

Golf for Good

Impact Report 2024

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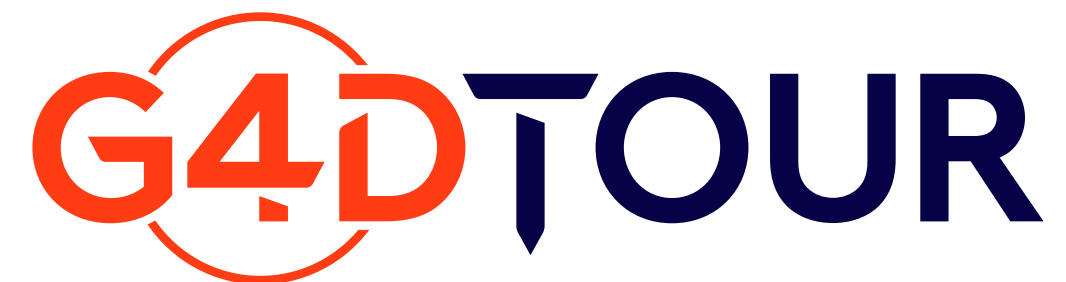
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One Platform, Three Programmes Golf for Good

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

Green Drive

We care about being
environmentally responsible



We care about
social inclusion

Golf Futures

We care about our legacy
in local communities

OUR CORPORATE RESPONSIBILITY PLATFORM

Why This Matters

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**

90%

Of our own fans, surveyed in 2021, agreed that “it is important to me that sports organisations consider their environmental impact and sustainability”

53%

Of sports fans consider themselves to be an environmentalist**

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>

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:



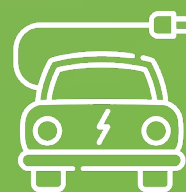
Zero waste
to landfill



Raising
awareness



Paperless
ticketing



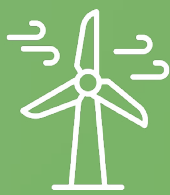
Clean
transportation



Recycling
& reusing



Good governance
& risk mitigation



Cleaner energy



Locally sourced
suppliers



Free drinking
water



Community
impact



Procurement
code



Local activations
to align nature
and sport

GREEN DRIVE

2024 Event Achievements

Our most sustainable year yet

Carbon Emissions Calculated
10 events – including
Rolex Series & ET HQ

Beach Clean Initiatives
Over 2 miles of beach cleaned
at VCSM, GSO & EDAM

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

Innovations in Energy
Hydrogen, battery,
solar and increased
grid use all trialed at
events this year

MORE Sustainable Content
– Player beach clean at GSO
– Player Emissions Capture at BMW PGA
– “Pass the Phone” at BMW PGA & GSO



Zero Waste to Landfill
All events could achieve zero
waste to landfill following new
legislation in the UAE

Sustainability Forums
Held at GSO,
ADHC & DPWTC

Player Ambassadors
Dan Bradbury, Rafa Cabrera
Bello & Dylan Fratelli all offset
emissions and spoke publicly on the
importance of reducing emissions

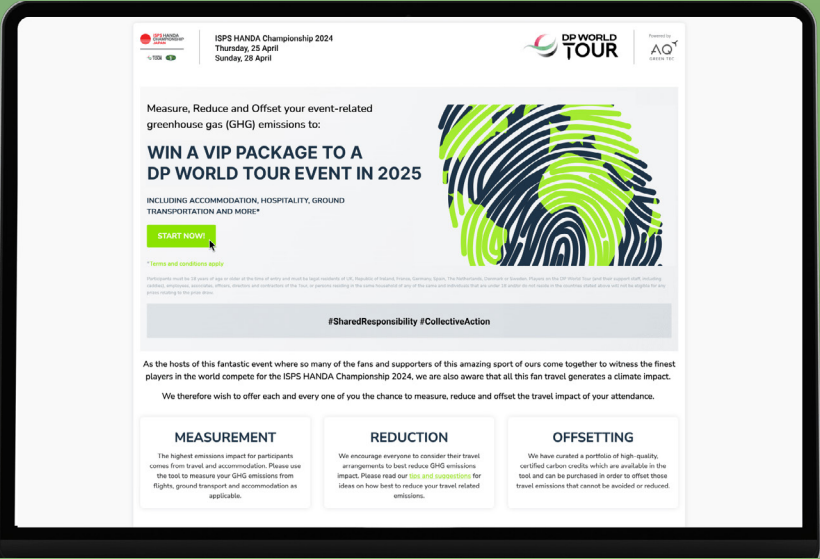
Local Sourcing
More food sourced from
within a 50-mile radius

