



GEO Certified™

Marketing Guide

GEO
Certified™
Web Store online
in 2011. Order
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NOW!



Making the most of your new ecolabel

Congratulations



YOU'VE JOINED THE ELITE INTERNATIONAL GROUP OF GEO CERTIFIED™ GOLF CLUBS

The GEO Certified™ Ecolabel from the Golf Environment Organization is the world's most productive, credible and comprehensive award for sustainable golf, a mark of distinction you can promote with absolute confidence.

Environmental performance is a keystone issue for society, one that engages members and customers, supports your relationships with communities and local government, and can connect you with new audiences, particularly the next generation of golfers.

For every golf business sustainability is an ongoing opportunity. The GEO Certified™ award is a launchpad that will help to maximize the potential in your marketing communications.



LOGISTICS PARTNER UPS 48 hour delivery, eco-packaging and carbon offsetting included with all orders. UPS is a Premier Partner of GEO.



The GEO Certified™ Ecolabel



START PROMOTING YOUR AWARD TODAY

Use the GEO Certified™ Ecolabel to communicate your sustainability achievements through a simple, trusted and versatile logo:



ECOLABELLING GUIDELINES See page 9 for size, colour-use and positioning guidance. Boilerplate text and website guidance on page 10.

For your Clubhouse



THE OFFICIAL GEO CERTIFICATE - DELIVERED VIA THE INTERNET OR UPS

OFFICIAL CERTIFICATE Choose from one of four options for receiving and mounting your certificate:

1) SELF-PRINT PDF A high quality print-ready file for professional printing and framing by your local suppliers.

FREE

2) SELF-FRAME A ready-printed certificate to be framed by your local supplier. Recommended mat / frame size 290 x 430 x 25mm.

€6

3) FRAMED - CLASSIC EDITION Presented in a high quality recycled wooden frame with recycled anti-glare acrylic 290 x 430 x 25mm.

€45

4) FRAMED - NGF EDITION Presented between two sheets of recycled acrylic 290 x 430 x 40mm. Inspired by our friends at the Dutch Golf Federation.

€TBC



For your Clubhouse



THE GEO CERTIFIED™ WALL PLAQUE - IN SUSTAINABLE, CONTEMPORARY OR TRADITIONAL FINISH



WALL PLAQUE Whatever the style of your clubhouse, there's a GEO Certified™ plaque suitable. All plaques are supplied with mounting fixtures and are suitable for use inside or outdoors.

1) **SUSTAINABLE** A beautiful bamboo plaque made with wood from sustainably managed forests. Details are laser etched into the plaque 500 x 300 x 40mm. € TBC

3) **CONTEMPORARY** A chunky slab of polished granite laser etched with the details of your award 500 x 300 x 20mm € TBC

2) **TRADITIONAL** A stunning brass plaque engraved with the details of your award. Choose a bamboo mount for added presence 500 x 300 x 5mm, or mounted 540 x 340 x 45mm. € TBC

For your Website



LOGOS, BOILERPLATE TEXT AND HYPERLINKING TO YOUR GEO CERTIFIED™ REPORTS

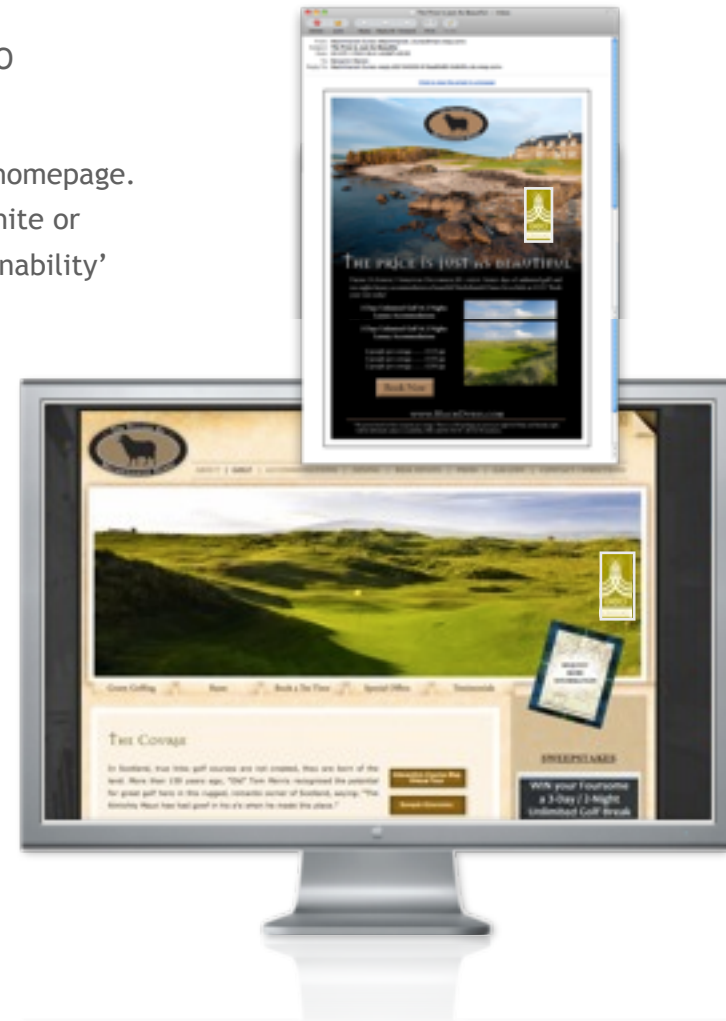
Maintaining a 'Sustainability' page on your club website is a hugely valuable exercise. GEO recommends the following steps:

1) **ECOLABEL YOUR HOMEPAGE** Position the GEO Certified™ ecolabel somewhere on your homepage. For use over a photographic image you should select the 'border' version. For use on a white or single colour background use the basic version. The ecolabel should hyperlink to a 'Sustainability' or 'Going Green' page in your own website.

2) **BUILD YOUR 'SUSTAINABILITY' PAGE** Use the boilerplate text from page 10 to introduce your sustainability work and GEO Certified™ award. Hyperlinking directly to your GEO Certified™ and Verification Reports on golfenvironment.org enables members, customers and the local community to learn about your achievements.

Your Sustainability page can also be used to promote the details of ongoing environmental work to your club membership. Posting picture galleries, reports from external advisers and blog-style updates from key team members helps to keep your members and customers engaged.

3) **EMAIL NEWSLETTERS** Add a GEO Certified™ Ecolabel, linked to the 'Sustainability' page of your website, to your electronic newsletter or emails.



For your Flagpole



RAISE THE COLOURS WITH YOUR GEO CERTIFIED™ FLAG

Promote your achievement to members and customers by flying the GEO Certified™ Ecolabel outside your club. Available in two sizes:

1) LARGE For a 20m flagpole.
Single-layer fade resistant flag with
eyelet bindings (2 x 1.5m)

€45

2) EXTRA LARGE For a 25m
flagpole. Single-layer fade resistant
flag with eyelet bindings (3 x 2m)

€65

2) VERTICAL Great for tournaments
or corporate events. Single-layer
fade resistant flag with eyelet
bindings (1 x 3m)

€45



For your Pro Shop or Front Desk



GEO CERTIFIED™ COUNTERTOP DISPLAY - AVAILABLE IN BAMBOO, RECYCLED ACRYLIC OR RECYCLED GLASS



Use these countertop displays to promote your GEO Certified™ Ecolabel at key points of contact with members and customers:

1) BAMBOO A stylish, durable and sustainable way to promote your GEO Certified™ Ecolabel. Freestanding. Laser engraved 150 x 90 x 50mm.

€ TBC

2) RECYCLED ACRYLIC A durable and eye-catching countertop display for high traffic areas such as your front desk or pro shop (circular) 150 x 90 x 50mm.

€ TBC

3) RECYCLED GLASS Classic presentation for your GEO Certified™ Ecolabel 150 x 90 x 50mm.

€ TBC



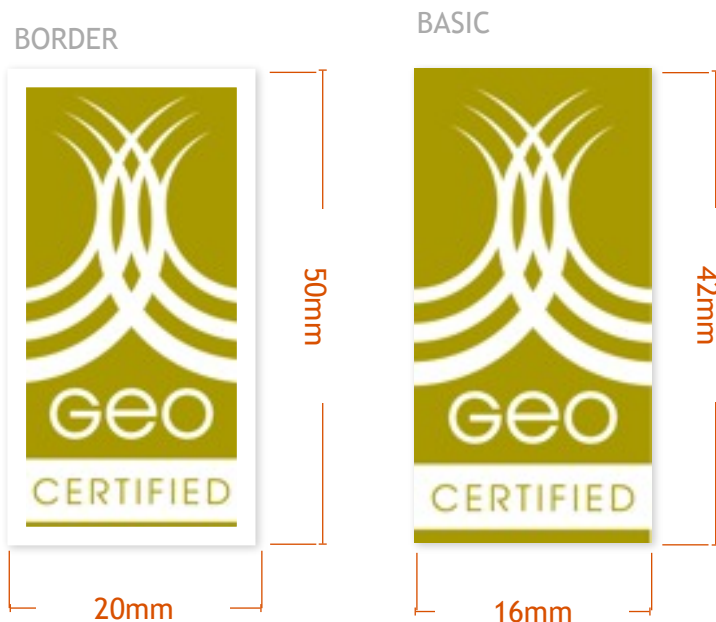
For Print



GUIDANCE FOR ECOLABELLING CLUB NEWSLETTERS, MAGAZINE ARTICLES, SCORECARDS ETC

Your Marketing Pack includes two versions of the GEO Certified™ Ecolabel - the 'border' and 'basic' variants. For use over a photographic image or similar colour palette you should select the 'border' version. For use on a white, dark or single colour background use the 'basic' version.

