

#### **Entrepreneurship for Green Rural Destinations**

Erasmus+ 2023-1-NO01-KA220-VET-000160680











Ireland





Finland

Portugal



## MODULE: INFORMATION TECHNOLOGY

How technology and innovation can promote sustainable practices in rural areas, aiming at economic development and environmental preservation.

PREPARED BY ESCOLA SECUNDÁRIA DE CACILHAS-TEJO



#### CONTENT





#### Module 6: IT

#### Unit 1: Task and Project Management Tools

Understand the Role of IT in Business Operations

Effectively Use Project Management and Task Tools

#### **Unit 2: Marketing and Promotion Tools**

Manage Marketing and Online Presence Using Digital Tools
Build and Manage a Digital Storefront for E-commerce

#### Unit 3: Communication and Collaboration Tools

Communicate and Collaborate Efficiently

#### Unit 4: Website development and hosting

Understand and Implement Website Solutions



## INTRODUCTION TO THE COURSE: IT





Through this course, you will:

- Explore how you can use IT tools improve your comunication to attract clients.
- 2. Understand the role of sustainability prefer digital channels over printed materials. Use social media and newsletters to disseminate information about sustainable practices and promote your business.
- 3. Learn entrepreneurial skills that will allow you to either start or enhance a business, by focusing on marketing strategies, customer engagement, using IT tools.

### Reflective Questions-1





#### 1. How important are IT tools to your practice?

- Think about how people find out about your products?
- How you can book or buy, experiences or products?
- The ease of booking or purchasing products means you will buy from the same company again?
- Communicating with a company to request information is important to you?
- An online presence makes you feel more confident about a company?

### Reflective Questions-2





### 2. Why are IT Tools Important for Small Rural and Green Businesses?

- Access to new markets: Expansion to the online market, reaching customers outside the local area.
- Efficient management: Organization of processes such as inventory control, finance, marketing and communication.
- Sustainability: Digital tools help reduce paper use and optimize resources, aligning with ecological practices.
- Autonomy: Training so that entrepreneurs can manage their businesses more independently.

### Reflective Questions-3





#### 3. What do you hope to achieve through this module?

- How will you apply what you learn in this course?
- How this knowledge will improve your skills as an entrepreneur?
- This module can empower green rural entrepreneurs to prosper economically while contributing to environmental sustainability?
- Train entrepreneurs on how to use technology for monitoring their business impact on the environment?



### LEARNING OUTCOMES FOR THE IT MODULE



#### By the end of this module, you will be able to:

 Have a hands-on experience and practical knowledge to implement and leverage technology to enhance their business operations, increase visibility, and achieve their sustainability goals.



### LEARNING OUTCOMES FOR THE IT MODULE



#### By the end of this module, you will be able to:

- Understand the role of IT in business operations
- Effectively use project management and task tools
- Manage marketing and online presence using digital tools
- Build and Manage a digital storefront for E-commerce
- Communicate and Collaborate efficiently
- Understand and implement Cloud storage solutions
- Understand the basics of digital sustainability
- Adapt IT tools to the needs of rural and sustainable businesses
- Measure the effectiveness of IT tools

