

# Sustainability and golf

Supporting communities



Enhancing nature



Conserving resources



*Strengthening the long term success and viability of the sport*





# What are we not going to talk about today?

- Saving the planet
- Benchmarking
- How to do your job



# What are we going to talk about?

Truths, trends, tools

To help you be more

- Connected
- Respected
- Valued
- Supported



# Truths

- Golf is good for nature
- Golf is good for people
- Golf wants more people and more nature on our landscapes
- Golf uses natural resources carefully

Truths

Golf has an image problem

## CHINA / National

### 'Golf too expensive, wasteful'

(AP)

Updated: 2006-11-23 21:01

BEIJING - Golf is too expensive and a waste of China's valuable land and resources, a commentary by the state-run news agency said Thursday.

#### Top China News

- [Chinese citizens evacuated in Tonga](#)
- [Penalties prescribed for safety violations](#)
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Green | Mon Mar 30, 2015 5:50am EDT

Related: ENVIRONMENT, CHINA

## China says 66 golf courses shut in renewed crackdown

BEIJING



(Reuters) - Chinese authorities have closed 66 golf courses in a renewed crackdown on courses built in contravention of rules designed to protect arable land and save water, China's top economic planning body said on Monday.

The central government last year ordered the demolition of courses built by five mainly little-known developers, the first real sign of enforcement of a 2004 ban.

The ban was imposed to protect China's shrinking land and water resources in a country home to a fifth of the world's population but which has just 7 percent of its water.

Another reason was because the high use of fertilizer and pesticide to grow grass for golf courses was causing water pollution.

"Governments at all levels and relevant State Council organs have proactively carried out golf course rectification work and have achieved phased results," the National

Flash blocked for this website

#### TRENDING ON REUTERS

The jumbo jet faces a make or break year at Boeing, Airbus

1

A word cloud centered around the theme of chemical regulation. The words are arranged in a circular pattern, with 'Chemicals' and 'Regulation' being the largest and most prominent. Other significant words include 'Authorisation', 'Information', 'Guidance', 'Labelling', 'Approval', 'EU', 'Classification', 'PIC', 'Pesticides', 'Health', 'HSE', 'Responsible', 'CLP', 'REACH', 'Detergents', 'Packaging', 'Safety', 'Biocides', 'Import', 'Export', 'Executive', 'Products', 'Directorate', and 'CRD'. The words are in various shades of brown and red, with some in a lighter, semi-transparent font.

**Chemicals**  
**Regulation**  
Authorisation  
Information  
Guidance  
Labelling  
Approval  
EU  
Classification  
PIC  
Pesticides  
Health  
HSE  
Responsible  
CLP  
REACH  
Detergents  
Packaging  
Safety  
Biocides  
Import  
Export  
Executive  
Products  
Directorate  
CRD

