

Ω  
OMEGA  
MASTERS  
CRANS MONTANA   
31.08-3.09.2023

## Sustainability Report

Commitments and Results  
Actions and Improvement Areas for 2024-2025

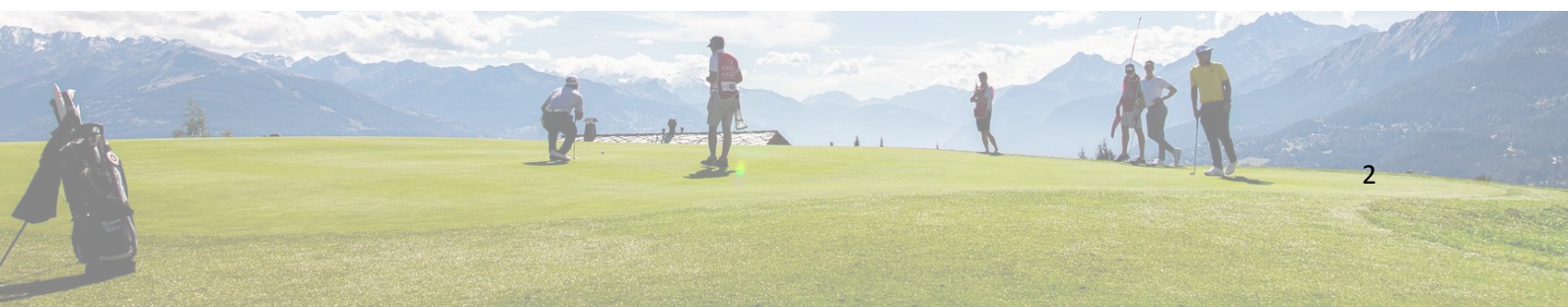
Prepared by [bloomUp](#) and [GEO Foundation](#)

July 2024



# Table of Contents

<b><i>Introduction to the event</i></b>	<b>3</b>
<b>1.1 Omega European Masters</b>	<b>3</b>
<b><i>Our commitment</i></b>	<b>4</b>
<b><i>Sustainability strategy 2022-2023</i></b>	<b>5</b>
<b><i>Partnership</i></b>	<b>6</b>
<b>4.1. Golf-Club Crans-Sur Sierre</b>	<b>6</b>
<b>4.2 bloomUp</b>	<b>6</b>
<b>4.3 The GEO Foundation</b>	<b>7</b>
<b>4.4 La Ressourcerie de L’archipel</b>	<b>7</b>
<b><i>Actions, Results, and Continuous Improvement</i></b>	<b>8</b>
<b>5.1 Climate and Biodiversity</b>	<b>8</b>
<b>5.2 Circular Economy and Waste Management</b>	<b>10</b>
<b>5.3 Responsible Catering</b>	<b>12</b>
<b>5.4 Energy Transition and Water Conservation</b>	<b>14</b>
<b>5.5 Smart and Soft Mobility</b>	<b>16</b>
<b>5.6 Engagement</b>	<b>18</b>
<b><i>Carbon Footprint</i></b>	<b>20</b>
<b><i>Conclusion and Next Steps</i></b>	<b>22</b>



# Introduction about the event

## 1.1 Omega European Masters

The Omega European Masters (OEM) is one of the most renowned golf tournaments held in Europe. For over 80 years, it has taken place on the historic course of Crans-sur-Sierre. Nestled in Crans-Montana in the heart of the Swiss Alps, the Crans-sur-Sierre Golf Club is indisputably the most impressive venue on the European Tour schedule.

For more information: [OEM website](#), [sustainability](#), [reduced mobility](#)





## Our commitment

Nestled in the Swiss Alps, the Crans-Montana region is directly impacted by climate change. In this context, the tournament believes it has a responsibility to adopt sustainable measures.

Beyond the need to reduce the event's environmental impact, the Omega European Masters in Crans-Montana recognizes

that the true reach of a sporting event lies in its popularity and influence.

By taking a stand against climate change and committing to the community, the OEM has the power to convey a powerful message and inspire positive change among fans, participants, and other sporting events.

The Omega European Masters in Crans-Montana strives to become a driving force for promoting sustainability and social responsibility. This commitment is manifested through future-oriented actions, transparency, and communication.





## Sustainability strategy 2022-2023

The event organisers have been committed for many years to offering an environmentally responsible, socially beneficial, and economically sound event. Since 2019 and continuing today, [the bloomUp agency](#), formerly The SHIFT and the [GEO Foundation](#) have collaborated with the event on strong measures. Year after year, sustainability actions are implemented, various aspects of the tournament are analysed, and a sustainability report with recommendations is produced.

The tournament's plan has been strengthened based on the priorities of the Valais canton and the national strategy of [Swiss Golf](#) for

sustainability in and through sport. In 2023, the Omega European Masters obtained [the GEO certification](#), an international reference in golf sustainability, underscoring its commitment to ever more respectful practices. The same year, the tournament was recognized as [Swisstainable](#), a distinction awarded by Switzerland Tourism. These achievements are complemented by the GEO and Swisstainable certifications of the host site, the Crans-sur-Sierre Golf Club.

For 2023, the tournament focused on six main areas directly aligned with [the United Nations Sustainable Development Goals \(SDGs\)](#) and the [2030 Agenda of Valais](#).

These areas of intervention are as follows:

1. Climate action and biodiversity



2. Circular economy and waste management



3. Responsible catering



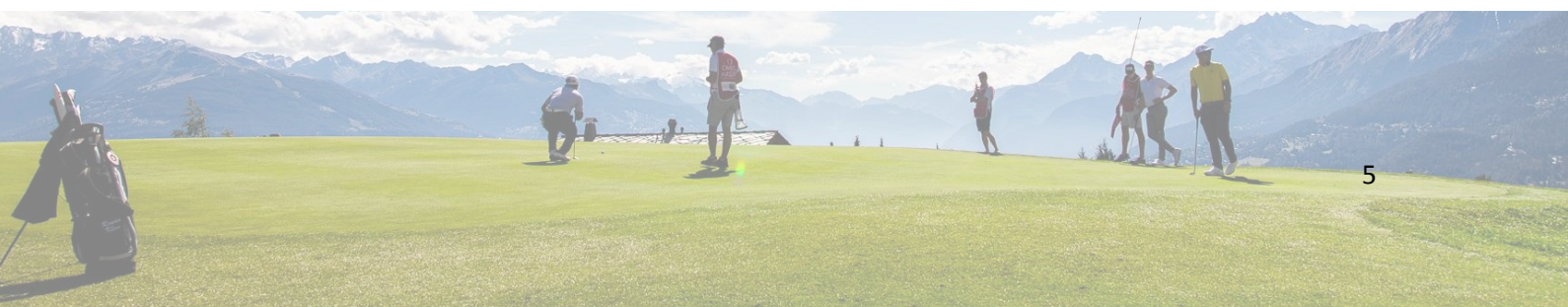
4. Energy transition and water conservation



5. Smart mobility



6. Engagement



## Partnership

### 4.1. Golf-Club Crans-Sur Sierre



Imagine a plateau at 1500 meters altitude overlooking the Rhône valley. In front of you, the highest peaks from the Matterhorn to Mont Blanc. It is in this majestic setting that pioneers built the first golf course in 1906. Since then, the greens have continued to flourish, and the greatest players have been captivated by the natural beauty of the site. Here, with its four courses, golf is well established. The famous 18-hole course named after its prestigious creator Severiano Ballesteros is ranked by golf magazines as one of the most beautiful in the world and hosts the European Masters, a major event. As for the second course, the Jack Nicklaus, it has been repeatedly designated as the most beautiful 9-hole course in Switzerland.

