



'Making a Mark'

Mark Holder Social Impact Declaration

Golf Environment Organization

Golf Environment Organization (GEO) is an international not-for-profit organisation dedicated to supporting the golf community embrace sustainability; providing practical solutions and administering golf's ecolabel, GEO Certified®.

GEO is committed to providing a credible and accessible system of sustainability standards, support programmes, recognition, and capacity building for the international golf industry. GEO believes that the worldwide golf community can unite around sustainability and by 2020, will be universally valued for its positive environmental and social contribution.



GEO Certified® is golf's ecolabel – the mark of credible sustainability the industry can proudly and confidently carry.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **Golf Environment Organization** is Making a Mark, striving to make a difference to communities:

Social inputs – driving sustainability in & through golf

GEO aims to drive sustainability in and through golf. We do this through:

- The OnCourse® programme designed to help golf facilities integrate stronger sustainability activities across nature, resource management, and communities.

Email: info@golfenvironment.org
Website: <http://www.golfenvironment.org/>
Phone: 01620 895 100





- Certification and re-certification of golf facilities leading to GEO Certified® status, which is used to communicate their continued commitment to sustainability and enable communication and education on sustainability to local communities
- Programmatic support to Golf's federations, governing bodies and interested stakeholders

In 2015 GEO became full members of the ISEAL Alliance, and GEO Certified® is now recognised as being developed and managed in line with the ISEAL codes of best practice in voluntary sustainability standards. We also increased our multi-stakeholder engagement and collaboration, to ensure understanding, measurement and impact analysis over time and geographies can be consistent and agreed upon.

Social outputs – GEO standards management

In 2015, **202** golf facilities registered for the OnCourse® programme, of which **29** were certified, with **13** recertified. This means there are **1,123** facilities OnCourse® and **160** certified in total. This equates to approximately **67,380** hectares under GEO standards management.



Each OnCourse® golf facility adheres to a number of criteria of creating a positive impact on employees, golfers, visitors and the local community.

Social outcomes – increasing awareness

A key aim is to increase public awareness of sustainability in and through golf. As a sport that creates passion through participation and spectators, there is a big opportunity to inspire and educate people on sustainability issues.

GEO had over **116k** twitter impressions of positive sustainability and golf messages, and 40 online publications of more in-depth stories about sustainability and golf across consumer, golf, sporting and business media, worldwide.

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