

Driving Sustainability: Imagining a Better Future Through Golf

Our world is facing many environmental and social challenges – often closely interconnected.

How can golf contribute to a more sustainable and equitable world? Golf has the power to reduce negative impacts, maximize positive impacts and drive positive change in local communities, businesses and wider society.

Explore how we can Imagine Better for golf and for our planet – one person, one swing, one event at a time.


Golfers & Gear

From professional athletes to amateurs, seven years old to 70, every golfer has the potential to play a role in the sport's sustainability journey.

Athletes have the potential and platform to be a big part of golf's sustainability journey, and many already are by:


-  Taking a stand
-  Making more sustainable choices
-  Speaking up for sustainable golf
-  Partnering with like-minded brands
-  Joining Dow's ambassadors as GEO Sustainable Golf Champions




 **1,820+**
TONNES OF CARBON EMISSIONS could be saved every year if every LPGA and PGA TOUR professional were to use renewable energy in their homes, like Suzann Pettersen did when she switched to geo-thermal energy.

 The AT&T Pebble Beach Pro-Am turned **its banners into backpacks** and worked with local nonprofits to distribute them to students in the community.

If every U.S. golf fan chose to buy secondhand apparel for one year, the carbon savings would be equivalent to emissions avoided by  **12,735 WIND TURBINES**

19,200 PLASTIC BOTTLES from one tournament on the Ladies European Tour's Aramco Team Series were transformed into 1,200 polo shirts for volunteer teams at another. 

 **50%** LESS WATER is used when popular brands choose technologies like Dow ECOFAST™ to produce cotton clothes.

20,000 GOLF TEES were recycled from mesh fencing at the Dow Great Lakes Bay Invitational (GLBI) and were used at the next tournament. 

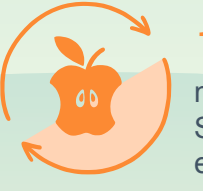
Tournament Impact

A lot of time, energy and resources go into putting on a sporting event. Here are some innovative ways golf tournaments and partners are taking responsibility and harnessing their potential.

Dow and the LPGA are helping tournaments build their own sustainability programs through access to a new  **SUSTAINABLE EVENTS ACCELERATION FUND**

Tournaments can and are incorporating local initiatives like **#FORTHEOCEAN** that educate young golf fans about the environment and inspire them to **TAKE ACTION** 

 **\$20,000** DONATED BY DOW GLBI in seed money helped to launch a sustainability project in its surrounding community in 2019.

 **1/4 INCH OF FERTILIZER** made by a "mobile digester" at Broken Sound Club in Florida turns food into enough for an application on the fairways and roughs of both courses annually.


 **INSPIRE SUSTAINABLE ACTION**


The LPGA, LET and Dow launched Celebrating the Green – a web-based hub for fans, partners, tournaments and players to inspire sustainable action in golf through stories and resources.

Course Management

Golf has a very direct and unique relationship to the environment and therefore a responsibility to protect it. Golf course architects and superintendents around the world are taking action.

 **75 COUNTRIES** around the world have GEO Certified venues.

 **50+** MILLION GALLONS of water are conserved by Pelican Hill Course in California by rainwater harvesting, using less water and reducing cost.⁴

 **~50%** OF A GOLFING LANDSCAPE is naturalized wildlife habitat.

Using more sustainable energy – like hybrid equipment for maintenance vs. traditional hydraulic machines – gave Carnoustie Links in Scotland an estimated

 **30% FUEL SAVINGS**

 The Netherland's Leeuwarder Golfclub De Groene Ster designed their course **TO MAXIMIZE EXISTING NATURAL LANDFORMS** and intentionally create habitats for local and endangered species like its oystercatcher birds.³



Through all these sustainable actions and more, golf – with the help of GEO, Dow and tournaments, brands and partners across the industry – is driving for a more sustainable, low carbon future.

Let's set our sights on doing more to deliver more – future-proofing the game and helping societies' efforts to reduce emissions, restore nature and live, work and play more sustainably.

Let's Imagine Better together for golf and for our planet.

¹ <https://medium.abundanceinvestment.com/how-much-carbon-dioxide-do-solar-panels-save-aaf43e1b9bb8>
² <https://quantis.com/report/measuring-fashion-report/>
³ <https://sustainable.golf/highlights/assisting-oystercatchers-with-breeding-on-the-course?cat%5B%5D=Courses>
⁴ <https://www.pelicanhill.com/images/Sustainability.pdf>
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