## Truths

Need to make it easier to understand

More practical to deliver

More rewarding



# Sustainability action areas

## Community

Golfing  
Business  
Outreach

## Nature

Landscape  
Turfgrass  
Protection

## Resources

Water  
Energy  
Materials

# Business agenda

## **Community**

Consumers and  
support

## **Nature**

Quality of product  
and experience

## **Resources**

Efficiencies and  
wise investments

# Six Growing Trends in Corporate Sustainability

## Ernst and Young

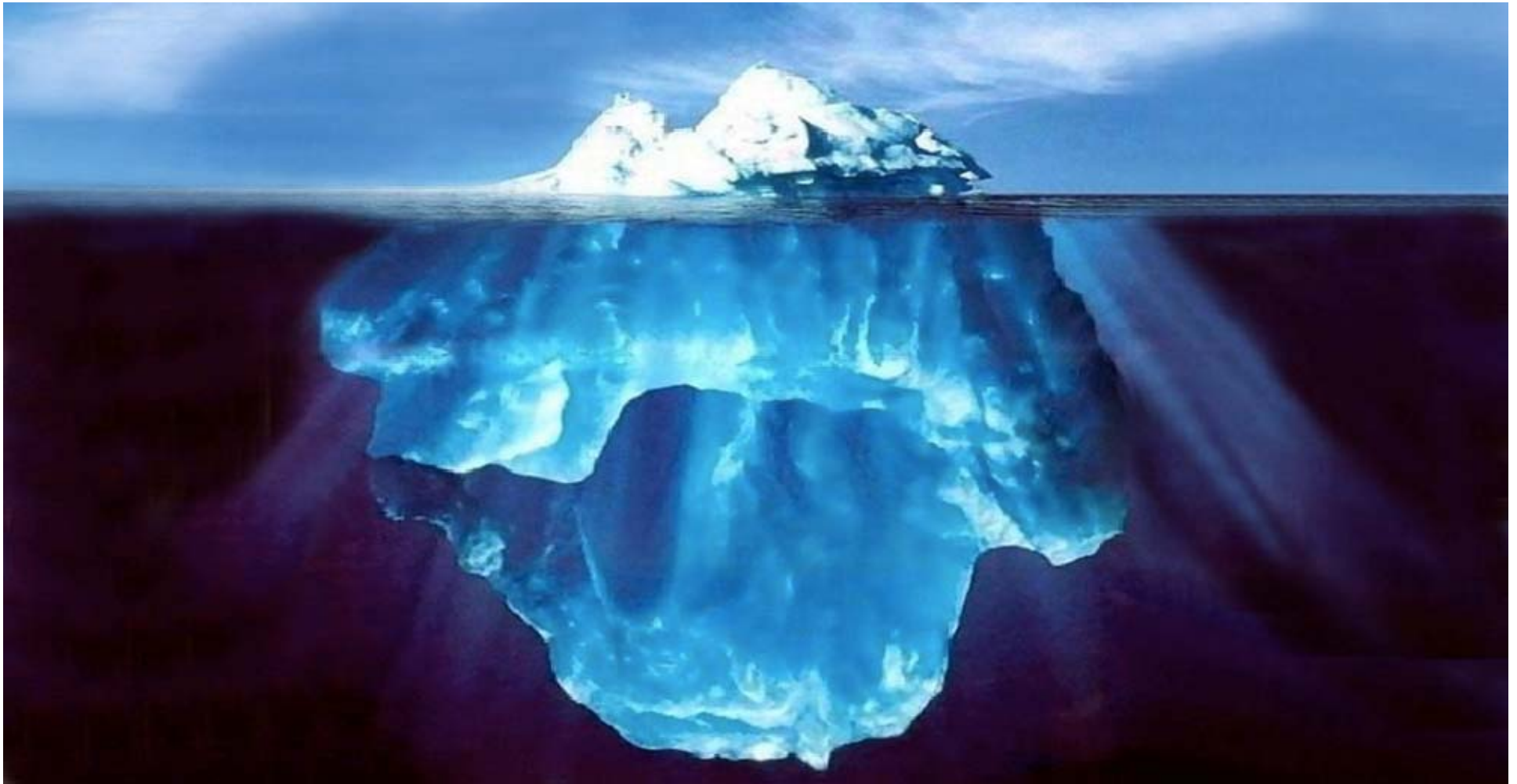
“A sustainable business is more robust and more efficient; it appeals to customers changing values, strengthens relationships with suppliers and positions the brand as a good corporate citizen. It can reduce the variable costs of running a business while driving profitability.”





# Trends

- Inclusive not exclusive
- Hub not club
- More flexibility for more people
- More efficient operations
- Openness to change

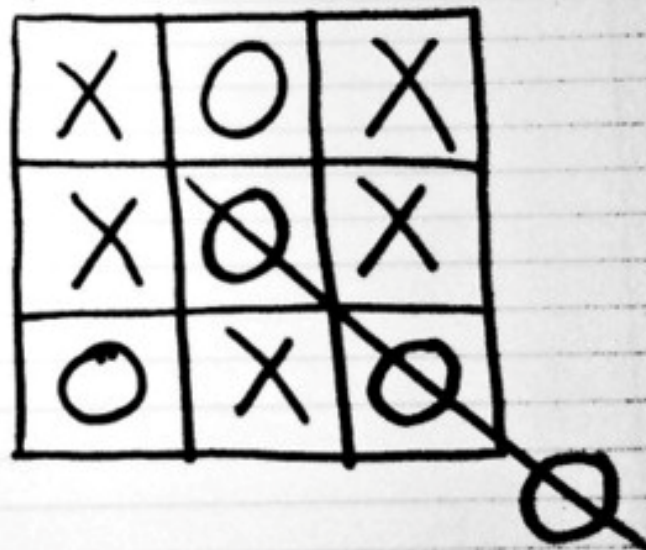








# THINK OUTSIDE THE BOX



**THIS ONE  
RUNS ON FAT  
AND SAVES YOU MONEY**



**THIS ONE  
RUNS ON MONEY  
AND MAKES YOU FAT**





# Truths


Sustainability is neither hard nor expensive.

