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Green Drive

The Ryder Cup is defined by the sporting drama, passion and excitement it generates – for the players and the millions of spectators worldwide. Behind this is a huge effort in setting up and running the event to make that possible, covering everything from transportation to catering; site safety to power; and hospitality to merchandise.

And threaded into that planning and staging work, it has become increasingly important for major events to consider their impacts, positive and negative, on the environment and local community.

That’s why the Ryder Cup Green Drive initiative was established and has been running since 1997 when the event was held in Valderrama in Spain, now delivered with a group of partners in Scotland since 2011.

The Green Drive is about making The Ryder Cup an environmentally and socially responsible event – one that carries the lightest possible footprint, and generates the greatest possible benefit to people and the environment.

Covering a wide range of practical issues including nature conservation; energy conservation; waste minimization; purchasing of products and services; pollution prevention; and community engagement, Ryder Cup 2014 has stepped forward as a leading example of sustainability in sport and events.
From the host venue, to a wide range of suppliers and contractors, to media and spectators, everyone has taken part:

- **Venue** – Gleneagles are carrying out high standards of sustainable golf facility management, day to day across their course and clubhouse operations.
- **Staging** – Sponsors, Suppliers and Contractors are helping to reduce the footprint of the event and make the supply chain ‘greener’.
- **Legacy** – In partnership with the Scottish Government, supporting local environmental and community projects around Perthshire. (Information on each of these projects can be found in Appendix).
- **Communications** – Raising awareness of sustainability, and inspiring others to take action.
- **Spectators** – Taking the opportunity to help contribute to and participate in the initiative.

**The Cabinet Secretary for Rural Affairs and the Environment, Rich Lochhead:**

"Hosting The Ryder Cup brings many benefits to Scotland that will last longer than the world class sporting action we will see in September. We can utilise The Ryder Cup to inspire communities and businesses in the drive to a greener and more sustainable future."

**Link to Green Drive Flyer:**

[http://www.golfenvironment.org/assets/0000/5885/Ryder_Cup_Green_Drive_Summary_April_2013.pdf](http://www.golfenvironment.org/assets/0000/5885/Ryder_Cup_Green_Drive_Summary_April_2013.pdf)
Gleneagles Resort

Gleneagles is one of the most famous names in world golf, complete with three championship golf courses and obtaining the international ecolabel for golf, GEO Certified, for their whole golf facility. In 2013 following an independent verification Gleneagles was given golf's ecolabel for sustainable management of course, clubhouse set amongst nature. A member of Perthshire Green Resorts, and holder of the Gold Award of the Green Tourism Business Scheme, the Resort’s dedication to ecological protection and enhancement, resource efficiency and community engagement stems from the Boardroom and is led by dedicated staff team leaders.

Edward Kitson, Match Director, Ryder Cup Europe, commented:

“We are delighted that the sporting drama of The Ryder Cup will unfold against the backdrop of such a stunning natural landscape, at a venue which places nature, efficiency and community so high amongst its priorities.”

NATURE

The glaciers that shaped the Gleneagles’ landscape 15,000 years ago have left an undulating mosaic of sand and gravel ridges, meltwater burns, kettle hole lakes and bog mires. As well as providing a stunning place to play golf, the golf course contains a vast array of natural habitats, flora and fauna and as such has become a haven for wildlife.

For years resort staff have worked closely with local experts to conserve this rich biodiversity, controlling invasive scrub and rejuvenating the heather; managing the fine grasslands for native wild flowers and insects; and planting trees that benefit key birds and the iconic Red Squirrel.
The Gleneagles Hotel, and Blairgowrie Golf Club - home to the Junior Ryder Cup, have both been recognized for these and wider sustainability efforts with the award of the international ecolabel for golf, GEO Certified.

RESOURCES

A wide range of action has helped reduce consumption of natural resources, including energy, fuel and other materials.

Full use has been made of rail travel and the park and ride system was carefully designed to speed up access to Gleneagles and reduce car use.

A biomass boiler provides around 70-80% of the hotel’s heating and hot water, and Aggreko are supplying 60,000 litres of biofuel to power the tented village.

Improved course management by the Gleneagles course management team has resulted in an estimated 18.6% per annum saving in water use.

Link to GEO Certified Report: -
http://www.golfenvironment.org/directory/147_gleneagles_golf_courses_and_estate
Blairgowrie Golf Club

Blairgowrie Golf Club host venue of the 2014 Junior Ryder Cup is a beautiful heathland course, rich in wildlife, that serves the town and many visitors.

The club is also working hard as a steward of the environment and a positive contributor to many local community issues, including in partnership with local schools.

