

# SUSTAINABILITY REVIEW

## 2023 Season Scorecard



Green  
Drive



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# WELCOME AND FOREWORD

We are delighted to share this overview of recent action and progress from the European Tour group Green Drive initiative, as we evolve the scope and depth of our reporting and transparency.

Sustainability and climate action now plays a significant part in our organisational values, policies, strategic decisions and partnerships. We are building out intentionally from what we can directly control, putting solid foundations in place.

Whilst this started some years ago, we have accelerated more recently and notably with a more concerted effort at 10 of our events. Building on actions, results and insights to date, we are well set to deliver ever more ambitious activations and innovations with partners, tournaments and fans over the years ahead.

On behalf of the Board and the Executive Leadership Team, I'd like to thank everyone who has been involved, both internally and externally, in helping to tackle one of the defining issues of our time. Getting to net zero carbon by 2040 will be a full team effort.



**Guy Kinnings**  
CEO, European Tour group



**Maria Grandinetti Milton**  
Head of Sustainability, European Tour group

Having launched our sustainability strategy three years ago, with a corresponding commitment to be net zero by 2040 as a signatory to the UN Sport for Climate Action Framework, we have been working hard to integrate key issues and decisions across more and more parts of our organisation, operations and wider community.

What we present here represents a summary of a deeper body of implementation, tracking, analysis and forward planning. In parallel we are currently undertaking a three yearly review of strategy and carbon reduction plans, directly aligned to the Science Based Targets initiative.

I'd like to thank all our valued partners, suppliers and contractors - many of whom have stepped forward with stronger innovations across cleaner energy, transportation, circular materials, sustainable food, spectator engagement and event legacies.

We are hugely grateful to the GEO Sustainable Golf Foundation, who continue to mentor and guide strategy, as well as support delivery and tracking through a range of rigorous sustainable golf programs and tools.

We look forward to pushing further and faster over the coming years, to position us as well and as far as possible against our own 2030 targets, and vital global goals.

# STRATEGY AND PURPOSE

The Green Drive sustainability strategy was officially launched on World Environment Day 2021 and is now an integral part of our wider Golf for Good initiative.

Together, these dedicated initiatives ensure we operate as an ever more socially and environmentally responsible business, with the aim of establishing a respected and influential leadership position across golf, sport and society.

**Driving measurable net positive impacts for nature, climate and communities.**

## APPROACH

Making progress on issues which are significant, broad and complex requires a combination of strong commitment, collaborative effort and inspiring leadership. That's why the following incremental approach to reach and influence underpins our efforts.

### LEAD

Through strong governance, leadership and capacity building, we will integrate innovation and best practice into our core operations, policies, procurement, communications and owned events.

### COLLABORATE

We work with partners, stakeholders and experts to drive the acceleration in sustainability across the European Tour group. In tandem helping further develop programs, tools and solutions which can be utilised widely across the golf sector.

### INSPIRE

We have a unique opportunity to raise awareness and change behaviour across a large audience. We aim to engage media, players, spectators and fans to act as a catalyst for wider action across golf, sport and society.

Golf for Good | Green Drive

100% ELECTRIC



# SUSTAINABILITY PRIORITIES

Through considerable and ongoing materiality analysis we have positioned the following priority sustainability themes at the centre of our current strategy.

## RESOURCE EFFICIENCY

Our priority is to minimise consumption and waste of all materials, as well as drive innovation around water stewardship and clean energy.

Through sustainable procurement, we are increasingly avoiding, reducing, reusing, and recycling key materials. A major effort is to eliminate all single-use materials across our supply chains.

Parallel drives in energy efficiency, transition to cleaner fuels, and special water conservation measures will continue to reduce our environmental and climate impact.

## PROMOTING NATURE

Although we are not directly involved in land ownership or land management, our activities and scope of business connect strongly to the landscapes and ecosystems in which our tournaments are played.

As a global brand, we have a clear role in both protecting and promoting the importance of nature through our venues, events, design work, communications and advocacy platform.

## STRENGTHENING COMMUNITIES

We recognise our role in promoting and growing engagement in a sport which provides lifelong physical and mental health benefits.

This connects directly to a strong diversity and inclusion agenda aimed at increased participation amongst currently underrepresented groups in society. It also spreads across our own governance, employee engagement, accessibility for all to our tournaments, and wider charitable and advocacy efforts.

Ethical behaviour is also now part of our procurement process and associated contracts.

## CLIMATE TARGETS

**50% emissions reduction by 2030, net zero by 2040**

## TAKING CLIMATE ACTION

The key focus is emissions reduction – both direct and indirect - spanning Greenhouse Gas Protocol Scopes 1, 2 and 3.

To address currently unavoidable emissions, we have adopted an innovative and credible voluntary approach to mitigation, blending global climate justice with industry-leading onsetting and local ecosystem restoration.

