



Driving Sustainability

In and through professional golf

A socially responsible tour

The European Tour's central purpose is to promote and celebrate men's professional golf around the world. This typically involves staging, promoting and sanctioning over 100 tournaments in over 30 countries each year across the European Tour, European Challenge Tour and Legends Tour.

We are a global business and we are committed to having a net positive impact wherever we travel, operating in a socially responsible way, and recognising the priority social and environmental issues of our times.

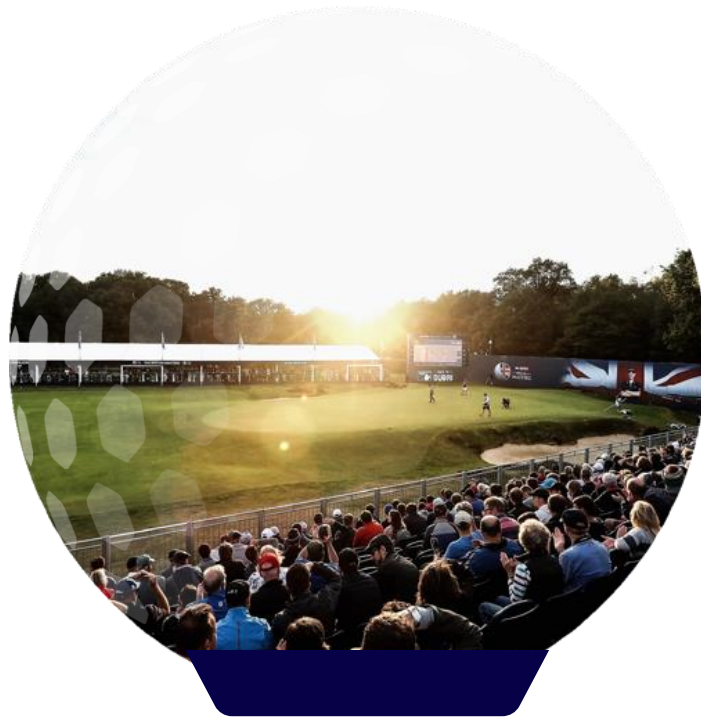
As we enter what the United Nations has called The Decade of Action, we present the European Tour Green Drive - a strengthened commitment and approach towards priority issues such as climate change; biodiversity loss; air and ocean pollution; and sustainable and ethical procurement.

Under our Golf For Good banner we are committed to using the game we love as a force for good, whether that is through charitable endeavours, promoting health and wellbeing, or environmental and social responsibility. We see Golf for Good as a central part of the Tour's service going forward – making the Tour stronger; helping to advance and grow golf; and providing a platform for our many valued partners around the world.

We are embarking on this important journey with our close partners, GEO Foundation for Sustainable Golf, as we strive to be innovative and sustainable. Together we believe we can all deliver world class sport and entertainment in a way that not only respects, but also helps to replenish the landscapes and communities that ultimately provide so much to all of us.

Vision

- European Tour golf becomes a showcase for social and environmental responsibility, delivering net positive impacts around the world.



Our role

- We want to ensure that credible and proactive leadership from the European Tour acts as a supportive catalyst for action and results across the European Tour ECO-system shared and promoted to guide and inspire others.



Aims



Lead by example

Integrate best practices into our core operations, owned events and procurement, establishing Tour-wide policies and tools, and activating new partnerships



Support and share

Provide guidance and examples of best practice; fostering a growing community of collective action and results



Promote and inspire

Raise awareness, inspiring others and establishing a credible leadership position for golf in sustainable sport

Priority Issues

Taking an holistic and integrated approach, whilst staying practical and focused on the topics that matter most.

Fostering Nature

- Ecosystem enhancement
- Promoting biodiversity
- Avoiding pollution



Conserving resources

- Energy
- Water
- Materials



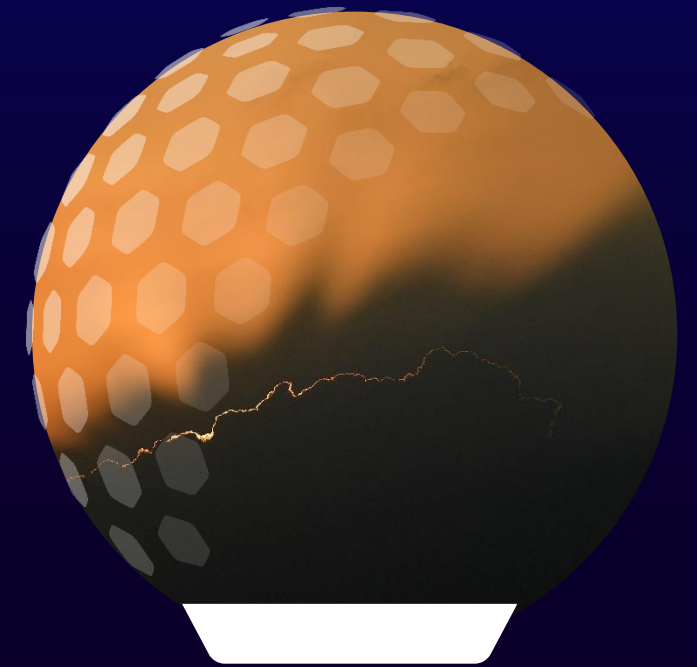
Social responsibility and value

- Ethical procurement
- Provide health and wellbeing
- Generate multipliers and legacies



Climate action

- Reduce emissions
- Track emissions
- Credibly offset



Contribution and Connections

Sustainable Development and Climate Action

Our strategy is aimed at contributing to internationally recognised environmental and social priorities, including many of the United Nations Sustainable Development Goals.

