



OnCourse®

Support and recognition for
sustainable golf



GEO Certified®



WH

Y

Public expectations are rising



Green Purchasing

High expectations from consumers on environmental offerings and claims



72%

of seafood consumers agree that in order to save the oceans, shoppers should only consume seafood from sustainable sources.

American Consumers Take Sustainability to Next Level

Seventh Annual York Green Business Survey observes more Americans are purchasing green products/services than ever before.



LOHAS
Lifestyles Of Health And Sustainability


TRAVEL FOREVER
GLOBAL SUSTAINABLE TOURISM COUNCIL

MAKE A GREEN CHOICE

Conserving energy, water and resources is good for you and good for the environment. Enjoy a \$5 voucher or 500 points for each night you decline housekeeping service.



One night can mean significant savings.

💧 Save Water

49.2 Gallons*

49.2 gallons is 787 cups, enough for 1 person to drink 2 cups per day for a year.

⚡ Save Electricity

0.19 KWH*

That's enough to run an Energy Star-rated laptop for 10 hours.

🔥 Save Natural Gas

25,000 btu*

Enough energy to heat a 400 square foot room at 70°F for 4 hours - when it's 10°F outside.

🧴 Save Chemicals

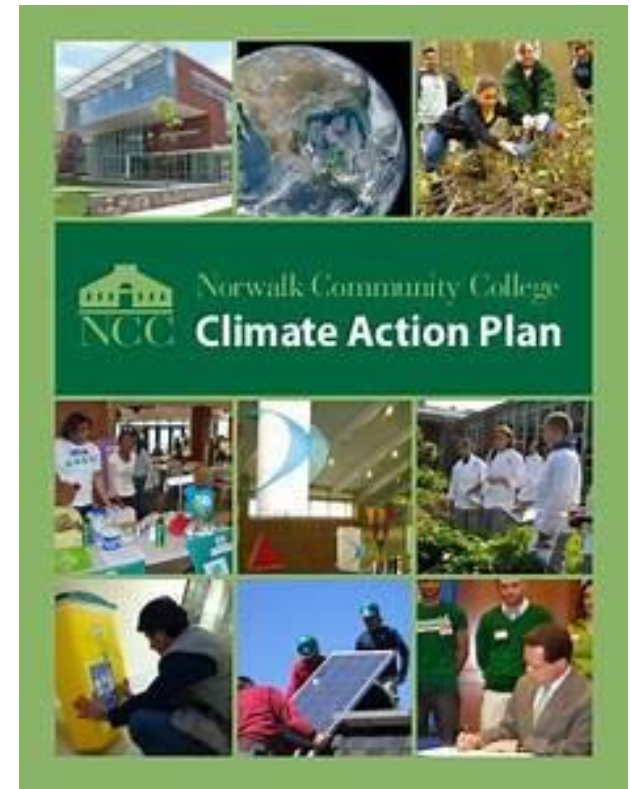
7 oz*

Fewer chemicals equals less toxicity in the environment. And that's good for everyone.



WESTIN
HOTELS & RESORTS

Local communities taking action



Government expectations are rising



The Finland
we want by 2050

Indicators

To illustrate the Commitment and monitor the progress, a set of sustainable development indicators have been adopted. Findicator.fi service offers up-to-date information on key social indicators:

www.findicator.fi/en/kestavakehitys

For more information:
Finnish National Commission on
Sustainable Development

Secretary General Sauli Rouhinen
sauli.rouhinen@ymparisto.fi
+358 50 5658 394

Deputy Secretary General Marja Innanen
marja.hinnanen@ymparisto.fi
+358 40 777 5582

www.ym.fi/sitoomus2050 (finnish)
www.ym.fi > The Environment >
Sustainable Development

Society's commitment to sustainable development

The vision of Society's commitment is
a prosperous Finland within the limits
of the carrying capacity of nature.

Through the commitment,
the government and the administration,
in collaboration with companies,
organizations and citizens, pledge to
promote sustainable development
in all their work and operations.

Our shared objectives

To make the vision for 2050 a reality,
Finland will focus on achieving the following objectives.

1. Equal prospects for well-being
2. A participatory society for citizens
3. Sustainable work
4. Sustainable local communities
5. A carbon-neutral society
6. An economy that is resource-wise
7. Lifestyles that respect the carrying capacity of nature
8. Decision-making that respects nature



SUSTAINABLE DEVELOPMENT GOALS

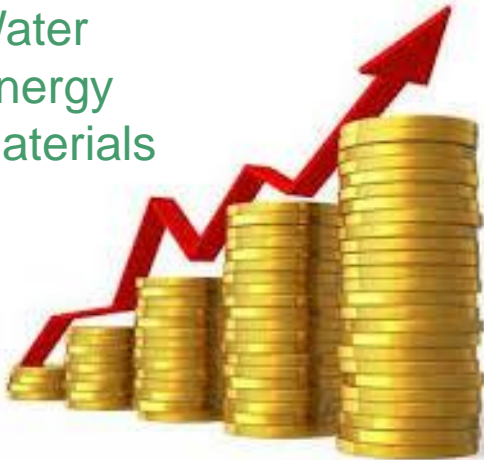
AGENDA 2030 GOALS AND STARTING LEVEL OF FINLAND



