SUSTAINABILITY
in golf. through golf.
The Opportunity

The modern movement in sustainability is a clear opportunity to strengthen the image, influence and profitability of individual golf businesses and the industry at large. In the process, the sport can overcome a range of significant threats, such as restrictions on the use of resources, regulation, development control and negative public opinion.

Golf can instead be acclaimed and actively supported for embracing sustainability and delivering maximum social and environmental value, and for being an inspirational agent for wider behaviour change in society.

Golf can be a leader in many ways, from ecosystem services and conservation of wildlife; to health and well-being for all ages; to jobs and economic value through local supply chains. Golf is good for nature and for communities.

Golf is a Global Community

- 213 million fans worldwide
- 80 million players
- $70 billion per year.
- $4 billion per year into charity
- 143,000 events per year
Since 2006, the GEO Foundation has worked continually to build on a history of social and environmental value at the roots of the game.

GEO Foundation is the only international non-profit dedicated entirely to providing a credible and accessible system of sustainability standards, support programmes, recognition, and capacity building for the golf industry.

Through its partnerships with leading environmental and sustainability organisations, GEO Foundation ensures golf’s approach is credible, modern and mainstream.

GEO Foundation’s programmes and partnerships are currently active in more than 45 countries and growing.

"We believe that, done properly golf developments provide multiple positive benefits to local environments and wider communities. Those benefits are complex and often interconnected but provide the opportunity to enhance quality of life and enrich landscapes and ecosystems.

All over the world, ethical and environmental issues are directly influencing consumer choices. Resource costs are rising and governments are gaining votes with policies that protect our environment. Golf development businesses that proactively engage with these issues are better placed for success and to embrace the challenge.

Sustainability was part of golf in the beginning and it must be part of golf in the future, creating golf courses that respect their surroundings and honour the natural environment.

Global Support

Our Role

- Facilitating widespread collaboration
- Connecting science with solutions
- Supporting the development of industry policy & strategy
- Helping craft new credible and inspiring communications
Credibility

ISEAL Alliance
Credibility is at the core of the work of the OnCourse® Developments programme. Underpinned by the International Social and Environmental Labelling (ISEAL) Alliance, the processes, standards and assurance models are closely and continually monitored and recorded to maintain the highest available international standards for sustainability labelling.

Through open collaboration we have developed long standing, trusted and innovative partnerships with highly reputable organizations both within and outside the golf industry. The meaningful, specialized and highly relevant advise of these partners directly shapes the standards and process behind the programme - leading to the creation of a resilient support network which enables us to provide better service and visibility to OnCourse® Developments.

A Connected and Relevant System
• Highest standard of Sustainable Development
• Credible reporting and results
• Peer reviewed
• Independently assessed
• In line with Sustainable Development Goals

ISEAL’s Credibility Principles

Other ISEAL Accredited Programs

Global Support

Design Industry Support
Ethos and Services

More than a game

GEO’s work is aimed at helping to strengthen the future of the sport – improving reputation, unlocking cost-savings and efficiency, enhancing product and increasing external investment.

Bringing specialist golf and sustainability expertise, along with entirely non-commercial, fully customised industry solutions, GEO acts as a responsible, respected and highly accountable industry support group.

Leadership
Advising on a project approach and facilitating external relations with the governments and environmental communities.

Credibility
Drawing on research knowledge to guide the development and administration of ISEAL accredited Voluntary Sustainability Standards and an International Certification System.

Engagement
Developing and administering tailor-made support programmes for golf developments and renovations, club and course management and tournaments.

Recognition
Gathering verified data and stories, that enables golf facilities and golf associations to widely, credibly and confidently promote their contribution and value.

Golf Development Role

- Support for permitting applications
- Public and stakeholder events
- Investor relations
- Sustainability reporting and coordination
- Sustainable design guidance
- Report and policy writing
- Strategic support for organisations
- Practical sustainability solutions
- Media relations
Sustainability is a superb fit with great golf developments and successful golf facilities. Bringing environmental and social considerations into the heart of a project from the start can save time and money, during design, construction and into long-term operations.

The OnCourse® Developments programme provides customised project support and streamlined reporting. From the start, it helps projects plan, achieve and confidently represent their environmental and social value to governments and the wider community.

Successful participation in the OnCourse® Developments programme leads to the internationally recognised distinction of the GEO Certified® Development mark - recognising golf facilities that are driven by nature, resilient in operations and connected to true community values. At every stage, the programme framework allows fast and effective integration of key sustainability issues to benefit the project throughout.

GEO provides advice across all areas of sustainability, collaborating closely with the project team to help deliver their vision. Each work stage is independently verified by an assured verifier, delivering recognition and credibility for the project as it progresses.

