

WICKED

Case Study



2025 Staging – UAE – WINNER

Overview

At the DP World Tour Championship, WICKED delivered a hospitality experience that set a new benchmark in sustainable event staging. The “Earth Lounge,” located on the 16th hole, became a showcase of innovation, responsibility, and proof that large-scale events can be both premium and environmentally conscious.

Objectives

The ambition was to reduce environmental impact while maintaining the highest standards of quality, comfort and reliability.

This aligned with the European Tour Group’s Green Drive program, which aims to cut emissions in half by 2030 and reach net-zero by 2040. For WICKED, this meant rethinking staging materials and construction practices.

Implementation

WICKED introduced several eco-conscious practices into the build of the Earth Lounge and surrounding structures:

- Palm Board Panels – A versatile material crafted from recycled palm waste, free from formaldehyde, offering both structural durability and a non-toxic, sustainable alternative to conventional boards.
- Reusable Linings – Designed to withstand multiple event cycles, these linings reduce single-use waste and support a circular approach to materials.
- Rental Plants – Greenery was introduced through rental solutions, minimizing transport and disposal impacts while enhancing the guest environment



Results and Activation

 WICKED’s material innovations reduced construction waste, minimized toxic byproducts, and offered solutions that can be reused across multiple events.

 Removed the use of non biodegradable PVC branding and replaced with biodegradable PSB board. PSB board is sourced locally in the UAE which significantly reduces the carbon foot print from international shipping and as it is made from waste wood products it also does not contribute to deforestation.

 All key structural and fit-out elements were sourced from existing inventory and fully reused, eliminating the need for new manufacturing and significantly reducing material waste and embodied carbon.

“Winning the Sustainability Award at the 2025 DP World Tour Championship is a proud moment for us that shows we can create incredible hospitality spaces while being more responsible in how we do it.”

Grant van Lelyveld
General Manager - Wicked

