GENESG
NEWSLETTER

MAY, 2025

We're excited to introduce the official newsletter of the GenESG – Sustainable Finance Microlearning with Educational Generative AI project.
This publication will keep you informed about our progress, outputs, and how we're reshaping higher education to meet the demands of a more sustainable and digitally empowered world.

EDUCATING FOR IMPACT: ADVANCING GREEN FINANCE FOR A SUSTAINABLE FUTURE

WHAT IS GENESG?

GenESG is a transnational Erasmus+ cooperation project that aims to equip students and educators in higher education with practical knowledge of sustainable finance through microlearning and generative AI technologies.
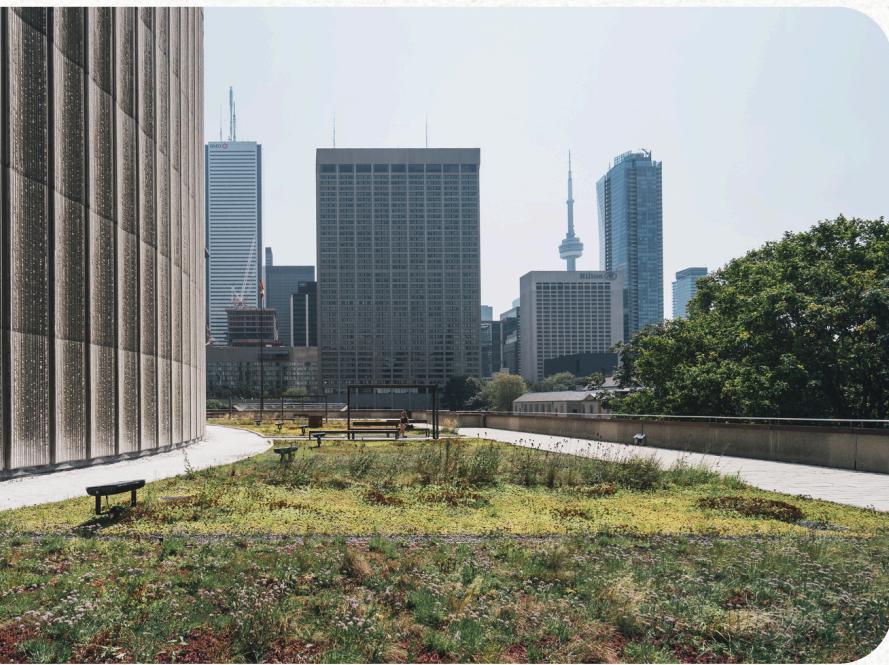
Our objectives:

- Bridge the green and digital skills gap in higher education
- Develop engaging, bite-sized content (skill cards) on ESG (Environmental, Social, Governance) topics
- Create AI-powered chatbots to guide and assess student learning
- Foster cross-country collaboration among universities and educational innovators

Partner countries include Austria, the Netherlands, Slovenia, Poland, and Bulgaria.

GENESG – SUSTAINABLE FINANCE MICROLEARNING WITH EDUCATIONAL GENERATIVE AI
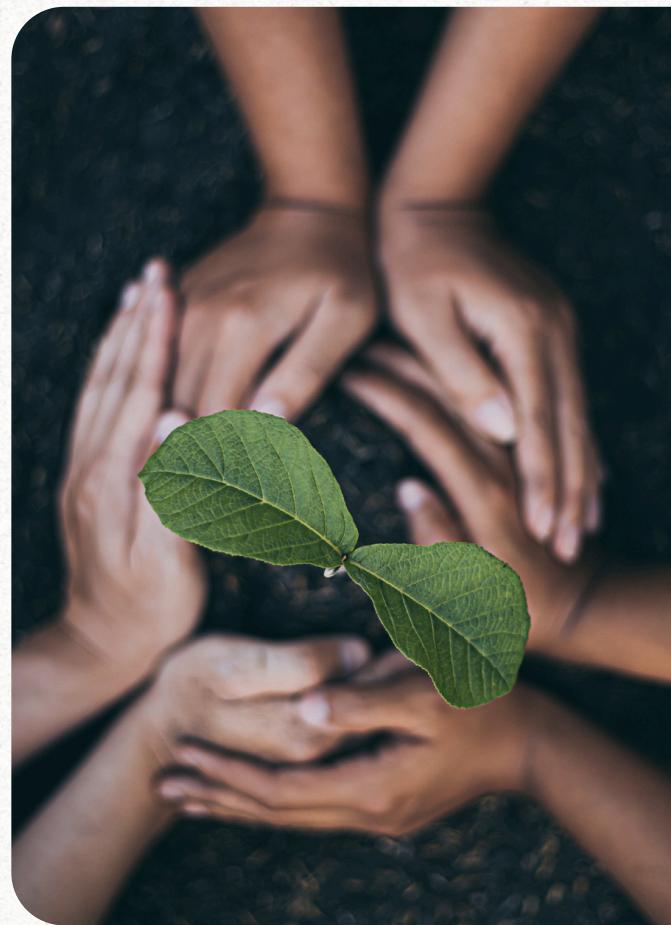
WHY SUSTAINABLE FINANCE?

