

Training and Support for the Local Hospitality Sector in Environmental Sustainability

Information prepared for

Local Authorities

By

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FIFTY SHADES GREENER, LOCAL AUTHORITY SUPPORT TEAM



Making sustainability PROFITABLE for the Hospitality Industry

TRAINING / TOOLKIT / ONLINE RESOURCES

CONTENTS

1. Environmental Sustainability.....	Page 3
2. UK Green Recovery Plans – National Government Programme	Page 3 - 4
3. Who we are	Page 4
4. What we do	Page 5
5. Where we work	Page 5
6. Benefits to the funding authority	Page 6
7. Benefits to businesses	Page 6
8. Cost effective training & support.....	Page 7
9. Assessment and Certification	Page 7
10. What our partners say	Page 8
11. Support Team	Page 8 – 9
12. Appendix A: The Green Business Online Programme	Page 9 - 10

1. Environmental Sustainability - Training and Support for the Local Hospitality Sector

As a result of sustained business disruption and lockdown requirements due to Covid-19 the Hospitality & Tourism industry has been one of the worst affected economically.

In addition to this, climate change continues to be one of the biggest issues facing the world, and governments have a remit to reduce their Nation's Carbon Emissions year on year.

Fifty Shades Greener can help Local Authorities mitigate both of those issues by:

- Providing Environmental Training to the Hospitality Industry, using this quiet period to upskill managers and employees and teach them how to reduce their business utilities which in turn will save them money once they re-open.
- Creating real data and a baseline of carbon emissions from participating businesses.

2. UK Green Recovery Plans – National Government Programme

Fifty Shades Greener can support local authorities to kick start projects that support the UK National Programme for Green Recovery:

- The UK is committing to reduce economy-wide greenhouse gas emissions by at least 68% by 2030
- In November 2020, the UK Prime Minister set out his ambitious Ten Point Plan for a green industrial revolution. Spanning clean energy, buildings, transport, nature and innovative technologies, the plan will mobilise £12 billion of government investment to create and support up to 250,000 highly-skilled green jobs in the UK, and unlock three times as much private sector investment by 2030.
- Ahead of COP26 and beyond, the UK will continue to carry out a wide range of engagement with a cross-section of society including experts, industry, non-governmental organisations, trade bodies and the wider public, which will help shape plans and policies for reaching net zero emissions by 2050
- Emissions from homes and from commercial and public sector buildings account for 19 per cent of total UK greenhouse gas emissions.¹²⁸ It makes buildings the second largest source of emissions after transport p.98
- Tackling emissions from buildings will take many years to deliver but it is a journey which must start now. The 2020s must be a decade of action to put the country on the path to net zero emissions by 2050.

- Offices, retail space, hospitality and industrial buildings account for around 80 per cent of private sector buildings energy demand
- Despite significant progress, England continues to rely on landfill¹⁹. Twelve million tonnes of municipal waste²⁰ were landfilled in 2016, half of which was biodegradable. The Committee on Climate Change (CCC) highlight this as a concern and we want tackle it. That’s why, over and above our commitment to work towards eliminating food waste to landfill by 2030
- Food manufacturing wastes 1.9 million tonnes a year (18% of total food waste), the hospitality and foodservice sector 1 million tonnes a year (10%) and the retail and wholesale sector 0.3 million tonnes a year (2.5%)

Our training programmes will assist Hospitality businesses to:

- Reduce energy use
- Reduce water use
- Educate the industry on waste segregation
- Reduce food & landfill waste
- Replace single use plastics with reusable
- Reduce carbon emissions

Our own behaviour around the use of energy & water and production of waste, accounts for a large part of wasted resources. The Hospitality industry is known for using more energy than necessary and producing more waste than necessary as a result of poor systems and processes within each building and lack of staff training.

Fifty Shades Greener will educate employees and managers to allow them implement an environmental management system within the workplace, with our 50 Step framework programme “The Green Business” Online.

3. Who we are

Fifty Shades Greener was established in 2017 in Ireland, and we are now working internationally to educate businesses and communities on environmental sustainability.

We are the leading environmental education provider for the Hospitality industry working in partnership with the Irish Government through the Education Training Boards.

Contrary to perception, running a Green business will not only reduce carbon emissions, it can also reduce costs and generate savings straight to the bottom line.

With a combined 65 years experience working in the Hospitality industry from our team of experts, we understand the industry well, the barriers it faces, and the solutions to those barriers.

Fifty Shades Greener head office resides in Ireland, with two branches in the UK and many international partners.