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

GREEN DRIVE

Strategic Activations & Achievements

Strategic direction, leadership & stakeholder engagement



FANS
Travel Offset Activation
Launched encouraging fans to consider the impact of their travel to our events

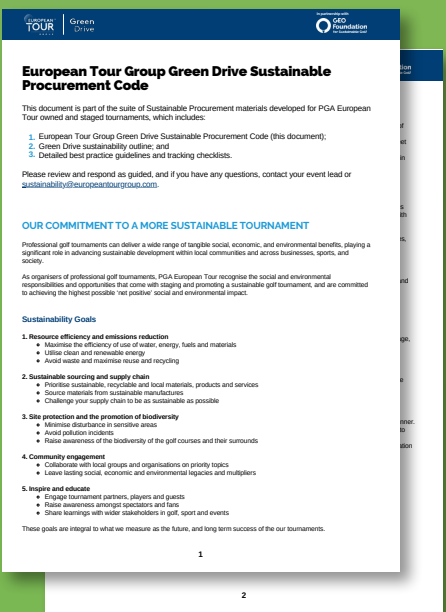


Public Sustainability Report
First public report made in golf, launched 2024, showcasing learnings and data (exert shown on next slide)



EUROPEAN TOUR GROUP™
Sustainability Awards 2024
Middle East

SUPPLIERS
Sustainability Awards
Launched for the Middle East region in year one, we aim to hero innovation and success within our supply chain



Procurement Code
Updated and embedded in contracts moving forward as well as included in Governance Section on Website



PLAYERS
Emissions Calculator
Announced at the BMW PGA 2024, and launched for the 2025 season, enabling players to calculate their emissions



Group Wide Materiality Assessment
Deep dive to understand all sustainability-related risks and opportunities across the business. Work commencing Q4 and report anticipated early 2025 to inform future strategy

