



Sustainability  
Strategy

# Contents

## Introduction

- 4. Welcome
- 5. About the European Tour group
- 7. Golf for Good and Green Drive
- 11. Sustainability timeline

## Committing to a sustainable future

- 13. Vision and mission
- 14. Strategic goals

## Focusing on the priority issues

- 17. Climate action
- 19. Circular economy
- 20. Social value
- 22. Conserving nature

## Playing our part

- 26. UN Sport for Climate Action
- 27. UN Sustainable Development Goals
- 28. Sustainable cities
- 30. Sustainable sport and sustainable golf

## Delivering effectively

- 32. Governance
- 33. Operations
- 35. Tournaments
- 39. Venues
- 40. Communications, media and technology
- 42. Partnerships

## Team Effort

Driving Golf Further

# Introduction.



# Welcome

**“Our aim is to act as a socially and environmentally responsible business – guided by the core principles of being innovative, global, inclusive and sustainable. ”**

The European Tour group’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 DP World Tour, Challenge Tour, Legends Tour and G4D Tour (Golf for the Disabled). We are also a managing partner of golf’s greatest team contest – The Ryder Cup.

As a global business, we are aware of both our responsibility and opportunity to help society address some of the pressing social and environmental issues of our time. We want to ensure we deliver a net positive impact.

As we all progress deeper into the United Nations Decade of Action, we are proud to present here our Sustainability Strategy – which represents a strengthened commitment and approach towards priority challenges including climate change; biodiversity loss; air and ocean pollution; equity and inclusion; and sustainable and ethical procurement.



**Keith Pelley**

Chief Executive Officer  
European Tour group



Sustainability is now a central element of the Tour’s work going forward – which we are certain will make the Tour stronger; help in the advancement of golf; provide an even stronger platform for our many valued partners; and ultimately ensure we play our part in a more equitable and sustainable future.

Our goal is to deliver world class sport and entertainment in a way that not only respects, but also helps to replenish, the landscapes and communities that provide so much to us.

# About the European Tour group

The European Tour group is the overarching corporate brand which administers five competition brands: the DP World Tour, the Challenge Tour, the Legends Tour, the G4D Tour and, along with the PGA of America, is the Managing Partner of golf's greatest team contest, the Ryder Cup.

Established in 1972 and headquartered at Wentworth Club, UK, the European Tour group is committed to 'Driving Golf Further' through our guiding principles of being innovative, inclusive and global.



## Innovative

Driving innovation in golf through the creation of award-winning content, pioneering tournament formats and the use of the latest technology and inventive fan engagement.

## Inclusive

We are committed to include all who share a love for the game of golf. We are passionate about a closer collaboration with the women's game, golf for the disabled and promoting the many physical and mental health benefits of playing golf.

## Global

Players from 37 different countries have won tournaments on our main Tour, while our live broadcast reaches more than 490 million homes in more than 150 countries every week, generating in excess of 2,200 global broadcast hours for each event.

## Golf for Good

Golf for Good is the umbrella name for the Tour's commitment to Driving Golf Further in an environmentally and socially sustainable way, ensuring we have a positive long-term impact on the courses, countries and the communities we visit. We pledge to operate responsibly, collaborating with our host venues, partners, promoters, broadcasters and fans, with a particular focus on environmental responsibility, inclusivity and enriching communities.

# Golf for Good and Green Drive

'Golf for Good' is the umbrella name for the European Tour group's commitment to Driving Golf Further in an environmentally and socially sustainable way, ensuring we have a positive long-term impact on the courses, countries and the communities we visit.

# Golf for Good

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Through the DP World Tour, Challenge Tour, Legends Tour, G4D Tour and the Ryder Cup, we pledge to operate responsibly, collaborating with our host venues, partners, promoters, broadcasters and fans in the following areas:

**Environmental Responsibility:** through our dedicated Green Drive initiative, we are working towards achieving climate neutrality when staging our tournaments around the world. We are signatories of the United Nations Sports for Climate Action, pledging to reduce direct carbon emissions by 50 per cent by 2030 and net zero by 2040.

**Inclusivity:** we support and promote diversity and inclusion, showcasing golf as a sport that can be played and enjoyed by everyone. This includes our financial and operational support of the G4D Tour (Golf for the Disabled) and our continued collaboration with the women's game, by creating innovative, mixed tournaments.

**Enriching Communities:** we aim to leave a lasting legacy in the communities we visit, through our charitable initiatives, our support of grassroots golf and by promoting the many health benefits of golf.

# G4D TOUR



In 2022 the European Tour group created, in partnership with EDGA, the Golf for the Disabled Tour – or G4D Tour. It is elevating disability sport by staging seven events that take place the same week, on the same course, as flagship DP World Tour events.

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Linn Grant makes history as the first female winner of a mixed professional tournament – the 2022 Volvo Car Scandinavian Mixed.

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The Tour has rolled out Green Drive branding across tournaments, to educate spectators on how we are working to reduce our carbon footprint.

# Green Drive

## Our Actions

### Energy

Sustainably sourced biofuel and renewable mains electricity power the event leading to 90% reduction of carbon emissions in this area.

### Refill

Water fountains are located across the course to help fans, players and staff to use their refillable bottles.

### Stay Local

Local suppliers and seasonal foods are prioritised and celebrated.

### Carbon Neutral

100% of our unavoidable carbon footprint, including tournament operations, event transportation and professional player travel, are offset through The Gold Standard.

### Transport

A free shuttle bus operating to and from Loughdry Rail Station in partnership with East Coast Buses.

### Paperless

Digital ticketing and programmes to reduce paper waste, ink use and haulage.

