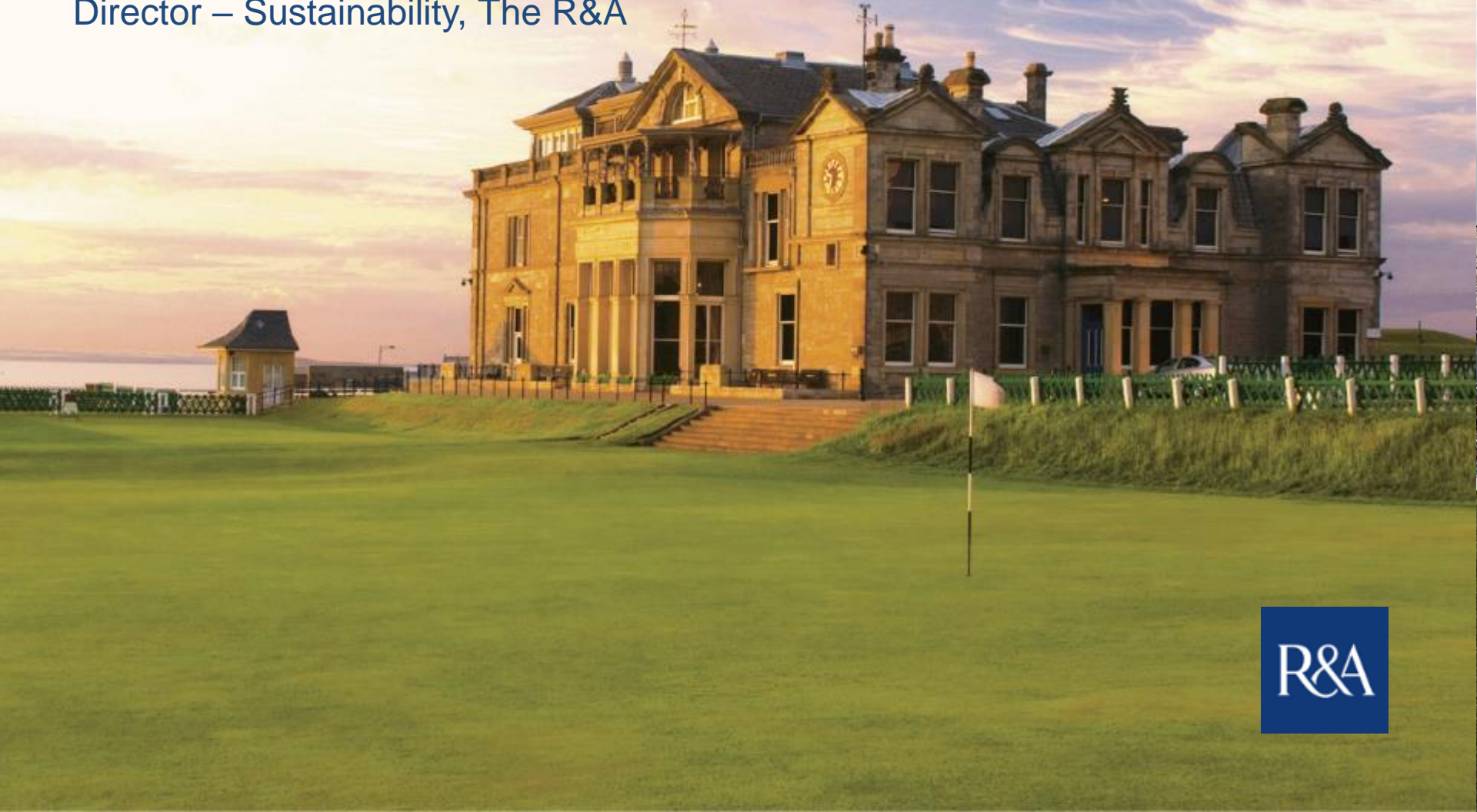


Sustainability: What it is and why it matters

Steve Isaac

Director – Sustainability, The R&A



R&A

Sustainability: *Why it Matters*



- Nature, resources, communities agenda applicable to golf
- The opinion of government, the environmental lobby and the public matters
- Securing the sport for the enjoyment of future generations

Sustainability: *The R&A's responsibility*



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Sustainability: *The R&A's duty of care*



- Accountability and responsibility
- Supporting the sport
- Promoting the sport

The sustainability in sport movement



Sustainability: *The R&A's influence*



www.TheOpen.com

- High profile
 - Within the sport
 - To external forces that can control the development of the sport

Major sports events



“Legacy of major sport events”

“... legacy aspects with a focus on social, economic and environmental sustainability”

The Olympics



<http://www.igfgolf.org/olympic-games/>

Sustainability: *What it is*



- Financial
- Environmental
- Social
- And...

Sustainability: *playing surface performance*



- Quality
- Golfer experience

Sustainability: *achieving performance*



- Implement testing programme
- Set target/tolerance ranges
- Revisit past practices
- Change practices gradually and monitor impact
- Use new techniques and innovations
- Use to guide, not to dictate



R&A サステナビリティ・セミナー

持続可能なゴルフ場のためのソリューションとベストプラクティス

このセミナーは、R&Aの持続可能性戦略と、ゴルフ場の持続可能性を向上させるためのベストプラクティスを紹介します。

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www.RandA.org



Based in St Andrews, The R&A organises The Open Championship, major amateur events and international matches. Together with the United States Golf Association, The R&A governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, Equipment Standards and World Amateur Golf Rankings. The R&A's working jurisdiction is global, excluding the United States and Mexico.

The R&A is committed to working for golf and supports the growth of the game internationally and the development and management of sustainable golf facilities. The R&A operates with the consent of 152 organisations from the amateur and professional game and on behalf of over 30 million golfers in 138 countries.



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