



GREEN-TECH Toolkit

Project Code: 2022-1-IT01-KA220-VET-000088750



Co-funded by
the European Union

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**Every drop in the
ocean counts.**

YOKO ONO

A. What it is

It is a methodological handbook on transformational team coaching and green-tech infusion, accompanied by didactic tools and operational tools (Circular Tourism Tool), to enable trainers/consultant **to evolve towards the role of green-tech infusion Coach**, in order to guide tourism workers:

- in the realisation of an as-is-to be analysis for the circular transformation of their professional action by infusing digital and green innovation into business models, processes and practices;
- in the "in vitro" design and implementation of digital solutions to innovate, in their own organisational contexts, the range of tourism products/services offered in a sustainable way (START Lab).

B. Inspiring rationale

Do you want to ride or be the wave change yourself?

Every drop counts in the vast ocean of organisational change, where each individual plays a crucial role in its incessant flux.

The Green-Tech toolkit developed by the **START** project puts people at the centre, fuelling a wave of transformation driven by environmental and digital sensitivity, awareness and culture. This wave invests all levels of the organisation, creating a lasting and profound impact.

Introducing new procedures or technologies without people's involvement and understanding risks undermining the effectiveness of change.

C. How to use the toolkit is

The toolkit is divided into **two sections**, one methodological and the other operational respectively called:

- 1. From trainer to green-tech infusion coach:** containing the methodological references of green-tech infusion and team coaching that will enable you to evolve from trainer/consultant to change agent of the twin transition. In this section you will find methodologies and tools to support people and organisational contexts in bottom-up, digital and green transition processes by overcoming resistance and obstacles. Transpose the model and train to become a Green-Tech infusion coach.
- 2. Being an agent of the twin transition:** containing useful tools to translate the methodologies learnt into concrete actions in order to operationally guide teams in the transition from a linear to a circular business model through the development of green awareness, behaviour and approaches. Starting from the definition of the START Lab model, the section will guide you through its various stages of inspiration, activation and reflection to lead workers to:
 - rethink personal and organisational behaviour using the **Circular Tourism Tool**;
 - generate sustainable ideas using the **Model to conceive new sustainable digital products/services**;
 - develop digital solutions to innovate the range of services/products offered using the **technical data sheets of the suggested digital tools**.

These products will be included in an innovative application - START App, provided by CONFORM S.c.a.r.l. and designed as an ecosystem of companies and tourist itineraries to discover European territories. Thanks to the operating manual provided, you will be able to support workers in the implementation of the page dedicated to their company and in the creation of new itineraries

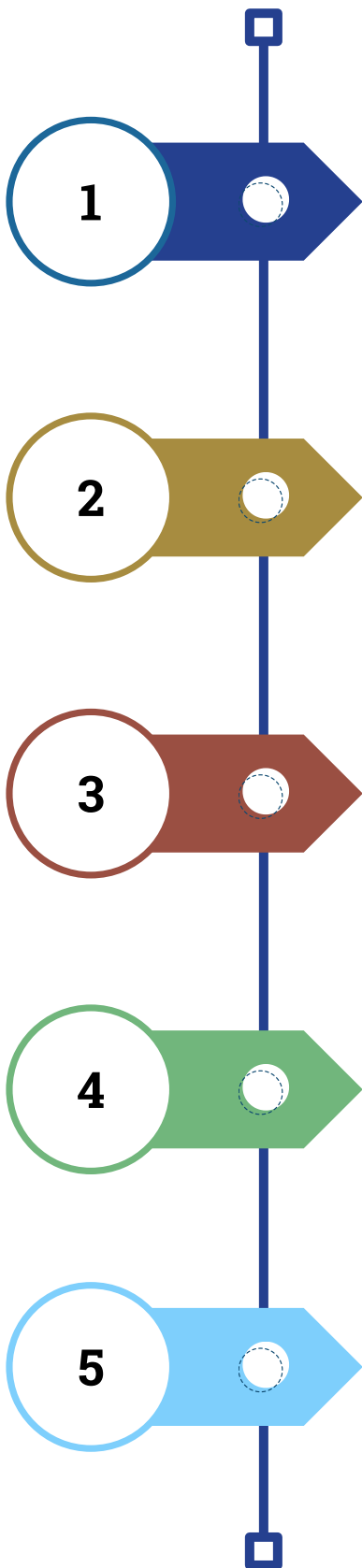
D. From trainer to Green-Tech Infusion coach

1. GREEN-TECH INFUSION

1.1 What is technological infusion?

Technological infusion is an integrative strategy that goes beyond the simple acquisition of new technologies; it involves the comprehensive integration of advanced digital tools across all aspects of an organisation's operations and culture. This approach requires a holistic engagement of all organisational components—people, processes, and technology—to drive innovation and boost operational efficiency and effectiveness, ultimately enhancing competitiveness and profitability. The concept of technological infusion is deeply rooted in the discussions of organisational behaviour and information systems research. These fields assert that the benefits derived from technology investments are heavily influenced by

human factors (Orlikowski, 2000; DeSanctis & Poole, 1994). According to these studies, the full potential of technology is realised only when it is seamlessly integrated into daily operations and has strong support from the organisation's workforce. For tourism SMEs, which often operate with constrained resources, the strategic infusion of technology represents a significant transformative opportunity. It not only enhances competitiveness but also streamlines operations and elevates customer engagement. By adopting a thoughtful approach to technology integration, these enterprises can unlock substantial growth and efficiency, positioning themselves more favourably in the competitive tourism market.



Improved Customer Engagement and Experience

Digital tools like CRM systems, mobile apps, virtual tours, and AI-driven chatbots can enhance the customer experience by providing personalised services and engaging customers in unique ways (Neuhofer et al., 2015). These technologies can help SMEs build stronger relationships with clients, crucial for differentiation in a competitive market.

Operational Efficiency

Technological tools can streamline various aspects of business operations such as bookings, inventory management, and customer service. Automation of these processes can significantly reduce costs and improve efficiency, which is vital for the survival and growth of SMEs (Law et al., 2014).

Marketing and Visibility

Through technology, particularly digital marketing tools and platforms such as social media and search engine optimization (SEO), SMEs can enhance their visibility and reach a global audience without substantial budgets (Leung et al., 2013)

Data-Driven Decision Making

Advanced analytics and business intelligence tools allow SMEs to make informed decisions based on data rather than intuition. This capability can lead to better strategic planning, marketing, and resource management (Koo et al., 2016).

Sustainability and Eco-friendliness

Technological adoption can also promote sustainable practices by reducing resource waste and enhancing energy efficiency. This is increasingly important as both consumers and regulatory bodies are pushing for environmentally friendly business practices (Tussyadiah, 2020).

When effectively implemented, technological infusion revolutionises operations, culture, and stakeholder engagement within tourism SMEs. It elevates competitiveness by enhancing customer engagement, improving operational efficiencies, and refining strategic marketing. The essence of successful technological infusion lies in its comprehensive integration—incorporating people, processes, and technologies—to generate a synergistic effect that drives innovation and growth.

For tourism SMEs, technological infusion extends beyond simply installing new systems or software; it necessitates a strategic overhaul of processes and customer interactions. This method not only boosts the efficiency and effectiveness of operations but also markedly enhances the customer experience. Consequently, this strengthens customer loyalty and fuels business growth. Thus, the adoption and thorough integration of technology form a fundamental pillar for the sustainable development and competitive advantage of tourism SMEs in the global marketplace.



1.2 What is green-tech infusion?

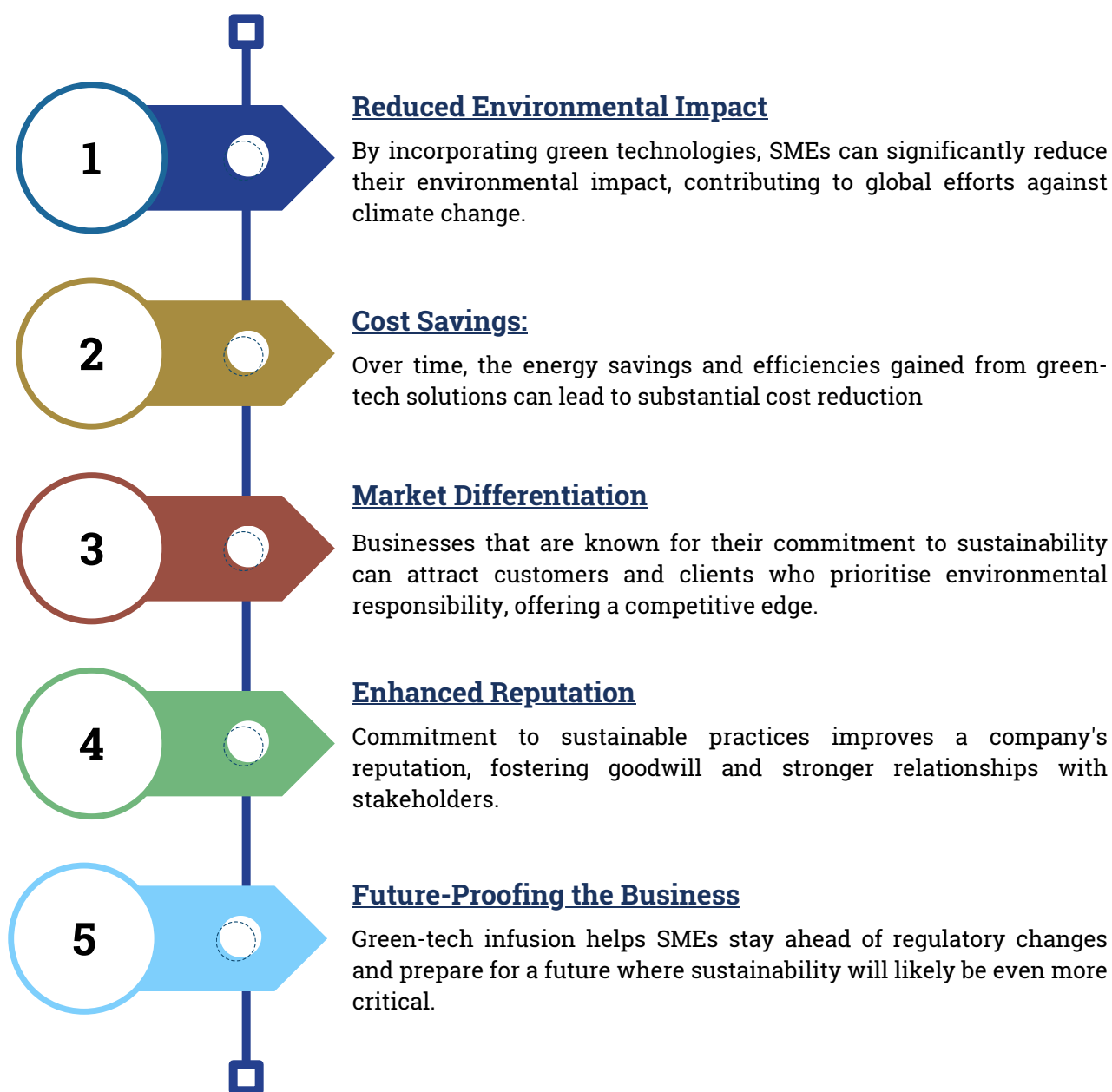
Green-tech infusion refers to the strategic integration of environmentally friendly technologies into the core operations and practices of small and medium enterprises (SMEs). This approach emphasises a smooth, incremental adoption of green technologies that aligns with digital advancements, ensuring sustainability remains a key focus.

The concept of green-tech infusion is built upon the principles of sustainable development and the digital transformation of businesses, aiming to create a synergy that enhances both environmental stewardship and operational efficiency.

Among the key aspects of Green-tech infusion the following should be considered:

- 1. Incremental Adoption:** Advocates for gradual implementation, allowing SMEs to adapt without significant disruptions (Robinson, 2012). This phased approach helps organisations manage the change process more effectively.
- 2. Leveraging Existing Skills:** Builds on the existing competencies within businesses, facilitating smoother transitions and greater acceptance among staff (Jabbour and Santos, 2008). This utilisation of internal resources is key to effective technology integration.
- 3. Focus on Sustainability:** Emphasises adopting technologies that enhance energy efficiency, reduce carbon footprints, and minimise waste, such as solar panels and energy-efficient appliances (Zhang et al., 2013). This focus is aligned with global sustainability goals.
- 4. Digital Transformation:** Central to green-tech infusion, using digital tools to streamline operations supports sustainability goals by reducing resource use and waste (Chou and Chou, 2020). Digital technologies play a critical role in modern environmental management strategies.
- 5. Stakeholder Engagement:** Effective implementation requires the involvement of all stakeholders, including employees, customers, suppliers, and the community (Freeman, 2010). Engaging these groups ensures comprehensive and sustained efforts toward sustainability.
- 6. Regulatory Compliance and Incentives:** Navigating environmental regulations is crucial; compliance can provide access to grants, tax incentives, and subsidies (Porter and van der Linde, 1995). Understanding and adhering to these regulations is essential for leveraging financial and competitive advantages.

Green-tech infusion brings numerous benefits to organisations, particularly small and medium enterprises (SMEs), by integrating environmentally friendly technologies across their operations. This strategy not only aids in achieving sustainability goals but also enhances overall business performance. Among its main benefits



Hence, green-tech infusion is not just about adopting technology; it's about transforming businesses into proactive, sustainable entities that leverage digital advancements for environmental and economic benefits. This strategic approach helps SMEs transition into the new realms of digital and ecological efficiency, ensuring they remain competitive and responsible in an increasingly digital and environmentally conscious market.

2. TRANSFORMATIONAL TEAM COACHING

2.1 Why adopt this approach?

Consistent with the **inspiring rationale** of the Green-Tech Toolkit, which places the individual at the centre of a motivated and conscious change process towards the twin transition, coaching was considered an efficient vehicle to guide individuals and groups to change in contexts without hierarchical structures.

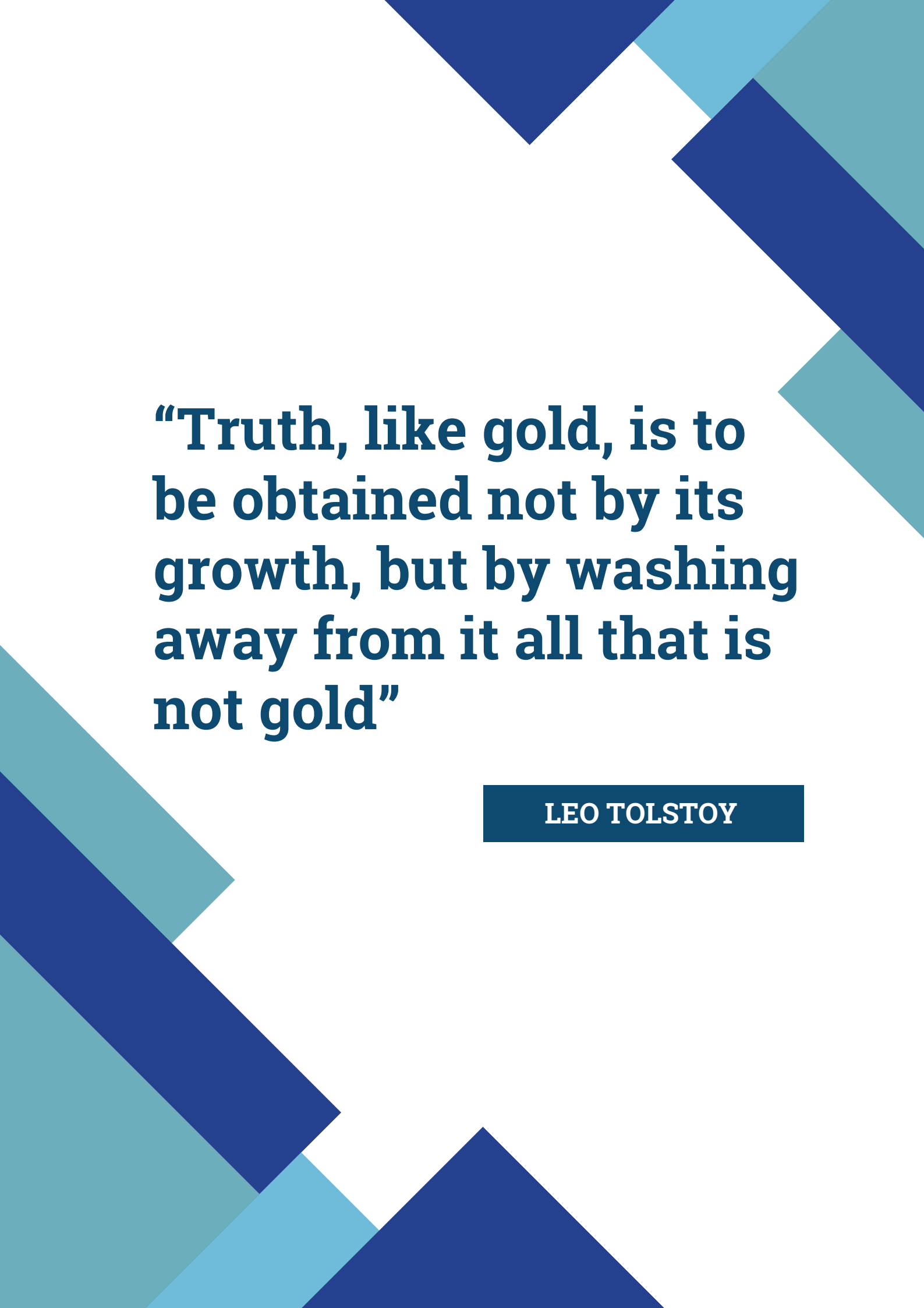
This approach allows users to accompany tourism workers taking part in the **START Labs** in acquiring not only technical skills on sustainable performance and digital transformation, but also skills that will enable them to activate colleagues and companies towards business transformation. Transformational team coaching is a method that accompanies the generation of new interpretations of reality and learning useful to enable the most appropriate actions in producing the expected results, i.e. to evolve the learner's mindset and modus operandi from linear to circular and from traditional to digital.

2.2 What is coaching?

Coaches typically refer to **carriages that transfer people and goods from one place to another**.

Well, this is also the meaning of a coach within our context. Coaches are expected to transfer their teams – colleagues from one situation to another one. From an indifferent, in terms of sustainable and digital performance, situation to another one, where the individual is aware and critical vs traditional performance, thus reviewing his/her own practice towards a more sustainable and digital one.

Coaches are, moreover, not viewed as guides or instructors, but much more as generators and activators, helping lab attendees to act autonomously and introduce change by themselves through **questioning** and enabling the teams and individuals to identify gaps in their skills or knowledge and to plan and support them to come up with their own goals, ideas and conclusions.



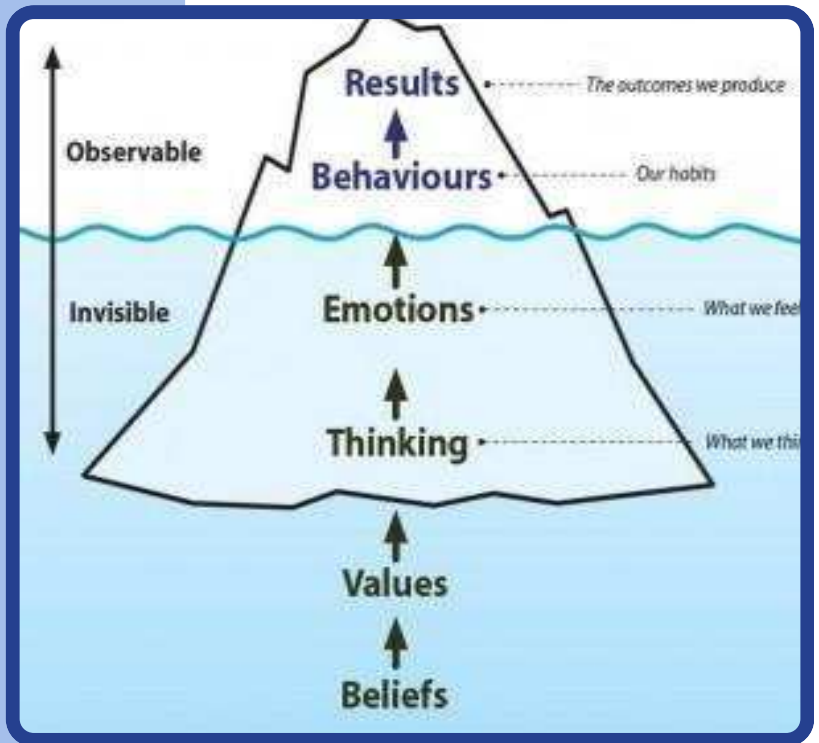
“Truth, like gold, is to be obtained not by its growth, but by washing away from it all that is not gold”

LEO TOLSTOY

For **KEITHSON AND PARTNERS**, the purpose of coaching is to "**unlock**" people's potential or to obtain desired performance while releasing the potential from undesired interferences. Undesired interferences should be, in this case, irrational perceptions blocking the unfolding of the individuals' strengths.

To help people understand this, you can use the metaphor of the Iceberg.

The visible tip of an iceberg represents what others see, while the vast majority lies beneath the surface. This metaphor can remind people that there is more to them than meets the eye, including hidden potential and untapped strengths.



Instead, **W. Timothy Gallwey** (The Inner Game of Work, 2000) describes the formula of the inner game to unleash your potential as:

PERFORMANCE = POTENTIAL – INTERFERENCE

But what are the **INTERFERENCES**? They are the “**Stories**” that we tell to ourselves. There are many different types. Let’s have a look at some that you have probably said or thought yourself.

“Stories we tell ourselves”

"Everyone always relies on me because I am responsible and because they are not autonomous"

"I am an accommodating person. That's why others take advantage of me"

"I've tried everything possible. If I see no alternative, it's because there isn't one"

“From stories to limiting thoughts”

"That's just the way I am"

"I can't ... And I don't think I ever will"

"It's useless ..."

“From the stories to... the bias”

"They're not going to change anyway"

"They fill their mouths with fine words, but..."

"If he says that, it means that."

Stories are a result of **Cognitive bias** which is a systematic pattern of deviation from norm or rationality in judgment. Individuals create their own "subjective reality" from their perception of the input. An individual's construction of reality, not the objective input, may dictate their behaviour in the world. Thus, cognitive biases may sometimes lead to perceptual distortion, inaccurate judgment, illogical interpretation, and irrationality (Kahneman D, Frederick S, 2002).

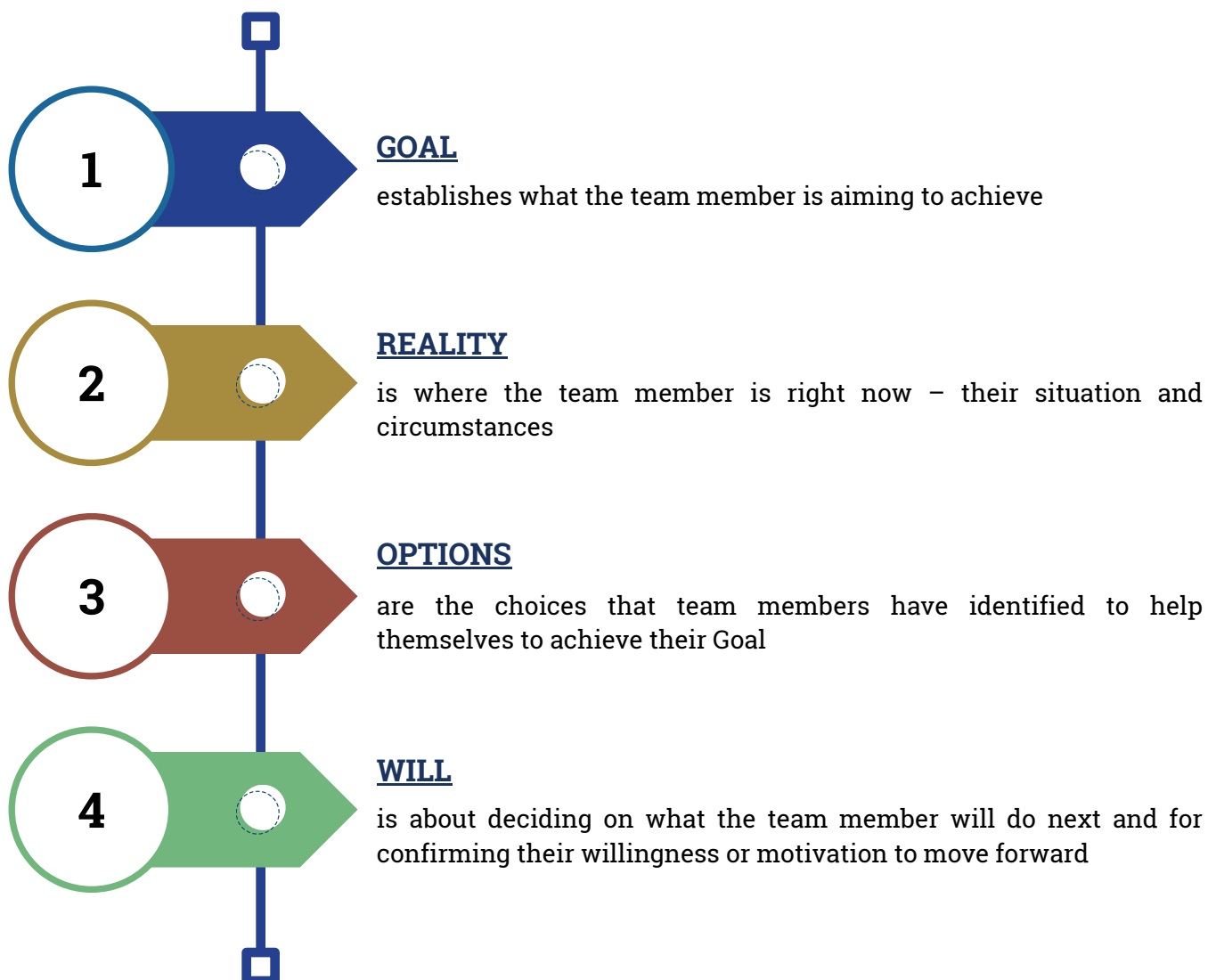
In an ideal setting, **the Coach leads the Coachee from the problem to the objective, from “I must” to “I want”, from the “need” to the “desire”**. With the help of the Coach, the Coachee **moves and leads to action and he/she enters a logic of possibilities** (Whitmore J., 2017).