### Reusability

Signage and materials from our tournaments are designed for reuse within future events wherever we can. We are also working with the local community to redistribute materials of value including building materials and food.

## Green Drive

### What Is It?

A Tour wide initiative to deliver environmental responsibility, social value and climate action around the world.

### Priority Focus Areas

- Protecting and promoting the importance of nature.
- Conserving natural resources and avoiding waste and pollution.
- Acting ethically and leaving lasting benefits and legacies for communities.
- Reducing and then credibly offsetting unavoidable carbon emissions.

### Our Approach

- **Lead by example** across European Tour group operations
- **Support and Share** across venues, tournaments, partners and suppliers
- **Promote and Inspire** our initiatives to spectators and fans

## Play Your Part



Use your reusable water bottle at the top up refill stations.



Keep our nature clean, please recycle where possible and keep a hold of any litter.



Stick to pathways to protect and enjoy local wildlife and natural habitats.



Use public transport if you can or car share when travelling to and from the tournament.

## Our Highlights So Far

We are measuring the carbon footprint of European Tour group and key tournaments including all Rolex Series events.

### 55%

55% of European Tour Destinations are now in the sustainable golf OnCourse\* programme, an increase from 36%, with 34% GEO Certified.\*

### 90%

We have reduced carbon emissions from temporary generators by 90% with switch to biofuel at UK & Irish events.

### 47%

47% of European Tour group tournament venues are participating in OnCourse\* programme with 26% GEO Certified.\*

### 40K

We have removed 40,000 plastic bottles from the DP World Tour Championship with a switch to reusable water bottles.

### 1st

European Tour Design is the first golf course design company in the world to achieve carbon neutral status with GEO Foundation and Gold Standard.

### 40K

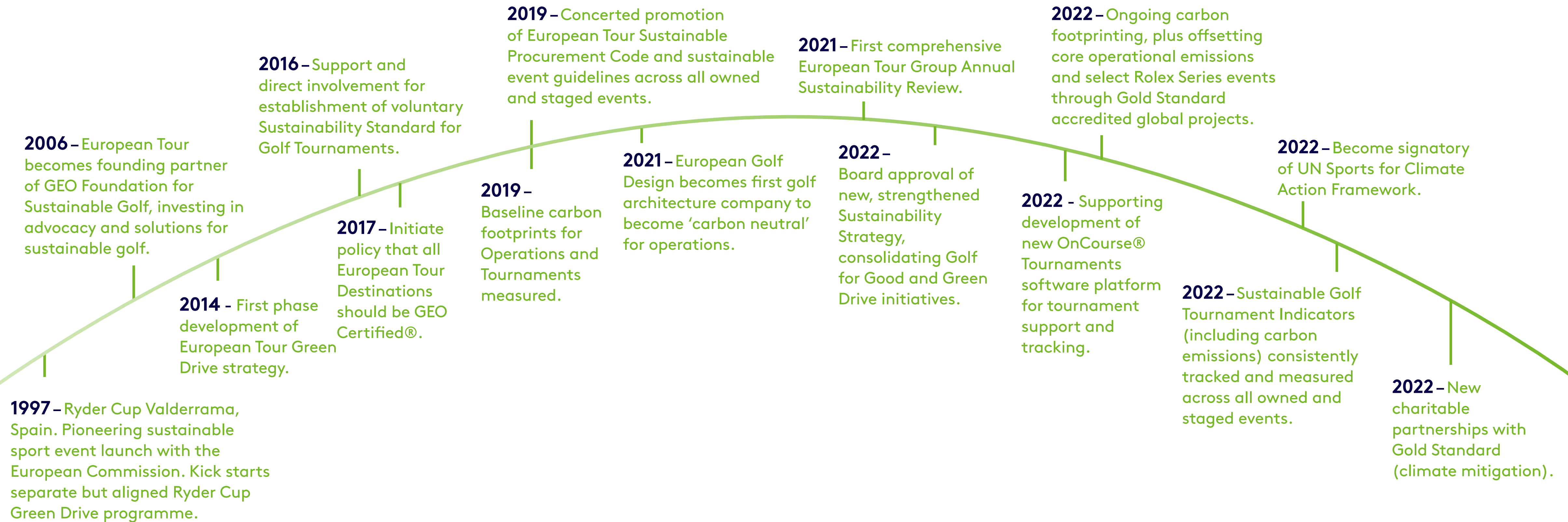
We hold nearly 40,000 video conference meetings annually, reducing staff travel.

Golf for Good  
A European Tour group initiative

GEO Foundation  
for Sustainable Golf

# Sustainability Timeline

The European Tour group's approach to environmental protection, sustainability and climate action has evolved and expanded over many years - increasing in breadth and scope of coverage, and in the detail and depth of delivery. Here are some of our key milestones.



Driving Golf Further

**Committing to a sustainable future.**

# Vision and Mission

Our vision is that the European Tour group, and our various competition brands, become a widely respected showcase for sustainability, delivering positive long-term impact on the courses, countries and the communities we visit.

Our mission is to make this happen, by focusing on three core areas.

Leading by example; supporting and collaborating across our stakeholders; and promoting and inspiring for wider reach and influence.



# Strategic Goals

Whilst there are challenges and limiting factors, we are seeking to do as much as we can to overcome them, and to go on to drive positive outcomes for society and for partners. In addition, we are aware that sustainable business is the future of business, and that this strategy is fundamentally important to the long term strength and success of the European Tour group itself. Some of our key strategic sustainability goals include:



## For Partners

- Together with partners (governments, suppliers, sponsors, promoters and wider golf industry bodies) create an ever stronger global platform for the demonstration of credible and influential corporate responsibility.
- As a leader in technology in sport, co-develop and showcase the latest technological innovations that improve sustainability on the course, and off it.
- Turn our tournaments into truly smart events, that act as test beds to accelerate the movement in sustainable cities and communities.