Our partnership with the GEO Foundation for Sustainable Golf, the international specialists in this field, ensures our targets, action plans, programmes and tools are effective, and that we can track results closely. In this way we can ensure that we can quantify our impacts over the coming vital years.

Our approach to climate action is directly aligned to The Paris Agreement and the UN Sport for Climate Framework.

All carbon calculations are in line with the UN Greenhouse Gas Protocol; and offsetting will be carried out using GEO's Sustainable Golf Climate Projects that are in turn fully accredited by The Gold Standard, and which are designed to also ensure additional contributions to the UN SDGs.



Implementation

Operations

Resource efficiency at our offices; responsible travel by our staff; sustainability as part of our charitable giving; consideration of climate neutrality for our core travel and operations.

Technology

Utilising technology and innovations to support sustainable action on venue and throughout our offices including mobile first architecture, contactless environments, cloud-based operations and wireless solutions.

Partnerships

Working closely with others in golf, business, government and sustainability to combine knowledge, solutions and innovations for shared goals.

Tournaments

Factoring emissions and impacts of climate into tournament scheduling; leading by example at ET owned, staged and promoted events; encouraging others to participate and extend year on year; consideration of carbon offsetting for certain 'directly associated emissions' for ET owned and staged tournaments.

Venues

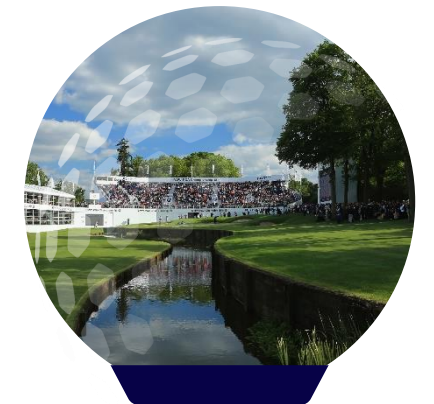
Leading by example with our European Tour Destinations; through our partnership with European Golf Design and playing at venues with their own proven track record and evidence of environmental and social responsibility.

TV Production

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

Promotion

Communicating action and results centrally, and through venues, tournaments and partners; inviting and facilitating credible player engagement (including solution for climate neutral players), expanding reach and influence especially for younger fans.



Baseline Facts and Figures



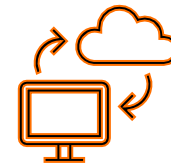
Venues

- **36%** of European Tour Destinations are already participating in the sustainable golf OnCourse® programme with 30% GEO Certified®
- Erie Fields Golf Course in St Kitt's was the **first new course** in the world to become a GEO Certified® Development
- **47%** of ET tournament venues are participating in OnCourse® programme with **26%** already certified
- **28%** of Challenge Tour and Legends Tour venues are currently supported by the OnCourse® programme



Tournaments

- **3** Rolex Series events will undertake detailed sustainability appraisal during 2021 with GEO's team of experts
- All **22** European Tour promoted events provided with access to GEO's Tournament Toolkit for a baseline review to support 2022 actions
- A growing number of other sanctioned tournaments are already committed and taking credible action, including:
 - Alfred Dunhill Links Championship
 - Omega European Masters
 - KLM Open
 - Saudi Men's International
 - Foshan Open
- The Ryder Cup Europe 'Green Drive' was one of the first ever examples of sustainability being integrated into a sporting event, dating back to Valderrama in 1997 and building in breadth and depth every four years since.



Technology

- **36,000** video conferencing sessions meetings made annually
- Mobile first architecture being deployed ensuring data, content and systems fully enabled for mobile devices
- Contactless environment, accelerated due to covid-19, reducing paper requirements
- Promotion of fibre-free environment with Wireless solutions
- Cloud based services reduce requirements to transport equipment and people



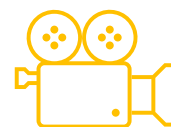
Operations

- In 2021 we will calculate our baseline CO2e emissions, and information from this will guide our carbon reduction plan
- The European Tour office refurbishment included:-
 - **100%** LED lighting throughout Wentworth Offices including motion sensors, energy efficient heating and air conditioning systems
 - Complete replacement of all windows during office refurbishment



Partnerships

- Existing ET Partners are already leaders in their respective sectors – e.g BMW as leader of Dow Jones Sustainability Index for **9** years in a row
- New partners are to be screened on a number of aspects of Environmental and Social Governance (ESG), and sustainability solutions, activations and multipliers factored in to relationships



TV Production

- ETP and IMG are already committed to using the Albert Sustainable Production standards and tools, including CO2e emissions quantification and reduction.
- A number of lighter production techniques utilised during COVID restricted events will be continued



EUROPEAN
TOUR

Driving
Golf
Further

European Tour Partners:

