



## Become a licensed trainer with Fifty Shades Greener

Join the world's leading green business training & coaching services provider for the tourism, hotel and catering sectors.

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**“There’s one issue that will define the contours of this century more dramatically than any other, and that is the urgent threat of a changing climate.”**

**Barack Obama** on Climate Change  
President of the United States of America

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## Introduction

Would you like to deliver the world's leading green business training and coaching support for the tourism sector on an exclusive basis, in your area?

Would you like to be part of our fast-growing international network of Licensees in this important service?

Would you like to add four new revenue streams and work on a flexible basis to suit your current situation and priorities?

You can work with Fifty Shades Greener to help the Hospitality Industry reduce its Carbon Footprint, become a business sustainability expert in your location and earn in excess of €100,000 per year.

Fifty Shades Fifty Greener is seeking suitable training partner organisations and individuals worldwide to meet growing demand. If you would like to secure a geographical area with exclusive delivery rights, then this is an ideal opportunity for you.

The marketplace is immense for our Green Business programmes, practical action plans that businesses can implement immediately and the hands-on support that our Teams of licensees can offer.

As part of our comprehensive licensee support package we will train you (and your staff) to deliver our flagship half day training workshop for local businesses, provide our 2 day auditing service and ongoing development support to help them to evaluate and build upon their successes.

Our easy to implement Environmental Management systems enable businesses to reduce energy and water costs as well as waste production. All of this directly reduces the business Carbon Footprint, saves money and adds directly to the business bottom line. We will provide all training materials, offer marketing assistance and arrange ongoing support through our worldwide network of fellow licensees.

So, if you are looking to add 4 additional income streams, are keen to build your business in the fast growing area of Environmental training and would like the benefits of working with Fifty Shades Greener – then we are keen to hear

**If you have any queries please call Raquel on +(353) 87 9603371 or email [info@fiftyshadesgreener.ie](mailto:info@fiftyshadesgreener.ie) before November 23rd 2020.**

## What services will our licensees provide?

Fifty Shades Greener licensees will have the opportunity to offer a range of services, to the tourism & hospitality businesses in their area. The services include:

1. 4 X ½ day training courses, teaching business managers how to establish their current environmental impact, their Green Key Performance Indicators, how to reduce their use of energy & water and production of waste.
2. The Fifty Shades Greener business audit. This is, in average, a two day service, where you will spend a 1/2 day auditing their building and current systems and processes, and one day & ½ working from your office, to report on the audit results, highlighting their major pain points and solutions to reduce their use of energy, waste and water with a follow up action plan.
3. The Green Business Online Programme is a follow on from the initial ½ training course or audit. Business owners and managers will have the opportunity to gain the knowledge they need, to implement an environmental management system for their properties through our online platform, with online support from our office. Licensees will receive 50% commission on the sale of the Green Business Online Programme.
4. The Green Business Consultancy Programme is also a follow up from the initial ½ day course or audit, for businesses that want a more holistic approach tailored to their particular business needs. This is a 4 month Programme and it involves 4 visits to the property (one per month), tailoring a green action plan for them and training their team.

Business owners can also engage with your consultancy services for a longer period of time than the initial 4 moth coaching programme, which can be priced individually based on their business needs.



## The Fifty Shades Greener Licence package

1. A one year licence for the complete training & consultancy services of Fifty Shades Greener licences.
2. Chose you own city or area Exclusivity means that you are the only training individual that can deliver our course in your city or area.
3. Training materials – PowerPoint presentations with 'step by step' trainer manuals, worksheets, students handouts, action plans, audit reports, charts and Green Action Plans
4. Licensee induction training programme through online videos and live Q&A webinars with founder of the programme Raquel Noboa, this will take in average 4 weeks for the initial training but you will receive ongoing support over the year from our team.
5. 24/7 access to online training that will help you learn how to best deliver the course.
6. Ongoing support from the Fifty Shades Greener office throughout the year.
7. Marketing materials.



## Benefits of a Fifty Shades Greener licence...

- You will be assigned your own exclusive territory giving you the opportunity of developing your business at the speed you choose.
- You will be supported by the Fifty Shades Greener team, the leader training company for Green businesses.
- You will be an expert in the important growth of Carbon Reduction training, assisting employers such as Hotel Managers, restaurants, visitor centres and bed & breakfast businesses.
- Immediate access to four revenue streams from the four services available, ½ training course, 2 day audit, Online programme and consultancy programme.
- You get to keep all income generated from your work as a trainer, consultant and coach, plus 50% commission of all online sales.
- Your customers will reduce their business running costs and reduce their Carbon Footprint, therefor saving money and establishing themselves as a Green Business in a growing sustainably lead market.
- You will be part of the Fifty Shades Greener global community of licensees and be a key player in our ambitions growth plans.
- You will also benefit from your link to the Fifty Shades Greener brand with usage of our logo on your marketing materials and website.

