Greening of the value chain - ESG & Web3

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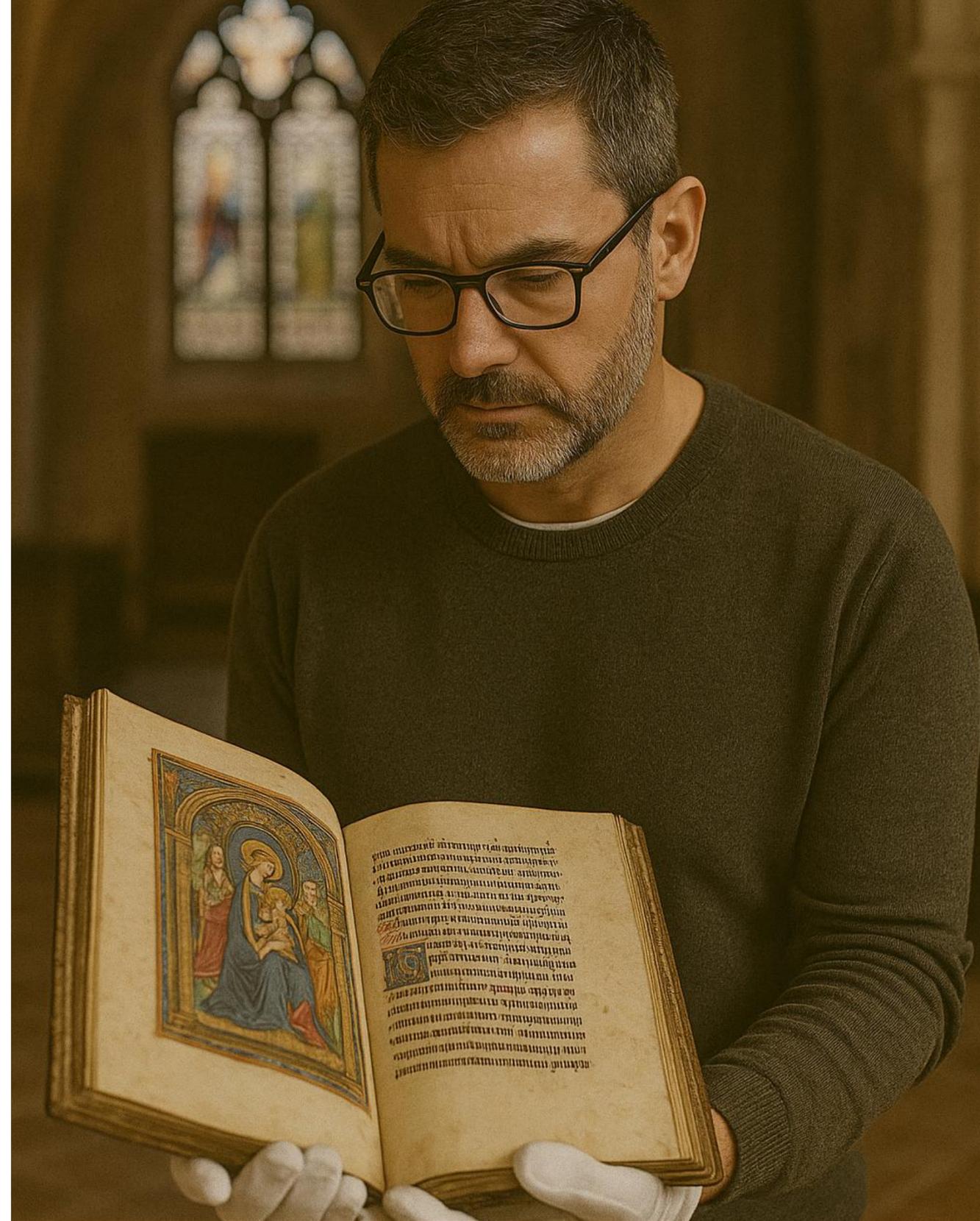
Objectives

By the end, you will be able to:

- Deliver a 50-minute lecture on ESG and Greening of the Value

  chain,

- use learning methods to engage participants,

- faciilitate discussions & activities effectively, and

- adapt conntent to different audiences and contexts.

How to use the materials

_____

- Two resources:

  - Learner-facing lecture slides (with context),

  - trainer guide (with facilitation tips).