[The Crans-sur-Sierre Golf Club](#) is committed to sustainability and is already enrolled in the OnCourse® Switzerland program for the sustainable operation of golf courses and clubs - it obtained [the GEO Certified® label](#) in 2022 and is recognized as [Swisustainable](#) by Switzerland Tourism.

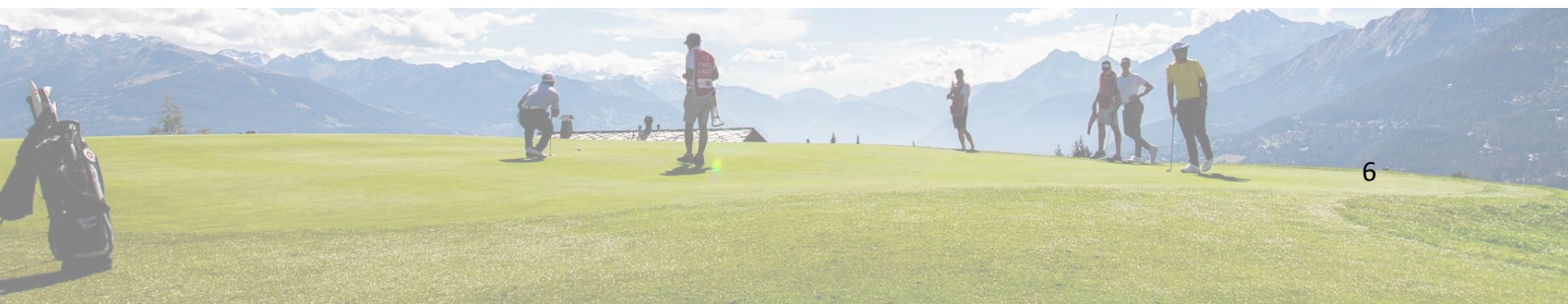
The club's participation in this program ensures that it undertakes a comprehensive review of practices, key performance data, and current strengths in all key aspects of environmental and social responsibility - covering the golf course, clubhouse, maintenance facility operations, and supply chain. Thus, issues such as biodiversity conservation, pesticide reduction, water conservation, sustainable materials, waste reduction, and community engagement are included.

### 4.2 bloomUp



Founded by four recognized and disruptive experts in the fields of sustainability, innovation, and sports, bloomUp, formerly The SHIFT, is a Swiss agency committed to a sustainable and just society. With confirmed expertise in strategy, engagement, operations, and reporting, it has been collaborating with the Omega European Masters since 2019, contributing to initiatives for biodiversity, climate, and water, and inspiring other events. Having worked with other golf tournaments, including the US Kids Golf Venice Open, bloomUp has also been supporting the Crans-sur-Sierre Golf Club since 2022.

For more information on bloomUp and its various activities and sustainability expertise, you can visit their [website](#) or their [LinkedIn page](#). Early 2024, The SHIFT Sàrl and Inspoweredby Sàrl merged to create the [bloomUp](#) agency, which continues the sustainability mission within the Omega European Masters.





### 4.3 The GEO Foundation



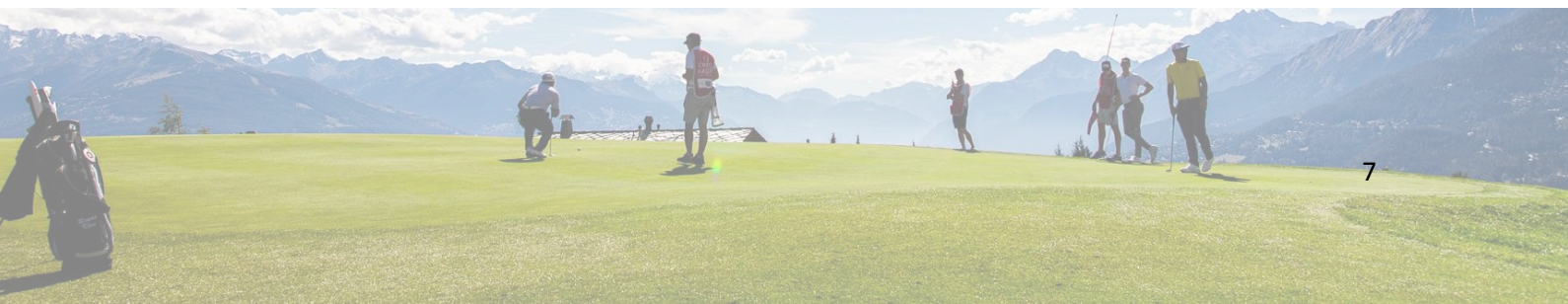
The GEO Foundation is the world's foremost non-profit organization dedicated to promoting sustainability in golf. In collaboration with various stakeholders, it has created bespoke sustainability programs for golf covering social and environmental aspects in the fields of nature, resources, and community. Its GEO Certified® label, accredited by the ISEAL Alliance, is internationally recognized as the standard for sustainable golf. For more information on sustainability in and through golf, the GEO Foundation, OnCourse programs, certification, and examples of leadership in sustainable golf, visit [sustainable.golf](https://sustainable.golf).

### 4.4 La Ressourcerie de L'archipel



La Ressourcerie de L'archipel offers a unique experience of circular economy and social bonding. Located in the heart of Sion on 5,000 m<sup>2</sup>, it offers second-hand materials from various local demolition sites, companies wishing to repurpose their goods, and unsold items from individuals sensitive to the reuse of materials or others. The Archipelago is much more than a recycling center: it presents itself as an innovative third place encompassing a library of objects, a meeting room, a coworking space, a low-tech workshop, and more. Their commitment to sustainable practices aims to "do things differently" and reduce our environmental footprint.

For more information about L'archipel and its initiatives, visit their [website](#) and/or their company [presentation document](#).



# Actions, Results, and Continuous Improvement

## 5.1 Climate and Biodiversity

[[SDG 13 Climate Action](#) / [SDG 14 Life Below Water](#) / [SDG 15 Life on Land](#)]



This axis reflects our commitment to combating climate change while preserving aquatic and terrestrial life through the revitalization and sustainable management of the spaces we use. Beyond the Omega European Master event, the Crans-sur-Sierre Golf Club is committed to biodiversity conservation by naturalising certain parts of the course, planting native trees and shrubs, and reducing chemical products on turf areas.



### Actions implemented in previous years and ongoing:

- Reducing carbon emissions and contributing to climate action.
- Calculating the event's carbon footprint to assess the impact and enable the implementation of dedicated reduction programs (since 2021).
- Establishing a biodiversity protection plan to preserve the site.

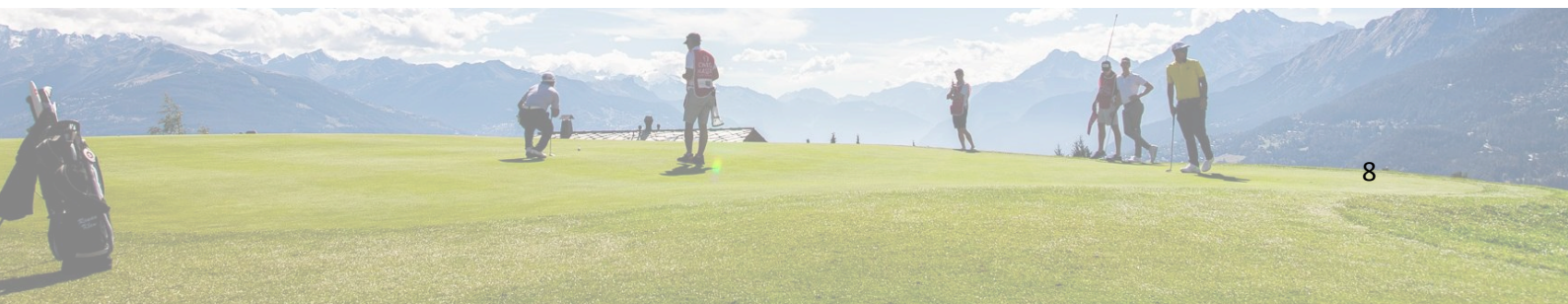


### 2023 Targets and Results

Objective: Conservation and revegetation project of the hosting Golf Club		
6 birdhouses	Achieved	In progress
2 insect hotels	Achieved	In progress
2 woodpiles & 1 stonepile	Achieved	In progress
Revitalization of the ecosystem functioning of wetland areas in and around a pond	Achieved	In progress
99% of invasive species removed from a pond	Achieved	In progress
1 additional hectare of flower meadow instead of turf	Achieved	In progress

