



Taste 4
Success

Skillnet,

Strategy Green

Crafted by our member companies from across the food sector, our programme focuses on the new skills and competencies to support economic recovery, employment and sustainability.

15 learning hours per module
4 week programme
1 project
16 people

Module 1

30 September 9.30 - 12
19 October 9.30 - 12

Module 2

6 & 8 October 9.30 - 12

Module 3

13 & 15 October 9.30 - 12

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Strategy Green - building a sustainable future

Our Strategy Green initiative is aimed at supporting member companies to identify team leaders / supervisors and employees to develop new skills and competencies that will build sustainability across their organisations, supporting business impacted by Covid-19/Brexit and the wider economic situation, to respond to the current challenges and opportunities and to build a sustainable pathway into the future.

We are delighted at the opportunity to partner with Sustainability Experts: sustHub, CTC and Cbd, in the design and delivery of a suite of carefully designed modules to enable employees to understand, identify and embrace sustainable initiatives, not just in their employment, but across the wider field of workforce design.

Carbon Footprint:

What is it? How can I measure it?

Optimisation:

of resources in the food sector, and across all business aspects of food service.

Being Climate Ready:

is a key issue for all businesses, as it impacts every product or service or experience-based business

Communication:

critical to the success of any strategy or initiative - employees must be involved and empowered to be part of a businesses' commitment to sustainability.

Strategy Green has been designed to provide timely and much needed support, networking and guidance as businesses and their employees return to work, address economic recovery, and look for the skills and competencies to build expertise in advancing towards a sustainable and greener future.

The application form <https://tinyurl.com/T4S-StrategyGreen> must be completed in full and eligibility confirmed by Friday 24th September 2021. There is a maximum of 16 places on the programme.

Eligibility Criteria:

- *Member Company must be registered and based in Ireland
- *Member Company must be impacted by Covid-19/Brexit/Economic Situation
- *Member Company must be a member of Taste 4 Success Skillnet
- *Participants must be resident/living in Ireland and connected to a member company; e.g. role is impacted, role is working reduced hours, role is furloughed, or role is facing redundancy

Participants will receive a Certificate of Completion

Please visit <https://tinyurl.com/T4S-StrategyGreen> to register

For further information, please email Breda Barber at info@taste4success.ie

Module 1 (Day 1): Sustainability 101

Delivered by: sustHub

Objective:

Sustainability is a noisy subject. Companies are struggling to know where to begin, and what frameworks they might use. Do they know what sustainable actions are important in their sector and to their stakeholders? Sustainability is no longer just a nice to have, but a must have in a fast changing, competitive business landscape. Leaders are now accountable for financial, social, and environmental responsibilities. In light of all these changes, leaders need to weigh up all factors in creating a resilient business model.

This module has been designed to provide participants with a practical introduction to sustainability, so they are equipped with the awareness, knowledge and skills required to underpin longer-term sustainable behaviours important to their working environment, including: understanding carbon and climate change, energy, water, packaging, waste, biodiversity, sourcing, workplace and wider responsible business practice.

Participants will be encouraged to identify a work project.

Content Overview & Learning Outcomes

- Demystifying the topic of sustainability - cutting through the noise
- Introducing: sustainability, UN SDGs, circular economy, natural capital, national landscape, and key stakeholders engagements
- Key trends and specific sectoral considerations
- Understand the journey from beginner to leadership
- Developing a roadmap including policy, plans, measures, and communication
- Risks, opportunities, and benefits
- Practical advice on acting more sustainability and engaging with all stakeholders
- Appreciation for supply chain sustainability and sourcing

Module 1 (Day 2): Climate Strategy & Carbon Footprinting Overview

Delivered by: sustHub

Objective:

Responding to Climate Change is becoming an increasingly important topic for many businesses and organisations. It is now a key issue for all businesses and an agenda item at a board level. It is not for only for those involved in energy and resource intensive sectors. It impacts every product, service or experience based business. It starts with understanding how to measure your climate impact (e.g. carbon footprint), set targets, report and look to decarbonize – and get to 'Net Zero', or better still 'climate positive'.

