



OVERVIEW

- About Golf
- Sustainability in Golf
- Golf Playing Its Part
- Golf's Climate Fund
- Launch, Engagement, Growth





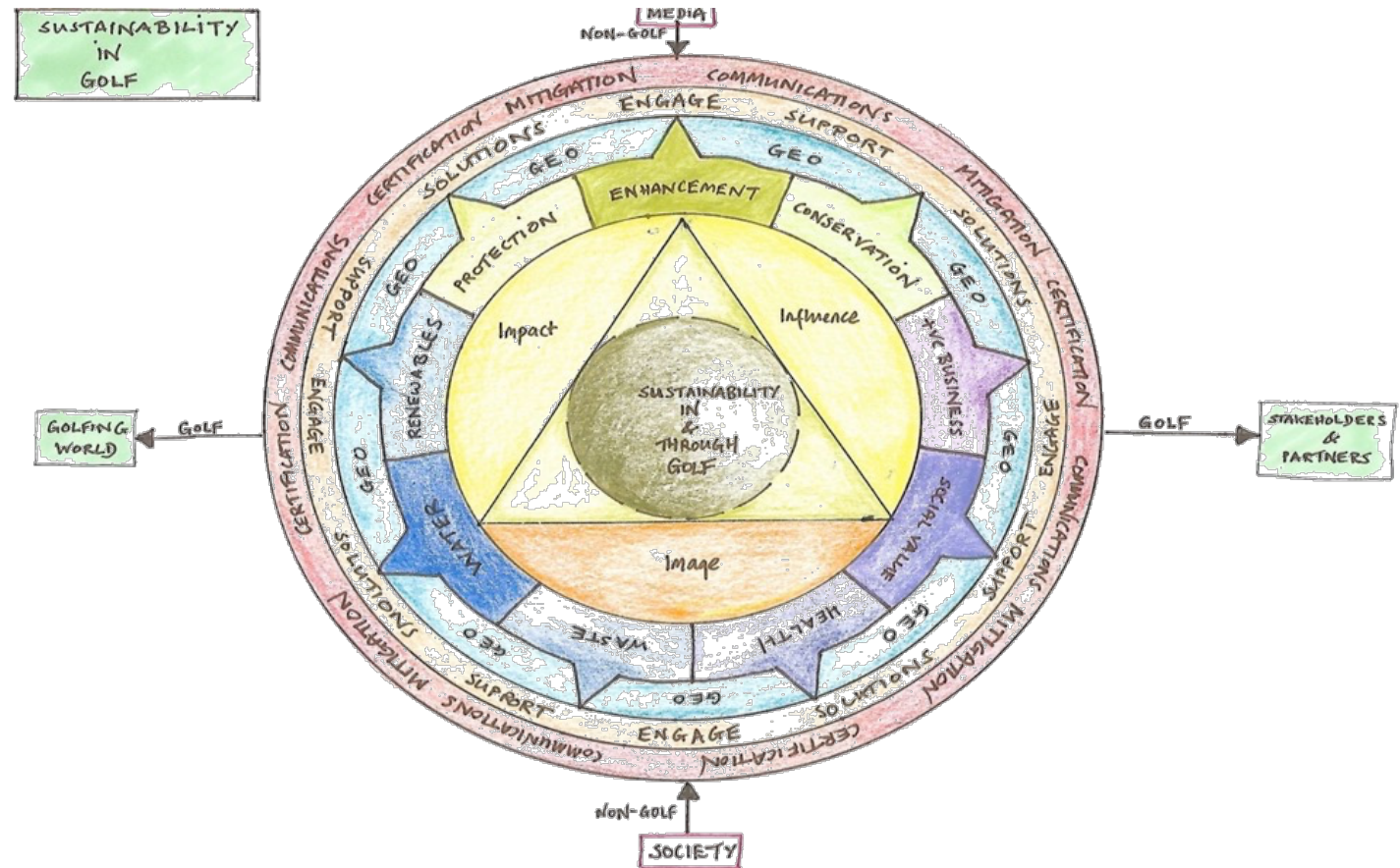
ABOUT GOLF

- 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 AND SUSTANABILITY IN GOLF