2.3 What exactly does a Coach do?

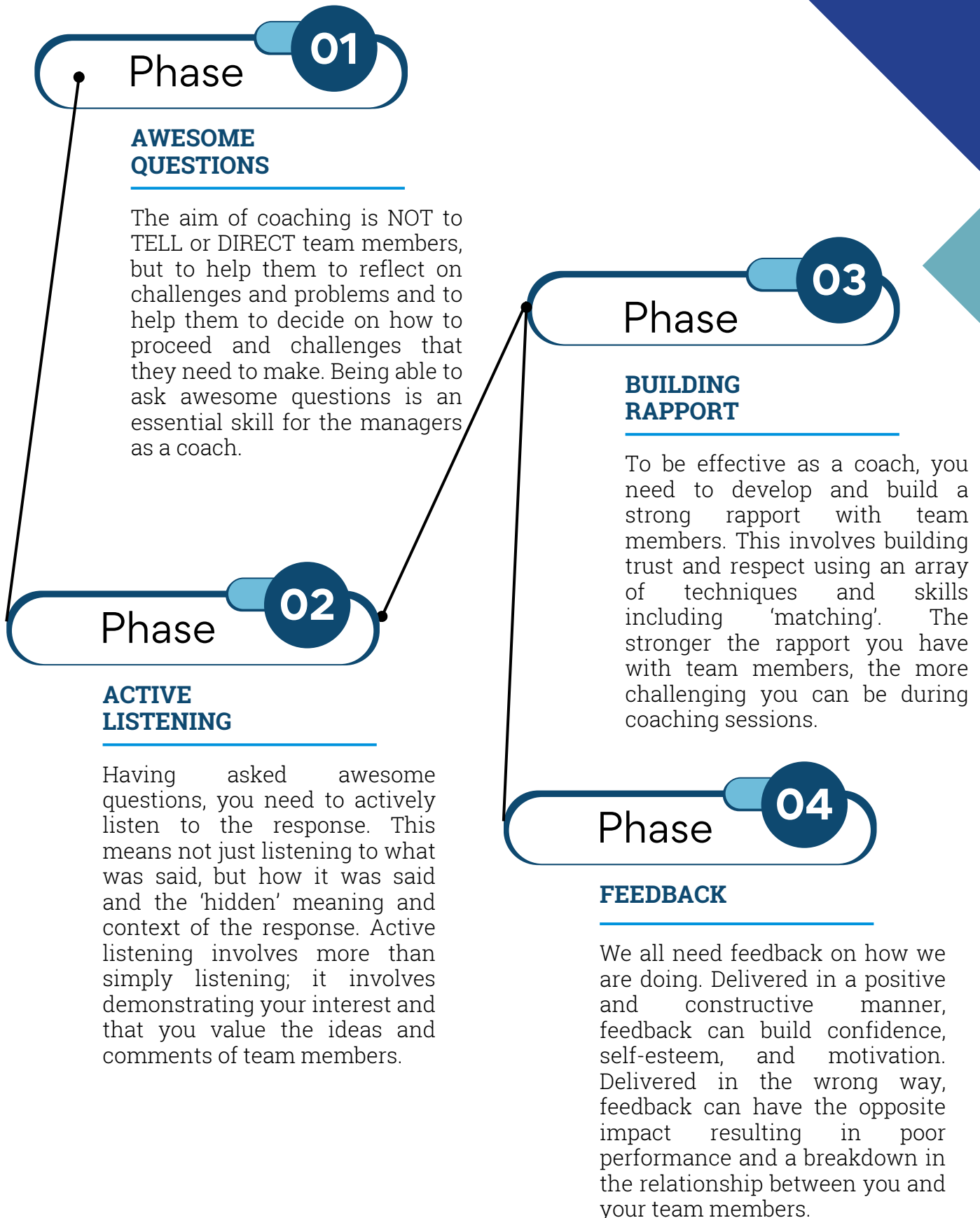
Coaching is performance oriented, however it focuses on changing the mindset of the coachee in order for him/her to change his/her behaviour. In this context what the coach does is:

- Facilitate the discovery and clarifying of the objectives that the coachee wants to reach
- Accompany the coachee in discovering his/her goals
- Help the coachee to devise solutions, while leaving full autonomy and responsibility to the coachee.

How? Using a series of tool and models such us the GROW Model (Alexander G., 2016) that consists of four phases:



To move from one phase to the next, the coach uses:



In the following pages you will find the questions used in the Grow model and an overview of some basic tools to make use of them during the START Labs.

3. IDENTIKIT OF THE GREEN-TECH INFUSION COACH

The Green-Tech Infusion Coach is a true agent of change, who will support tourism workers so that they can

The Green-Tech Infusion Coach is a true agent of change, who will support tourism workers so that they can

- develop their potential
- initiate change by evolving their know-how in a digital and green key
- immerse themselves in a real experience that leads to realising as-is-to be analyses
- design sustainable digital solutions



Discover his/her identikit

<p>1. Who helps you</p> 	<p>2. What you do</p> 	<p>3. How you Help</p> 	<p>4. How you interact</p> 	<p>5. Who you help</p> 
<p>8. What you give</p> 	<p>9. What you get</p> 	<p>6. What you are & what you have</p> 	<p>7. How they know you & how you deliver</p> 	

Discover his/her identikit

1. Who helps you:

- Colleagues
- Business management
- The network of partnership trainers/consultants aligned during the mobility
- Partners who are experts on tourism, digital technologies and sustainability

2. What you do:

Support tourism workers so that they can:

- develop their potential,
- initiate change by evolving their know-how in a digital and green key
- immerse themselves in a real experience that leads to realising as-is-to be analyses
- design sustainable digital solutions
- come up with their twin transition goals, ideas and conclusions
- develop their self-awareness and their skills and knowledge to improve their job performance or personal growth
- obtain the necessary competences to act as agents of change activating their colleagues/managers/SMEs towards twin transition

3. How you Help:

- Stimulate creativity and innovation through the presentation of success stories, testimonials, studies, etc.
- Generate learning through doing, acting, operating on practical behaviours and real or lifelike digital and green organisational challenges to become a protagonist of tech-infusion in a laboratory context
- Reinforce what has been learnt by exploiting the experience and decoding its valuable content, methodological and behavioural aspects so that they can represent the culmination points of the experimental cycle and the starting points of a new virtuous process of extending and reapplying know-how to new challenges, enhancing the twin transition as a social fact to be shared and co-elaborated through the contamination of ideas, experiences and projects.
- Practice with sustainable digital tools offered during the START Lab Sessions
- Provide a detailed plan with all the activities and timelines
- Provide constant guidance and support in the learning process
- Offer opportunities for extra development of their skills
- Offer opportunities to learn by doing and implement their knowledge and skills in practice
- Be empathetic and friendly/adopt collaborative behaviour

Discover his/her identikit

4. How you interact:

- Adopt a consultative approach oriented towards the search for shared solutions based mainly on listening but also a "facilitator" approach both in terms of content-methodology and technology, providing 360 ° support
- Develop a supportive relationship among the participants should be built
- Adopt a semi-formal style, establish respect and cultivate a collaborative relationship at the same time
- Offer assistance and guidance
- Encourage self-learning and self- motivation

5. Who you help:

- Tourism SMEs workers and managers
 - Hotellerie, Travel agencies and their staff
 - Other trainers/consultants(that could join the network)
- interested in acquiring transversal skills that are decisive for their personal and professional future
- INDIRECT
- Local and Economic community that will benefit from the promotion of twin transition through the digital solutions created

6. What you are & what you have:

A trainer/teacher/consultant/expert with great experience in the twin transition/sustainable digital technologies/training processes, that has acquired coaching skills in the change management process to engage, motivate and support people to embrace the twin transition.

Coaching techniques such as the use of the GROW model: awesome questions, active listening, building rapport and feedback.

Intellectual resources. Data and information on the topic are presented and explained to the workers (OER and case studies).

Activities to apply knowledge are offered (circular tourism tool and Model to conceive new sustainable digital products/service).

Discover his/her identikit

7. How they know you & how you deliver:

- START LAB activities
- Constant support through digital channels (Internet, email, video conferences, telephone)
- Awareness: the theory and practice aim at raising workers' awareness to get them engaged in embracing the twin transition.
- Evaluation: self-assessment activities should be adopted by the teacher/consultant to let the workers speculate on what insight they got from the theory and practice
- Multimedia and ICTs should be used, as they are necessary for a lively and efficient work-based learning process.

8. What you give:

- Ideas
- Enthusiasm
- Professionalism
- Different perspectives
- Flexibility
- Passion
- Communication skills: motivating, rebalancing, supporting changes, raising problems and resolving conflicts
- Coaching techniques applied to change management
- Distribution of the toolkit to create sustainable digital solutions
- Digital tools and a Model to conceive new sustainable digital products/service
- Continuous Evaluation of the green mindset through the circular tourism tool
- Continuous feedback, reports and presentations

9. What you get:

- Rewards: Satisfaction, Gratitude
- A continuous professional growth (becoming more competent)
- Extend network of tourism/green-tech experts

4. THE TOOLBOX OF THE GREEN-TECH INFUSION COACH

Open, coaxing or encouraging and challenging or probing questions.

1. OPEN

They leave a lot of free space for answering (e.g. What do you want to change? What are you trying to achieve? Etc.). Open questions usually begin with one of the following:

WHY, WHAT, WHEN, WHERE, WHO AND HOW



Examples

- What result are you trying to achieve in the twin transition scenario?
- What outcome would be ideal?
- What do you want to change?
- What has worked for you already?
- How could you do more of that?
- What is the hardest/most challenging part of that for you?
- What is the best/worst thing about that option?

2. COAXING AND ENCOURAGING

They aim at encouraging coachees to identify potential ideas and solutions themselves. These types of questions are highly effective when used with **TED**.

T = TELL ME ABOUT ...

E = EXPLAIN MORE ABOUT.....

D = DESCRIBE MORE ABOUT

Examples

- Tell me more about how you could introduce twin transition practices in your company
- Tell me, what are your next steps?
- Explain a little more about how this would work.
- Explain in more detail why you feel this is important.
- Describe how you would complete this if it were up to you.
- Describe where this problem happens most of the time.

3. CHALLENGING – PROBING

Instead of openly disagreeing with a different coachee's opinion, a challenging question might highlight the differences/difficulties in a constructive approach:

Examples

- Interesting ... why do you think that is the case?
- How does this compare to the previous three months?
- What ratio of complaints to customers did you achieve while implementing sustainable and digital transformation initiatives?
- What would be an example of that?
- Who else might be able to help you?
- Where in the process are the bottlenecks or blockages?

Questioning Tips

1 Plan your questions

Before your coaching session, consider your goal and then plan a sequence of related questions to help you follow the conversation and cue your notes

2 Know your purpose

Every question you ask should help you gather either facts or an opinion. Know which kind of information you need and frame your questions accordingly

3 Use open questions

Open questions are great questions because they invite team members to give you full answers

4 Avoid asking multiple questions at once

Questions containing multiple questions are not great questions because they can get people confused – which question should they answer first?

5 Focus your questions so they ask one thing at a time

To get more complete answers, use short questions, where each one covers a single point. If you really want to know two different things, ask two different questions

6 Ask questions using their language not yours

Ask questions using words and phrases that team members understand. It avoids misunderstandings and will help to build rapport. Avoid unnecessary 'jargon'.

7 Avoid asking leading questions

Leading questions can result in your team member telling you what he thinks you want to hear, rather than the full truth. This will not help you moving forwards.

8 Follow general questions with specific ones

Build a hierarchy of questions that begins with the big picture and gradually drills down into specifics with follow-up questions.

9 Ask supplementary questions

Follow on questions are great because they show that you have been listening to your team member and help you to understand what they are saying more fully.

10 Do not interrupt answers

Listen to the full answer to your question. The art of good questioning lies in truly wanting the information that would be in the answer which means listening.

11 Transition naturally

Use something in the answer to frame your next question. Even if this takes you off your planned path for a while, it shows that you are listening, not just hammering through your agenda, and it ensures that the conversation flows naturally.

Questions in the GROW coaching model

1 GOAL

- What do you want to achieve from this coaching session?
- What goal do you want to achieve?
- What would you like to happen with _____?
- What do you really want?
- What would you like to accomplish?
- What result are you trying to achieve?
- What outcome would be ideal?
- What do you want to change?
- Why are you hoping to achieve this goal?
- What would the benefits be if you achieved this goal?

2 REALITY

- What steps have you already taken to achieve this goal?
- Where are you now in relation to your goal?
- On a scale of one to 10, where are you?
- What has contributed to your success so far?
- What is working well right now?
- What do you think is stopping you?
- Do you know other people who have achieved that goal?
- What did you learn from _____?
- What have you already tried?
- How could you turn this around this time?

3 OPTIONS

- What are your options?
- What could be your first/next step?
- What do you think you need to do to get a better result (or closer to your goal)?
- Who else might be able to help?
- What has worked for you already? how could you do more of that?
- What is the hardest/most challenging part of that for you?
- What is the best/worst thing about that option?
- Which option do you feel ready to act on?
- What could you do differently?
- Who do you know who has encountered a similar situation?
- What do you think you need to do right now?
- Tell me how you are going to do that.
- How will you know when you have done it?
- On a scale of one to ten, what is the likelihood of your plan succeeding?
- What obstacles are getting in the way of success?
- What resources can help you?
- How will you know you have been successful?
- What support do you need to get that done?
- What do you need from me/others to help you achieve this?
- What are three actions you can take that would make sense this week?
- On a scale of one to ten, how committed/motivated are you to doing it?

Listening Assessment: HOW WELL DO YOU LISTEN?

Read through the list of behaviours and tick the behaviours that you often undertake. Be honest with yourself.

HOW OFTEN DO YOU	OFTEN	SOMETIMES	NEVER
1. Interrupt people before they finish speaking			
2. Jump to conclusions			
3. Not check what you have heard			
4. Jump in with the punch line of a joke being told by someone else			
5. Make judgements on people's behaviour			
6. Finish sentences for other people			
7. Think about something else when you should be listening			
8. Become impatient with people who take too long to explain their ideas			
9. Not make eye contact with people when talking			
10. Wish other people would get to the point more quickly			
11. Want to tell other people what to do			
12. Keep looking at your watch			
13. Doodle in meetings whilst people are speaking			

1 E = EMPATHISE

Demonstrate that you understand their perspective and opinions even if you disagree with them.

EXAMPLES

“If I understand you properly, what you are saying/are feeling/believe/are worried about is”

2 A = ACKNOWLEDGE

Demonstrate that you are listening through body language such as by nodding and hand gestures and other nonverbal signals.

EXAMPLES

“Mm-hm” Head nodding

3 R = REFLECT

Demonstrate that you are listening by repeating key words and phrases and taking time to think about what has been discussed.

EXAMPLES

“Thinking about what you have just said”

“Tell me more about....”

“Explain a little more about”

Listening Tips

MAKE NOTES	This will indicate you are listening and will help your memory
MAINTAIN EYE CONTACT	Avoid staring, but do ensure you make eye contact every few seconds
SPEAK AND LISTEN IN THE RATIO OF 1 – 2	You have one mouth and two ears - therefore, aim to use them in that ratio
ALLOW PEOPLE TO FINISH	Avoid completing sentences for others, as it will discourage them from continuing
AVOID JUMPING TO CONCLUSIONS	Listen to the whole story or explanation without pre-judging the outcome
RESPOND TO PEOPLE	Nodding, smiling and the occasional 'mmm', or 'yes' indicates you are listening
ASK QUESTIONS	Use questions to show interest and to check your understanding or to clarify a point

1 MATCHING

This simply involves you mirroring and complementing one or more aspects of the team member. It is not copying or mimicking: it is more like a dance. Effective matching should look and feel natural and serves to demonstrate that you are willing to enter their 'model of the world'.

They will intuitively perceive this which helps them to feel more at ease and to share more about their feelings, ideas, and concerns.

When people speak, a great deal of meaning is conveyed by non-verbal means which always accompany the spoken word whether they are intended or not. In other words, a spoken message is always sent on two levels simultaneously, verbal, and non-verbal.

People communicate through words, the language they use and the way they say it and through the way they use their body - gestures, body posture and facial expressions.

Without knowing it, we all recognise the hidden meaning in the gestures, body language and facial expressions of people with whom we interact. As a coach, the key is developing a heightened awareness and using all of the information presented to you (e.g. what a team member has said, how they said it, how they looked and behaved when sharing it with you and so on).

The language that some people use can sometimes cloud their objectivity and understanding of a situation. Rather than contradicting them which would emphasise difference, you can 'match' using techniques such as 'paraphrasing' and 'summarising'.

This has the effect of enabling them to hear back what they have said which sounds familiar to them. It also enables them to reflect on what they said and often simply 'playing back what they said' helps to bring more objectivity to the situation.

2 PARAPHRASING

This requires that you to make a short statement of what your team member has just said. It helps them to clarify their thinking by hearing it played back to them. By doing this without giving advice or interrupting with your own judgement, you will deepen their level of trust in you. It will demonstrate that you are fully listening to them, you care about what they are saying, and you are trying to understand

their point of view.

It is a similar technique and helps to draw out the main themes in the conversation as those are what matter. The skill in summarising is the time and method. It is best to wait for a natural break before offering a summary but sometimes, if information is coming thick and fast, it is helpful to interrupt gently and suggest a summary might be beneficial.

3 SUMMARISING

It is a similar technique and helps to draw out the main themes in the conversation as those are what matter. The skill in summarising is the time and method. It is best to wait for a natural break before offering a summary but sometimes, if information is coming thick and fast, it is helpful to interrupt gently and suggest a summary might be beneficial.

Examples:

'Can I check what I think we have covered so far? you mentioned ...' (then summarise the key themes).

'I would like to make sure that I have heard what you have said so far. I believe you mentioned ...' (then summarise the key themes).

'I wonder if I could check in with you. Am I right in thinking that you have discussed ...' (then summarise the key themes).

Once you have provided a summary, it is crucial to leave space for the team member to verify the summary and add to it if they want. Summarising helps those who think aloud explore lots of points along the way by connecting them back to the key points of what they want to cover in coaching. Summarising helps those who think first before speaking by showing they have been heard and understood. It also helps people think further and deeper about what they are sharing in the coaching session.

Building rapport Tips

RAPPORT IS NOT MANIPULATION

To be effective as a coach, you need to be able to influence team members and be willing to be influenced by them as well because rapport is a two-way, interactive process.

RAPPORT IS NOT THE SAME THING AS BEING FRIENDS

Although being in rapport is usually enjoyable, it is possible to have rapport and mutual respect whilst not liking or getting on personally.

RAPPORT IS NOT ABOUT AGREEING

It is possible to agree with a team member or vice versa and not have rapport. It is also possible to have rapport with them and not agree with them.

1 AIM

This model is effective when our aim is to encourage team members to reflect on a scenario and, therefore

they provide much of the feedback themselves. It is based upon a semi structured brainstorming exercise.

2 HOW TO USE IT

The coach should ask awesome questions, pausing, and leaving space for the team to reflect and make suggestions requiring the coach to actively listen.

The sequence starts with what worked well (i.e. focusing on the positive) before exploring what did not work well. It is important to not slip into blaming people, making excuses, and generating negative feelings!

The coach should start with the 1st

question to review the 2nd and plan the 3rd.

When exploring the third question it is important to build on what worked well (i.e. successes) and to identify how to address as many of the actions, choices and behaviours that did not work so well, as possible.

- What worked well?
- What did not work well?
- What can be done differently next time?

1 AIM

It is a simple but powerful visual tool for developing self-awareness, and for building trust and better workplace relationships.

The model is based upon four window panes which represent four aspects of knowledge about individuals and others, which are known to one,

both or neither of the parties.

Your Open Area expands vertically with self-disclosure and horizontally with feedback from other people. By encouraging healthy self-disclosure and sensitive feedback, you can build a stronger and more effective team.

2 AREAS DESCRIPTIONS

THE OPEN AREA

relates to things that the team member already knows about themselves and that you also know.

THE BLIND ARE

is the pane containing things you and other people know about the them, but which they do not know about themselves: things such as regular habits or behaviours which are apparent to others, but not apparent to the team member themselves. People have positive blind spots (e.g. strengths) and negative or development blind spots (e.g. weaknesses). The more an individual seeks feedback from others, therefore, becoming aware of such things, the smaller the blind spot pane will be.

THE HIDDEN AREA

The 'private' or 'hidden pane' relates to things a team member knows about themselves, but which you or other people do not know about them. These may be things the individual has chosen to keep hidden or which are not immediately apparent.

The extent to which a team member shares information with you from their 'hidden pane' is often a reflection of the level of trust and rapport that exists between the two of you as some things might be sensitive and/or of a personal nature.

THE UNKNOWN AREA

The final pane is called 'unknown pane' because it relates to those things hidden in the people's unconscious of which neither the team member nor other people are aware. Such information might include information and experiences that are unknown to the individual and to others. These unknown issues take a variety of forms: they can be feelings, behaviours, attitudes, capabilities, aptitudes, which can be quite close to the surface, and which can be positive and useful, or they can be deeper aspects of a person's personality, influencing the individual's behaviour.

Large unknown areas would typically be expected in younger people and individuals who lack experience or self-belief.

3 HOW IT WORKS

Propose a list of adjectives and ask a member of the team to follow these steps:

1. Identify Personal Characteristics:

- Choose adjectives that describe you.
- Ask colleagues to choose adjectives they feel describe you.
- Draw a Johari Window diagram and fill in the quadrants:
 - Open Area: Adjectives chosen by both you and colleagues.
 - Hidden Area: Adjectives chosen only by you.
 - Blind Area: Adjectives chosen only by colleagues.

Unknown Area: Adjectives not chosen but to consider for increased self-awareness.

2. Define Your Goal:

- Analyse your completed Johari Window.

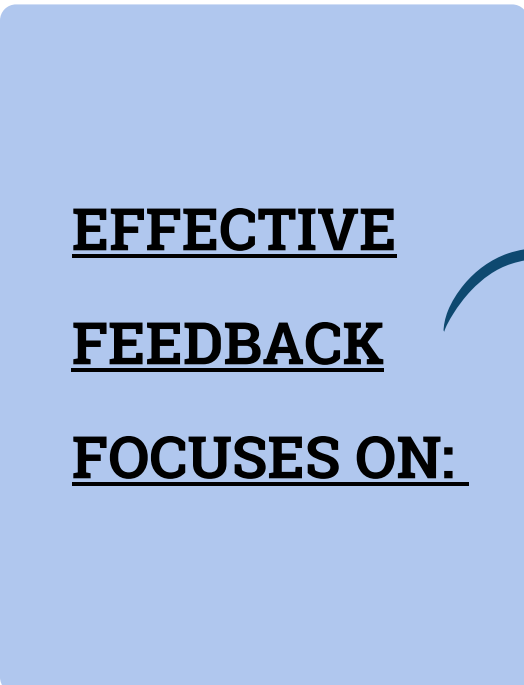
- Identify ways to increase your Open Area by reducing the Hidden, Blind, and Unknown Areas.

- Example: Reduce Hidden Area by being less secretive.
- Example: Reduce Blind Area by understanding colleagues' perceptions.

3. Open Up and Ask for Feedback:

- Share more about yourself to reduce Hidden and Unknown Areas.
- Self-disclosure enhances trust and expands the Open Area vertically.
- Seek and accept feedback to improve self-awareness and reduce Blind Area.
- Embrace new challenges and experiences to decrease the Unknown Area.

EFFECTIVE
FEEDBACK
FOCUSES ON:



- Behaviour not the person
- Observation not interference
- Description not judgement
- Sharing ideas not giving advice
- Exploring options not providing answers
- Asking not telling

Post Coaching Assessment

<p>Take a few minutes to reflect on the recent coaching session. Grade and comment on the following questions as follows: Grading scale: 1 = POOR, 3 = SATISFACTORY, 5 = EXCELLENT.</p>	1	2	3	4	5	COMMENTS AND ACTIONS
How pleased are you with the way the coaching session went?						
How did you feel before delivering the coaching session?						
How did you feel after delivering the coaching session?						
How effectively do you feel you used questions during the coaching session?						
Who did most of the speaking and who did most of the listening? Do you feel that you got the right balance – if not why?						
How well do you feel you listened to the person you were coaching?						
How did the person you coached respond? What changes have you noticed in their performance, attitude, skills and so on?						
What changes and/or improvements would you make if you had to do it again?						

E. Being an agent of the twin transition


1. THE CIRCULAR TOURISM TOOL

The tool represents an as-is-be analysis tool configured on a 'three-dimensional' model in which the founding dimensions of professional action, coinciding with **Context, Role, Person**, constitute the drivers of development of the entire analysis framework and the relative 'evolutionary' response.


1. **The context dimension**, concerns the exogenous and endogenous factors that may accelerate or delay, facilitate or hinder the twin transition and respectively refer to those aspects of a regulatory, environmental and competitive nature as well as those of an organisational and cultural nature.
2. **The role dimension** touches on the digital and green evolution of professional behaviour, which will have to evolve operational methods and practices, orienting them towards an evolved digital and green mindset accompanied by digital operation skills, digital communication skills and green skills suitable for the new scenarios of twin transition in the tourism sector
3. **The dimension of the person**, concerns behavioural qualities, i.e. relational, conversational, communicative and problem-solving qualities, which are essential for transforming theoretical "knowledge" and "technical skills" into professional performance of excellence.

From a methodological point of view, the European 'GreenComp' framework based on **12 competences** divided into **4 areas** will be used to structure the analysis questionnaire.