## SUSTAINABLE DEVELOPMENT GOALS

By delivering across these priority areas we will make ongoing contributions to a number of UN Sustainable Development Goals, most significantly and directly those highlighted here.



# TOUR WIDE HEADLINES

Notable milestones from Golf for Good, the European Tour group's commitment to making golf more environmentally and socially sustainable, ensuring that we have a positive long-term impact on the courses, countries and communities we visit.

**2**

miles of beaches cleaned by players, schools, volunteers and local partners

## World's first

hydrogen powered TV Sport Production resulting in zero emissions energy production

**10,300**

trees planted from 'Drive the Green' activation through events in England, Scotland and Spain

**1,000+**

children invited onsite at our events via our Golf Futures programme

**10+**

tonnes of materials and surplus food given to local charities and community groups

**250+**

Children educated in the inaugural Careers in Golf initiative as part of our Golf Futures programme

**2**

New territories visited on the G4D Tour. With an expanded schedule of nine events in 2023, including a joint initiative with The R&A to stage the inaugural G4D Open

**28**

players participated in G4D Tour, representing an 86% increase from 2022

**200+**

electric vehicles used in courtesy car fleets

**80+**

experts and stakeholders brought together at Genesis Scottish Open and DP World Tour Championship sustainability forums

## First

hybrid powered solar and hydrogen lounge at the DP World Tour Championship

# TOURNAMENTS

Over 100 international events are staged and sanctioned annually across our various Tour schedules. We own, stage and most closely control the operations of around a quarter of these each year.

In 2023, we focused on deep-dive action, tracking, and analysis of 10 of our events across multiple territories, including the Rolex Series. While these are the focus of this summary, other events across the schedule are also leading the way and becoming increasingly active in staging, legacies, communications, tracking, and reporting.

We are actively encouraging other events on our schedule to get involved. We share and promote examples, standards and guidelines, custom programmes and tools, including those provided by GEO Sustainable Golf Foundation.



## 10 Tracked Events in 2023

- Abu Dhabi HSBC Championship
- Volvo Car Scandinavian Mixed
- Betfred British Masters hosted by Sir Nick Faldo
- Horizon Irish Open
- Genesis Scottish Open
- BMW PGA Championship
- Cazoo Open de France
- DP World Tour Championship
- Senior Open presented by Rolex
- Rolex Challenge Tour Grand Final supported by The R&A

# TOURNAMENT HIGHLIGHTS

Headlines from the 10 tournaments, which were the focus of action, tracking and analysis in 2023.

# 67%

of tournaments that had temporary generators used HVO Biofuels - reducing up to 90% of emissions compared to traditional diesel - saving around 410 tCO<sub>2</sub>e

# 10/10

events provided free water through refill stations available to spectators, staff and players

# ~75%

of water used at events was taken from mains water supply, minimising freight and hauling emissions

# 3,000+

meals delivered to vulnerable people by City Harvest from the BMW PGA Championship

# 91%

tournament waste diverted from landfill

# 26%

of spectators travelled via lower-carbon travel methods: walking, cycling, public transport and shuttle buses

# ~18,000

miles travelled in electric courtesy cars, generated approximately 43% less emissions compared to petrol

# 100%

of Rolex Series event emissions offset

# 290,000

plastic water bottles avoided through refillable water stations

# 100%

of electricity used at the Volvo Car Scandinavian Mixed was sourced from green grid electricity