1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnerships for the goals

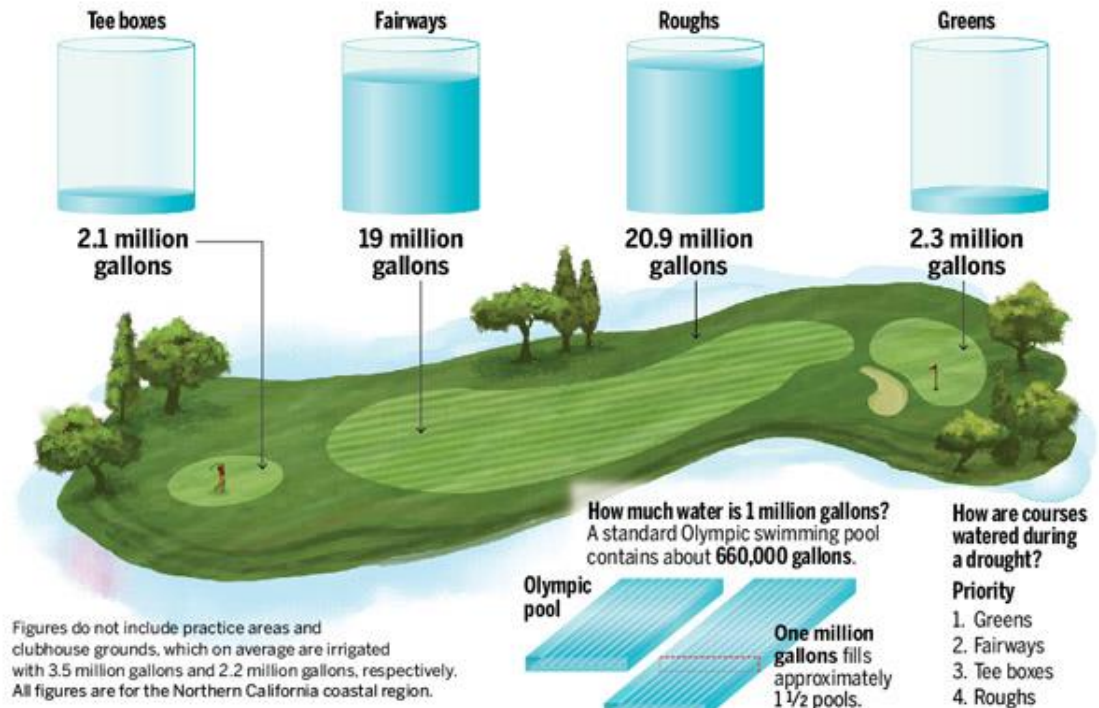
Resources are becoming more scarce and costly

Water
Energy
Materials



Fewer drinks for the links

Because of California's severe drought, golf courses across the state are being forced to cut water use by as much as 50 percent. So golf course operators are now performing "triage" – saving the greens but letting the roughs, tee boxes and even some fairways go brown. Here is the amount of water used per year on an average 18-hole golf course.



Figures do not include practice areas and clubhouse grounds, which on average are irrigated with 3.5 million gallons and 2.2 million gallons, respectively. All figures are for the Northern California coastal region.

Source: Golf Course Superintendents Association of America

BAY AREA NEWS GROUP

Regulation is tightening



Climate is changing

More wet



More dry



Business is changing




“ A sustainable business is more robust and efficient; it appeals to customers changing values, strengthens relationships with suppliers and positions the brand as a good citizen.

Sustainability can reduce the variable costs of running a business while driving profitability. ”

Reputation

matters

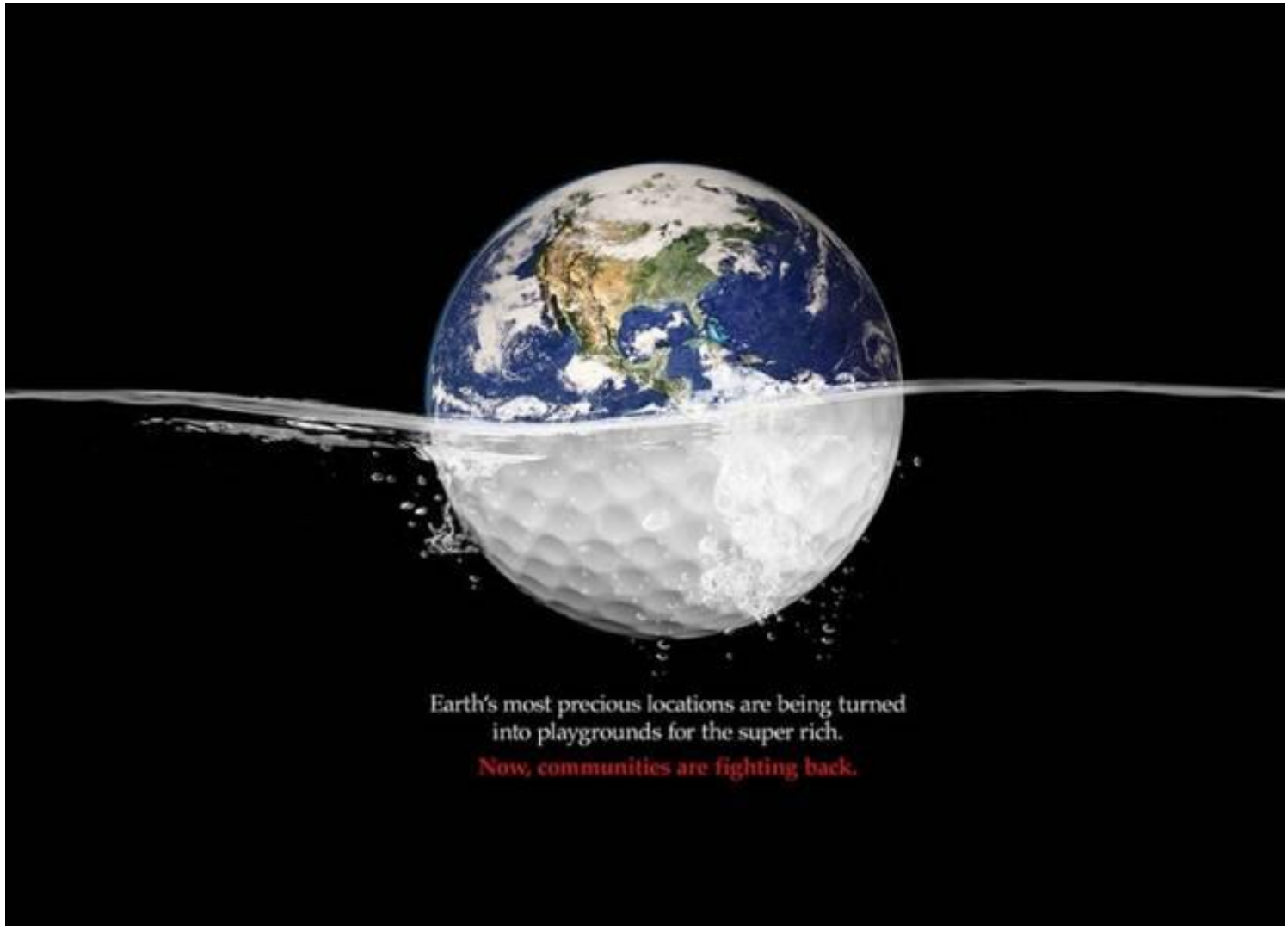
A thought bubble with a scalloped border and three small circles leading to it from the bottom left. Inside the bubble is the text "What do other people think?".

