



For Sustainable Golf

Resource efficient. Ecologically rich. Highly respected.



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Reaching Golf's Potential



GOLF IS A MULTIFACETED INDUSTRY that connects hundreds of thousands of people and businesses - from community golf clubs and national federations, through international tourism and development, and into televised professional events and specialized product manufacturing and distribution. Golf is a sport played by children and grandparents alike; by everyday people and instantly recognizable superstars. Its reach is global, and its value significant.

GOLF HAS A UNIQUE OPPORTUNITY among all business and sport, to make a powerful difference. Every golf facility, new and old, has the potential to be a responsible and resource efficient business; that provides a healthy, living landscape, important social and economic benefits to the communities it touches, and ensures a net-positive environmental impact. The Golf Environment Organization is committed to helping golf achieve these outcomes around the world.

The Golf Environment Organization

FOR SUSTAINABILITY, FOR GOLF, FOR YOU

Find out more at golfenvironment.org



Partners & Supporters

STAKEHOLDERS INVESTING IN SUSTAINABLE GOLF



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GEO is a stakeholder-funded, not-for-profit organization, dedicated to helping the global golf community establish leadership in environmental and corporate responsibility. Delivering guidance and recognition for golf course management, development and events, GEO is known for a positive outlook and pragmatic approach.

GEO's Contribution

EMPOWERING PEOPLE IN GOLF TO COMMIT AND ACHIEVE

PROMOTING Inspiring and motivating golf to embrace sustainability, GEO works to raise awareness; make the most from decades of outstanding industry research; and to promote a shared understanding of issues, priorities, and sustainable golf solutions.

RECOGNIZING Rewarding golf facilities and helping effectively communicate their achievements, GEO Certified™ is widely endorsed as most constructive, credible and comprehensive certification for golf course and club management. Certification for golf development and renovation is coming in 2011. GEO Certified applications are managed on-line and feature public promotion, independent verification, and re-certification based on continual improvement.

GEO is supported by a global network of partners including The European Tour, UNEP, The R&A, Ryder Cup Europe, and a growing number of national golf federations, corporate sponsors, and associations of golf club managers, owners, superintendents, professionals, constructors, and architects around the world.

SUPPORTING Providing freely accessible guidance, and sources of advice and educational support, GEO offers tools and resources for golf course and club managers, architects, developers, and tournament staging companies. Language translation of key materials with partners is ongoing, as is the continued development of the GEOSA Network—a global group of sustainable golf experts specially trained in GEO programs.

UNITING Helping develop a strong and cohesive expression of sustainability across the golfing world, GEO's collaborative approach seeks to connect local to global efforts around a subject that's relevant to the entire sector. Sustainable golf has a role and reward for everyone.





What is Sustainable Golf?

FOR HUNDREDS OF YEARS golf has been generating diverse social and environmental benefits around the world. From the protection of coastal zones and urban greenspace, improvements in the quality of air, water, jobs and prosperity, the provision of healthy, inter-generational recreation, right down to investment in infrastructure and technology - golf can do a great deal of good for people and places.

But the challenges are increasing and expectations are higher than ever.

The global golf community can unify behind a credible, productive and streamlined approach to sustainable golf; clearly state its understanding of the challenges and opportunities; objectively accept its strengths and weaknesses; publicly pledge to continually improve; and proudly showcase its achievements worldwide.

GEO is dedicated to helping make that happen; promoting, supporting, and recognizing sustainable golf.

A Sustainability Agenda For Golf

SIX PERFORMANCE AREAS FOR THE INDUSTRY



LANDSCAPE & ECOSYSTEMS Protecting green-spaces and coastlines, enhancing degraded land and landscapes, enriching biological diversity; improving the function of ecosystems.

WATER Contributing to the natural function of watersheds, enhancing water quality, avoiding the use of high quality water, and minimizing all water consumption.

ENERGY & RESOURCES Integrating passive design principles, focusing on the reduction of energy demand, minimizing turfgrass area and striving to export renewable energies.

PRODUCTS & SUPPLY CHAINS Reducing the embedded energy of goods and materials; applying ethical and environmental procurement filters; choosing recycled and recyclable materials.

ENVIRONMENTAL QUALITY Improving air, soil and water quality; creating stable, naturalized greenspace for people and wildlife; helping to transform degraded and contaminated land.

PEOPLE & COMMUNITIES Delivering jobs, careers, education, health, social interaction, volunteering, charitable contributions and infrastructure benefits in rural and urban areas.



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