Industry Strategy

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





ONCOURSE®

Golf's Sustainability Platform

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

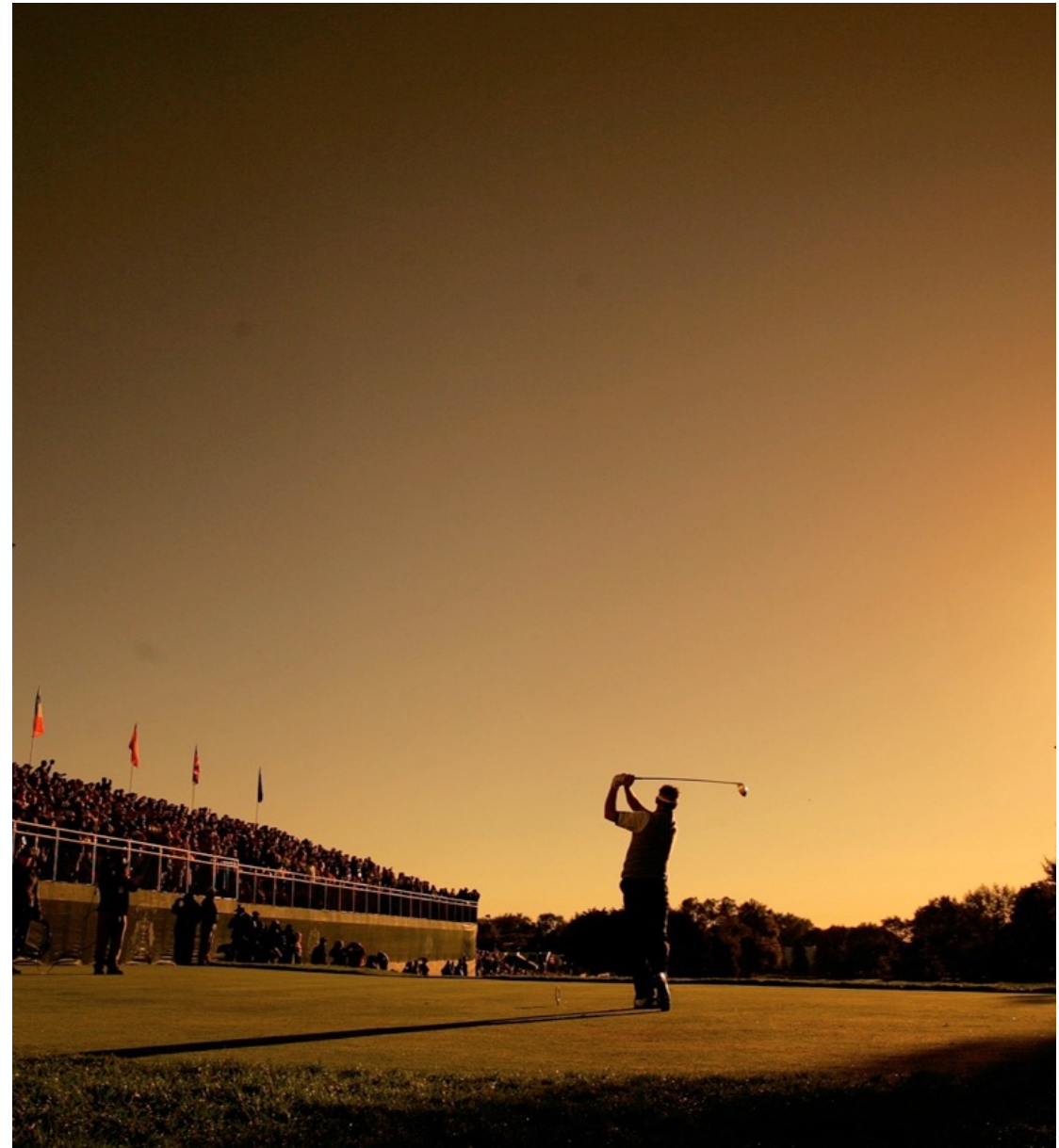
OnCourse® is integrated with golf's ISEAL accredited standards and certification.