## Who is this license for?

### **1. Individual trainers, coaches or consultants looking for a proven ready-made business.**

If you want to establish your own business, gain professional knowledge on business sustainability, while becoming a trainer under the Fifty Shades Greener umbrella, and spread sustainability practices across hospitality businesses in your city or area, this is the perfect opportunity for you.

We will provide you with training and ongoing support, so you can become the leading business on sustainability in your area.

This can be a full time or part time business depending on your personal priorities.

### **2. Training organisations.**

For training organisation that wish to increase their portfolio of expertise, in the fast growing market of business sustainability. You will accelerate your company's income, and grow the professional development and skills of your trainers in the area of sustainability. You can also tailor the location of the licenses to your current locations.

If you are a training organisation and wish to include more than one trainer or consultant there is an additional fee of €1,000 per trainer, to cover training and support costs.

### **3. Public Agencies, Government tourism departments and local authorities**

Government training agencies with a remit to reduce the Hospitality industries Carbon Footprint within their countries or local regions, can also become a licensed partner of Fifty Shades Greener and deploy the ½ Day Training course to all hospitality businesses within their countries. We can work with you to identify potential licensee trainers in your area, or we can train your in house trainers to become members of our licensee network.



## Who do our Licensees provide training and support for?

The tourism and hospitality market is the second fastest growing sector, worldwide, after Health Care.

It contributes to 8.8 trillion to the global economy and it grows faster than the global GDP, with new businesses joining the sector every single year.

As one of our Licensees you will provide training and support for:

- Stand-alone / Independent Hotels
- Leading Hotel chains
- Stand-alone / Independent Restaurants and Cafes
- Restaurants and Cafes chains,
- Visitor centres & attractions,
- Bed & Breakfast and smaller accommodation providers.

## Fees

The annual fee to become a Fifty Shades Greener licensee is €8,000 per location or area. A list of available areas is documented below. If your own area is not in our list, please get in touch with us so we can check of it's availability.

The license fee includes all training provided to you by the Fifty Shades Greener Team, training materials, marketing materials and ongoing support from our team all year around.

**The 3rd Induction programme commences on December 1st 2020, we are currently recruiting 10 licensed trainers, the deadline for application is November 23rd, don't miss out!**

## Claim your Local Area

Each area is based on the tourism regions per country. It's easy to see that the main ones will be in demand so please respond early. To check if your chosen area is available please get in touch with our office on [info@fiftyshadesgreener.ie](mailto:info@fiftyshadesgreener.ie)

(Ireland is the only country not available worldwide, the below tables show the break down of local areas for some countries, get in touch with us if your country is not listed below)

UNITED KINGDOM			
Area	Main City	Postcodes	Availability
UK1	Aberdeen, Dundee & Perth	HS. IV. KW. AB. ZE. DD. PH. KY. FK	
UK2	Edinburgh	EH. TD	
UK3	Glasgow, Paisley, Kilmarnock, Lancaster, Carlisle, Isle of Man	PA. KA. DG.ML. LA. CA. IM. G	
UK4	Newcastle, Durham & Sunderland	NE. SR. DH	
UK5	Darlington & Middlesbrough	TS. DL	
UK6	York & Hull	YO. HU	
UK7	Leeds, Harrogate, Bradford & Halifax, Huddersfield & Wakefield, Doncaster, Sheffield	LS. HG. BD. HX. HD. WF. DN. S	
UK8	Blackpool, Preston	FY PR BB1 2 6 7 94	
UK9	Manchester, Oldham, Bolton, Blackburn, Stockport, Warrington E., Liverpool, Wigham, Crewe, Warrington W	BL; OL; BB 18,8,9,10,11,12, 3,4,5 & M 1-9 11,43,35,40,24-30,38,45,46 SK; WA 1 12 13 14 15 16 2 3 4 5 55 6 7; M12 13 14 15 16 17 18 19 20 21 22 23 31 32 33 34 41 44 50 60 90 L. WN. CW; WA 8 9 10 11; CH 1 2 3 4 41,42,43,44,45, 5 6 62 63 7 8 88 99;	