### New for 2023 :

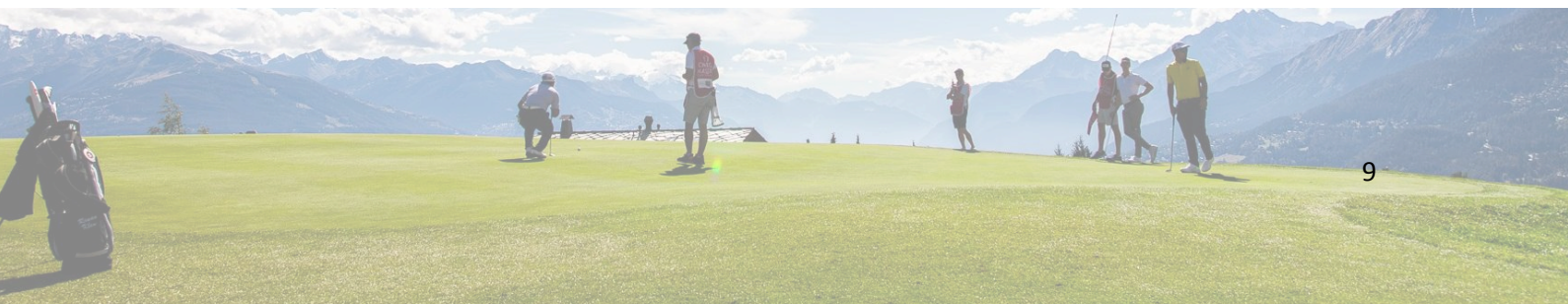
- Definition of measurable targets.
- Financing 100% of the carbon footprint Scope 1, 2, and part of Scope 3.
- Carbon funding benefiting the [Swiss Olympic Climate Fund](#), supporting climate protection projects carried out by and for Swiss sports.
- Maximising the "insetting" approach in tournament activities.





Continuous improvements for 2024-2025:

- Strengthen conservation and revegetation projects of the Golf Club (e.g., hole 13).
- Provide more information on biodiversity: native species, bees, birds, butterflies, etc.
- Install barriers to protect sensitive areas (e.g., reeds).
- Possibility of public carbon funding at ticket purchase based on average travel-related emissions.



## 5.2 Circular Economy and Waste Management

[SDG 12 Responsible Consumption and Production]



We are committed to the circular economy and thoughtful waste management, promoting the optimal use of resources on site.

Actions implemented in previous years and ongoing:

- A systemic approach to the circular economy involving the reuse, repair, and recycling of materials and equipment.
- Reuse of existing furniture and infrastructure year after year.
- Reduction of partner packaging and reduction of single-use plastic.
- Reusable and recyclable aluminium composite panels.
- Cotton collected for reuse in 2024.

2023 Targets and Results:

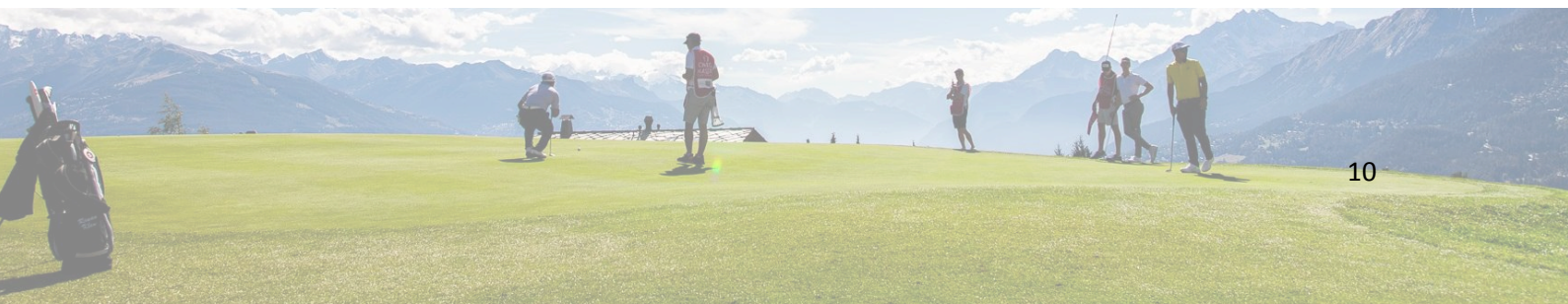
Objective: 25% reduction in waste production by 2022	2019: 60 t	Result 2023 44 t (increase of 4.76%)	Achieved	In progress
	2021: 44 t			
	2022: 40 t			
Objective: 65% recycling or reuse of waste	2019: 42%	Result 2023 43,2%	Achieved	In progress
	2021: 43%			
	2022: 56%			
Objective: 100% of suppliers encouraged to reduce their waste			Achieved	In progress

New for 2023 :

- Keeping a waste register for each zone (VIP, village, etc.).
- Sustainable supply of napkins.
- No printed start lists (equivalent to 30,000 printed lists saved).
- Elimination of physical menu cards in the Mont Blanc Village; QR codes displayed on tables to access the menu.

Continuous improvements for 2024-2025:

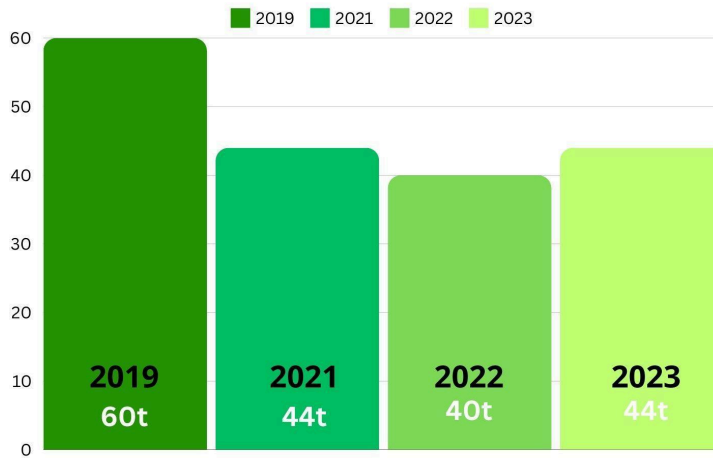
- Continue to reduce waste:
  - o Promote reusable items among staff.
  - o Minimise the use of single-use cups.
- Strengthen the project to reuse/recycle textiles and materials after the tournament.