What do other people think?



A single golf course sucks away 15.000 m³ of water!

Golf courses absorb millions of cubic metres of water. However in southern Turkey where they are planning to build several courses, the underground water resources are extremely limited. Take action. Help us to stop them.



Earth's most precious locations are being turned
into playgrounds for the super rich.

Now, communities are fighting back.





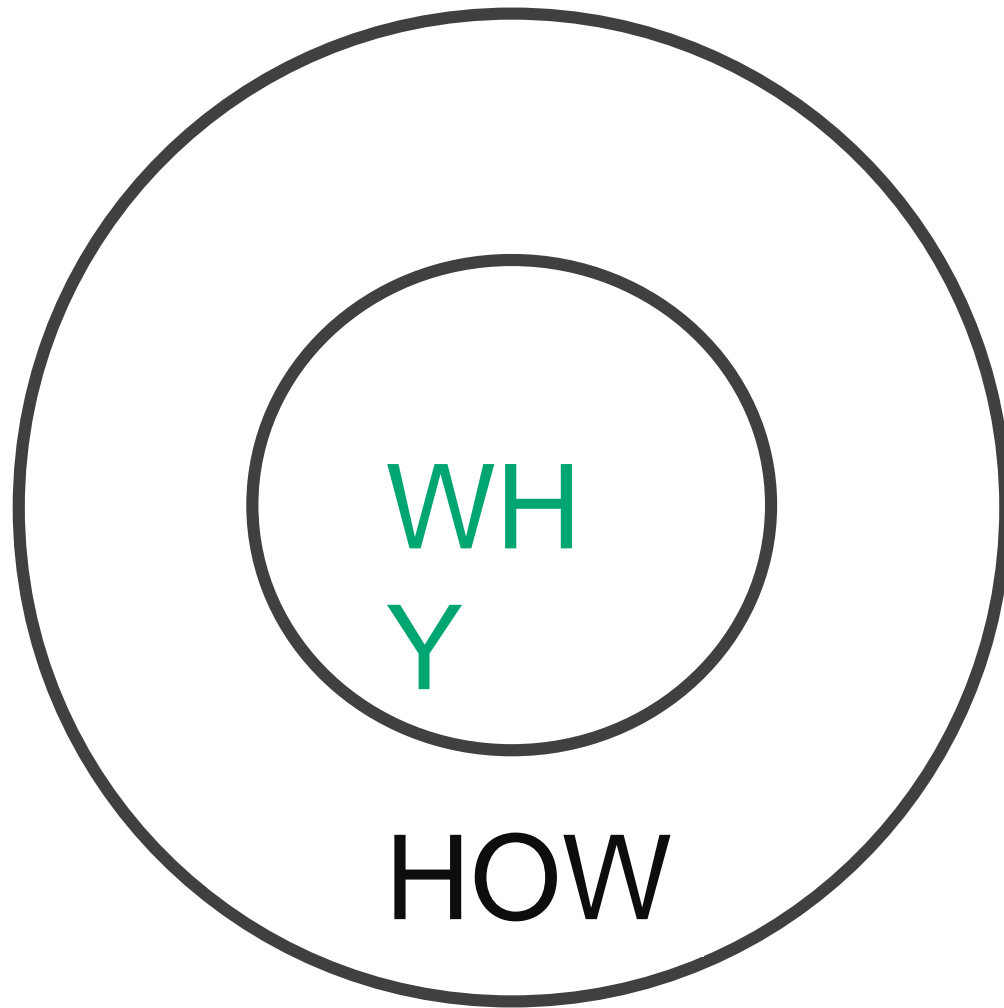
The par: 200.000 trees!

Building a single golf course puts thousands of trees at stake. However in southern Turkey, they are planning to build several courses simultaneously. Take action. Help us stop them.