You don't have to be perfect. It's a journey.


You're well on your way already.









GO FOR THE WIN





SLYNN RECORD  
CLEANING KIT: Cakes  
brush, erasing fluids for  
slim fit



GET IT NOW



Emirates Golf Club has halved its water use. *Jame Puelis / The National*

## Special report: Saving water in the UAE



### EDITOR'S PICKS

Emirati pilot  
becomes world's  
youngest holder of  
aviation PhD



UAE weather:  
scattered showers,  
cooler  
temperatures  
expected to





“25% of world travel market owned by eco-tourism, and growing year on year”

World Council for Sustainable Tourism



### Leading Light LUMINE Recognised for Outstanding Dedication to Sustainability at IAGTO

#### Awards

Published on : Friday, November 15, 2013



Tarragona, LUMINE Mediterránea Beach & Golf Community, amongst Europe's most inspiring golf resorts, has been named recipient of one of the first ever IAGTO Sustainability Awards. The awards, recognising environmental and social excellence, featured as part of the spectacular gala dinner dénouement of the 16th annual International Golf Travel Market (IGTM), hosted by the Costa Daurada and LUMINE Mediterránea Beach & Golf Community.

"It is testament to the vision of our owners to receive this award," commented Carlsson on receiving the award.

"Throughout our operations sustainability remains central to our management of people, the planet and profit specifically, diversifying water sources, recycling treated wastewater and utilising modern technology to operate the irrigation system highlights our achievements as a sustainable golf resort." Born out of IAGTO's new partnership with the Golf Environment Organization, the inaugural awards also recognised LUMINE Golf & Beach



## IAGTO Awards 2015 Press Releases



### IAGTO Press Releases

Global recipients honoured in 15th annual IAGTO Awards

2015 IAGTO Sustainability Awards

Italy's Costantino Rocca honoured at the 15th IAGTO Awards

### Winners Press Releases

#### IAGTO SUSTAINABILITY AWARDS - EFFICIENT USE OF RESOURCES

Emirates Golf Club Receives Sustainability Award for Efficient Use of Resources

#### IAGTO SUSTAINABILITY AWARDS - NATURE CONSERVATION

Bahía Beach Resort & Golf Club Receives Award for Environmental Excellence

#### IAGTO SUSTAINABILITY AWARDS - COMMUNITY ENGAGEMENT

Vidago Palace wins coveted Sustainability Award

#### IAGTO SUSTAINABILITY AWARDS - SUSTAINABLE GOLF COURSE OF THE YEAR

Dundonald Links Honoured to Win Coveted Sustainability Award

#### GOLF RESORT OF THE YEAR AWARD - EUROPE

PGA Catalunya Resort voted European Golf Resort of the Year 2015

#### GOLF RESORT OF THE YEAR AWARD - NORTH AMERICA

Pinehurst Resort Named IAGTO North America Golf Resort of the Year

#### GOLF RESORT OF THE YEAR AWARD - REST OF WORLD

Casa de Campo Achieves the IAGTO Award, "Golf Resort of the Year"

#### UNDISCOVERED GOLF DESTINATION OF THE YEAR

Slovenia Is the New Undiscovered Golf Destination of the Year





## SUSTAINABILITY

You are here: Industry Sectors > Sustainability

Sustainability is an important factor for stakeholders to consider when creating golf developments and communities of the future. This section explores expert opinions, news and research on the vital topic of golf sustainability including in depth information on why golf developments should maximise eco-system value and minimise waste.

### NEWS

Friday, June 27, 2014

#### European Golf Federations Unite for Sustainability

Sourced by: Golf Business News

As a leading example of sustainability in sport and golf's strengthening voluntary responsibility for nature, resources and communities, the game's leading administrative bodies have launched a pioneering initiative that will help ensure the sport of golf delivers the greatest combined economic, social and environmental value in the years ahead.

The economic value of the golf industry in Europe is estimated at €18.1 billion (Sports Marketing Surveys), and the sport provides jobs and healthy, lifelong outdoor recreation for millions of people. The 6,800 golf courses in Europe are set in half a million hectares of carefully stewarded greenspace, with up to 60% of this left in its natural state. More than 97% of these courses are available to the public and used by a growing number of families.

