



## 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.

---

**“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



# Contents

Introduction	Page 3
What Services do we offer	Page 4
The Fifty Shades Greener license Package	Page 5
Benefits of a Fifty Shades Greener License	Page 6
Who is the license for?	Page 7
Who do our licensees provide training and support for	Page 8
Fees & Timeline	Page 8
Claim your local area	Page 9 - 13
Licensee set up process	Page 14
What people say about Fifty Shades Greener	Pages 15
Awards and recognition	Page 16
Frequently asked questions	Page 16 - 17
Meet Raquel Noboa, founder of Fifty Shades Greener	Page 17
Organisations we work with	Page 18



## 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 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, which include practical action plans and touch on all 17 UN SDGs for businesses to implement a proper sustainability culture across the entire organisation.

As part of our comprehensive licensee support package we will train you (and your staff) to deliver our flagship training programmes for hospitality businesses and support you along the way to ensure you can represent the FSG brand.

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 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 email Raquel on [info@fiftyshadesgreener.ie](mailto:info@fiftyshadesgreener.ie)**



## 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. The Green Business 4 Month Coaching Programme: Our signature course to support businesses involves 4 visits to the property (one per month), tailoring a green action plan that suits their needs and training their team members. This programme, addresses all 17 UN SDGs and it provides training for the General Manager, Green Manager, Green Team, HR, Marketing and Purchasing departments.
2. Stand alone training programmes for: Waste Management, Water Conservation, Energy Management, HR, Green Marketing and Green Purchasing.
3. The Green Business Online Programme: 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.

Business owners can also engage with your consultancy services for a longer period of time than the initial 4 month 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 the FSG team, this will take in average 3/4 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 new revenue streams from the services available, coaching programme, stand alone workshops and online programme sales.
- 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.

A minimum requirement for licensees is to have training experience of at least 2 years and have a Train the trainer certificate

### **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 Coaching Programme 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 to €10,000 per location or area (pending on the number of Hotel properties). 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 1 trainer by the Fifty Shades Greener Team, training materials, marketing materials and ongoing support from our team all year around.

### **Additional Costs**

- For training organisations, there is an added fee of €1,000 per trainer to cover training and administration costs from our induction programme.
- Consultancy with founder of the programme Raquel Noboa can also be booked separately from the license fee to deliver master classes, webinars or post programme consultancy for clients at a rate of €1500 per day.





## 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	Illandudno, 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, Salsbury	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	BOOKED
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. 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:
  - Online training for our signature training courses
  - Online training for the coaching programme & workshops
  - Marketing Module online training
5. Licensees are to be approved and accredited by Fifty Shades Greener once they have completed the induction programme and assessment 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 Licensed Trainer digital badge.
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.*

## 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)

## **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 2018, geographically based in Ireland, but dealing with hospitality clients worldwide through our Online training programmes.

We are currently working in the Irish, UK, Canadian and Middle East markets, with further opportunities coming from emerging markets like Pakistan, India & Africa.

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

Clare Local Development Company

County Councils

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

KWETB

SOLAS

MCI

Greater Glasgow Hotel Association

Islington Council

IHI, IHF & RAI