## For Society

- Leave lasting and valued social and environmental legacies around tournaments and venues.
- Reduce our direct carbon emissions and mitigate unavoidable emissions using best in class offsetting that also delivers on UN Sustainable Development Goals.
- Help accelerate awareness and behaviour change across our broad fan base, in areas that directly impact our tournaments.

8

top tier Tour promoted events are measuring their carbon footprint 2022; 10 for 2023

## For Us

- Strengthen the association between golf and sustainability in all its forms, with the Tour taking on a credible leadership position.
- Incentive staff to find operational efficiencies.

Our goal is to adopt a valued leadership position across golf and sport.

Driving Golf Further

**Focusing on the priority issues.**

# Our Priority Themes

Following many years of ongoing 'materiality assessment' and analysis, we are setting our sights on four core themes, and within each, a number of more detailed issues. This approach enables us to address a broad range of often inter-related social and environmental issues, while remaining focused on addressing the specific and practical issues that matter most to society and are most relevant to the scope of our activities.

As we move forward we continuously review the framework and more specific priorities of sustainable development - which are constantly evolving. Each theme and priority topic has been aligned to contributions to the United Nations Sustainable Development Goals.



## Climate Action

The key focus here is emissions reduction – both direct and indirect, spanning all Greenhouse Gas Protocol Scopes 1, 2 and 3. Beyond reduction we have also adopted a comprehensive approach to mitigation of unavoidable emissions – one that will contribute to ecosystem restoration regionally, and climate justice and sustainable development globally.



## Circular Economy

Our priority is to reduce waste of all and any materials and resources, including water and energy. We want to play a meaningful role in the circular economy – directly through how we purchase and what we consume, and indirectly through our ability to showcase circularity through our events.



## Social Impact

We have a role in growing participation in a sport which provides lifelong physical and mental health benefits. This is directly connected to a strong diversity and inclusion agenda – aimed at increased participation amongst currently under-represented groups in society, but also spreading 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.



## Nature Conservation

Although we are not directly involved in land ownership or land management, our activities and scope of business does connect to the land and landscapes in which tournaments are played. We have a clear role in both protecting and promoting the importance of nature through our venues, events, design work and our communications and advocacy platform as a global brand.



Each theme and priority topic has been aligned to contributions to the United Nations Sustainable Development Goals.



# Climate Action

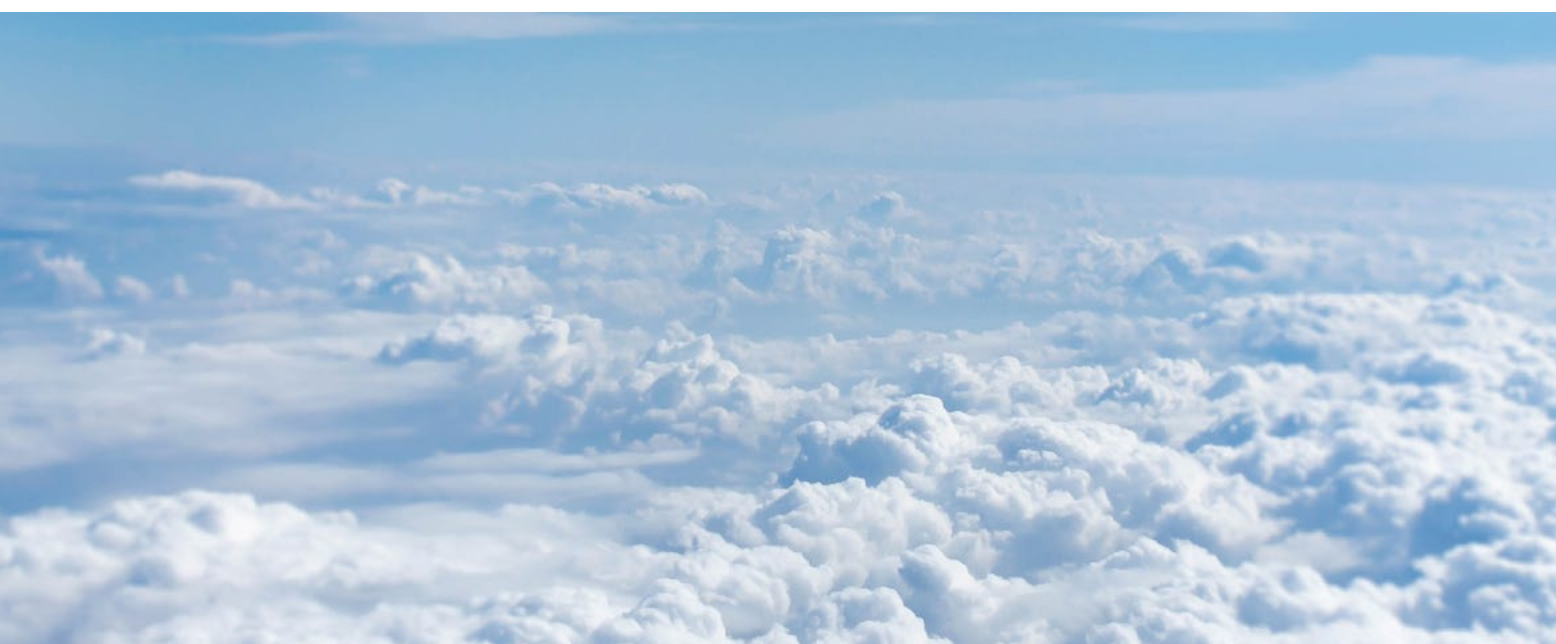


## The Issues

We recognise the challenge and risks that climate change poses for all of society – most notably the trends in extreme heat, drought, flooding, increasing frequency and prevalence of storms, and increasing sea levels which also threaten a growing number of coastal golf courses.