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## Showcasing sustainability



GMT  
03:29

Your Time  
04:29



**RYDER CUP**  
**GLENEAGLES BOOST TO RYDER CUP GREEN DRIVE**

GLENEAGLES, HOST OF THE 40TH RYDER CUP LATER THIS YEAR AND ONE OF THE WORLD'S MOST FAMOUS GOLF RESORTS, HAS ACHIEVED GEO CERTIFIED™, THE GOLF INDUSTRY ECOLABEL THAT RECOGNISES SIGNIFICANT CONTRIBUTIONS IN ENVIRONMENTAL ENHANCEMENT, RESOURCE EFFICIENCY AND COMMUNITY ENGAGEMENT.

**EUROPEAN TOUR**  
Madeira Drives the Green with tree regeneration...

**EUROPEAN TOUR** infinity  
European Tour Green Drive: Lyonesse and...

Ecological Footprint measured at Lyonesse Open

European Tour Drives the Green at KLM Open

**RYDER CUP**  
Gleneagles boost to Ryder Cup Green Drive

**EUROPEAN TOUR TV** Free & Online  
europeantour.com/tv

watch highlights on demand >







- International non-profit organization
- Specialist support group, dedicated to helping advance sustainability in and through golf
  - Strategy, Communications, Solutions, Credibility
- Collaborative initiative led by golf, government, NGO and business organisations







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## Register

Put your golf business OnCourse® for free...in minutes!

Title

First name \*

Last name \*

Email address \*

Must be a valid email address

Language \*

English

Are you an individual golf club (up to 72 holes) or a group (multi-course owner or management group)? \*

☒ Golf Club

☐ Group

Name of Golf Club or Group \*



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## OnCourse®

### Demo Austria



#### OnCourse® formulare

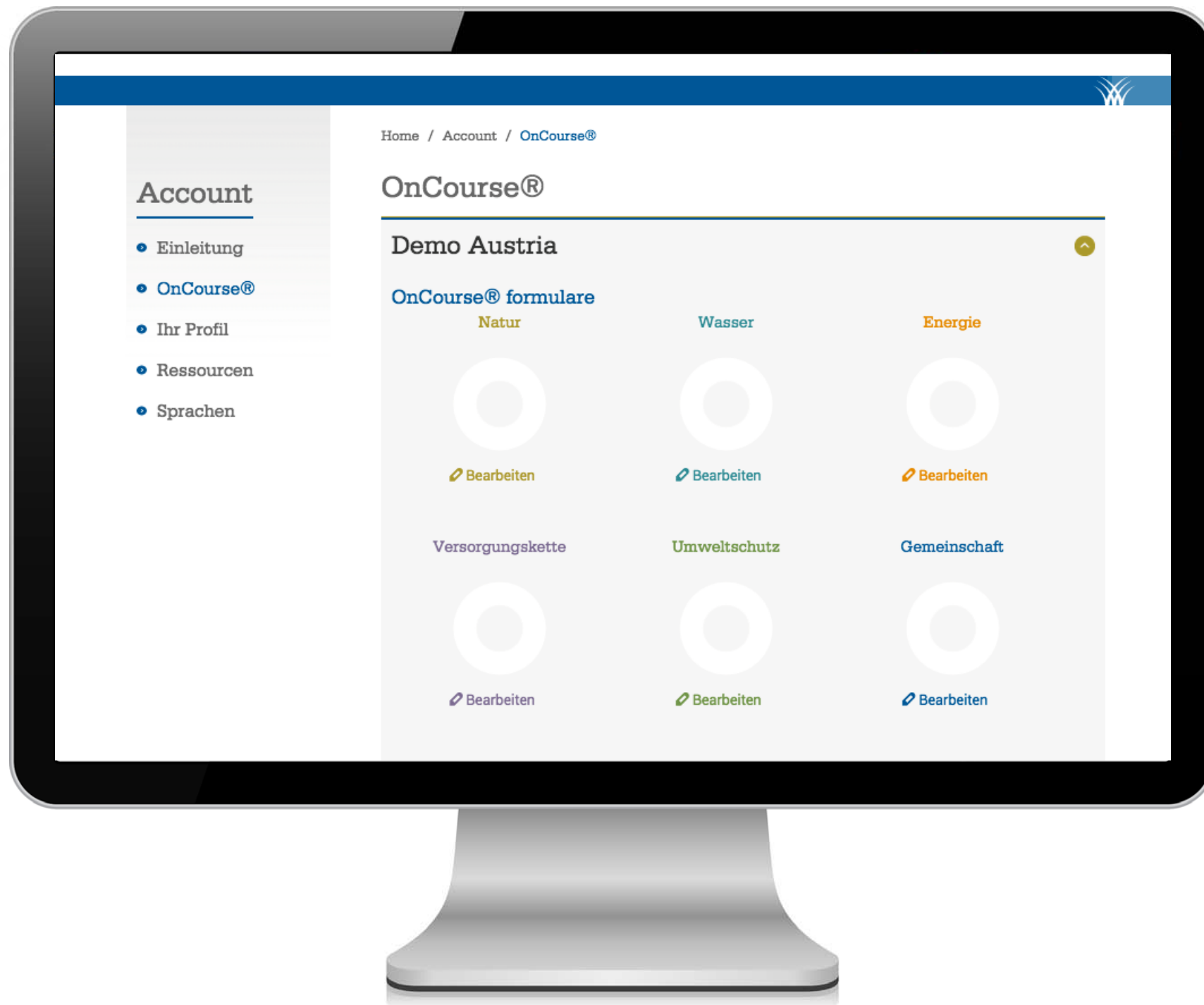
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#### OnCourse® formulare

