



Sustainability Report 2022

Commitments and results

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Introduction about the event

1.1 Omega European Masters

The Omega European Masters has been one of the longest standing professional golf tournaments in the world, played over the historic Crans-sur-Sierre Golf Course for more than 80 years. Located at Crans-Montana in the heart of the Swiss Alps, the Crans-sur-Sierre Golf Club is indisputably the most spectacular course on the European Tour schedule.

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

Our commitment

Located in the Swiss Alps, Crans-Montana is experiencing first-hand the effects of climate change. In this sense, the tournament feels it is their responsibility to play their part by creating actions for sustainability.

While limiting the environmental impacts of the event is crucial, the role the Omega European Masters has is bigger than just actions. The true power of a sporting event is its popularity and influence. By taking a position in the fight against climate change and engaging the community, the OEM has the power to deliver a powerful message and serve as a leader for positive change to fans, participants and other sport events.

Recognising the impact it can have, the Omega European Masters Crans-Montana is committed to becoming a catalyst for greater sustainability and social responsibility. This is done through forward-looking actions, transparency and communication.

Sustainability Strategy 2021-2022

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

The tournament's plan has been strengthened in line with the Canton du Valais priorities and plus Swiss Golf's national strategy for sustainability in and through the sport.

For 2022, the tournament has focused on six main focus areas that are directly aligned to the United Nations Sustainable Development Goals (SDGs) as well as the [Agenda 2030 of the Valais](#).

These focus areas are the following:

1. Climate Action & Biodiversity
2. Circular Economy & waste management
3. Responsible Catering
4. Energy Transition and Water Conservation
5. Smart Mobility
6. Engagement

Partnerships

4.1. Golf-Club Crans-Sur Sierre



Imagine a plateau at 1500 meters high overlooking the Rhone valley. Facing you the highest peaks, from the Matterhorn to the Mont Blanc. It is in this majestic setting that the pioneers built the first golf course in 1906. Since then, the greens have continued to flourish in the sun and the greatest players let themselves be conquered by the natural beauty of the site. Here, with the four courses, golf is in conquered territory. The famous 18-hole, named after its prestigious creator Severiano Ballesteros, is classified by golf magazines as one of the nicest in the world and host of the European Masters, a major event. As for the second course, the Jack Nicklaus, it was designated the most beautiful 9-hole course of Switzerland on several occasions.

[The Crans-sur-Sierre Golf-Club](#) is committed to sustainability and is already registered in the OnCourse® Switzerland program for sustainable golf course and club operations - it has obtained the [GEO Certified® label](#) in 2022.

The club's participation in this international program ensures they will undertake a comprehensive review of practices, key performance data and current highlights across all key aspects of environmental and social responsibility - spanning golf course, clubhouse, maintenance facility operations, and the supply chain. As such issues such as biodiversity conservation, pesticide reduction, water conservation, sustainable materials, waste minimisation, community engagement will be included.

4.2 The SHIFT



[The SHIFT](#) is an agency founded by four award-winning experts and positive disruptors in sustainability, innovation and sport. Based in Lausanne, Switzerland, the company's mission is to contribute to a sustainable, healthy and thriving society that integrates planetary boundaries and social justice in an exciting and innovative manner.

The SHIFT has been collaborating with the Omega European Masters since 2019 and together they have been creating actions to preserve biodiversity, climate, water, promote circular economies and inspire other events. The SHIFT has also collaborated with other golf events, such as the US Kids Golf Venice Open, for which they conducted the verification for the GEO certification. In 2022, the SHIFT supported the Crans-sur-Sierre Golf Club towards GEO certification.

4.3 GEO Foundation



[GEO Foundation](#) is the only non-profit in the world entirely dedicated to advancing sustainability in and through golf. Working collaboratively with stakeholders across golf, government, civic society, academia and the wider sporting world GEO has developed a suite of custom-built sustainable development programs for golf - for existing courses, new developments and golf tournaments. These 'OnCourse®' programs are underpinned by comprehensive sustainability standards that address a wide range of relevant social and environmental issues across Nature, Resources, Climate and Community themes. GEO Certified® is the internationally endorsed label for sustainable golf, accredited by the ISEAL Alliance - the global body which represents some of the world's most recognisable and trusted ecolabels including Fairtrade, Forest Stewardship Council, Marine Stewardship Council and Rainforest Alliance. Find out more about sustainability in and through golf, GEO Foundation, OnCourse® programs, certification and leadership examples at sustainable golf.

