



GEO OnCourse™

Step-by-Step Program for GEO Certified™

MAKING SUSTAINABILITY EASIER TO UNDERSTAND, DELIVER AND BENEFIT FROM

GOLF'S ENVIRONMENTAL DRIVE has worldwide momentum. Clubs are embracing sustainability to save money, exceeding member and customer expectations, setting their course apart, and gain distinction, and of course to contribute to protecting the planet.

For many golf course and club managers the challenge is knowing what to do and how to start. Welcome to GEO OnCourse.

A streamlined, practical on-line resource designed to help you plan, carry out, and record sustainability improvements appropriate for your site, the step-by-step OnCourse Guidance will put your course in the spotlight as GEO Certified.

Straightforward process. Realistic expectations. Cost-saving solutions. International recognition.

EASIER PLAN

- Clear, step-by-step guidance
- Ongoing practical results
- Staff engaged in coordinated effort

STRONGER PROFILE

- Prestigious international recognition
- Boost member / community relations
- Enhance your course's natural assets

GREATER PROFIT

- Lower resource use
- Reallocated maintenance time
- Secure grants / no-interest loans

FIVE STEPS TO EXCELLENCE & RECOGNITION

SELF ASSESSMENT quickly identify strengths and weaknesses while you create a customized OnCourse Action Plan

ONCOURSE PLEDGE join golf clubs around the world in promoting your environmental commitment to members and customers

STEP-BY-STEP GUIDANCE the heart of the process - clear, online forms to complete at your convenience or divide among team members

ON-SITE EVALUATION a sustainable golf expert from the GEOSA Network will verify your application and provide a three-year Continual Improvement Plan

GEO CERTIFIED international distinction for earning the most comprehensive, credible environmental certification in world golf.

Visit golfenvironment.org/management





The GEO Certified™ Ecolabel

EXPRESSING YOUR LEADERSHIP

THE MARK OF SUSTAINABILITY that golf businesses can promote with absolute confidence.

Environmental performance is a keystone issue for society, one that engages members and customers, supports relationships with communities and local government, and can connect golf clubs 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.



Engage people

MORE AND MORE CONSUMERS EQUATE SUSTAINABILITY WITH QUALITY

PROMOTE YOUR ENVIRONMENTAL STEWARDSHIP as an integral part of the great golf you offer, showcase your ethical purchasing at point of sale, tell customers about the natural and cultural heritage you conserve. Enrich their experience and affirm that their sporting activity brings benefits, not costs.

Trust GEO Certified to credibly carry all these meaningful and valuable messages across your internal and external communications.



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GEO is a stakeholder-funded organization, dedicated to helping the global golf community establish leadership in environmental enhancement and corporate responsibility.