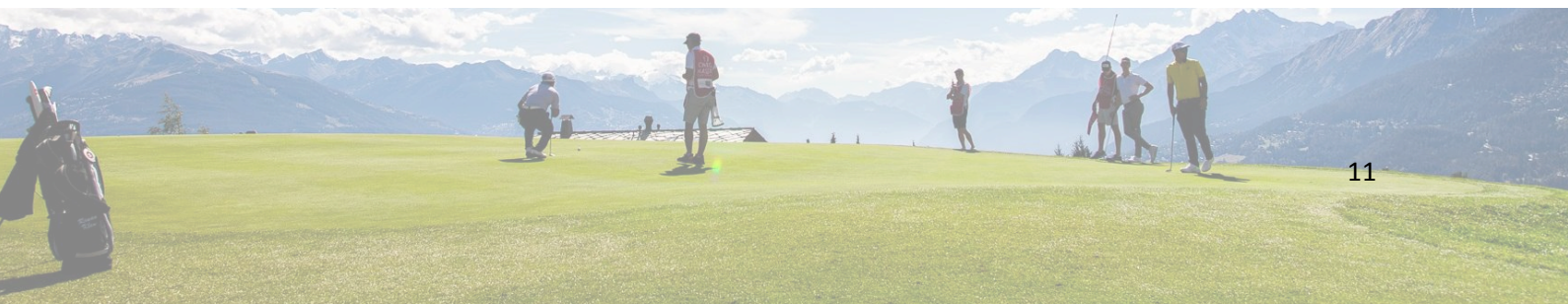
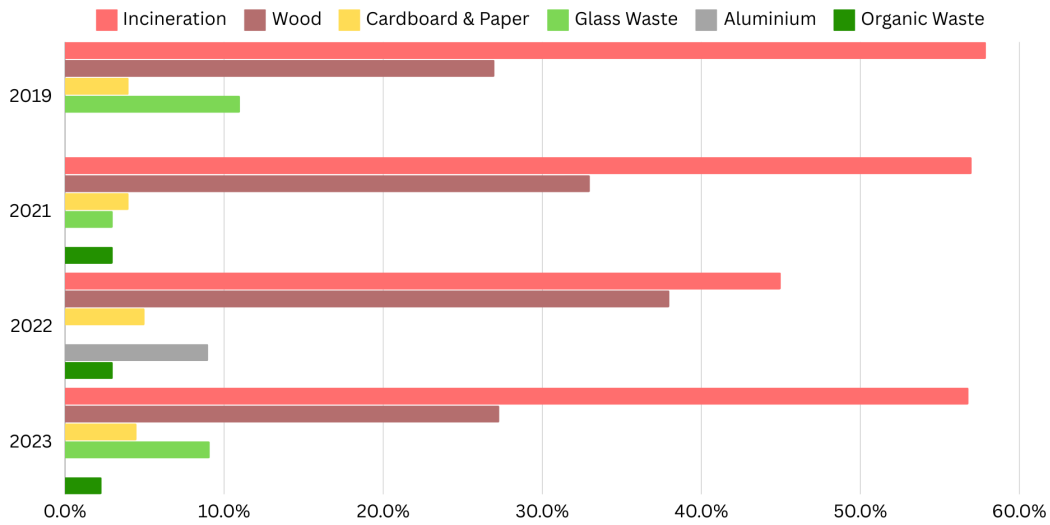


## Type of waste during the last events:

Quantité de déchet total par année:



Type of waste per year:



### 5.3 Responsible Catering

[SDG 3 Good Health and Well-being / SDG 12 Responsible Consumption and Production]



Responsible catering is at the heart of our commitments, with priority given to the type of supply combined with the fight against food waste.

Actions implemented in previous years and ongoing:

- Elimination of PET bottles, single-use cutlery and plastic whenever possible (e.g. using pumps for sauces).
- Collecting points and deployment of reusable crockery and instructions for PET bottles (minimum quantities).
- Emphasis on the five fundamentals: origin (localism), production method (labels), type of product, season, degree of processing.
- Signing of a sustainable catering charter for caterers.
- Vegetarian or vegan options offered by each caterer.
- Recovery and/or recycling of organic waste (peelings, oils, etc.).

2023 Targets and Results:

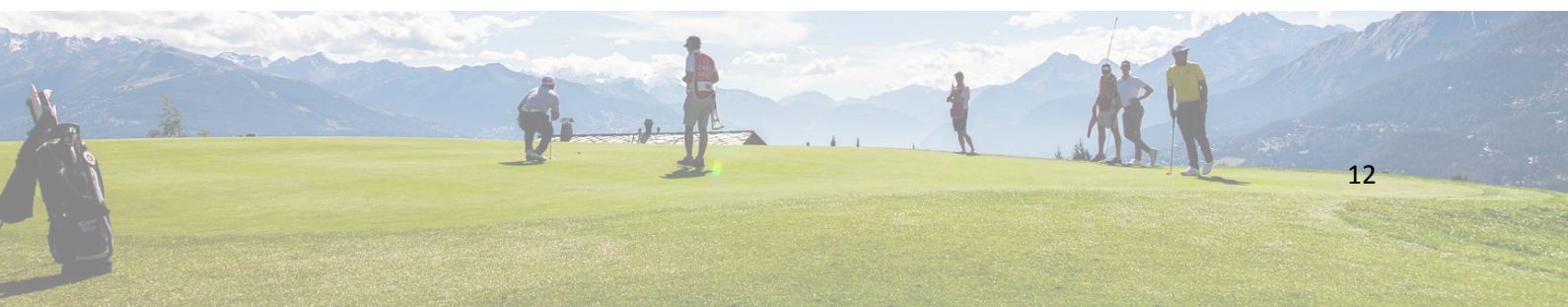
<b>Objective:</b> 100% reusable crockery and zero single-use plastics			Achieved	In progress
<b>Objective:</b> 75% sustainable food, including 75% local food, 25% organic food, 50% certified food, 33% vegetarian/vegan food.			Achieved	In progress
<b>Objective:</b> 25% decrease of food waste	2022 : 1,2 t	<b>Result 2023</b> 0,92 t all composted = 23.4% decrease	Achieved	In progress

New for 2023 :

- Promotion of ‘low carbon impact’ and ‘local’ options on menus.
- Redistribution system for leftover food via local organisations (tournament volunteers, associations, etc.).
- Self-service compostable napkins only; no distribution.

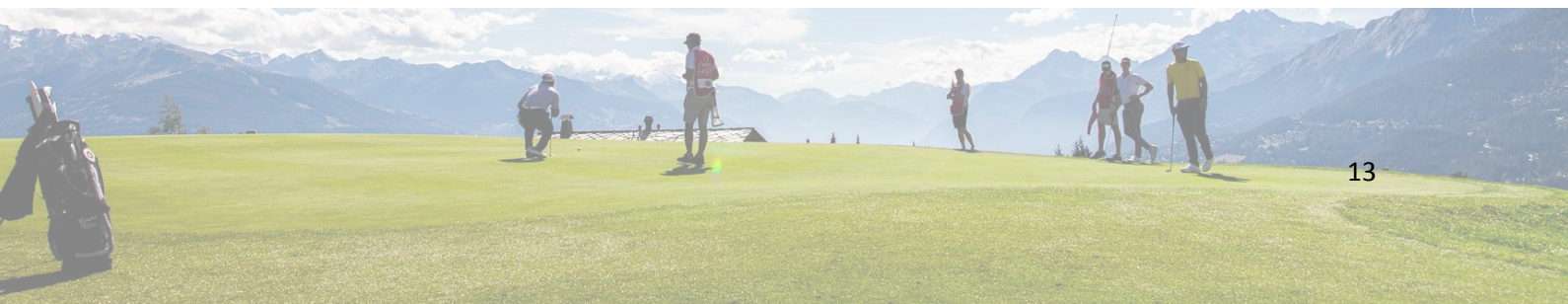
Continuous improvements for 2024-2025:

- Highlight sustainable meals on menus (beyond vegetarian/vegan dishes).
- Ensure that food is even more local (at least European / preferably Swiss / ideally Wallisian).
- Pursue supplier engagement and post-tournament surveys to identify and strengthen areas for improvement.