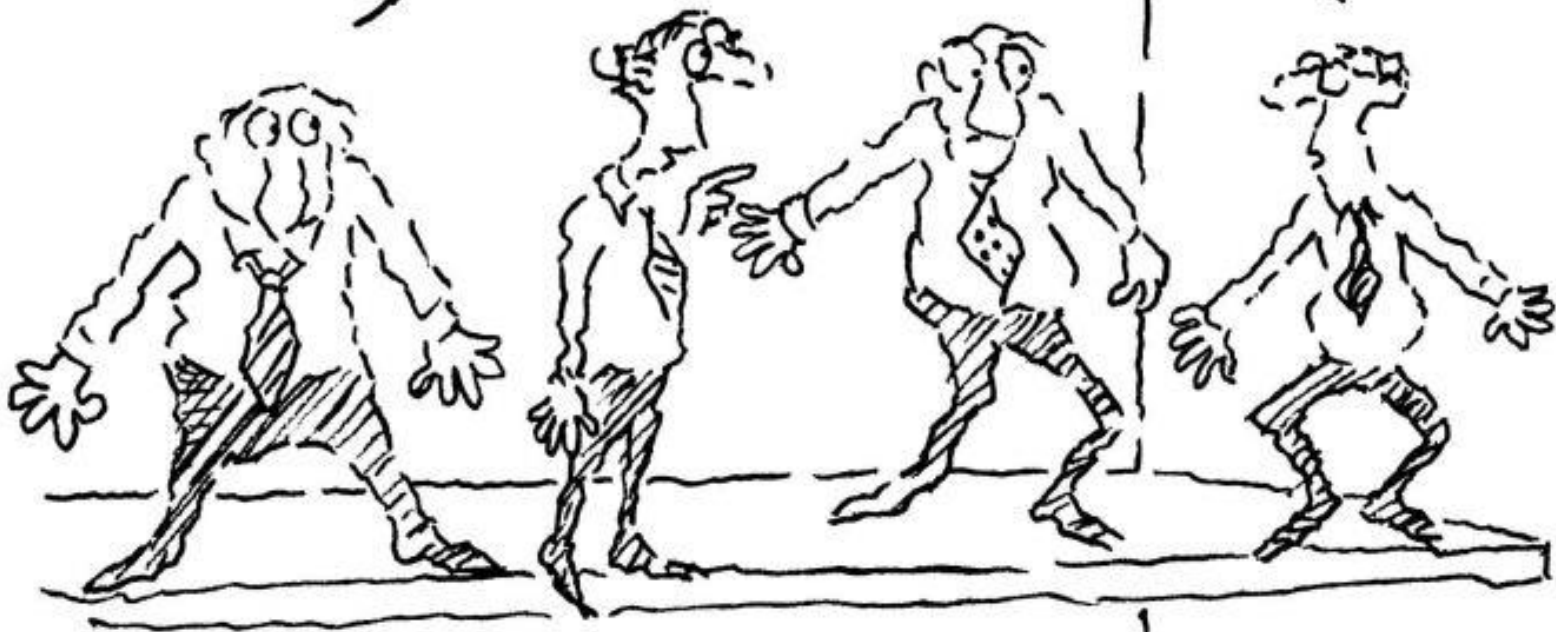
www.wwf.org.tr

Sustainable **Ötztal**

Good for nature and people



I THOUGHT YOU'D DO IT!!



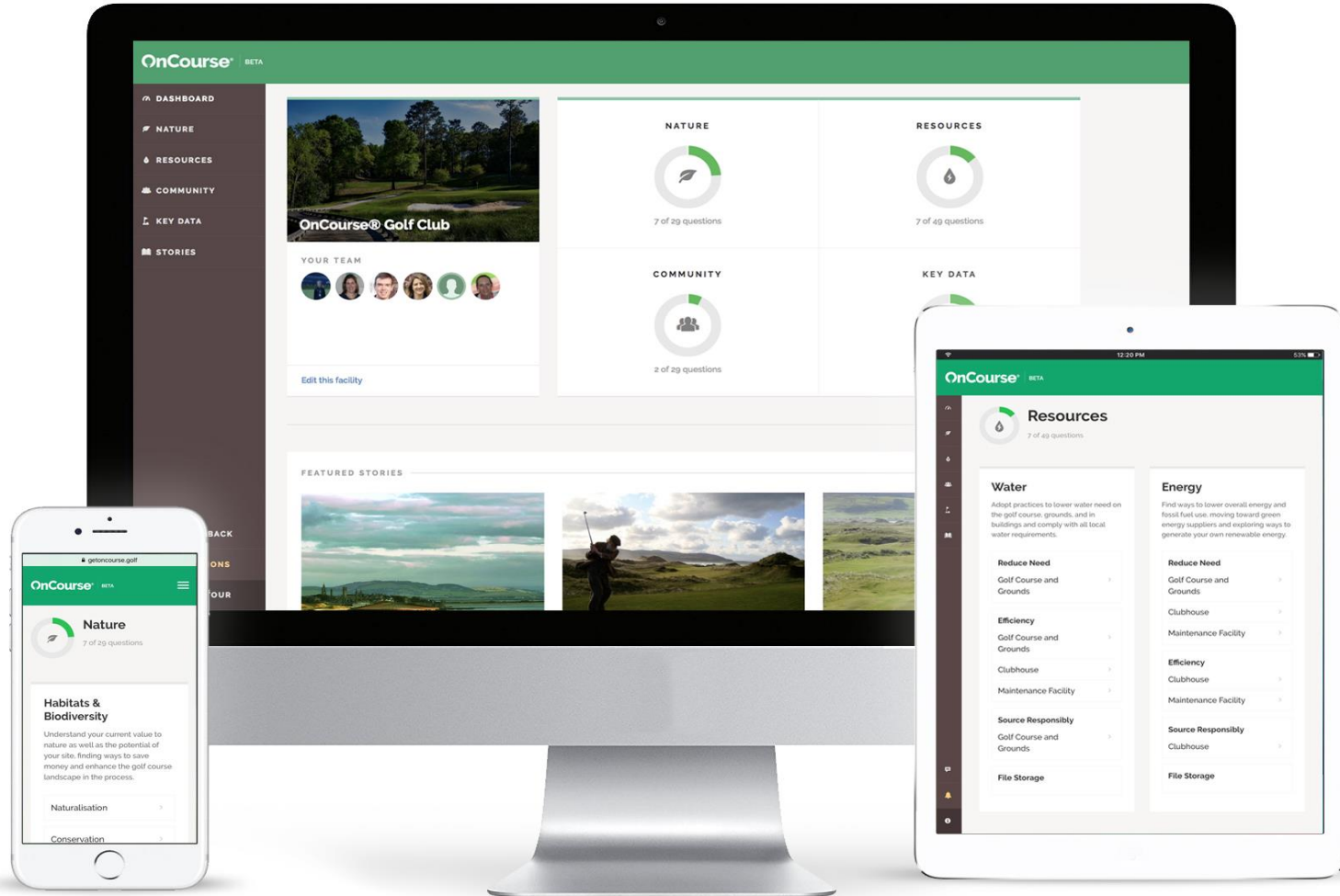


“We’re probably not doing enough,
and we use chemicals and water”



“It costs too much”

OnCourse®





Industry tool for support and recognition

- Best practice checklists and ideas
- Key data recording and tracking and file storage
- Automated tools to help share your best examples
- Tools to make meeting regulation easier
- Network of industry leaders sharing ideas
- Recognition and respect!