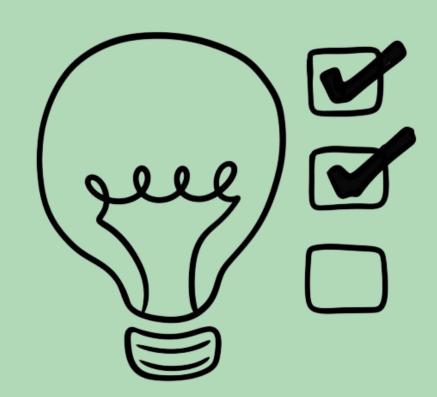
### INTRODUCTION OF THE IT MODULE





#### Introduction

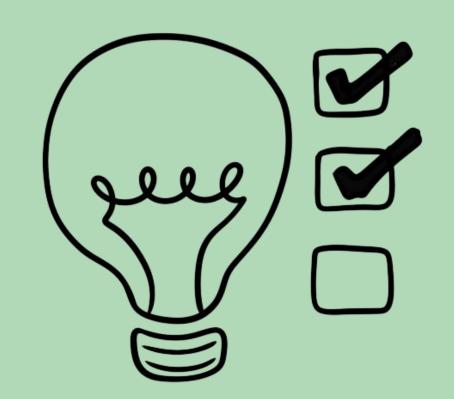
- **Objective:** To empower entrepreneurs and small rural and gree businesses with digital tools that facilitate the management, communication and promotion of their businesses.
- Target audience: Entrepreneurs and managers of small businesses in rural areas or with a focus on green and sustainable practices.
- **Benefits:** Improved competitiveness, process optimization and cost reduction through the use of technologies.





#### Importance of Task and Project Management Tools

Task and project management tools have become indispensable for businesses of all sizes, including small businesses, entrepreneurs, and startups. These tools are essential for streamlining operations, enhancing team collaboration, and ensuring that goals are met efficiently.





#### Task and Project Management Software:





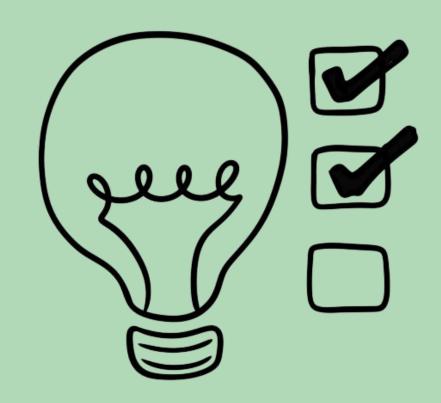
- Tools like **Trello** and **Asana** organize and delegate tasks in a simple way.
- Benefits: Increases productivity and facilitates communication within the team, even in rural areas.

#### INVENTORY INVENTORY



#### **Stock and Purchasing Management:**

- Zoho Inventory and Odoo help you monitor inventory and manage purchases efficiently.
- Benefits: Avoids waste and improves purchasing planning, important for sustainable companies.





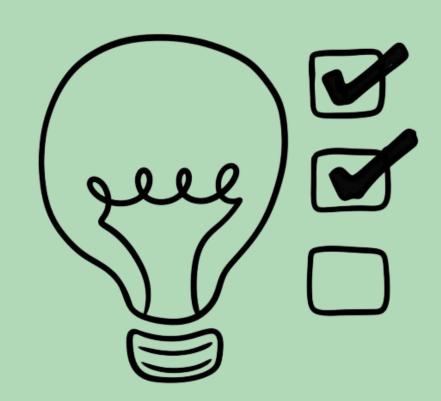
#### Task and Project Management Software:

#### **Trello** and **Asana** Features:

- Ease of Use: Even without experience with management tools, users can quickly start organizing tasks and projects.
- Affordable and Flexible: offers a robust free version with features that suit small businesses well.
- Remote Collaboration: Ideal for rural or sustainable companies with dispersed teams or those working in different locations, allowing effective communication and task management remotely.
- Clear View: Organize and view tasks in a simple way, using different modes such as lists, boards and calendars.



# asana

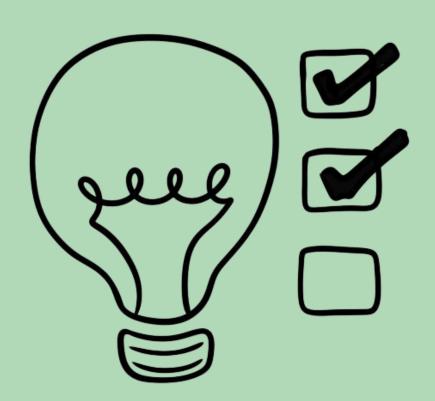




#### Stock and Purchasing Management:

#### **Zoho Inventory** and **Odoo** Features:

- Integrated Management: centralized system to manage all your business operations, which is essential for rural and ecological companies that need efficient control over different areas (sales, inventory, production, etc.).
- Sustainability and Customization: can be highly customized to suit the specific needs of green businesses, such as organic production control, eco-friendly product tracking, and sustainable resource management.
- Ease of Use: intuitive platforms, which facilitates adoption by small teams, without the need for extensive technical training.