- Encourage catering outlets to limit the number of containers (e.g. sell only draught beer) and set up clear deposit systems and signage when glass bottles are sold.
- Adopt sustainable dispensers for cream, butter and sugar (instead of single-use portions) in the caddie lounge, player lounge and press area.



## 5.4 Energy Transition and Water Conservation

[SDG 6 Clean Water and Sanitation / SDG 7 Affordable and Clean Energy]



Transitioning to sustainable energy and optimal water management is one of the main challenges facing society. We are firmly committed to doing our part to actively participate in this transition.



### Actions implemented in previous years and ongoing:

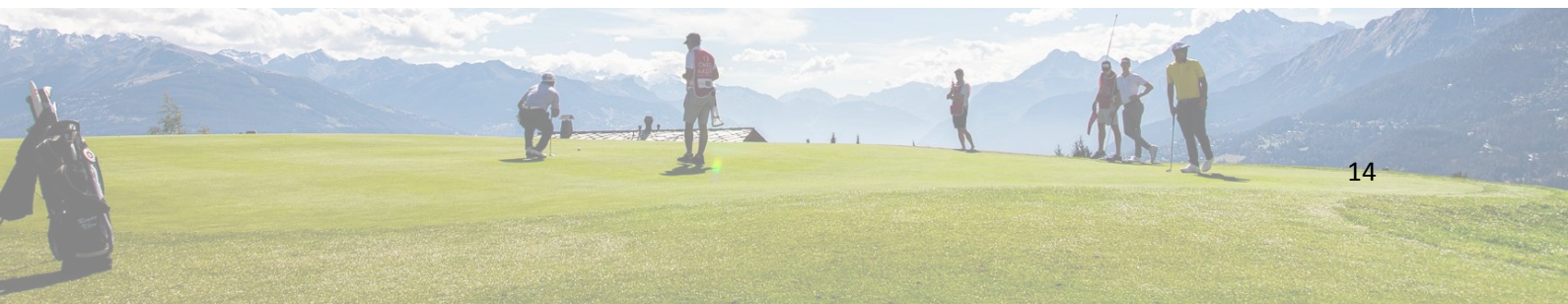
- Installation of a renewable energy-based electrical grid.
- The water for the course comes directly from the mountains and is entirely gravity-fed, without the need for a pumping station.
- Implementation and monitoring of a water management plan (measures, data, control and monitoring systems, alternative and low-impact water sources, evening or night irrigation, rainwater harvesting, staff training, etc.).
- Use of modern, water-efficient equipment, devices, and technologies.
- Deployment of water fountains for athletes, staff, and the general public.

### 2023 Targets and Results:

<b>Objective:</b> 100% controlled and optimised energy and water consumption	<b>Comment:</b> Efforts to monitor energy consumption have been noted. Monitoring of water consumption needs to be improved	Achieved	In progress							
<b>Objective:</b> Reducing fuel oil consumption	<b>Comment:</b> Data collection procedure to be improved	Achieved	In progress							
<b>Objective:</b> 100% renewable energy	<b>Comment:</b> OIKEN certification for use of 100% renewable energy.	Achieved	In progress							
<b>Objective:</b> 20% reduction in water consumption compared with 2022	<table border="1"> <tr> <td>2019 : 2403m3</td> <td rowspan="4"><b>Result</b> 2023: 1799m3</td> <td rowspan="4">Achieved</td> <td rowspan="4">In progress</td> </tr> <tr> <td>2020 : 2530m3</td> </tr> <tr> <td>2021 : 915m3</td> </tr> <tr> <td>2022 : 1144m3</td> </tr> </table>	2019 : 2403m3	<b>Result</b> 2023: 1799m3	Achieved	In progress	2020 : 2530m3	2021 : 915m3	2022 : 1144m3		
2019 : 2403m3	<b>Result</b> 2023: 1799m3	Achieved				In progress				
2020 : 2530m3										
2021 : 915m3										
2022 : 1144m3										

### New fo 2023 :

- Mapping of potable water points on the site.

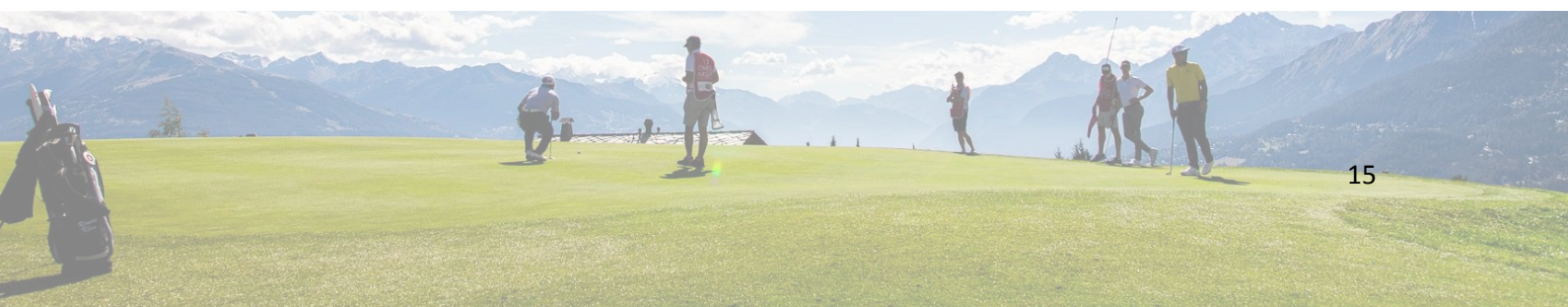


Report 2023 :

- Difficulties regarding data collection on water and fuel oil usage.

Continuous improvements for 2024-2025:

- Replace defective lighting with LED lighting.
- Document high energy consumption equipment.
- Implement sorting bins and dedicated signage within the DP Tour broadcast area.
- Improve data management on water usage for the temporary infrastructures in the sporting and spectator areas.





## 5.5 Smart and Soft Mobility

[SDG 9 Industry, Innovation and Infrastructure / SDG 11 Sustainable Cities and Communities]



Transportation of the public and teams represents a major environmental challenge in the context of sporting events. Acknowledging this, and despite the logistical challenges related to access to the Crans Golf Club, the Omega European Masters is committed to promoting soft and more sustainable mobility.



Actions implemented in previous years and ongoing:

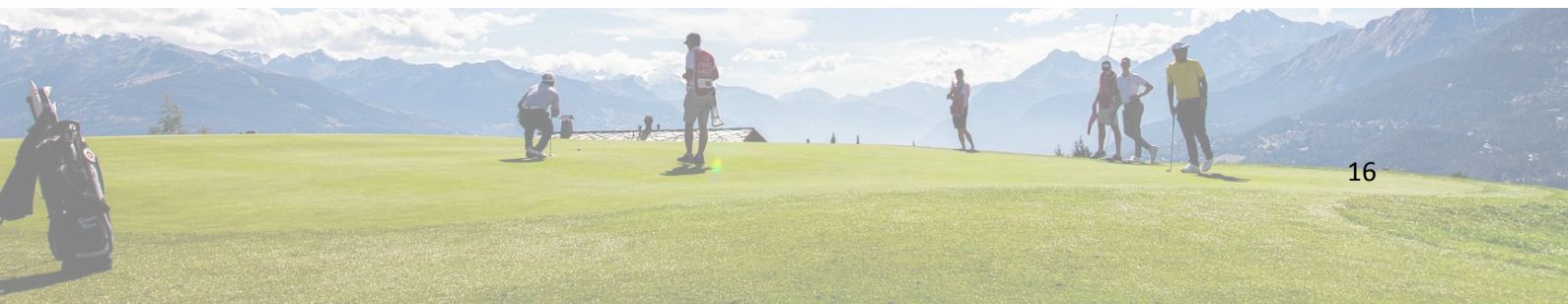
- Optimization of logistics.
- Provision of free shuttles within the resort for the public.
- Transportation of players from the airport to Sierre by train, then by electric cars to Crans-Montana.
- Charging stations available for electric and hybrid vehicles.