Whilst there are some unique challenges for any business that organises temporary events internationally, and where international travel is a fundamental component, we are determined to do what we can to reduce direct emissions and credibly address unavoidable emissions in tandem.

Becoming a signatory of the UN Sport for Climate Action Framework is testament to our commitment to take this forward, and our desire to be part of a wider sharing community so that we can more quickly identify solutions and new ideas.



The date by which our organisation is committing to be net zero carbon

# 2040

# 50%

Our target GHG emissions reduction by 2030

### Key Elements Of Our Response

- Sustainability criteria integrated into the recent renovation of our Wentworth HQ
- Annual carbon foot-printing of our operations, including offices and travel – combined with low carbon actions plans for staff engagement, staff travel, technology, office furnishings
- Annual carbon foot-printing of Rolex Series events and other priority owned and staged events, within the GEO Sustainable Golf system
- Further analysis of levels of CO2 emissions between tournaments on regional ‘Swings’
- Roll out of carbon analysis of European Tour Destinations, within the GEO Sustainable Golf system
- Development of staff travel policies and plan
- Development and roll out of new carbon emissions calculators for operations, tournaments, venues and players
- Even stronger focus on smart use of technology for internal and external communications, including media production
- Media production emissions being measured, reduced and certified using the Albert Sustainable Production system
- European Golf Design starting to quantify carbon emissions in golf course construction, further minimising travel, and annually offsetting through Gold Standard projects

### Highlights So Far.

# 100%

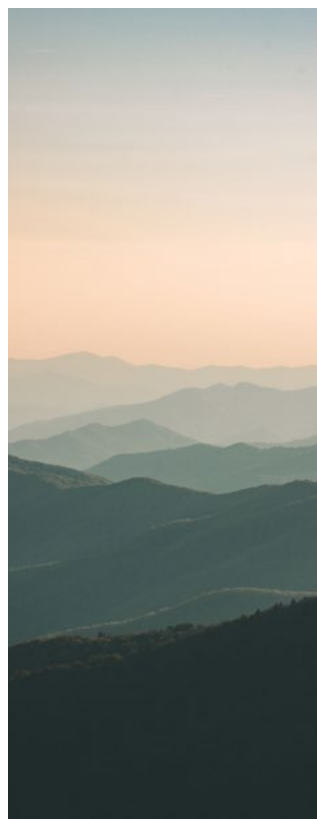
LED lighting throughout Wentworth offices along with other energy efficiency measures across heating, insulation and air conditioning.

New carbon emissions calculators developed and utilised for operations, tournaments, venues and players aligned to UN Greenhouse Gas Protocol.

Commenced ‘Gold Standard’ offsetting in 2022, spanning core operations and three Rolex Series events.

Estimated  
**40,000**

video conference calls now made annually, reducing need to travel and saving CO2 emissions.



# Circular Economy



## The Issues

The world is rapidly having to transform systems of production and consumption to reduce waste and pollution. Plastic in the oceans is just one high profile aspect of this. The route to circularity of materials and products –to close the loop on how materials are sourced, manufactured, distributed and then re-purposed is complex and spans diverse supply chains. Through initial supply chain mapping and inventorisation of our tournament materials, we have identified some of the largest areas of concern and also where we can make the most difference. Addressing this cuts across our core principles - globality (of supply chains), innovation (of solutions) and sustainability (of short to long term outcomes). Reducing waste and pollution on other key resources including water, energy and fuels is also part of this drive.

## Key Elements Of Our Response

- Inventorisation and analysis of tournament and operational materials
- Introduction of procurement policies across key sectors related to circularity, including targets for zero waste events
- Technical guidance and Life Cycle Analysis (LCA) of key product and material strands
- Date reporting requirements for materials consumption and management
- Staff engagement to reduce operational consumption and waste
- Exploration of ideas with partners and suppliers to further sustainability innovation across tournaments
- Major materials redistribution programmes at growing number of events in collaboration with local charitable organisations

## Highlights So Far.

- Reduction of single use plastics from Rolex Series events and ETG offices
- Zero Waste guidance and planning materials presented to contractors and suppliers at owned and staged events
- Significant reduction in paper consumption at tournaments through digital ticketing and digital media materials
- All DPWT UK and Ireland events (and in Europe where available) powered by sustainably sourced Hydrogenated Vegetable Oil (HVO) biofuel saving 94% on CO2 emissions compared to traditional fuels



## New Sustainable Accessories: Embracing Bamboo

Our new partnership with **OCEANTEE**, launched in June 2022, will see Bamboo tees and sustainably produced accessories such as caddie bibs and pin flags from recycled ocean plastics rolled out across the Tour.

# Social Value



## The Issues

For many years the European Tour group has sought to look beyond minimal delivery of 'social responsibility' and instead aim towards maximum delivery of 'social value'. Our ethos is to provide as much support and benefit to individuals and communities as we can.

It is vital that this is inclusive and targets those who are often marginalised and disadvantaged in society. We want to break down any barriers that may hinder direct and indirect enjoyment of golf and our tournaments. We are aware that often, there are less obvious social responsibility risks and opportunities in our supply chains. That is why we will continue to build out our analysis of human rights and fair and ethical employment in our procurement.