The global shift toward sustainability isn't just about environmental action — it's also about transforming how we manage money, investments, and economic systems. Sustainable finance ensures that financial decisions consider long-term environmental, social, and governance (ESG) impacts. From climate risk to corporate ethics, sustainable finance plays a vital role in building a future that's not only profitable, but responsible.

Through GenESG, we're preparing students to understand and apply these principles, shaping professionals who can make financial choices that support a greener, fairer, and more resilient world.

WHY MICROLEARNING?

In today's fast-paced academic and professional environments, microlearning offers a powerful way to deliver targeted, flexible, and engaging education. GenESG is using this format to break down complex ESG topics into short, interactive skill cards — ideal for digital-native learners. This ensures that students not only understand sustainability concepts, but can also apply them in real-world finance and decision-making contexts.

How AI Is Powering the Future of Learning?

A unique feature of GenESG is the integration of AI-driven chatbots as learning companions. These chatbots provide personalized guidance, simulate ESG-related challenges, and track learners' progress. With different difficulty levels, embedded quizzes, and case-based interactions, the chatbots turn passive content into active learning experiences — helping students retain knowledge, think critically, and stay motivated.

PROJECT MEETING RECAP – THE HAGUE, APRIL 2025

Our project officially launched with a dynamic two-day meeting at The Hague University of Applied Sciences (THUAS). Key activities included:

Curriculum & Skill Cards

Partners worked on defining the structure of our microlearning curriculum and the ESG-related skill cards.

Chatbot Development Workshop

Interactive sessions led by VISIOOM X explored how chatbots can be used to simulate learning, quizzes, and ESG decision-making.

Podcast Recording

A podcast featuring project partners was recorded to highlight the goals and future impact of GenESG.

Dissemination & Quality

DOBA presented the quality assurance strategy, and UNWE outlined plans for engaging outreach and dissemination activities across Europe.

www://genesg.fh-joanneum.at/

WHAT'S NEXT?

>>> **FINALIZING THE ESG SKILL CARDS**

We're putting the final touches on the skill cards, each designed to deliver core ESG concepts in a short, engaging, and competency-based format.

>>> **CURRICULUM & TEACHING MATERIALS DEVELOPMENT**

Alongside the skill cards, we're co-creating a modular curriculum tailored to sustainable finance and ESG education. This curriculum will be accompanied by flexible teaching materials that allow lecturers to easily integrate GenESG content into existing courses or standalone workshops.

>>> **ADVANCING THE AI-POWERED CHATBOTS**

A key innovation in the GenESG project is our use of AI-driven educational chatbots. These tools will simulate learning experiences through guided conversation, real-life ESG scenarios, quizzes, and gamified elements. In the coming months, we'll focus on training the bots, refining user interactions, and preparing for real-world testing.

PROJECT PARTNERS

FH | JOANNEUM
University of Applied Sciences

DE HAAGSE
HOGESCHOOL

CRACOW
UNIVERSITY
OF ECONOMICS
1925

UNIVERSITY OF NATIONAL AND WORLD ECONOMY
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1920

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