2023 Targets and Results:

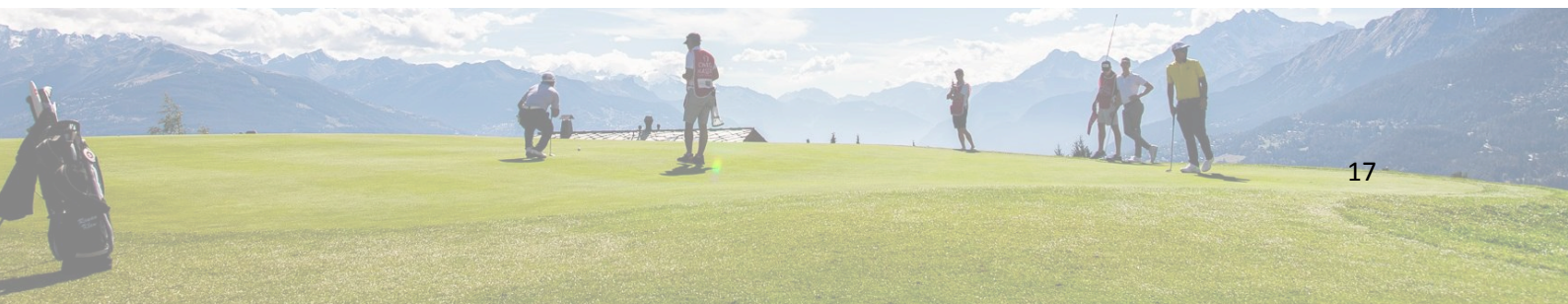
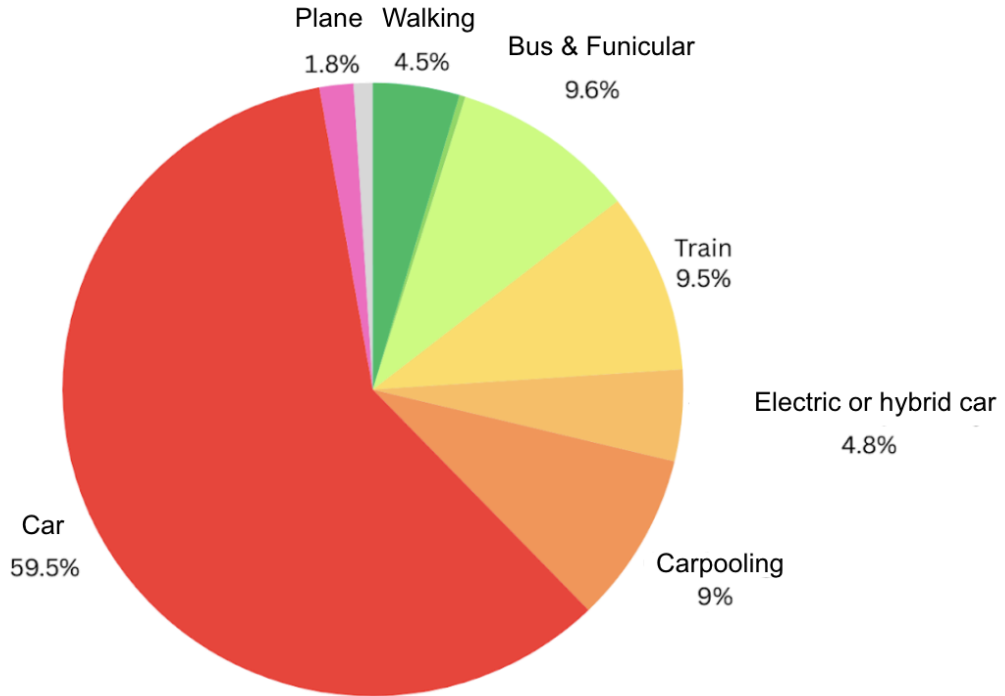
<b>Objective:</b> Encourage public, multimodal and active transport. (public transport, train, cycling, walking).	2022 : 14% of the public	<b>Result 2023:</b> 24% of the public	Achieved	In progress
<b>Objective:</b> 100% of players travelling within Switzerland using public, multimodal and active transport, or an electric car.	<b>Comment:</b> 2023: an estimated 90% of players will travel by train and/or electric car. 10% travelling by thermal vehicle		Achieved	In progress
<b>Objective:</b> Setting up a dedicated 'how to get to the tournament' web page, highlighting the carbon footprint of the different transport options.			Achieved	In progress

Continuous improvements for 2024-2025:

- Increase the number of electric vehicles on site.
- Offer the public the option to participate in funding at the time of ticket purchase, based on an average of travel-related emissions.
- Increase the share of public transport by improving the information provided (website / physical information).
- Develop a comprehensive mobility plan.
- Add bicycle parking facilities.



### 2023 Means of Transport (Based on 524 answers)



## 5.6 Engagement

[SDG 10 Reduced Inequalities / SDG 17 Partnerships for the Goals]



We are committed to promoting inclusion and reducing inequalities, while strengthening sustainable partnerships. This collaborative and inclusive approach is at the heart of our commitment to a more sustainable future.

Actions implemented in previous years and ongoing:

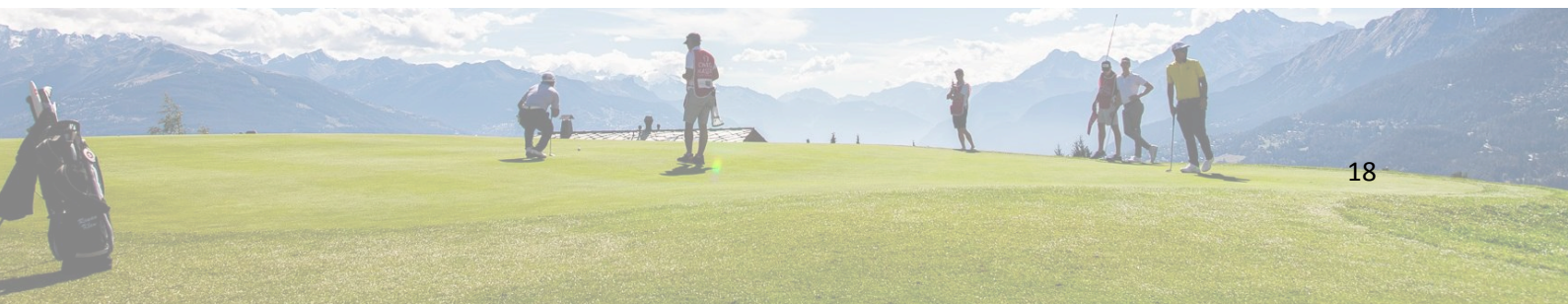
- Accessible pricing policy and free entry for those under 18, ensuring inclusion.
- For people with reduced mobility (PRM), implementation of welcoming measures, dedicated areas and facilities, and improved signage.
- Partnerships with schools and the local community for various projects.
- Comprehensive communication of sustainable practices via the website, social media, broadcasters, and on-site to raise public awareness (conferences, information stands, interactive activities).
- Public awareness and engagement in promoting sustainability, health/well-being through sport, and gender equality.
- Surveys

2023 Targets and Results:

<p><b>Objective:</b> 2 areas dedicated to people with reduced mobility</p>	<p><b>Comment:</b> Dedicated areas have been created for people with reduced mobility.</p>	Achieved	In progress
<p><b>Objective:</b> 5% participation of young people under 18</p>	<p><b>Comment:</b> Initiative supported by SwissGolf</p>	Achieved	In progress
<p><b>Objective:</b> 100% of stakeholders</p>	<p><b>Comment:</b> All partners are involved in the environmental approach through process reporting and, where appropriate, by working together to achieve objectives.</p>	Achieved	In progress

New for 2023 :

- Strengthening communication on sustainable best practices.
- Highlighting the Swiss Golf biodiversity initiative at the heart of the tournament





2023 Report :

- Commitment to communication on sustainability and inclusion on the Omega European Masters' social media and website.
- System implemented to accommodate people with reduced mobility.
- Over 520 responses to the survey.

