

# 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****PURCHASING  
DEPARTMENT****GREEN  
MANAGER****HR****GREEN  
MARKETING**

# 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



GENERAL  
MANAGER**PURCHASING  
DEPARTMENT**GREEN  
MANAGER

HR

GREEN  
MARKETING

# 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:

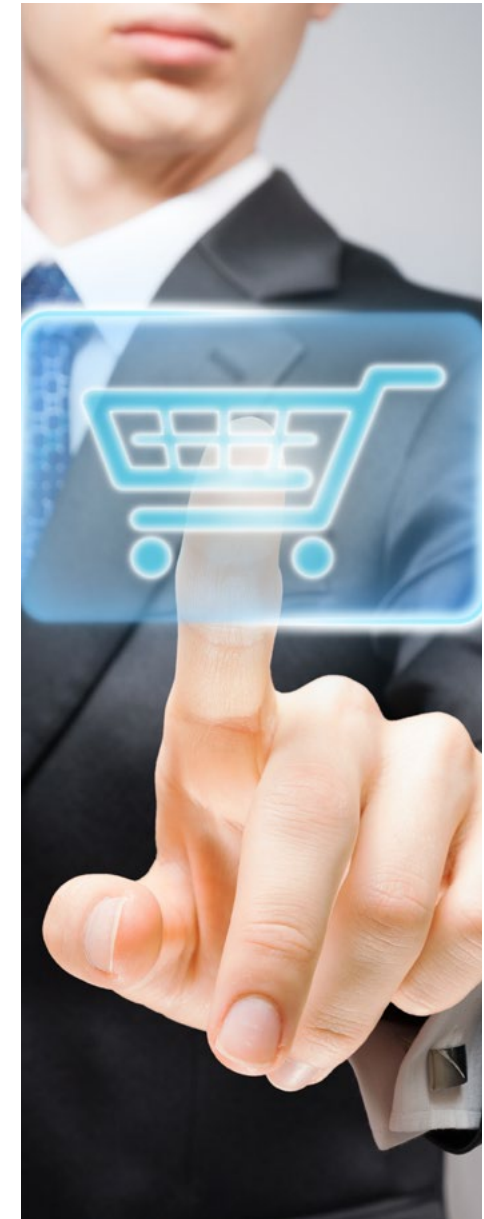
#9: Industry innovation & infrastructure

#11: Sustainable cities & communities

#12: Responsible consumption and purchasing

#17: Partnerships for the goals

#7: Affordable & clean energy



GENERAL  
MANAGERPURCHASING  
DEPARTMENTGREEN  
MANAGER

HR

GREEN  
MARKETING

# 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





GENERAL  
MANAGER

PURCHASING  
DEPARTMENT

GREEN  
MANAGER

HR

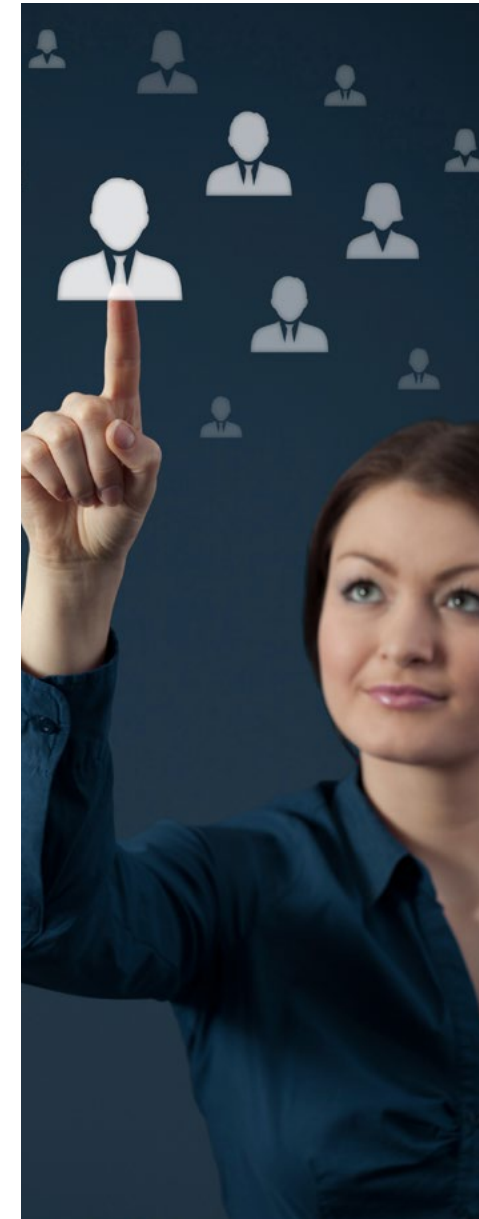
GREEN  
MARKETING

# 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



GENERAL  
MANAGERPURCHASING  
DEPARTMENTGREEN  
MANAGER

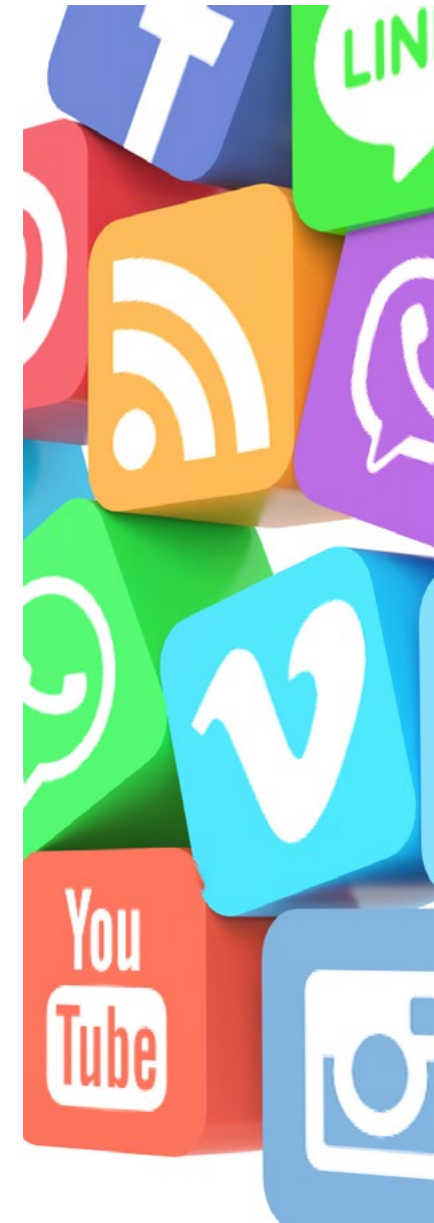
HR

GREEN  
MARKETING

# 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



# 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 2 on the Ofqual qualification framework, recognised world wide.

# Questions?

We're happy to help with questions and queries.

Email [here](#) and we'll reply soon.

[www.fiftyshadesgreener.ie](http://www.fiftyshadesgreener.ie)