GOLF PLAYING ITS PART



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

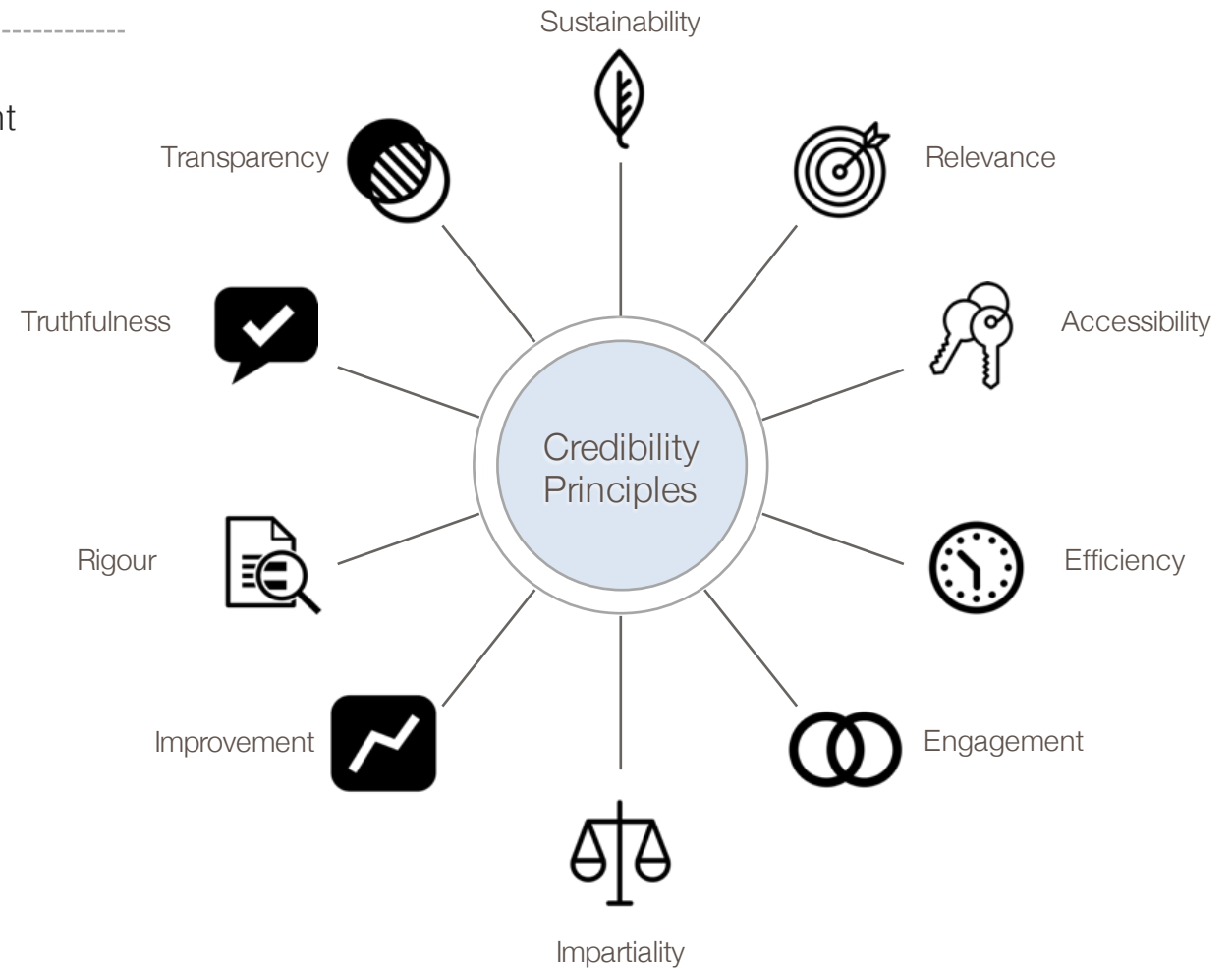


CREDIBILITY PRINCIPLES

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

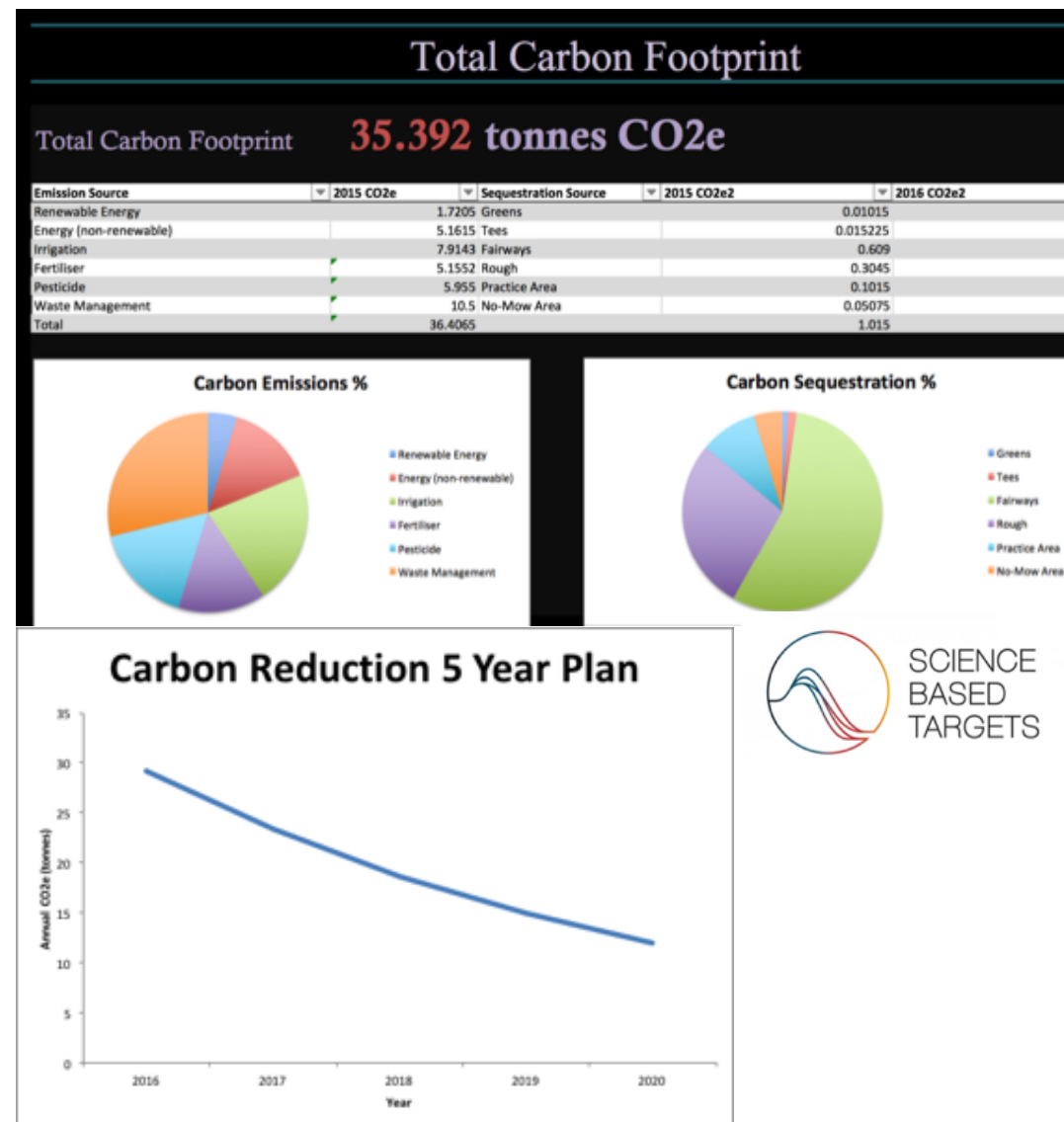