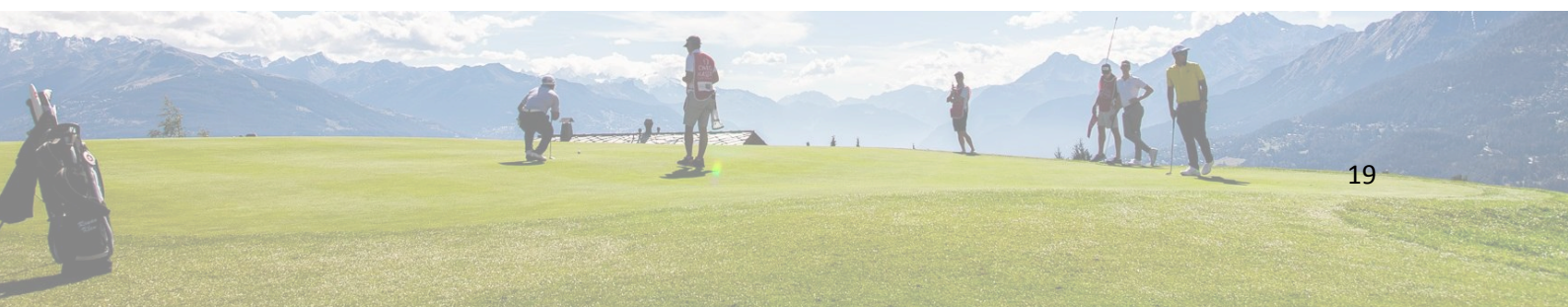
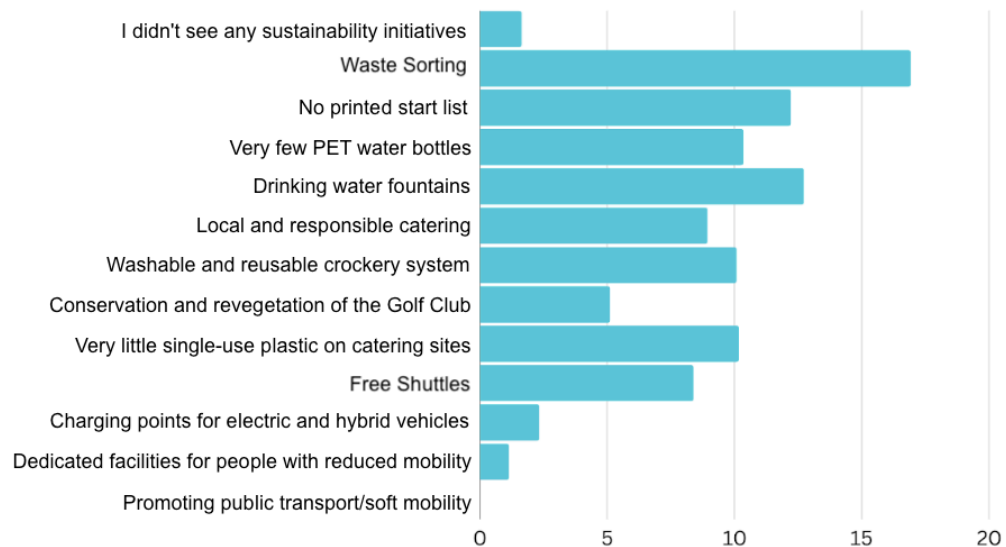
Continuous improvements for 2024-2025:

- Communicate the local economic impact.
- Sign the [UN Sports for Climate Action Framework](#).
- Improve access for people with reduced mobility by providing a portable ramp and highlighting accessible entry points.
- Display sustainability messages on screens / retain the informative panels of the Golf Club.

The Omega European Masters aims not only to progress but also to serve as an example for golf and other events, thereby becoming a catalyst for greater commitment to sustainability.

**During the event and in the lead-up to it, did you notice/participate in any sustainability initiatives?**

**(524 Results)**

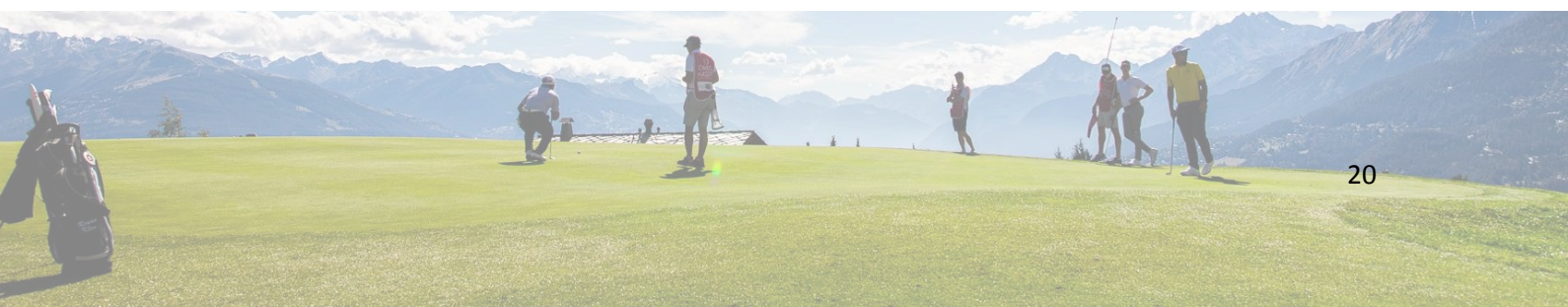
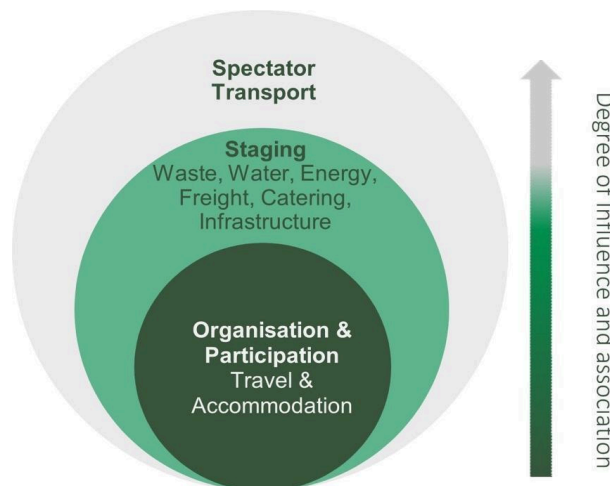


## Carbon Footprint

The carbon footprint of the Omega European Masters 2023 was calculated using the methodology and carbon footprint calculator of the GEO Foundation for Sustainable Golf, reviewed by bloomUp, which is based on the following guiding principles:

- **Transparency:** The approach, assumptions, exclusions, and calculations are clearly documented and communicated.
- **Pragmatism:** Prioritisation of major emissions and focus on quantifying these sources. Emissions that cannot be quantified at this stage have been documented.
- **Consistency:** A uniform approach to data management and results.
- **Relevance:** The approach accurately reflects the organisation and meets the needs of decision-makers (both internal and external).
- **Comprehensiveness:** Proper definition of boundaries and accounting for all greenhouse gases (GHGs) within those boundaries, with clarity on any exclusions.
- **Accuracy:** Systematic quantification of all GHGs, minimising uncertainties as precisely as possible.