The GEO logo is also available for your use. Minimum sizes for use are presented below. All logos require minimum 20mm spacing from other design features.



DESCRIPTIVE ECOLABEL TEXT (OPTIONAL)

GEO Certified™ golf clubs meet comprehensive global standards set forth by the Golf Environment Organization.
www.golfenvironment.org

THE GEO PALETTE

GEO GOLD

PANTONE 2945C
C0 M3 Y100 K41
R168 G153 B0
HEX A89900

GEO BLUE

PANTONE 2945C
C0 M3 Y100 K41
R168 G153 B0
HEX A89900

Boilerplate Text



FOR YOUR WEBSITE, PRINTED MEDIA, PRESS RELEASES ETC

INTRODUCING YOUR GEO CERTIFIED™ AWARD

Golf and the environment are intrinsically linked and [NAME OF CLUB] is dedicated to providing an ecologically rich, healthy and stunning golf landscape; maximizing the unique natural and cultural assets of this site, and minimizing resource consumption to ensure a net-positive environmental impact.

[NAME OF CLUB] is extremely proud to have earned the status of GEO Certified™. This prestigious international award signifies that we have met comprehensive and advanced sustainability requirements and are committed to continually improving our environmental performance across the areas of landscape & ecosystems; water; energy & resources; products & supply chains; environmental quality and people & communities.

GEO Certified™ follows a holistic approach and is independently verified every three years and transparent making it the most productive and credible international environmental certification in golf today.

Details of our GEO Certified™ Report can be viewed at www.golfenvironment.org/clubs/NAME_OF_CLUB

ABOUT GEO - LONG FORMAT

GEO is the only international non-profit dedicated to helping golf achieve its potential as a social, economic and environmental asset

Partnering throughout the industry to establish golf's sustainability agenda and inspire progress, GEO provides streamlined guidance and practical tools across the areas of management, development, and events. GEO's certification programmes are the most productive, credible and comprehensive ecolabels available for new and existing golf facilities.

GEO is supported by a global network of partners, patrons, scientists, thought-leaders, corporate sponsors, and industry representatives. Some of the major organizations GEO works with include The European Tour, European Golf Association, EGCOA, WWF, UNEP, the Club Managers Associations of Europe and America, and The R&A.

ABOUT GEO - SHORT FORMAT

The Golf Environment Organization is the only international non-profit dedicated to supporting sustainability in the sport of golf.

The GEO Certified™ award is endorsed by golf, government and environmental bodies worldwide.

Get Creative...



THE OPPORTUNITIES TO PROMOTE YOUR GEO CERTIFIED™ ECOLABEL ARE ENDLESS



SHARE YOUR SUCCESS!

Please tell us about your efforts to engage members and customers. You can mail any pictures and details to us at oncourse@golfenvironment.org

Order Form



ALL YOU NEED TO PROMOTE YOUR GEO CERTIFIED™ AWARD

Please email this form to oncourse@golfenvironment.org or post to us at the address below for processing within one business day. Secure online payment with

YOUR NAME

POSITION IN CLUB

DIRECT PHONE

EMAIL ADDRESS

GOLF CLUB NAME

ADDRESS LINE ONE

ADDRESS LINE TWO

CITY

STATE / COUNTY

COUNTRY

ZIP / POSTCODE

	PRODUCT NAME	COST	NO.	TOTAL COST
CERTIFICATES	SELF-PRINT PDF	FREE		FREE
	SELF-FRAME	€6		€
	FRAMED - CLASSIC EDITION	€45		€
	FRAMED - NGF EDITION	€TBC		€
WALL PLAQUES	SUSTAINABLE	€TBC		€
	CONTEMPORARY	€TBC		€
	TRADITIONAL	€TBC		€
FLAGS	LARGE	€45		€
	EXTRA LARGE	€65		€
	VERTICAL	€45		€
COUNTERTOP DISPLAYS	BAMBOO	€TBC		€
	RECYCLED ACRYLIC	€TBC		€
	RECYCLED GLASS	€TBC		€
GRAND TOTAL				€