All certification needs are guided, managed and coordinated entirely by GEO through the OnCourse® Developments programme - ensuring absolute compliance and confidence.

**Project Steps**

**A: Preparation**
1. Expression of Interest
2. Project Appraisal
3. Registration

**B: Design**
1. Initial team meeting
2. Develop goals/targets with team
3. Site visit with independent verifier
4. On-going liaison with project team
5. Finalise Blueprint V1
6. **Verifier approves Blueprint V1**

**C: Construction**
1. Construction team meeting
2. Record construction progress against goals/targets
3. Site visit with independent verifier
4. Finalise Blueprint V2
5. **Verifier approves Blueprint V2**

**D: Completion**
1. Gather final information
2. Site visit with independent verifier
3. **Verifier issues Certification Report**
4. **GEO Certified® development**
Development Benefits

Relevant  Integrated  Valuable

Fostering Nature  Supporting Communities  Conserving Resources

The added value of a transparent and holistic approach to a project, integrated with its environment is significant. This approach creates a streamlined development process helping to ensure the long-term success of the project.

The communication of a new message about healthy lifestyles and environments is relevant to customers in the 21st Century. Realising that vision is helping to future-proof the project.

The delivery of social and environmental objectives is at the heart of modern, successful business planning and leads to significant benefits through public goodwill, business efficiencies, increased marketability and higher returns on investment.

Project Benefits
- Efficient operations
- Cleaner image
- Fostering partnerships
- Faster permitting
- International recognition
- Pride and global credibility
- Media and marketing value

Wider Benefits
- Cleaner environment
- Efficient use of resources
- Healthier lifestyle
- Community integration
- Strong supply chains
- Genuine experience
- Connection with nature
- Habitat remediation

Confidence  Quality  Prestige
**Recognition**

**Communications**

*GEO Certified® Development* mark comes with it a set of marketing assets for a project to use. They include presentation ceremonies, promotional talks at opening events, international press releases, branded flags, project plaques...

All of the project’s achievements are proudly communicated across all digital and social media with a dedicated web page hosted on the *OnCourse®* online platform.

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Acclaim</th>
<th>Assurance</th>
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<tr>
<td><strong>The recognition</strong> of receiving the <em>GEO Certified® Developments</em> mark elevates your project profile, delivers a higher quality product and sets your project apart.</td>
<td><strong>The marketing</strong> message and professional support of the <em>OnCourse® Developments</em> team will help tell your stories to a global audience across a credible platform, underpinned by figures that deliver the details.</td>
<td><strong>The facts</strong> and outcomes created by the project are independently verified, providing a strong and credible platform to confidently promote and celebrate the achievements of the project to the widest possible audience.</td>
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**Certificate**

**Logo & Branding**

**Press Release / Perspective Article and Showcase Website**

**Home / Get Started / Developments / Projects / West Cliffs Golf Links**

**West Cliffs Golf Links**

[Image of certificate and logo]

[Image of social media icons]
The OnCourse® Developments programme is a flexible and adaptive programme that is tailored to suit all forms of golf development from a small 3-hole golf facility to a 54-hole resort or major renovation. What is important is the transparency of the programme and that can provide an approachable and affordable form of sustainable golf for all.

The key project decision that dictates programme costs is whether a project team will carry out the project reporting 'in-house' or whether they will prefer support from the OnCourse® Developments team. This decision is typically made after the project appraisal has been carried out and can be reversed at any point during the project. The chart opposite illustrates these two options.

Given the diverse nature of golf developments and renovations, all projects are encouraged to go through the free project appraisal stage before an exact cost can be ascertained.

**OnCourse® Development Application**

**Project Appraisal**

**Self-driven process**

- Project Team completes Sustainability Blueprint V1 (design stage).
- We check the Sustainability Blueprint V1 and advises on technical issues prior to the project team issuing to the assured verifier.
- Project Team completes Sustainability Blueprint V2 (construction stage).
- We check Sustainability Blueprint V2 and advises on technical issues prior to project team issuing to assured verifier.

**Full mentoring and support**

We can provide the project with comprehensive mentoring and support services

1. Set out a project specific plan for fast and effective integration of sustainability into the project’s vision and programme.
2. Facilitate communication with key stakeholders, public and media outlets.
3. Co-ordinate and liaison with assured verifier to achieve project certification.
4. Deliver practical ideas, technical knowledge and expertise to project issues.
5. Report and capture the efforts and achievements in the project’s Sustainability Blueprint.

**Final verification of project information by assured verifier**

**GEO Certified® Development mark**
Projects

In the 21st Century, more and more businesses, organisations and individuals are building sustainability into their day-to-day decision making. Understanding how we do business is as important to today’s customer as what we do. Below are examples of recent golf developments that have found ‘being more sustainable’ meant doing things simpler, better and faster.