Winners

Sport Positive Transformation Award



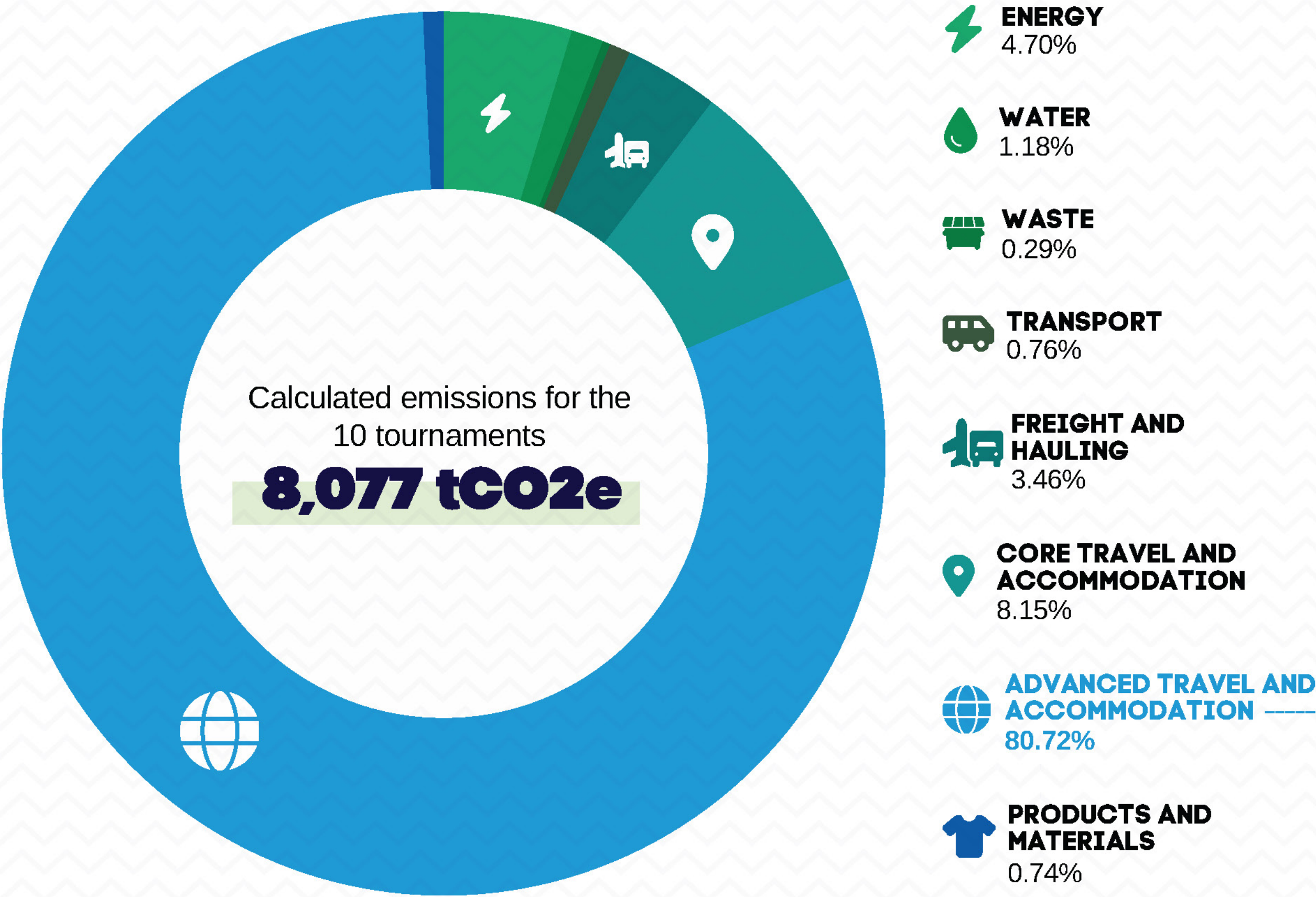
Broadcast Sports Awards Sustainability Project of the Year



GREEN DRIVE

Impact Report 2023

Tournament Combined Carbon Footprint



PROGRESS

Six events were measured in both 2022 and 2023, allowing these comparisons of data.

Water: 85.6% decrease

There was also a decrease in water consumption at half of measured events.

Waste: 56.9% decrease

The DP World Tour Championship increased waste avoidance from landfills to more than 80% - a significant achievement for an event in the Middle East.

Freight and Hauling: 16.3% decrease

Shorter distances and a reduced number of trips reported in 2023.

Core Travel and Accommodation: 7.6% decrease

Across staff and supplier travel.

FOCUS FOR IMPROVEMENT

Energy: 160.6% increase

Increased spectator counts, larger events/venues, increased reporting and better data contributed to increase.

Transport: 145.7% increase

Deeper analysis of shuttle bus routes and increased reporting of courtesy car travel.

Catering: 138% increase

Improved data collection and response rate from suppliers.



Advanced Travel and Accommodation

Includes reported travel and accommodation for media, guests, VIP and sponsors, players and their support teams and spectators

GREEN DRIVE

2024 Tournament Deep Dives



THE HIGHLIGHTS

- **Middle East Sports Business networking event** held on Thursday in Hospitality to discuss the impact of Major Events on Communities in Abu Dhabi
- **Zero waste to landfill** anticipated for first time
- **E-scooter promotion** from car parks to golf course and via hotels
- Substantial increase in solar panels and power storage batteries on site leading to **66% reduction in generator use**
- **Roaming water dispenser** on course, trackable via event map online

