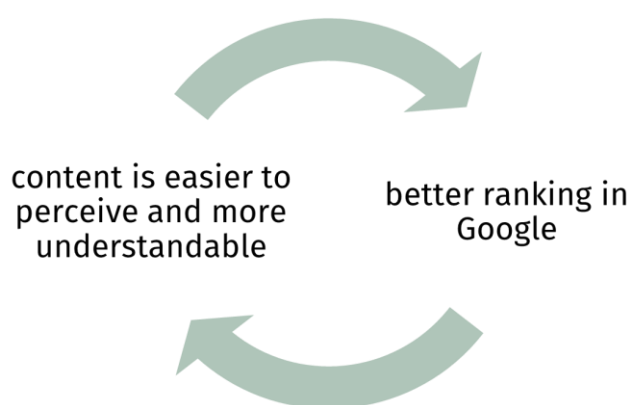
As a green entrepreneur, what is the advantage of making your website accessible?

As the operator of their website, you can expand your customer base. This is because Google also gives a positive rating to websites that meet the requirements for an accessible Internet. So by having an accessible website you will get a better ranking on Google.

Advantages of Accessibility

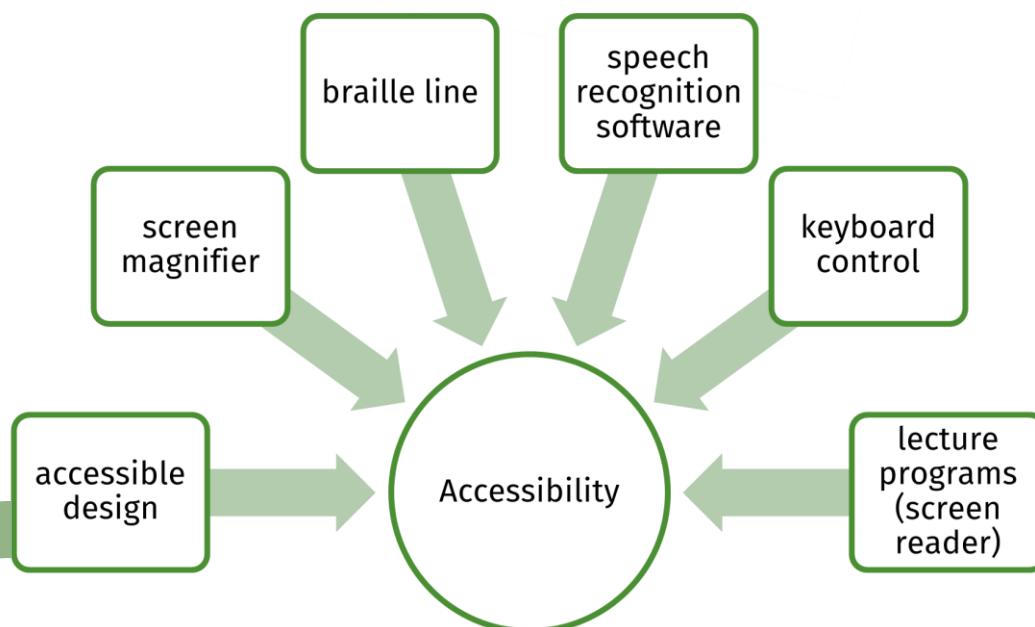
What are the advantages for your users?

It doesn't matter if your users have a disability or not. Accessible websites are a benefit for both groups, people with and without disabilities. Because: Accessible content is easier to perceive and it is more understandable. And so what you want to communicate is also more easily received by your potential customers.

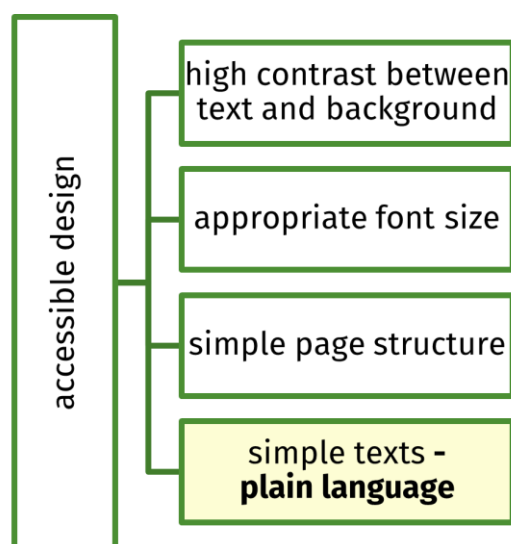


According to the law, information processing systems are only barrier-free if they are accessible and usable for people with disabilities - regardless of their type - in the generally accepted manner. This means that content must be accessible without particular difficulty and, in principle, without outside assistance.