Irie Fields, St Kitts | Architect: Gary Johnston / European Golf Design

Rio Olympic Golf Course | Architect: Gil Hanse

Outcomes

- Integrated local workforce - connecting with communities to embed the development into the local way of life.
- Adopted local horticulture practices - a local biodiverse landscape creating a genuine golf experience.
- Forged partnerships with local government to create new energy deal - generating income and improving relations.
Developments

Rio Olympic Golf Course, Brazil
Designed by: Gil Hanse

After more than a century of absence, the Rio Olympic Golf Course sets the stage for golf’s return to the Olympics. The golf course is part of a new urban area included in the Rio 2016 master plan, which has sustainability at its core by increasing the inclusion of the community, the provision of residential, commercial and recreational areas, while regenerating environmentally damaged zones. The project covers approximately 97 ha. and is comprised of an 18-hole championship golf course, 3-hole short course and practice area. Other elements include a clubhouse, golf academy and maintenance facility. Before the development of the golf course over 80% project area consisted of degraded land due to sand mining in the mid 1980-90’s. The need for an Olympic golf venue postulated the opportunity to re-mediate this area and create a space that could provide social, environmental and economic benefits to residents and visitors alike.
Irie Fields Golf Course, Belle Mont Farm, St Kitts
Designed by: Gary Johnston, European Golf Design

Irie Fields forms part of a larger resort development including a hotel and a range of residential properties located on a 400 ha site. Sustainability is fundamental to the developer’s approach – expressed in an overall vision, which seeks to bring together community, culture, and mindful conservation of natural resources.

Identified as the core project in a wider development zone on the island (the Whitegate Development Area) which in turn forms an integral part of the sustainable development policy of the Government of St Kitts and Nevis (GOSKN), as set out in the National Physical Development Plan. This includes as one of the key goals “low impact tourism strategies that minimise environmental and socio-cultural impacts and take advantage of the unique qualities of the island”.

Located on the north-west coastline of St Kitts, on the lower slopes of Mount Liamuiga. The principal elements of the development include an 18 hole golf course with clubhouse, farm, resort village, spa, hotel guest houses and villas. Conceived as a community-led golf resort delivered by Caribbean owners. Sustainability was integral, from site selection of the mono-crop plantation field to the employment of over 25 local residents as caddies and course guides. The golf resort host a community run farm providing locally grown product to the kitchens and much needed employment to local workers. There is a strong arts and cultural link with local arts group producing hand made wares that decorate and service the resort.
West Cliffs Golf Course, Óbidos, Portugal
Designed by: Cynthia Dye ASGCA, Dye Design Group

Situated on sandy cliffs adjacent to the Atlantic Ocean, West Cliffs is fortunate to have a site rich in flora. The rich and vibrant landscape is a defining feature of the golf course. The colours and textures of the site that bring a unique character to this area have been allowed to flourish. The project has changed the landscape from an industrial like plantation character into a low coastal scrub landscape, diverse in flora and fauna. The opening up of the site now gives the visitor a closer to the ocean feeling with views from almost every point of the site down towards the ocean. The style of feel of the golf course creates a pure golf experience. The minimal earthworks and utilization of natural drainage means the course flows naturally with its surrounds. The result is a links that is modest in its footprint but plays big and will provide a fun and fast surface that will be accessible to all players.

“This golf course has made it possible for a spectacular coastal habitat to be exposed and restored. This is an example of what responsible development should be. The design has gone beyond the boundaries outlined in the biological assessment to honor the vegetation that the assessment intended to protect. This is a very unique project in Portugal and one that will be honored globally for its environmental achievements.”

Cynthia Dye, ASGCA, Dye Design Group
Developments

San Bartolo Golf Facility, San Bartolo
Designed by: Piza Golf Design
The project at San Bartolo is the foundation of the Peruvian Golf Federation’s (PGF) “Golf for All” programme which gives children aged 8 to 15 from low income households the opportunity to play golf and go to a school. The site is located in the district of San Bartolo 50km South of the capital Lima. In 2014 an ambitious project to upgrade the existing facility was started and that upgrade project is the subject of the certification.

The project covers 24.6 hectares of land with little of no vegetation. Previously an airstrip converted into the 9-hole golf facility. The land was provided to the PGF by the Peruvian Sports Institute (IPD) for the purpose. The project exists thanks to funding and donations, this influences the speed of progress and decision making on the project. The proposed upgrade will include 3,150yds Par 35, 9 holes and a 300yd driving range.

Qatar International Golf Course, Education City, Doha
Designed by: Jose Maria Olazabal
The golf course is located in Education City, just outside Doha. The site was an area of cultivation a “wadi” (a local streambed that remains dry except during the rainy season, a catchment basin). The site has suffered from severe environmental degradation, deterioration of vegetation and soil erosion. The golf development is part of Education city - a new urban area comprising of elite universities, several academic and training programs and the Qatar Science and Technology Park.