4.4 Swiss Golf



[Swiss Golf](#) is the umbrella organisation for golf in Switzerland. Its main objectives are to control, support and develop the sport of golf in Switzerland. Swiss Golf currently consists of 98 clubs, 2 Public Golf Organisations and 11 affiliated associations, with nearly 93,000 registered golfers.

Swiss Golf has been a member of Swiss Olympic, the umbrella organisation of sports federations, since 1946.

Swiss Golf organises all national championships and appoints national executives. It oversees the application of golf rules and establishes the Calendar for Swiss Golf Championships.

Swiss Golf was founded in 1902 and is headquartered in Epalinges (Vaud).

Working in partnership with GEO, Swiss Golf has launched a new sustainability strategy to support the efforts of its member clubs to foster nature, conserve resources and support communities - with the 'OnCourse Switzerland' program being central to disseminating information to clubs, as well as gathering measurable data and stories from clubs. In addition Swiss Golf will be increasing their advocacy, partnerships, support and incentives for clubs, education, and promotion of results.

Actions, Results and Continuous Improvement

5.1 Climate Action and Biodiversity



The Omega European Masters is committed to reducing emissions and contributing to local and global climate action. In parallel, the Crans-sur-Sierre Golf-Club engages in biodiversity conservation through naturalisation of parts of the course; native tree and shrub planting and chemical reduction on turfgrass areas. Since 2021, the event has been calculating its carbon footprint in order to assess its impact and enable the implementation of dedicated reduction programmes.



New for 2022:

- ❖ The installation of bug hotels and birdhouses along the green.
- ❖ The Crans-sur-Sierre Golf Club has become GEO certified
- ❖ In collaboration with the OEM and the Golf Club of Crans-sur-Sierre, Swiss Golf organised walking tours for the public to see the visible biodiversity measures (log piles, bug hotels, etc) the Gold Club put into place during the summer 2022.

Report 2022:

- ❖ In the future, all stakeholders should be better informed beforehand and engage regarding the carbon management plan.

5.2 Circular economy & waste management



Based on a circular economy, waste management according to the 6R methodology [Reinvent/Rethink, Refuse, Reduce, Reuse/Repair, Recycle, Replace/Rebuy] will be set up. For instance, the reuse of furniture from year-to-year is a flagship at the event and dates back to UEFA EURO 2008 in Switzerland.

New for 2022:

- ❖ Increased upstream work with all partners to reduce single-use plastics.
- ❖ No more single use plastics such as ketchup and mayonnaise.
- ❖ Installation of a waste separation bin for organic waste in the media centre.

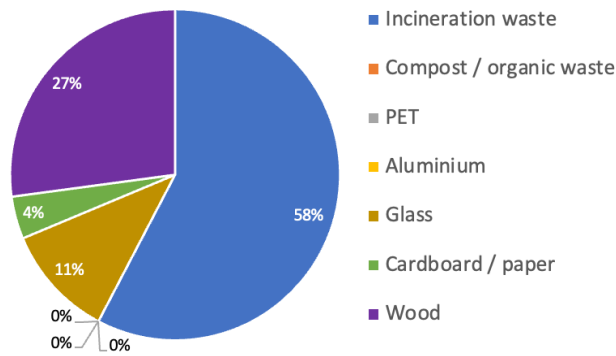
Report 2022:

- ❖ Waste management during installation and dismantlement must be optimised.
- ❖ Some PET was reintroduced at the tournament.
- ❖ Cotton was thrown out due to internal miscommunications.
- ❖ Caterers were receptive to the directive to stop single use plastics.
- ❖ Still a few general waste bins onsite with no alternatives close by.
- ❖ Signage (for example PET) was not always at the right place.
- ❖ Many sponsors hand out a lot of flyers.