Practical

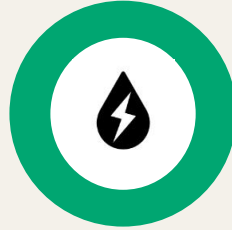


Nature

Habitats & biodiversity

Turf management

Pollution prevention



Resources

Water

Energy

Materials

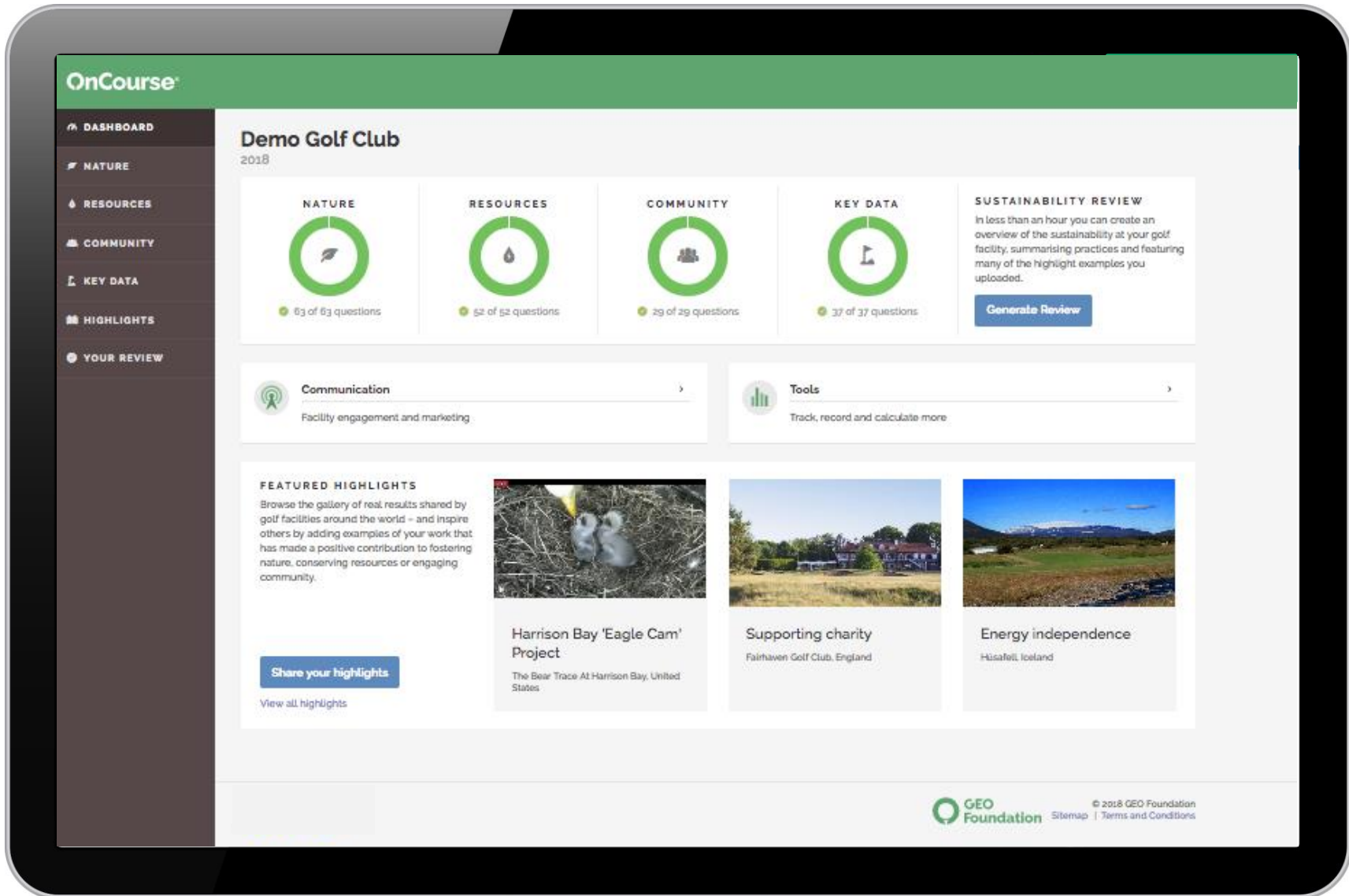


Community

Outreach

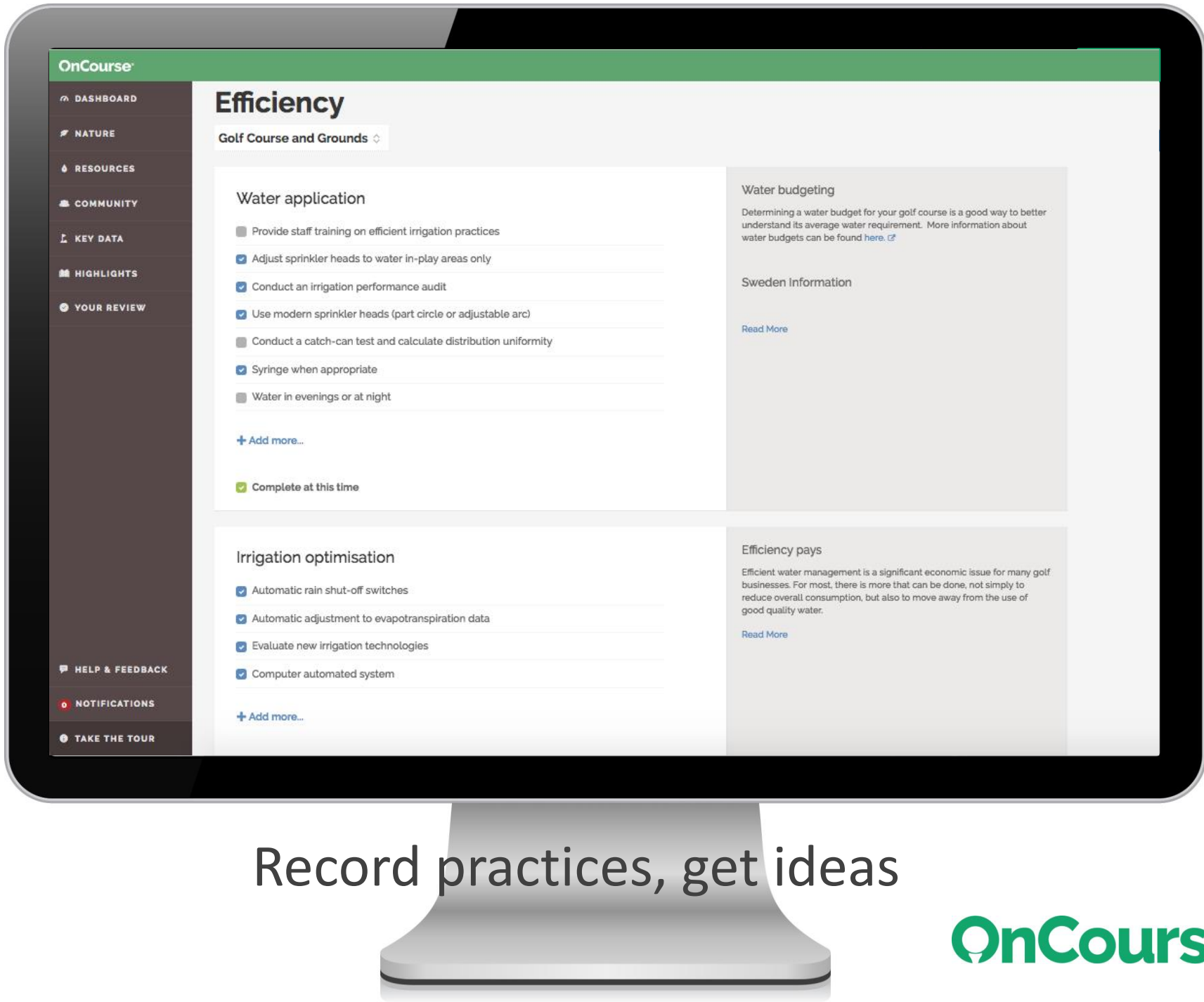
Golfers and employees

Communication

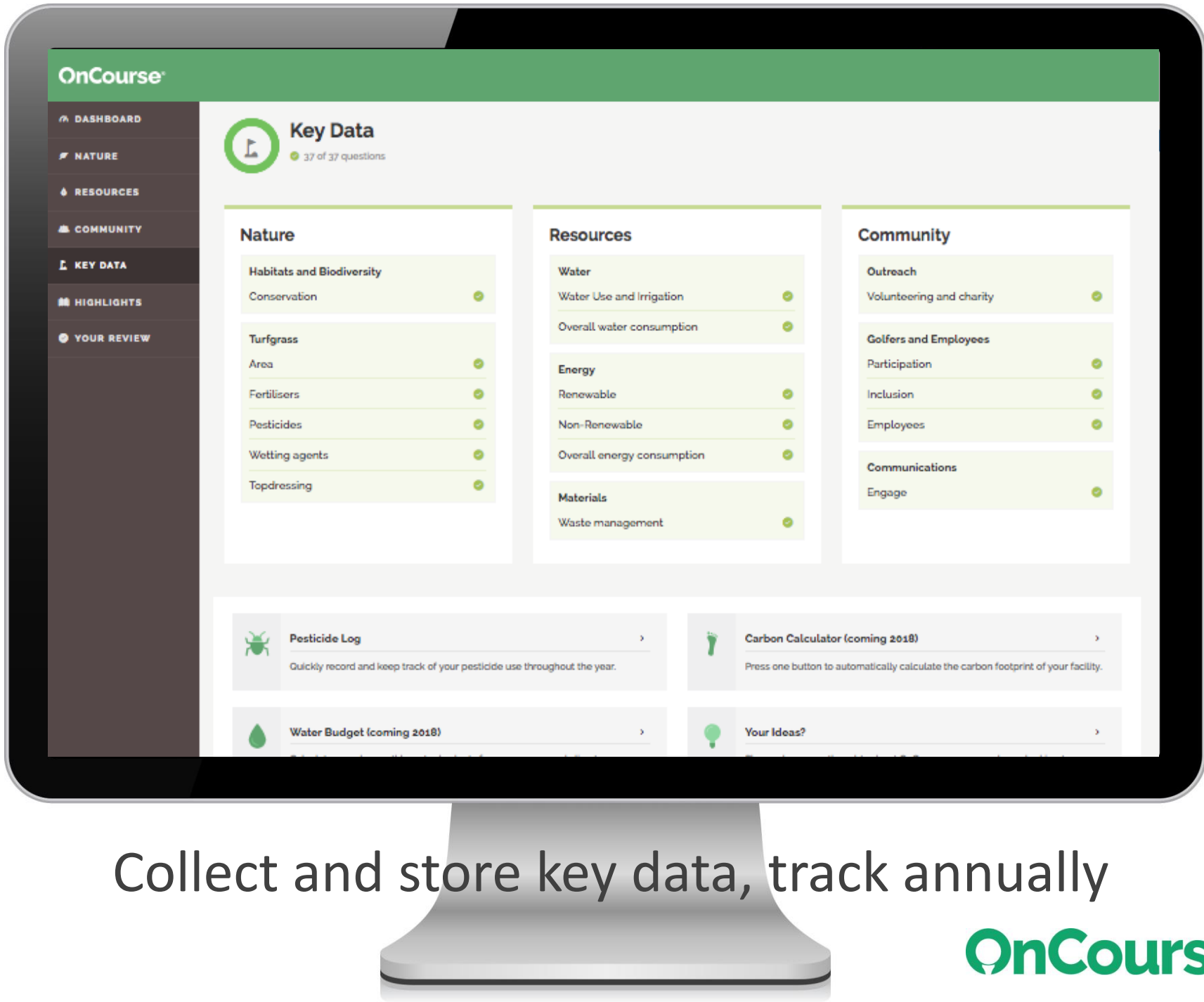


Easy to use, secure team workspace





Record practices, get ideas



Key Data

37 of 37 questions

Nature

Habitats and Biodiversity

Conservation ✓

Turfgrass

Area ✓

Fertilisers ✓

Pesticides ✓

Wetting agents ✓

Topdressing ✓

Resources

Water

Water Use and Irrigation ✓

Overall water consumption ✓

Energy

Renewable ✓

Non-Renewable ✓

Overall energy consumption ✓

Materials

Waste management ✓

Community

Outreach

Volunteering and charity ✓

Golfers and Employees

Participation ✓

Inclusion ✓

Employees ✓

Communications

Engage ✓



Pesticide Log

Quickly record and keep track of your pesticide use throughout the year.