4. What we do

Fifty Shades Greener makes environmental sustainability make sense to business owners and households, with a practical step by step framework, that allows businesses measure, monitor, manage and reduce their use of energy & water and production of waste, following the Fifty Shades Greener method.

Our Hospitality programmes have been implemented in Hotels, B&B, Guesthouses, Restaurants and large Visitor Attractions across Ireland, Canada, the UK and Spain.

We work with Hospitality clients with a range of services to suit all types of businesses and learning abilities:

Face to Face Training: Our 4 month coaching programme will help any Hospitality businesses develop an Environmental Policy, a Green Action Plan, establish & monitor their Green Indicators and reduce their use of utilities resulting on a reduction of carbon emissions and costs.

The Green Business Online Programme: Providing the same training content and results as the coaching programme but online based learning. This is also a 4 month programme but businesses will have access to its content forever, with online support from our team for a period of 12 months.

Business Audits: Fifty Shades Greener provides business audits that will allow us establish a business baseline of carbon emissions, green indicators and the development of an Environmental action plan to reduce utilities in the future.

Our training programmes will assist businesses to:

- Reduce energy use
- Reduce water use
- Reduce food & landfill waste
- Replace single use plastics with reusable
- Reduce carbon emissions

5. Where we work

Ireland – Fifty Shades Greener is currently working on two projects funded by the government of Ireland, through the Education Training Boards.

- A National Hospitality training programme to support the industry by upskilling its members during this quiet year of business levels.
- A Secondary schools programme teaching young generations how to implement an environmental management system at their households.

<https://www.fiftyshadesgreener.ie/>

UK – Fifty Shades Greener has two UK based trainers running the London Branch and the South UK Branch since June 2020, offering Face to Face training, Audits and our Online Training Programmes. <https://www.fsgsouth.co.uk/> <https://fsglondon.co.uk/>

Canada – Dalhousie University in Canada is one of our international partners through our Online Training Programmes. <https://www.dal.ca/>

Kenya - Sustainable Travel & Tourism Agenda is another international partner offering our Online Training Programmes <http://sttakenya.org/>

USA – AMS Hospitality, our most recent partner, brings Fifty Shades Greener to the USA market through our Online Training Programmes <https://amshospitality.com/>

6. Benefits to the Local authority

- It will enable a wide range of businesses across the Tourism industry to engage in Sustainable Tourism practices
- It will boost levels of engagement and implementation
- It will help businesses to create a viable Environmental vision
- It will support each business in the development of a Green Team
- It will help businesses to articulate to the consumer their approach to sustainability
- It will provide a baseline of carbon emissions and reductions achieved with this project for the funding authority from the businesses taking part.

7. Benefits for local Hospitality Businesses

- It will allow business to measure, monitor and reduce their business use of energy & water and production of waste, which will result on a reduction of their carbon emissions and utilities cost.
- Businesses will create Green Teams, Environmental Policies and SMART action plans for the future.
- It will allow businesses to market themselves as “Green Businesses” availing of the growing Green Traveller market.

A full description of the course contents can be found on Appendix A at the end of this document

8. Cost effective training and support

Cost effective package:

The retail cost of the Green Business Online Programme is £1,100 per business. This is the best value for a comprehensive 50-step programme which is available to all staff in each business with an approximate 103 hours of course work to be completed.

The proposed licensing agreement can be made with the following price structure which reflects the administrative savings for larger numbers which Fifty Shades Greener can offer.

50 licenses will cost £38,500 – 30% Discount

100 licenses will cost £66,000 – 40% Discount

200 licenses will cost £110,000 – 50% Discount

300 licenses will cost £132,000 – 60% Discount

These fees cover the hosting of the programme, the administration cost of creating and managing the online account for each business and the online support given for 12 months.

The Summative Evaluation process and final project report including:

- Level of engagement from businesses
- Overall Carbon emissions baseline from participating businesses
- Average use of water & energy and production of waste from participating businesses
- Environmental policies & Environmental action plans created during the project
- Recommendation for the future

9. Assessment and Certification

Each business that successfully completes the Online Course and Assessment, will receive a digital badge and printed Certificate of Achievement to display on their website and premises.