5.2.1 Comparison of waste breakdown for years 2019, 2021 and 2022

2019 Breakdown of waste (60 tonnes)

(64'800 spectators)

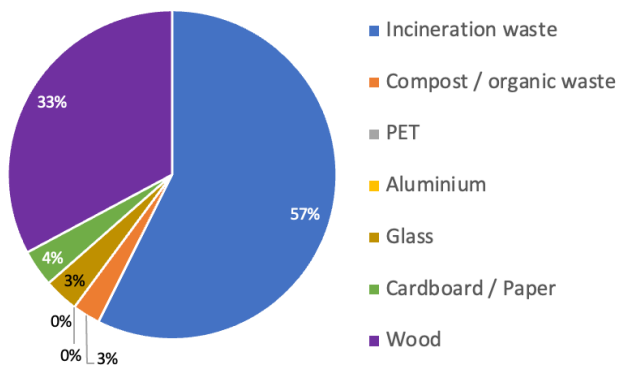


% recycled : 42%
% incinerated: 58%

Grams recycled per visitor: 395g
Grams incinerated per visitor: 538g

2021 Breakdown of waste (44 tonnes)

(43'000 spectators)

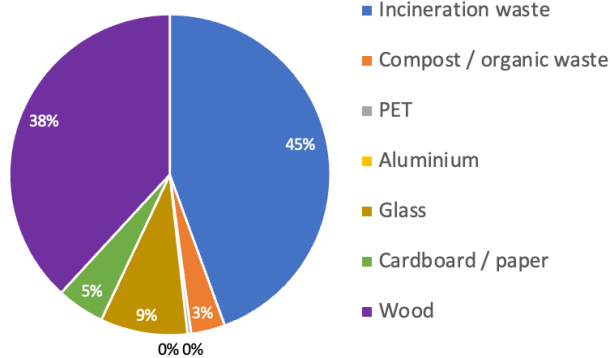


% recycled : 43%
% incinerated: 57%

Grams recycled per visitor: 436g
Grams incinerated per visitor: 587g

2022 Breakdown of waste (40 tonnes)

(50'000 spectators)



% recycled : 56%
% incinerated: 44%

Grams recycled per visitor: 448g
Grams incinerated per visitor: 358g

5.3 Responsible catering



The event wants to pay attention to the fact that eating is not only a social time and a way to relax but also represents the possibility of doing it responsibly. All tableware used on site is reusable.

Five fundamentals are advocated: a. Provenance (local); b. Production mode (labels) c. Type of products; d. Season; e. Degree of transformation.

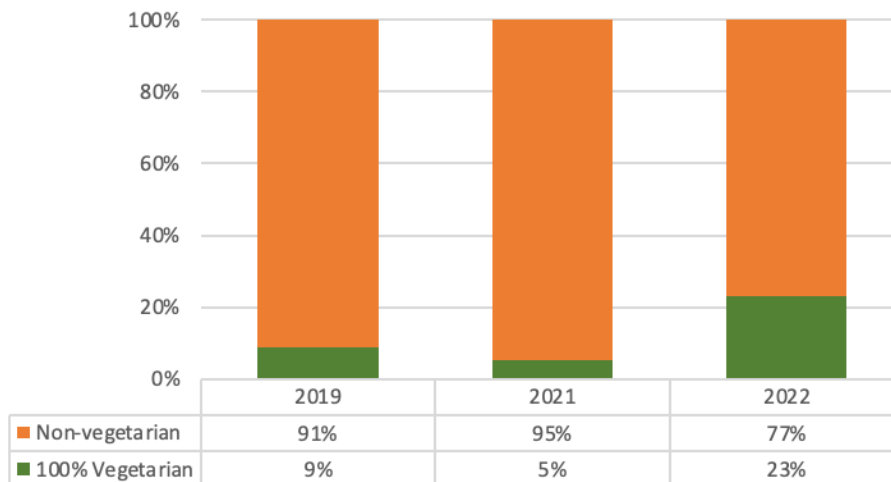
New for 2022:

- ❖ All caterers provide vegetarian options.

Report 2022:

- ❖ Less food waste (hospitality areas).
- ❖ Less single-use plastic (bags / sauces / etc.) . This was improved during the event.