Area 1.
**Embodying
sustainability values**

- 
- 1.1 Valuing Sustainability
 - 1.2 Supporting Fairness
 - 1.3 Promoting Nature


Area 2.
**Embracing complexity
in sustainability**

- 
- 2.1 Systems Thinking
 - 2.2 Critical Thinking
 - 2.3 Problem Framing

Area 3.
**Envisioning
sustainable futures**

- 
- 3.1 Futures Literacy
 - 3.2 Adaptability
 - 3.3 Exploratory Thinking

Area 4.
**Acting for
sustainability**

- 
- 4.1 Political Agency
 - 4.2 Collective Action
 - 4.3 Individual Initiative

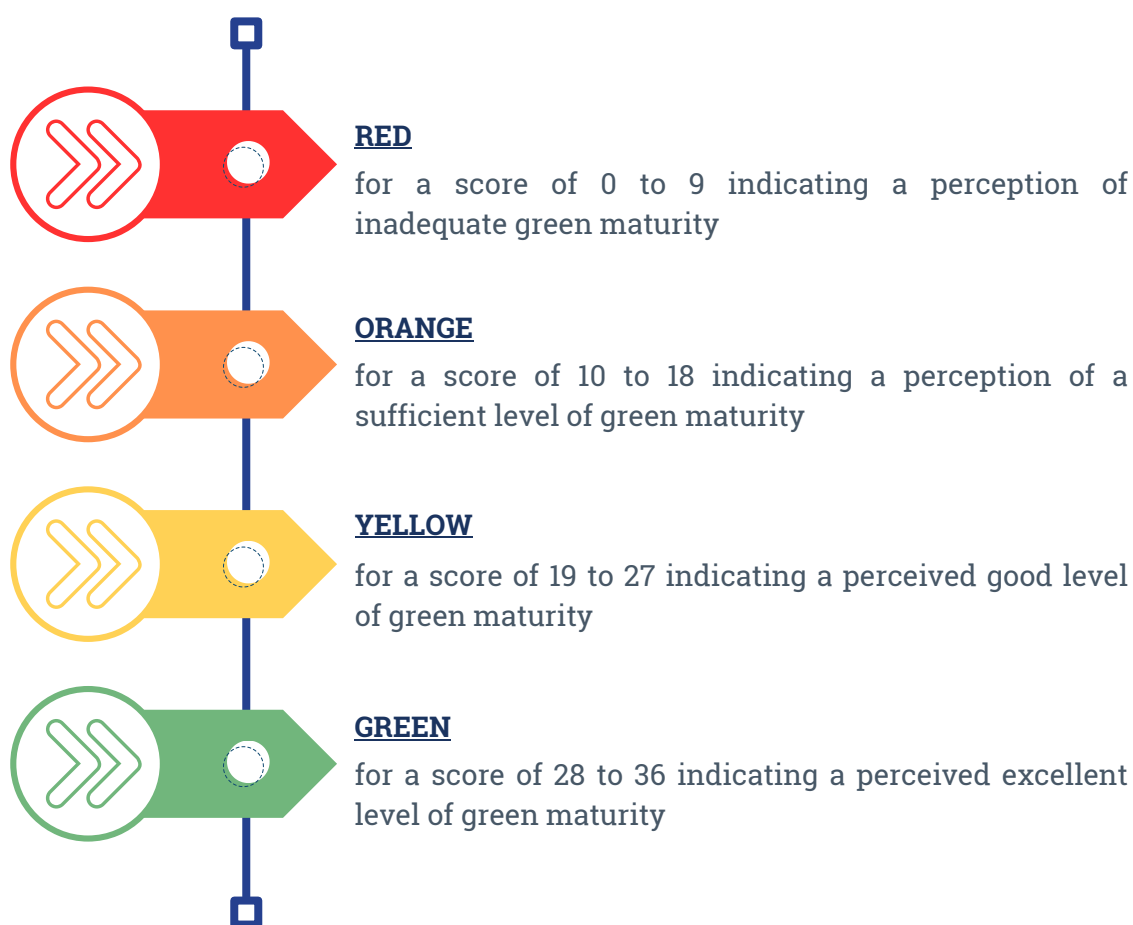
People will be the architects of a **self-assessment process** that will be guided by Artificial Intelligence to detect their perceived level of green maturity in order to stimulate reflection, awareness and self-criticism through the activation of a tutorial, empathic and customised human-machine relationship.

For each competence, 3 specific questions will be asked relating to **Person, Context and Role**.

Each answer will be correlated to a score from **1 to 4** (where 1 is the lowest of green maturity and 4 the highest)

level functional to polarise the level of **green maturity** with respect to the 4 areas of the GreenComp, for each of which graphic, conceptual and chromatic evidence of positioning will be given, symbolised by a **four-leaf clover** to allow people to intuitively identify the strengths to be consolidated, the areas of improvement to be integrated, orienting their path towards a fair balance of a complete green evolution.

In particular, each area will be related to a leaf of the four-leaf clover whose colours will be:



The questions and their answers will be contained in an excel file available at the following link <https://start.gtfondazione.org/>

At the end of the self-assessment process, the system will suggest '**recommendations**' to accompany a harmonious green development regarding:

1

How to **consolidate what has been gained on a personal level**, suggesting learning options structured in microlearning modules, metaverse solutions and narrative branching scenarios;

2

How to **evolve one's professional behaviour** in a green-tech perspective, suggesting professional behaviours to be assumed;

3

Which **digital tools to use in one's organisational context** to infuse digital and green innovation into business models, processes and practices.

1.1 The recommended tools

For each recommendation, based on the score obtained and the sector it belongs to, we proposed a set of tools to be used, in order to increase personal and business **level propensity related to sustainability**. Below is the complete list of tools with a brief description and link to the relevant website, App store, or Google play:

1 Canva

Is a web-based graphic design platform that offers tools and resources for creating a wide range of visual materials, including logos, presentations, posters, social media posts, and more. With an intuitive interface and an extensive library of templates and graphic elements, Canva enables users to create high-quality graphic designs even without professional design experience. The platform is widely used

by creative professionals, businesses and individuals who want to create eye-catching visual materials in an efficient and accessible way. It uses a drag and drop format of selection and provides access to a database of photographs, vector images, graphics and fonts. The platform allows both a free and paid plan. It is also possible to download the application.

For more information: www.canva.com

2 Hovercode

Is an innovative QR code generation tool that combines practical functionality and artistic expression. Through Hovercode, users can create custom and artistic QR codes, adding unique designs and visual elements. Key features include artistic QR codes, a simple interface,

customizable prompts, detailed descriptions of the artwork, custom branding, dynamic QR codes, and tracking and analysis capabilities. It has a very simple and intuitive graphical interface. It features different types of business plans both free and paid.

For more information: www.hovercode.com

3 Photoroom

Is a versatile photo editing application that allows you to create professional compositions directly from your smartphone, without the need to use complicated editing tools. It offers a wide range of features aimed at giving images a professional look, ideal for product sales, profile images or resumes. One of the most outstanding features is the background removal tool, which allows you to automatically

remove the background of a photo to add a more professional background or make montages with several images. In addition, it offers a variety of templates for creating custom images, useful for selling products online, for example. PhotoRoom is a highly useful application that allows you to enhance images with professional effects with a simple touch at no cost.

For more information: www.photoroom.com

4 Bikemap

Offers cycling navigation, route planning, GPS for cyclists, cyclo computers, trackers, and mile counters for all types of bikes: mountain bikes, road bikes, gravel bikes, city bikes,

and e-bikes.

Finding a bike route has never been easier. You can download the free app directly to your smartphone.

For more information: www.bikemap.com

5 Aworld

The app allows users to track improvements in their habits and view accurate metrics of the savings generated. It is an App to educate about environmental sustainability, through educational content, good habits to learn, and challenges to achieve goals.

Such as, for example, liters of water consumed, kilograms of CO2 emitted and waste produced. You can download the app totally free on the App store or Google play.

For more information: www.actnow.aworld.org

6 FairTrip

Is a free app that serves as a collaborative travel guide focused on places that have a positive social, environmental and economic impact. Users can add places that meet criteria such as authenticity, environmental sustainability, support for local businesses, and fair working conditions.

Each place is approved by the FairTrip team before being published. Users can also write reviews and report if a place continues to meet the criteria. FairTrip counts a wide range of places in its database and donates 10 percent of its revenues to local charitable projects.

For more information: www.fairtrip.org

7 Carbon footprint & CO2

A quick and immediate way, it allows you to figure out what each person's ecological footprint is on the ecosystem through a test that investigates the mode of transportation you choose to get to work, the diet you follow, your shopping, household habits, trips taken and trips planned. In addition, you can take advantage of helpful hints and tips so you can correct your daily habits right away.

In addition to your ecological footprint, you can also digitally calculate your water footprint: Waterprint is the app that monitors how much water you consume per day and, by measuring its environmental impact, provides suggestions for optimizing waste.

For more information: www.carbonfootprint.com

8 Refill

Refill is an online map that identifies all the places-public fountains, water filling stations, a coffee shop, a resort, a museum, or a store-where refillers can come in and refill their bottle with clean drinking water for free or at a minimal cost.

The app offers an alternative to avoid buying a water bottle and the goal is to reduce the number of single-use plastic bottles used unnecessarily around the world.

For more information: <https://www.refill.org.uk/>

9 Junker

It is an app that helps to do recycling collection easily, quickly and, above all, without mistakes by framing the product's barcode. The App through tablets and smartphones, allows

to immediately identify a product and, based on the geolocation of the user, to indicate in a certain and immediate way the correct where to dispose it.

For more information: www.junkerapp.com

10 Ecobnb

Is a platform that offers accommodation suitable for eco-friendly vacations, to be spent in environmentally and energy-conscious accommodations, offering green initiatives. Ecobnb promotes locations with reduced environmental impact, with stays in eco-sustainable accommodations that also offer organic, vegan food, yoga

and meditation weekends; in addition, eco-friendly itineraries and travel by non-polluting means, such as bicycles or electric cars, to rediscover slow tourism and authentic places. Ecobnb's goal is to produce 0% CO2 emissions and 100% clean energy.

For more information: www.ecobnb.com

11 Too good to go

after installing the App, users have access to a range of meals available nearby. They can either see what is available nearby or search for specific meals with different options for example time, pickup location, or even type, for example vegetarian or vegan. The company that created an app that helps combat food waste in a quick and easy way. Too good to go allows supermarkets, bars, restaurants, hotels and bakeries to

sell online, unsold food. This way, instead of being thrown away at the end of the day, these foods can be purchased at a reduced price and picked up by consumers at the store at a designated time. It is a win-win in that businesses can generate some revenue from excess food, customers can buy food at great prices, and unnecessary waste is reduced. For more information: www.toogoodtogo.com/it

12 Moovit

Is the app that allows you to plan routes in large urban areas, choosing the most environmentally and economically convenient route and mode. In addition to classic modes of transportation, such as public transportation or the car, it integrates other forms of mobility such as cabs or car sharing cars, and micromobility such as the bicycle, electric scooter, and electric moped. It allows you to book them directly from the app and, often, pay for services with a few

simple clicks.

By combining official public transit data with data provided by users through the network, Moovit is able to give real-time information on the status of transportation service (such as trains, buses, and streetcars). In addition, the app is linked to local news portals and alerts through push notifications when there are changes to services, industry strikes, or weather alerts.

For more information: www.moovit.com

13 GreenApes

Is the platform that turns your sustainable actions into donations and rewards you for your positive impact. Collect TWIN points with your sustainable actions, donate points to environmental and

social initiatives, and discover boxes full of real rewards. Amplify the impact of your actions and contribute to the future of our planet.

For more information: www.GreenApes.com

14 Oroeco

Is the world's first service that rewards you and all your friends for taking action to combat climate change!" Oroeco offers you personalized tips on how to save money along with the climate, and we've partnered with an award-winning non-profit organization, Impact Carbon, to eliminate your residual climate footprint by helping to provide clean stoves that save forests and lives in Africa. Find out what choices really matter, save money,

earn rewards, and inspire your community to be part of a collective solution to global warming! Oroeco can help you make more sustainable choices at home and on the go. The company is also partnering with Live Earth to create a truly global climate community with access in over 80 languages. The Oroeco app is currently available on Android and iPhone, with many more powerful features and more rewards.

For more information: www.oroeco.org

15 Green Globe

Helps to organize travel by recommending destinations where there is great respect for the environment and accommodations with official environmental certifications. Green Globe is a smartphone app that allows users to choose the best restaurants, hotels and resorts for an eco-tourist.

From Aruba in the Caribbean Sea to Kenya, from Germany to the United States of America, the app guides people on their free eco trips to facilities that have recognized environmental certifications.

For more information: www.greenglobe.com

16 Giki

This app has an incredible database of over 250,000 products, rated on how green or ethical they are. For example, if you scan a bottle of sunscreen, you will see the number of badges that Giki has assigned to this product. For things like no harmful chemicals,

recyclable packaging, animal testing, and even if it contains sustainable palm oil. Also, if the product has not been rated as very environmentally friendly, it provides suggestions for similar products that have less impact on the environment.

For more information: www.giki.com

17 Ecosia

It is a search engine that uses profits to plant trees in areas most in need, promoting environmental sustainability. Since the platform's launch in 2009 to date, it is

estimated that Ecosia has helped plant more than 160 million trees scattered around the planet.

For more information: www.ecosia.org

18 Good on You

Is the world's leading source for fashion brand sustainability rankings that provides consumers with the opportunity to make informed decisions about the clothes they buy. Their goal is to create an easier sustainable shopping experience for everyone

by being the primary source for brand ratings, articles, and expertise on fashion ethics and sustainability. The Good On You brand rating system assesses a brand's policies and practices in three key areas: planet, people, and animals.

For more information: www.goodonyou.eco

19 MayDayEarth

An app that allows users to report environmental emergencies, engage other users and launch campaigns to defend nature by promoting concrete actions to protect the environment. MayDayEarth is the platform and App to launch campaigns for waste collection, awareness raising, environmental sustainability and social innovation.

A sharing economy program aimed at raising awareness of environmental protection and sustainability, spreading a green economy and promoting sustainable development models. MayDayEarth is one of the first "digital ecosystems" for the environment, by the nature of active citizenship.

For more information: www.maydayearth.org

20 Klima

Klima is a carbon offsetting mobile application. The app aims to help individuals neutralise their carbon footprint by calculating their annual carbon footprint based on lifestyle choices and then offsetting unavoidable emissions through a

monthly subscription. The app offers a range of carbon offsetting projects, such as tree planting, solar energy, and clean cook stove initiatives, and tracks the impact of these projects in real-time.

For more information: www.klima.com

1.2 Operational Guidelines to use the Circular Tourism Tool

To fill out the questionnaire, the user will need to connect to **start.gtfondazione.org**. Once the user views the questionnaire web page, he will first have to fill in the master data fields (non-sensitive) and then proceed with

answering the **36 questions** (all required) of the questionnaire. The questions have been divided into the relevant **4 areas**, and once the user has filled in the area he will have to click on the **“next”** button, to move on to the next area.

At any time, he will be able to view the progress bar of the questionnaire. In case the user missed any answers to any question, an error message will be displayed and the question left blank will be indicated.

At the end of the questionnaire the user will have to accept the terms of Privacy and Policy, and click on the submit button. Once the set of answers has been submitted to the system, the user will be redirected to a page where they can view the **results** of the questionnaire based on their **personal green maturity level**.

On this page, the user will display a **coloured four-leaf clover**.

Each leaf will be coloured with the colour associated with the score obtained by area, and below the image of the cloverleaf, will display text **recommendations** (one per area) and tools for implementing or improving one's green maturity.

2. START LAB: INSPIRATION, ACTIVATION AND REFLECTION

The labs will be articulated in a circular flow, inspired by the logic of Kolb's learning cycle, which in this case will consist of 3 stages: **inspiration**, **activation** and **reflection**.

Furthermore, in order to maximise the formative effectiveness of the "**activation**" session, the partnership will apply the design thinking methodology where the vision of problems is combined with identifying potential innovative solutions. This will allow the "**rethinking**" of the organisational context and

the client relationship building/management process in the light of the digital solutions identified and designed.

For each of the phases, the following are indicated: **objectives**, **duration**, **number of sessions planned**, the **articulation**, i.e. the individual steps to be implemented and the tools to be used.

INSPIRATION

OBJECTIVE	Elicit original ideas by stimulating creativity and innovation through the presentation of success stories, testimonials, studies, etc.
DURATION	2 hours
N. SESSIONS	At least 2
ARTICULATION	<p><u>First session</u></p> <ul style="list-style-type: none">• Presentation of the project• Presentation of case studies, success stories, testimonials, studies contained in the Educational Programme to inspire participants towards greater sustainability through digital technologies• Reflection and sharing of experiences and ideas• Debriefing: realisation of ideas• Participant Feedback <p><u>Second session</u></p> <ul style="list-style-type: none">• Debriefing: acquiring knowledge of individual mindset• Presentation of the circular tourism tool• Reflection and sharing of results
TOOLS:	Project presentation, Educational TV Programme, Circular Tool

ACTIVATION

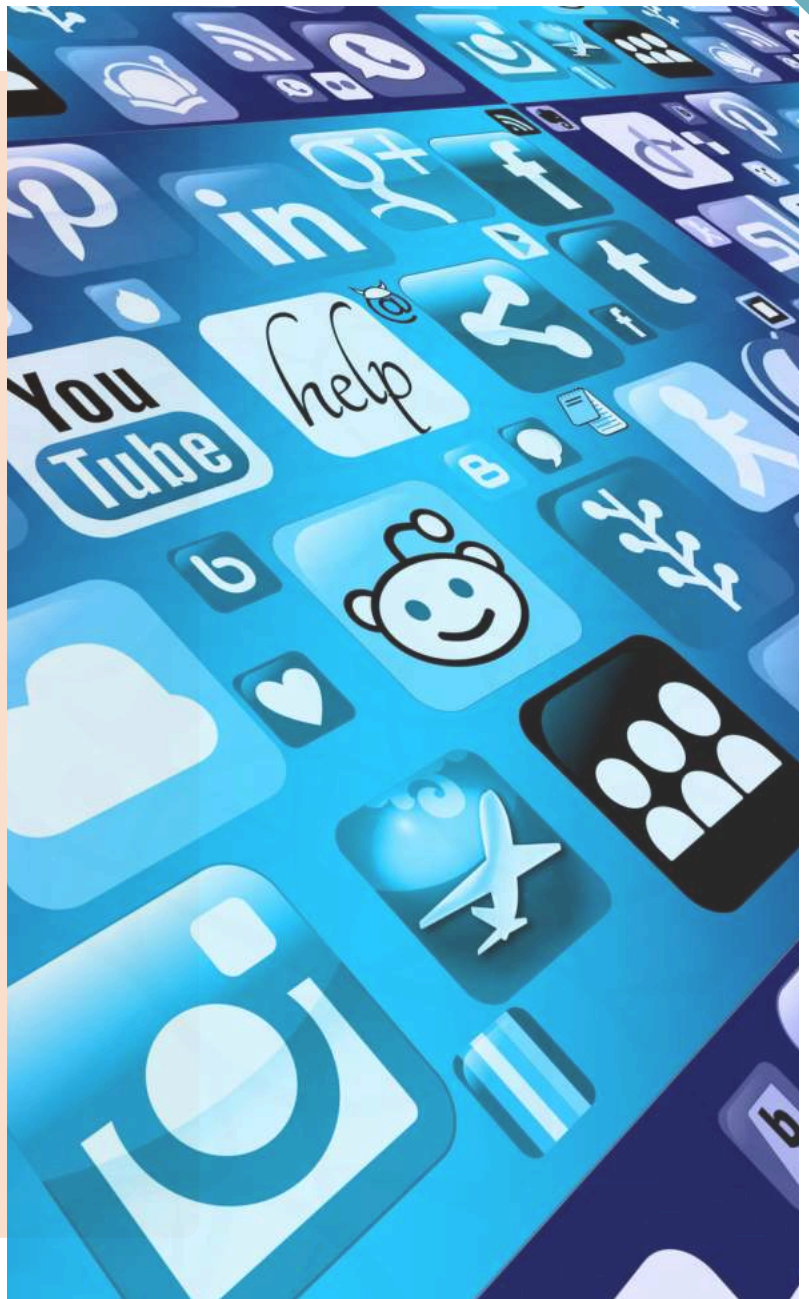
OBJECTIVE	Generate learning through doing, acting, operating on practical behaviours and real or lifelike digital and green organisational challenges to contend with being a protagonist of tech-infusion in a laboratory context
DURATION	4-6 hours
N. SESSIONS	At least 2
ARTICULATION	<p><u>First session:</u></p> <ul style="list-style-type: none">• Briefing: From the ideas to the model - Practical session introduction• Completion of Annex 1• Presentation of participant activities• Debriefing: conclusion <p><u>Second session:</u></p> <ul style="list-style-type: none">• Briefing: from the model to the actions - Prototyping session presentation• Development of the sustainable digital solutions• Presentation of the participants works• Integrations of the product into the START-App: practical guide• Debriefing: conclusion
TOOLS:	Annex 1: Model to conceive new sustainable digital products/service, START Toolkit – digital operational tool section, START APP

REFLECTION

OBJECTIVE	Reinforce what has been learnt by exploiting the experience and decoding its valuable content, methodological and behavioural aspects so that they can represent the culmination points of the experimental cycle and the starting points of a new virtuous process of extending and reapplying know-how to new challenges, enhancing the twin transition as a social fact to be shared and co-elaborated through the contamination of ideas, experiences and projects.
DURATION	1 hour
N. SESSIONS	1
ARTICULATION	<ul style="list-style-type: none">• De Briefing: reconstruction of the experience - from the "START" to the end• Rethinking: what worked and what didn't• Conclusion: rationalisation of the experience to translate it into everyday reality - what will you take home?• Future Commitments: from tomorrow I commit to....
TOOLS:	Annex 2: To-do-list Annex 3: How to evaluate new sustainable digital products/service

3. DIGITAL TOOLS TO INNOVATE THE RANGE OF TOURISM PRODUCTS OR SERVICES IN A SUSTAINABLE WAY

Here you can find a list of digital tools with an analysis of the pros and cons of the different **platforms/apps** in the tourism sector.





Hovercode's QR code tool is a feature within the Hovercode platform that allows users to generate and **customise QR codes** for various purposes. QR codes, or Quick Response codes, are two-dimensional barcodes that can be scanned using a smartphone camera or QR code reader app. Hovercode's QR code tool typically provides users with options to create QR codes that link to websites, social media profiles, contact information, email addresses, phone numbers, or text messages. Users can customise the appearance of the QR code by choosing colours, adding logos or branding elements, and selecting different shapes and styles.

In addition to basic QR code generation Hovercode's tool may offer advanced features such as **dynamic QR codes**, which allow users to update the content of the QR code even after it has been created. Some tools may also provide tracking and **analytics features**, allowing users to monitor metrics such as scan rates, location data, and device types. Overall, Hovercode's QR code tool is designed to be a user-friendly and versatile tool for creating custom QR codes for a variety of purposes, with options for customization and advanced functionality to meet the needs of businesses and marketers. For more information: www.hovercode.com

Pros

- **Artistic and Customizable Designs:** Hovercode allows users to generate unique and visually appealing QR codes by specifying detailed descriptions of the desired artwork, such as paintings, landscapes, or patterns. This enables users to create distinctive QR codes that stand out and encourage scans.
- **Dynamic QR Codes:** Hovercode supports dynamic QR codes, which allow users to update the destination URL without changing the code itself. This feature provides flexibility in managing QR code campaigns.
- **Tracking and Analytics:** The tool offers tracking and analytics capabilities to monitor the performance of the QR codes, such as the number of scans and user engagement.
- **Branded QR Codes:** Users can customise QR codes to match their brand by adding logos, colours, and shapes. This helps reinforce brand recognition and trust.
- **Variety of QR Code Types:** Hovercode supports various types of QR codes, including PDF, vCard, app store links, and more, providing versatility in the content that can be shared.
- **Generous Free Plan:** Hovercode offers a free plan that includes 10 dynamic QR codes, unlimited scans, 30 days of scan history, and advanced customization options. This allows users to try out the tool without any financial commitment.
- **Ease of Use:** The tool is designed to be user-friendly, with a simple interface that makes it accessible to users of all skill levels.
- **Continuous Improvement:** Hovercode actively engages with users, addressing issues and adding new features to improve the overall user experience.

Cons

- **Limited Customization in Free Plan:** The free plan of Hovercode offers limited customization options, such as only allowing for 10 dynamic QR codes and basic logo and design customization. Users may find these limitations restrictive for their needs.
- **Cost for Advanced Features:** While Hovercode offers a free plan, users need to subscribe to higher-priced plans to access advanced features like multiple custom domains, team management, and a larger number of dynamic QR codes. This cost may be a barrier for some users looking for more extensive functionality.
- **Technical Glitches and Issues:** Some users have reported technical glitches with the app, such as incorrect location detection and persistent notification problems. These issues can impact the user experience and the app's functionality.
- **Geographic Limitations:** The app may have limitations in accurately mapping waste collection in certain regions, which can affect its effectiveness in areas where waste collection data is not well-mapped.
- **Inability to Upload Pre-Taken Photos:** Users have expressed frustration over the app's limitation of not being able to upload pre-taken photos for waste identification. This restriction can be inconvenient for users who want to report waste items when they are not physically present at the location.
- **Language Support:** While the app supports multiple languages, there may be instances where language barriers or translation issues could impact user experience and understanding of the app's features and instructions.