## Key Elements Of Our Response

- Social responsibility requirements and indicators included in procurement policies
- Promoting and utilising 3rd party certifications (i.e. Fairtrade, MSC, FSC) that include social responsibility alongside environmental standards
- Aligning with other golf bodies as signatory to the Women in Golf Charter
- Close collaboration with Ladies European Tour on aligned programmes and co-sanctioning/staging opportunities
- Adopting International Labour Organisation (ILO) principles on human rights
- Further developing and utilising Social Return on Investment indicators across events
- In addition to risk assessments and due diligence procedures around supply chains, we require a contractual commitment from suppliers to: (i) comply with all laws relating to modern slavery; and (ii) implement due diligence procedures in relation to their own suppliers to ensure there is no slavery or human trafficking in their supply chains



# €1million

Raised for charitable causes during the 2020 season

## G4D Tour Launched

The DP World Tour and EDGA expanded the global reach of Golf for the Disabled with the launch of the G4D Tour in 2022. It features a minimum of seven events held at the same course, the same week, as high-profile DP World Tour events, culminating in the G4D Tour Series Finale in Dubai.



# 50,000

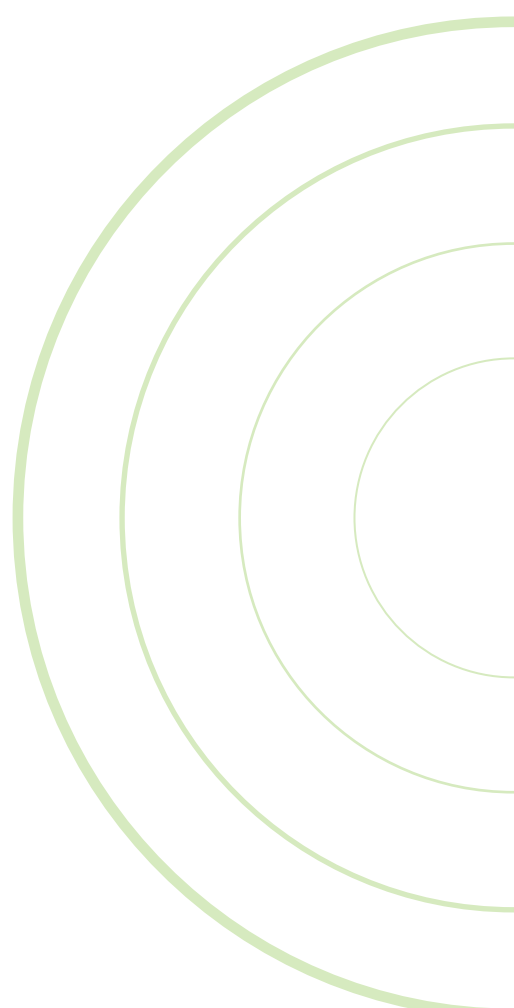
Covid-19 vaccines delivered to the world's hardest to reach nations through our UNICEF "Every Birdie Counts" campaign.

# 20,000

Golf balls donated to grassroots golf initiatives around the world.

## Groundbreaking Men's and Women's Events

To support in the promotion of women's golf, we have pioneered the creation of mixed gender tournaments with the Ladies European Tour and LPGA Tour. In 2022 we had the first female winner of a DP World Tour event, when Linn Grant won the Volvo Car Scandinavian Mixed.



# Conserving Nature



## The Issues

The world is facing unprecedented, human induced loss of biodiversity. Habitat destruction and degradation has accelerated to extremely worrying levels, driven through unsustainable methods of production and consumption, including agriculture, fisheries, urbanisation, deforestation, desertification and acidification of oceans. In tandem, indicators show shocking levels of species decline – across all major terrestrial, marine and aquatic systems. We want to play our part in halting that decline, in replenishing and restoring biodiversity, and in championing nature to the public.

## Key Elements Of Our Response

- Applying site protection policies across all events to ensure no net negative impacts from the staging of events and some of the associated disturbance that can arise
- Championing the biodiversity of our venues in front of fans, including using players as spokespeople
- Engaging fans in activations and initiatives which conserve local habitats and ecosystems
- Running off site events such as beach cleans which engage and educate young people and local communities
- Undertaking detailed environmental and ecological assessments around all golf development projects
- Ensuring net biodiversity gains through golf development and renovation projects
- Ensuring ecosystem restoration and nature based solutions are part of carbon mitigation

## Highlights So Far.

- Site Protection Policy and Guidelines used at all owned and staged events
- Estimated 30,000 hectares of natural habitat across European Tour group venues
- Beach clean initiatives at Volvo Car Scandinavian Mixed, Estrella Damm N.A. Andalucia Masters and Genesis Scottish Open help raise awareness of the impacts on nature

**Gleneagles, host of The 2022 Senior Open presented by Rolex, is one example of a Tour venue that takes sustainability very seriously, with multiple initiatives to conserve and enhance the unique biodiversity of the area.**

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**Our Sustainability Series with OCEANTEE are focal points for awareness, education and action around pollution and the impact of ecosystems.**

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Driving Golf Further

Playing our part.

# UN Sport for Climate Action

We are determined to make sure that all of our efforts are directly aligned with, and contribute to, the mainstream movement in sustainability.

Some of the most relevant and important areas that we have identified to date are highlighted here.

