



For Sustainable Golf

Resource efficient. Ecologically rich. Highly respected.



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Raising Golf's Potential

A LEADER IN SUSTAINABILITY



GOLF CONNECTS MILLIONS OF PEOPLE AND BUSINESSES from community golf clubs and national federations, through international tourism and development, and into televised professional events and specialized product manufacturing and distribution. Golf is a sport played by children and grandparents alike; by everyday people and instantly recognizable superstars. Golf's reach is global, and its value significant.

GOLF HAS A UNIQUE OPPORTUNITY among all business and sport, to make a powerful difference. Every golf club, new and old, has the potential to be a responsible and resource efficient business; that provide a healthy, living landscape, important social and economic benefits to the communities it touches, and ensures a net-positive environmental impact. GEO is committed to helping golf achieve these outcomes around the world.



Find out more at golfenvironment.org

The Golf Environment Organization

FOR SUSTAINABILITY, FOR GOLF, FOR YOU

GEO is a stakeholder-funded, not-for-profit organization, dedicated to helping the global golf community establish leadership in environmental and corporate responsibility. Delivering guidance and recognition for golf course management, development and events, GEO is known for a positive outlook and pragmatic approach.

GEO is supported by a global network of partners including The European Tour, UNEP, The R&A, Ryder Cup Europe, and a growing number of national golf federations, corporate sponsors, and associations of golf club managers, owners, superintendents, professionals, constructors, and architects around the world.

GEO's Contribution

EMPOWERING PEOPLE IN GOLF TO COMMIT AND ACHIEVE

PROMOTING Inspiring and motivating golf to embrace sustainability, GEO works to raise awareness; make the most from decades of outstanding industry research; and to promote a shared understanding of issues, priorities, and sustainable golf solutions.

RECOGNIZING Rewarding golf facilities and helping effectively communicate their achievements, GEO Certified™ is widely endorsed as most constructive, credible and comprehensive certification for golf course and club management. Certification for golf development and renovation is coming in 2011. GEO Certified applications are managed on-line and feature public promotion, independent verification, and re-certification based on continual improvement.

SUPPORTING Providing freely accessible guidance, and sources of advice and educational support, GEO offers tools and resources for golf course and club managers, architects, developers, and tournament staging companies. Language translation of key materials with partners is ongoing, as is the continued development of the GEOSA Network—a global group of sustainable golf experts specially trained in GEO programs.

UNITING Helping develop a strong and cohesive expression of sustainability across the golfing world, GEO's collaborative approach seeks to connect local to global efforts around a subject that's relevant to the entire sector. Sustainable golf has a role and reward for everyone.

Partners & Supporters

STAKEHOLDERS INVESTING IN SUSTAINABLE GOLF



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What is Sustainable Golf?

FOR HUNDREDS OF YEARS golf has been generating diverse social and environmental benefits around the world. From the protection of coastal zones and urban greenspace, improvements in the quality of air, water, jobs and prosperity, the provision of healthy, inter-generational recreation, right down to investment in infrastructure and technology - golf can do a great deal of good for people and places.

But the challenges are increasing and expectations are higher than ever.

The global golf community can unify behind a credible, productive and streamlined approach to sustainable golf; clearly state its understanding of the challenges and opportunities; objectively accept its strengths and weaknesses; publicly pledge to continually improve; and proudly showcase its achievements worldwide.

GEO is dedicated to helping make that happen; promoting, supporting, and recognizing sustainable golf.

Action Areas for Golf

AN INTERNATIONAL SUSTAINABILITY AGENDA



LANDSCAPE & ECOSYSTEMS Protecting green-spaces and coastlines, enhancing degraded land and landscapes, enriching biological diversity; improving the function of ecosystems.



WATER Contributing to the natural function of watersheds, enhancing water quality, avoiding the use of high quality water, and minimizing all water consumption.



ENERGY & RESOURCES Integrating passive design principles, focusing on the reduction of energy demand, minimizing turfgrass area and striving to export renewable energies.



PRODUCTS & SUPPLY CHAINS Reducing the embedded energy of goods and materials; applying ethical and environmental procurement filters; choosing recycled and recyclable materials.



ENVIRONMENTAL QUALITY Improving air, soil and water quality; creating stable, naturalized greenspace for people and wildlife; helping to transform degraded and contaminated land.



PEOPLE & COMMUNITIES Delivering jobs, careers, education, health, social interaction, volunteering, charitable contributions and infrastructure benefits in rural and urban areas.

