

Omega European Masters

Case Study



2025 Venues Europe – WINNER

Overview

The Golf Club of Crans-sur-Sierre, located in the heart of the Swiss Alps at 1,500m above sea level, hosts the Omega European Masters and has been GEO-certified in 2022 and 2025. Situated on a high-altitude plateau within a dense tourism area, the golf course represents one of the last large continuous green spaces in Crans-Montana.

Objectives

- Ensure alignment between golf course operations and sustainability commitments.
- Increase and improve ecological value of non-play areas through extensification and habitat restoration.
- Raise awareness among players, staff and spectators on biodiversity and sustainability.
- Establish long-term sustainability management through monitoring and expert collaboration.

Implementation

- Deployment of a structured 3-year biodiversity plan supported by a professional biologist, including detailed fauna and flora assessments to identify protected, rare and invasive species.
- Conversion of out-of-play areas into extensively managed habitats, including flower meadows, wet meadows and ecological roughs.
- Restoration and management of aquatic ecosystems, including removal of invasive species (e.g. goldfish) and enhancement of pond habitats for amphibians and insects.
- 27 educational panels about local wildlife and sustainability placed along the greens to raise awareness among players and visitors.
- Use of gravity-fed mountain water and improved irrigation systems to minimise water consumption.
- Adoption of low-impact agronomic practices, reducing fertiliser inputs and transitioning to more resilient turf management.

“Every day, we strive to find the right balance between performance and respect for nature. It’s a constant effort: adapting, observing, and making thoughtful decisions for the course. What matters most is that, year after year, we continue to improve while preserving the integrity of this unique environment”

Richard Barnes,

Golf courses Manager, Golf-club Crans-sur-Sierre & OEM



Results and Activation

-  **32 bird species recorded**, including the Tufted Duck (Swiss Red List) and four potentially threatened species
-  Installation of **31 bird nesting boxes** and **insect hotels**, significantly improving habitat availability and species reproduction
-  Integration of biodiversity into the **official tournament map**, highlighting key ecological zones
-  **28% of total land (17.98 ha)** dedicated to natural habitats
-  Expansion of **flower meadows** and **wetlands** supporting pollinators and ecosystem resilience
-  Organisation of **annual clean-up day** involving ~40 volunteers, strengthening community engagement
-  Positive biodiversity evolution observed between 2022 and 2025 across multiple species groups (birds, insects, flora)
-  Implementation of broader sustainability actions during the event (e.g. zero single-use plastic policy, local sourcing), reinforcing environmental messaging



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