UK10	llandudno, Chester	LL.CH	
UK11	Stoke, Stafford, Walsall, Telford, Wolverhampton, Shrewsbury, Dudley, Worcester, Hereford, Coventry, Gloucester, Oxford	ST. WS. TS. WV. SY. DY. WR. HR. CV. GL. OX	
UK12	Derby, Nottingham, Peterborough, Lincoln, Leicester, Northamptonshire	DE. NG. PE. LN. LE. NN	
UK13	Milton Keynes, Luton, St Albans, Hemel, Watford, Norwich, Ipswich, Colchester, Southend, Chelmsford, Stevenage, Cambridge, Tonbridge, Canterbury, Maidstone, Dartford, Slough, Twickenham	MK. LU. AL HP. WD. NR. IP. CO. SS. CM. SG. CB. TN. CT. ME. DA. SL. TW	
UK14	Brighton, Gatwick, Southampton, Reigate, Guilford, Swindon, Salisbury	BN & PO 10 11 18 19 20 21 22 30 31 32 33 34 35 36 37 38 39 40 41 RH. SO & PO 1 2 3 4 5 6 7 8 9 12 13 14 15 16 17; RG. GU. SN. SP	BOOKED
UK15	London City, London South East & West	SE & SW - EC & WC	BOOKED
UK16	London North West & West - London East & North	E & N - W - NW	
UK17	Bristol, Bournemouth, Exeter, Torquay, Plymouth	BS. BH. DT. EX. TQ. PL TR	
UK18	Bath, Taunton, Cardiff, Newport, Swansea	BA. TA. CF. NP. SL LD	
UK19	Birmingham	B	
UK20	Norther Ireland (Antrim & Down)	BT	
UK21	Norther Ireland (Armagh, Tyrone, Fermanagh & Derry)	BT	

USA		
Area	State	Availability
USA 1	Washington	
USA 2	Oregon	
USA 3	California 1 (Santa Barbara, Ventura & LA)	
USA 4	California 2 (OC, San Bernardino, Riverside, San Diego & Imperial)	
USA 5	California 3 (all other counties in California)	
USA 6	Montana, Idaho & Nevada	
USA 7	Arizona	
USA 8	Utah	
USA 9	Colorado & Wyoming	
USA 10	New Mexico	
USA 11	Texas	
USA 12	Oklahoma, Kansas & Nebraska	
USA 13	South Dakota, North Dakota, Minnesota & Iowa	
USA 14	Missouri	
USA 15	Arkansas, Louisiana & Mississippi	
USA 16	Alabama	
USA 17	Tennessee	
USA 18	Kentucky & Illinois	
USA 19	Wisconsin	
USA 20	Michigan	
USA 21	Indiana & Ohio	
USA 22	Georgia	
USA 23	South Carolina	
USA 24	North Carolina	
USA 25	Virginia	
USA 26	West Virginia, Maryland & Delaware	
USA 27	Pennsylvania	
USA 28	New Jersey & New York	
USA 29	Vermont & New Hampshire	
USA 30	Massachusetts	
USA 31	Rhode island, Connecticut & Maine	
USA 32	Florida	

Canada		
Area	State	Availability
CA 1	Yukon Territory, Columbia & Alberta	
CA 2	Saskatchewan, Manitoba, Nunavut	
CA 3	Ontario	
CA 4	Quebec	
CA 5	Atlantic Regions (Newfoundland, Halifax, Prince Edward, Nova Scotia)	BOOKED

Spain		
Area	Comunidad o Provincias	Availability
SP 1	Galicia	
SP 2	Asturias	
SP 3	Cantabria	
SP 4	Pais Vasco	
SP 5	Navarra	
SP 6	Leon, Palencia. Burgos & Zamora	
SP 7	Valladolid, Salamanca, Soria Avila & Segovia	
SP 8	Madrid	
SP 9	Castilla la mancha	
SP 10	Aragon	
SP 11	Lerida, Tarragona, Gerona	
SP 12	Barcelona	
SP 13	Comunidad de Valencia	
SP 14	Extremadura	
SP 15	Huelva, Sevilla & Cadiz	
SP 16	Cordoba	
SP 17	Malaga	
SP 18	Jaen, Granada	
SP 19	Almeria, Murcia	
SP 20	Baleares	
SP 21	Canarias	