Nature Conservation

The golf course is a haven for biodiversity, providing habitats for a wide range of plants and animals. The club works with local ecologists to carefully manage heather, wetland and woodlands, and introduce beehives, involve junior members in red squirrel conservation, plant nectar rich wildlife and create micro habitats for insects and small mammals.

Community Engagement

The club is proactively involved with the local community in a number of ways, ranging from educational activities with schools and colleges, supporting local campaigns for nature, recycling, composting and energy efficiency, working with Blair in Bloom and promoting road safety. The club also supports many local charity and fundraising initiatives.

Resource Efficiency

Efforts to minimize the consumption of resources and waste include a 60,000 gallon reduction in irrigation water in the last 3 years, a 36% reduction in energy use in the maintenance workshops, minimize fertilisers and avoid certain chemicals, re-use around 1 tonne of renewable forest thinning each year to heat the clubhouse, and the use of recycled vegetables oil in machinery.
The traditional Scottish members club achieved GEO Certified at the beginning of 2014 for its work with local nature and people.

Link to GEO Certified Report: -
http://www.golfenvironment.org/directory/872_blairgowrie_golf_club
Contractor and Supplier Contribution

Leading companies ‘driving the green’ at Gleneagles, and activities carried out include:

• **Aggreko** – providing best in class temporary power generators; supplying 20% biofuel; running voltage optimization equipment and ‘power down’ plan.

• **William Tracey and Spectrum** – the combined cleaning and waste contractors, committed to delivering the event’s Zero Waste to Landfill target and helping promote the Green Drive to spectators at the recycling points.

• **Stagecoach** – efficient park and ride system to reduce overall spectator road miles and emissions; up to 30% biofuel in Ryder Cup buses; Carbon Trust verifies 18% reduction in carbon emissions over last 5 years.

• **Morrison Construction / Galliford Try** – responsible and resource efficient construction of the two new park and ride bus terminals using only aggregates, sands and soils found on site, reducing around 600 loads of imported material and saving around 25,000 delivery miles; provision of staff to support and oversee Green Drive.

• **Arena Group** – reuse of tents, timber, fixtures and fittings across multiple events; all timber FSC Certified; all waste recycling, including woodchip for biomass heating system at company’s main warehouse.

• **Compass** – award winning catering company that has eliminated 4,500 tonnes of CO2 from delivery system in last 12 months; customized materials and recycling plan and sourcing local, seasonal, certified and organic produce for Ryder Cup.
• Kitbag has provided a re-cycled and re-usable merchandise bag which has significantly reduced the use of plastic bags.

• **Fabulous Feasts/ Mecco** - 100% biodegradable packaging; returnable and reusable plastic containers resulting in zero cardboard waste; any waste produce collected by local farmers to feed livestock. All food is fully traceable, appropriately certified and locally sourced as possible.

• **Toro** – installation of state of the art irrigation system for golf course, complete with latest soil moisture sensors and energy efficient pumps; reduction in water consumption on PGA Centenary course of 18% per annum.

• **Portacabin** – providing Ryder Cup with temporary building structures before and during the tournament. The structures are designed for minimal maintenance and all materials are sourced from within the EU with all wood being FSC certified.
Outreach Projects

In partnership with The Scottish Government, the Green Drive has extended its reach, going ‘outside the ropes’ to support and promote the work of four local community environment projects.

John Muir Trust
Inspired by John Muir, the Scots-born pioneer of the modern conservation movement who helped found the National Parks system in the USA, the Trust works to connect people of all ages and backgrounds with nature, and conserve Scotland’s finest wild places for generations to come.

Perthshire Big Tree Country
Extending the guest donations provided by Gleneagles Resort over the last 7 years, Ryder Cup is shining a light on the charities work to conserve Perthshire’s woodlands and ancient and heritage trees, many of which were gathered by Victorian plant collectors and brought back to Perthshire. Examples of these species can be found at Gleneagles itself.

Sustainable Golf Clubs
Extending years of work to promote environmental awareness and action across Scotland’s 540 golf clubs, the Scottish Golf Union are leading this project to stimulate even more biodiversity work on the 25 courses in Perth and Kinross. Small grants have been going to clubs to create new woodlands, meadows, ponds and wetlands – reducing course management costs and enhancing the courses in the process.
Zero Waste Fortnight
Led by Perth & Kinross Council, this project is helping Auchterarder & Aberuthven to become a Zero Waste Community, where as much as possible of its household and business waste will be reduced, reused or recycled. Annual campaigns and a series of local activities, led by or involving local community groups and schools engage people and have already begun to significantly reduce the disposal of waste to landfill.