The Sports for Climate Action Framework was created by the United Nations and made for sports organisations and their stakeholders to tackle climate change through a set of five principles:

1. Undertaking systematic efforts to promote greater environmental sustainability
2. Reducing overall climate impact
3. Educating for climate action
4. Promoting sustainable and responsible consumption
5. Advocating for climate action through communication



United Nations Climate Change  
Global Climate Action



GREENHOUSE  
GAS PROTOCOL



## Sports For Climate Action Works Towards Two Overarching Goals:

1. Achieving a clear trajectory for the global sports community to combat climate change, through commitments and partnerships according to verified standards, including measuring, reducing and reporting greenhouse gas emissions, in line with the well below 2 degree scenario enshrined in the Paris Agreement.
2. Using sports as a unifying tool to federate and create solidarity among global citizens for climate action.

We have reduced carbon emissions from temporary generators by

# 90%

with switch to biofuel at UK & Irish events.

# UN Sustainable Development Goals



The European Tour group strategy is aimed at contributing to internationally recognised environmental and social priorities, including the United Nations Sustainable Development Goals.



Promoting an accessible sport, which improves physical and mental health, and the wellbeing of individuals and communities.



Demonstrating credible ways to provide sustainable sports events and venues, with influence down through diverse supply chains.



Protecting and promoting the importance of green spaces and semi natural landscapes that enrich biodiversity and contribute to the conservation of rare and threatened species.



Promoting gender diversity and inclusion in and through sport, particularly across participation and governance.



Developing and delivering transferrable low carbon approaches to temporary events, combined with highly credible climate mitigation.



Facilitating diverse stakeholder actions centered on events, developing commonalities and driving collective, integrated solutions across public and private sectors.



Ensuring marginalised and disadvantaged groups are included in community engagement, event accessibility and legacies.

The European Tour group strategy is aimed at contributing to internationally recognised environmental and social priorities, including the United Nations Sustainable Development Goals.

which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. Whilst we can contribute to some degree to all 17 global goals, there are some where we feel we can make most impact.



Acting as an innovative accelerant and test bed for smart and sustainable cities and communities, while influencing others across business and public sector.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet - now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs),

# Sustainable Cities

## From Small Towns To Smart Cities

Golf may not immediately strike the casual observer as a hotbed of technological innovation – but in some ways we are arguably the ultimate test bed. We are not dealing with one singular pitch or stadium – we have up to 156 players, competing across 18 “fields of play” over four days. These are surrounded by a small town comprising operational centres and hospitality pavilions, spectator villages and players lounges – most of which must be built from scratch.

We are now essentially creating a smart city at each event. We are now turning these into truly intelligent and connected sites, that leverage emerging technologies such as AI, AR and IOT. By digitalising the fan experience, we can remove single use plastic and paper from our events, and make the spectator journey more efficient end-to-end. Our ambition is to work with leading technology companies to use our events as innovation platforms for new emerging technologies that can eventually be rolled out across smart cities.

## Working With Host Cities

The European Tour group manages Tours visiting countries, cities and municipalities around the world – and these cities and municipalities are mobilising. C40 is a network of mayors of nearly 100 world-leading cities collaborating to deliver the urgent action needed right now to confront the climate crisis. Our Tours will visit 13 of the C40 cities in 2022 with the opportunity to showcase best practice and be a catalyst for change. C40’s mission is to halve the emissions of its member cities within a decade, while improving equity, building resilience, and creating the conditions for everyone, everywhere to thrive.



# #4

Ranking in the Sports  
Technology Power List

Mayors of C40 cities are on the leading edge of climate action, and are deploying a science-based and collaborative approach to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities. The European Tour group aims to work with the cities and support them in their mission through action in adopting best practices and showcasing innovation to inspire others to take action.

We can help catalyse, smart sustainable cities by innovating and showcasing

- Sustainable transport
- Sustainable food and water usage
- Renewable energy
- Sustainable lifestyles
- Importance of greenspaces
- Circularity of materials
- Use of digital technology to reduce emissions

29

## Technology Driving Sustainability

The European Tour group is driving sustainability through technological innovation. We are ranked 4th in the Sports Technology Power List, the ultimate industry guide to the brands shaping the future of sport and sports innovation.

The European Tour group was also awarded 'Governing Body of the Year' at the prestigious 2022 Sports Technology Awards. Leading tech firms including Capgemini, Zoom, Fortinet, Five9 and Hewlett Packard Enterprises are among the organisations supporting the European Tour group with developing innovative solutions across our operations.

Playing our part.



C4O  
CITIES

# Sustainable Sport and Sustainable Golf

Sport is stepping forward, inspiring and providing leadership across the sector. Sport can have a transformative role in sustainability and climate action, harnessing the popularity of sport to reach millions of people around the world.

**“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does.”**

Nelson Mandela

The European Tour group is a recognised leader among global sporting organisations and rights holders with responsibility for some of the biggest events on the world stage including the Ryder Cup and the Rolex Series. These attract significant, global audiences and the European Tour group is committed to using this platform to contribute and help lead the sustainability movement in and through sport.

Within golf, the European Tour group is at the heart of driving a wider movement across the professional and amateur sides of the sport. A movement that is gathering pace, with an expanding sustainable golf community.

We are proud to be a founding partner of the GEO Foundation for Sustainable Golf, a unique non-profit entirely dedicated to helping advance sustainability in and through the sport. The Foundation’s internationally accredited and endorsed Sustainable Golf platform, comprising advocacy, programmes, tools, certification and services, is now connected across hundreds of golf facilities and dozens of golf tournaments across over 70 countries, and is also supported and serving many other leading international associations across golf. We are delighted to be aligned with many other golf Tours, international and national associations, brand, media and players in this collective effort.

The European Tour group is a Founding Partner of the Sustainable Golf platform that is now active in over 70 countries, across both the professional and amateur sides of the sport.