Suggestions on how to use Hovercode app

1. Hovercode App - Dynamic QR codes:
<https://help.hovercode.com/article/11-qr-code-canva-app>
2. How to connect a custom domain:
<https://help.hovercode.com/article/8-qr-code-custom-domain>
3. How to create Google Form QR codes:
<https://hovercode.com/blog/google-forms-qr-code/>
4. How to create QR codes for business cards:
<https://hovercode.com/blog/qr-code-for-business-card/>
5. Best practices for adding your logo to QR codes:
<https://hovercode.com/blog/qr-code-logo-best-practices/>



Canva is a popular online **graphic design platform** that allows users to create a wide range of visual content, including presentations, social media graphics, posters, flyers, invitations, and more. It provides users with an intuitive drag-and-drop interface and a vast library of templates, images, illustrations, icons, and fonts to help them create professional-looking designs quickly and easily. Canva offers both **free** and **paid** subscription plans, with the paid plans unlocking additional features such as premium templates, advanced collaboration

tools, and access to a larger library of assets. The platform is widely used by individuals, businesses, educators, and non-profit organisations for various purposes, including marketing, branding, education, and personal projects. Overall, Canva is known for its **user-friendly interface**, extensive library of design resources, and versatility, making it a popular choice for anyone looking to create visually appealing content without the need for graphic design expertise.

For more information: <https://www.canva.com/>

Pros

- **User-Friendly Interface:** Canva's intuitive drag-and-drop interface makes it accessible for users of all skill levels, allowing anyone to create professional-looking designs with ease.
- **Extensive Template Library:** Canva offers a vast array of professionally designed templates for various purposes, saving time and providing inspiration for users.
- **Rich Asset Collection:** Users have access to millions of free and premium stock photos, illustrations, icons, and fonts, enhancing the visual appeal of their designs.
- **Customizability:** Canva allows for extensive customization of design elements, including text, colours, images, and layouts, ensuring that each project can be tailored to specific needs.
- **Collaboration Features:** Canva supports real-time collaboration, enabling multiple users to work on a design simultaneously and share feedback easily, which is ideal for team projects.
- **Brand Consistency Tools:** The Brand Kit feature allows businesses to upload their logos, colours, and fonts, ensuring consistency across all marketing materials and designs.
- **Versatile Export Options:** Designs can be exported in various formats such as PNG, JPG, PDF, MP4, and GIF, catering to different needs, from print materials to social media content.
- **Affordable Pricing:** Canva offers a free tier with robust features, and its Pro subscription provides additional tools and resources at a reasonable cost, making it accessible for individuals and businesses.
- **Integration with Other Tools:** Canva integrates seamlessly with various third-party apps and platforms, such as Google Drive, Dropbox, and social media channels, streamlining the workflow.
- **Mobile App Availability:** Canva's mobile app offers almost all the functionalities of the web version, allowing users to create and edit designs on the go.
- **Educational Resources:** Canva provides a wide range of tutorials, courses, and guides to help users improve their design skills and make the most of the platform's features.

Cons

- **Limited Customization Options:** While Canva offers a range of customization features, advanced users may find the options somewhat limited compared to professional design software.
- **Restricted Functionality on Free Version:** The free version of Canva has limitations on features and access to premium assets, which may restrict the capabilities of users who opt not to subscribe to the Pro version.
- **Watermark on Free Designs:** Designs created using the free version of Canva may have a Canva watermark, which can detract from the professional appearance of the final product.
- **Limited Control Over Typography:** Canva's text editing tools are not as robust as dedicated typography software, making it challenging to achieve precise typographic adjustments.
- **Dependency on Internet Connection:** Canva is a web-based platform, so users need a stable internet connection to access and work on their designs. Offline access is limited, primarily available through the mobile app with certain restrictions.
- **File Organization Challenges:** Managing a large number of designs within Canva can be cumbersome, as there are limited organisational features compared to dedicated design software.
- **Brand Identity Limitations:** While the Brand Kit feature allows for some level of brand consistency, businesses with complex branding requirements may find it challenging to maintain a cohesive brand identity across all designs.
- **Limited Animation Capabilities:** While Canva offers basic animation features, they are not as extensive or sophisticated as those available in dedicated animation software.
- **Subscription Cost:** While Canva offers a free version with many features, access to advanced tools and resources requires a subscription to Canva Pro, which may be costly for some users or businesses.
- **Privacy Concerns:** Users should be cautious when using Canva for sensitive or confidential projects, as designs are stored on Canva's servers, raising potential privacy and security concerns.

Suggestions on how to use Canva app

1. Create your graphic projects:
https://www.canva.com/it_it/creare/
2. Explore Canva's Blog:
<https://www.canva.com/learn/>
3. Learn how to design with Canva:
<https://www.canva.com/designschool/>
4. Tutorial:
<https://www.canva.com/designschool/tutorials/>



PhotoRoom is a mobile application designed for **image editing** and **background removal**. It allows users to quickly and easily remove backgrounds from photos, replacing them with new backgrounds or leaving them transparent. The app utilises **AI** (Artificial Intelligence) **technology** to automatically detect and remove the background of images, eliminating the need for manual editing. Users can then choose from a variety of preset backgrounds, add custom backgrounds, or leave the background

transparent to create images with a professional and polished look. In addition to background removal, PhotoRoom offers a range of **editing tools** such as filters, effects, text overlays, and stickers, allowing users to further enhance their images. The app is available for both **iOS** and **Android** devices, making it accessible to a wide range of users for various purposes, including social media, marketing, and personal projects.

For more information: <https://www.photoroom.com>

Pros

- **Powerful background removal:** PhotoRoom can instantly erase any background from your image and replace it with a solid colour or an image of your choice. It can also blur the background or add a gradient effect to make your foreground pop.
- **Object removal:** PhotoRoom can remove unwanted objects and defects from your photos with just a swipe of your finger. You can erase anything from logos, stickers, watermarks, shadows, wrinkles, blemishes, and more.
- **Batch editing:** PhotoRoom can help you save time by editing hundreds of photos in seconds. You can apply the same background removal and customization to all your images at once.
- **High-quality exports:** PhotoRoom can preserve the original quality of your photos and export them in high resolution. You can also adjust the size and format of your images according to your needs.
- **Smart resizing:** PhotoRoom can automatically resize your images to fit different social media platforms like Instagram, Facebook, Twitter, Pinterest, and more. You can also crop and rotate your images manually if you prefer.
- **Hundreds of backgrounds and templates:** PhotoRoom offers hundreds of new backgrounds and templates to customise your photos for different purposes, such as e-commerce, social media, or personal use.
- **User-friendly interface:** PhotoRoom has a web version and a mobile app that are easy to use and sync across devices.
- **Free plan available:** PhotoRoom is free to use for up to three photos per day. If you want to unlock unlimited photos and access more features, you can upgrade to PhotoRoom Pro for a monthly or yearly subscription.
- **Positive user reviews:** Many users have praised PhotoRoom for its ease of use, powerful features, and ability to create professional-looking photos quickly and accurately.

Cons

- **Internet Connection Required:** PhotoRoom requires an internet connection to work, as it uses deep learning to process your images online.
- **Limited Features:** PhotoRoom may not have all the features and tools that you need for more creative or professional photo editing, such as filters, effects, layers, or brushes.
- **Limited Image Formats:** PhotoRoom may not support all image formats or dimensions, especially if they are too large or too small.
- **Bugs and Glitches:** PhotoRoom may have some bugs or glitches that affect its performance or functionality, as it is still developing and improving its software.
- **Cluttered UI:** Some users have reported that the app has become cluttered with unnecessary features and animations, which can be distracting and make it harder to use.
- **Limited Customer Support:** Some users have reported difficulty in getting help from the PhotoRoom support team, particularly with issues related to the app's features and functionality.

Suggestions on how to use Photoroom app

1. How to use:

<https://www.photoroom.com/it/strumenti/togliere-sfondo-immagine>

2. Explore Photoroom's Blog:

<https://www.photoroom.com/blog>

3. PhotoRoom Tutorial | How to Use Photo Room to Create Professional Product Photos:

<https://www.youtube.com/watch?v=7mZsyRZqcqA>



Bikemap

Bikemap is a popular online platform and mobile application specifically designed for **cyclists**. It provides various services related to cycling routes, navigation, and community engagement. Users can explore a vast database of cycling routes worldwide, ranging from urban bike paths to scenic countryside trails. The platform offers features such as route planning, GPS tracking, and offline maps, allowing cyclists to navigate efficiently even in areas with limited internet

connectivity. Additionally, Bikemap facilitates community interaction by enabling users to share their favourite routes, discover new ones recommended by fellow cyclists, and connect with like-minded individuals. Overall, Bikemap serves as a comprehensive tool for **cyclists** of all levels, whether they're commuting, touring, or simply exploring new places on two wheels. For more information: <https://www.bikemap.net/de/>

Pros

- **Comprehensive Route Planning:** BikeMap offers comprehensive route planning tools, allowing cyclists to find the best routes based on distance, terrain, and elevation. Users can customise routes to suit their preferences and fitness levels.
- **User-Friendly Interface:** The platform has a user-friendly interface that is easy to navigate, making it accessible for cyclists of all skill levels.
- **Offline Maps:** BikeMap provides offline maps, allowing cyclists to access their routes even in areas with poor or no internet connectivity. This feature ensures that cyclists can navigate effectively without relying on mobile data.
- **Community Integration:** BikeMap integrates with a community of cyclists, allowing users to share routes, tips, and recommendations with others. Cyclists can also join group rides, connect with fellow enthusiasts, and discover new routes shared by the community.
- **Safety Features:** The platform includes safety features such as real-time tracking, SOS alerts, and incident reporting. Cyclists can share their location with friends or family members for added safety during their rides.
- **Event Planning:** BikeMap facilitates event planning for cyclists, allowing them to organise group rides, charity fundraisers, or cycling events. The platform provides tools for creating event routes, managing participants, and promoting events within the cycling community.
- **Fitness Tracking:** BikeMap allows cyclists to track their rides, including distance covered, time taken, and elevation gained. This feature helps cyclists monitor their fitness progress, set goals, and challenge themselves to improve their performance.
- **Customization Options:** Cyclists can customise their routes by adjusting waypoints, avoiding specific areas, or selecting scenic paths. This feature allows for personalised cycling experiences tailored to individual preferences.
- **Accessibility Across Devices:** BikeMap syncs user data across multiple devices, ensuring that cyclists can access their routes and preferences from any smartphone, tablet, or computer with internet access.

Cons

- **Limited Coverage:** BikeMap may have limited coverage in certain regions or countries, meaning that not all cycling routes may be available in every location. This could be a drawback for cyclists who live or ride in less-populated areas.
- **Accuracy of Route Information:** While BikeMap strives to provide accurate route information, there may be instances where routes are not up-to-date or contain inaccuracies. Cyclists should verify route details and exercise caution, especially in unfamiliar areas.
- **Reliance on User-Generated Content:** BikeMap relies on user-generated content for route recommendations and community engagement. While this can be valuable, it may also result in inconsistent quality or reliability of route information.
- **Cost of Premium Features:** While BikeMap offers many features for free, access to premium features such as advanced route planning tools or additional map layers may require a paid subscription. This could be a drawback for cyclists on a tight budget.
- **Dependency on Internet Connection:** While BikeMap offers offline maps, certain features may require an internet connection to function properly. Cyclists should be aware of this dependency, especially when planning rides in remote areas with limited connectivity.
- **Limited Safety Features:** While BikeMap includes some safety features such as real-time tracking and incident reporting, these may not be as robust as dedicated safety apps or devices. Cyclists should consider supplementing BikeMap with additional safety measures as needed.
- **Learning Curve:** While BikeMap aims to provide a user-friendly experience, there may still be a learning curve for new users, especially those who are not familiar with route planning or navigation tools. Cyclists should take the time to familiarise themselves with the platform's features and functionality.
- **Privacy Concerns:** Cyclists should be cautious about sharing personal information or location data on BikeMap, as this information may be visible to other users or third parties. Users should review and adjust their privacy settings accordingly.

Suggestions on how to use Bikemap app

1. FAQ:

<https://bikemap.travel.tourradar.com/#faq>

2. Bikemap - Cycling Map & Navigation:

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=TT4Z5FJbRD0)

[v=TT4Z5FJbRD0](https://www.youtube.com/watch?v=TT4Z5FJbRD0)

3. This is Bikemap: join us empowering cyclists around the world:

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=EjR_CYJG390)

[v=EjR_CYJG390](https://www.youtube.com/watch?v=EjR_CYJG390)



AWorld is an Italian application, selected by the **United Nations** (UN), that aims to promote sustainability culture through a gamification journey and collective challenges. The app, launched in 2020, was chosen to support the **ACTNOW** campaign, which encourages individual action

against climate change and the adoption of sustainable behaviours. AWorld uses **edutainment** and **gamification** techniques to stimulate continuous learning and action, measuring the impact of individual and collective actions on the planet. For more information: <https://aworld.org/>

Pros

- **Educational Content:** AWorld offers a wealth of educational resources on sustainability, helping users understand environmental issues and how to address them effectively.
- **User-Friendly Interface:** The app has an intuitive and user-friendly interface, making it easy for users of all ages and backgrounds to navigate and use.
- **Habit Tracking:** AWorld allows users to track their eco-friendly habits, set goals, and monitor progress, which helps maintain motivation and reinforces positive behaviour changes.
- **Personalised Recommendations:** The app provides personalised suggestions for sustainable actions based on users' interests and lifestyles, making it easier to integrate eco-friendly practices into daily life.
- **Community Engagement:** AWorld fosters a sense of community by connecting users with like-minded individuals. This feature enables users to share experiences, participate in group challenges, and support each other.
- **Impact Measurement:** AWorld quantifies the environmental impact of users' actions, providing tangible metrics such as carbon footprint reduction and water savings. This helps users see the direct benefits of their efforts.
- **Challenges and Rewards:** The app includes challenges that motivate users to adopt new sustainable habits. Users can earn rewards and recognition, adding a fun and competitive element to sustainability efforts.
- **Corporate Engagement:** AWorld offers tools for businesses to engage employees in sustainability initiatives, helping to create a culture of environmental responsibility within organisations.
- **Sustainable Product Recommendations:** The app highlights sustainable products and services, guiding users towards eco-friendly shopping choices and supporting ethical brands.
- **Real-Time Notifications:** AWorld sends notifications to remind users of their goals, upcoming challenges, and new educational content, keeping them engaged and informed.
- **Integration with Other Platforms:** The app can integrate with other digital platforms and devices, enhancing user experience and enabling data synchronisation across multiple devices.

Cons

- **Limited Coverage:** The app's content and recommendations might be more relevant to certain regions or lifestyles, potentially limiting its usefulness for users in different areas or with different needs.
- **Dependence on User Input:** Accurate tracking and meaningful insights depend on users consistently inputting their activities and habits. This can be time-consuming and might lead to less accurate data if not maintained regularly.
- **Subscription Costs:** Access to premium features or full functionality may require a subscription, which might not be affordable for all users.
- **Privacy Concerns:** Users might have concerns about sharing personal data and habits with the app, especially regarding their location and environmental impact data.
- **Motivation Over Time:** While challenges and rewards can initially motivate users, sustaining long-term engagement might be challenging as the novelty wears off.
- **Complexity for Beginners:** Users who are new to sustainability concepts might find some of the information or recommendations overwhelming or difficult to implement effectively.
- **Limited Customization:** The app's recommendations might not always perfectly match an individual user's specific circumstances or preferences, leading to less personalised advice.
- **Reliance on Internet Access:** Some features may require internet connectivity, which could be a limitation for users in areas with poor internet access.
- **Effectiveness of Community Features:** The value of community engagement features depends on active participation by a significant number of users, which might vary.
- **Potential for Overwhelm:** The breadth of information and number of features might overwhelm users who prefer simpler, more straightforward tools.

Suggestions on how to use Aworld app

1. AWorld in Support of ActNow:
<https://www.youtube.com/watch?v=nJKVDiEkErM>
<https://www.youtube.com/watch?v=QL3j71nl7Vg>
2. AWorld in Support of ActNow the carbon footprint calculator:
<https://www.youtube.com/watch?v=eDdknFkyp34>



FairTrip is a collaborative travel guide that allows users to discover and contribute to **local and authentic places**, promoting sustainable tourism and inclusive economic growth. The app features over 3,000 places selected by FairTrippers, including homestays, local restaurants, and authentic experiences. Users can add new places, which are validated by the FairTrip team,

and control existing ones. The app also provides personalised recommendations based on location, search, or followed **FairTrippers**, and is available offline for use even without internet connectivity. FairTrip aims to transform the tourism industry into a driver for sustainable economic growth and social change

For more information:
<https://www.fairtrip.org/>

Pros

- **Promotes Sustainable Tourism:** FairTrip focuses on promoting businesses and attractions that adhere to sustainable and ethical practices, helping travellers make eco-friendly choices that support local communities and the environment.
- **Curated Listings:** The app offers a curated list of accommodations, restaurants, activities, and shops that have been vetted for their sustainability practices. This ensures that users can trust the recommendations provided by FairTrip.
- **Community Engagement:** FairTrip fosters a community of like-minded travellers who share a passion for sustainable tourism. Users can connect, share experiences, and gain insights from other travellers committed to responsible travel.
- **User Reviews and Ratings:** The app includes user-generated reviews and ratings, providing valuable feedback from other travellers. This helps users make informed decisions based on real experiences.
- **Geo-Location Services:** FairTrip uses geo-location to suggest nearby sustainable businesses and attractions, making it easy for travellers to find eco-friendly options wherever they are.
- **Offline Access:** The app allows users to access travel information offline, which is particularly useful in areas with limited internet connectivity. This ensures that travellers can always find sustainable options, even when they are off the grid.
- **Impact Measurement:** FairTrip highlights the positive social and environmental impact of the businesses listed, allowing users to see how their choices contribute to sustainability efforts and local communities.
- **Multilingual Support:** The app supports multiple languages, making it accessible to a wider audience and encouraging sustainable travel practices globally.
- **Integration with Booking Platforms:** FairTrip integrates with booking platforms, allowing users to book accommodations, activities, and services directly through the app. This convenience helps streamline the travel planning process.
- **Travel Guides and Tips:** The app provides travel guides and tips focused on sustainable tourism, offering practical advice on how to minimise environmental impact and support local economies.
- **User Contributions:** Users can contribute by adding new sustainable businesses and attractions they discover, keeping the app's listings diverse and up-to-date through crowdsourced information.
- **Encourages Responsible Travel:** FairTrip encourages travellers to be mindful of their environmental footprint and supports ethical tourism, which can lead to more meaningful and responsible travel experiences.

Cons

- **Limited Listings:** FairTrip's focus on sustainability might result in fewer listings compared to more general travel apps. This could make it harder to find options, especially in less popular or remote destinations.
- **Reliance on User Contributions:** The quality and comprehensiveness of FairTrip's listings depend heavily on user contributions. Inconsistent or sparse user input can lead to gaps in available information.
- **Potential Bias:** User reviews and ratings can be subjective and may not always provide an accurate representation of the service or experience. This could lead to biased or skewed information.
- **Subscription Costs:** Access to all features or premium content might require a subscription or additional payments, which could be a barrier for some users.
- **Learning Curve:** Users unfamiliar with sustainability concepts might find it challenging to fully understand and utilise all features and recommendations offered by the app.
- **Internet Dependence for Updates:** While FairTrip offers offline access, the app still requires internet connectivity for updates and accessing the latest listings. This could be a limitation in areas with poor internet connectivity.
- **Privacy Concerns:** Users may have concerns about sharing their location and travel habits with the app, especially if there are not clear privacy policies and data protection measures in place.
- **Limited Scope:** The app might not cover all types of travel needs or preferences, such as luxury travel or specific niche interests, limiting its appeal to a broader audience.
- **Variable Quality of Listings:** While FairTrip aims to promote sustainable businesses, the quality of these listings can vary significantly, and not all may meet users' expectations.
- **Competition with Larger Platforms:** FairTrip competes with larger, more established travel platforms that may offer a wider range of services, potentially limiting its user base and growth.
- **User Interface Issues:** Some users might find the app's interface less intuitive or user-friendly compared to other travel apps, impacting their overall experience.
- **Dependence on Ethical Claims:** The app relies on the self-reported sustainability practices of businesses, which may not always be independently verified, leading to potential discrepancies between claims and actual practices.

Suggestions on how to use FairTrip app

1. Become FairTrip Explorer:

<https://www.fairtrip.org/fairtripexplorers>

2. Give your travel a social purpose with FairTrip!:

<https://samuelebozzoni.medium.com/give-your-travel-a-social-purpose-with-fairtrip-b7cd8cd0dff4>



Carbon footprint & CO2

A quick and immediate way, it allows you to figure out what each person's **ecological footprint** is on the ecosystem through a test that investigates the mode of transportation you choose to get to work, the diet you follow, your shopping, household habits, trips taken and trips planned. In addition, you can take advantage of helpful hints and tips so you can correct

your daily habits right away. In addition to your ecological footprint, you can also digitally calculate your water footprint: **Waterprint** is the app that monitors how much water you consume per day and, by measuring its environmental impact, provides suggestions for optimising waste.

For more information: <https://www.thecapture.club/>

Pros

- **Environmental Awareness:** These tools increase awareness about individual and collective contributions to climate change, helping users understand the environmental impact of their daily activities.
- **Behavioural Changes:** By tracking and visualising their carbon footprint and CO2 emissions, users are motivated to adopt more sustainable practices and reduce their environmental impact.
- **Goal Setting and Monitoring:** Users can set goals for reducing their carbon footprint and CO2 emissions, and track their progress over time. This helps maintain motivation and accountability for sustainable behaviour change.
- **Informed Decision Making:** Carbon footprint and CO2 management tools provide data-driven insights that inform decision-making processes, such as choosing transportation options, purchasing products, or making lifestyle changes.
- **Environmental Accountability:** Users are empowered to take responsibility for their environmental impact and contribute to global efforts to mitigate climate change by reducing their carbon footprint and CO2 emissions.
- **Cost Savings:** Many sustainable practices that reduce carbon footprint and CO2 emissions, such as energy efficiency improvements or transportation alternatives, can also result in cost savings for users over time.
- **Community Engagement:** Users can connect with like-minded individuals and communities focused on sustainability, sharing tips, resources, and support for reducing carbon footprint and CO2 emissions.
- **Positive Impact:** By reducing carbon footprint and CO2 emissions, users contribute to efforts to mitigate climate change, protect natural ecosystems, and improve air quality, leading to positive environmental and public health outcomes.
- **Corporate and Organisational Use:** Carbon footprint and CO2 management tools are also valuable for businesses, organisations, and institutions seeking to measure, reduce, and offset their greenhouse gas emissions as part of corporate social responsibility initiatives.
- **Policy Advocacy:** Individuals and communities using these tools may become advocates for policy changes and collective action to address climate change at local, national, and international levels.

Cons

- **Complexity:** Calculating and managing carbon footprint and CO2 emissions can be complex and require detailed data input, which may deter some users from fully engaging with the tools.
- **Data Accuracy:** The accuracy of carbon footprint calculations relies on the quality and completeness of the data input by users, which may vary and could lead to inaccurate results.
- **Limited Scope:** Some carbon footprint and CO2 management tools may focus on specific aspects of emissions, such as transportation or energy usage, and may not provide a comprehensive view of all emissions sources.
- **Resource Intensive:** Tracking and managing carbon footprint and CO2 emissions may require significant time and effort, particularly for individuals or organisations with complex operations or large carbon footprints.
- **Cost:** While some carbon footprint and CO2 management tools may be free or offer basic features at no cost, more advanced features or comprehensive solutions may come with a price tag, which could be a barrier for some users.
- **Privacy Concerns:** Users may have concerns about the privacy and security of their data when using carbon footprint and CO2 management tools, particularly if sensitive information is collected or shared with third parties.
- **Dependence on Technological Infrastructure:** Carbon footprint and CO2 management tools rely on technology and infrastructure, such as internet access and mobile devices, which may not be universally accessible to all users, particularly in underserved or remote areas.
- **Limited Behavioural Change:** While carbon footprint and CO2 management tools can raise awareness and provide insights into emissions, they may not always lead to significant behaviour change or emissions reductions without additional incentives or support mechanisms.
- **Risk of Greenwashing:** In some cases, businesses or organisations may use carbon footprint and CO2 management tools as a marketing tactic without implementing meaningful emissions reduction strategies, leading to greenwashing or false claims of sustainability.
- **Global Variability:** Carbon footprint calculations and emissions management strategies may vary significantly depending on geographic location, industry sector, regulatory environment, and other factors, making it challenging to apply standardised approaches universally.

Suggestions on how to use Carbon footprint & CO2 app

1. FAQs:

<https://www.thecapture.club/about-us>

2. How does it work? Build sustainable living habits and earn rewards!:

<https://www.thecapture.club/capture-for-you>



Refill

The app "**Refill**" is a mobile application designed to help users locate nearby locations where they can refill their reusable water bottles for free or at a low cost. The app aims to **reduce plastic waste** by promoting the use of reusable containers and discouraging the purchase of single-use plastic water bottles.

Users can use the Refill app to find participating businesses, such as cafes, restaurants, shops, and public water fountains, that offer water refills. These locations are known as "**Refill Stations.**" The app typically provides information about the address, opening hours, and any specific instructions for refilling at each station.

The Refill app may also include **features** such as user reviews, ratings, and filters to help users find Refill Stations based on their preferences, such as accessibility or water quality. Some versions of the app may also include additional features, such as tracking the number of plastic bottles saved through refills or promoting environmentally friendly initiatives and campaigns.

Overall, the Refill app serves as a convenient tool for **individuals** who want to reduce their environmental impact by avoiding single-use plastics and opting for reusable alternatives.

