



**Make
Green
Count®**



**Green ROI
Specialists
become
leaders and
advisors in an
exceptionally
growing
industry**

GREEN ROI SPECIALIST

We are pleased to announce the new GreenROI Specialist Certificate program. The program is designed for employees of any size corporation or organization including government agencies, NGOs, and non-profit organizations.

Reduce Cost – Increase Profit – Improve image – Give Back

GreenROI Specialist Program

Selected Training Modules

How do I get this certification?

- Complete required one-day, four-hour course and complete the end of the workshop group plan. Credit granted at the end of the training session
- Requirements:
 - No degree required
 - No annual CEUs

Benefits of being a Certified GreenROI Specialist:

- Gain solid understanding of purpose of return on investment by taking an organization Green
- Gain a timely education in the financial aspect of sustainability
- Become a resident expert for your organization
- Discover a dynamic, well-funded, and growing industry
- Acquire the tools to increase profits while decreasing cost by not only learning how to upgrade equipments but upgrading your applied knowledge
- Learn about changing federal regulations and standards.

- Introduction to Green Industry
- Important organizations- Governance
- Incentives vs. Regulations – Social drivers of the industry
- Companies benefiting from Green business
- Jobs and careers in the Green Industry
- Financial and social benefits – The Free market forces and cultural influences.
- Energy - conservation, efficiency, optimization - the good, the bad, and the ugly
- Planning - for your organization, your community, and your family

Create a marketing plan around your newly gained reputation and image of having created a Green organization.

www.MakeGreenCount.com

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