# 60%

of events sourced majority of food from within 150 miles



# CARBON EMISSIONS - METHODOLOGY

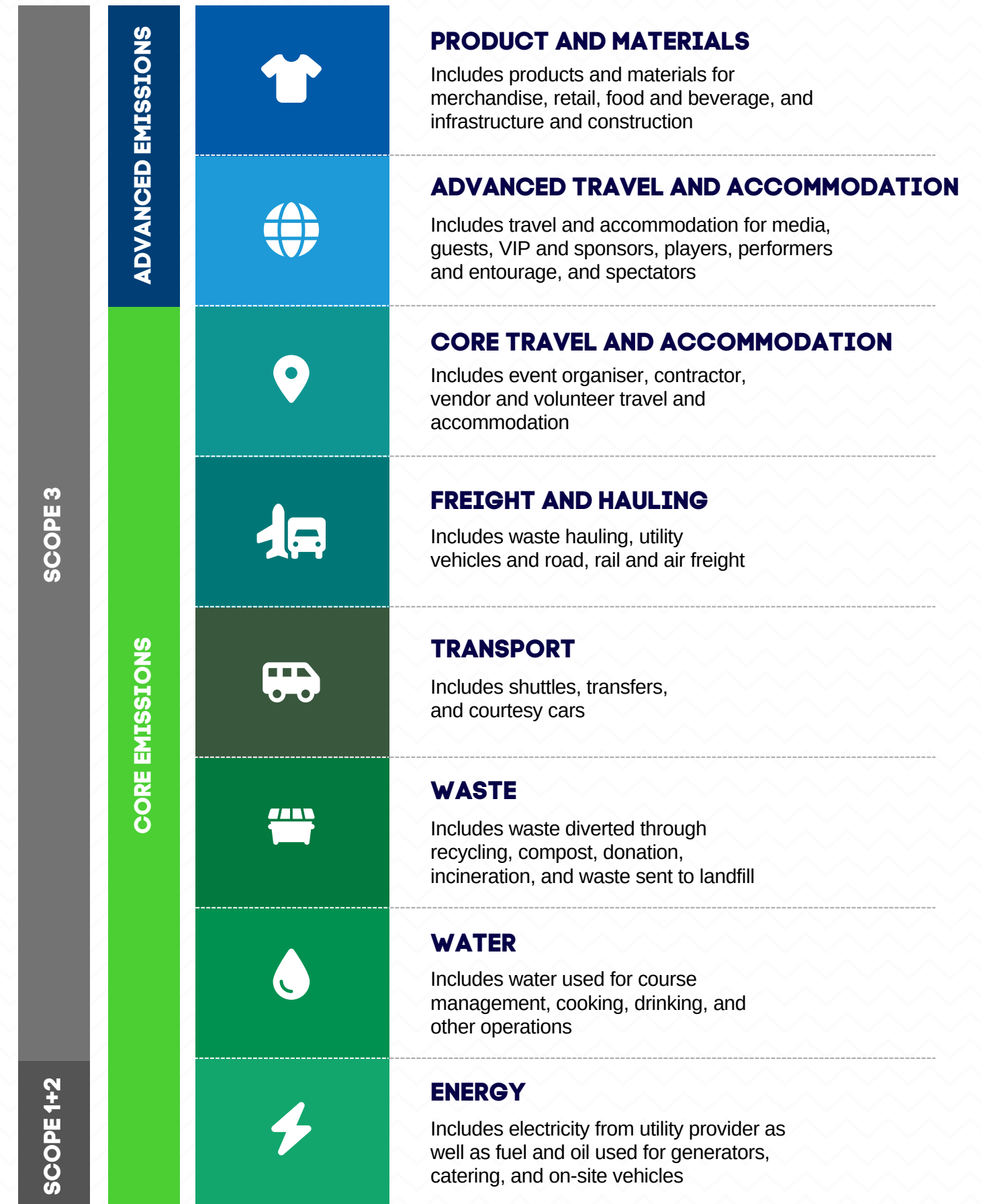
All carbon emissions scoping is carried out according to the Greenhouse Gas Protocol - Corporate Standard - ensuring consistent and comprehensive inclusion of emissions most directly owned and influenced by our operations and events.

This also provides the recognised framework for scoping and calculating an increasing range of less directly controlled emissions across our emissions map and priority business activities, including upstream and downstream purchased goods and services.

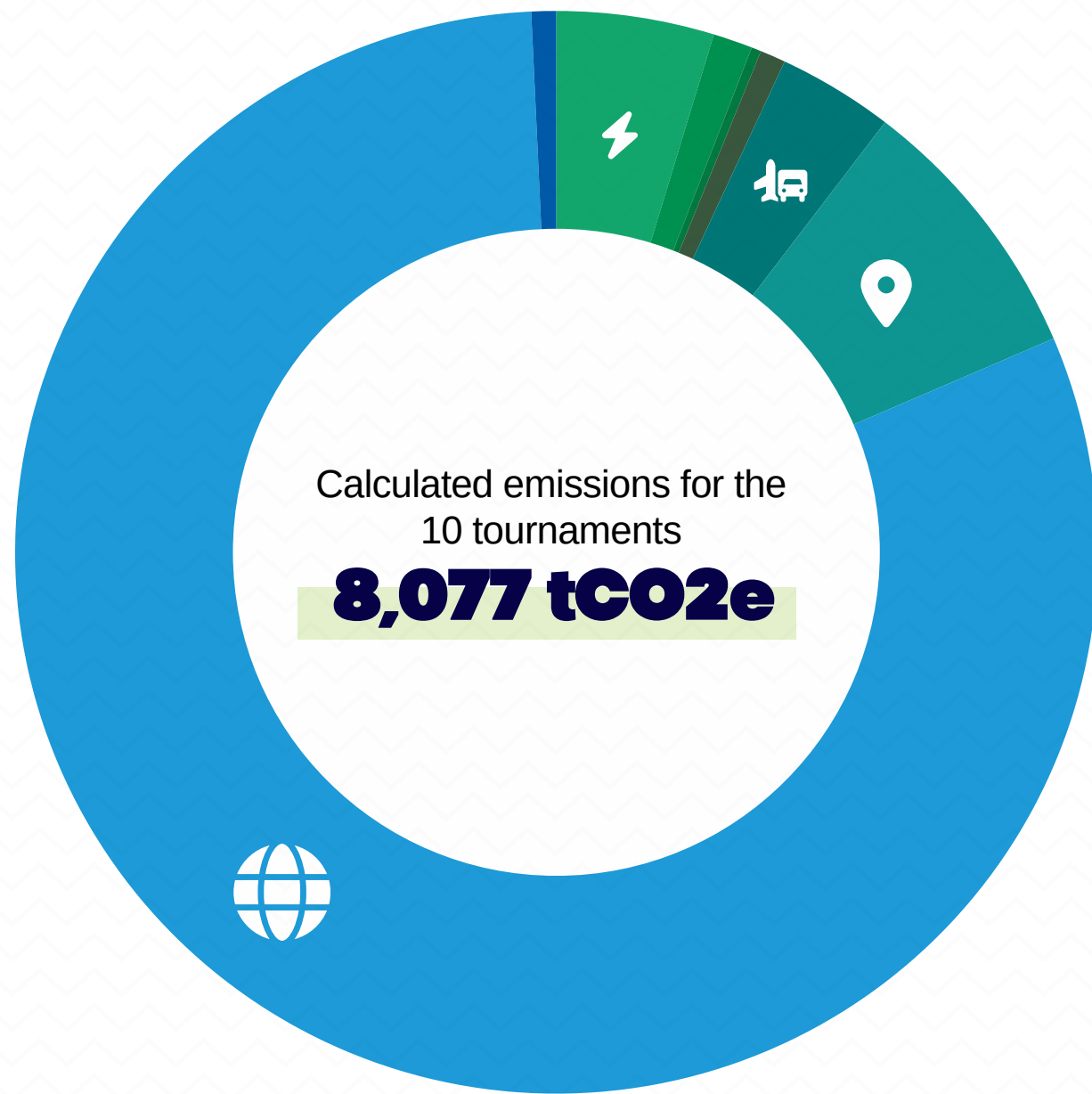
One nuance we utilise for our temporary, field-based events is the Core and Advanced model developed by GEO Sustainable Golf Foundation - which takes account of the fact that the GHG Protocol is normally applied to organisations, products or services.