Italy		
Area	Regions	Availability
IT 1	Valle D'Aosta & Piedmont	
IT 2	Liguria	
IT 3	Lombardia 1 (Pavia, Milano, Varese, Lodi & Como)	
IT 4	Lombardia 2 (Lecco, Bergamo, Sondrio, Barescia, Mantova & Cremona)	
IT 5	Trentino Alto Adige (Terentino region)	
IT 6	Trentino Alto Adige (South Tyrol region)	
IT 7	Friuli-Venezia Giulia	
IT 8	Veneto - Venice Region	
IT 9	Veneto - Treviso, Belluno, Vicenza, Verona, Rovigo & Padova	
IT 10	Emilia-Romagna (Forli-Cesena)	
IT 11	Emilia-Romagna (Piacenza, Parma, Reggio Emilia, Modena, Bologna, Ferrara & Rimini)	
IT 12	Tuscany (Massa & Carrara, Lucca, Pisa, Livorno, Grosseto & Siena)	
IT 13	Tuscany (Arezzo, Florence, Prato & Pistoia)	
IT 14	San Marino, Marche & Umbria	
IT 15	Lazio	
IT 16	Abruzzo & Sardinia	
IT 17	Molise & Puglia	
IT 18	Campania	
IT 19	Basilicata & Calabria	
IT 20	Sicilia	

## Licensee Set Up Process

If you wish to avail of this amazing opportunity to be part of the leading team of trainers greening the Hospitality industry worldwide the process is quite simple:

1. Fill in the Online application form with the city or area (Include its reference number from table above) you wish to secure exclusive rights to, or email us on [info@fiftyshadesgreener.ie](mailto:info@fiftyshadesgreener.ie) and we will send you an expression of interest from.

2. A member of the Fifty Shades Greener team will contact you to discuss your application

3. We will then issue you with a license agreement to be returned with payment within 7 days.

4. Join the Fifty Shades Greener Induction programme commencing on September 1st 2020:

- Online training for our signature training courses
- Online Training of the face to face workshops you will deliver
- Online training for the auditing and coaching services
- Marketing Module online training

5. Licensees are to be approved and accredited by Fifty Shades Greener once they have completed the induction programme which includes approximately 20 hours of online training and Q&A sessions with the Fifty Shades Greener Team.

6. On completion, you will receive the Fifty Shades Greener trainer & coaching resources including power point, audit templates, charts, checklists, handouts, trainer notes & digital flyers for marketing of your workshops.

7. You are set to go, and start earning from your green business training and consultancy services.

## What people say about Fifty Shades Greener

### **Keiron Philips, Environmental public agency of Ireland**

“As the initiator of the EPA “Green Hospitality Programme”, which was one of Europe’s best performing responsible tourism marques, I had special interest in properties that were not only engaging with the programme, but exceeding some elements of the scheme and always involved in innovation and developing new offerings that increased business at their properties, but also minimised the environmental impact. Certainly the Hotel Doolin fell into this category. The hotel has reached Platinum level which is outstanding.

Much of the good work carried out there is due to the vision, and innovation of Ms Raquel Noboa, from Fifty Shades Greener.

**Olivia D'auria Gosseau – Gregans Castle**

“The Fifty Shades Greener team mentored me when I was doing the Green Hospitality programme for Gregans Castle Hotel. They were amazing. They made it so simple for me to understand and didn't bat an eye with the million of questions I had. I couldn't have done it without their help, I would highly recommend them”

**Maurice Bergin – Green Hospitality Ireland**

“I have worked with Fifty Shades Greener for a number of years. They are extremely committed and hard working people who have great practical knowledge about sustainability and environmental management within the tourism and hospitality sector. Their recent move into online training is an excellent approach to bring sustainability to a wider audience and at Green Hospitality we are delighted to be partnering with them to expand our online service. “

**Sabina Cox, Delphi Mountain Resort**

*The Fifty Shades Greener online programme was a fantastic resource for ensuring we are focusing on the right steps forward in our sustainability journey. Thank you for sharing your experience and insight so generously.*

**Brian O'Leary, Shannon Heritage**

*I really enjoyed this course and found it very useful. I found that it really makes you think about everyday practices and how each small change can add up to make a big difference.*

**Joanna Fitzgerald, Harbour Hotel, Ireland**

*I really enjoyed the course. It touches on all the basics to get you really thinking about what you are doing and what you could be doing better*

## Awards and Recognition

Winner of the Irish Hospitality Institute Environmental Manager of the year 2015

Winner of the Tourism & Entertainment award for Hotel Doolin in 2014, 2015 & 2016

Winner of the Responsible Travel & Tourism Award 2014

LAMA awards 2019 for the Green Festival Project.