29%

of the public are interested in science\*

63%

of the public are interested in sport\*

\*Source: YouGov Profiles 25/09/2022.



Driving Golf Further

**Delivering effectively.**

# Governance

## Objectives

In 2021 we established more robust processes around our sustainability governance with the appointment for the first time of a Head of Sustainability, who oversees the Golf for Good, Green Drive and social impact initiatives across the European Tour group.

This role sits within a dedicated executive level Corporate Responsibility Governance & Steering Committee, who report to The Executive Leadership Team and the Board of Directors. The Steering Committee sets the strategy, and has sub groups who are focused on delivering this strategy.

## Key Actions And Targets

- New Head of Sustainability
- Annual sustainability budget established
- Executive Leadership Group briefings and planning sessions
- Head of Department leads established
- New HR policies and incentives under development
- Close expert advisory and delivery support from GEO Foundation and other partners

**Maria Grandinetti-Milton**

Head of Sustainability,  
European Tour group



“While there is much more to do, we have made a number of key movements to ensure that sustainability is now central to strategic and operational decisions – across a broad spectrum of business areas and departments. This blends internal governance with expert external advisory and partnerships. This is all vital to sustainability becoming fully integrated across the group, to achieve our goals and to ensure more and more best practice becomes business as usual in the months and years ahead.”

### European Tour Group Board

#### Executive Leadership Group Team





# Operations

Plans and human resources are in place to ensure that we can effectively integrate sustainability across our wide range of operations.

## Objectives

- Continuously track all carbon emissions across our operations
- Make incremental reductions in direct GHG emissions from operations
- Engage and motivate staff in internal action across all four sustainability themes

## Key Actions And Targets

- Continue to calculate annual CO2e emissions across the Wentworth and Dubai offices, including Scopes 1, 2 and 3 emissions
- Review and implement carbon reduction plans for offices and operations
- Reduce emissions by 50% by 2030, against baseline
- Achieve net zero emissions by 2040
- Continue to promote sustainable procurement codes to suppliers across group operations
- Sustainability elements a key consideration in procurement-led sourcing tenders across Group operations
- Further develop staff travel policy, guidance and incentives

# Tournament Overview

Whilst there are over 100 events annually across our various Tour schedules, we have the opportunity to lead through the 20 events that we own and stage –and around which we have most decision making control. That said, we are eager to share and motivate other events to get involved, which we are undertaking through physical meetings and also the use of software knowledge sharing tools.

## Key Actions And Targets

- All five Rolex Series tournaments to achieve GEO Certified status by 2025
- In 2022, eight key events were identified as models for integrating innovation, best practice and carbon footprinting. These included the Abu Dhabi HSBC Championship, Volvo Car Scandinavian Mixed, Horizon Irish Open, Genesis Scottish Open, Senior Open presented by Rolex, BMW PGA Championship, Estrella Damn Andaluca Masters, DP World Tour Championship with two events to be added to 2023
- A working group comprising representatives from all these events share learnings and best practice, with each event trialling innovations to test, learn, and if successful adopt across all events
- Education and staff engagement, including Green Drive training slide deck
- Consistent data tracking using key indicators for sustainable golf tournaments
- Deliver annual knowledge sharing and information exchange workshops, accessible to all tournaments across our Tours, and other Tours
- Promotion of leadership examples and stories through a Sustainable Golf Highlights Hub
- Extended 10-year Sustainability Strategy for the Ryder Cup under development



# Tournaments –

## Genesis Scottish Open Case Study



### A Tournament Leading By Example...

- The event has taken responsibility for unavoidable carbon emissions using accredited climate offsetting projects as part of a new strategic collaboration between the DP World Tour and the Gold Standard.
- Public transport and complimentary shuttle buses from Longniddry Station to the venue – with an estimated 1,000 fans per day or 10% of fans travelling by this means, saving an estimated 5.2 tonnes of CO2e compared to a single car travelling from Edinburgh.
- Eight player and spectator hydration stations, supplied by mains water, and encouraging use of re-useable water bottles through fan centric promotional campaign. Subsequent reduction in plastic water bottles estimated to be 40,000, with estimated carbon reduction of 4.1 tonnes CO2e.
- All on-course catering outlets use only wooden cutlery, paper straws, 100% biodegradable food trays and 100% compostable hot drink cups.
- All generators powered by hydrogenated vegetable oil (HVO) bio-fuel, which can lead to an 94% reduction of CO2e compared to traditional fuels.
- Provision of a digital programme, reducing production of 10,000 paper programmes and associated haulage emissions by estimated 0.3 tonnes CO2e.
- Prioritising sourcing of seasonal foods from local suppliers, with around 75% coming from sources and companies within a 50-mile radius.
- Working with NatureScot to ensure spectators and infrastructure do not damage the nationally important 'Site of Special Scientific Interest' that borders the golf course and coastline.
- Running an educational beach clean event with partners OCEANTEE, that involved local schools and families alongside professional players.



**Matt Fitzpatrick tees off, at the  
Genesis Scottish Open, 2022**

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# Tournaments – Horizon Irish Open Case Study



## A Tournament Leading By Example...

- We have introduced digital tickets, programmes and cashless events reducing paper, ink and haulage.
- We have reduced carbon emissions from temporary generators by 90% with a switch to biofuel.
- Implementing a comprehensive waste recycling and disposal system to send zero waste to landfill.
- We are providing free water refill stations in key areas across the tournament site.
- Significantly reduced use of wood within the tournament build.
- We are collecting data in 2022 to enable the first fully measured carbon footprint of the Horizon Irish Open.
- Encouraging public transport through the provision of a Park & Walk for the local community.
- Support the host venue in the protection of designated wildlife areas. Stick to pathways signage to protect local wildlife and natural habitats.
- Focus on prioritising and celebrating local community recruitment, suppliers, and seasonal foods.