Through knowing their carbon footprint, we will help participants to understand how to measure and report climate change and carbon emissions and how to assess climate risk and opportunity in their organisations. We will share examples of best practise and recommended approaches to setting targets and pathways towards Net Zero and explain other Science based targets.

Content Overview & Learning Outcomes

- Understand the basics of climate change, business impacts and key trends
- How can your organisation show climate leadership?
- Why is climate change such an important issue for more and more of our key stakeholders
- What is a Carbon Footprint and how does it relates to your business needs?
- Understanding Scopes 1, 2 and 3, and what a company can do to reduce them
- Overview of how to measure, report, set targets and decarbonise your business.
- What are Net Zero, Science Based Targets, Pledges Carbon Neutrality?
- Select an appropriate approach for your organisation to set and meet emissions targets
- Understand the principles of organisational and product environmental footprinting
- Understand the basics of carbon reporting and how to prepare and present annual carbon footprint reports at company, process and product levels
- Understand how to engage with key stakeholders on the topic of climate change
- Understanding how to assess climate risk and opportunity

Module 2: Resource Efficiency

Delivered by: CTC

Objective:

This module focuses on the optimisation of resources in food businesses including industrial processes but also extending to other business aspects of food production such as food service, transportation, sourcing, and administration. This module will provide participants with skills and knowledge to commence a resource efficiency programme in their business.

The module will include a showcase of relevant case studies from a number of NWPP resource efficiency programmes. Participants will be required to assess their business for resource efficiency opportunities and prepare an action plan. Participants will be provided with a toolkit for a better understanding of their consumption levels and for a more efficient resource management.

Content Overview & Learning Outcomes

- Scene setting for resource efficiency
- Energy: understanding energy terminology and consumption, understanding bills, learning how to minimize costs
- Energy monitoring, measurement, benchmarking, and auditing.
- Learning how to improve energy efficiency showcasing Irish Case studies from CTC managed programmes such as the Green Business programme, Green Seafood Programme, and the Savour Food Programme
- Benchmarking energy, waste, and water for the business so that the business can compare its own environmental performance on a regular basis against best practice standards.
- Developing a resource efficiency action plan for the businesses including how to maintain this plan and achieve objectives
- Identify a number of resource efficiency opportunities in their business
 - Opportunities for renewable energy
 - Water: understanding consumption, bills, benchmarking and how to minimize water consumption and costs.
 - Waste: understanding the waste management hierarchy, identifying where waste is produced, understanding bills, benchmarking, learning how to prevent and minimise waste and costs
- Raising staff awareness on how they can improve business efficiency through adopting resource efficiency in the workplace
- Be aware of funding opportunities and grants

Module 3: Creating a Sustainability Culture

Delivered by: CbD

Objective:

The criteria for any successful people engagement strategy is that knowledge and capabilities are developed, and that employees are involved and empowered to be part of a businesses' commitment to sustainability. When building a culture of sustainability there is dialogue throughout the organisation, led by senior management and with top down and bottom up flows of knowledge.

Most importantly people are rewarded, recognised, and cared for by a business that values people, planet, and profit. Organisations will not succeed in their sustainability ambitions without their employees. Leaders need to create an employee engagement strategy and communications plan to engage their employees and deliver on the sustainability strategy and drive momentum. Engaging effectively with staff, having an authentic and legitimate sustainability story to tell that enhances your brand, and empowering your staff to act as business ambassadors, will give business a competitive edge. With engaged employees comes engagement with external stakeholders including suppliers and customers.

Content Overview & Learning Outcomes

- Employee empowerment and sustainability education – advocacy from the inside out. From workshops to training of trainers (case studies)
- Your employees as a key asset in defining and delivering your purpose
- Engaging your employees – broadcast and dialogue methods (case studies)
- How to deliver effective internal communications on sustainability (case studies, lessons learned)?
- Empowering your staff to act as ambassadors for your business purpose as they engage with suppliers and external stakeholders
- Effective employee engagement campaigns – inspiration, design, delivery, gamification, mixing internal and external content, empowering sustainability champions (examples and dos and don'ts)

Team Assigned



Dr Declan Bogan
sustHub co-founder
Innovate2zero CEO

Working with over 100 organisations, on multiple engagements, Declan has been immersed in the world of innovation, systems and design thinking across all areas of business at strategic, product portfolio, human, service, process, customer experience and total proposition levels. From the bench to the boardroom, with micro to multinational organisations, Declan has worked internationally and locally with senior leaders and executives in Fortune 500 global household brand names across the total value ecosystem as they look to evolve their proposition.