For more information: <https://www.refill.org.uk>

Pros

- **Reduced Plastic Waste:** By encouraging the use of reusable water bottles and providing easy access to refill stations, the app helps reduce the consumption of single-use plastic bottles. This action contributes to mitigating plastic pollution, which is a significant environmental issue globally.
- **Convenience:** The app provides users with a convenient way to find nearby locations where they can refill their water bottles. This eliminates the need to purchase single-use plastic bottles when out and about, saving time and money.
- **Promotes Sustainable Behaviour:** Refill actively promotes sustainable behaviour by making it easier for individuals to make environmentally friendly choices in their daily lives. By using the app, users become more aware of the impact of their actions on the environment and are encouraged to adopt more sustainable habits.
- **Community Engagement:** The app fosters a sense of community engagement by connecting users with businesses and establishments that support sustainable practices. This collaboration between businesses and consumers contributes to a collective effort to reduce plastic waste and promote environmental responsibility.
- **User-Friendly Interface:** Refill typically features a user-friendly interface that makes it easy for individuals to locate nearby refill stations. The app may include features such as maps, search filters, and station ratings to enhance usability and provide a positive user experience.
- **Educational Opportunities:** Some versions of the Refill app may include educational resources and information about the environmental impact of single-use plastics. This helps raise awareness and educates users about the importance of reducing plastic waste and adopting sustainable alternatives.

Cons

- **Limited Coverage:** Depending on the geographic location, the availability of refill stations may be limited. Users in certain areas, especially rural or less populated regions, may find fewer options for refilling their water bottles through the app.
- **Reliance on Participation:** The effectiveness of the Refill app relies on the participation of businesses and establishments willing to serve as refill stations. If there is low adoption among businesses in a particular area, users may have difficulty finding convenient refill options.
- **Inconsistent Quality:** The quality of refill stations, including water taste, cleanliness, and availability of amenities, may vary widely. Users may encounter inconsistent experiences depending on the refill station they visit, leading to potential dissatisfaction.
- **Dependency on Technology:** Users must have access to a smartphone and internet connection to utilise the Refill app effectively. Individuals without access to these technologies may not be able to benefit from the convenience and environmental impact of the app.
- **Maintenance and Updates:** The app requires regular maintenance and updates to ensure accurate information about refill stations. Without frequent updates, users may encounter outdated or inaccurate listings, leading to frustration and inconvenience.
- **Security and Privacy Concerns:** As with any mobile application, there may be concerns regarding data privacy and security. Users may hesitate to provide personal information or location data to the app due to privacy considerations.
- **Behavioural Change Challenges:** While the app aims to promote sustainable behaviour, some users may be resistant to change or may not prioritise environmental considerations when making decisions about water consumption.

Suggestions on how to use Refill app

1. Using the Refill App:

[https://www.youtube.com/watch?
app=desktop&v=jBPHIWE_IX0](https://www.youtube.com/watch?app=desktop&v=jBPHIWE_IX0)

2. Power the #RefillRevolution with the
FREE Refill app:

[https://www.youtube.com/watch?
v=Dtqt5ZoFL6k](https://www.youtube.com/watch?v=Dtqt5ZoFL6k)



Junker

Junker is an Italian application designed to help users differentiate and recycle household waste accurately. It uses barcode scanning and a database of recognized products to guide users in sorting waste

correctly. The app is available for both iOS and Android devices and provides a range of features to support sustainable waste management practices. For more information: <https://www.junkerapp.it>

Pros

- **Accurate Waste Sorting:** Junker helps users differentiate and sort household waste correctly by recognizing products from their barcodes and providing detailed information on the materials that constitute each product.
- **Reduced Errors and Fines:** By ensuring accurate waste sorting, the app reduces the margin of error and exposure to fines and penalties for incorrect disposal.
- **Community Engagement and Feedback:** Users can contribute to the app's database by sending photos of unknown products, which are then added to the database for future users. This fosters a sense of community and helps improve the app's overall effectiveness.
- **Location-Based Services:** The app uses GPS to provide users with nearby recycling points and waste collection information, making it easier to participate in recycling programs.
- **Calendar for Door-to-Door Collection:** Junker provides a calendar for door-to-door collection, ensuring that users are aware of the correct dates and times for waste disposal.
- **Multilingual Support:** The app supports 12 languages, making it accessible to a broader audience.
- **Strategic Tool for EU Policies:** Junker can play a strategic role in helping Member States comply with the European Waste Framework Directive and the Circular Economy Package by providing a service that links new technologies with active citizen participation.
- **Data Collection and Harmonization:** The app has the potential to collect significant data on waste collection and disposal, which could contribute to the harmonisation of waste regulations across the EU.
- **User-Friendly Interface:** The app is designed to be easy to use, with a simple and intuitive interface that makes it accessible to a wide range of users.
- **Continuous Improvement:** The app's developers actively engage with users, addressing issues and adding new features to improve the overall user experience.

Cons

- **Limited Geographic Coverage:** Users have reported issues with the app not accurately mapping waste collection in certain regions, such as the United States or specific municipalities like Cristo R . This limitation can hinder the app's effectiveness in areas where waste collection data is not mapped.
- **Technical Glitches:** Some users have experienced technical glitches with the app, such as incorrect location detection that places them in a different country or difficulty in finding specific locations like Sydney, Australia. These technical issues can impact the user experience and the app's functionality.
- **Inability to Upload Pre-Taken Photos:** Users have expressed frustration over the app's limitation of not being able to upload pre-taken photos for waste identification. This restriction can be inconvenient for users who want to report waste items when they are not physically present at the location.
- **Notification Issues:** There have been complaints about persistent notification problems even after disabling energy-saving settings on the phone. This issue can affect the app's usability and the user's ability to receive timely updates and alerts.
- **Language Support:** While the app supports multiple languages, there may be instances where language barriers or translation issues could impact user experience and understanding of the app's features and instructions.
- **Data Collection Concerns:** Although the app encrypts data in transit, some users may have concerns about the types of data collected by the app, such as location and photos, and how this data is managed and stored.

Suggestions on how to use Junker app

1. FAQ:

<https://www.junkerapp.it/faq/>

2. Tutorial:

<https://www.junkerapp.it/i-tutorial-di-junker/>



Ecobnb is a platform dedicated to sustainable tourism, allowing users to book eco-friendly accommodations across Italy and Europe. The platform offers a variety of options, including treehouses, eco-friendly hotels, organic farmhouses,

and green bed & breakfasts. Ecobnb aims to promote slow and sustainable travel by providing itineraries on foot, by bicycle, by train, by canoe, or on horseback, and by mapping green routes worldwide.

For more information:

<https://ecobnb.it/>

Pros

- **Sustainable Accommodations:** Ecobnb provides a network of eco-sustainable accommodations, recognized as an important Italian Community of Sustainable Tourism and a growing community in Europe.
- **Community Support:** The platform is built around a community of users who share their experiences and recommendations for sustainable travel, fostering a sense of community and cooperation.
- **Rewards Program:** Ecobnb has a rewards program called Reconnect, which rewards users for their sustainable travel choices, encouraging responsible tourism practices.
- **Low Environmental Impact:** The platform promotes responsible tourism with low environmental impact, focusing on organic food, environmentally friendly routes, slow travelling, and other eco-friendly practices.
- **Variety of Options:** Ecobnb offers a wide range of accommodations, including treehouses, eco-friendly hotels, organic farmhouses, and green bed & breakfasts, catering to different preferences and budgets.
- **Unique Experiences:** The platform provides unique experiences, such as itineraries on foot or by bicycle, canoe or train, by e-bike or on horseback, allowing users to explore nature and culture in a sustainable way.
- **Budget-Friendly:** Ecotourism can be budget-friendly, as it often involves staying in local, eco-friendly accommodations and engaging in outdoor activities rather than spending money on luxury resorts and spa treatments.
- **Health and Wellness:** Ecotourism promotes health and wellness by providing opportunities for physical activity, relaxation, and connection with nature, which can improve overall well-being.
- **Preservation of the Environment:** The platform supports the preservation of the environment by promoting conservation efforts, such as planting trees, cleaning water, and reducing waste.
- **Support for Local Communities:** Ecotourism contributes to the economic development of local communities by providing employment opportunities and supporting local businesses

Cons

- **Absence of Comfort and Lodging Conditions:** People who are unprepared for life in the wilderness should avoid attempting ecotourism on the spur of the moment. Nature is beautiful, but spending weeks in the wilderness without hot water, a regular diet, or a good night's sleep is not for everyone.
- **Wild Animals in Their Natural Habitat:** You should be prepared to interact with the animals if you go on a trip like this. Wild animals are unaccustomed to humans and may retaliate aggressively. Hiring a guide is the best option in this case.
- **Safety Issues:** Another significant disadvantage is the inaccessibility of all desired travel destinations. Every country has many reserves and parks that are spread out over large areas and are inaccessible to the general public.
- **Cost:** Some accommodations on Ecobnb may be more expensive than traditional options, especially those with unique features like treehouses or organic farmhouse
- **App:** At the moment they have not yet developed an app

Suggestions on how to use Ecobnb app

1. FAQ – Answers to the Most Frequently Asked Questions:
<https://ecobnb.it/blog/faq/>
2. Ecobnb - find your Sustainable accommodation:
<https://www.youtube.com/watch?v=Vy2TwQw2fCo>
3. How to Join Ecobnb:
<https://www.youtube.com/watch?v=qdWBkLRR25Y>



Too good to go

Too Good To Go is a mobile application that enables users to purchase discounted food items from local shops, restaurants, and cafes to prevent them from going to waste.

The app is available in Europe, the US, and Canada and has saved an estimated four meals from being discarded every second.

For more information:
<https://www.toogoodtogo.com>

Pros

- **User-Friendly App:** The app is easy to navigate and use, making it convenient for users to find and purchase discounted food items from local businesses.
- **Big Discounts on High-Quality Food:** Users can access high-end food at significant discounts, allowing them to enjoy quality meals at a fraction of the regular price.
- **Reduction of Food Waste:** Too Good To Go helps reduce food waste by connecting restaurants and cafes with customers to sell surplus food that would otherwise be discarded.
- **Support for Local Businesses:** The app supports local food businesses by helping them sell excess food and reduce waste, especially during challenging times like the pandemic.
- **Budget-Friendly Way to Try New Foods:** Users can explore and try new foods at a lower cost, making it an affordable option for foodies looking for new culinary experiences.
- **Variety of Retailers:** The app offers a diverse range of retailers, including bakeries, grocery stores, cafes, and restaurants, providing users with a wide selection of options

Cons

- **Limited Availability of Popular Bags:** Some popular bags from higher-end grocery stores and restaurants may sell out quickly, requiring users to frequently check the app for reservations.
- **Limited Pick-Up Time:** The pick-up times are generally limited, which can cause stress and difficulties, especially during rush hours or if users have tight schedules.
- **Uncertainty in Food Selection:** Users may not know in advance what type of food they are purchasing, which can be challenging for individuals with food allergies or specific dietary preferences.
- **Geographic Limitations:** Depending on the user's location, there may be a limited number of retailers available on the app, impacting the variety and availability of options

Suggestions on how to use Too good to go app

1. What is Too Good To Go?:

<https://www.youtube.com/watch?v=9bbsOQX6nmQ>

2. How does Too Good to Go App Work:

<https://www.youtube.com/watch?v=0GIpPbJwQk8>



Moovit

Moovit is the app that allows you to plan routes in large urban areas, choosing the most environmentally and economically convenient route and mode. In addition to classic modes of transportation, such as public transportation or the car, it integrates other forms of mobility such as cabs or car sharing cars, and micro mobility such as the bicycle, electric scooter, and electric moped. It allows you to book them directly from the app and, often, pay for services with a few simple clicks.

By combining official public transit data with data provided by users through the network, Moovit is able to give real-time information on the status of transportation service (such as trains, buses, and streetcars). In addition, the app is linked to local news portals and alerts through push notifications when there are changes to services, industry strikes, or weather alerts.

For more information:

<https://moovit.com/>

Pros

- **User-Friendly Interface:** Moovit has a clean and intuitive interface that makes it easy for users to enter their destination and select their preferred mode of transportation.
- **Real-Time Alerts:** The app provides "Get off" alerts that notify users when it's time to disembark from their bus or train, helping them stay on track during their journey.
- **Detailed Geolocation:** Moovit's geolocation tracking is exceptionally detailed, providing information on which direction the user is facing, which is particularly useful when exiting a train and trying to determine which exit to use.
- **Real-Time Transit Information:** By anonymously sharing user locations, Moovit collects data about the real-time performance of trains and buses, accurately predicting their arrival within a two-minute range.
- **Active Reporting:** Moovit allows users to actively report the status of a transit line during their journey, helping to alert other users to delays.
- **Availability:** The app is available for free on iOS and Android platforms

Cons

- **Limited Geolocation Updates:** Moovit's geolocation struggled to update without full cell data service, losing the user's location several times due to insufficient cellular data coverage on their phone.
- **Limited Database of Location Names:** While entering a station or address worked every time, searching for the name of a store or restaurant only succeeded twice during testing, as Moovit's database of points of interest is limited compared to Google Maps.
- **Requires Cell Data:** The app works when users have cell coverage, but it becomes useless when they don't have access to data, like in some dated subway stations.
- **Streamlining Needed for Reporting:** The current implementation of the active reporting feature requires users to write custom responses, which could be more streamlined

Suggestions on how to use Moovit app

1. Blog: <https://moovit.com/it/blog/>
2. How to Use Moovit to Plan, Pay, and Ride with Public Transit Across Ohio and Northern Kentucky:
<https://www.youtube.com/watch?v=WzIAwuZzEps>
3. Moovit transport app instructional video:
<https://www.youtube.com/watch?v=AdlWvOhS6t8>



GreenApes

The platform greenApes is a digital ecosystem focused on sustainability, aiming to promote environmentally friendly behaviours and actions. It is a community-driven platform where users can share green ideas and actions, learn from each other, and be rewarded for their sustainable behaviours.

The platform is designed to engage citizens, businesses, and organisations in sustainable initiatives and projects, with the goal of creating a more sustainable future.

For more information:

<https://www.greenapes.com/>

Pros

- **Promotes Sustainable Behaviours:** greenApes aims to engage citizens, businesses, and organisations in sustainable actions and behaviours, contributing to a more sustainable future.
- **Sharing Mechanisms:** The platform enables users to share their sustainable ideas and actions with the community, fostering collaboration and learning.
- **Rewards System:** Users can earn points for their sustainable behaviours and redeem them for rewards and discounts from partner companies, incentivizing green actions.
- **Innovative Projects:** greenApes develops and contributes to innovative projects with cities, companies, and organisations to promote sustainability.
- **Research and Innovation:** The platform participates in international research and innovation projects focused on sustainable urban landscapes, diets, and mobility.
- **Satellite Apps:** greenApes develops apps and technologies to certify sustainable behaviours and cooperates with third-party software houses to power rewarding and engagement mechanisms.
- **Lifestyle Test:** The platform offers a Lifestyle Test to calculate users' carbon footprint and provide personalised suggestions to reduce it.
- **B Corp Certification:** greenApes is a certified B Corp, recognized for its commitment to sustainability and social responsibility

Cons

- **Limited Information on Effectiveness:** The provided sources do not include data or studies demonstrating the actual impact of the greenApes platform in reducing carbon emissions or promoting sustainable behaviours.
- **Dependence on User Engagement:** The success of the platform relies heavily on user engagement and participation in sharing sustainable actions and earning rewards, which may be challenging to maintain over time.
- **Limited Geographic Reach:** While greenApes has partnered with cities like Milan and Parma in Italy, the sources do not indicate if the platform has a broader international reach or if it is primarily focused on Italy.
- **Potential for Greenwashing:** Without clear metrics and transparency, there is a risk that the platform could be used for greenwashing by companies or organisations to appear more sustainable without substantive actions.
- **Lack of Independent Evaluation:** The sources are from the greenApes website and do not include any independent evaluations or third-party assessments of the platform's effectiveness or impact.

Suggestions on how to use GreenApes app

1. The Magic Box rewarding cyclists going by: <https://www.youtube.com/watch?v=nsnbmIU3Lpc>
2. GreenApes - inspire the world with your sustainable lifestyle!
<https://www.youtube.com/watch?v=cdYMBTCub2Q>



The Oroeco platform is a digital ecosystem focused on sustainability, empowering individuals and communities to scale their actions into positive global change. It provides sustainability ratings for over 5,000 companies, allowing users to track the climate impacts of their everyday decisions. The platform features an expert network of verified users who can amplify their insights and provide additional value. Users can engage with the platform

through various channels, including social media and email, to share their thoughts and opinions on sustainability issues. The platform aims to influence company behaviour by mobilising a range of stakeholders, including consumers, investors, and experts. It provides actionable sustainability information and leverages the role of experts to amplify their voices in the area of their expertise.

For more information:

<https://www.oroeco.org/>

Pros

- **Carbon Footprint Tracking:** The app tracks users' spending data and calculates their carbon footprint based on their purchases, providing a clear understanding of their environmental impact.
- **Social Media Integration:** Users can share their carbon footprint with friends and engage in a "who is the greenest?" challenge, fostering a sense of community and friendly competition to reduce carbon emissions.
- **Carbon Offset Purchasing:** The app allows users to offset their carbon footprint by purchasing carbon offsets at the touch of a button, making it easy to mitigate negative environmental impacts.
- **User-Friendly Interface:** The app presents data in an easy-to-understand graph, making it accessible to a wide range of users.
- **Premium Features:** The app offers premium features, such as tracking progress in reducing carbon footprint and integrating with Mint.com for more detailed financial data.
- **Innovative Approach:** Oroeco's approach of integrating with Mint.com and using data from UC Berkeley's Cool Climate research group provides a unique and comprehensive method for estimating carbon footprints.
- **Competitions and Incentives:** The app runs competitions with environmentally friendly prizes to encourage users to further reduce their carbon footprint at home.
- **Expert Reviews:** The platform allows users to comment on and rate companies, providing valuable insights and influencing how millions of dollars are invested by companies like Etho Capital

Cons

- **Frequent glitches and connectivity issues** that prevent users from accessing all of the app's features. The app often fails to connect and displays error messages.
- **Limited functionality compared** to expectations for a 2020 app. Many key features like tracking progress in reducing carbon footprint are inaccessible due to the technical problems.
- **Low user ratings**, with the app only having 2.3 stars on the Google Play Store as of May 2018. This suggests many other users have also been disappointed with the app's performance.
- **Outdated**, with the last update on the Google Play Store being in May 2018. The app does not appear to be actively maintained and improved.
- While the concept of an app to track carbon footprint is good, the Oroeco app **falls short in execution and user experience** as of 2020 based on the review. More innovative and well-functioning apps may be needed to effectively engage users in reducing their environmental impact

Suggestions on how to use Oroeco app

1. Oroeco Animation:

<https://www.youtube.com/watch?v=4FzKU0QCFho&t=3s>



Green Globe

The Green Globe platform is a comprehensive sustainability certification and management system for the travel and tourism industry. It includes a structured assessment program with 44 core criteria and over 380 compliance indicators. The cloud-based Green Globe Solutions (GSS) platform allows members to manage their certification and audit process, enabling collaboration, document sharing, and remote access. Members undergo independent on-site audits and can access online sustainability training courses through the Green Globe Academy.

The platform provides media and public relations services to promote certified members and raise awareness about sustainable tourism. Green Globe also partners with booking platforms and programs to showcase its certified members to eco-conscious travellers. By providing a robust certification system, auditing, training, and marketing support, the Green Globe platform empowers travel and tourism businesses to assess, certify, and promote their sustainability practices.

For more information:

<https://www.greenglobe.com>

Pros

- **Reduced Environmental Impacts:** Green Globes-certified buildings typically have lower environmental impacts than non-certified buildings, leading to reduced greenhouse gas emissions, water consumption, and waste production.
- **Increased Energy and Water Savings:** Green Globes-certified buildings typically save more energy and water compared to non-certified buildings, resulting in lower operating costs and increased tenant satisfaction.
- **Improved Occupant Health and Well-being:** Green Globes-certified buildings often have better indoor air quality and improved occupant health and well-being, which can lead to increased productivity and reduced absenteeism.
- **Increased Marketability and Value:** Green Globes certification can make buildings more attractive to tenants and investors, increasing their marketability and value.
- **Recognized Certification:** Green Globes is a recognized sustainability certification program accepted by a wide range of businesses and organisations.
- **Comprehensive Assessment:** The Green Globes certification process provides a comprehensive assessment of a building's environmental performance across multiple areas.
- **Flexibility and Scalability:** The Green Globes system is flexible and can be applied to a wide range of building types, both new and existing

Cons

- **Cost:** The cost of implementing the Green Globes rating system can be a barrier for some projects.
- **Time Commitment:** The Green Globes certification process can be time-consuming, especially for large or complex projects.
- **Complexity:** The Green Globes rating system can be complex, and it can be difficult for some building owners and operators to understand all the requirements.
- **Third-party Verification:** The Green Globes rating system requires third-party verification, which can add additional cost and time to the process.
- **Limited Database of Certified Buildings:** Compared to other green building certification programs, the number of Green Globes-certified buildings may be more limited.
- **Potential for Greenwashing:** Without proper oversight and transparency, the Green Globes certification could potentially be used for greenwashing by some organisations.

Suggestions on how to use Green Globe app

1. FAQs: <https://www.greenglobe.com/faqs>
2. Green Globe - Sustainable Tourism:
<https://www.youtube.com/watch?v=XhSYrzCVZfM>
3. Green Globe Certified:
https://www.youtube.com/watch?v=l1_1du7Xd38



Giki

The Giki platform is a comprehensive sustainability engagement platform that empowers individuals and organisations to take climate action.

It offers a range of tools and resources to help users understand, track, and reduce their environmental footprint.

For more information:
<https://giki.earth/>

Pros

- **User-Friendly Interface:** Giki Zero is designed to be entirely responsive and is compatible with most common browsers and platforms, making it easy to use and accessible to a wide range of users.
- **Comprehensive Footprint Calculation:** Giki Zero calculates carbon footprints based on over 30 different areas, including electricity usage, diet, and miles driven, providing a comprehensive estimate of an individual's environmental impact.
- **Step-by-Step Guidance:** The platform offers step-by-step guidance to help users understand their carbon footprint and reduce it, with over 160 steps available for every lifestyle and budget.
- **Personalised Feedback:** Giki Zero provides personalised feedback to users, helping them track their progress and see the impact of their actions.
- **Community Engagement:** The platform fosters a sense of community by allowing users to share their progress and compete with others to reduce their carbon footprint.
- **Science-Based Platform:** Giki Zero is built on scientific research and data, ensuring that the information and steps provided are evidence-based and effective.
- **Cost-Effective:** The platform is free for individuals and offers a cost-effective solution for companies looking to engage employees on sustainability.
- **Customizable:** Giki Zero can be tailored to suit the needs of different companies and organisations, making it a versatile tool for employee engagement.

Cons

- **Time Commitment:** The platform requires a time commitment from users to track their progress and engage with the platform, which may be a barrier for some individuals.
- **Complexity:** The platform can be complex, especially for those who are not familiar with sustainability issues or carbon footprints, which may lead to confusion or frustration.
- **Limited Database:** The platform's database of certified buildings may be limited compared to other sustainability certification programs.
- **Technical Issues:** Technical issues may arise due to the complexity of the platform and the need for continuous updates.
- **Cost for Companies:** While the platform is free for individuals, companies may need to pay for the cost of running the program, which could be a barrier for some organisations.
- **Limited Availability:** The platform is currently available in 10 countries, which may limit its accessibility for users in other regions.

Suggestions on how to use Giki app

1. Giki Methodology :
<https://giki.earth/methodology/>
2. FAQs: <https://giki.earth/faqs/>
3. Giki Zero: Your Step By Step Guide To A Sustainable Life: <https://giki.earth/giki-zero-your-step-by-step-guide-to-a-sustainable-life/>
4. Get to know Giki:
<https://www.youtube.com/watch?v=5EP9HSBwLAQ&t=14s>



Ecosia is a search engine that donates 100% of its profits to climate action. The company has planted over 200 million trees worldwide and aims to continue this effort through its browser. The browser features green search filters, climate pledge ratings, and AI Chat for sustainable answers. It also includes features like shopping with an impact, private browsing, and energy saver.

The browser is optimised for speed and loads pages up to three times faster than most mainstream browsers. It is customizable and allows users to choose a wallpaper from reforestation projects. By using the Ecosia Browser, users can generate clean energy, plant trees, and contribute to climate action projects at no extra cost.

For more information:

<https://www.ecosia.org/>

Pros

- **Eco-Friendly Features:** The Ecosia browser includes several green features, such as a green leaf icon to highlight planet-friendly websites, climate pledge ratings for companies, and AI-powered sustainable search results.
- **Renewable Energy Generation:** The browser generates 25Wh of renewable energy per user per day, which is enough to power a lightbulb for 3 hours, by using Ecosia's solar power plants.
- **Tree Planting:** Ecosia dedicates 100% of its profits to tree planting and other climate action projects, having already planted over 200 million trees worldwide.
- **Privacy-Focused:** The browser protects user privacy by deleting search history every 7 days and not selling user data.
- **Customization:** Users can customize the browser with wallpapers from Ecosia's reforestation projects and choose which features to display on the home page.
- **Fast and Efficient:** The browser is optimized for speed, loading pages up to 3 times faster than mainstream browsers due to its built-in ad-blocker.
- **Transparent Reporting:** Ecosia provides monthly financial reports to ensure transparency about how the company uses its profits.

Cons

- **Search Quality:** Some users may find that the Bing-powered search results are not as comprehensive or accurate as Google.
- **Limited Reach:** As a newer browser, Ecosia may have a smaller user base compared to dominant players like Google Chrome.
- **Dependence on User Adoption:** The success of Ecosia's climate initiatives is heavily dependent on user adoption and engagement with the browser.
- **Potential Performance Issues:** The browser's focus on eco-friendly features and renewable energy generation may result in some performance issues or compatibility problems.
- **Limited Customization:** While the browser offers some customization options, the range of features and settings may be more limited than mainstream browser

Suggestions on how to use Ecosia app

1. What's Ecosia and how does it work?:
<https://www.youtube.com/watch?v=yRDA1ynrHTU>



Good on You

Good On You is a platform that provides sustainability ratings for over 3,000 fashion brands. Each brand receives a rating out of five based on its impact on people, the planet, and animals. The platform offers an app for easy access to brand ratings and exclusive offers from high-rated brands. Good On You provides a wealth of knowledge on ethical fashion, including news, tips, style edits, and guides to help consumers make more sustainable choices.