BEST PRACTICE

- **Fan travel offset** promotion run and promoted onsite
- **HVO fuel** in all generators
- Food all **locally sourced**
- **Reduction in food waste** through an anaerobic digester designed to process food waste efficiently, divert it from landfills and reduce carbon emissions
- Water walls increased – no single use plastics used **saving over 60,000 bottles**
- **Reduction of plywood** used onsite by adapting branding to timber frame structures rather than cladding
- As part of the Rolex Series all **unavoidable event emissions reported will be offset** via The Gold Standard



THE HIGHLIGHTS

- Drive the Green initiative resulted in **over £3,000 donated to Mallorca Preservation Foundation**, a local tree planting and organic farming project
- Focus on **comprehensive bus shuttle** schedule, reducing the need for tournament stakeholders to hire cars and take individual journeys
- All **unavoidable event emissions reported will be offset** via The Gold Standard

BEST PRACTICE

- **Water refill stations** provided for players, caddies and spectators
- Packaged water provided on course **removing single use plastics**
- Media Centre and tournament offices **powered by grid power** rather than generators
- Food sourced through **local suppliers** and freshly prepared to reduce food waste
- **Zero waste to landfill** from the event
- All event power came from the grid or by **HVO generators reducing emissions by up to 90%**

G4DTOUR

G4D TOUR

The Purpose of the G4D Tour



The G4D Tour was launched in 2022 as a partnership between the DP World Tour and EDGA, formerly the European Disabled Golf Association.

Golf for the Disabled (G4D) Tour was created by the European Tour group for the following purpose:

- Promote how golf is truly the most inclusive sport in the world
- Utilise the European Tour group's platform and fan base to showcase Golfers with a Disability
- Identify opportunities that will positively raise awareness and grow the participation levels of Golf for the Disabled
- Strategically support EDGA's strategy to enhance and grow participation numbers
- Support the International Golf Federation's and EDGA's commitment of getting golf into the Paralympics.

G4D TOUR
2024 Summary



Ras Al Khaimah
Championship
Robin Singh



CJ Cup Byron Nelson
(PGA TOUR)
Mike Browne



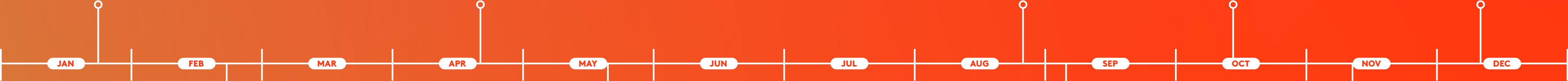
Betfred British Masters
Kipp Popert &
Heather Gilks



Estrella Damm
Andalusia Masters
Steven Alderson



All Abilities Australia
Championship
Simon Seungmin Lee



Magical Kenya Open
Kipp Popert

G4D Open
Kipp Popert

BMW PGA Championship
Kipp Popert

G4D Tour Series Finale
Steven Alderson & Kipp Popert



G4D TOUR

2024 in Numbers

There’s a picture of Bruno (Jose’s Son) and I that was taken on the course during the second day of competition. It has already become iconic for the two of us and will remain forever as the symbol of one of the best moments of our father-and-son relationship.

–Jose Bagnarelli, ITALY



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 learning and experiences at our tournaments, gaining valuable insights applicable to personal and professional development.