## Frequently asked questions

**Do we pay two licence fees if we want to have two trainers in our area?**

You only pay one licence fee per area irrespective of the number of trainers that are delivering the program.

### **Can we 'pick-n-mix' areas?**

Yes. A few organisations have indicated that they wish to have regional coverage that matches their current set up. There is no difficulty with a 'pick-n-mix' approach to applying for a range of areas.

### **Do you appoint Licensees worldwide?**

Yes. We are now rolling this out to all countries. If your country is not on the locations list on this document get in touch with us [info@fiftyshadesgreener.ie](mailto:info@fiftyshadesgreener.ie)

## **LICENSEES INCOME STREAMS**

### **1. The Fifty Shades Greener flagship half day course**

#### **(See Appendix 1 for course details)**

The half day course "Know your numbers – Business Green KPI's" can be marketed as half day workshop, organised by you or your organisation, in a location of your choice, for individual managers to sign up at a recommended rate of €150 per person. Our recommendation is to have 10 participants signed up for each workshop, generating revenue of €1500 per workshop.

Training 1 ½ Day per week, for 50 weeks = €75,000 Revenue a year

Training 2 ½ Days per week, for 50 weeks = €150,000 Revenue a year

The half day course can also be offered to a particular business that wishes to train up to 8 people in their organisation with an in house workshop. Recommended price for in house training is €999 per ½ session.



Gain 10 in house training customers per year = €9,990

Gain 20 in house training customers per year = €19,980

## **2. The Fifty Shades Greener Audit**

**(See Appendix 2 for audit details)**

One of the initial steps on a business Green Journey is an audit of the premises, to establish what their current systems and processes are, and help them identify their Green Key Performance Indicators.

The Fifty Shades Greener audit includes:

- A half day spent at the property, observing all departments using our Master Audit Template & collecting the business utility bills for the past year.
- A day and a half office work analysing the bills, establishing the business Green KPI's and preparing a report of recommendations with our report template and action plan.

The Fifty Shades Greener Audit retails at €2000 per property.

1 Audit per month = €24,000

2 Audit per month = €48,000

## **3. The Fifty Shades Greener Online Programme sales**

**(See Appendix 3 for programme details)**

You will promote the Green Business Online Programme through your own website and during your training sessions for the ½ day courses.

The 6 module Online Programme retails as follows:

€1200 for any hospitality business with under 100 employees

€1700 for hospitality businesses with 100 to 300 employees

€2500 for hospitality businesses with more than 300 employees.

50  
years  
greener

We also offer a Green your B&B course, for those small accommodation providers that do not fall under the large business categories. This course retails at just €200 per business.

Fifty Shades Greener offer its license trainers a 50% commission on all Online Programmes sales. The half day training course is the perfect opportunity to promote the Online Programme, which is the follow up from the initial workshop.

Sale 20 Programmes in a year = average €18,000 revenue

Sale 50 Programmes in a year = average €45,000 revenue

#### **4. Fifty Shades Greener Coaching and consultancy support.**

**(See Appendix 4 for programme details)**

Our coaching programme can support the online users with additional input.

Our recommendation is that you agree a 4 month coaching programme, to assist with the implementation of the Online Programme, which will consist of one day a month visit to the business to assist on the implementation of their action plans, coaching support for key staff and reporting on monthly achievements.

The coaching programme retails at €4500 per business and Licensees keep 100% of this income

10 coaching clients per year = €45,000

20 coaching clients per year = €90,000

Please note that Fifty Shades Greener will also refer any online sales for your area that come directly through the website back to you for coaching support.

Your coaching support can also extend further than the initial four month period. For example, Licensees can continue with support for

one day per month for 12 months

half a day per month for 12 months

Three monthly reviews (1 day each)

## Licensee Income projections

### Example 1

You have successfully signed up 10 students every two weeks, 25 weeks in the year, made out of different businesses in your city or area at a rate of €150 per person.

$$10 \text{ people} \times 25 \text{ weeks} = 250 \text{ students} = \text{€}37,500$$

30% of your course students, decide to purchase the Green Business Online Programme

$$75 \times \text{€}900 = \text{€}67,500$$

10% of your online students, purchase the coaching programme

$$7 \times \text{€}4500 = \text{€}31,500$$

**Total earnings in a year = €136,500**

Your work load will include delivering 25 ½ day workshops in one year, and support 7 businesses with the 4 month coaching programme with 1 visit per month to each business, total working days of coaching 28, for estimated earnings of €136,500.