The platform partners with brands to help them improve their sustainability practices through its Good Measures program. Good On You is considered a reliable source for ethical fashion information, although some users note that brand ratings may not always be fully up-to-date. The platform has been endorsed by public figures like Emma Watson and featured in publications like the New York Times and The Guardian.

For more information:

<https://goodonyou.eco/>

Pros

- **Comprehensive Sustainability Ratings:** Good On You provides detailed sustainability ratings for over 3,000 fashion brands, helping consumers make informed choices about their purchases.
- **Easy to Use:** The app is user-friendly, allowing users to easily check the impact of their favourite fashion brands on people, the planet, and animals.
- **Exclusive Offers:** Users can access exclusive offers from high-rated brands, making sustainable fashion more accessible and affordable.
- **Knowledge and Education:** Good On You offers a wealth of knowledge on ethical fashion, including news, tips, style edits, and guides to help consumers make more sustainable choices.
- **Community Engagement:** The platform encourages community engagement by allowing users to send feedback to brands, urging them to improve their sustainability practices.
- **Partnerships and Collaborations:** Good On You partners with other organisations, such as FARFETCH, to create tools like Good Measures that help brands improve their sustainability.
- **Continuous Improvement:** The app is regularly updated with new features and improvements, ensuring that users have access to the latest information and tools.
- **Trust and Credibility:** Good On You is a well-researched and trusted source for ethical fashion information, with endorsements from public figures like Emma Watson.
- **Global Reach:** The platform is available globally, allowing users to access information and ratings for brands from around the world.
- **Impact and Influence:** By using Good On You, users can contribute to a more sustainable fashion industry and influence brands to make positive change.

Cons

- **Search Quality:** Some users may find that the Bing-powered search results on the Good On You platform are not as comprehensive or accurate as those provided by Google.
- **Limited Reach:** As a newer platform, Good On You may have a smaller user base compared to more established players in the sustainable fashion space.
- **Dependence on User Adoption:** The success of Good On You's sustainability initiatives is heavily dependent on widespread user adoption and engagement with the platform.
- **Potential Performance Issues:** The platform's focus on eco-friendly features and data-driven sustainability assessments may result in some performance issues or compatibility problems for users.
- **Limited Customization:** While Good On You offers some customization options, the range of features and settings may be more limited compared to other fashion and shopping platforms.
- **Potential Outdated Brand Ratings:** Some users have noted that the sustainability ratings for certain fashion brands may not always be fully up-to-date on the Good On You platform.
- **Complexity for Users:** The comprehensive nature of the sustainability assessments and the amount of information provided on the platform may be overwhelming or difficult to navigate for some users.
- **Reliance on Third-Party Data:** Good On You's sustainability ratings and assessments are based on third-party data and research, which may not always be fully accurate or complete.

Suggestions on how to use Good on You app

1. How the ratings system works:

<https://goodonyou.eco/how-we-rate/>



MayDayEarth

MayDayEarth.org is a platform for launching waste collection campaigns, planting trees, raising awareness, environmental sustainability and social innovation. It aims to empower individuals and communities to take action on environmental issues. The platform provides tools and resources to organise and participate in waste clean-ups, tree planting initiatives, and sustainability education efforts. MayDayEarth.org connects volunteers and organisers to collaborate on projects that have a positive impact on the environment.

By leveraging the power of collective action, MayDayEarth.org seeks to

drive large-scale change through grassroots initiatives. The platform serves as a hub for environmental activists, community groups, and concerned citizens to come together and make a difference. While the search results do not provide extensive details on the specific features and initiatives of MayDayEarth.org, it is clear that the platform is focused on mobilising people to address environmental challenges through hands-on projects and awareness campaigns. Its mission is to create a more sustainable future through the combined efforts of engaged citizens. For more information: <https://maydayearth.org/>

Pros

- **Environmental Protection:** MayDayEarth.org focuses on organising waste clean-ups and tree planting initiatives, which directly protect the environment and conserve natural resources.
- **Community Engagement:** The platform empowers individuals and communities to take action on environmental issues, fostering a sense of shared responsibility and collective impact.
- **Awareness and Education:** MayDayEarth.org aims to raise awareness about sustainability and provide resources for environmental education, which can lead to long-term behaviour changes.
- **Scalable Impact:** By connecting volunteers and organisers globally, MayDayEarth.org seeks to drive large-scale change through coordinated grassroots initiatives.
- **Accessibility:** The platform provides tools and resources to make it easier for people to participate in waste clean-ups, tree planting, and other sustainability projects

Cons

- **Limited Information:** The search results do not provide extensive details on the specific features, initiatives, and impact of MayDayEarth.org, making it difficult to fully assess its effectiveness.
- **Reliance on Volunteers:** The platform's success is heavily dependent on the ongoing participation and commitment of volunteers, which can be challenging to sustain over time.
- **Potential Overlap:** There may be some overlap or duplication of efforts with other environmental organizations and initiatives, which could lead to inefficiencies or confusion.
- **Funding and Resources:** Maintaining and expanding the platform's reach may require significant funding and resources, which could be a challenge for a grassroots organization.
- **Measuring Impact:** Quantifying the direct impact of MayDayEarth.org's initiatives on environmental outcomes may be difficult, making it challenging to demonstrate the platform's effectiveness to potential supporters and partners

Suggestions on how to use MayDayEarth app

1. How does MayDayEarth work?:

<https://maydayearth.org/come-funziona/>



Klima is a carbon offsetting mobile application. The app aims to help individuals neutralise their carbon footprint by calculating their annual carbon footprint based on lifestyle choices and then offsetting unavoidable emissions

through a monthly subscription. The app offers a range of carbon offsetting projects, such as tree planting, solar energy, and clean cook stove initiatives, and tracks the impact of these projects in real-time. For more information: <https://klima.com/>

Pros

- **Easy Carbon Footprint Calculation:** The app provides a simple and precise carbon footprint calculator that takes into account various lifestyle choices such as diet, transportation, and energy usage.
- **Offsetting Options:** Klima offers a range of certified carbon offset projects, including solar energy, clean cookstoves, and reforestation initiatives, which are transparent and provide real-time impact data.
- **Personalised Reduction Guide:** The app provides a personalised reduction guide and video series to help users learn how to sustainably reduce their emissions by focusing on the lifestyle choices that have the highest carbon impact.
- **Community Engagement:** Klima encourages users to share their carbon footprint with others and compare it with friends, fostering a sense of community and encouraging collective action.
- **Transparency and Accountability:** The app provides detailed project information and real-time impact data, ensuring that users know exactly where their money is going and the tangible results it is achieving.
- **Affordable and Accessible:** The monthly subscription is affordable, typically less than \$20, making it accessible to a wide range of users.
- **Holistic Approach:** Klima offers a comprehensive approach to reducing carbon emissions, covering offsetting, reducing, and multiplying impact through community engagement.
- **Verified and Effective Projects:** The app only includes projects that meet the highest international quality standards for certified carbon offsetting, ensuring that users' funds are going towards effective and impactful initiatives.
- **User-Friendly Interface:** The app has a beautiful and user-friendly interface, making it easy for users to navigate and understand their carbon footprint and offsetting options.
- **Continuous Improvement:** The Klima team actively engages with users, incorporating feedback and suggestions to improve the app and its features, ensuring a constantly evolving and effective tool for climate action.

Cons

- **Limited Impact:** Some critics argue that the app's focus on individual carbon offsetting might not have a significant impact on the overall scale of climate change, as it is a small part of the larger problem.
- **Dependence on Subscription:** The app's effectiveness relies on users maintaining their monthly subscription, which could be a challenge for those who struggle with financial commitments or lose interest over time.
- **Lack of Personalised Recommendations:** Although the app provides suggestions for reducing emissions, some users might find the recommendations too general or not tailored to their specific lifestyle and circumstances.
- **Dependence on Third-Party Projects:** The app's success is heavily dependent on the effectiveness and transparency of the third-party projects it supports. If these projects are not well-managed or transparent, the app's impact could be compromised.
- **Potential for Over-Reliance on Technology:** Relying solely on an app to address climate change might lead to a false sense of security, causing individuals to overlook other important actions they can take in their daily lives.
- **Limited Accessibility:** The app's subscription model might not be accessible to everyone, particularly those with limited financial resources, which could exacerbate existing social and economic inequalities.
- **Potential for Misinformation:** The app's carbon footprint calculator and offsetting options might not be entirely accurate or up-to-date, potentially leading to misinformation and confusion among users.
- **Limited Community Engagement:** While the app encourages community engagement, it might not be as effective as in-person activism or direct community involvement in addressing climate change.
- **Dependence on Data Quality:** The app's effectiveness relies heavily on the quality of the data it uses to calculate carbon footprints and track offsetting. Poor data quality could lead to inaccurate results and undermine the app's credibility.
- **Potential for Overemphasis on Individual Action:** The app's focus on individual actions might lead to an overemphasis on personal responsibility, potentially overshadowing the need for collective action and systemic change to address climate change.

Suggestions on how to use Klima app

1. Blog: <https://klima.com/blog/>
2. Earth Day App of the Day: Klima:
<https://www.facebook.com/AppStore/videos/earth-day-app-of-the-day-klima/172318481429855/>



MyWebAR is a platform for creating augmented reality (AR) experiences that allows you to build immersive experiences without any programming knowledge. It is available in a web-based format, so it does not require the installation of specific apps to be used. This makes it accessible to a wide range of users, from beginners to experts, and enables them to create engaging AR experiences for various purposes.

For more information:

<https://mywebar.com>

Key Features

- **Zero Code Editor:** MyWebAR's zero-code editor is a user-friendly interface that allows you to create AR experiences by dragging and dropping elements such as images, videos, 3D models and other assets. This feature eliminates the need for programming knowledge, making it easy for anyone to create AR experiences. The editor provides a range of tools and features to help you design and customise your experiences.
- **Cross-Platform:** the experiences created with MyWebAR are available in browsers on various platforms, including iOS, Android, ChromeOS, Windows, macOS and Linux. This ensures that your AR experiences can be accessed and enjoyed by a broad audience.
- **Wide Range of Supported Content:** MyWebAR supports a wide range of content types, including 3D models, images, videos, sound effects and music. This allows you to combine different elements to create immersive and engaging AR experiences.
- **Interactive Actions:** MyWebAR enables you to create interactive experiences with buttons that trigger animations, open web pages, play sounds, show or hide objects on the screen and much more. This feature allows you to add interactivity to your AR experiences, making them more engaging and interactive.
- **Templates from Industry Experts:** MyWebAR offers pre-configured templates for various sectors, such as business, marketing, retail, social media and entertainment. These templates are designed by industry experts and provide a starting point for creating customised AR experiences.

Pros

- **Easy to use**, without the need for programming knowledge.
- Available in a web-based format, without the need for specific apps.
- Supports a **wide range** of content and interactive actions.
- Offers **pre-configured templates** for various sectors.

Cons

- May not be **suitable for complex projects** that require more customisation.
- Does not offer **complete customisation** of the design and structure of the experiences.

Suggestions on how to use MyWebAR app

1. How to use MywebAR:
<https://learn.mywebar.com>
2. Explore the all-in-one platform to power your creativity:
<https://mywebar.com/features/>
3. MyWebAR - Augmented Reality for Web Browsers - MyWebAR.com
<https://www.youtube.com/watch?v=gF-be6MvROQ>



Roam Around

Roam Around is an AI-powered travel planner that simplifies and personalizes the travel planning process. It uses advanced AI algorithms to create tailored itineraries for any destination within seconds, eliminating the need for extensive research and planning. The platform is designed to be user-friendly, allowing travellers to easily plan their trips and make the most of their time.

For more information:

<https://roamaround.app/>

Key Features

- **Personalized Itineraries:** Roam Around creates customized itineraries based on user preferences, including destination, budget, trip duration, and interests. This ensures that the travel plan aligns with the individual's specific requirements.
- **Booking System:** The platform integrates with various booking platforms to allow seamless booking of accommodations and activities.
- **Virtual Tours:** Roam Around provides virtual tours of destinations, giving users a glimpse of what to expect before they travel.
- **AI-Powered Assistant:** The tool features an AI-powered assistant called Roamy, which addresses travel questions and adjusts plans accordingly.
- **Day Planning with Precision:** Roam Around's AI considers factors such as distances between attractions and ideal times to visit to help users make the most of their day.
- **Learning Over Time:** The system adapts its itinerary suggestions through user interaction and feedback to better suit travellers' tastes.

Pros

- **Easy to Use:** Roam Around's user-friendly interface makes it easy to plan and customize your travel itinerary.
- **Personalized Experience:** The platform creates tailored itineraries based on user preferences, ensuring a unique travel experience.
- **Efficient Planning:** Roam Around simplifies the travel planning process, saving time and reducing stress.
- **Wide Range of Options:** The platform integrates with various booking platforms and offers a wide range of travel options.
- **AI-Powered Assistant:** Roamy, the AI-powered assistant, helps users with travel questions and adjusts plans accordingly.

Cons

- **Limited Customization:** While Roam Around offers customization options, some users may find the level of control limited compared to other travel planning tools.
- **Dependence on AI:** The platform's effectiveness relies heavily on the accuracy of its AI algorithms, which may not always be perfect.

Suggestions on how to use Roam Around app

1. What does Roam Around do?:
<https://allthingsai.com/tool/roam-around>
2. RoamAround AI Tool Review 2023:
<https://www.travelaihub.com/review-of-roamaround-ai-tool/>
3. Roam Around: Could Your Next Adventure Be Just a Click Away?:
<https://www.popularaitools.ai/tools/roam-around>



Road.travel is a road trip planning platform that offers curated travel guides and suggested itineraries for selected road trips. The tool focuses on creating memorable road trip experiences, providing travellers with detailed information on destinations and routes. For more information: <https://road.travel/lp/en/>

Key Features

- **Curated Travel Guides:** Road.travel offers detailed travel guides for numerous destinations, including information on attractions, accommodations, restaurants, and activities to do during the road trip.
- **Suggested Itineraries:** The tool provides suggested itineraries for pre-planned road trips, including stops, distances, and travel times, to help travellers plan their road trip.
- **Practical Information:** Road.travel includes practical information such as maps, road directions, car rental tips, and more, to make planning the trip easier.
- **Sharing and Collaboration:** Users can share their itineraries and collaborate on planning group road trips.

Pros

- Offers **detailed** and curated travel guides for numerous destinations.
- Provides **suggested itineraries** for pre-planned road trips, simplifying the planning process.
- Includes **practical information** useful for trip planning.
- Allows **sharing** and **collaboration** between users.

Cons

- May not offer the same level of **flexibility** and **personalisation** as other travel planning tools.
- The **quality** and **accuracy** of the information provided depend on the maintenance and updating of the platform.

Suggestions on how to use Road.travel app

N/A



Tmatic.travel is a travel technology platform that provides personalized passport, visa, and health advice for travellers based on their details, travel documents, and itinerary.

For more information: <https://tmatic.travel/en>

Key Features

- **Personalized Travel Advice:** tmatic.travel offers personalized information on passport, visa, and health requirements for travellers based on their specific details and trip plans. This includes both mandatory requirements as well as recommendations.
- **Customizable Travel Site:** The platform allows users to create their own customized tmatic.travel site, which can be integrated into their public or internal websites. This includes the ability to personalize the look and feel, set default values, and choose which information fields to display.
- **Sub-Account Management:** tmatic.travel enables users to set up and manage sub-accounts for individuals or other offices. The master user can control access and view activity for these sub-accounts.
- **Additional Features:** The platform also provides information on customs, currency, and airport taxes, as well as the ability to send personalized travel advice directly to travellers.

Pros

- Provides **highly personalized** travel advice based on individual traveller details
- Allows for **customization** of the tmatic.travel site to match your brand and requirements
- Enables **efficient management** of sub-accounts for multiple travellers or offices
- Offers a range of **additional features**, such as customs and currency information

Cons

- The platform may require a **subscription** or fee to access the full range of features
- The **accuracy** of the travel advice is dependent on the timeliness and completeness of the underlying data

Suggestions on how to use Tmatic.travel app

1. tmatic travel Investment Pitch:
<https://www.youtube.com/watch?v=VtQqx8UdHrc>



Loquis is a "geo-podcasting" platform that allows users to discover information, stories and anecdotes related to geographical locations. The application is available for free and can be downloaded onto mobile devices. Once opened, Loquis reads the user's location and accordingly searches for the stories and accounts related to nearby places, which are presented on the main screen. Users can access content through sections like "Nearby" and "Manual Search", or consult the map to view the recorded content.

For more information:
<https://www.loquis.com>

Key Features

- **Geo-Podcasting:** Loquis is a geo-podcasting platform that allows users to discover information, stories and anecdotes related to specific geographical locations.
- **Location-Based Access:** the Loquis application reads the user's location and presents content relevant to the surrounding areas.
- **Content Created by Publishers and Partners:** Loquis offers a wide range of content created by publishers, travel bloggers and partners, covering various topics and destinations.
- **Personalisation:** users can create custom channels and publish their own content, contributing to the growth of the community.
- **Free of Charge:** the Loquis application is available for free, without subscription costs.
- **Intuitive Interface:** the user interface of Loquis is simple and easy to navigate, allowing users to access content with ease.
- **Mobile Device Availability:** Loquis is accessible via mobile application, enabling users to listen to content during travel.
- **Content Limitations:** some content may be available only in specific languages or geographical areas.
- **Variable Content Quality:** the quality of the content can vary depending on the creator and the type of content.

Pros

- **Free of charge:** Loquis is available for free, making it accessible to everyone.
- **Variety of content:** The platform offers a wide range of content, created by publishers, travel bloggers and partners, covering diverse topics and locations.
- **User-friendly:** The user interface is simple and intuitive, allowing users to navigate the content easily.
- **Customisation:** Users can create personalised channels and publish content, contributing to the growth of the community.

Cons

- **Content limitations:** Not all content is available in all languages, and some may be restricted to specific geographical areas.
- **Content quality:** The quality of the content can vary depending on the creator and the type of content.

Suggestions on how to use Loquis app

1. FAQ – Loquis:

<https://www.loquis.com/it/faq>

F. START-APP: USER MANUAL

Link to panel: <https://appstart.conform.it/>

- Registration
- Panel interface
- Creation of content
 1. **CATEGORIES**
- Filling in the text/content description field
- Insertion of contents from external platforms
 1. **MY WEBAR**
 2. **ROAM AROUND**
 3. **ROAD TRAVEL**
 4. **T MATIC**
 5. **LOQUIS E-FRAME**
- Publication of content
- Insertion description of content
- Insertion and AI management
 1. **EXAMPLE OF PROCEDURE**
 2. **EXAMPLE OF NOMENCLATURE**
 3. **UPLOADING THE PDF FILE IN THE AI PLATFORM**
 4. **UPLOADING THE PDF FILE IN THE START PANEL**
- Creation of company profile - compilation of company datasheet
 1. **COMPANIES' ACCESS TO THE PANEL**
 2. **EVENT CREATION**
- Download the app

1. Registration

To access the management panel of the Start app (<https://appstart.conform.it/>) you need to enter your credentials. Conform will provide each partner with personalized credentials. Subsequently, once recipients have been identified, they will also be granted credentials to allow for simplified and personalised compilation.

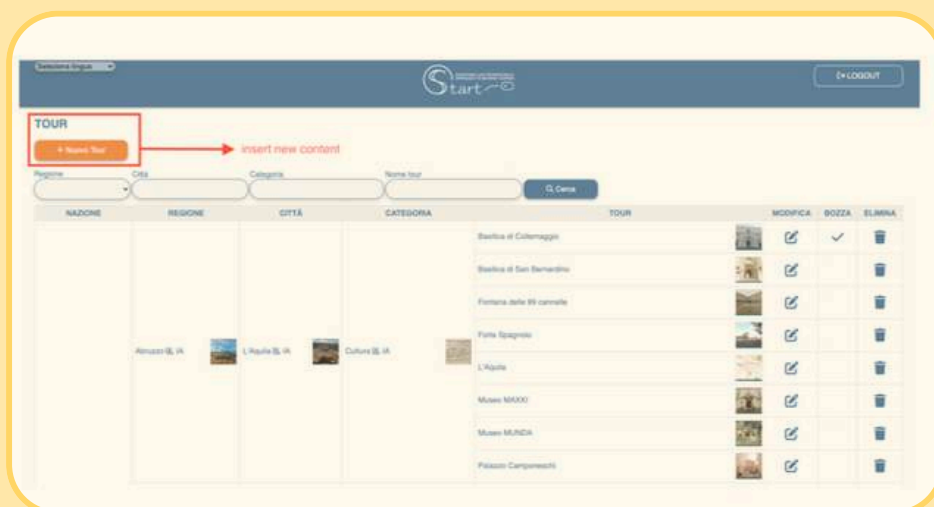
A screenshot of the Start app login interface. The interface features a dark blue header with the 'Start' logo on the right. Below the header, the word 'Login' is centered. Underneath, there are two input fields: 'Username' and 'Password'. The 'Username' field contains the text 'admin'. Below the input fields is a dark blue button with the text 'Login' in white. The entire login form is set against a light yellow background.

It is important to remember that each partner can only see, in its own panel interface, content related to its **own country**. Consequently, partners from Greece, Spain and Portugal will have a clean panel, devoid of content.

2. Panel interface

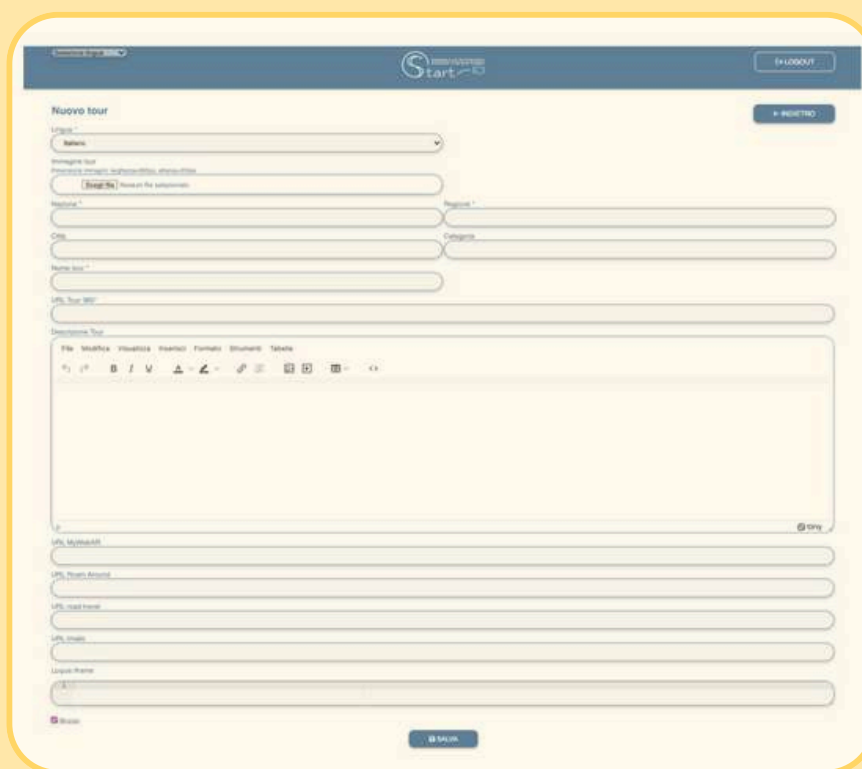


The panel interface allows you to complete and monitor the **content entered**. In the image above, the different areas with their respective functions are highlighted in red. In the following paragraphs we will elaborate on the different fields. The main function, i.e. the creation and insertion of a content/tour, is the first one we will consider.



3. Creation of content

In order to insert some new content/a tour, you need to click on the **<new tour>** button in the top left-hand corner and enter the content tab compilation section, shown in the next image.



The screenshot shows the 'Nuovo tour' (New tour) form in the Start system interface. The form is titled 'Nuovo tour' and includes a 'Logout' button in the top right corner. The form fields are as follows:

- Luogo:** A dropdown menu with 'Italia' selected.
- Descrizione tour:** A text area with the placeholder text 'Inserisci il titolo e la descrizione del tour'.
- Modulo:** A text input field.
- Periodo:** A text input field.
- Città:** A text input field.
- Categoria:** A text input field.
- Nome tour:** A text input field.
- URL Tour Web:** A text input field.
- Descrizione Tour:** A rich text editor with a toolbar containing icons for Bold, Italic, Underline, Bulleted List, Numbered List, Link, Unlink, Image, and Table. The editor is currently empty.
- URL MyLocation:** A text input field.
- URL Photo Album:** A text input field.
- URL Social Icons:** A text input field.
- URL Logo:** A text input field.
- Link-Phone:** A text input field.

A 'Salva' (Save) button is located at the bottom right of the form.

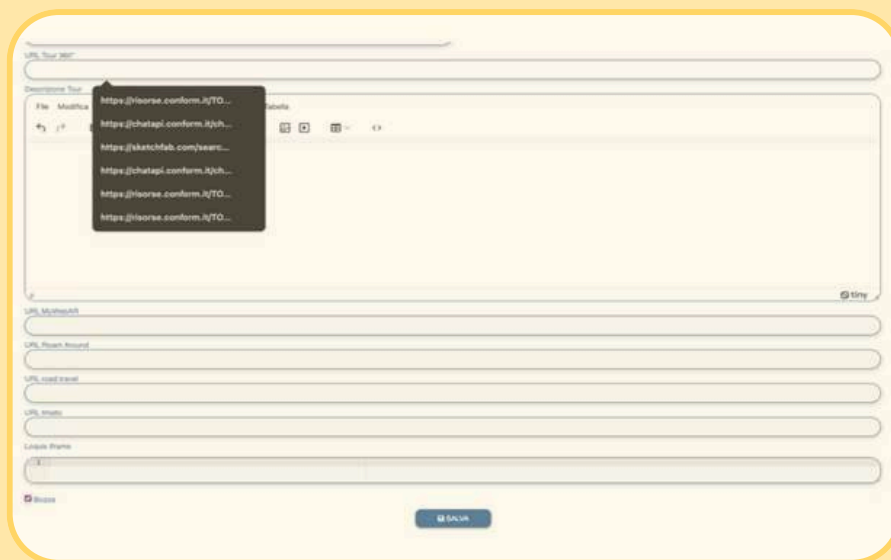
The content tab contains the information and content that will be displayed in the App. It is very important to complete all the fields in the tab, entering all the information required. Pay particular attention to filling in the '**Category**' field, following the instructions provided.