Share of 100% vegetarian meals



5.4 Energy transition & water conservation



The Omega European Masters has contributed to the installation of the electricity network along the golf course, drastically reducing the use of generators. In addition, the tournament ensures a green energy supply.

New for 2022:

- ❖ Water management plan to reduce water use of the whole course.
- ❖ Maximum temperature in tents was set to 19°C.

Report 2022:

- ❖ Difficulties regarding data collection for water usage.



5.5 Smart Mobility



The tournament wants to encourage increased use of public transport, such as trains, bus, funiculars, shuttles. Logistics are thought out in the most effective way possible. The tournament sponsor, Porsche plays its part by proposing electric cars for the players.

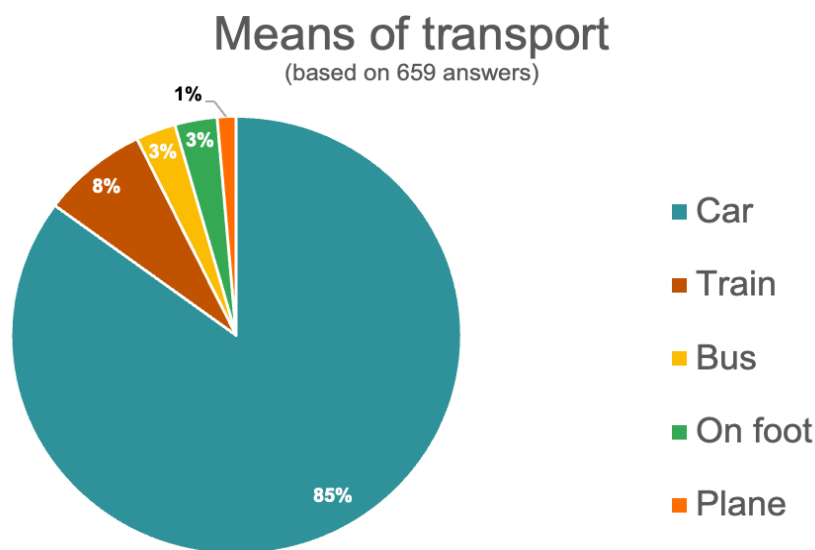


New for 2022:

- ❖ Survey was sent out to the public to get more data on mobility practices.
- ❖ Suggest to guests via the website to car share and use public transport.

Report 2022:

- ❖ Funicular not operating.
- ❖ Average of 2.4 people per car.



Origin of visitors in Switzerland (results from survey)



5.6 Engagement



Similarly to 2019, the tournament has reported on all sustainability areas with a more detailed approach from 2021 onwards.

In order to be inclusive, the event has a price policy that is accessible to as many people as possible. For persons with reduced mobility (PRM), the implementation of measures to welcome them in the best way has been provided for many years. Two dedicated areas next to holes 13 and 18 for wheelchair users have been put into place.

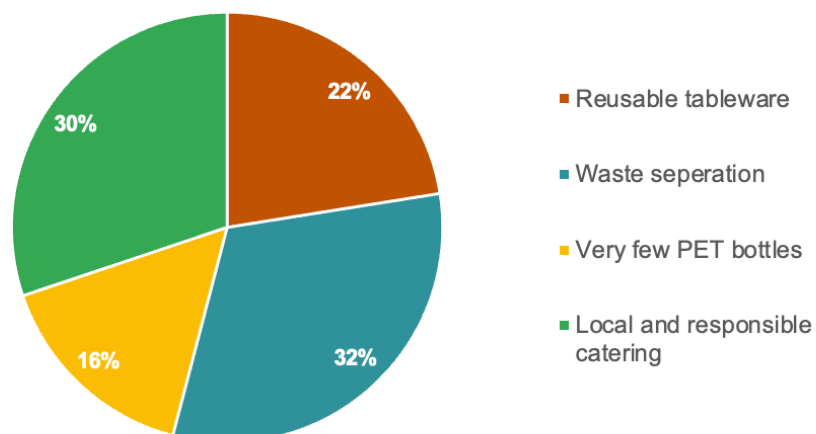
New for 2022

- ❖ Survey for visitors.
- ❖ Sustainability recommendations for sponsors.