Natur



Bearbeiten

Wasser



Bearbeiten

Energie



Bearbeiten

Versorgungskette



Bearbeiten

Umweltschutz



Bearbeiten

Gemeinschaft



Bearbeiten





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## Demo Austria



### Einleitung

Geben Sie einen Überblick der Landschaft und der Ökosysteme an und rund um Ihren Standort. Bitte schreiben Sie die Antworten zuerst in Ihrer Landessprache und dann in Englisch. •

Nicht mehr als 2000 Zeichen

Count: 0

### Beratung & Untersuchungen

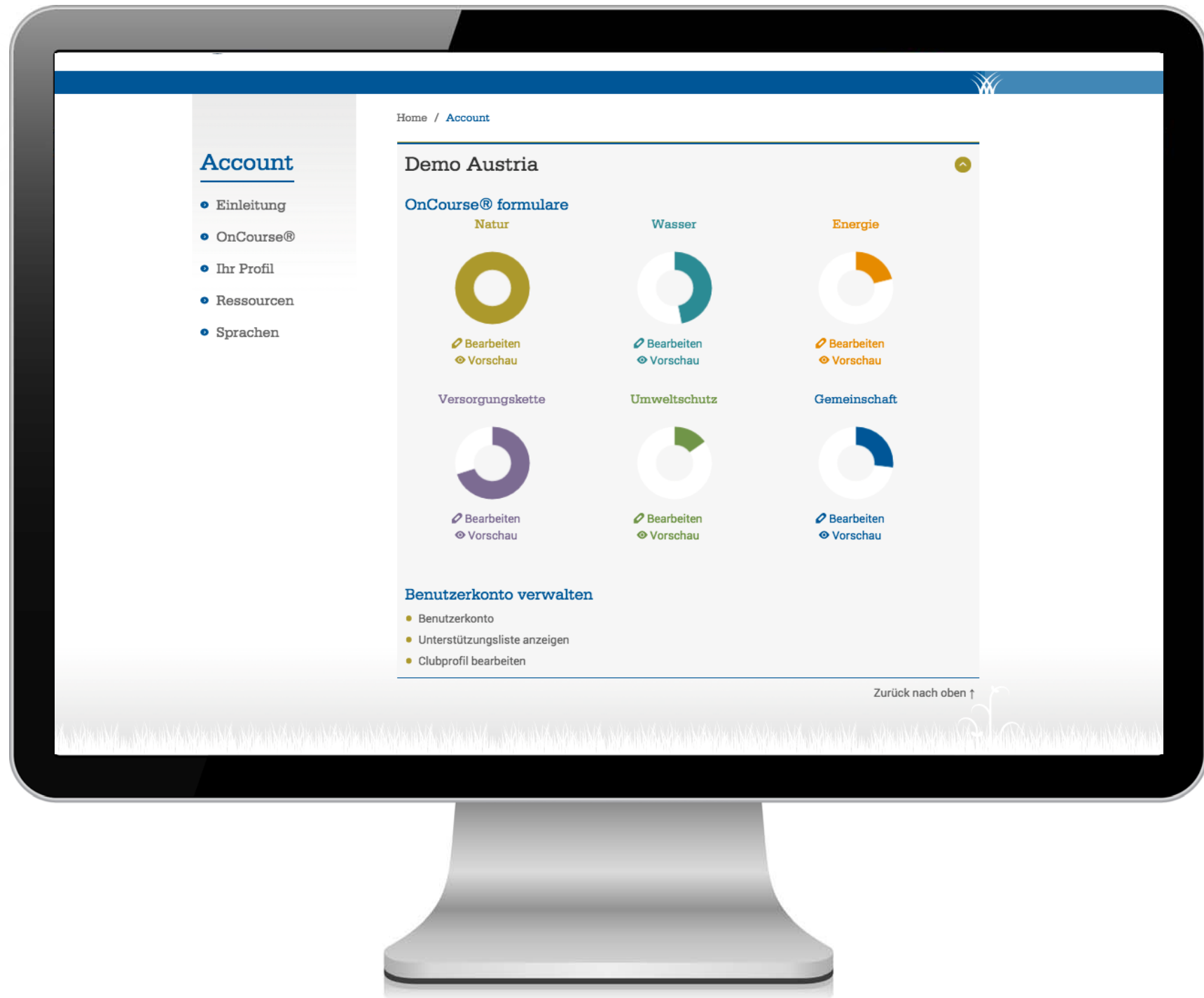
Bitte listen Sie alle Organisationen auf, die Sie zur Landschaftspflege konsultieren.