	Pros	Cons		
Trello	Easy to use and implement, with intuitive interfaces.  Organization of tasks by lists, tables and schedules, facilitating monitoring.	Feature limitations in the free version (e.g. number of integrations).  It can be overly simple for companies with more complex needs.		
Asana	Free or with affordable plans for small businesses.	Learning curve in some more advanced features.		
Zoho	Efficient inventory control, ideal for companies that need to monitor products, especially in rural environments.	Paid versions can be expensive, especially for small businesses.		
	Integration with other management tools (such as finance and CRM).	The interface can be complex for beginners, requiring more time to learn.		
Odoo	Scalability, allowing you to adapt to business growth.	Requires constant internet connection, which can be challenging in areas with limited network.		

## UNIT 2: MARKETING AND PROMOTION TOOLS

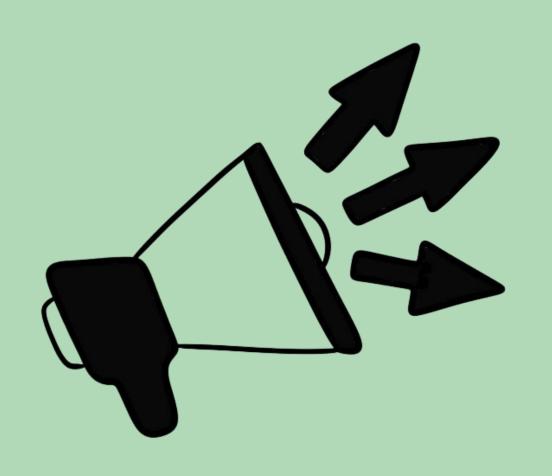




#### Importance of Marketing and Promotion Tools

Marketing and promotion tools are crucial for any business, especially for small businesses and entrepreneurs, including those in rural or green sectors. These tools help businesses reach their target audience, build brand awareness, and increase sales.

### UNIT 2: MARKETING AND PROMOTION TOOLS



#### Social Networks and Digital Marketing:



Increases visibility and attracts new customers without high costs.

#### **Email Marketing:**

- Using platforms such as **Mailchimp** to create email marketing campaigns.
- Reach customers with personalized offers and create a lasting relationship.

#### SEO (Search Engine Optimization):

- Tools like Google Analytics and SEMrush help improve online presence and attract qualified traffic.
- Increases the chance of being found by customers interested in your product/service.

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## UNIT 2: MARKETING AND PROMOTION TOOLS





#### Marketing and Promotion Tools:

#### Canva Features:



- Allows you to create **visual materials** (such as social media posts, banners, flyers, business cards, etc.) **quickly and simply**.
- Offers a wide variety of adaptable templates, which saves time and helps you create attractive content.

#### **Hootsuite** Features:

- Rural and green businesses often have limited resources, and Hootsuite
  allows the business owner or team to focus on operations while
  managing their social media efficiently.
- The platform helps you create a strong **online presence** to promote organic products, natural foods, or sustainable initiatives.



## UNIT 2: MARKETING AND PROMOTION TOOLS





#### Marketing and Promotion Tools:

#### **Mailchimp** Features:

- o Mailchimp is an email marketing platform that helps you create, send, and analyze email campaigns.
- It is easy to use and has powerful features for those just starting out in digital marketing, even without prior experience.
- Email marketing is a direct and cost-effective way to connect with customers, share news and promotions, and create an ongoing relationship with your audience.

## UNIT 2: MARKETING AND PROMOTION TOOLS





#### Marketing and Promotion Tools:



#### Semrush Features:

- Digital marketing tool that offers features to improve SEO, monitor competition, analyze keywords and optimize companies' online.
- For local and ecological businesses, having good online visibility is essential. Semrush helps you optimize your website so that it is easily found by consumers looking for ecological or rural products online.

#### Google Analytics Features:



• Free web data analysis tool that provides detailed information about your website's traffic, helping you understand how visitors interact with your pages and the impact of your digital marketing strategies.