Carbon Calculator (coming 2018)

Press one button to automatically calculate the carbon footprint of your facility.



Water Budget (coming 2018)



Your Ideas?

Collect and store key data, track annually



Highlights

A gallery of real results shared by golf facilities around the world. Inspire others by adding some examples of your work that has made a positive contribution to fostering nature, conserving resources or engaging community.

Your highlights

Featured highlights

All featured highlights

Create your highlight

Selected by the OnCourse® team

Filter by country

All countries

Browse

RELATED TO: NATURE



Habitat creation

Centro Nacional De Golf, Spain



Restoring desert 'feel'

Al Mouj Golf Oman
Submitted by Steve Johnson



Borrow pit transformation

Royal Dornoch Golf Club, Scotland



Wild roughs, less costs



The value of simple habitats



Lake management

Communication resources and tools

Taimenkantojen eheytystä Hirsala Golfissa

Hirsala Golf, Finland

Related to: Nature
Created by: Janne Lehto

Fostering
nature



SHARE



Luonnollisen taimenkannan eheytysohjelma aloitettiin 2018 Hirsala Golfissa. Ohjelma kestää 5 vuotta ja sen ajan laskuojaan istutetaan taimenen mätiä vuosittain. Taimenen olosuhteita parannetaan myös yhteistyössä Suomen WWF:n ja VIRHO:n kanssa. Viiden vuoden ajan edistymistä seurataan säännöllisesti ja tavoitteena on vahvan paikallisen taimenkannan saavuttaminen Finntirsäskin laskuojaan vuoden 2023 loppuun mennessä.

Bird boxes as distance markers

Hirsala Golf, Finland

Related to: Nature
Created by: Janne Lehto

Fostering
nature



SHARE



Hirsala Golf installed total of 50 bird boxes in 2017. The boxes are attached to trees located right on the edge of fairways and serve as distance markers for players. The colour of the boxes are white, yellow and red and they indicate the distances of 200m, 150m and 100m respectively to the centre of the green. Players have loved the dual-purpose bird boxes that are environmentally friendly and also make the play easier. Boxes are made by our staff on site from recycled wood material.

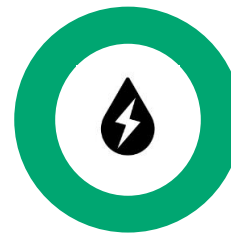
Native grasslands

Nordcenter Golf & Country Club, Finland

Related to: Nature

Created by: Staffan Lundmark

Saving
resources



Fostering
nature



SHARE



[View Gallery](#)



Since 2010 we have been actively working to reduce maintained rough areas. The promotion of native grassland has been well accepted by golfers and wildlife.

Switching to Electric Equipment

The Bear Trace At Harrison Bay, United States

Related to: Resources

Created by: Paul L. Carter, CGCS

Save
resources



SHARE



[View Gallery](#)



In the spring of 2013 we converted 18 pieces of our Jacobsen golf course maintenance equipment from gasoline powered to fully electric power. Making this change has provided a golf course that is quieter for the wildlife that live here and for the golfers who play here. We now save 9000 gallons of fuel and about \$30,000 dollars per year, with zero carbon emissions and reduced health risks for our staff.

Golf Fore Autism

Al Mouj Golf, Oman

Related to: Community

Building
community



SHARE



The 4th annual Golf Fore Autism Corporate Charity Golf Day was held on 9th November 2017. Over 25 local, regional and international companies and individuals contributed with sponsorship and donations, raising USD30,000 for the Association of Early Intervention for Children with Disability. Hosted by Superintendent Steve Johnson and his wife Kylie, whose eldest son was diagnosed on the autism spectrum in 2011, the event's funds help raise awareness and educational initiatives for parents, carers and others affected by the lifelong neurological condition. The golfing community in Muscat and here at Al Mouj Golf has been extremely supportive and shows just how beneficial the game can be.



sustainable.golf @sustainablegolf · Oct 24

Bogogno Golf Resort 🇮🇹

An all-around commitment into a sustainable energy policy has helped Bogogno Golf Resort save money and reduce CO2 emissions. #sustainablegolf #getoncourse

Full story: bit.ly/2ytI7Cd



sustainable.golf @sustainablegolf · Oct 19

Al Mouj Golf 🇸🇦

@AlmoujGolfOman has teamed-up with local farmers who use the course's green waste as a food source for their camels and goats, a win-win scenario! #greensports #getoncourse

Full story: bit.ly/2D9oHa6



sustainable.golf @sustainablegolf · Oct 31

The Bear Trace At Harrison Bay 🇺🇸

After switching their greens from bentgrass to bermudagrass 🌿 @BearTraceHB now annually saves over 3.5 million litres of water and hundreds of manhours. #sustainablegolf #getoncourse

Full story: bit.ly/2QGhQrx



Recognition...

**For clubs,
and for you**

**OnCourse®
Certificate**

**and other
communication
materials...**

**36 OnCourse®
clubs in Finland**

OnCourse®

Better golf, better business, better future

Golf brings people together to enjoy sport in nature.

We are proud to be participating in OnCourse®, the internationally-recognised programme for sustainability in golf. This is part of our commitment to provide a great golf environment, responsibly and efficiently.

We are committed to:



Foster nature

Understanding, protecting and enhancing the biodiversity of the land in our care.



Conserve resources

Conserving water and energy, purchasing responsibly and minimising waste.



Support community

Providing healthy recreation, acting ethically, and playing a positive role in the community.



- Aulanko Golf
- Golf Sarfik
- Hillside Golf and Country Club
- Hirsala Golf
- Karelia Golf
- Kartano Golf
- Master Golf
- Nordcenter Golf and Country Club
- Pielis Golf
- St Laurence Golf



Easy process

STEP ONE

Get OnCourse®



Orientation
Create team
Self assessment
Highlights
Tools
Communications



STEP TWO



GEO Certified®

Verification
Certification
Communications

Annual review and update
via OnCourse®

OnCourse®

Personal recognition for club leaders



Sustainability Leader

*For course and club managers, and others,
who have played a significant role in achieving and retaining certification*

The Netherlands



**Club
Engagement**

**Business
benefits**

**New
investment**

**New
sponsorship**

**Fair
regulation**

**Better
image**

OnCourse® Golf Industry Partners





Julie Duffus, International Olympic Committee

“OnCourse® and GEO Certified® are central parts of a significant initiative by golf, and dovetail perfectly with our own sustainability activities at the IOC. It is great to see an Olympic sport like golf step up in such a collective and credible way”.