The development will include an 18 hole championship course, capable of hosting major professional tournaments, a 9 hole practice course, a 6 hole executive course, a learning academy, a learning centre of excellence and a golf themed public park.
Facilities

100% of site’s green waste is recycled and returned to the facility as mulch for organic fertiliser and soil amendments

Energy efficient drives installed on irrigation pumps save $18,000 per year in electricity consumption

Course policy of firm, fast playing conditions has enabled less than 50% irrigation volume to U.S. average

Conversion of turfgrass species has led to 35% reduction in water use, 30% reduction in fungicide use, 20% reduction in overall fertiliser use

’Sustainability is key to the success of any modern business. Implementing sustainability practices across our course has led to drastic savings.’

Kathy McGuire – Sustainability Director. P.G.A National

Champion Course, PGA National, Florida

The Champion golf course at PGA National Resort & Spa lies in the southeastern corner of subtropical Florida. The course’s many ponds and wetlands with associated uplands are directly connected to the Loxahatchee Slough – the headwaters of the National Wild and Scenic Loxahatchee River that feeds the Florida Everglades, a World Heritage Site and International Biosphere Reserve. Lush, flowering plants, abundant birds, and reptiles of every size are found at every turn of PGA National.

‘Sustainability is key to the success of any modern business. Implementing sustainability practices across our course has led to drastic savings.’

Kathy McGuire – Sustainability Director. P.G.A National
Facilities

Broken Sound, Florida
Designed by: Gene Bates

Chosen as the Overall and National Private recipient of the 2017 Environmental Leaders in Golf Awards (ELGA), which are presented annually by the GCSAA and Golf Digest in partnership with Syngenta and Rain Bird’s Golf Division. The golf and country club is home to the PGA Champions Tour’s season opener - the Allianz Championship for 10 consecutive years - ranks as the only Florida or Southeastern U.S.-based ELGA winner at the national or international leader level.

‘Having created the first industrial composting project in Florida, we continue to ‘naturally’ save lives and dollars while improving the quality of life and healthfulness of those who live, work and play within its community,

Shannon Easter – Maintenance Director and Environmental Consultant

- Filters two million gallons of reclaimed water per day from nearby city of Boca Raton, Fl.
- 95% of waste is recycled, which is three times the statewide recycling rate for commercial businesses.
- 100% of products and services used in F&B, catering and maintenance equipment come from within 100 miles, with 30% within 10 miles.
- Installed solar panels on all weather stations, hot water for pools, clubhouses, fitness centre and spa.
- Installed 22 beehives, which produce 1,000 lbs of honey annually.
Jonathan Smith
Known for a positive outlook, considered strategic direction with an ethos of collaboration and accountability. Speaking to diverse audiences from people on on-the-ground in golf, to UNEP, WWF and other NGO’s and governments, Jonathan brings a passion for helping golf become a recognized leader in sustainability. Ultimately strengthening golf businesses, improving the reputation of the game, and making a difference in our world - in practice and by example, across golf’s wide reach.

Kelli Jerome
Bringing experience from years in product management and strategic relations at Microsoft headquarters during the early years of the digital age, Kelli is now turned toward another important frontier, sustainability. Responsible for managing effective, efficient and nimble implementation across all of the areas GEO works in support of, to meet the strategic vision of stakeholders and the organization, she is hands on in managing our talented and growing team!

Sam Thomas
It is Sam’s job to support and advocate sustainability in golf development, in both established and emerging markets, working with architects, developers, governments and tourism bodies. Sam works closely with individual developments whilst facilitating the evolution and promotion of best practice and standards. Sam has worked in the construction industry for over 10 years with award winning practices in architecture, landscape architecture, engineering and golf course design.

Mona Karraoui
With over 15 years’ experience in communications and sustainability in corporate and not-for-profit sectors, across Europe and the Middle East, Mona is focused on collaboration and credibility. She ensures all ISEAL Codes of Best Practice are met and liaises across a diverse stakeholder network including governments and NGOs, representing golf’s sustainability commitments and gathering input.

Independent Experts
Mike Wood
Alexandra Almeida
Erich Steiner
Mauricio Gonzalez
Micah Woods
Core Partners

We work with a broad range of enlightened industry partners and suppliers who recognise the importance of sustainability to their businesses and the sport.

We provide a platform for the promotion of new product and service innovation, connectivity from like minded businesses and from businesses direct to an expanding base of consumers.

We will customise joint activation for golf sponsors seeking to forge a direct and credible link between their corporate responsibility and sports sponsorship objectives.
More than a game