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GEO OnCourse™

Your Step-by-step Guide to GEO Certified™

MAKING SUSTAINABILITY EASIER TO PLAN AND DELIVER

GOLF'S ENVIRONMENTAL DRIVE has worldwide momentum. Clubs are embracing sustainability to save money, exceeding member and customer expectations, setting their course apart, and gain distinction, and of course to contribute to protecting the planet.

For many golf course and club managers the challenge is knowing what to do and how to start. Welcome to GEO OnCourse.

A streamlined, practical on-line resource designed to help you plan, carry out, and record sustainability improvements appropriate for your site, the step-by-step OnCourse Guidance will put your course in the spotlight as GEO Certified.

Straightforward process. Realistic expectations. Cost-saving solutions. International recognition.

EASIER PLAN

- Clear, step-by-step guidance
- Ongoing practical results
- Staff engaged in coordinated effort

STRONGER PROFILE

- Prestigious international recognition
- Boost member / community relations
- Enhance your course's natural assets

GREATER PROFIT

- Lower resource use
- Reallocated maintenance time
- Secure grants / no-interest loans

FIVE STEPS TO EXCELLENCE & RECOGNITION

SELF ASSESSMENT quickly identify strengths and weaknesses while you create a customized OnCourse Action Plan

ONCOURSE PLEDGE join golf clubs around the world in promoting your environmental commitment to members and customers

STEP-BY-STEP GUIDANCE the heart of the process - clear, online forms to complete at your convenience or divide among team members

ON-SITE EVALUATION a sustainable golf expert from the GEOSA Network will verify your application and provide a three-year Continual Improvement Plan

GEO CERTIFIED international distinction for earning the most comprehensive, credible environmental certification in world golf.





The GEO Certified™ Ecolabel

EXPRESSING LEADERSHIP

THE NEW MARK of sustainability that golf businesses can promote with absolute confidence.

Environmental performance is a keystone issue for society, one that engages members and customers, supports relationships with communities and local government, and can connect golf clubs with new audiences, particularly the next generation of golfers.

For every golf business sustainability is an ongoing opportunity. The GEO Certified award is a launchpad that will help to maximize the potential in your marketing communications.



Inspire Members & Customers

SUSTAINABILITY EQUALS QUALITY

PROMOTE ENVIRONMENTAL STEWARDSHIP as an integral part of the golf experience you offer, showcase ethical purchasing at point of sale, tell customers about the natural and cultural heritage you conserve. Enrich their experience and affirm that their activity brings benefits, not costs.

Trust GEO Certified to credibly carry all these meaningful and valuable messages across your internal and external communications.



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Support and Recognition for Sustainable Golf Development

SAVES MONEY, MAKES MONEY, MEANS MORE

GOLF DEVELOPMENT that is well planned, designed, constructed and managed can multiply valuable socio-economic and environmental benefits—both short and long-term.

The professionals involved in golf development have an opportunity and responsibility to maximize resource efficiency, enhance environmental quality and improve the lives of people in local communities; to leave a positive legacy from a moment in time.

THE MODERN SUSTAINABILITY AGENDA now underpins government policy, legislation and consumer

expectations. Corporate responsibility and environmental stewardship are expected. Risk or evidence of environmental damage harms development potential and public reputation.

Thus, delivering social and environmental performance cuts to the heart of successful development planning.

By integrating credible, comprehensive and practical sustainability decisions, golf developers can gain significant bottom line benefits—during both the early capital investment and ongoing operational phases.



GEO Legacy™ Guidance and Certification

THE WHY & HOW OF SUSTAINABLE GOLF DEVELOPMENT



PREPARING GOLF DEVELOPMENT TEAMS to achieve the highest possible social, economic and environmental return on investment, GEO's Legacy Guidance connects the latest sustainability principles and concepts with practical solutions; remaining flexible to the trade-offs that arise in every project.

Written by a group of international sustainability experts, with consultation from many of the world's top architects, the guidance moves gradually through the complex why and how of sustainable golf. With sustainability considered from the start, development teams can harness the

natural and cultural assets of every site, building outstanding golf experiences that gain from a unique sense of place.

BUILDING ON THE LEGACY GUIDANCE, GEO Legacy Certification helps golf developers to plan, deliver and articulate the social and environmental value of their project from concept to conclusion, and at every milestone.

The templated program content helps to guide project teams as they generate diverse sustainability outputs. This is met with informed and constructive input at critical project milestones from a GEO Legacy accredited verifier.

The whole process generates comprehensive and fully customized sustainability statements for the project, supported by third party professional endorsement of decisions made and outcomes realised. This approach helps developers, regulators and stakeholders connect, find common goals and solutions, and avoid protracted conflict.

