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Focus group questions for both education and business sectors

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General questions (Q1–Q4) that were applicable to both the educational and business sectors served as the basis for themes 1–3. Themes 1: Platform Accessibility and Usability (Q1 and Q2), 2: User Incentives and Motivation (Q3), and 3: System Transparency and Clarity (Q4).

Two more themes were developed from the specific questions for the education sector: Theme 4: Awareness and Use of Open Badges and Educational Integration (Q5 and Q6), and Theme 5: Professional Recognition and Integration (Q7 to Q10).

The specific questions produced two themes for the business sector: Theme 4: Perceived Value of Open Badges (Q5 to Q8) and Theme 5: Employability, and Organizational Integration (Q9 and Q10).

Table 1 and 2 for the business and education sectors, respectively, provide the full set of questions that were used to guide the focus group conversations.

Table 1. General Questions for the Education and Business sector

Themes	General Questions
1. Platform Usability and Accessibility	Q1. How intuitive and user-friendly do you find the platform's navigation and interface? Q2. Are the instructions for uploading and documenting an eco-pedagogical activity clear and easy to follow?
2. User Motivation and Incentives	Q3. How effective do you think the badge system would be in motivating your students to participate in green activities?
3. System Clarity and Transparency	Q4. Are the criteria for earning bronze, silver, or golden badges transparent and understandable?

Table 2. Specific Questions for the Education and Business sector

Sector	Themes	Specific Questions
Education Sector	4. Awareness and Use of Open Badges and Educational Integration	<p>Q5. How could this platform be integrated into your existing educational programs or curricula? Please consider both formal and non-formal education activities. Provide at least 2 ways per participant.</p> <p>Q6. What challenges or barriers do you foresee in implementing this platform within your institution?</p>
	5. Professional Recognition and Integration	<p>Q7. What types of eco-pedagogical activities would be most feasible and relevant for your students to upload to the platform?</p> <p>Q8. How could the open badges platform be used to recognize and validate teachers' professional development in sustainability education and eco-pedagogical competencies?</p> <p>Q9. Would you recommend any additional functionalities to better suit the needs of educators and students?</p> <p>Q10. What additional resources, support or training would you need to effectively implement this platform in your educational setting?</p>
Business Sector	4. Perceived Value of Open Badges	<p>Q5. In your opinion, how valuable are open badges in recognizing and validating students' environmental awareness and sustainability competencies?</p> <p>Q6. Have you ever used or encountered open badges in your professional environment? If so, how were they perceived</p> <p>Q7. Do you believe that open badges can enhance a student's employability? Why or why not?</p> <p>Q8. How do you think employers view microcredentials like open badges compared to traditional qualifications and certifications?</p>
	5. Employability, and Organizational Integration	<p>Q9. What improvements or additional features would make open badges more valuable as a recruitment tool in your organization?</p> <p>Q10. How could open badges in sustainability competencies be integrated into your organization's recruitment and development processes?</p>