For temporary events, such as golf tournaments, Scope 1 and 2 contribute only a small part of an event's footprint, so a range of Scope 3 emissions are integrated into the event's Core footprint, while other extended Scope 3 emissions are included in the Advanced footprint. This ensures we are taking more ownership over emissions that are fundamentally part of staging successful temporary events.

All emissions are calculated using the most recently published, country-specific carbon emission conversion factors.



# TOURNAMENTS - COMBINED CARBON FOOTPRINT



-  **ENERGY**  
4.70%
-  **WATER**  
1.18%
-  **WASTE**  
0.29%
-  **TRANSPORT**  
0.76%
-  **FREIGHT AND HAULING**  
3.46%
-  **CORE TRAVEL AND ACCOMMODATION**  
8.15%
-  **ADVANCED TRAVEL AND ACCOMMODATION**  
80.72%
-  **PRODUCTS AND MATERIALS**  
0.74%

## PROGRESS

Six events were measured in both 2022 and 2023, allowing these comparisons of data.

### Water: 85.6% decrease

There was also a decrease in water consumption at half of measured events.

### Waste: 56.9% decrease

The DP World Tour Championship increased waste avoidance from landfills to more than 80% - a significant achievement for an event in the Middle East.

### Freight and Hauling: 16.3% decrease

Shorter distances and a reduced number of trips reported in 2023.

### Core Travel and Accommodation: 7.6% decrease

Across staff and supplier travel.

## FOCUS FOR IMPROVEMENT

### Energy: 160.6% increase

Increased spectator counts, larger events/venues, increased reporting and better data contributed to increase.

### Transport: 145.7% increase

Deeper analysis of shuttle bus routes and increased reporting of courtesy car travel.

### Catering: 138% increase

Improved data collection and response rate from suppliers.



### Advanced Travel and Accommodation

Includes reported travel and accommodation for media, guests, VIP and sponsors, players and their support teams and spectators

# TOURNAMENT HOTSPOT - TRAVEL EMISSIONS

Consistent with other sporting and temporary events, travel generates by far the highest level and largest proportion of carbon emissions. Analysis of the 10 tournaments enabled us to find out more about these emissions, and what we can do in future to reduce them.

## SPECTATOR TRAVEL

Spectator emissions accounted for more than 46% of all event emissions.

Most golf fans live relatively close to each tournament, with 35% travelling less than 30km. Car travel is the most commonly used transport option, with 78% of fans travelling by car to events.