3.1 Categories

The main categories univocal to all users are:

- **Culture (abbreviated Cult.)**
- **Enogastronomy (Abbreviated Enog.)**
- **Industry (Abbreviated Ind.)**
- **Cultural and Creative Industries (abbreviated Ind.CC)**
- **Typical artisanal crafts (abbreviated Art.)**
- **New Technologies (Abbreviated New.T)**
- **Sustainability (Abbreviated Sust.)**

All 360° tours and content placed in the Start App must be placed and included in the categories indicated After filling in the information fields, you need to insert the link to the 360° tour.



It is possible to create and publish a 360° tour via the Lapentor platform (<https://lapentor.com/pricing/>).

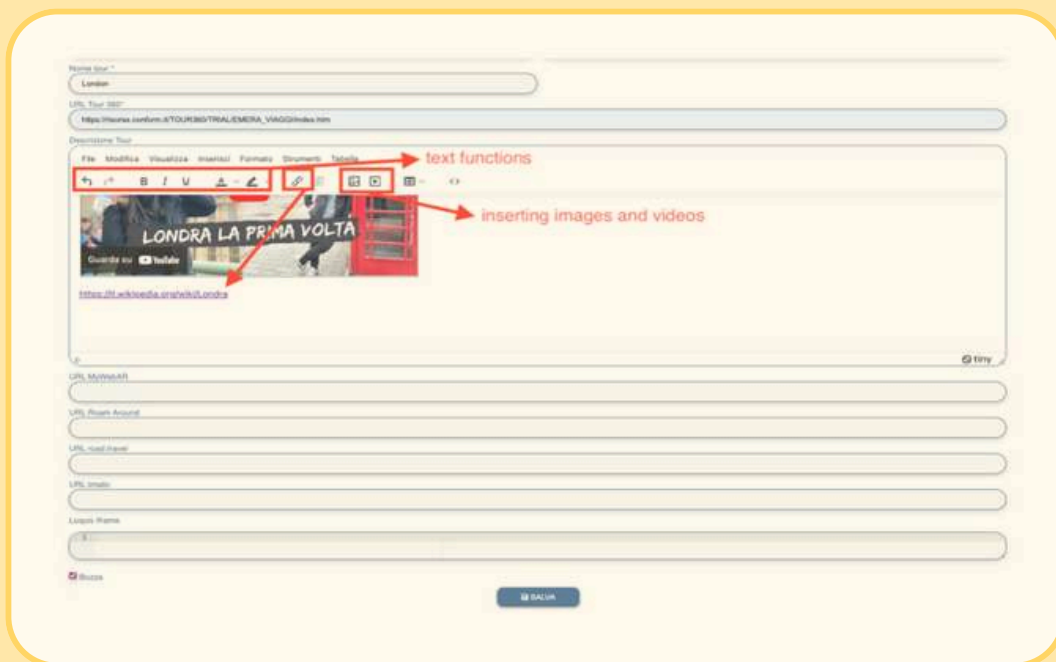
The field can contain different types of content (image, video and website), but it is preferable to enter the link required.

NOTA BENE: In order to publish the content, the field must be filled in; if the link is not entered, the panel will not publish the content.

4. Filling in the text/content description field

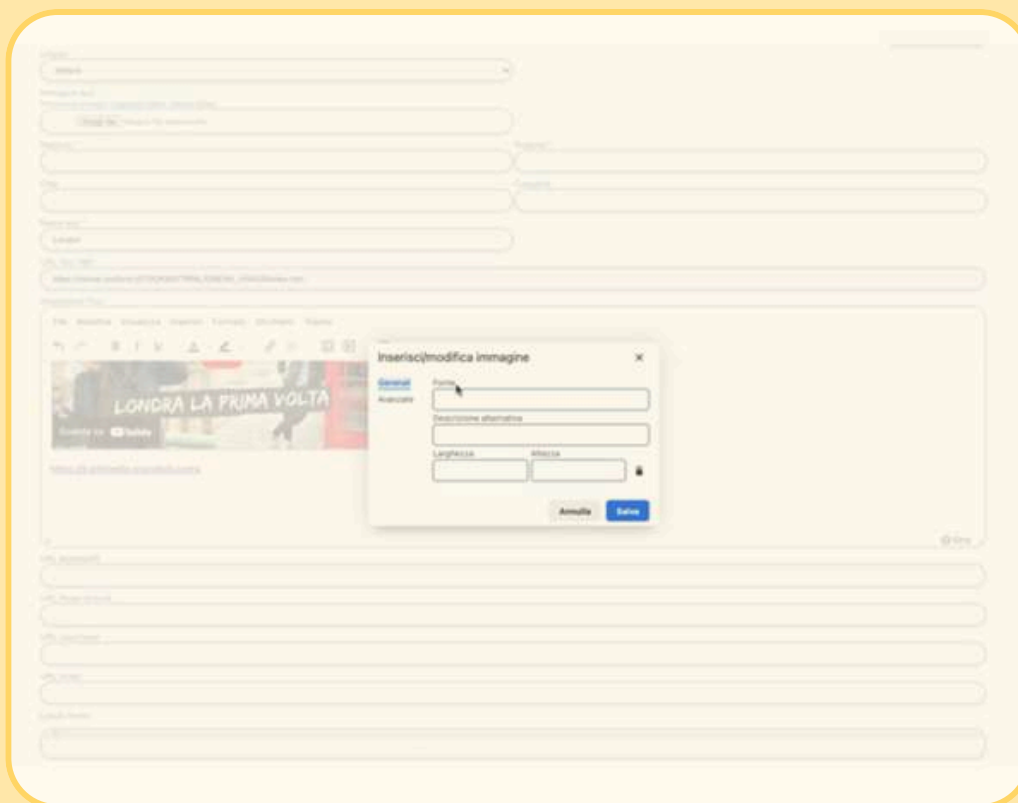
In the description field, various contents can be entered:

- **descriptive text**
- **video (see image) by inserting the link to the video published on YouTube or Vimeo**
- **insert a link**



In the top bar, there are the different icons that allow the formatting of text and the insertion of different content, videos, photos and links.

Image insertion tutorial.



5. Insertion of contents from external platforms

The 5 links in the panel concern the following platforms:

- MyWebAR -

<https://mywebar.com/>

- Roamaround -

<https://www.roamaround.io/trip-planner>

- Road.Travel -

<https://road.travel/lp/it/>

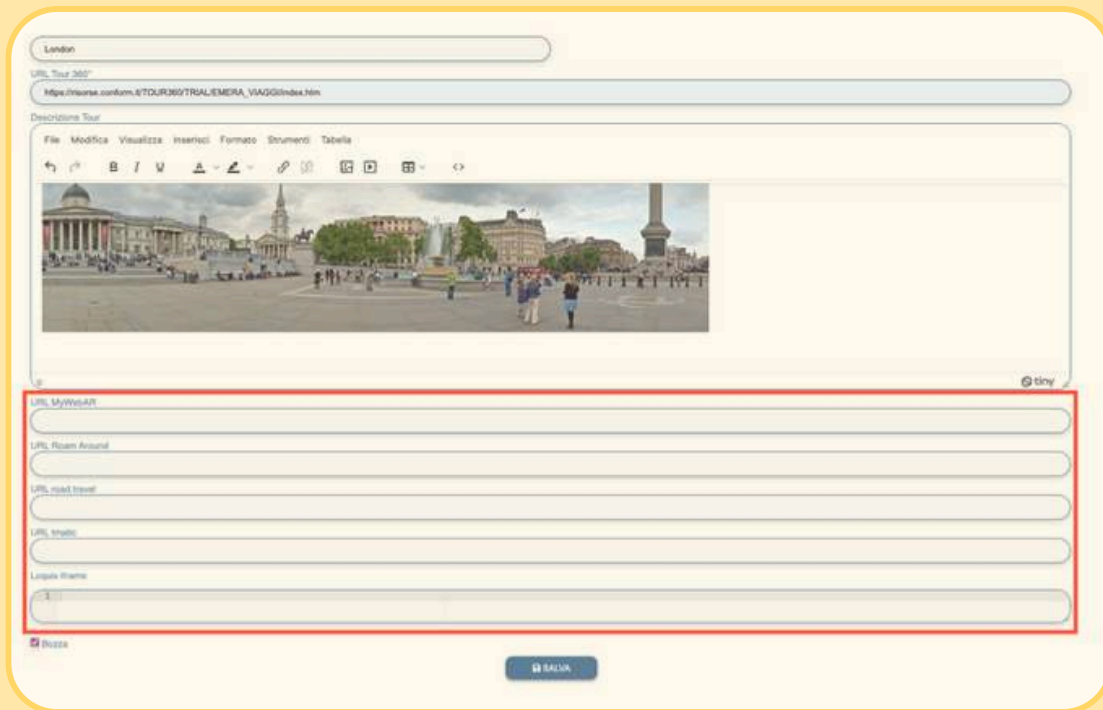
- Tmatic.travel -

<https://tmatic.travel/en/view/activity>

- Loquis -

<https://www.loquis.com/it>

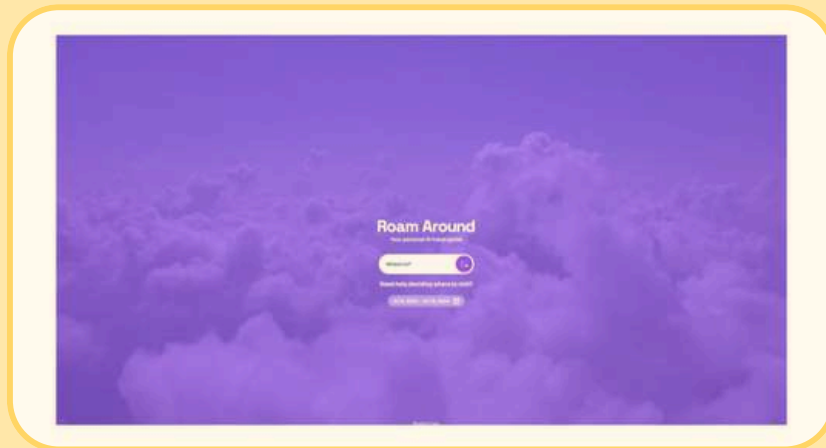
MY WEBAR



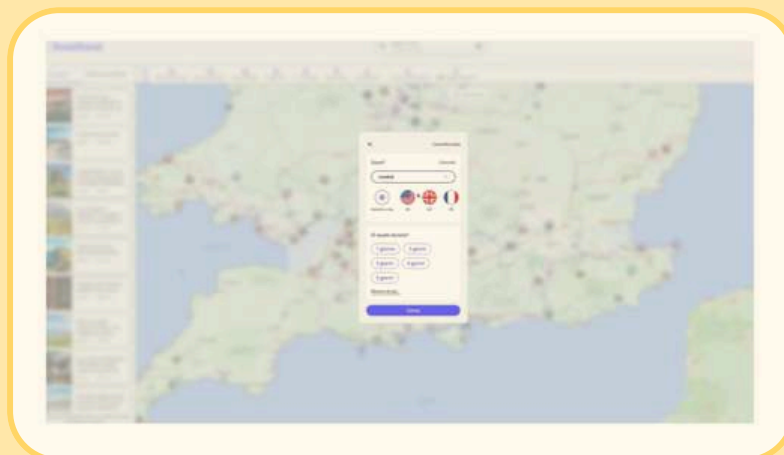
To insert the link to the platform, you must register, subscribe and create your **own AR experience/content**. If you are not registered and do not have an active plan, you cannot insert the link. The presence or absence of the link does not affect the publication of the content in the **Start panel** and **App**.

Video tutorials for the different platforms can be viewed by clicking on the relevant images.

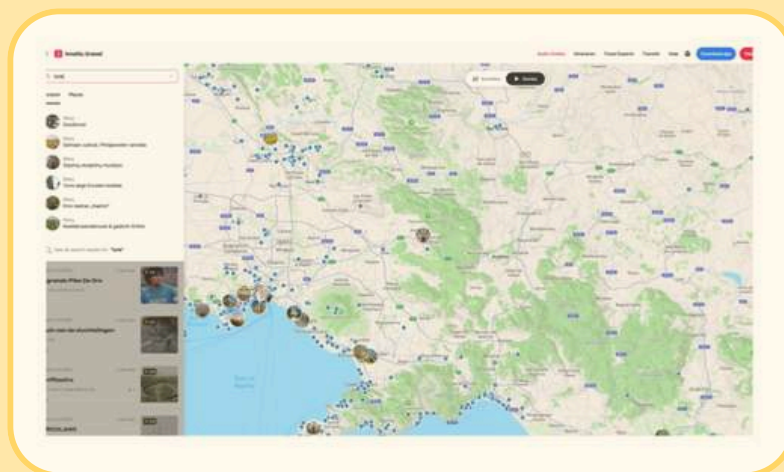
ROAM AROUND



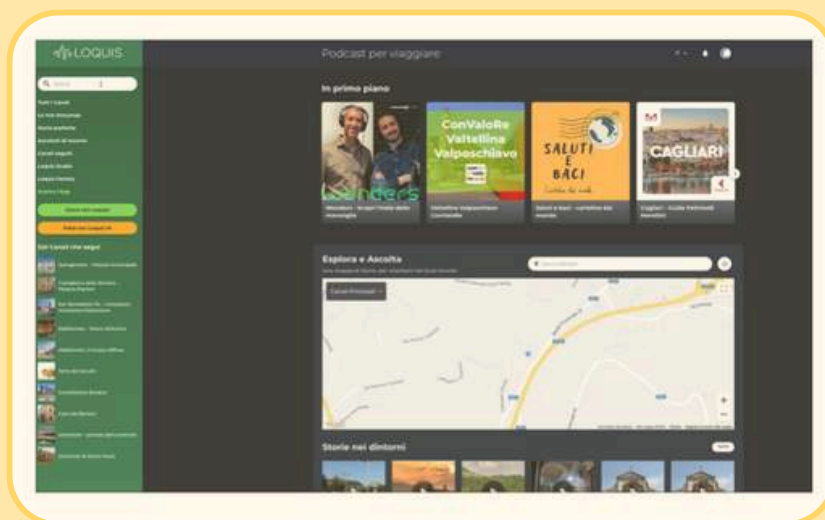
ROAD TRAVEL



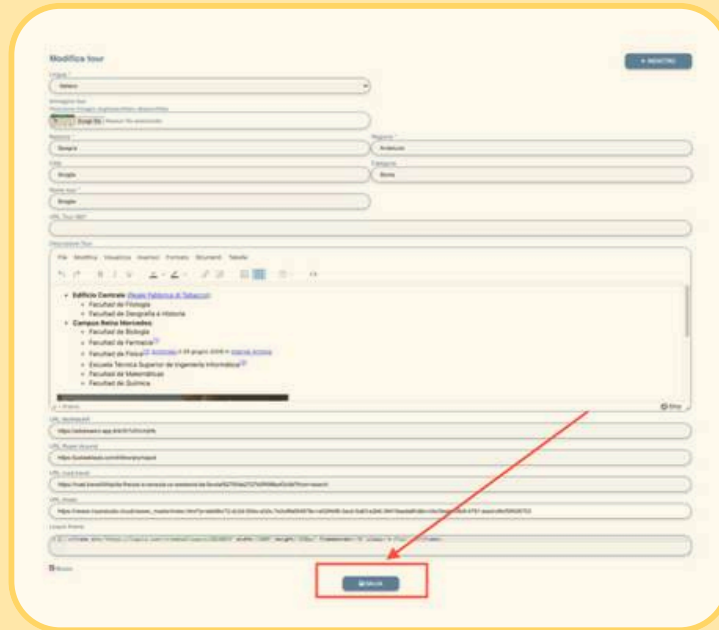
T MATIC



LOQUIS eframe



Once you have **filled** in all the fields in the form, you must save to proceed. (see image below)



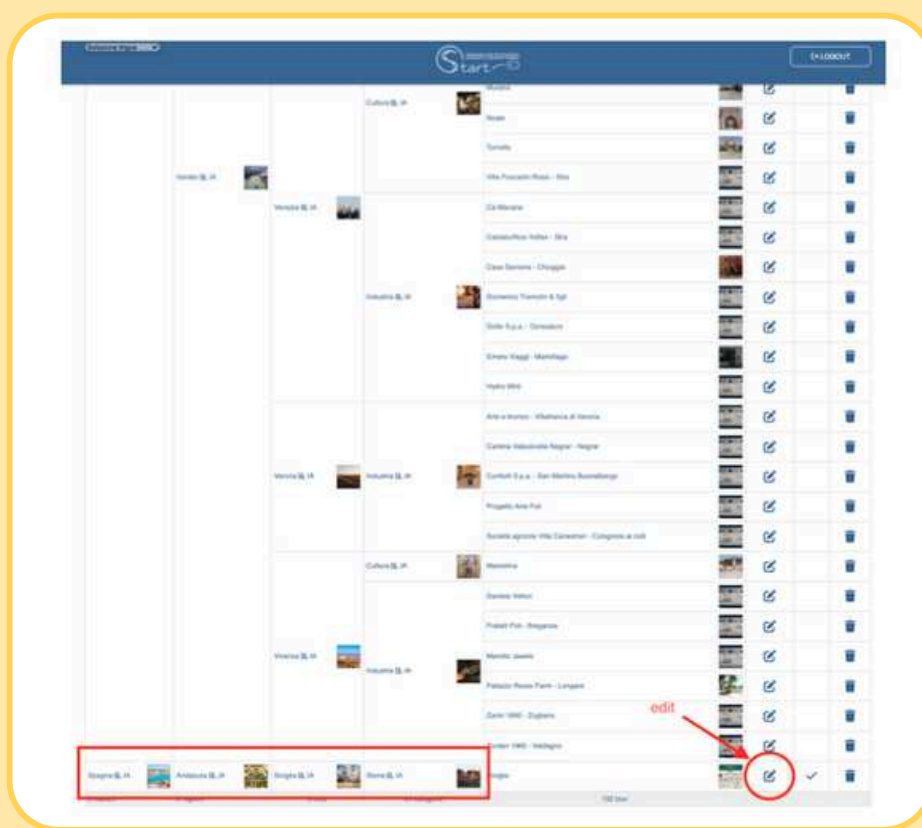
A screenshot of a web form titled "Modifica User". The form contains several input fields for user information, including name, email, and phone number. Below these fields is a large text area containing a list of faculties and departments. At the bottom of the form, there is a blue "Save" button, which is highlighted with a red rectangular box. A red arrow points from the top right of the form towards the "Save" button.



A screenshot of a user management interface showing a table of users. The table has columns for user name, email, and status. At the bottom of the table, there are four red boxes, each containing a small icon and the text "insert image". A red arrow points from the text "indicates that the record is in draft" to a checkmark icon in the status column of the last row in the table.

Before publishing the content, it is important to complete the **data entry**. Once you have saved the data entered in the form, you must return to the panel. The image above shows which fields must be completed before proceeding.

The record is still in draft form, so an indicative and **representative image** of each field: country, region, city and category must be inserted before publishing.



Once the images have been inserted, in order to proceed with publication, you need to access the content tab again using the “**edit**” button.

6. Publication of contents

The screenshot shows a form titled "Modifica tour" with a "REGISTRO" button in the top right. The form includes the following fields:

- Lugar:
- Nombre tour:
- Categoría:
- Fecha:
- Tipo:
- Nombre tour:
- URL Tour 360:
- Descripción tour: A rich text editor containing a list of university buildings and faculties, including "Edificio Central", "Campus Reina Mercedes", and various faculties like "Facultad de Biología" and "Facultad de Química".

At the bottom left, there is a "Draft" checkbox which is currently checked. A red arrow points to this checkbox. A "GUARDAR" button is located at the bottom right of the form.

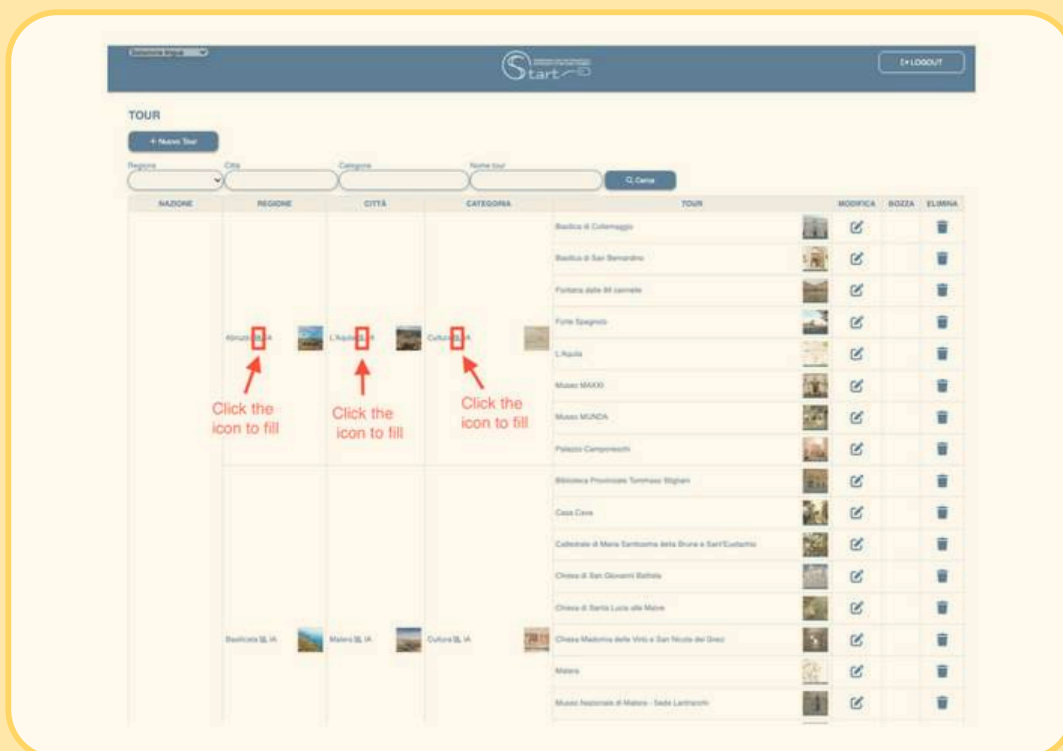
The panel automatically saves the information in draft mode when compiling. Once the compilation is complete, in order to make the content visible in the Start app and to proceed to publication, you must uncheck the **"Draft"** box in the bottom left and then save. The content will then be published.

You can check the content updates in real time by downloading the App from the store.

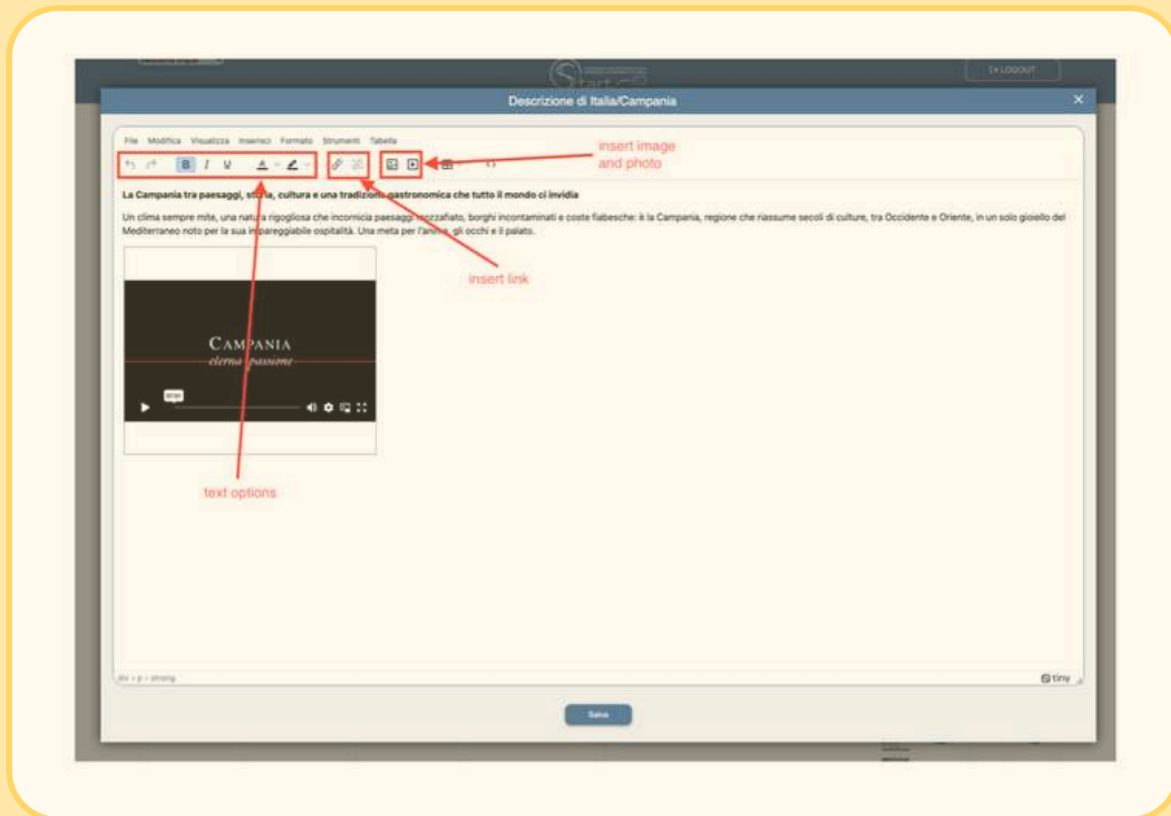
- <https://play.google.com/store/apps/details?id=it.conform.start>
- <https://apps.apple.com/it/app/start-360/id6504185714>

7. Insertion description of content

Each section of the App contains an information tab where additional information (text, images, videos and links) can be entered. Clicking on the icon, you can access the tab.