10. What our partners say

“This was great and incredibly interesting to get to know. The bathroom minis were definitely the most important section for us, and something we need to change as soon as possible.” – **Castletroy Park Hotel**

“This course was very informative. I have realized that we as a hotel group still have a long way to go but that we also do not give ourselves credit for what we have achieved over the last few months” – **The Savoy Hotel**

“This course was really enjoyable and really opened my eyes up to how much our hotel can save per year and help to save the environment. This year, we invested in an EV charging station for EVs on our hotel grounds and this was another big step we took on our green journey as well as switching from plastic to glass bottles in rooms, sugar bowls, paper straws, buying in bulk etc. Thank you for this.” – **Kilmurphy Lodge Hotel**

“As Food & Beverage Manager for my Organisation, I have learned so much from this course. We can make a huge difference! I look forward to working towards a much Greener future. Thank you for providing this training.” – **Shannon Heritage**

“The course content was really useful and the short video format worked really well. We have gained a huge amount of information that will help us move forward on our green journey - thank you Raquel” – **Delphi Resort**

“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.” – **The Harbour Hotel**

11. Fifty Shades Greener, Local Authority support team



Raquel Noboa – CEO & Founder

Raquel Noboa 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’s first client, Hotel Doolin, is the first Carbon Neutral Hotel in Ireland since 2019.



Hamish Sherlock heads up the Fifty Shades Greener team for the South U.K. Having come into the world of environmentalism from catering and events, he brings a wealth of experience in the hospitality industry through working in hotels, pubs, and catering companies from an early age.



Giulia Manuelli moved to the UK from Italy 7 years ago and has been working as a Pastry Chef in hotels and restaurants in London since then, she was Sous Chef at Cakes and Bubbles by Albert Adria' at Hotel Café Royal and Head Pastry Chef at The Modern Pantry in Clerkenwell.

Working as a chef gave her an insight of the food waste problem but also of the energy and water misuse that is so widespread in the hospitality industry

Appendix A: The Green Business Online Programme

The Green Business Online Programme is the A to Z, Greener for beginner's course.

50 Video lessons - 6 Modules – From 0 to Green in 4 months

This programme is aimed at businesses that want to run a more sustainable operation but do not know how to start.

The course, will guide them from the first steps towards sustainability, with training provided from the General Manager to the Housekeeping assistant and everyone else in between.

The 6 Course Module's can be completed in 4 months, but businesses will have access to it, and support from the Fifty Shades Greener team for 12 months, to ensure they have implemented all the actions given.

Module 1: For the General Manager The 3 pillars of sustainability, choosing the best Green Manager and Green Team and running effective Green Meetings at the workplace.

Module 2: For the Green Manager, Baselines and Green KPI's Setting up the starting point of their Green Journey, understand business utility bills, monitor and benchmark in a monthly basis to report on results and targets.

Module 3: Green Manager, Water: Start reducing water use at the workplace implementing systems and processes that will allow a reduction of utilities without any major capital investment. This module also includes employee awareness videos to be sent to the entire team, so that they also understand why management are doing what they are doing and how they can help ensure the Green programme is successful.

Module 4: Green Manager, Waste: This module helps managers understand what waste it's produced and give them the right tools to start reducing waste production, reducing also waste bill costs. It also includes employee awareness videos to let everyone know what the organisation is trying to achieve and how they can help

Module 5: Green Manager, Energy: Reducing business energy use, and therefore energy bills, with easy to implement energy management systems and employee awareness videos. This module looks at lighting, equipment, heating, insulation and refrigeration.

Module 6: Green Manager, Marketing: Teaching how to present the business green messaging and marketing green efforts in the right way, plus how to enter Green awards and win them. This module also includes a video lesson to create a business Environmental Policy.

On completion of the course, and the course assessments, each business will receive a certificate of completion and a Fifty Shades Greener approved digital badge for their website and online channels.

The Online Course includes:

- Establishing baselines & Green KPI's (Carbon calculations)
- Monthly benchmarking of utilities
- Short, easy to follow videos for the Green Manager & Green Team that will show them simple actions to implement at their business to either control or reduce their use of energy and water and production of waste.
- Short and easy to follow videos, to train all staff members of each organisation. This means that the new course will embed sustainability practices and spread green messaging to all employees of each organisation taking part, and not only to the Green Managers.
- Workbooks and charts to help the students complete each task.

Learning Objectives:

- To get businesses started at a low level of sustainable practices and creating their first Environmental Management System.
- To establish the industries baseline of use of energy, water and waste
- To identify opportunities for cost savings & reduction of utilities.
- To implement small actions that will see a reduction of utilities by the e-learners, so that they have a desire to continue Greening their business far beyond this programme.
- To make sustainability make sense to business owners showing cost savings.
- To spread a culture of sustainability amongst all staff members of the businesses that engage with the programme.