The Ryder Cup Green Drive is therefore going beyond the boundaries of Gleneagles, leaving a lasting legacy with golf courses across Perthshire which form a key part of the region’s natural and cultural heritage.
About Golf Environment Organization

• GEO is an international, stakeholder led, not-for-profit, entirely dedicated to the promotion of sustainability in and through golf. GEO takes a practical, positive, and open approach, working together with golf organizations, environmental experts, golf industry professionals and sponsors to provide programmes that guide and reward comprehensive, credible action in golf management, development and tournaments.

• We believe golf can be a leader in sustainable sport and business, universally valued for its positive role for nature and people.

• GEO has been accepted as an ISEAL Alliance associate member, following a rigorous formal evaluation by ISEAL, the global leader in defining credibility in sustainability standards systems. GEO Certified, the international ecolabel for golf, is the only sustainability standard in the sports industry to achieve this distinction.

• GEO was founded to support golf, helping the sport deliver the greatest possible ‘positive impact’ in the communities and environments it touches, now and in the future.

• GEO provides three programmes and also administers golf’s ecolabel, GEO Certified - the symbol of great golf environments worldwide, available for Club and Course Management, for Developments, and for Renovations.

- OnCourse - free online programme to help clubs get more from sustainability

- Legacy - guidance and mentoring with credible assurance for golf developments.
- **Green Drive** - guidance and communications for sustainability in golf tournaments.

- **GEO** is known for a positive outlook and collaborative approach, and we are proud to serve many people in and around golf: from course managers to course owners, land developers to governments, national federations to governing bodies.

- As a not-for-profit organization, our work is made possible through support and input from a wide variety of stakeholders.

- **GEO Certified** is a label that recognizes the commitments, achievements and continual improvement of golf clubs that demonstrate action all the key issues of sustainable golf - nature, water, energy, supply chain, pollution control and community.
What people have to say about Green Drive?

Edward Kitson – Match Director, Ryder Cup Europe

“We are delighted that the sporting drama of The Ryder Cup will unfold against the backdrop of such a stunning natural landscape, at a venue which places nature, efficiency and community so high amongst its priorities.”

Richard Hills - Ryder Cup Director

“A great deal of effort was put into the environmental sustainability of this event. We wanted to build on previous Ryder Cup efforts and bring the event greening to a new level through the comprehensive scope and depth of delivery. We are indebted to all our partners, who united behind the initiative and helped us realise a tremendous number of practical achievements, whilst maintaining an incredibly high quality.”

Jonathan Smith – CEO Golf Environment Organization

“We are delighted by the outcomes of the Green Drive. We knew there would be a wealth of opportunities and that we would all learn a great deal about how to integrate sustainability into a major sporting event. We are looking forward to sharing this Ryder Cup leadership across diverse golf and environmental audiences, as we support golf clubs and future events in the delivery of actions that benefit their businesses and the environment.”
Richard Lockhead, The Cabinet Secretary for Rural Affairs and the Environment

“Hosting the Ryder Cup brings many benefits to Scotland that will last longer than the world class sporting action we will see in September. We can utilize The Ryder Cup to inspire communities and businesses in the drive to a greener and more sustainable future.”

Robbie Clyde – Ryder Cup Project Director for EventScotland

“Sustainability is an important pillar of EventScotland’s work, and is the reason we supported the development of the Sustainable Sport Event Toolkit (SSET),” he said. “To see the practical application of that here in Scotland, at such a significant world renowned event, is incredibly rewarding.”

Iain Guilland – Director of Zero Waste Scotland

“The events sector is an important focus area for the Scottish Government, given the volumes of waste that can be generated but also because of the opportunity they present to engage and raise awareness amongst so many people. We are impressed by the voluntary and proactive approach Ryder Cup Europe have adopted, and pleased to have been able to support in this significant step towards zero waste events in Scotland.”
Hamish Grey – Chief Executive of the Scottish Golf Union

“Ever since the mid 1990’s when we became the first Golf Union in the world to employ a full time Environmental Adviser, the SGU has continuously promoted sustainable practices in golf club and course management. We’re delighted to be inputting our knowledge and experience, and look forward to carrying the messages out to the clubs across the country.”

“The SGU sees sustainability as a way to strengthen golf – helping clubs to save money; enhance courses and further boost their positions in the community. As an extension of our existing efforts, including a long-standing advisory service to clubs across the country, this focussed initiative in Perthshire will help us unlock more opportunities more quickly and provide a tried and tested model for other regions.”