



FIFTY SHADES GREENER GIVE BACK PROGRAMME FOR THE HOSPITALITY WORKFORCE WORLDWIDE



Raquel Noboa – Founder & CEO



FIFTY SHADES GREENER OFFERS 5,000 FREE ONLINE TRAINING PROGRAMMES TO UP SKILL HOSPITALITY WORKERS WORLDWIDE AND SEEKS A GLOBAL PARTNER

The entire world has been turned upside down due to the outbreak of COVID-19.

The Hospitality Industry has been particularly impacted, with hundreds of thousands of employees finding themselves unemployed worldwide this week.

There is nothing anyone can do to soften the economic blow or to predict how long businesses will remain closed.

But there is something quite important that we currently have ample amounts of, and that is **TIME on our hands**.

Fifty Shades Greener urges the hospitality workforce to use this time to up skill and learn something new, so that when we all get back to work, we are better skilled employees, managers and business owners.

The team at Fifty Shades Greener, have worked alongside the industry for over 20 years, as hotel employees themselves. In this time of need they want to GIVE BACK and help up skill the workforce, to assist all those people that now find themselves sitting idle and waiting, but with little economical resources.

For anyone wanting to invest this time in their own professional development, Fifty Shades Greener are offering 5,000 FREE places WORLDWIDE for the “Become a Green Leader in your workplace” training programme.

It is now, more important than ever, to remember things will get back to normal someday, and using this time to devote to your own professional development will make you more employable and better skilled when that time comes.

Fifty Shades Greener is also seeking a global sponsor partner, to help us roll out this training programme far and wide. While we are prepared to take the hit on a potential loss of nearly €1,000,000 by allowing 5,000 people to engage on our Online Programme for free, we also need to ensure we can keep our own team employed to support the students that sign up for our course.

140,000 people found themselves unemployed in Ireland alone after the closure of pubs in the country. This number is expected the rise, with restaurants, cafes and hotels also closing down worldwide. With the help of a sponsor, Fifty Shades Greener would be able to keep those employees supported through Online Training Programmes during their time of need.

Who is the course for?

Any Hospitality employee in the world that find themselves with time on their hands but no income to be able to invest in their own professional development.

This programme, will enable people to learn the basic principles of becoming a Green Leader or Green Manager in the workplace. Teaching the 3 principles of sustainability, how a business impacts the environment, and crucially, showing them how to measure and monitor that impact. This will mean that when we all get back to work, the workforce will have the right knowledge and tools to implement an Environmental management system at their workplaces, and become Green Leader's in the industry.

Implementing and environmental management system at a Hospitality business, will not only reduce the business Carbon Footprint, but it will also SAVE MONEY. As we reduce our utilities, we reduce our running costs. In the current economic climate, reducing our running costs might be the difference between a business emerging from this crisis or closing down forever.

We can support employees from hotels, restaurants, cafes, bed & breakfast & visitor centres.

What are we looking for?

We are seeking a global partner that will help us in two ways:

- Spread the word about this project to ensure we can engage with as many hospitality workers as possible all over the world. So far, with no investment at all, we have students signed up and learning from Ireland, Canada, Scotland, Germany and the Ukraine. Our goals to be able to reach employees from all corners of the world.
- To sponsor Fifty Shades Greener and this project and help us cover 10% of the cost, so we can also keep our own team employed to support the online students, and to be able to offer even more free training courses to the industry.

For more information contact Raquel Noboa on info@fiftyshadesgreener.ie

Some comments from our students so far.

Paula Black

Thank you so much for this course, I work in a Visitor centre in the restaurant and shop, and have never in over 30 years worked from home, so I was finding it difficult but courses like this are very helpful.
Stay safe Raquel

Jennifer Greene

Brilliant course! I'm part of the green team in the hotel I work in but I learnt so much from this course that I didn't know already. This has to be the one advantage to the situation....up skilling!

Adriaan Bartels

Really super course, Raquel. Many thanks. It was always a difficult issue to get around to due to time restrictions but now we have no excuse!

Sabina Cox

This course was a fantastic resource for ensuring we are focusing on the right steps forward in our sustainability journey. Thank you Raquel for sharing your experience and insight so generously :)

Brian O'Leary

I found this course very useful, it makes you think about the small changes we can all make in our every day work practices which over a period of time add up to make a very big difference.

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. “

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 2020, 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.