Here are some aids that make this possible:



If you are not an expert yourself, you will need specialists for most of these tools. Therefore, we would like to focus on a point where you can contribute significantly to the accessibility of your information: **the use of plain language**



Plain Language

As you can see, plain language belongs to the principle “accessible design”.

But why should you use plain language? Plain language means users understand your information more quickly. Readers call less often for explanations. Plain text is universal. And more and more industries are using plain language to improve communication. Companies such as banks, insurance companies, law firms, legal services, and IT companies use plain text to communicate with their customers.

So you should also familiarize yourself with it!

Here are some important principles of plain language:

- Write for your reader, not yourself.
- Use pronouns when you can.
- State your major point(s) first before going into details.
- Stick to your topic.
- Limit each paragraph to one idea and keep it short.
- Write in active voice.
- Use short sentences as much as possible.
- Use everyday words. If you must use technical terms, explain them on the first reference.
- Omit unneeded words.
- Keep the subject and verb close together.
- Use headings, lists, and tables to make reading easier.
- Proofread your work and have a colleague proof it as well.

EXERCISE 6



M 11_E 6: Plain Language

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.

Choose one of the four Types of Digital Marketing mentioned above:

- Social Media Marketing
- Content Marketing
- Affiliate Marketing
- E-Mail Marketing

And write the necessary information for this channel about your green business in plain language.

When you have completed the exercise, name your digital document after the number of this exercise and save it in the folder to Module 11! If you did the exercise on paper, take readable photos and keep them.

Reference list

Bernazzani, S. (2019). *4 Social Media Calendar Tools to Plan All of Your Content [Template]*. [online] Hubspot.com. Available at: <https://blog.hubspot.com/marketing/social-media-calendar-tools> [Accessed 10 April 2022].

Birmingham City University. (n.d.). *Eleven tips to build a social media presence*. [online] Available at: <https://www.bcu.ac.uk/business-school/news-and-events/blogs/eleven-tips-to-build-a-social-media-presence> [Accessed 6 March 2022].

EU court backs “right to be forgotten” in Google case. (2014). *BBC News*. [online] 13 May. Available at: <https://www.bbc.com/news/world-europe-27388289> [Accessed 5 March 2022].

Eurostat (2021). *Daily internet users 2020*. [online] ec.europa.eu. Available at: <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/edn-20211008-1> [Accessed 10 April 2022].

ReputationUP. (2021). *What Is Digital Reputation And How To Manage It [GUIDE 2021]*. [online] Available at: <https://reputationup.com/en/digital-reputation/#h-identity-and-digital-reputation> [Accessed 5 March 2022].

Shaw, M. (2019). *Digital Marketing Mix & the 4P's: A Simple Business Guide*. [online] TOWER MARKETING. Available at: <https://www.towermarketing.net/blog/digital-marketing-mix-4ps/> [Accessed 6 March 2022].

Wolford, B. (2018). *Everything you need to know about the “Right to be forgotten” - GDPR.eu*. [online] GDPR.eu. Available at: <https://gdpr.eu/right-to-be-forgotten/> [Accessed 5 March 2022].

Wolford, B. (2018). *What is GDPR, the EU's new data protection law?*

GDPR.eu. Available at: <https://gdpr.eu/what-is-gdpr>.

Gudda, P. (2011) *A Guide to Project Monitoring & Evaluation*

Kidston, P. (2015) *Planning, Scheduling, Monitoring and Control:
The Practical Project Management of Time, Cost and Risk*

Liker, J. (2017) *Developing Leadership Skills 12:*

Root Cause – Using The 5 WHY'S

Books about learning from failure:

<https://medium.com/@ShaneLester2016/5-best-books-about-learning-from-failure-db1fe8b2fac1>

List of figures

Figure 1: Identity	0
Figure 2: Creating Visions	20
Figure 3: Digital identity.....	25
Figure 4: General Data Protection Regulation	31