Report 2022:

- ❖ Engagement with regards to communication on sustainability and inclusion on social media and the Omega European Masters' website.
- ❖ System put into place to welcome people with reduced mobility.
- ❖ +650 answers for the survey.
- ❖ Positive feedback from sponsors regarding the recommendations.

At the event, which of these sustainability initiatives have you noticed or participated in?

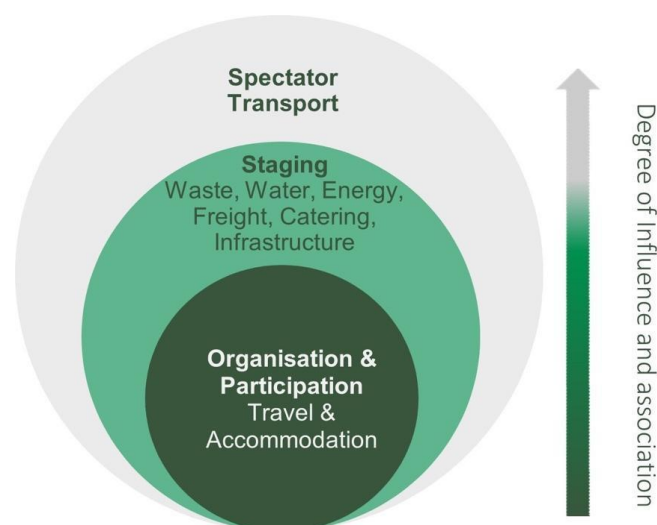


Carbon Footprint

The Carbon Footprint of the 2022 Omega European Masters has been carried out for the second year using the GEO Foundation for Sustainable Golf Tournament Carbon Footprint Methodology and Calculator, reviewed by The SHIFT, which is underpinned by the guiding principles of:

- **Transparency:** the approach, assumptions, exclusions and calculations are clearly documented and communicated.
- **Pragmatism:** prioritisation of key emissions and attention on quantifying these sources. Emissions which are not possible to quantify at this stage have been documented.
- **Consistency:** a consistent and uniform approach to managing data and results.
- **Relevance:** the approach appropriately reflects the organisation and serves the needs of decision makers (both internal and external).
- **Completeness:** appropriate boundary definition and accounting for all GreenHouse Gases (GHGs) within it. Clarity on any exclusions.
- **Accuracy:** systematic quantification of all GHGs by reducing uncertainties as accurately as possible.

The overall approach used is based on the Greenhouse Gas Protocol Standard¹ which enables organisations to measure, manage and report their greenhouse gas emissions from direct operations and through their supply chains. Organisational and Supply Chain Footprinting methodologies have been used and then adapted to best represent the emissions associated with organising and staging a golf tournament. Due to a lack of available local emissions factors the UK Government Carbon Emission Factors for 2022 have been used within the calculation. Data was collected and analysed across all three scopes for the GHG Protocol. Figure 1 shows the areas of data collection and the organisers diminishing degree of influence across these areas.



¹ <https://ghgprotocol.org/companies-and-organizations>

Conclusion and next steps

The yearly publication of the sustainability report (and of the carbon footprint since 2021) is a further step in the organisation's desire to progress, to control its impacts, to involve its stakeholders and to raise awareness of the sustainable development approach of the tournament. Each year, the event rethinks its sustainability strategy to reduce to the maximum its environmental impact without compromising the visitors' or athletes' experience.

The 2021 carbon footprint showed that nearly 80% of all carbon emissions of the tournament came from visitor travel. Although these are considered indirect and are not controlled by the tournament, the OEM believes it is its responsibility to create awareness around the topic as well as fund projects that either avoid or remove CO₂ emissions as well as promote sustainable social practices. Therefore, one of the main priorities for 2023 will be an action plan (e.g mobility) around the theme of carbon emissions as well as the selection of carbon removal/avoidance projects to fund.

The Omega European Masters will also further investigate on how to onboard key suppliers into the sustainability strategy to enhance notably the circular economy of the event.