

Golf for Good

Impact Report 2025

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01

Overview

OVERVIEW

One platform, three programmes

Golf for Good

Golf for Good is our commitment to being environmentally and socially sustainable, ensuring a positive long-term impact on the courses, countries and communities we visit.

Green Drive

WE CARE ABOUT BEING
ENVIRONMENTALLY RESPONSIBLE

G4D TOUR

WE CARE ABOUT
SOCIAL INCLUSION

Golf Futures

WE CARE ABOUT OUR LEGACY
IN LOCAL COMMUNITIES

OVERVIEW

Why this matters

Diversity and inclusion are no longer just buzzwords. They are powerful movements shaping the way brands engage with their audience.



36%

Of people have boycotted a brand because of issues with diversity and representation (1)



50%

Of people are more likely to recommend a product or service if their advertisements are diverse and representative (2)



57%

Of consumers are more loyal to brands that commit to addressing social inequities in their actions (3)

Sports Fans increasingly have social and environmental consciences and will vote with their feet:



69%

Of sports fans aged 16-24 want sports stakeholders to do more to help the community, improve inequality, or act sustainably*



47%

Of sports fans say they try and only buy from socially responsible organisations, higher than the global population average (43%)**



65%

Of sports fans agree that D&I should be considered when putting on a sports event**



53%

Of sports fans consider themselves to be an environmentalist**



90%

Of our own fans agreed that “it is important to me that sports organisations consider their environmental impact and sustainability”



49%

Of sports fans like sports brands that are willing to get involved in social issues**

*Survey by GWI, 2021, <https://www.sportspromedia.com/news/sports-fans-environmental-change-viewing-habits-gwi-study/>

**Research by YouGov, 2022, <https://commercial.yougov.com/rs/464-VHH-988/images/YouGov-Global-Sport-Whitepaper-2022-Uncovering-the-Socially-Responsible-Sports-Fan.pdf>

(1) <https://shorturl.at/KDUN6>

(2) <https://shorturl.at/Wk2Bd>

(3) <https://shorturl.at/jHNIF>

02

Green Drive

GREEN DRIVE Overview & objectives

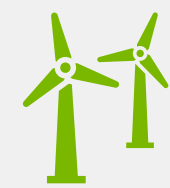
The Green Drive Strategy was launched in June 2021. A subsequent update to the strategy was issued in October 2022, announcing the Tour's signature to the United Nations Sports for Climate Action pledge with the aim to reach Net Zero by 2040.

This resulted in an increased drive to reduce carbon emissions, and at selected events credibly offset via the Gold Standard.

Key areas for consideration and targets are:



Zero waste to landfill



Cleaner energy



Raising awareness



Locally sourced suppliers



Paperless ticketing



Free drinking water



Clean transportation



Community impact



Recycling & reusing



Procurement code



**Good governance
& risk mitigation**



**Local activations to
align nature and sport**

GREEN DRIVE

2025 Event Achievements

Our most sustainable year yet

**Carbon Emissions
calculated**
At eight events – including
Rolex Series and our HQ

01



Fan Travel Offset
Activation at all events with
tCO2e increased by 79%

03



Water Refill Stations
at all events – this is now
delivered as standard

05



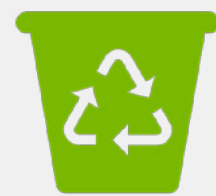
Innovations in Energy
Hydrogen, battery and solar
use increased this year. Hydrogen
taken to Ireland for first time

07



Nature Activations
Tried with family friendly
Scavenger Hunts at the
GSO and ADLC

09



02

**Zero Waste
to Landfill**
Increased focus on compostable
waste stream at events



04

Sustainability Forums
Held at GSO and AIO with
100 in attendance at both



06

Podcast & TV
Sky Sports coverage at
BMW PGA, two podcast
features, and multiple press
releases and media stories



08

Accessibility
Significantly increased
accessibility at events



10

**Increased
Community Recycling**
Food donated to local foodbanks
Carpet recycled for homes
Astro-turf donated to schools
Wood collected by charities

GREEN DRIVE

2025 Strategic Activations & Achievements

Strategic Direction, Leadership & Stakeholder Engagement



Sustainability Awards

Expanded for year two to include Europe, Middle East and Rest of the World - we aim to hero innovation and success within our supply chain. This year saw the awards live streamed from an in-person celebration for the Middle East territory at the DPWTC and included a Q&A with sports broadcaster Nick Doherty.

For more information [click here.](#)



Public Sustainability Impact Report

The second edition of our Sustainability Scorecard, showcasing learnings and data, showed 14% reduction YoY across events measured and 18% reduction in emissions YoY across our Tour business.

For more information [click here.](#)



Sustainable Championship Charter

Launched at the BMW PGA, this document is a blueprint for how to deliver a championship golf event sustainably.

Several events across the DP World Tour are already signed up.

For more information and to see the Charter, please [click here.](#)



United Nations Sports for Nature

In August, we became the first golf Tour to become a signatory to the UN Sports for Nature framework, working to leave a nature positive impact across the markets in which we play. Activation this year included scavenger hunts at two events and will be a focus for 2026!