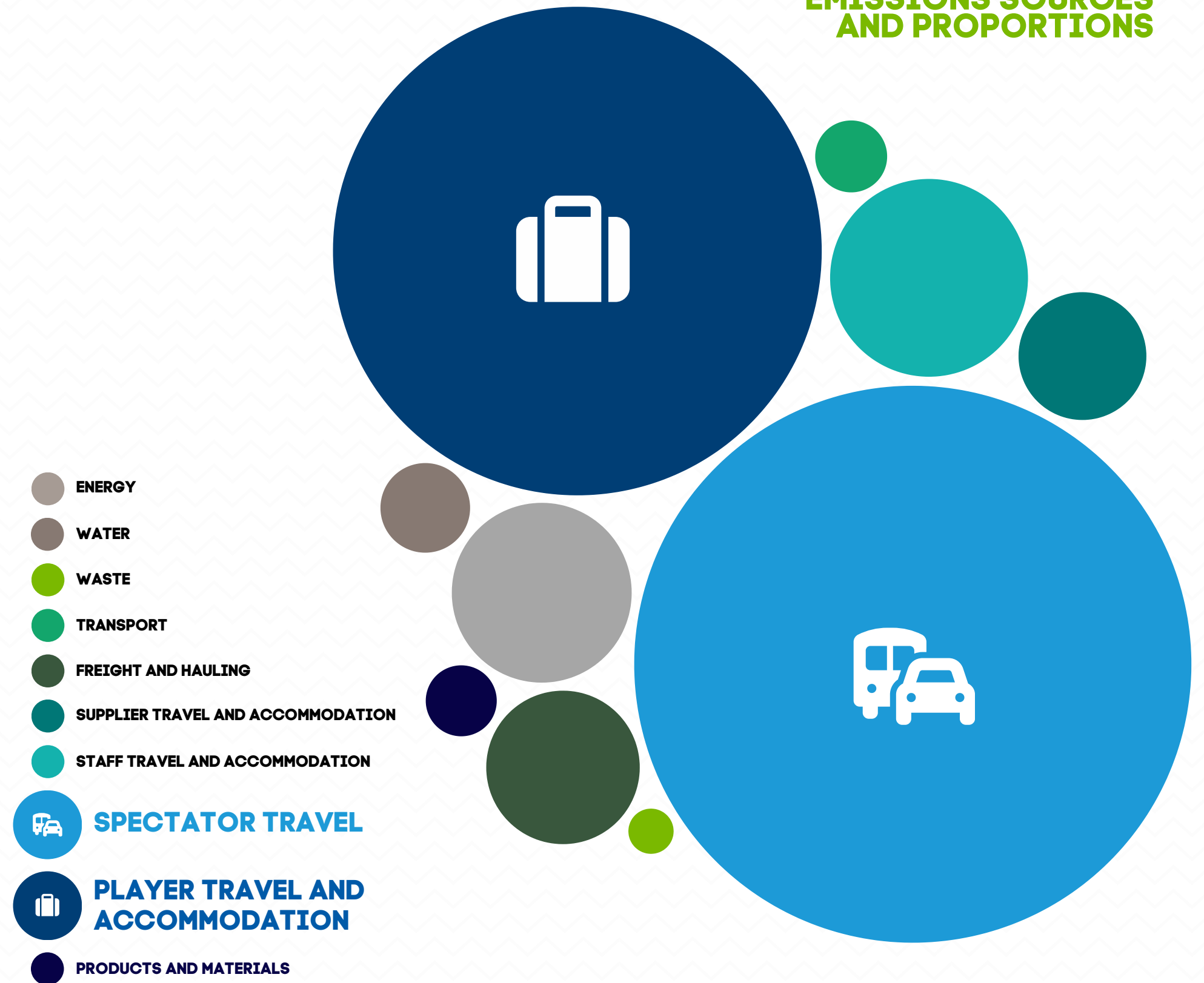
On average, only 1.5% of fans fly to events, yet these account for 68% of overall fan emissions.

Spectator data was captured through post-event surveys. Increasing the response rate of surveys through the use of promotions, competitions, and education will help us to better understand and analyse spectator travel.

## PLAYER TRAVEL AND ACCOMMODATION

Player travel and accommodation are also a constant and significant source of emissions for events, accounting for 35% of all emissions across the 10 events. This highlights the significance of tournament scheduling as an important part of carbon reduction strategies.

## EMISSIONS SOURCES AND PROPORTIONS



# ROLEX SERIES HIGHLIGHTS

With elevated fields and profile across the season, the Rolex Series represents the best of the DP World Tour and professional golf. The five events are also leading the way for sustainability and innovation, with highlights below providing a snapshot of some of the activations across these events.