Padraig Harrington tees off at  
the Horizon Irish Open, 2022.

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# Venues

There are an estimated 39,000 golf courses around the world, and while we play on only a fraction, it is important that our policies for venue and course management have the highest standards. 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 – expectations that can then become pressures for other facilities to follow.

## Objectives

To ensure all our host venues and European Tour Destinations are operating to the highest standards of sustainable facility management and sustainable agronomy.

## Leading the Field

European Golf Design, the group's golf course design business, became the first golf course design company in the world to achieve carbon neutral status through mitigation via the GEO Foundation and Gold Standard. It achieved this with new policies for emissions reduction for travel and office work, policies for naturalisation of golf courses during the design process, attention to sustainable supply chains in golf course construction materials, and pioneering carbon footprint calculations for golf course construction.

## Key Actions And Targets

- Continue to deliver sustainability briefing and knowledge sharing workshops for all European Tour Destinations
- To increase the number of European Tour Destinations engaged in the sustainable golf OnCourse® programme from 50% to 100%
- All European Tour Destinations to be GEO Certified by 2025
- 47% of 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. Priority is to increase this year on year to reach 100% by 2030
- European Golf Design to continue to measure sustainability and carbon performance in golf developments

# Communications, Media and Technology

The European Tour group is at the forefront of technology and communications in sport, constantly innovating and pushing the boundaries to deliver a media experience that is engaging and now increasingly energy efficient. This incorporates European Tour Productions (ETP), our dedicated broadcast production arm.

We have also developed an industry leading reputation for content development – especially on social media.

## Objective

- To continue to explore new technologies as they emerge, such as greater use of cloud technologies for remote broadcast production.
- To develop fan facing content that educates on sustainability subjects in a way that is engaging and inspires action.



## Key Actions And Targets

- Extended promotion of fibre-free environment with Wireless solutions leading to less cabling, less wastage, reduced transport and infrastructure
- 100% Cloud-based services reduce requirements to transport equipment and people
- Contactless environment, accelerated due to COVID-19, reducing paper on site through on-line content and digital signage
- Virtual media centres, engaging the world's media whilst reducing the need for travel and infrastructure
- Reducing staff travel through extensive video conferencing and hybrid working across our global operations
- Mobile first architecture being deployed ensuring all data, content and systems fully enabled for mobile access
- ETP and IMG are members of the Albert Sustainable Production initiative
- Trialling and extending the adoption of Remote Broadcast Production, reducing ETP personnel on site
- ETP operational footprint calculated and offset by calculating emissions
- To expand communications and engagement onsite and through media channels
- Use of dedicated OnCourse software programmes for sustainability tracking and enhanced reporting





## Highlights So Far.

European Tour Productions measured and offset their carbon footprint at Rolex Series events, achieving Albert Sustainable Production certification at the Abu Dhabi HSBC Championship and Ssync.io Dubai Desert Classic.

New collaborations with Sky Sports and its Sky Zero campaign, to showcase our sustainability initiatives on its broadcasts to help educate fans on the role they can play to support

2.2m

Total followers of the Tour's social media platforms, which will be used to promote sustainability messages



# Partnerships

Sustainability is a significant undertaking –both in terms of scale and complexity. It is not something that can be effectively progressed or achieved by one organisation. It has to be a team effort. As a partnership driven organisation, we will be seeking to build out new opportunities for both public and private sector partnerships that can move the needle. We are incredibly excited about what we can achieve through collective and coordinated action to drive these sustainability priorities on and through golf.

## Objective

The European Tour group will continue to work with and support a range of partners who are already leaders in their respective sectors to collaborate on advancing sustainability and climate action.

## Key Actions And Targets

- Corporate partner activation workshop and brainstorm to be held internally and with invited partners
- Explore ways to engage and extend activations with existing and potential new corporate partners to elevate across strategy and/or to deliver flagship projects and events
- Partners and suppliers to be considered from a sustainability perspective with solutions and activations built into relationships
- Sustainability weighting as part of RFI and RFP processes through procurement and contracts
- Continue to support Governments in the markets we visit, i.e. the Scottish Government 'Sustainability Review of Golf Tournaments in Scotland 2022', in partnership with GEO Foundation
- Continue to build out commercial and non-commercial partnerships with organisations whose expertise can support and accelerate the Green Drive



## Cleaning Ocean Plastic In Scotland

In partnership with OCEANTEE, the Marine Conservation Society and the Stephen Gallacher Foundation, we organised a Beach Clean at the 2022 Genesis Scottish Open. This was the first in a series of five sustainability activations that OCEANTEE will deliver at DP World Tour tournaments in 2022/2023.



# Team Effort

## Green Drive

Sustainability requires a collective effort. It is perhaps the ultimate team challenge.

That is why we invite current and future partners, and wider stakeholders within the global golf ecosystem to help us deliver this strategy. We want to find ways to align with others' values and goals, making the whole greater than the sum of the parts. That is how we turn a vision into reality – on and through European Tour golf.

Please don't hesitate to contact us – with ideas, new opportunities and examples of your own sustainability leadership.

Together we can find better solutions and share more leadership and inspiration – making the industry move faster and with greater impact.

**“In sustainability we all need to pick up our pace of play. Join us and let's make sustainable development a reality – on and through professional golf.”**

Keith Pelley, CEO, European Tour group





Driving Golf Further

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