- Adapt case studies/examples to your local context,

- don't just read the slides -> **guide the conversation**

Learning principles

- People learn when it is relevant to them,

- they value **experience sharing** -> let participants talk,

- **interaction > lecture**. Use Q&A, reflections and group work,

- encourage application: *„How does this work in your context?"*

Session flow

- **5 min**: Introduction to ESG and Web3

- **15 min**: ESG pillars & application

- **15 min**: Good practices & case studies

- **10 min**: Challenges and trends

- **5 min**: Wrap up & call to action

Walkthrough: Introduction

Content: Definition of ESG, relevance to tourism, role of Web3

Trainer tips:

- Ask: „*What does ESG mean for you?*"

- Link to tourism sustainability challenges

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Walkthrough: ESG Pillars

Content: Environmental, Social and Governance standards

Trainer tips:

- Use one quick example per pillar,

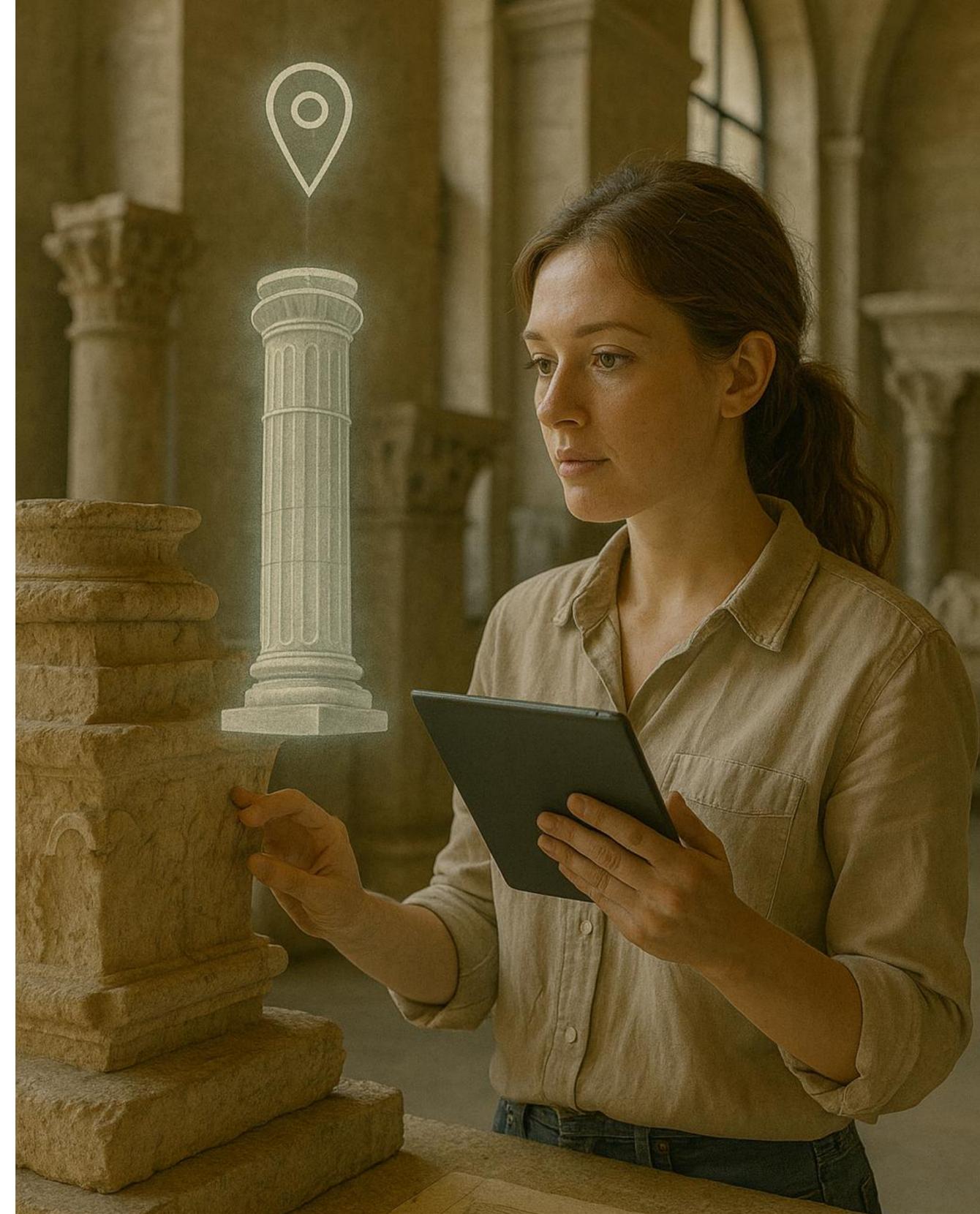- prompt reflection: „*Which pillar is the most relevant in your work?*"

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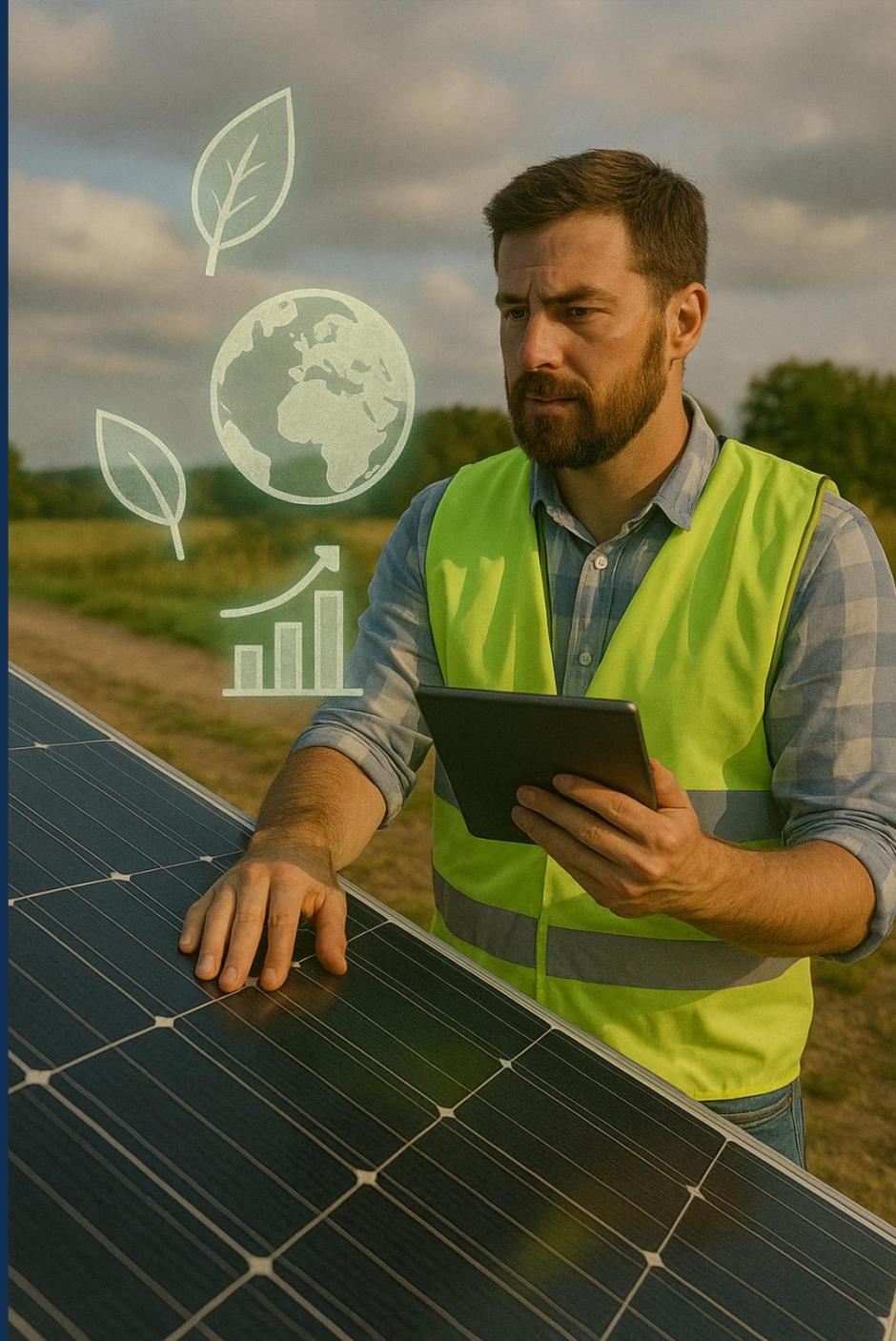
Walkthrough: Good practices

Examples: Ljubljana Breakfast (Visit Ljubljana), Territorial brands,

Jezeršek Gastronomy, etc.

Trainer tips:

- Asking **1 case per group** -> let them summarize why it's a

  „good practice",

- debrief together.

Walkthrough: Challenges

Content: Energy use, legal issues, SME barriers

Trainer tips:

- Ask: „*Which challenge is most urgent in your region?*"

- Acknowledge concerns, encourage brainstorming solutions.

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Walkthrough: Future trends

Content: Proof-of-Stake, NFTs for cultural heritage, EU standards,

community governance.

Trainer tips:

- Keep it simple -> focus on relevance.

- Ask: „*Which of these trends excites or worries you?*"

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Interactive techniques

- Icebreaker questions,

- Think-Pair-Share,

- case study discussions,

- quick polls (hands up, online tools),

- reflection questions.

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Using AI in Facilitation

- Use Generative Artificial Intelligence to:

  - draft reflection questions and case

    prompts,

  - generate interactive lesson ideas,

  - support correct, structured answers.

- Reminder: AI is a co-pilot, not a replacement.

- Always adapt and fact-check outputs.

Creating interactive content with AI

- Develop engaging discussio starters,

- compose scenarios for role-plax or problem-solving activities,

- adjust complexity for different audiences (SMEs, policy makers, students),

- encourage participants to try AI tools for their own activities - in a way that helps them, not so it does the work for them.