## ABU DHABI HSBC CHAMPIONSHIP

- ✓ Free golf lessons given as part of a ladies day initiative at the event
- ✓ 500sqm of solar power onsite helped power temporary structures - saving 3,500 litres of fuel
- ✓ A food digester turned onsite food waste into compost - diverting it from landfill and saving on haulage
- ✓ 72 bags of litter cleaned from Yas North Beach by players, volunteers and local high school students

## GENESIS SCOTTISH OPEN

- ✓ Zero waste to landfill
- ✓ Free shuttle buses connecting nearby Longniddry train station to the event, and electric vehicles used for courtesy car fleet
- ✓ Beach clean on Yellow Craigs beach with Marine Conservation Society and tournament partners.
- ✓ Renaissance Golf Club installed mains drinking water on every tee box to reduce plastic bottles
- ✓ 75% of food sourced from within 100 miles

## HERO DUBAI DESERT CLASSIC

- ✓ Solar energy helped to power the event with a 100-metre array alongside the 11th and solar panels on the media centre roof
- ✓ Emirates Golf Club is an accessible venue, and 28% of fans travel via the metro. Further supported by Park and Plant campaigns for those travelling via car
- ✓ First event in the Middle East to become GEO Certified, demonstrating leadership among sustainable golf events

## BMW PGA CHAMPIONSHIP

- ✓ World's first sports TV production powered 100% by hydrogen
- ✓ 3,000+ meals donated to local communities by City Harvest
- ✓ Event materials donated to local community groups and the Useful Wood Company. Carpets were donated to St Vincent de Paul for 20 low income homes and wood to Holme Farm
- ✓ Zero single-use plastic catering items

## DP WORLD TOUR CHAMPIONSHIP

- ✓ Hybrid hydrogen generators and solar panels used to power 16th hole hospitality saved 14.56 tCO2e
- ✓ 84,000 plastic water bottles avoided due to free water refill stations
- ✓ 81% of waste diverted from landfill



# PLANNING, OPERATIONS AND PROCUREMENT

Plans, policies, human resources, and partnerships are in place and being extended to ensure we integrate sustainability and climate action into and across our wide range of operations and areas of influence.

A considerable amount of time, effort and resources is now invested in the ongoing development, delivery, tracking and reporting of sustainability across the European Tour group - and with far-reaching activations to engage more events, fans and players.



## PLANNING

A dedicated Head of Sustainability oversees a portfolio spanning environmental, social, golf development and other aspects.

The role reports directly into a new lead on the European Tour Executive Team and through to the Board.

The new 'Global Swings' season structure increases incentives around clusters of events, culminating in the back-to-back end-of-season playoffs in UAE. The climate impacts of this are being quantified.

A more detailed and costed 2030 Emissions Reduction Plan is under development.

## TRACKING AND REPORTING

Carbon and wider sustainability indicators are comprehensively tracked across operations, tournaments, venues, players, fans and production.

A new sustainability and climate dashboard has been developed and is being tested to synchronise data across key themes and departments.

Comprehensive reporting was submitted to the UN Sport for Climate Action Secretariat in Autumn 2023 with intention for expanded reporting in 2024.

## OPERATIONS

We track all Scope 1, 2 and core Scope 3 emissions across our offices and staff teams, with a growing number of extended Scope 3 emission being included.

We are further developing staff travel policy, guidance and incentives.

Building on an estimated 40% energy saving through Wentworth office refurbishment in 2017/18, we continue to push resource saving measures across offices and staff teams, supported by the HR and Facilities teams.

## PROCUREMENT

Strengthened social, environmental and governance selection criteria, and screening procedures, have been built into central European Tour group procurement.

Specific sustainability criteria now accounts for 15% of procurement scoring.

# EUROPEAN TOUR GROUP OPERATIONAL EMISSIONS

The overall carbon footprint for European Tour group operational emissions in 2023

**3,863 tCO<sub>2</sub>e**

As a global business with events around the world, our staff travel represents the largest proportion of emissions for the European Tour group operations. Despite a growing schedule and staff numbers increasing to more than 250, flight emissions have fallen by 4% since the baseline of 2018.

The European Tour group's Travel Policy takes into account business needs, sustainability and costs and has continued to be refined and strengthened to reduce air and ground travel as much as possible.

## EUROPEAN TOUR GROUP OFFICES



## OPERATIONAL EMISSIONS SOURCES

Emissions are calculated for the main headquarters at Wentworth along with offices in Adlington (UK), Dubai (Middle East) and Beijing (China).



# VENUES, DESTINATIONS AND DESIGN

Whilst we don't have direct influence over the management of the courses and venues we play on, we encourage all venues to adopt sustainable practices and programs.

Through our tournament agronomic advisory services we encourage the adoption of Integrated Turf Management methods which prioritise mechanical and cultural practices above chemical solutions.

In addition our golf design arm, European Golf Design, is an early adopter of industry standards, guidance and programmes, and became the first golf design agency in the world to calculate and offset a full carbon footprint for travel and operations.

We are also very much aware that the venues we play at are normally televised. This adds extra significance, as these venues can set expectations amongst golfers around the world. We are including more content about venue operations and nature into event time communications.

We are encouraging all our venues and destinations, and other golf facilities around the world, to engage in sustainable golf, and utilise the purpose built programmes and tools provided by the GEO Sustainable Golf Foundation.

