



SMART CITIZEN EDUCATION  
FOR A GREEN FUTURE

## Green Media Accessibility: Let's Join the Green Revolution!

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Sustainability, Green Media, Green Accessibility

The problem

The problem problem

The solution

Education across Europe

Research avenues

Greenpeace suggests that Information and Communications Technologies (ICT) generate up to 3% of global carbon emissions (on par with air travel). It is estimated that by 2030, ICT electricity usage could contribute up to 23% of the globally released greenhouse gas emissions.



"The tech sector brands itself as the industry of the future. But when it comes to climate action, tech giants like Samsung and Xiaomi remain trapped in the past."

Xueying Wu, Race To Green Report  
by Greenpeace, Co-author

# The problem problem



**BE**  
*a part*  
**OF THE**  
**SOLUTION**  
*Not Part*  
**OF THE**  
**POLLUTION**



# 7 Types of 'Dirty' Data

## 1 Duplicate Data

Inflated storage count  
Inefficient workflows and data recovery  
Skewed metrics and analytics  
Poor software adoption due to data inaccessibility  
Decreased ROI on CRM & automation systems

## 2 Outdated Data

Privacy laws (e.g. GDPR, digital consent, opt-ins, and privacy notifications) require compliance

Database hygiene measures include:

Delete outdated & unusable records from client databases  
Merge duplicates to prevent fragmented profiles  
Automate lead-to-account linking  
Consolidate your stack as much as possible

## 3 Insecure Data

## 4 Incomplete Data

Individuals change roles or companies  
Organizations rebrand or get acquired  
Software and systems evolve past their previous iterations

Database structure lacks the key fields needed to process the incoming information before action can be taken.

## 5 Incorrect/ Inaccurate Data

Incorrect data is data that is stored in the improper location e.g. a text field containing a numerical value  
Inaccurate data occurs when a field is filled but the information is not correct e.g. a fake email address

## 6 Inconsistent Data

Inconsistent (non-standardized) data is data that looks different but represents the same thing.

## 7 Too Much Data

Data Hoarding causes:  
slower data exchange  
inflated record counts  
failure to stay within storage compliance limits





Type of Dirty Data	How to Clean?
<b>Duplicate:</b> Repetitive leads and account information	Run a check and merge duplicates
<b>Insecure:</b> Not compliant to regulations	Delete unusable records and use legally-compliant CRM software
<b>Outdated:</b> Old and irrelevant information	Purge before importing to new systems
<b>Incomplete:</b> Missing records or values	Automate data capture for comprehensive records
<b>Inaccurate:</b> Fake or unreliable information	Monitor data entry points, curb arrival in the system
<b>Incorrect:</b> Stored in the wrong place	Encourage reps to stick to data entry standards
<b>Inconsistent:</b> Non-standardized values	Follow a centralized approach and standard file-naming conventions
<b>Hoarded Data:</b> Data stored beyond system capacity	Focus on data for critical periods and remove everything else