The overall approach used is based on the Greenhouse Gas Protocol standard, which allows organisations to measure, manage, and report their greenhouse gas emissions from their direct operations and supply chains. The organisational and supply chain footprint methodologies were used and then adapted to best represent the emissions associated with the organisation and conduct of a golf tournament. Due to the lack of available national emission factors, the UK government’s 2023 carbon emission factors were used in the calculation. Data was collected and analysed for the three scopes of the GHG Protocol. Figure 1 shows the areas of data collection and the decreasing degree of influence of the organisers in these areas.



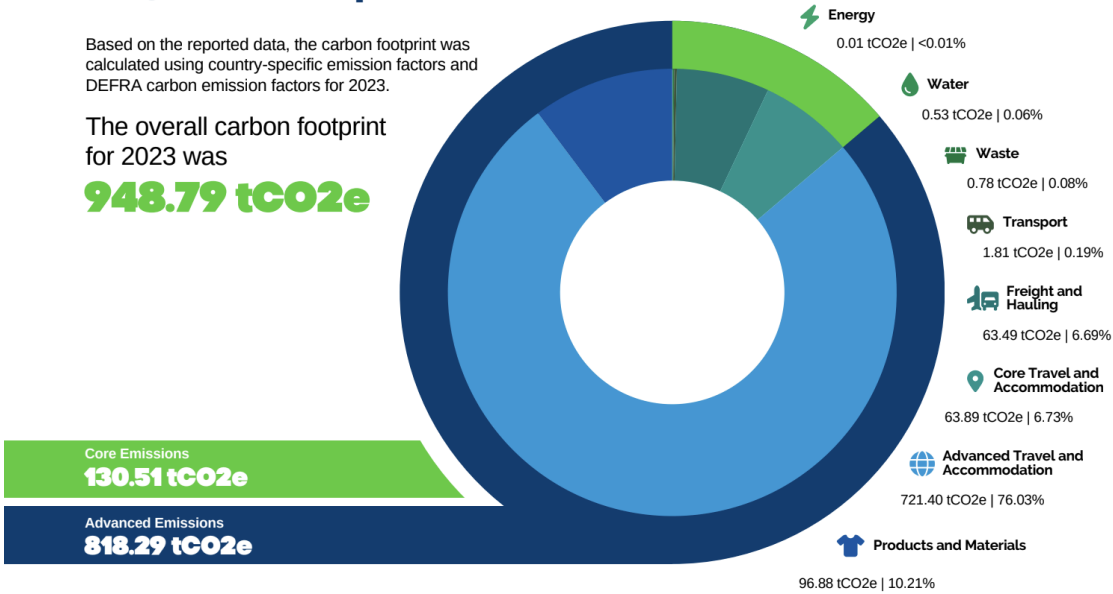
OMEGA European Masters | Sustainable Golf Carbon Report

**RESULTS**

**2023 Carbon Footprint**

Based on the reported data, the carbon footprint was calculated using country-specific emission factors and DEFRA carbon emission factors for 2023.

The overall carbon footprint for 2023 was  
**948.79 tCO2e**



**Core Emissions**  
**130.51 tCO2e**

**Advanced Emissions**  
**818.29 tCO2e**

OMEGA European Masters | Sustainable Golf Carbon Report

**2023 Carbon Footprint**

	tCO2e	%
<b>Advanced Emissions</b>		
<b>Product and Materials</b> Includes products and materials for merchandise, retail, food and beverage, and infrastructure and construction	96.88	10.21%
<b>Advanced Travel and Accommodation</b> Includes travel and accommodation for media, guests, VIP and sponsors, players, performers and entourage, and spectators	721.40	76.03%
<b>Core Emissions</b>		
<b>Core Travel and Accommodation</b> Includes event organiser, contractor, vendor and volunteer travel and accommodation	63.89	6.73%
<b>Freight and Hauling</b> Includes waste hauling and road, rail and air freight	63.49	6.69%
<b>Transport</b> Includes shuttles, transfers, utility vehicles and courtesy cars	1.81	0.19%
<b>Waste</b> Includes waste diverted through recycling, compost, donation, incineration, and waste sent to landfill	0.78	0.08%
<b>Water</b> Includes water used for course management, cooking, drinking, and other operations	0.53	0.06%
<b>Energy</b> Includes electricity from your utility provider as well as fuel and oil used for generators, catering, and on-site vehicles	0.01	0.01%

**RESULTS**

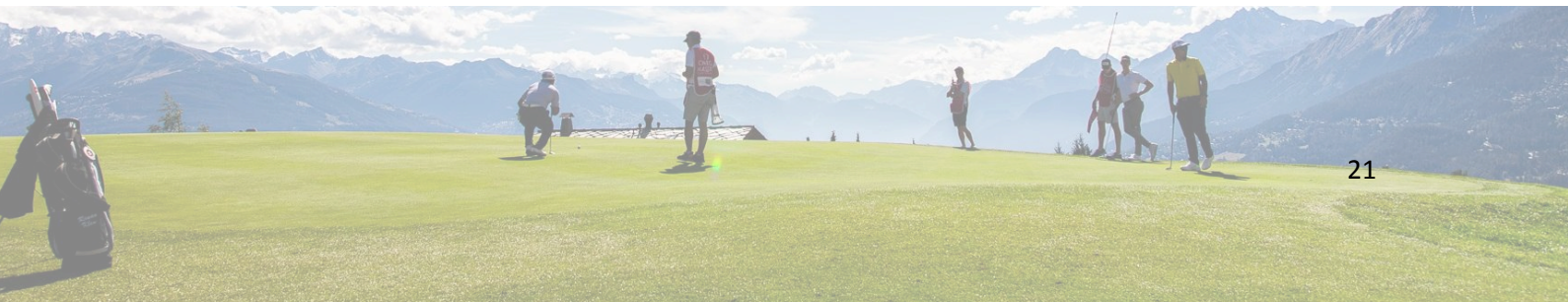
Based on the reported data, the carbon footprint was calculated using country-specific emission factors and DEFRA carbon emission factors for 2023.

The overall carbon footprint for 2023 was  
**948.79 tCO2e**

**Core Emissions**  
**130.51 tCO2e (13.8%)**

**Advanced Emissions**  
**818.29 tCO2e (86.2%)**

For further information on the carbon footprint of the Omega European Masters 2023, please visit the "[sustainability](#)" section of the official event website.





## Conclusion and Next Steps

The annual publication of the sustainability report embodies the event's ongoing commitment to managing its impact, progressing in its environmental efforts, while involving its stakeholders and raising awareness about the tournament's sustainable development approach. Each year, the event rethinks its sustainability strategy to best reduce its environmental impact while improving the experience of visitors and players.

We are pleased with the progress made, notably thanks to our collaboration with the Crans-sur-Sierre Golf Club, which has contributed to revitalizing the course, achieving its conservation and revegetation goals.

We are also aware of the efforts still needed and have been working for years in a continuous improvement approach.

The 2022 carbon footprint revealed that nearly 80% of the tournament's carbon emissions came from visitor travel. We are therefore happy to see that our efforts are starting to pay off, with a 10% increase in the use of smart mobility among the public since 2022. Thus, a quarter of the participants choose a means of public, multimodal, and/or active transport.

A new initiative this year was the funding of projects within Swiss Olympic's "climate fund" initiative to contribute to our 2022 carbon emissions. We will renew this commitment for the 2023 emissions, which amount to 948.79 tCO<sub>2</sub>.

Environmental efforts are essential for the world of golf. They are not limited to reducing the carbon impact but encompass a broader vision of sustainability, which includes revitalization, accessibility, and resource management.