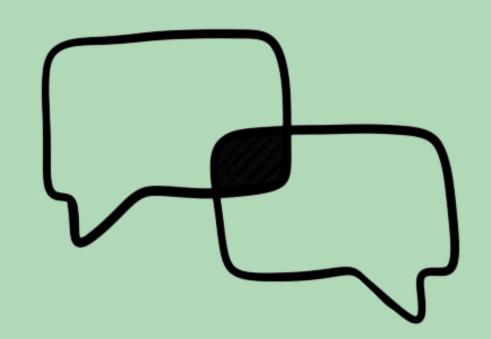


## UNIT 2: MARKETING AND PROMOTION TOOLS





Tools	Pros	Cons
Canva	Diversity of free templates, suitable for posts on social networks, emails and advertisements.	Advanced features require paid version. Limited quality in very complex designs, which require more professional software such as Photoshop.
Hootsuite	Management of multiple social networks in a single panel, saving time when scheduling posts and results analysis.	Learning curve to configure and integrate correctly with all social networks. Limited features on free plans for more advanced marketing strategies.
Mailchimp	The platform offers an intuitive design with many customization options. Allows you to create automations, such as sending emails.	Sending limitations, such as the number of monthly emails and more restricted automations. Also advanced features can be complicated.
Semrush	Wide range of SEO tools, including keyword analysis, website auditing, ranking tracking, and backlink analysis, which allows optimize websites.	The platform has many features and functionalities, which can make learning a little challenging for beginners in SEO or digital marketing.
Google Analytics	Offers a detailed analysis of user behavior, such as pages visited, dwell time, bounce rate, traffic sources, among others.	Direct Google Analytics support is limited, especially in the free version. There are many online resources, but direct support can be difficult to access.





#### Importance of Communication and Collaboration Tools

Communication and collaboration tools can be incredibly beneficial for rural green small businesses, helping them overcome unique challenges while promoting sustainability and growth.

These tools facilitate the management of resources, foster connections, and enhance operational efficiency, all of which are essential in rural areas where access to infrastructure and resources may be limited.



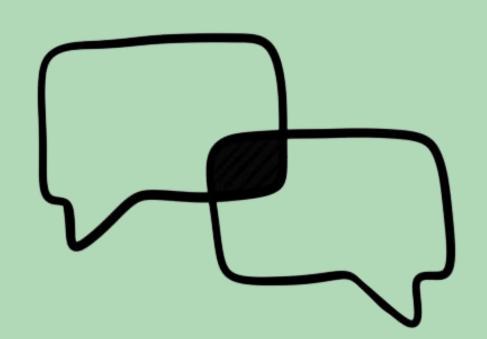
#### **Remote Communication:**

• Tools like **Google Meet** and **Zoom** streamline communication improve efficiency. They allow instant messaging, video calls, and file sharing, reducing delays and ensuring quick decision-making.

#### Remote Collaboration:

- Platforms like **Google Drive** and **Dropbox** make it easy to work on projects simultaneously, track progress, and keep everyone on the same page, even when teams are distributed across different locations.
- Communication tools store conversations, files and updates in one place, making it easier to find information without wasting time searching for emails or other channels, centralizing information.







#### Remote Communication Tools:

### Google Meet Features: Google Meet Features:

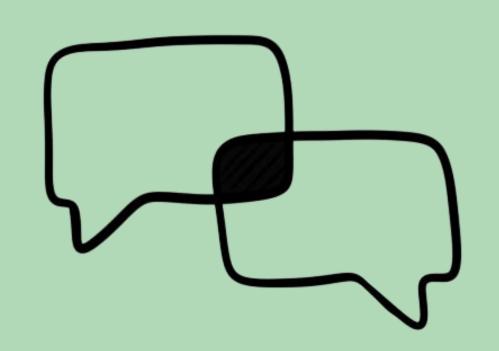
- Virtual Meetings: You can hold meetings with suppliers, partners and customers without having to travel long distances.
- Ease of Access: Participants can join the meeting directly from a link, without the need for complex accounts, which is ideal for those who are not very familiar with technology.

#### **Zoom** Features:

- Platform that allows everything from holding meetings and consultancies to supporting marketing and education campaigns.
- By eliminating the need for travel, contribute to reduce carbon
  emissions, aligning your company with sustainable and ecological
  practices.

