



# Fair Gain

Capitalising on the modern sustainability movement to strengthen golf's profitability, image and growth





“If we continue to act as we do today, by 2050 the demand for resources will be three times greater than the planet can supply.”



Source: Living Planet Report 2012, World Wide Fund for Nature



# A Driving Force

As sustainability concerns and expectations rise, investors, companies, governments and consumers around the world are looking at their roles through a new lens. New or adapted business models are emerging incorporating greater efficiency and social responsibility – doing well by doing good.

Golf can play a valuable role, from ecosystem services and conservation of wildlife, to health and well-being for all ages, to jobs and economic value through local supply chains, and is poised to do even more. For the welfare of society and the good of the game.

Building on a history of social and environmental value at the roots of the game, golf can emerge as a leader in sustainable sport and business – reaffirming the game's position as a driving force for nature, communities and business.

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



Satinder Bindra

Director of Communications,  
United Nations Environment Programme

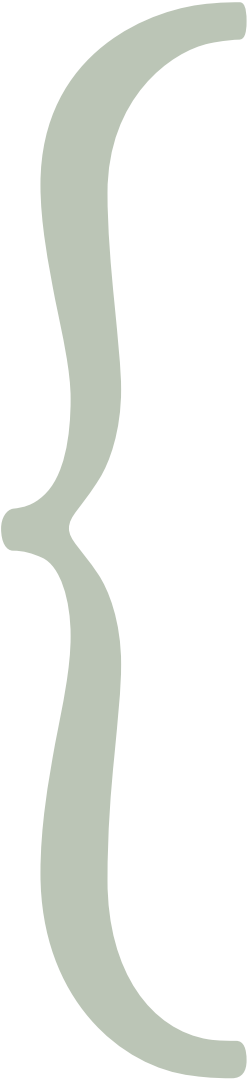
“Demonstrating golf's real value to people and the environment is important if we are to see more people playing golf in more places more often.”



The R&A, Working for Golf



# Golf + Sustainability



For five hundred years golf has been intrinsically tied to nature and community, providing healthy recreation for all ages played amongst trees, grass, hills and dunes. The industry is now working more closely together, pledging to do more and more to drive sustainability in and through golf.

## **At clubs and courses**

More and more golf courses in villages, towns and cities around the world, six-hole to six-star, are stepping forward with environmental stewardship, resource efficiency and community integration.

## **In new developments**

Developing or re-developing golf courses around a vision of social, environmental and economic sustainability is an extension of golf's roots that cuts to the heart of short and long term profitability.

## **At tournaments**

Golf tournaments can be a highly visible showcase for sustainability, leading by example—across the venue and staging and making a lasting contribution to the local environment, community and other good causes.

## **By leading example**

Golf's reach extends well beyond the physical landscape of golf courses around the world, with the opportunity to promote sustainability in front of millions of golfers and millions more spectators.



# = Stronger Businesses

Golf developments can be seen as socially responsible investments, that by their very nature generate financial and wider value for investors and communities.

## **Financing and security**

The financial crisis has highlighted the dangers of focusing on short term and business as usual. Investors are turning to concepts such as resource efficiency and social integration to add greater long term resilience to projects.

## **Higher asset value**

Landscape quality and operational profitability increase asset value. Credibly certified real estate and commercial developments show stronger long term resale value. Maastricht University's comparison of 2,500 LEED and Energy Star buildings with over 20,000 standard buildings showed average 13% higher asset value for those certified.

## **Wise investments**

An investment in secure sources and efficient usage of water and energy is an investment in the long term profitability of the business. New technologies are providing more options and ever shorter payback periods.

## **Smoother and faster permitting**

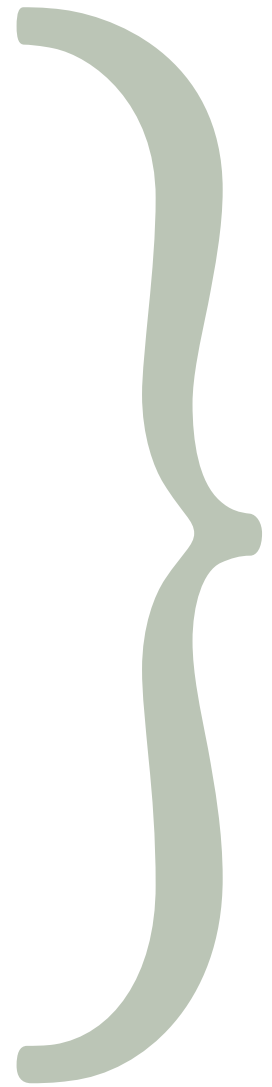
Demonstrating an early commitment to sustainability and communicating the full value of your project gives officials more confidence, opening dov government incentives that back sustainable development.

## **Visibility and brand value**

Sustainability is important to more and more consumers with eco-tourism already at 25% of the global market. SME's to global corporations across all sectors are utilising social and environmental excellence to improve and extend their image and customer loyalty.

## **Lower operational overheads**

Energy, water, fuel and other materials can be significant costs. Reducing waste and increasing areas of naturalised landscape bring immediate savings and create attractive golf courses that are interwoven into their surrounds.





# Proven Value

More and more courses, tournaments, corporations and governments are gaining from innovation and positive action



These improvements preserve our beautiful open space and make it more accessible and more environmentally responsible. I'm particularly excited about the water conservation benefits which will have a positive impact on our entire community.

Maggie Hart Stebbins, Bernalillo County Commissioner, following renovation of University of New Mexico North Course to which county invested US\$1.5million.

There is no doubt that sustainability is part and parcel of sound business management, and not least to ensure we are meeting the high standards that our members and guests expect.

Colin Mayes, Burhill Golf & Leisure Chief Executive

Hosting The Ryder Cup brings many long lasting benefits to Scotland - in visibility, business contracts, improvements to local infrastructure and wider opportunities to inspire people in the drive to a greener and more sustainable future.

Richard Lochhead, Environment Secretary, Scottish Government – speaking on the announcement of additional government support for The Ryder Cup Green Drive

Sustainable drainage and bioretention areas cost between 15 and 40% of conventional stormwater systems, and create new opportunities for on site water recycling.

World Resources Institute, Ecosystem Services Approach to Landscape Design

The quality of our brands relies on a broad range of natural resources – from the lakes and rivers which give us water, to the ecosystems in which our ingredients are grown.

Diageo Sustainability Report







Sustainability isn't a burden for the industry to bear, it's an opportunity and easier than most people think. There is more and more support across the industry, for people on the ground to practically and effectively embrace sustainability...

# ...boosting profitability, image and growth.

"A sustainable business is more robust and more efficient; it appeals to customers' changing values, strengthens relationships with suppliers and positions the brand as a good corporate citizen. It can reduce the variable costs of running a business while driving profitability."

Chartered Institute of Management Accountants (CIMA), the American Institute of Certified Public Accountants (AICPA), and the Canadian Institute of Chartered Accountants (CICA)





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