GREEN DRIVE

Sustainability Scorecard 2024

(Our 2025 data will be gathered at the start of 2026)



↓ **18%**

Reduction in GHG emissions at our HQ in the past 12 months



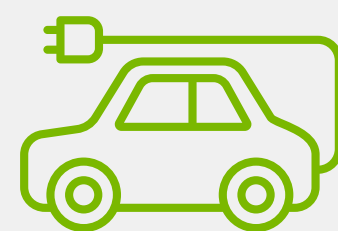
↓ **14%**

Reduction in scope 1, 2 and 3 emissions at our 'Sustainable 10' tournaments in the past 12 months



↓ **54%**

Reduction in waste emissions over the past 12 months



↓ **12%**

Of spectators travelled to tournaments by low carbon methods



↓ **18%**

Decrease in player emissions after launching regional 'Swings' on the DP World Tour

GREEN DRIVE

Tournament Deep Dive

DP World Tour Championship 2025



The Earth Lounge – solar panels on the roof and otherwise powered by hydrogen, resulting in zero emissions



The Earth Lounge – made of palm board, with a mural painted instead of pvc, this is hospitality at its most sustainable!



Increased hydration stations across the site resulted in 84,189 500ml bottles saved



Solar shade...fans in the village enjoyed shade from 224 solar panels which also powered nearby village entertainment



The Sustainability Awards 2025 – guests enjoyed a Q&A with Nick Doherty who shared his motivation for sustainability

03

G4DTOUR

G4D TOUR

Our Commitment to G4D

In 2022, the DP World Tour and EDGA (formerly the European Disabled Golf Association) launched the Golf for the Disabled (G4D) Tour as a partnership with the following objectives:

- Promote how golf can be the most inclusive sport in the world.
- Utilise our platform and fan base to hero Golfers with a Disability.
- Identify opportunities that will raise awareness and grow the participation levels of Golf for the Disabled.
- Support the International Golf Federations and EDGA's commitment to getting golf into the Paralympics
- The DWPT and the R&A also created the G4D Open, the first major in the G4D world, in 2022.

Four years on, and several national federations are driving the game forward in markets, and there are now a growing number of National Opens with 60-80 player fields, including the US Adaptive Open.



G4D TOUR
2025 Events Overview & Winners



All Abilities Australian
Championship
Simon Seungmin Lee



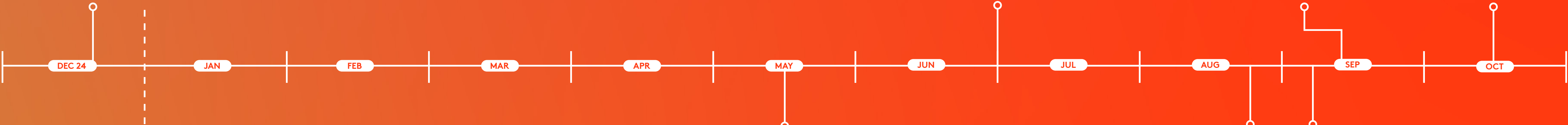
Betfred British Masters
Daniel Slabbert



FedEx Open de France
Mark Clougherty



G4D Tour Series Finale
Daniel Slabbert (Net)
& Kipp Popert (Gross)



G4D Open
Brendan Lawlor

Amgen Irish Open
& BMW Championship
Kipp Popert



G4D TOUR 2025 in Numbers



24
Different Players



13
Nationalities Represented



7
Tournaments



5
Different Winners



\$146,369
Total Net Sponsorship Value
(Excludes 4 events)



26,180
Social Media Engagements



210,433
Impressions on Facebook



2,893,946
Impressions on Instagram



730,219
Impressions on X



242,635
G4D Page Views



G4D TOUR

The G4D Open 2025

Disability inclusion and accessibility in sport matters, and golf continues to demonstrate how a sport can truly include and engage with all participants.

The G4D Open sits at the pinnacle of disability golf, providing a unique global platform for elite golfers across all impairment categories.

Delivered in partnership with the DP World Tour and The R&A, the 3rd G4D Open was hosted at Woburn Golf Club.

Event Participation:

80

Players

21

Nationalities

9

Sport Classes

A dedicated Golfers with a Disability Symposium brought together International Federations for open, constructive dialogue on the global growth and development of G4D.



Community Engagement:

9 local charities took part in “Get into Golf” sessions led by EDGA and supported by the Golf Foundation, expanding access and awareness beyond the competitive field.

New Host Venue Announcement:

The G4D Open will move to Celtic Manor under a new three-year venue agreement.

G4D TOUR

Golfers with a Disability (G4D) in the Community

Outside of the G4D Tour schedule, the European Tour group continues to use its platform to grow the game by working closely with local disability communities and non-governmental organisations.

By collaborating with EDGA coaches and leveraging resources available through national federations, we have been able to engage:

9

Groups

112

Participants

As part of the G4D Tour Series Finale legacy programme, we donated two Golfway equipment kits to local NGOs in Mallorca.

During the session, physiotherapists and coaches from both NGOs were trained to deliver sessions independently, without ongoing support from dedicated EDGA coaches.