GEO Legacy Certification showcases leadership in sustainable golf development – carrying evidence of the real world social and environmental benefits the project brings, adding value to your product and spotlighting the creative thought that went into its planning, design and construction.

GEO Legacy™ Certification coming Summer 2011

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GEOSA Network

Supporting Golf with Sustainability Expertise

THE GEOSA NETWORK is an international community of highly experienced technical experts, specializing in the business of sustainable golf and trained in GEO's certification programming.

GEO Sustainability Associates are accredited to undertake on-site verification visits for GEO Certified™ applicants, the most productive, credible and comprehensive certification in golf today.

In addition GEOSA can provide relevant, targeted and practical sustainability advice - supporting golf clubs in improving their business performance and corporate responsibility.

SUSTAINABILITY MAKES MONEY AND SAVES MONEY All accredited GEOSA have practical experience and academic and professional qualifications across a wide range of disciplines, including:

- ▶ Environmental Science
- ▶ Management Planning
- ▶ Landscape Architecture
- ▶ Land-use Planning
- ▶ Recycling & Waste Management
- ▶ Environmental Engineering
- ▶ Energy, Resource Use & Carbon Management
- ▶ Ecological Design & Management
- ▶ Hydrology
- ▶ Sustainable Supply Chains & Ethical Purchasing

Credible Certification

- ▶ Accredited to undertake on-site evaluation for GEO Certified™ applicants
- ▶ Public report endorsing your sustainability performance
- ▶ 3 year continual improvement plan with all verification visits
- ▶ Transparent separation of advisory / certification services

High Quality Advice

- ▶ Cost-effective, targeted advice, on the ground or on-line
- ▶ Guiding your progression from OnCourse™ to GEO Certified™
- ▶ Assisting your team-building & sustainability planning
- ▶ Saving money, managing risk, enhancing your golfing landscape & reputation

Added Value for Golf

THE MULTIFUNCTIONAL ROLE OF THE GEOSA NETWORK

SUSTAINABILITY is a priority area for the golf industry. In addition to their primary role as Accredited Verifiers for GEO's programming, GEOSA members are also available for:

ADVISORY investment in GEOSA advice can deliver returns for the product, profile and profit of any golf business.

ADVOCACY GEOSA Network members are passionate and knowledgeable, working to raise awareness and inspire golf's sustainability movement.

EDUCATION bring sustainability expertise to your conference, seminar, workshop, webinar or field outing with GEOSA support.

Coming Soon to golfenvironment.org

Easy GEOSA search and find - only two clicks away from high quality advice or credible certification



GEO IS COMMITTED TO PARTNERING throughout the global golf community in raising standards, providing productive solutions and credibly recognizing sustainability performance, GEO is supported by a worldwide network of partners, patrons, scientists, thought leaders, industry representatives and major golf, government and environmental organizations.



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GEO Events



Showcasing Leadership in Sustainability

GOLF EVENTS engage, inspire and entertain millions, presenting an unparalleled opportunity to showcase leadership in sustainability.

The media spotlight can be a catalyst for extensions in the social and environmental action of venues; easy practical actions multiplied across contractors and suppliers can significantly reduce the event footprint; and simple measures can ensure that people see the event as a leader in sustainable lifestyles and livelihoods. Actions at and around sporting events can also bring momentum to local sustainability projects and to the golf sector's wider drive.





The 2010 Ryder Cup Green Drive

A WORLD CLASS EVENT WITH THE LIGHTEST POSSIBLE FOOTPRINT



COMMENCING IN EARLY 2008 Ryder Cup Europe and GEO partnered to integrate resource efficiency, environmental protection and advocacy into the planning and delivery of The 2010 Ryder Cup.

THE GREEN DRIVE was structured around four core components of the event:

- VENUE Ongoing sustainability actions at The Celtic Manor Resort
- STAGING Short term event overlay, infrastructure, materials, products and services
- COMMS Harnessing media and spectator interest to raise awareness
- LEGACY Initiating local, national and international sustainability action

THE SPECTACLE of team competition between some of the world's most talented golfers fronts an incredibly complex effort of event planning and logistics in a natural environment.

The 2010 Ryder Cup Green Drive demonstrated that a carefully planned, scoped and implemented approach to sustainability is not only achievable, it can add real value to all those that administer, host, sponsor, supply, attend and watch the event.

AMONG 2010 RYDER CUP LEGACY OUTCOMES, GEO is in discussions with a number of international golfing and environmental organizations over the potential to pool knowledge, resources and experience to create a freely available Sustainable Golf Event Toolkit.

Green Drive Review available at golfenvironment.org from May 2011

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