Antony Scanlon, Executive Director of the International Golf Federation

“OnCourse® is vital to golf’s efforts to be a leader in sustainable sport, which is a great credit to all the people and organisations that are taking part and helping to make it happen.”

Each IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)



IF Sustainability Case Study CREATING SUSTAINABLE GOLF COURSES

THE IGF AND ITS DELIVERY PARTNERS ARE WORKING TO HELP DRIVE SUSTAINABILITY IN AND THROUGH GOLF

As detailed in its Sustainability Statement, endorsed in 2012 by over 150 golf associations around the world, the International Golf Federation (IGF) regards safeguarding the environment as a top priority. Golf courses are often located in ecologically rich landscapes, and their construction is increasingly under pressure from land and water scarcity and environmental regulations.

For this reason, the IGF and many of its members and partners have been working with the sustainability solutions of GEO Foundation and the United States Golf Association (USGA) “Green Section” to integrate sustainability into new golf facilities and major championships.

GEO SUSTAINABILITY SOLUTIONS
GEO is an internationally recognised not-for-profit body that provides a credible and accessible system of sustainability standards and support programmes such as:

- OnCourse
- Helps courses and tournaments capture, assess, improve and promote sustainability.
- Provides the industry with a system for data collection and reporting.

- GEO Certified
- The international mark of credible sustainability in golf courses and tournaments.
- Recognised by ISEAL, the global body for credibility and assurance in sustainability systems.

“GOLF IS THE ONLY SPORT TO HAVE REPRESENTATION, VIA GEO, IN ISEAL. FOLLOWING OUR STANDARD-SETTING CODE SHOWS A COMMITMENT TO TRANSPARENCY AND HELPS ENSURE THAT THE STANDARD WILL PRODUCE POSITIVE ENVIRONMENTAL IMPACTS.”

Martyn Cole,
ISEAL Alliance Credibility Manager

WORKING WITH THE USGA
The USGA Green Section helps golf courses in the USA to become more economically and environmentally sustainable through four primary programmes:

- 1. Research**
More than USD 40 million given to funding research with the aim of advancing the long-term viability of golf through sustainable resource management and environmental protection.
- 2. Course Consulting Services**
One of the world’s leading agencies devoted to sustainable golf course turf grass.
- 3. Education and Outreach**
Articles, videos, webcasts and other multimedia materials providing education on sustainability.
- 4. Championship Agronomy**
Active support for course preparations from agronomists at all USGA championships.

EVALUATION

By partnering with GEO and the USGA, the IGF combines leadership and expertise to embed sustainability into golf.

The IGF-GEO partnership and initiatives such as the GEO certification of the Olympic Golf Course in Rio have contributed to ensuring that the sport is effectively engaged in sustainability, and is creating social change through golf. The IGF is also working towards ensuring golf plays a leading role in the delivery of the Tokyo 2020 Sustainability Plan.

The IGF’s long-term objective is for more countries to adopt golf’s international sustainability system, and accelerate the uptake of sustainable practices by IGF members and partners.

OBJECTIVES

The collaboration between the IGF and its delivery partners aims to:

- Integrate sustainability into new golf designs and developments.
- Help golf facilities incorporate sustainable principles, practices and technology into daily business decisions, course preparation and operations.
- Conduct high-profile golf events in an environmentally responsible manner.
- Create social legacies.
- Strengthen the image, profitability and growth of golf.

LESSONS LEARNED

- Partnering with a credible, specialist organisation can help you focus on advocacy, vision and engagement.
- Robust and scalable sustainability solutions are key to creating partnerships with governments and NGOs, and to changing public perceptions.
- Using major championships can help showcase your sport’s sustainable practices.



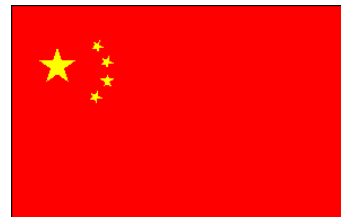
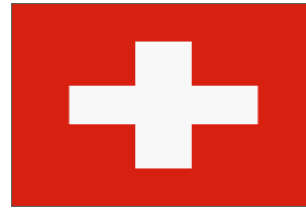
Martin Slumbers

Chief Executive of The R&A



“We are strong advocates of helping golf facilities to adopt and track the use of sustainable practices and we are pleased that a growing number of countries are encouraging member clubs to use OnCourse® to achieve this.”

OnCourse[®] National Partners



OnCourse® Credibility Partners





A single golf course sucks away 15.000 m³ of water!

Golf courses absorb millions of cubic metres of water. However in southern Turkey where they are planning to build several courses, the underground water resources are extremely limited. Take action. Help us to stop them.



“ It is important that golf takes meaningful steps towards sustainability.

The programs set up by GEO with the golf industry are world-leading and we would encourage golf to seize the opportunity to step out ahead. ”

“Golf is uniquely positioned to bring significant environmental gains and awareness to millions of people around the world.

GEO is helping the industry speed up and communicate the voluntary sustainable development of the sport.”





Collective voice



Strengthen golf businesses



Help secure golf's future

Play our part



Be leaders



Help secure
the future



Planet under pressure

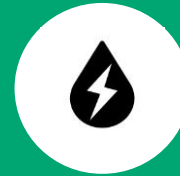
50% of all wild animals
lost in last 50 years



2/3 of world's
population living in
water-stressed
regions by 2025

By 2050 the weight of
plastic in the sea will
be greater than the
weight of fish

We look forward to collaborating with partners in Finland, to support and recognise your work



Help make sure you get the recognition and respect you deserve – locally, nationally and internationally





Helping put the club (and course manager) at the heart of positive community action



www.getoncourse.golf

Get Started Today!



OnCourse®