The Good Manager

WHITE PAPER

PROJECT PRESENTATION

Erasmus+

THE PROJECT

The Good Manager is a European project started in 2020 which brings together six international partners: Paris&Co (France), Les Apprimeurs (France), Istituto dei Sordi di Torino (Italy), Domspain (Spain), Nikanor (Bulgaria), and Logopsycom (Belgium).

The Good Manager is a multilingual, eco-designed, free and accessible platform whose objective is to develop new professional practices by fully integrating social and environmental responsibility issues into the design and management of digital strategies and technologies.

It includes:

- e-learning modules on web eco-design, web accessibility and inclusive project management,
- a map of good practices experienced by structures in environmental, accessibility, inclusion, social or digital fields,
- user and implementation guides.

Our objective is to encourage project managers, communication experts, entrepreneurs, content publishers, broadcasters, trainers, incubators, public bodies, etc. to combine eco-design and content accessibility into digital projects because, in this period of climate crisis and global digitalisation of society, a more sustainable internet must be a more accessible internet.

The Good Manager is a project funded by the European Commission under the Erasmus+ programme.

All project's resources are available on:

www.thegoodmanager.eu

OBJECTIVES

OBJECTIVES FOR THE PROJECT

- To encourage digital professionals to think about combining eco-design AND accessibility of content.
- To contribute to the reduction of the ecological divide by encouraging the integration of people in precarious situations, people with disabilities and/or people who are far from the digital world into innovative digital projects and by training them in this environmental, social and economic responsibility.
- To strengthen key competences (improving digital skills and knowledge) in lifelong professional training.
- To improve access to such training and qualifications for all learners, including disabled and/or impaired professionals.

OBJECTIVES FOR THE PARTNERSHIP

- To mutualise the experience and skills of each partner on issues of digital innovation and eco-design, digital accessibility, and conscious and inclusive project management.
- To minimise the environmental impact of the actions linked to the management of the partnership and the implementation of the project (eco-responsible project management tools, limited travel) and ensure the accessibility of tools and documents for professionals with specific needs.
- To disseminate as widely as possible the resources created in all professional sectors to contribute to digital sobriety and inclusion.

PARTNERS

PARIS&CO (FRANCE)

Paris&Co is the leader of the project. It has ensured its successful development and management, and the effectiveness of the partnership. It managed the conceptualisation and enrichment of the good practice map and its user guide.

LES APPRIMEURS (FRANCE)

Les Apprimeurs was in charge of the development of the eco-designed platform, the integration of all its content and the creation of the platform guide. It was responsible for the digital presence and low-tech optimisation of the platform.

ISTITUTO DEI SORDI DI TORINO (ITALY)

IST was in charge of the specification and production of content for the e-learning module about inclusive and sustainable project management. It was also responsible for the quality management of the project.

DOMSPAIN (SPAIN)

Domspain worked on the specification and production of content for the e-learning module about web eco-design and led the dissemination strategy of the project.

NIKANOR LTD (BULGARIA)

Nikanor managed the development of the training implementation guide as the reference for the three e-learning modules developed during the project. It was also responsible for pedagogical contents and their qualifications adequacy.

LOGOPSYCOM (BELGIUM)

Logopsycom was in charge of the specification and production of content for the e-learning module about web accessibility. It developed the plan for the

exploitation of the project's contents towards potential users and partners, especially during dissemination events.

8 POINTS TO KNOW ABOUT THE PROJECT

1. THE PLATFORM AND ITS CONTENT ARE AVAILABLE IN 5 LANGUAGES

As this project is built around a European partnership, all the content produced within the framework of The Good Manager is available in the languages of the partners: English, French, Italian, Spanish and Bulgarian.

2. RESOURCES ARE FREE AND OPEN-SOURCE

The transition to more reasoned and inclusive Internet and digital project management cannot take place without active and massive training of all its actors: project managers, creative people, communicators, entrepreneurs, content editors and broadcasters... We therefore wanted to ensure that the resources produced were made available and usable to as many people as possible, while respecting their learning styles and privacy.

