Golf’s Climate Fund
OVERVIEW

- About Golf
- Sustainability in Golf
- Golf Playing Its Part
- Golf’s Climate Fund
- Launch, Engagement, Growth
ABOUT GOLF

- Climate Neutral Origins
- Rooted in Nature
- Phenomenal Expansion and Globalization
- Economic Breadth
  - $150 Billion Global Economic Impact
  - 27,000 km² of land
- Significant Challenges
  - Regulation
  - Public Perception
- Carbon Overview

GEO is a responsible, respected and highly accountable industry support group, helping golf make tangible strides towards the forefront of the sustainability movement, providing real solutions that contribute to the long-term development and growth of the sport around the world.
GEO AND SUSTAINABILITY IN GOLF

Industry Strategy

- Engage (Campaign)
- Support (OnCourse®)
- Promote (GEO Certified®)
- Mitigate (Golf’s Climate Fund)
Golf’s Sustainability Platform

- Streamlined, action-oriented learning
- Data, stories, reports and analytics
- Monitoring and evaluation
- GEO Certified® and promotion

OnCourse® is integrated with golf’s ISEAL accredited standards and certification.
GOLF PLAYING ITS PART

- Continual improvement in golf
- Sustainable land management
- Extending golf’s reach beyond the sport
- Engaging golfers and non-golfers
CREDIBILITY PRINCIPLES

- Aligned with mainstream sustainability movement
- Transparent financial reporting
- Creative engagement and communication
SCIENCE BASED TARGETS

- Golf’s Customized Carbon Calculators
  - Tournaments
  - Facilities
  - Associations
  - Events
  - Spectators
  - Tourist Destinations

- Carbon Reduction Goals
  - Integrated into OnCourse®
  - Learning and Awareness Raising
EXTERNAL STAKEHOLDERS
GOLF’S CLIMATE FUND

Project Aims

- Aligned with golf’s sustainability imperatives
- Contributing to SDGs
- Gold Standard certified

Nature  Resources  Communities

Reforestation  Drinking Water  Cookstoves
FOUNDING PARTNERS

- Industry Tool Investment
- 144th Open Pilot Process
- European Tour Carbon Tracking
- 145th Open and Beyond

Golf’s Climate Fund
THE 144TH OPEN
ST ANDREWS 2015
PILOT CARBON AUDIT PROJECT
THE OPEN SUSTAINABILITY STRATEGY
THE OPEN – SCOPING & TRACKING CARBON EMISSIONS

Golf’s Climate Fund
NEXT STEPS AND LAUNCH

- Final decisions on Golf’s Climate Fund supported projects
- Discussions around mitigation payments
- Development of communications and marketing strategy for launch
- Industry engagement and uptake