

Smart Mobility & Sustainable Event Delivery Case Study

2025 WINNER “Technology, Innovations & Partnerships”

Overview

The DP World Tour Championship is one of Dubai’s flagship sporting events, requiring high-performance delivery across a large and complex venue.

Clear sustainability targets we set, aiming at reducing emissions, minimising fossil fuel use, and implementing scalable solutions. Al Laith delivered an integrated sustainability framework — led by smart mobility — combining technology, innovation, and partnership to reduce environmental impact, while maintaining operational performance.

Objectives

- Reduce carbon emissions and fossil fuel reliance
- Improve energy and water efficiency
- Introduce sustainable material alternatives
- Implement measurable, data-driven solutions
- Enhance the overall event experience

Implementation

At the core was a fleet of electric, IoT-enabled golf buggies, replacing fuel-powered vehicles and supporting movement across the venue for players, officials, media, VIPs, and spectators. Real-time data enabled route optimisation, efficient allocation, predictive maintenance, and accurate emissions tracking.

In partnership with No More Bottles, select buggies were adapted with mobile refillable water stations, reducing single-use plastic. This sat within a wider framework delivered by Al Laith, including:

- Solar and LED lighting for improved energy efficiency
- Vacuum toilet systems to reduce water consumption
- Recycled PET acoustic panels, replacing over 1,000 sheets of plywood in broadcast cabins.

“Innovation has always been at the heart of how we operate, and this award reflects what it looks like when that innovation is applied with purpose. At the DP World Tour Championship, we combined practical, well-engineered solutions with real-time data and strong collaboration to reduce environmental impact without compromising performance. This project shows that sustainable event delivery can be both measurable and scalable.”

Jason English
CEO, Al Laith



Results and Activation

- 10,000 litres of diesel saved through the transition to electric mobility
- Reduced overall carbon emissions across transport and site operations
- Improved operational efficiency through data-led mobility and optimised deployment
- Reduced energy consumption through solar and LED lighting
- Significant water savings achieved via vacuum toilet systems
- Lower material impact through recycled PET acoustic panels, replacing over 1,000 sheets of plywood
- Reduced noise pollution, enhancing the on-site environment

The combined initiatives delivered a cleaner, quieter, and more efficient event experience for all stakeholders. The integration of refillable water stations further supported sustainability goals while encouraging more responsible behaviour among attendees.

Real-time IoT data enabled transparent ESG reporting, providing measurable outcomes and establishing a scalable model for future events.