Charity

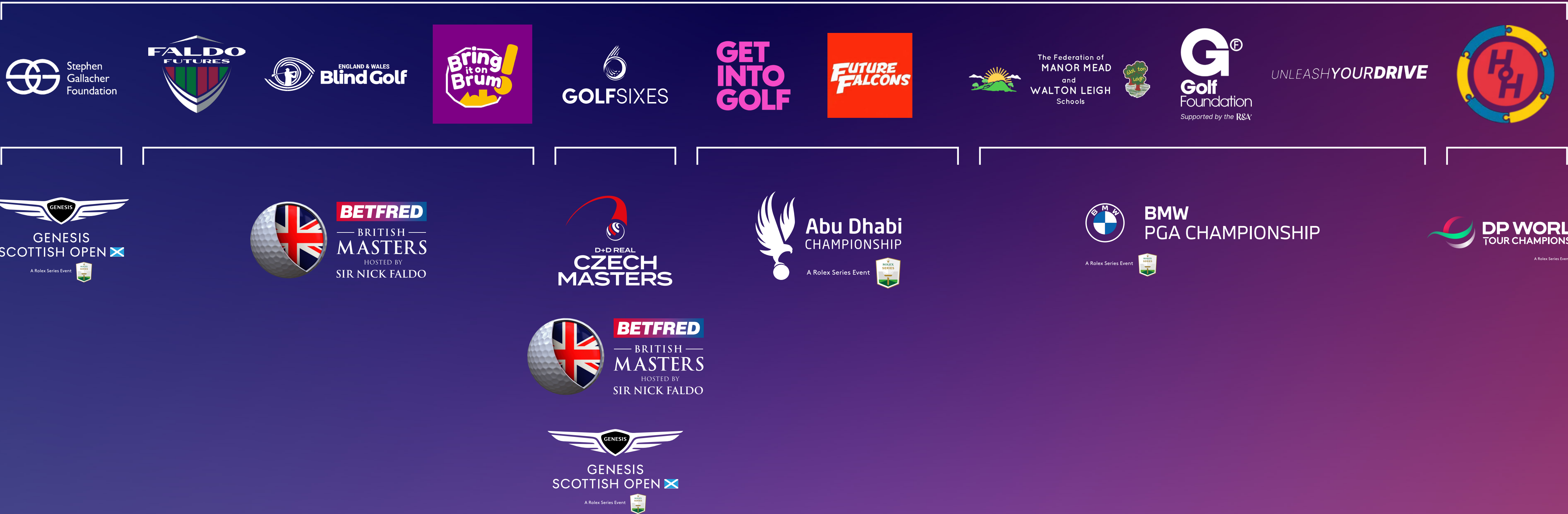
Utilise our tournament platform to provide help, typically in the form of money or goods, to those in need or to support a particular cause, organisation, or community initiative.

GOLF FUTURES

Community Participation Activations

2024 Overview

Participation Activations



GOLF FUTURES

Community Education Activations

A two pronged approach to education and legacy in the local community:



Primary School (5 – 8 years old)

Targeted to engage primary school children with educational activities, promoting academic improvement and environmental awareness while introducing them to the sport and fostering personal growth through fun, interactive learning experiences.

Using third party organisations to help us reach and deliver successful programmes across our tournaments.

CAREERS IN GOLF

Adults (16+)

Promoting career opportunities in the golf industry through workshops, guest speakers, and networking, highlighting pathways into golf.

Having developed the concept in 2021, the programme has evolved into a UK&I golf industry initiative diversifying the workforce and inspiring the youth of today.

Programme supporter include:



GOLF FUTURES

Community Education Activations

2024 Overview



37
Schools



760+
Students



9
Tournaments



Careers
Fairs



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.

Since the inception of Golf for Good, funds raised at our events have exceeded £2.67M

2022	 £79,898	 £19,000	 €121,000	 £120,000	 £200,000	 £2,400
2023	 £90,400	 £112,000	 €121,000	 £25,210	 £158,236	 £4,707
2024	 £104,145	 £75,000	 £219,781	 £89,000	 £160,000	 £7,631

GOLF FUTURES

Additional Tour Community Activations

2024 Overview



15,000 Callaway range balls donated to the Golf Foundation, Kit Aid and golf clubs local to PGAET HQ



Over **40 charities supported with tickets** to our tournaments in 2024



40 laptops donated to charity for underprivileged children to use for school



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



Golf Development Programme support to British Junior Golf Tour, Paul Lawrie Foundation and Rob Rock Junior Series



Over **2270 children onsite** in 2024 across Golf Futures - a YoY increase of 180% from 2023



£24,000 raised for Stripey Stork, Runnymede Food Bank and Challengers from staff Christmas Sale



Over **60 ETG staff volunteered** for local charities including Stripey Stork, Holme Farm and Sam Bearce Hospice



10 boxes of clothes from spectators donated to Kit Aid onsite at BBM