**60%**  
of DP World Tour tournament venues have joined sustainability programs

**1500**  
approximated hectares of habitat managed across European Tour Destination courses

**28**  
European Tour Destinations have joined sustainable golf programs

**100**  
tCO2e offset annually by European Golf Design for the last 3 years

**99%**  
of irrigation water from reporting European Tour Destinations sourced from non-potable sources

Working with partners at Toro we are further pushing the movement in clean electric golf machinery and precision irrigation



Destinations



# SUSTAINABLE PRODUCTION

European Tour Productions has been leading by example, supported by Albert, the authority on environmental sustainability for film and TV, along with IMG Studios, with a commitment to run broadcast spaces, services and facilities in the most responsible, least impactful way.

European Tour Productions and IMG produce the live coverage for DP World Tour events around the world, working alongside Sky Sports in the UK and NBC Golf Channel for the US coverage.

- In a world first for a sporting event, the European Tour Productions and IMG led production at the BMW PGA Championship was powered 100% by green hydrogen, which saved 16.4 tCO<sub>2</sub>e compared to 2022 as part of delivering net zero emissions
- UK-based clean energy company, GeoPura, supplied two hydrogen power units to fuel the production
- The golf buggies used at the tournament were also recharged using electricity generated from hydrogen for the first time

Other recent sustainable broadcast innovations included trialling remote productions for the first time this season. Five tournaments on the 2023 DP World Tour schedule were produced remotely from European Tour Productions HQ at IMG Studios in Stockley Park, UK.

In 2023 all European Tour Worldwide Broadcast Productions received BAFTA's Albert Sustainable Production Certification.



By significantly reducing staff travel to tournaments, each remote production has saved approximately

**87 tonnes of carbon emissions, or over 400 tonnes for the season.**

A first for golf, but not a last. DP World Tour and IMG collaborate to power all media production at the BMW PGA Championship using Green Hydrogen.





# CLIMATE MITIGATION AND LEGACIES

In partnership with GEO Sustainable Golf Foundation we have developed a highly credible and yet innovative approach to voluntarily addressing the impacts of our currently unavoided and unavoidable emissions.

Our four pillared approach includes:

1. Investments in best in class, Gold Standard accredited climate projects, commensurate with unavoidable emissions and ensuring a measurable contribution to global climate justice.
2. A Driving Net Zero sustainable golf onset - which supports further acceleration in our own and golf's sustainability solutions.
3. Partner led activations and tournaments legacies, with an emphasis on projects that engage communities in the restoration of nature.
4. We are also 'Insetting' with a dedicated Innovation Fund that is ring-fenced for specific carbon reduction plans, event innovations and activations.



## 2023 CLIMATE MITIGATION SUMMARY

### We are offsetting 100% of our group operational emissions

3,863 tCO<sub>2</sub>e was offset in 2023 with the retirement of Gold Standard Verified Emission Reductions (VERs).

### We are offsetting 100% of Rolex Series emissions

6,545 tCO<sub>2</sub>e was offset for Rolex Series events in 2023, with the retirement of Gold Standard Verified Emission Reductions (VERs).

### We are also supporting local ecosystem and legacy projects

10,300 trees were planted through One Tree Planted and 'Driving the Green' Drive activations.

### We are supporting global climate projects

8 Gold Standard projects have been invested in by the European Tour group and Rolex Series, contributing to a number of the UN Sustainable Development Goals.



Delivered in partnership with GEO Sustainable Golf Foundation and The Gold Standard, we have invested in the following climate projects:

- WithOneSeed Community Forest Programme
- Terraclear clean water access for families in Laos
- Planting biodiverse forests in Panama
- Hifadhi improved cook-stoves in Embu County, Kenya
- Central Mozambique Safe Water Programme
- ADES solar stoves in Madagascar.
- 70 MW Bhadia Solar power plant
- Yahyali Wind Power Plant



Projects are also measured for additional positive impacts across the UN Sustainable Development Goals

# REACH AND INFLUENCE

By communicating action and results across the European Tour group, through venues, tournaments and partners; and inviting and facilitating credible player engagement, we are using the Tour's platform in expanding reach and influence.

Approximately 200,000 spectators attended the 10 events, experiencing the positive Green Drive actions and communications across those focus events.

Through a collaboration with broadcast partner Sky Sports Golf we were able to provide regular updates of sustainability initiatives to a global audience throughout the season.

At the Betfred British Masters 2,600 trees were planted through the Green Drive initiative, where 100 trees were planted for every player that drove the iconic par 4 10th hole at The Belfry. Fans could also have a go in the simulator challenge onsite. Further activations at the Genesis Scottish Open and Rolex Challenge Tour Grand Final were widely broadcast and helped plant more than 10,000 trees.

Campaigns and actions are regularly communicated to the European Tour group's two million social and digital fans.

Events including the Genesis Scottish Open provided the backdrop for experts and stakeholders exploring opportunities to accelerate sustainability and climate action at golf tournaments and wider events. A 'Green Hour' forum at the Renaissance Club in Scotland and an R&A Sustainability forum, held during the DP World Tour Championship, explored a range of topics and helped raise awareness.