If you are already a training organisation with several trainers in your workforce, you can triple or quadruple those earnings by offering the training programmes into different areas and cities to suit the current location of your business.

The Fifty Shades Greener license will allow you to accelerate your incomes with 4 new revenue streams:

## Example 2

You have successfully signed up two properties every month of the year, for the Fifty Shades Greener Audit

24 audits in one year = €48,000

30% of your Audited business decide to sign up for your 4 month coaching programme following your report recommendations

7 Coaching clients = €31,500

30% of your Audited businesses decide to sign up for your Green Business Online Programme

7 Online Programmes = €4,200

**Total Earnings in one year = €83,700**

Your work load will include 24 ½ days spent on site auditing businesses, 36 office days preparing reports and recommendations and 28 days spent on site with your coaching clients plus phone and email support.

## Meet Raquel Noboa , Founder of Fifty Shades Greener

Raquel Noboa from Fifty Shades Greener has worked in the Hospitality industry for the past 21 years, working in hotels around the world since the age of 17. She knows the industry well, the challenges it faces and the mind-set barriers to greening a Hospitality business. Raquel Started her own Green Journey at Hotel Doolin, in Ireland. She was working there as the Sales & Marketing manager in 2012 when the Hotel decided to start a Green Hospitality programme and Raquel was chosen as the new Hotel Green Manager. Within 2 years implementing Raquel's green actions, they reduced their Energy by 30%, waste by 40% and water by 25%. They also won every win award in Ireland and she positioned the Hotel as a leader in the Sustainable travel market. "This is when the idea started forming in my head, if I could achieve those results at Hotel Doolin, how about teaching others how to get started just like I did? And that's how Fifty Shades Greener was born."

Raquel has an Ecotourism Diploma from the University of Washington, but her approach to greening and sustainability is a very different way than what other Green programmes might offer. Her training is based on simple actions that will reduce the use of Energy, Water and Waste in a business, a festival or a community group. Raquel believes in small wins, and going at your own pace, because Greening should not make people jump through hoops, it is about knowing the environmentally sound options that are available, and applying those actions that make sense to each business. Starting small, get the big wins, and then look at possible investment projects to become even greener. Contrary to the perception of many business owners, Raquel firmly believes that Greening a business will not only reduce its Carbon Footprint, but it will also reduce their Utility bills, therefore saving money directly off the bottom line of a business. In the past 3 years Raquel has worked solidly as a Hospitality Green Consultant with her Limited Company Fifty Shades Greener. Consulting and mentoring privately owned businesses and community groups to Green the festival and events at their villages around County Clare. Now in 2019, Raquel has gathered all her knowledge and easy to implement actions into Online Training Courses, so she can serve more businesses around the world and help Green the Hospitality Industry one step at the time.



## The organisations we work with

Fifty Shades Greener has been an established Green training and consultancy company since 2017, geographically based in Ireland, but dealing with hospitality clients worldwide through our Online training programmes.

We are currently working in the Irish, USA, Canadian and Australian markets, with further opportunities coming from emerging markets like Pakistan & Africa.

### **We have also worked and collaborated with agencies on projects for:**

Clare Local Development Company

County Councils

The Environmental protection agency of Ireland (EPA)

The Burren & Cliffs of Moher UNESCO Global Geopark.

The Burren Ecotourism Network

A Greener Clare

National Convention Bureaus of Ireland

Toyota Ireland

Educational Training boards of Ireland

## Appendix 1: The Course ½ Course

### Know your Numbers – Reduce Carbon & Save Money

The half day course you will deliver is titled “Know your numbers- Reduce Carbon & Save Money”.

There is a perception out there that running a Greener business will cost more money, when the reality is, the exact opposite. Running a green business will reduce your business utilities cost and therefor save you money.

Sustainability is a word thrown around too often on today’s world, with many different definitions and outcomes.

The Fifty Shades Greener team and licensed trainers demystify the concept of sustainability in businesses. A business can reduce their impact to the environment by reducing their use of energy & water and production of waste, is that simple, a reduction of utilities will result on a reduction of their business Carbon Footprint and save them money off their utility bills.