Gold Standard



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



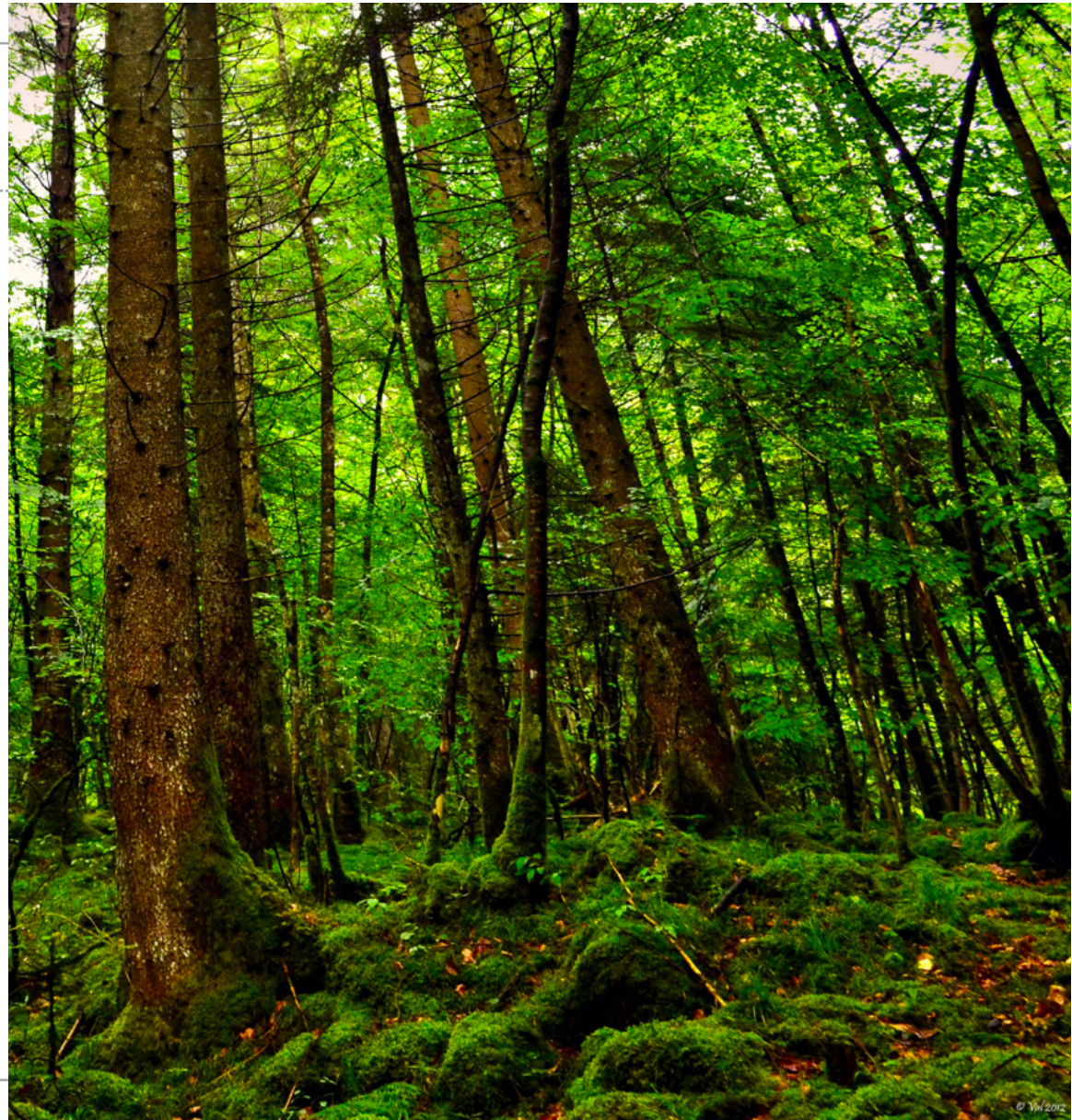
Communities



Reforestation

Drinking Water

Cookstoves



FOUNDING PARTNERS



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





THE 144TH OPEN

ST ANDREWS 2015
PILOT CARBON AUDIT PROJECT





THE OPEN SUSTAINABILITY STRATEGY



greenlinks



THE OPEN – SCOPING & TRACKING CARBON EMISSIONS



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