He has also mentored and coached many start-ups on their business proposition evolution, all with a sustainability/climate focus. He has a particular interest in the employee as stakeholder. He ran the ClimateKIC accelerator in 2018 for 13 sustainability focused start-ups. He has a qualification in the circular economy from TU Delft. Declan will act as project manager and client relationship.



Brian O'Kennedy,
sustHub co-founder
Clearstream
Solutions CEO

Brian is a co-founder of SustHub, and as CEO of Clearstream Solutions, he has over 20 years' experience in sustainability, global supply chain management and procurement particularly in the areas of IT, Media, Print and Packaging. Brian has a degree in Economics from Trinity College Dublin and Certification in Sustainable Management/Training from BSI Group.

He has delivered numerous local and international training programs on Sustainability and the Circular Economy, including as a trainer and advisor on the creation of DCC's own MODOS programme. He is currently studying Circular Economy at TU Delft.



Dr Tara Shine
Change by
Degrees (CbD)

Dr Tara Shine spent 20 years as an international climate change negotiator and adviser to governments and world leaders on environmental policy. She was Special Adviser to the Mary Robinson Foundation-Climate Justice and The Elders before setting up Change by Degrees, a sustainability consultancy based in Kinsale, Co. Cork. Tara is Chair of the Board of the International Institute of Environment and Development (IIED) and a member of faculty and lead facilitator for the visibility stream of Homeward Bound, a global leadership programme for women in science.

She is author of 'How to Save Your Planet One Object At A Time' published in April 2020 by Simon and Schuster. Tara has also recently been appointed as the co-facilitator of the Structured Expert Dialogue of the Second Periodic Review under the United Nations Framework Convention on Climate Change (UNFCCC). Tara is a science communicator and TV presenter and will present the 2020 Royal Institution Christmas Lecture.



Madeleine Murray
Change by
Degrees (CbD)

Madeleine Murray spent six years in academia tutoring, teaching, writing and researching as an Archaeologist in the School of Archaeology UCD and the National Museum of Ireland. She also worked for years as an Archaeological Manager in the private sector. She is expert in employee sustainability engagement, narrative crafting and messaging and is passionate about making complex information accessible, helping businesses to create and tell their sustainability stories.

Madeleine has a Diploma in UX Design making her the first Irish sustainability adviser to use sustainability and UX as a problem solving tool for business. She was winner of the 2020 Emerging New Business Award at Network Cork. Madeleine is also a successful entrepreneur and businesswoman holding several company directorships, one of which was incubated on the High Potential Start Up Course in The Rubicon Centre, C.I.T.



James Hogan
Programme Manager
Clean Technology
Centre (CTC)

James Hogan is an environmental scientist and environmental consultant with the Clean Technology Centre, based at CIT since 1995. James has managed a number of national resource efficiency programmes which include the Green Business Programme, the Green Hospitality Programme, and the Savour Food Programme. He currently manages the "Going Green" programme for the LEO office in Longford which is providing resource efficiency advice and mentoring to 31 micro businesses in the midlands

James has delivered training to business on sustainability issues for 15 years through the programmes outlined, including the Green Business Programme which hosted regional resource efficiency seminars which attracted a wide range of business sectors and technology suppliers to discuss developments in resource efficiency, with a focus on energy and water efficiencies and waste prevention.

He has hosted close to 100 seminars for businesses on the resource efficiency and cost savings. James has developed and delivered a resource efficiency module over the last 8 years for Tourism and Hospitality students at CIT. As a qualified Energy Auditor under the AEE he has carried out resource efficiency assessments for over 200 businesses.