The “Know your Numbers” course will teach students how to understand the information given in their electricity, gas, oil, waste and water bills, and how to use this information to establish their business environmental impact, delivering their Green Key performance indicators and using them as a base to monitor and benchmark every month from then on. You will also help students identify areas for potential savings from their current utilities, with the follow on programme, the Green Business Online Programme, giving you an opportunity to up sale and generate more revenue from each person in the room.

The course contents are as follows:

1. Fifty Shades Greener, mission statement of the company, who we are and how trainer is associated with the organisation

2. Course objectives:
  - a. To establish a business current environmental impact
  - b. Setting the business green KPI's
  - c. Get a clear understanding on the business utility bills
  - d. The 50 Shades Greener charts and how to use them
  - e. Monitoring and reporting into the future of the business green journey
3. The 3 pillars of sustainability: Water, Waste & Energy
4. Understanding your electricity consumption
5. Understanding your waste production
6. Calculating your business people numbers
7. Metering your water and setting up a leak detection system
8. The 50 Shades Greener Charts – introduction and how to use them now and in the future
9. Setting your business Green Journey starting point – Green KPI's
10. Monitoring, reporting and developing your green action plan.
11. The Green Business Online Programme with coach support.

You will also receive Power point presentations, student handouts, presenter notes & workbooks for 3 more ½ day workshops: Waste Reduction, Energy Reduction and Water Conservation.

## APPENDIX 2 – The Fifty Shades Greener Audit

The Fifty Shades Greener Audit will help business owners establish their current environmental impact with the help of our expert licensees.

The estimation for a regular size building, around 120 bedrooms, kitchen, bar, banqueting room and meeting space is that you will spend half a day at the business, analysing their current systems and processes, observing their building, lighting, equipment, water use, boilers, closing procedures, etc

A full audit template will be provided by Fifty Shades Greener to make this process as seamless as possible for our licensees. You will also interview some heads of departments for the property, to get a clear picture of the business needs.

During the audit, you will also collect all energy, waste and water bills from the business for the past year, so you can analyse their figures and establish their Green Key Performance Indicators.

A further day and a half (in average) will be spent working from your office analysing the results of the audit and preparing a recommendations report for your client, which will include the further development of their green programme through the Green Business Online Programme or the 4 month Coaching programme. The report will also include areas for improvement, potential savings for the client and a proposed Green Action Plan for the coming 6 months.

## Appendix 3 – The Green Business Online Programme

### ***The first of it's kind worldwide***

The Green business Online programme is the A to Z, online programme that will help you set up an environmental management system at your property. Unlike many other greening programmes, this is an action based programme, with implementable, concrete steps that will guide you through the easiest way to understand, control and reduce your business use of energy, water and production of waste. Reducing your utilities will result on a reduction of your business environmental impact, your Carbon Footprint and SAVE money off your utility bills.

The 50 Shades Greener method is about taking the first steps towards a reduction of your utilities, so you can generate some savings and then re-invest in larger greening projects that will help you become even greener.

These are the first steps towards business Carbon Neutrality that require no capital investment at all.

**Previous Requirements:** None. This is a greener for beginners course, all you need to complete it is: your laptop, a printer and a pen to fill in your workbooks. Once you purchase the course, the general manager or business owner will watch Module 1, this is a short module with just 25 minutes of video lessons. The rest of the modules are for the appointed green manager to watch and implement.

**What you will learn:** The easiest way to implement a water, waste and energy management system at your workplace, appoint a green manager and create a green team, establish your current business environmental impact and set your starting point with your Green KPI's, plus an extra module to teach you how to market your green messages in the most productive way.



### **The Fifty Shades Greener method:**

50 Videos – 50 action-based steps

4.5 hours of video lessons

Estimated 20 Days implementation

6 modules with Training for the General Manager, Green Manager and every member of your organisation.



### **For the General Manager**

6 Video lessons, 25 minutes watch time.  
Estimated implementation time 4 hours.

1. How to navigate the course
2. The 3 pillars of sustainability
3. Appoint a Green Manager
4. Chose the right green team
5. Your first green meeting
6. How to run effective green meetings

**Learning Outcomes:** After this module, you will have knowledge on the 3 pillars of sustainability, appointed the right Green Manager from your team and select the best green team. You will also have a framework to run effective green meetings.

**Free Resources** Downloadable workbook with templates to define your business green vision, a green team template and green meetings agenda and minutes templates.