3. THE GOOD MANAGER IS DEVELOPED WITH A LOW-TECH APPROACH

It seemed essential to us that the social and environmental responsibility issues explored in this project should also be at the core of project management and the platform that hosts the resources. Therefore the design, development, hosting of the site, and the management and consultation of its contents are firmly anchored in a logic of digital sobriety. To learn more about the technical choices and the environmental impact of the platform, consult the Platform Guide.

4. THE PLATFORM AND ITS CONTENTS ARE ACCESSIBLE TO ALL

In the same logic as the low-tech approach, we wanted to make this platform fully accessible to all, considering a plurality of needs to facilitate access to digital content. We based the design on the WCAG (Web Content Accessibility Guidelines) to create a pleasant and efficient navigation for all.

5. **YOU CAN ACQUIRE FUNDAMENTAL KNOWLEDGE ON SOCIAL AND ENVIRONMENTAL ISSUES OF DIGITAL PROJECTS IN 20 HOURS!**

Also available in EPUB format, the three learning modules accessible on the platform are each composed of 100 very short notions that allow you to learn more, easily and in a very short time, about eco-designed web development, digital accessibility and inclusive project management!

6. **MANY READY-TO-USE TOOLS AND ADVICE ARE WAITING FOR YOU**

Through the platform, you will find numerous tools and recommendations to enable you to develop by yourself virtuous and efficient practices in your professional activities.

7. **TRAINING MODULES ARE BASED ON MICRO-LEARNING**

Microlearning (very short training sequences segmented into small lessons) makes the learning modules "consumable" at any time in succession, with self-assessments at the end of each lesson. This duration is adapted to the often-reduced availability of professional learners and helps with memorization.

8. **YOU CAN PARTICIPATE IN THIS PROJECT BY SUBMITTING GOOD PRACTICES!**

You too can propose a good practice that you apply in your company or that you know from elsewhere and be part of this international map of more than 60 good practices in the following topics: "Environmental", "Accessibility", "Inclusion", "Social" and "Digital". How? It is very simple! On the "Good practices" page on the platform, click on "Submit a good practice" and fill in the form.

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IMPACT OF THE PROJECT

- 7953 visits on the platform since the beginning of the project.

- For 10 000 visits per month on the platform, it would emit the equivalent of 17kg of CO_2 and of 255L of water used (for an average website, it is 211kg of CO_2 and 3165L of water, or about 12 times more).

- About 90 companies contacted for the good practice map across the partnership.

- About 315 professionals involved in the whole project.

TESTIMONIES FROM THE PARTNERSHIP

"The project has a real vision of how to behave everywhere, with strong values of inclusion and respect for the environment."

"This project can have a real influence internally, with changes in behaviours or procedures to be more responsible on different points."

"The partnership was collaborative, complementary, supporting, and efficient."

"The feeling of making available knowledge and practices that are very useful for project managers was very rewarding."

"I specifically recommend the results of the project to all those engaged in projects involving digital activities or productions and who wish to take part in or initiate progress on social and environmental issues within their organization."

THE GOOD MANAGER

The Good Manager is a project supported by The European Commission through the Erasmus+ program. Productions of this project are available at https://thegoodmanager.eu, an eco-design platform available in English, French, Italian, Spanish and Bulgarian.

In the context of the climate crisis, saving and rationalizing energy also concerns Internet and related digital activities. The Good Manager's goal is to participate in training professionals in charge of digital projects on these issues, to enable them to develop digital strategies that fully integrate the issues of social and environmental responsibility.

Low-tech design of websites can also have an impact on accessibility, as such websites tend to be less cumbersome, with limited visual effects. Partners of this project believe that a more sustainable Internet must also be a more accessible Internet.

The project will include, on a **low-tech platform**, **micro-learning modules** on Accessibility, Eco-design and Inclusive project management, and a **collection of good practices**.

PARTNERSHIP ENGAGEMENT

1 • Design a low-tech documented accessible and multilingual platform with micro-learning.

2 • Disseminate our resources in the accessible and low-consumption digital book standard to enable offline consultation

3 • Implement project management tools that are less energy-consuming and more respectful of privacy.

4 • Reduce the number of physical transnational meetings and optimize them in terms of travel time and transport.

5 • Include people with special needs at all stages of the project.