# GREEN DRIVE SCORECARD

How we're performing against the things that matter most

Objective	Progress
<b>Planning, policies and governance</b>	
New Governance structure including Head of Sustainability and Executive Leadership Group	Green
Annual delivery and acceleration budget	Green
Expert advisory and delivery support from GEO Foundation and other partners	Green
<b>Operations and procurement</b>	
Calculate annual CO2e emissions across all European Tour offices, including Scopes 1, 2 and 3 emissions	Green
Reduce operational emissions by 50% by 2030, against baseline	Fairway
Promote sustainable procurement codes to suppliers across group operations	Fairway
Sustainability a requirement in procurement	Fairway
Extend staff travel policy, guidance and incentives	Tee
<b>Tournaments</b>	
10 key events become models for planning, best practice, innovation, tracking and reporting	Green
Roll out of consistent implementation, tracking and reporting across wider events	Fairway
Undertake further knowledge and ideas sharing across sanctioned tournaments	Tee
Explore further evolution of tournament schedules and uninterrupted 'Swings'	Fairway



# GREEN DRIVE SCORECARD

How we're performing against the things that matter most

Objective	Progress
<b>Venues, destinations and design</b>	
European Tour Destinations measurably involved in credible sustainable golf programs	Green
All tournament venues measurably involved in credible sustainable golf programs	Fairway
European Golf Design mitigating unavoided operational emissions	Green
European Golf Design measuring sustainability and climate performance of individual golf development projects	Fairway
<b>Sustainable production</b>	
Reduce staff travel through video conferencing and hybrid working across our global operations	Green
Extend Remote Broadcast Production, reducing ETP personnel onsite	Fairway
Align with Albert Sustainable Production initiative and standards	Green
Increase trials of alternative power solutions such as batteries alongside our hydrogen journey.	Fairway

Objective	Progress
<b>Climate mitigation and legacies</b>	
Offset unavoided European operational emissions through Gold Standard climate projects	Green
Offset unavoided Rolex Series carbon emissions through Gold Standard climate projects	Green
Integrate social and environmental Golf for Good legacies more closely across events	Tee
<b>Reach and influence</b>	
Engage and extend activations with corporate partners to elevate innovation, activations and deliver flagship projects	Tee
Introduce and scale new fan engagement mechanism, including elements for offsetting, onsetting, local legacies and education	Fairway
More clearly align and support Government objectives in markets we visit	Tee
Build out player engagement mechanism and integrate with Sustainable Golf Champions program	Tee
Continue to build out annual progress and impact reporting	Fairway

# KEY LEARNINGS AND ACTIONS

Our ongoing strategic goals are to Lead, Collaborate and Inspire. So as we plan, deliver and track, so too are we continually analysing and exploring how and where we can do better and achieve more. Here are some of the key lessons we have learned and a brief description of how they will influence our forward priorities.

## OPERATIONS

We continue to work on ways to find efficiencies across our operations, particularly relating to reducing staff travel emissions aligned with business needs.

## TOURNAMENTS

The next phase is to scale the lessons from a core group of innovative events across the entire Tour schedule, combined with strategic policy decisions on scheduling. This has to synchronise with policies towards ever more accessible venues.

## PARTNERS

We are seeking to work even more closely with existing and future corporate partners and sponsors to build capacity, innovation and activations, with credible communications for wider influence.

## VENUES

Many of our venues are already involved in sustainability action, and working with partners we'll be pulling more of their credible leadership to the fore. We want more venues to lead by example - across the European Tour Destinations group; through the work of European Golf Design; and playing at tournament venues that have a proven track record of environmental and social responsibility.

## PLAYERS

We continue to work on our scheduling and exploring opportunities with players to reduce their emissions utilising the custom built 'Sustainable Golf Champions' programme.

## SPECTATORS

As highlighted our largest single emissions source is the travel of our fans. We want to continue to host leading sporting events with on-site fans, so we have to find ways that they can travel with a lower footprint, while also engaging them in activations that have significantly greater 'net positive' impacts. By testing, rolling out and then further enhancing our new fan travel offset tool, we will increasingly engage fans in climate mitigation, wider activations and positive impacts, plus education and behaviour change.

## SUPPLIERS

We will engage even more deeply in sustainable procurement, better understanding the life cycle of products and materials, integrating further solutions, and striving to connect supply chains across tournaments for common solutions.

## PROMOTERS

We will continue to share ideas, guidance and tools; encourage and incentivise engagement; and build more strongly into tournament sanctioning policies.

## MEDIA

We are seeking to increase levels of briefing and information to press and broadcast media to increase awareness, understanding and wider action

# WHAT PART CAN YOU PLAY?



Green  
Drive

✉ [sustainability@europeantourgroup.com](mailto:sustainability@europeantourgroup.com)



Find out more about further support and programs to accelerate sustainability in and through golf.

[sustainable.golf](https://sustainable.golf)