The interface of the description form is a simplified version of the content form and consists only of the text field in which you can enter text information and any images, videos and links. Once you have completed the compilation for publication, simply click on the '**Save**' button and close the interface.



For completeness of content, it is very important to complete the descriptions in the different areas of the App:

- **COUNTRY**
- **REGION**
- **CITY**
- **CATEGORY**

8. Insertion and AI management

AI content management is linked to and conditioned by categories. Therefore, remember that the main categories are univocal for all users:

- **Culture**
- **Enogastronomy**
- **Industry**
- **Cultural and Creative Industries**
- **Typical artisanal crafts**
- **New Technologies**
- **Sustainability**



The icon gives access to the interface dedicated to the insertion of additional content managed by **Artificial Intelligence**. The icon is associated to the Country, Region, City and Category sections, consequently the contents inserted will refer to the section where they are added and will be ordered according to the category criteria.

IA



8.1 Example of procedure

Now, let's insert one of the contents managed by the **AI**. We are going to insert some in-depth material in the Region section in the field linked to Campania.



The in-depth material that we are going to insert is, in this case, linked to the Enogastronomy category and is entitled "Prodotti Tipici della Campania" (Typical products of Campania), so we are going to fill in the relevant fields.

In the "**Topic**" field, we will enter the category to which the in-depth material is linked, Enogastronomy, and in the "**Sub- topic**" field we will enter the title of the in-depth material. (watch video 2)



The image shows a screenshot of a data entry form titled "IA LRF di Italia/Campania". The form is structured as a table with multiple rows. Each row contains three main input fields: "Topic", "Sub-topic", and "URL". The "Topic" field is pre-filled with "Enogastronomia" in the first row. The "Sub-topic" field is pre-filled with "Prodotti Tipici della Campania (PTP)" in the first row. The "URL" field is pre-filled with a long alphanumeric string in the first row. The form is designed for entering multiple records of in-depth material.

It consists of a PDF file composed exclusively of text, with a maximum number of **40,000 characters**.

Once the PDF file has been created, we will upload it to the AI panel of the START App at this address:

<https://chatapi.conform.it/panel-start/>

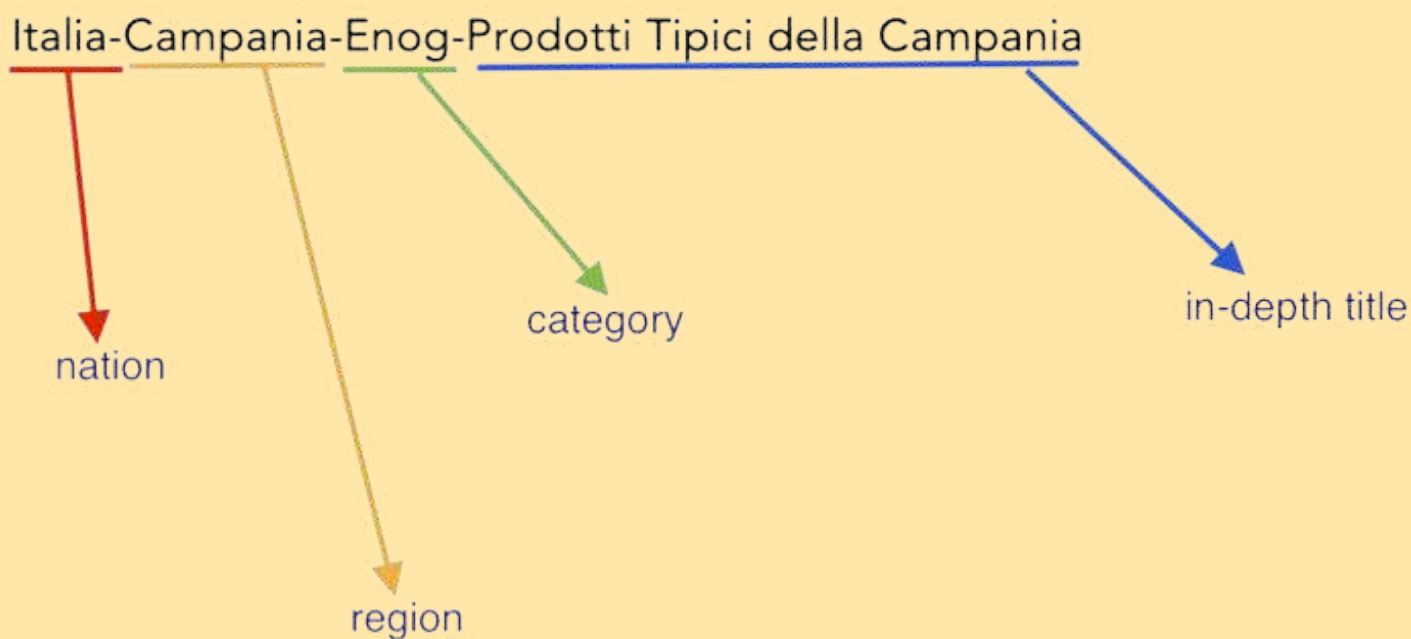
In the panel, we will find all the files uploaded by the different users, thus relating to the different member countries. For quick consultation and to be able to view the contents in an orderly manner, it is preferable to follow a nomenclature of the uploaded files. We, therefore, advise you to name the files in this way:

Country-Region-City-Category-Title

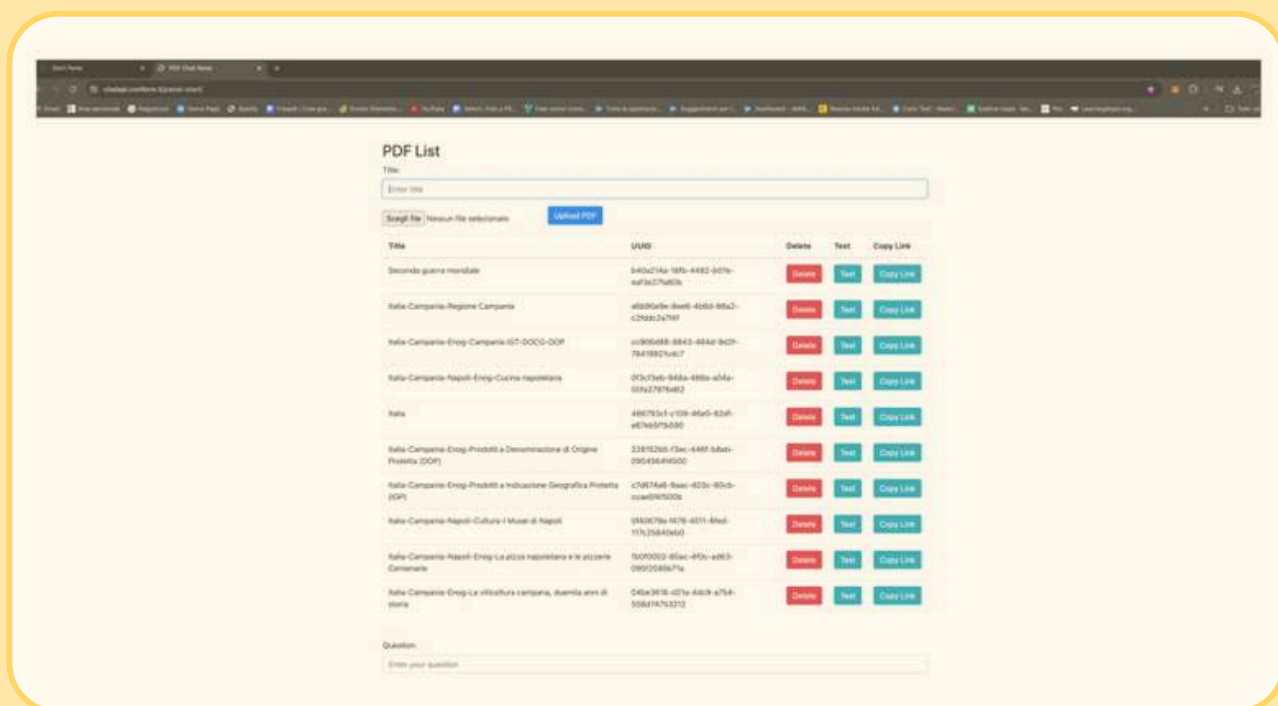
If the names of cities, categories and regions are too long, you can include the abbreviated name as described in the list contained in Paragraph 3. Categories.

8.2 Example of nomenclature

In our case, the in-depth material of the Campania region entitled '**Typical Products of Campania**' will be named in the panel like this

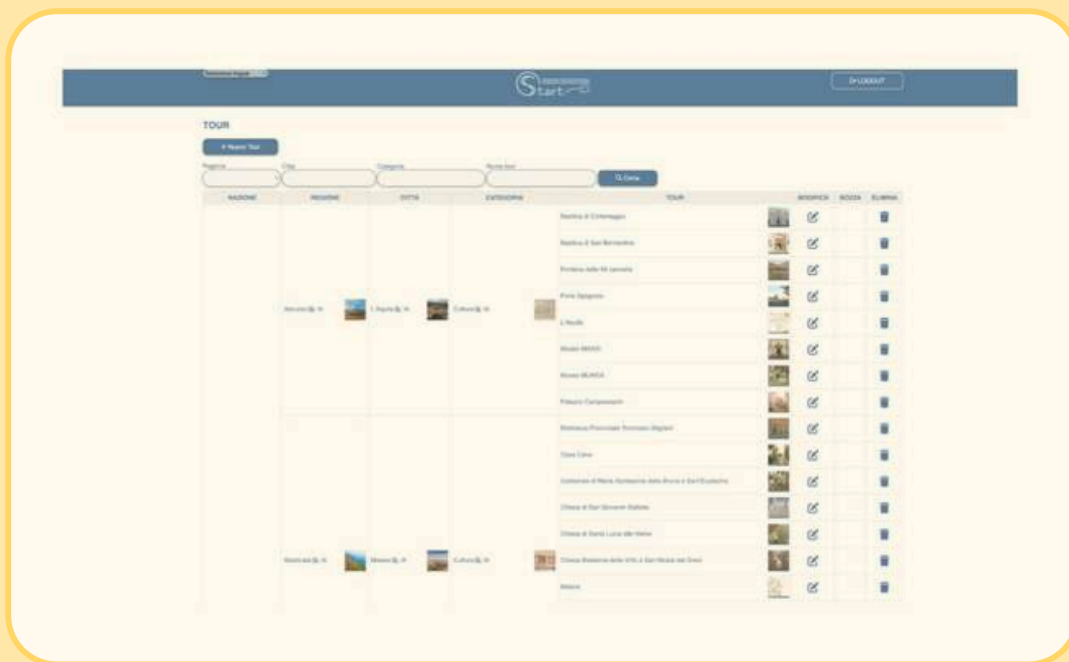


8.3 Uploading the pdf file in the AI platform



Using the naming criteria described above, load and save the PDF file in the **AI panel**. By clicking on the "**Copy Link**" button, you can save the link to the file and paste it inside the Start panel.

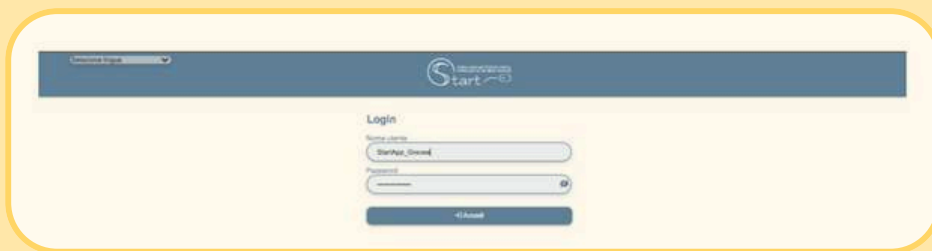
8.4 Uploading the pdf file in the Start panel



Once you have copied the link to the PDF file, you should go back to the **Start App** panel in the section for compiling the Campania Region **AI data**.

Then you should proceed to fill in the required fields by entering category and title, paste the link you have just copied, and save. The content will automatically be added to the relevant section in the **App**.

9. Creation of company profile - compilation of company datasheet



After having logged in with their credentials, each partner can **access** the company section by clicking on the users button (see image below)



The next panel will allow you to create the **company profile**; clicking on the generate button will create the company record.



By filling in the fields present (see image below) we will assign access credentials to each company. At the end of the compilation process, you need to click on the **'Save'** button in order to not lose the changes and data entry. To verify that your data entry has been successful, click on the **'back'** button to view the list of companies.



You can check that the procedure has been carried out correctly by viewing the company record you have just entered. To switch to the compilation of the company record, or simply to view it, you should click on the view icon (the **eye icon**). (see image below).



The company information sheet can be filled in by the **partner** or by the **company** itself, logging in with the credentials created when creating the record.

Every field of the company data sheet (see image below) should be completed. All information entered in the form will be displayed in the **START app** in the dedicated section.

To save the changes and make the contents visible within the app, you need to save before closing the panel or exiting the page.

The image shows a screenshot of the 'INFO AZIENDA' (Company Information) form within the START app. The form is titled 'INFO AZIENDA' and includes a '+ Aggiungi' button in the top right corner. It is divided into several sections:

- Nome e Cognome:** Fields for 'Nome', 'Cognome', 'Via', 'Città', 'Prov.', and 'Cap'.
- Indirizzo:** A large text area for the company address.
- Indirizzo e-mail:** A field for the company email address.
- Telefono:** A field for the company phone number.
- Indirizzo web:** A field for the company website.
- Indirizzo PEC:** A field for the company PEC (Certified Email).
- Indirizzo fax:** A field for the company fax number.
- Indirizzo WhatsApp:** A field for the company WhatsApp number.
- Indirizzo Telegram:** A field for the company Telegram handle.
- Indirizzo Instagram:** A field for the company Instagram handle.
- Indirizzo Facebook:** A field for the company Facebook page.
- Indirizzo YouTube:** A field for the company YouTube channel.
- Indirizzo LinkedIn:** A field for the company LinkedIn profile.
- Indirizzo Twitter:** A field for the company Twitter handle.
- Indirizzo SoundCloud:** A field for the company SoundCloud profile.
- Indirizzo Dribbble:** A field for the company Dribbble profile.
- Indirizzo Behance:** A field for the company Behance profile.
- Indirizzo DeviantArt:** A field for the company DeviantArt profile.
- Indirizzo ArtStation:** A field for the company ArtStation profile.
- Indirizzo Pixiv:** A field for the company Pixiv profile.
- Indirizzo Wattpad:** A field for the company Wattpad profile.
- Indirizzo WatSinger:** A field for the company WatSinger profile.
- Indirizzo WatFiction:** A field for the company WatFiction profile.
- Indirizzo WatAnime:** A field for the company WatAnime profile.
- Indirizzo WatManga:** A field for the company WatManga profile.
- Indirizzo WatComics:** A field for the company WatComics profile.
- Indirizzo WatCartoon:** A field for the company WatCartoon profile.
- Indirizzo WatFandom:** A field for the company WatFandom profile.
- Indirizzo WatFanfiction:** A field for the company WatFanfiction profile.
- Indirizzo WatFanart:** A field for the company WatFanart profile.
- Indirizzo WatFanwriting:** A field for the company WatFanwriting profile.
- Indirizzo WatFanvids:** A field for the company WatFanvids profile.
- Indirizzo WatFanmusic:** A field for the company WatFanmusic profile.
- Indirizzo WatFangames:** A field for the company WatFangames profile.
- Indirizzo WatFanbooks:** A field for the company WatFanbooks profile.
- Indirizzo WatFancomics:** A field for the company WatFancomics profile.
- Indirizzo WatFanartwork:** A field for the company WatFanartwork profile.
- Indirizzo WatFanwriting:** A field for the company WatFanwriting profile.
- Indirizzo WatFanvids:** A field for the company WatFanvids profile.
- Indirizzo WatFanmusic:** A field for the company WatFanmusic profile.
- Indirizzo WatFangames:** A field for the company WatFangames profile.
- Indirizzo WatFanbooks:** A field for the company WatFanbooks profile.
- Indirizzo WatFancomics:** A field for the company WatFancomics profile.
- Indirizzo WatFanartwork:** A field for the company WatFanartwork profile.

At the bottom of the form, there is a red arrow pointing to a 'Salva' (Save) button.

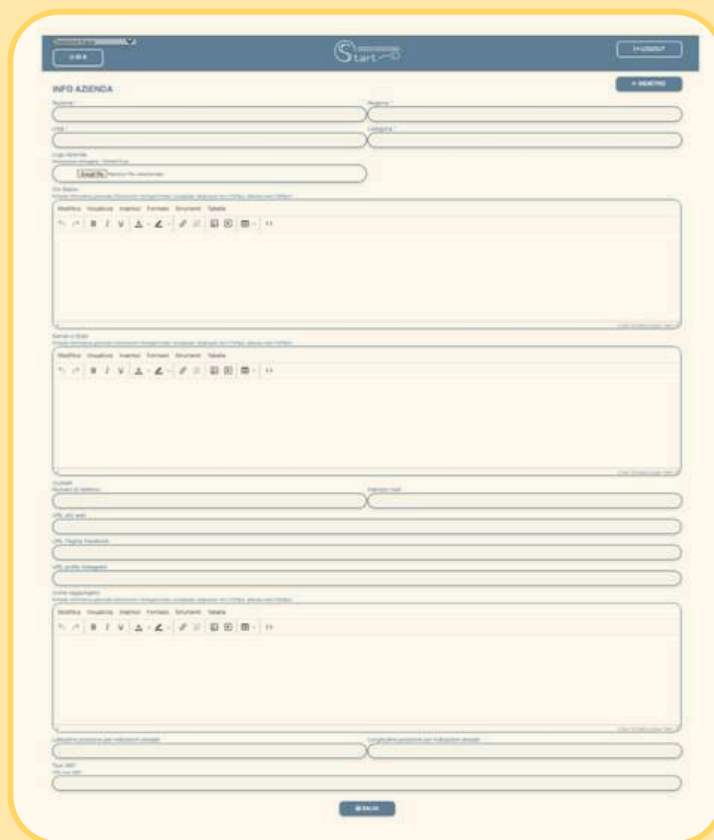
9.1 Companies' access to the panel

Once a '**company record**' has been created, each partner can provide credentials to each company and allow it to complete individual forms independently.



The image shows a login interface for a system named 'Start'. At the top, there is a dark blue header with a dropdown menu on the left and the 'Start' logo on the right. Below the header, the word 'Login' is centered. Underneath, there are two input fields: 'Nome utente' (Username) with the text 'esempio' entered, and 'Password' which is masked with dots and has a visibility toggle icon on the right. At the bottom of the form is an orange button labeled 'Accedi'.

After logging in, the company can access their **dedicated section** and proceed to enter information. By clicking on the **'user profile'** button, it can independently complete its own information sheet.



9.2 Event creation

The company can also create and enter **new events** within the app by completing the dedicated section.



For the insertion of a new event, a **new record** must be created and the event form completed.



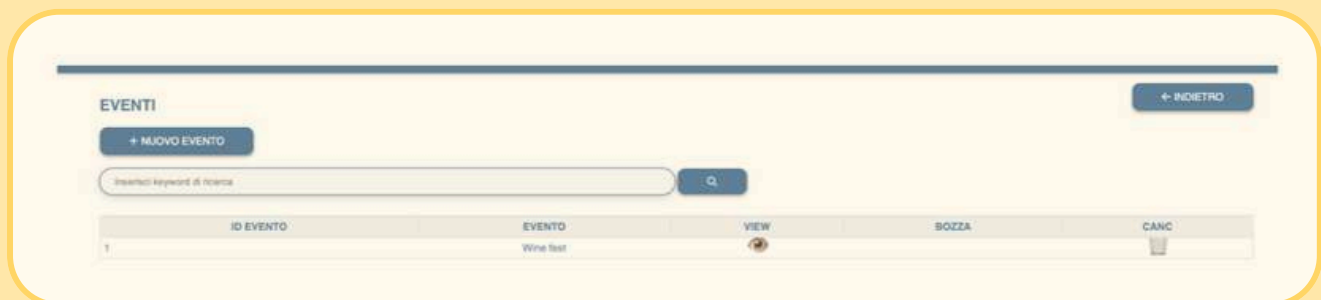
The form should be completed in all its fields, entering the information regarding the event, and saving what has been entered before exiting the interface. The panel automatically saves the information in draft mode when compiling. Once the compilation is complete, in order to make the content visible within the Start app and to proceed to publication, you need to uncheck the **'Draft'** box at the bottom left and then save. The content will then be published. You can check the content updates in real time by downloading the app from the store.

The screenshot displays the 'NUOVO EVENTO' (New Event) form in the Start app. The form is titled 'NUOVO EVENTO' and includes a 'PUBBLICITÀ' button in the top right corner. The form is divided into several sections, each with a 'Salva' button at the bottom right of the section. The sections include:

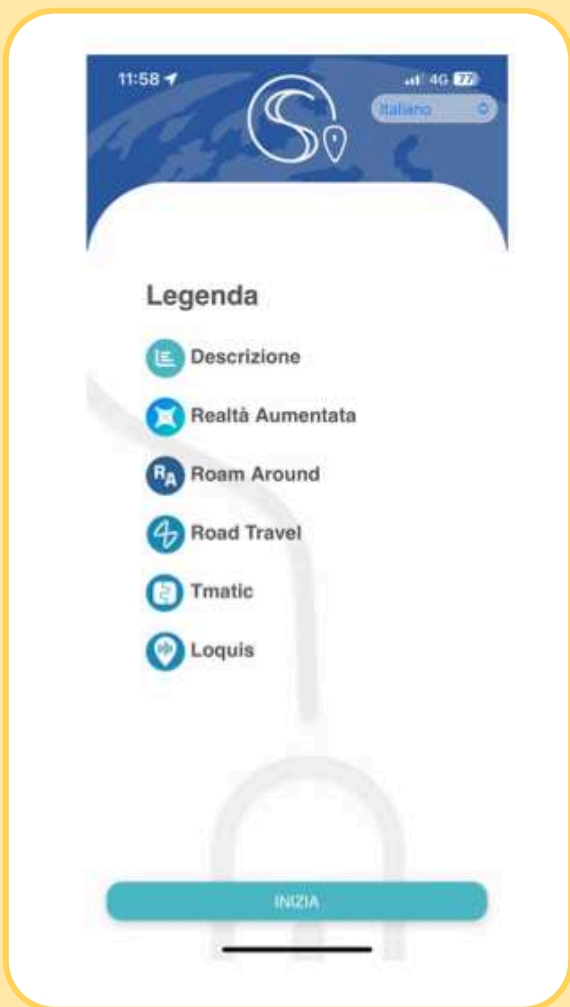
- INFORME E PRESENTAZIONI**: A section for entering event details, including a title, description, and a list of speakers. It includes a 'Salva' button.
- ORARI E GIORNI DI APERTURA**: A section for entering event times and dates. It includes a 'Salva' button.
- INFORME E PRESENTAZIONI**: A second section for entering event details, including a title, description, and a list of speakers. It includes a 'Salva' button.
- ORARI E GIORNI DI APERTURA**: A second section for entering event times and dates. It includes a 'Salva' button.
- INFORME E PRESENTAZIONI**: A third section for entering event details, including a title, description, and a list of speakers. It includes a 'Salva' button.
- ORARI E GIORNI DI APERTURA**: A third section for entering event times and dates. It includes a 'Salva' button.

At the bottom of the form, there is a 'Salva' button and a 'Draft' checkbox, which is currently checked. A red arrow points to the 'Salva' button, and a red circle highlights the 'Draft' checkbox.

Once the compilation is complete, you can view the event record entered. To make changes to the information entered in the event record, click on the **view icon** (in the shape of an eye), open the record again, edit and save again. Changes will be made in **real time** within the app.



10. Download the app



G. ANNEXES

1. PREPARING FOR THE TWIN TRANSITION: MODEL TO CONCEIVE NEW SUSTAINABLE DIGITAL PRODUCTS OR SERVICES

1) Understanding the problem from the customer perspective

Why?



Who?



What?



When?



Where?



How?



2) Problem statement

How might we.....
.....
..... **Context: What?**

For.....
.....
..... **Actors: For whom?**

(Re)design, so that.....
.....
..... **Is satisfied. Need: Which?**

Taking into account.....
.....
.....

3) Understanding the gap

- Where are we today?
- What is the current state?
- Where do we want to be?
- What is the desired future state?

4) Set the challenge

Rule 1: must be human-centred;
Rule 2: Specific and relevant;
Rule 3: Inspiring

It would be game-changing if
...
(enter your ideal state)

For...
(enter end-user)
Because...
(enter need)

SOLUTIONS

What customer-centred solutions can be deployed to meet the customer's needs?

2. TO-DO-LIST

We the undersigned, working at.....
(insert company name) commit to:

TO DO LIST		
Steps	Due Date	Notes

Signature

GROUP (TEAM MEMBERS):

- _____
- _____
- _____
- _____

Date: _____

3. HOW TO EVALUATE NEW SUSTAINABLE DIGITAL PRODUCTS OR SERVICE

COMPANY NAME: _____

GROUP (TEAM MEMBERS):

- _____
- _____
- _____
- _____
- _____
- _____

Prototype Summary:

Score	1	2	3	4	5
Is the digital product/service sustainable?					
Is the digital product/service well developed?					
Are innovative techniques presented applied?					
Are the digital tools used properly?					
What level of critical and creative thinking is being adopted?					
Teamwork/Organisation/Time Management					

Comments:

H. REFERENCES

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