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Use expert/real-world voices

- Record short video clips with local or international experts and include them in your sessions,

- use these clips to spark discussion,

- this offers the participants real world cases and grounding.
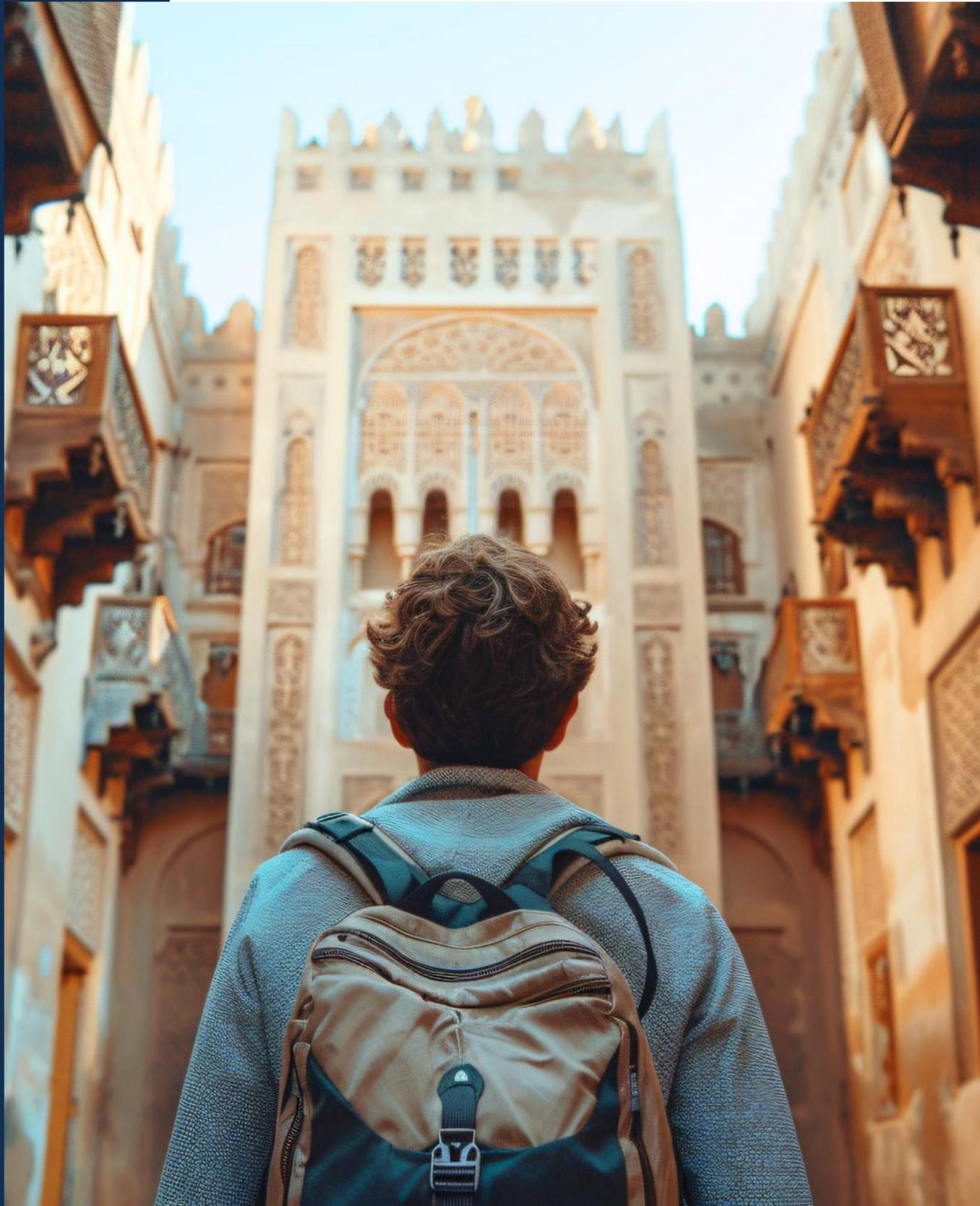
An example of a real-world voice

Common pitfalls

❌ Reading slides word-for-word

❌ Skipping interaction due to time pressure

❌ Using irrelevant examples

✅ Be flexible, but keep flow and timing

WEB3 &
SUSTAINABILITY

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Adapting to audience

- SMEs - Focus on cost saving and compliance.

- Policymakers: Stress governance and regulations.

- Students: Highlight innovation and case studies.

Trainer tip: Always **localize examples**

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Wrap up & next steps

- Remember: your are a **facilitator, not just a lecturer**

- Encourage audience reflection & application

- Prepare your **own version** of the session with local examples

- Practice before delivering live!

THANK YOU

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