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#### Remote Collaboration:



#### Google Drive Features:

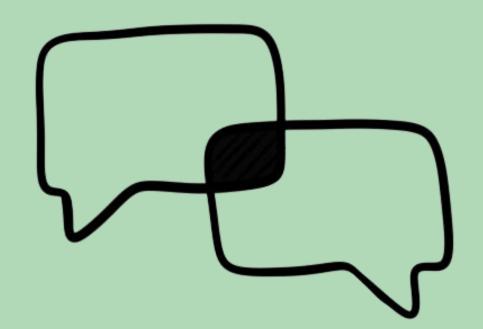
- Secure and accessible storage to real-time collaboration, efficient file organization and integration with other Google Workspace tools.
- Flexibility of access from anywhere and the possibility of working as a team without the need for complex infrastructure
- Allows rural and ecological companies to connect, adapt to new market demands in an efficient and secure way.

#### **Dropbox** Features:



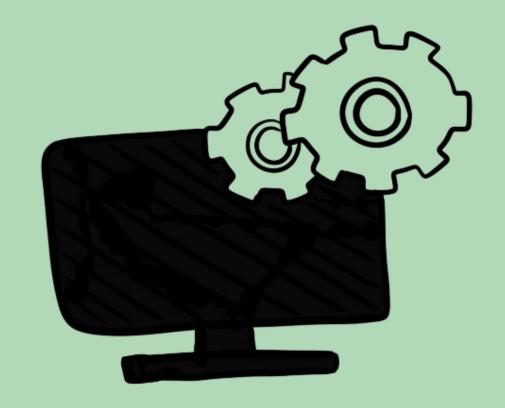
- Practical solutions for data storage, file sharing and team collaboration.
- Real-time file synchronization, data security, and easy access anywhere, help reduce physical storage costs.

# UNIT 3: COMMUNICATION AND COLLABORATION TOOLS





		Limited features on the free plan, the lack of
Google Meet	Easy Integration with Google Workspace User-Friendly Interface Security and Privacy Large Meetings	advanced collaboration tools, and fewer customization options could make it less appealing for some users.
Zoom	Scalability for Large Meetings, ease of use, rich set of collaboration tools, such as Recording and Transcription, Breakout Rooms Screen Sharing and Annotation.	Security concerns, time limits on the free plan, cost for advanced features may be prohibitive for some smaller organizations.
Google Drive	Free Storage and Affordability, Easy Integration with Google Ecosystem, Collaboration Features, Security and Backup, File Synchronization	File Upload and Sync Issues, Complexity with Advanced Features, Privacy Concerns, Basic File Management
Dropbox	Excellent cloud storage solution for individuals and businesses looking for simple, reliable file storage with great syncing, sharing, and security features	Limited free storage (2 GB) and higher pricing for premium plans can be a downside for users who require more space or advanced features at a lower cost.





## Importance of Website Development and Hosting Tools

Developing a website and choosing good hosting are essential for entrepreneurs and small rural and ecological businesses. These tools provide visibility, professionalism, direct communication with the customer and a way to expand the business beyond physical limitations.

Furthermore, a well-structured and efficiently hosted online platform can help with business management, increase sales and reinforce commitment to sustainable practices. Therefore, investing in a functional website and quality hosting is a crucial step towards success in the current market.





## Website Development and Hosting Tools:

- Platforms like Wordpress and Wix can be a powerful tool for establishing an online presence, increasing business visibility and connecting with new customers can be an excellent motivation for these entrepreneurs to start using these platforms.
- These are two of the most popular website builders today, but they offer different strengths and are suited to different kinds of users.
- Wordpress is a powerful and flexible open-source content management system (CMS)
- Wix is a cloud-based website builder that provides an easy-to-use drag-and-drop interface.