G4D TOUR

Four years of G4D

An Overview



73

Different Players



29

Nationalities Represented



32

Tournaments



14

Different Winners



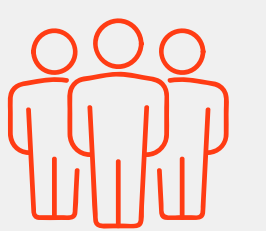
12

Countries



22

Community Clinics



470

Competitive G4D Passes
have been allocated
since the G4D Tour
announcement in 2022



531,112

Social Media Engagements



5,758,797

Impressions on Facebook



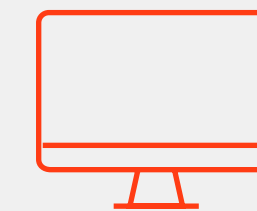
16,192,606

Impressions on Instagram



6,912,670

Impressions on X



796,619

G4D Page Views



\$3,627,614

Total Net Sponsorship Value
(Excludes 4 events, from 2025)

04

Golf Futures

GOLF FUTURES

Overview & Objectives

Creating a legacy in the local communities that we visit:



Participation

Aimed at engaging junior players, adults, and individuals with disabilities, encouraging inclusivity, and promoting an interest in golf among diverse participant groups.



Education

Acquiring knowledge, skills, values, and competencies through various experiences at our Tournaments, gaining valuable insights applicable to personal and professional development.



Charity

Utilise our Tournament platform to provide help, typically in the form of money or goods, to those in need or to support a particular cause, organisation, or community initiative.

GOLF FUTURES

Community Participation Activations

2025 Overview

In 2025, the European Tour group strengthened its commitment to creating a deeper, more lasting impact in the communities it visits. By collaborating closely with national federations, charities, and key partners, the group welcomed more than 3,840 participants, a 64% increase from 2024, on-site for dedicated activities held alongside our tournaments.



Heroes of Hope



GolfSixes



Koalaa



Faldo Futures Final



Special Olympics



Tommy Fleetwood Academy



Future Falcons



Golf Foundation



Emirates Golf Federation



England & Wales Blind Golf



Golf Clinics

GOLF FUTURES

Community Education Activations

2025 Overview



Formed in 2024 in partnership with the UK Golf Forum, the Careers in Golf programme continues to grow nationally, with a diverse range of initiatives taking place across the UK.

During the 2025 season, the European Tour Group expanded the programme into new markets, working closely with partners across the golf forum to enhance opportunities and experiences with:

- Golf clubs and venues
- Colleges and universities
- Golf club manufacturers
- Careers Fairs

Looking ahead to 2026, the European Tour Group will continue to support the Careers in Golf programme, leveraging its tournaments and global platform to engage with communities around the world.



For the 4th year running, the DP World Tour has partnered with Pobble. Pobble programme of Literacy through Sport aims to empower primary school students to write using the context of sport. At 4 of our events, we were able to turn our tournaments into a classroom.

M+C SAATCHI GROUP
MIDDLE EAST

The DP World Tour partnered with M+C Saatchi Group for the first time this year at the Team Cup and Abu Dhabi HSBC Championship. The partnership saw us introduce golf to more than 3,600 students across the Abu Dhabi region.



54
Schools, Colleges
and Universities



969
Students
(53% Increase from 2024)



11
Tournaments



GOLF FUTURES

Tournament Charities & Funds Raised

We aim to enrich communities to leave a lasting legacy in the areas we visit through charitable initiatives and support of grassroots golf. We work closely with leading event stakeholders to determine tournament charities to support in tandem with supporting our members' charitable goals.

2022 &
2023



£184,043



£131,000



€395,000



£145,210



£358,236



£7,107

2024



£104,145



£75,000



£219,781



£89,000



£160,000



£7,631

2025



£137,000



£168,000



£200,000



£28,700



£120,000

ISPS HANDA
CHAMPIONSHIP
FOR CHILDREN

\$50,000

SINCE THE INCEPTION OF GOLF FOR GOOD, FUNDS RAISED AT OUR EVENTS HAVE EXCEEDED £3.37M

GOLF FUTURES

Additional Tour Community Activations

2025 Overview

01



The GolfSixes League has entered **4 new territories**, expanding its global reach into Asia

02



Over **75 charities** supported with tickets to our tournaments

03



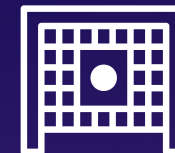
Surplus food at selected events resulted in over **5000 meals delivered** to those in need

04



4 pallets of clothing from staff sale went to Africa via Kit Aid

05



Golf Development Programme support to **5 player foundations**, events and grass roots organisations

06



10 Tour staff were able to donate a primary school golf kit bag to their local school, **introducing golf to over 2000 children**

07



At the Betfred British Masters, fans and staff donated **a container full of golf equipment and clothing**, supporting golf development in Ukraine

08



Over **60 staff volunteered** for local charities including Holme Farm and White Lodge Centre

09



The European Tour group remains committed to **supporting the Careers in Golf programme** in partnership with wider UK Golf network