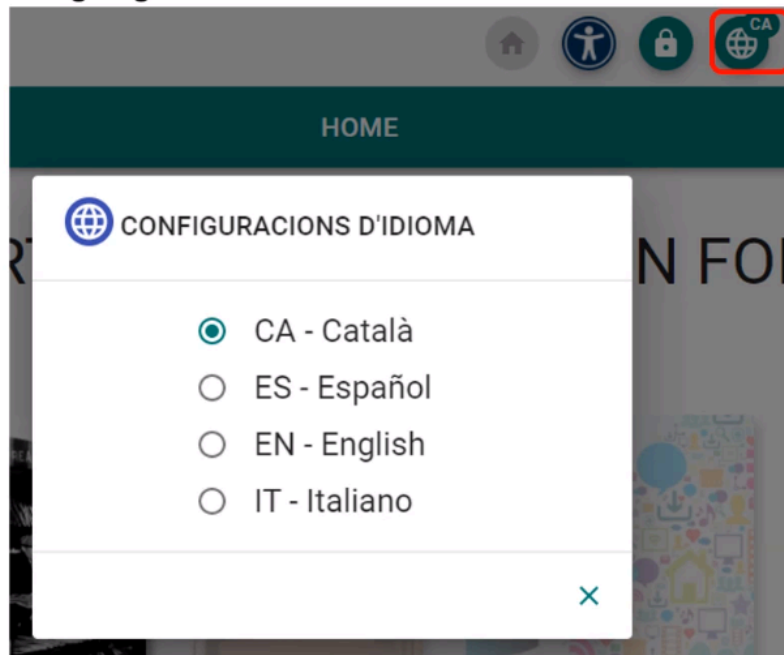
## Personal habits





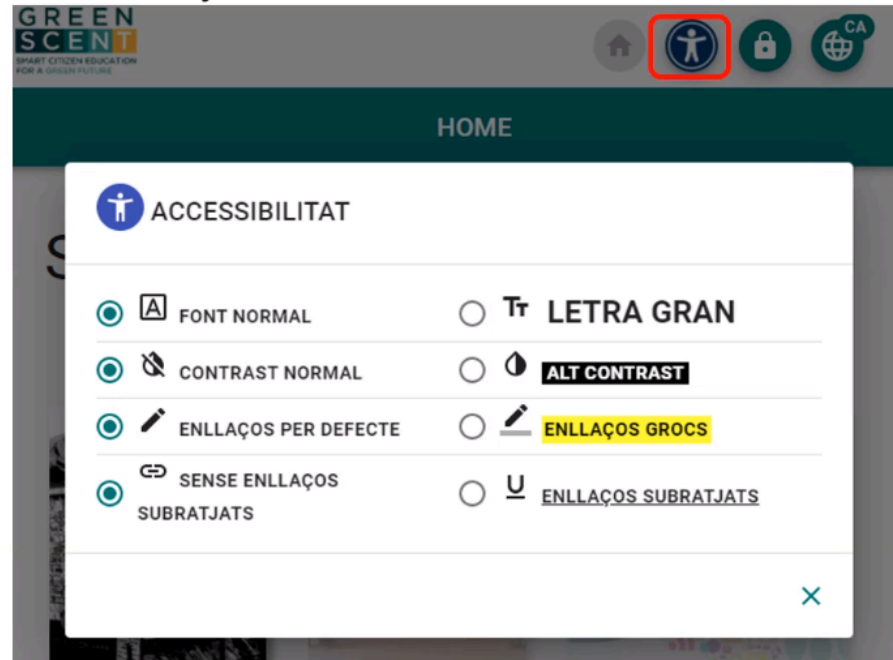
# Platform - Accessibility

## Languages of the interface



Catalan is the default choice  
Some technical terms are still in English

## Accessibility Menu



Not working on every page yet



TRANS  
MEDIA  
CATALONIA

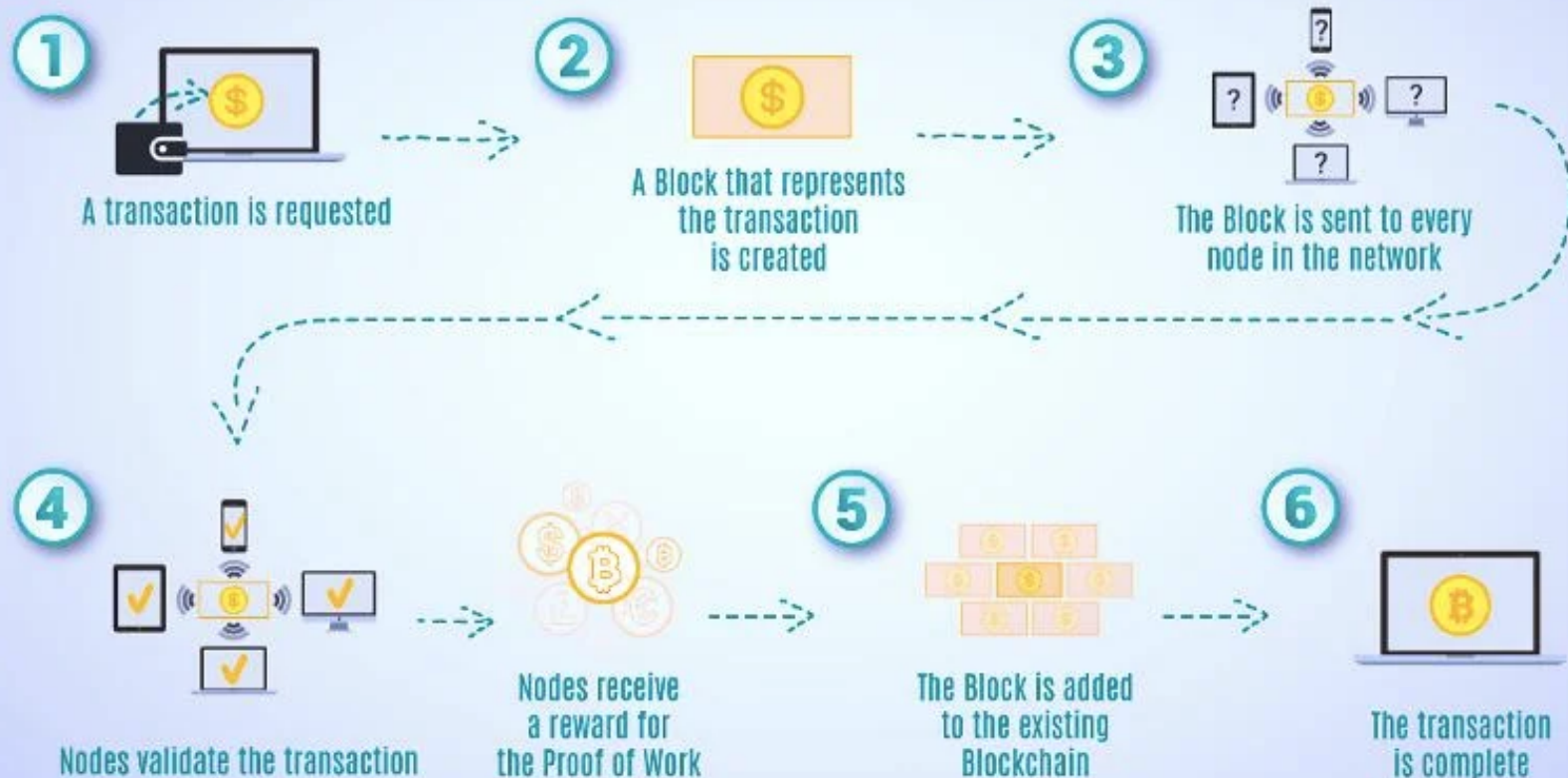


# Global Accessibility Awareness Day 2021 at TransMedia Catalonia



*Move around and start the experience*

# HOW BLOCKCHAIN WORKS







| Search |





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Thank you



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