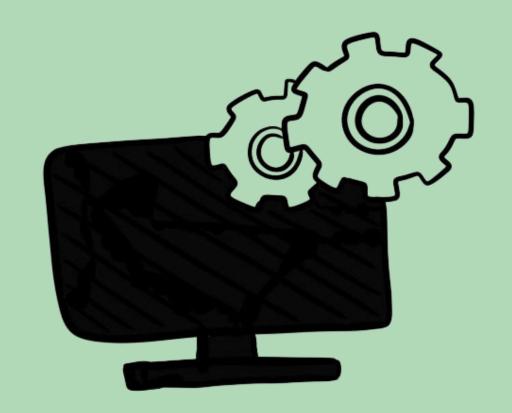
## Website Development and Hosting Tools:



## **Wordpress** Features:

- Intuitive interface and Visual editor WordPress block editor allows you to easily create content by dragging and dropping elements, without the need for coding.
- Customization and Responsive themes that automatically adaptable to mobile devices.
- Plugins for unctionality extension, such as SEO (Search Engine
  Optimization), E-commerce, Blogging, Multimedia and Galleries,
  Multilingualism, Security, Backup and Recovery.







## Website Development and Hosting Tools:



## **Wix** Features:

- Ease of Use interface block editor to create content by dragging and dropping elements, without the need for coding.
- Wix provides a simple blog feature for users to create and manage posts, categories, tags, and comments.
- Media manager allows you to easily upload, organize, and display media like images, videos, and documents.
- E-commerce functionality with Wix Stores, where you can create a shop, manage products, inventory, and orders.
- SEO Features, Hosting & Maintenance, Design and Customization, Security and Customer Support







## Which is Better?:

## Choose WordPress if:



- You need full control over customization and functionality.
- You want access to a wide range of plugins and themes.
- You're comfortable with a bit of a learning curve or willing to hire developers for advanced customizations.

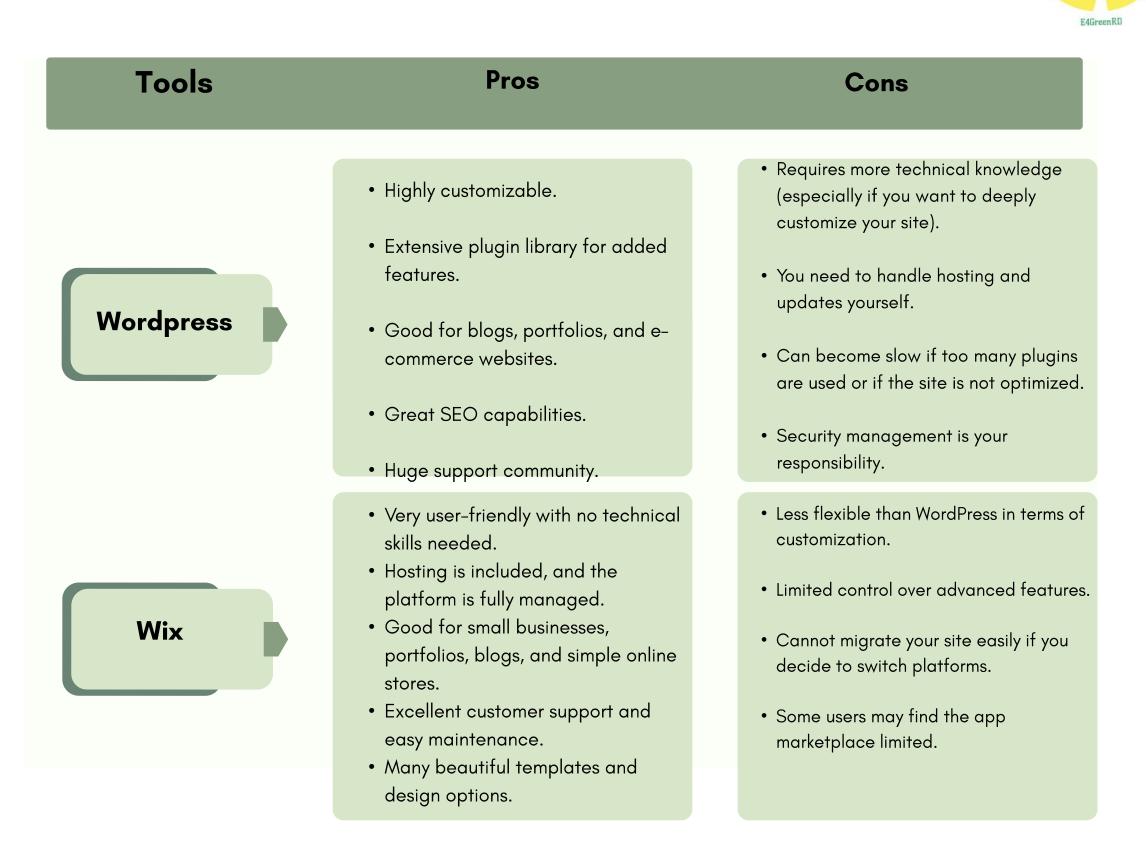
## Choose **Wix** if:



- You need a simple, fast, and user-friendly website builder.
- You prefer an all-in-one solution with hosting and security handled for you.
- You don't need extensive customization and want a hassle-free website-building experience.









## CONCEPT CHECK QUIZ QUESTIONS



### Which online tool is best for creating websites without the need to know how to program?

- A) Microsoft Word
- B) Wix
- C) Google Drive
- D) Excel

## Which of these tools are essential for managing social media for a small business?

- A) WhatsApp and Google Drive
- B) Canva and Hootsuite
- C) Google Calendar and Dropbox
- D) Facebook and Instagram

## For a small rural producer who wants to manage their sales online, which tool can be used to create a sales website?

- A) Google Docs
- B) WordPress
- C) Zoom
- D) Google Maps

## What is the main advantage of using project management tools like Trello or Asana for small rural businesses?

- A) Increased online sales
- B) Efficient task organization and collaboration
- C) Creation of graphics for social networks
- D) Editing of promotional videos

### Which of the following benefits can be achieved by using Google Drive in a small rural business?

- A) Access to real-time financial data
- B) Cloud file storage and easy collaboration
- C) Creation of advertising campaigns on social networks
- D) Monitoring website visitor data

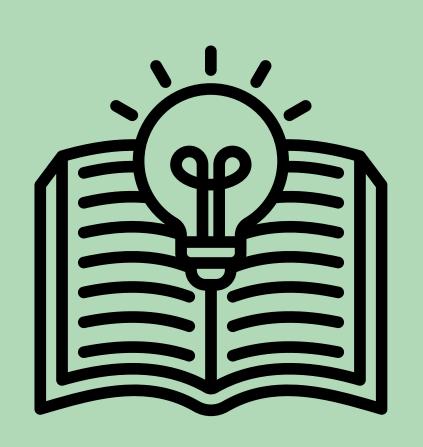
## Which of the following services can be used to create email marketing campaigns to promote a small business's green products?

- A) Zoom
- B) Mailchimp
- C) Microsoft Teams
- D) Slack





## Glossary of IT Terms



**E-Commerce** 

Refers to the practice of carrying out commercial transactions of goods and services over the internet.

**Cloud storage** 

Cloud storage refers to the process of storing data on remote servers that are accessible via the internet.

Customer Relationship Management

CRM is a business strategy that aims to improve and automate a company's interaction with its customers.

**Search Engine Optimization** 

SEO is the set of practices and strategies used to improve the visibility of a website in the organic (non-paid) results of search engines as Google, Bing and Yahoo.

Content Management System CMS is a software platform that allows the creation, management and modification of digital content easily and efficiently, without the need for advanced programming knowledge.

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- https://help.asana.com/s/article/getting-started-video?language=en\_US Getting started How to Asana
- https://www.youtube.com/watch?v=yepWzFP\_2D8 Zoho Inventory Inventory management for growing businesses
- https://download.odoocdn.com/videos/odoo\_com/video\_homepage.webm Level up your quality of work
- https://youtu.be/EZ7UjKDG5Oc Welcome home Canva
- https://youtu.be/f01nRk2olo0 The fastest Hootsuite demo EVER (how to manage social media with Hootsuite)
- https://youtu.be/nYykbUPQ9eo What is Semrush? Digital Marketing Tool
   EXPLAINED



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- https://www.youtube.com/watch?v=N9r3b2qneTc Mailchimp Your Marketing
- https://www.youtube.com/watch?v=P1f4dvDMk6g Zoom Meetings Innovations
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   Drive
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   WordPress 6.7 release video
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