+ Hinzufügen

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### Demo Austria

#### OnCourse® formulare

Natur



- ✎ Bearbeiten
- 🔍 Vorschau

Wasser



- ✎ Bearbeiten
- 🔍 Vorschau

Energie



- ✎ Bearbeiten
- 🔍 Vorschau

Versorgungskette



- ✎ Bearbeiten
- 🔍 Vorschau

Umweltschutz



- ✎ Bearbeiten
- 🔍 Vorschau

Gemeinschaft



- ✎ Bearbeiten
- 🔍 Vorschau

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- Unterstützungsliste anzeigen
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## What's New

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## Directory

In forty countries, golf clubs from six-holes to six-star are OnCourse™ or GEO Certified™. Is there a great golf environment near you?

### List View

### Map View

Filter by country:

France

Filter by category:

All

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Chateau Golf Des Forges

Vasles, France  
OnCourse™

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Golf D'hardelot

Hardelot, France  
OnCourse™

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Golf D'opio Vabonne

Opio, France  
OnCourse™

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Golf De Forges Les Bains



Golf De Joyenval



Golf De La Grande Bastide





# Credibility





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## Golf Du Rhin



GEO Certified™ 06/2012  
Chalampé,  
France  
Telephone: 0033 389 832 832



*Golf du Rhin (Chalampy, near Mulhouse) is a private golf facility located on the frontier of France and Germany within 35 km of Basel. It's specific location, situated on an isle between a river, the Rhine and a canal, the Grand Canal d'Alsace, makes the site very unique (altitude 126 m). Across the canal you find the industrial zone of Ottmarsheim so the Golf du Rhin is both for people and the birds and wildlife a safe and quiet escape. The club has 18 holes well integrated in the surrounding landscape. The botanical identification...*

[Isabel Dobbelaere](#), GEOSA, Accredited Verifier

[Read verifier report.](#)

### GEO Certified™ Report

GEO Certified™ is the symbol of great golf environments worldwide – designating that a golf facility has met a credible standard in the areas of nature, water, energy, supply chain, pollution control, and community, and is committed to continually improve. GEO Certified™ is widely trusted and endorsed by a growing number of organizations and people, both inside and outside golf.

Click below to read about the activities undertaken by this golf facility to operate sustainably.



### Facility details



### Nature









**A single golf course sucks away 15.000 m<sup>3</sup> of water!**

Golf courses absorb millions of cubic metres of water. However in southern Turkey where they are planning to build several courses, the underground water resources are extremely limited. Take action. Help us to stop them.

[www.wwf.org.tr](http://www.wwf.org.tr)

"Golf has an opportunity to show leadership in sustainability.

Credible standards and certification demonstrate that the industry understands sustainability, where it wants to go, and recognises the clubs and courses on this journey.

WWF sees it as evidence that golf is taking sustainability seriously. We expect the golf community to embrace GEO Certified™ and set ambitious goals for the number of courses certified in each region and globally.

Success in this can change perceptions about golf in a positive way with governments, NGOs and the public."

Richard Holland, WWF Chief Conservation Officer





The logo consists of the word "OnCourse" in a bold, sans-serif font, followed by a registered trademark symbol (®). The text is olive green and is centered within a white speech bubble with a thick olive green border. The speech bubble has rounded corners and a tail pointing towards the bottom right.

OnCourse®





