The Green Business Programme

Welcome to our Green Business Programme

The Green Business programme by FSG, is the A to Z, step by step framework to successfully implement an environmental management system. It also highlights how to apply the UN Sustainable Development Goals to any Hospitality and Tourism business.

The programme includes 5 training programmes

GENERAL MANAGER

PURCHASING DEPARTMENT

GREEN MANAGER

HR

GREEN MARKETING

Also includes employee awareness videos for everyone within your organisation.

Programme objectives

- To engage on an environmental level and introduce social sustainability
- Learn how to embed the 17 UN Sustainable development goals
- Measure, manage and reduce your business' carbon emissions
- Reduce business running costs
- Greening the supply chain for products and services
- Become the employer everyone wants to work for
- Market green efforts in the right way to attract more customers

Programmes can be implemented over a 4 month period

Businesses should allow their Green Team to dedicate 1 day a week to their Green Programme for the first 4 months, and continue on at a pace that suits them into the future.

Choose your programme

Online programme or Coaching programme

GENERAL MANAGER

The aim of the programme is to inform the General Manager of the business, about all aspects of the Green Programme. This overview allows them to fully support and assist their team with the implementation process and achieve a reduction of costs and environmental impact. This will also ensure the social sustainability and economic growth of the business

Helping achieve UN SDGs Goal:

#1: No poverty

#2: Zero hunger

#6: Clean water & sanitation

#14: Life below water

#15: Life on land

PURCHASING DEPARTMENT

The aim of the programme is to give purchasing managers a clear framework to green their own products and services and spread a culture of sustainability within their supply chain, reducing environmental impact and boosting local economies.

Helping achieve UN SDGs Goal:

#9: Industry innovation & infrastructure

#11: Sustainable cities & communities

#12: Responsible consumption and purchasing

#17: Partnerships for the goals

#7: Affordable & clean energy

GREEN MANAGER

The aim of this programme is to provide the knowledge and skills a hospitality or tourism manager needs, to be able to control and reduce their use of utilities. A reduction of utilities will result in a reduction in its Carbon Footprint, and a reduction of the running costs for the business.

Helping achieve UN SDG Goal:

#13: Climate action

HR

The aim of the programme is for HR departments to learn how to implement Social Sustainability within their operations. Identifying and managing a business's impacts both positive and negative on their people.

Helping achieve UN SDGs Goal:

#3: Good health and well-being

#4: Quality education

#5: Gender equality

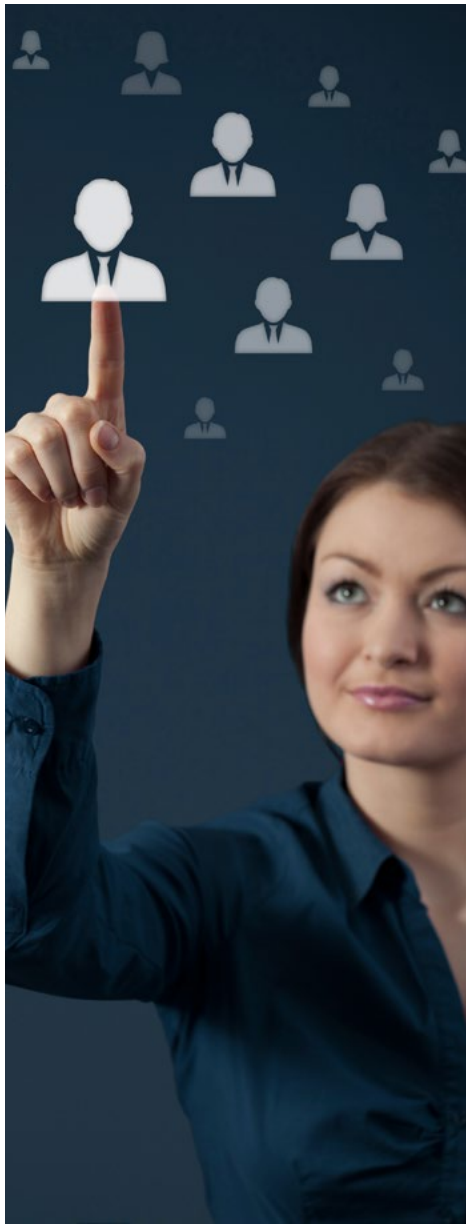
#8: Decent work and economic growth

#9: Industry, innovation and infrastructure

#10: Reduced inequality

#11: Sustainable cities and communities

#16: Peace and strong institutions



GREEN MARKETING

The aim of the programme is to upskill marketing departments to accurately relay their workplace's green journey in a clear and transparent way. They will also learn how to leverage the power of environmental data and understand how messaging can assist Climate Action while creating new business opportunities and unique selling points. This is achieved through spreading awareness to ALL stakeholders of the business.

Helping achieve UN SDGs Goal:
#17: Partnerships for the goals

The programme includes

Downloadable workbooks

for all modules

Charts

to help monitor your utilities

Templates

to make your journey easy

Business Assessment

In order to achieve the Green Business Certificate by FSG, a minimum standard needs to be achieved. It is ok not to be "perfect" but we expect honesty. Once you are ready, our independent auditor will assess your work which will be a desk evaluation with some on-site and on-line verification.

You will be assessed on the implementation of actions given on the programme for environmental, social and economic sustainability, so our support team will guide you to ensure you are ready to pass with flying green colours!

Certificate of completion

On successful completion of the programme and its assessments, the business will receive a certificate of completion and a Fifty Shades Greener approved digital badge for your website and online channels.

The designated Green Manager can also apply for the accredited Green Manager qualification at Level 4 on the Ofqual qualification framework, recognised world wide.

Your certificate can be renewed annually once our independent auditor verifies that your business has continued to improve its sustainability plan.

Questions?

We're happy to help with questions and queries.

Email here and we'll reply soon.