**Learning Outcomes:** After this module the Green Manager will have established the business Green KPI's, this is the baseline that will be used in the future to compare and report on results achieved from the greening programme.

**Free Resources:** Includes the 50 Shades Greener charts for Green KPI's calculations.

#### For the Green Manager

12 Video lessons = 1 hour watch time.  
Estimated implementation time 2 Days.

1. How to navigate the course
2. Employee awareness video
3. Your Green Folder
4. The 50 Shades Greener Charts
5. Your electricity starting point
6. Your Oil starting point
7. Your Gas starting point
8. Your Waste starting point
9. Your water starting point
10. Calculate customer & staff numbers
11. Monthly monitoring
12. Reporting your Green KPI's



**Learning Outcomes:** This module will help you understand what the current water use at your business is, compared it to good practice standards and help you find solutions to reduce your water flow.

#### For the Green Manager and water team.

6 Video lessons, 40 minutes watch time.  
Estimated implementation time 6 Days

1. Employee awareness video
2. Calculate your water flow rate
3. A leak detection system
4. Reduce water use in cisterns
5. Reduce water use on taps & showers
6. Your water action plan

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**Free resources:** The water workbook with 3 exercises to be completed by your team and a future water action plan template.



**Learning Outcomes:** This module will help your team implement a waste management system to help you control and reduce your waste production of food, landfill and plastics.

**Free Resources:** A Waste workbook with 8 exercises for your team to complete plus a waste action plan for the future.

#### For the Green Manager and Waste team.

12 video lessons, 1.2 hours watch time.  
Estimated implementation time 1 week.

1. The right bin in the right place
2. Waste segregation for employee awareness
3. Watch your bins
4. Your Waste collection area
5. Food Waste employee awareness
6. The food bucket challenge
7. Reducing food waste
8. The saucy challenge
9. Abolish mini toiletries
10. Plastic waste employee awareness
11. Single use plastics
12. Waste Action Plan



**Learning Outcomes:** This module will help you identify opportunities for reduction of energy use and implement an energy management system at your property to ensure you only use the energy that you need to operate.

#### Green Manager and the Energy Team.

9 video lessons, 40 minutes watch time.  
Estimated 1 week implementation.

1. Energy employee awareness
2. Lighting
3. Equipment
4. Less used areas
5. Energy employee awareness video 2
6. Heating your building
7. Insulation
8. Refrigeration systems
9. Energy Action Plan

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**Free Resources:** The energy workbook with 6 exercises for your team to complete plus a future energy action plan template.



#### **For the Green Manager.**

5 Video lessons, 18 minutes watch time.

Estimated 2 days implementation.

1. Your environmental policy
2. Green marketing
3. The right green messaging
4. A guest green programme
5. Entering green awards.

**Learning Outcomes:** This module will help you market your Green Journey in the most effective way, so that your customers understand the efforts you are making as a Green organisation.

**Free Resources:** Environmental Policy template and social media content calendar.

#### **Retail Price for the Green Business Online Programme**

€1200 for any hospitality business with under 100 employees

€1700 for hospitality businesses with 100 to 300 employees

€2500 for hospitality businesses with more than 300 employees.

## Appendix 4: The Fifty Shades Greener Coaching Programme

A 4 month coaching programme that will assist your client with the implementation of the Green Business Online Programme, this is a more holistic approach to implement an environmental management system at any property

You will conduct an initial audit of the business and prepare a report of the possible savings that can be achieved.

You will also meet and train the Green Team once a month, given approx. 1 hour training to each waste, energy and water sub-teams, outlining a Green Action Plan of activities they need to implement at the business in the following 4 weeks.

### **1. Possible additional months coaching highlights**

- a. One to one training with Green Manager on benchmarking energy, water and waste.
- b. Analysing monthly performance and reporting into the future, next few months, what else can we do.
- c. Green Marketing Plan
- d. Environmental Policy for your business, outlining achievement and future goals.
- e. Implementing a “Green guest programme” at your business.



- f. Your future plan towards Carbon Neutrality.
- g. Greening you meetings and events
- h. Green purchasing
  
- i. Social corporate responsibility
- j. Engaging your community – collaborate and network
- k. Grow your own, bee and bug hotels in your gardens

**The programme includes:**

4 Site Visits by your coach.

Weekly support by email & phone as required by the client to implement the Action Plan

Environmental Policy, Environmental Action Plan and Benchmarking development for the client.

**Recommended Retail Price €4500**