

GOLF'S ENVIRONMENTAL DRIVE has worldwide momentum. Clubs are embracing sustainability to save money, exceed member and customer expectations, set their course apart, gain distinction, and of course to help protect the planet.

For many golf course and club managers the challenge is knowing what to do and how to start. Welcome

to GEO OnCourse™. A streamlined, practical on-line programme to help you plan and carry out sustainability improvements appropriate for your site. The step-by-step OnCourse Guidance will put your course in the spotlight as GEO Certified™.

Straightforward process. Realistic expectations. Cost-saving solutions. International recognition.

# Sustainable Golf Course & Club Management



## Easier Plan

- Clear, step-by-step guidance
- Ongoing practical results
- Staff engaged in coordinated effort

## Stronger Profile

- International recognition
- Boost member / community relations
- Enhance your course's natural assets

## Greater Profit

- Lower resource use
- Reallocated maintenance time
- Secure grants / no-interest loans

## Five Steps to Excellence & Recognition

**ACTION PLANNER** Quickly identify strengths and weaknesses while you create a customized OnCourse Action Plan.

**ONCOURSE PLEDGE** join golf clubs around the world in promoting your environmental commitment to members and customers.

**STEP-BY-STEP GUIDANCE** the heart of the process - clear, online forms to complete at your convenience or divide among team members.

**ON-SITE EVALUATION** a sustainable golf expert from the GEOSA Network will verify your application and provide a three-year Continual Improvement Plan.

**GEO CERTIFIED** international distinction for earning the most comprehensive, credible environmental certification in world golf.

Find out more at [golfenvironment.org/oncourse](http://golfenvironment.org/oncourse)



## The GEO Certified™ Ecolabel

THE MARK of sustainability that golf businesses can promote with absolute confidence.

Environmental performance is a keystone issue for society, one that engages members and customers, builds relationships with communities and

government, and can connect golf clubs with new audiences.

For every golf business sustainability is an ongoing opportunity. GEO Certified™ is a launchpad to maximize the potential in your marketing communications.

## Inspire Members & Customers

PROMOTE ENVIRONMENTAL STEWARDSHIP as an integral part of the golf experience you offer, showcase ethical purchasing at point of sale, tell customers about the natural and cultural heritage you conserve. Enrich their experience and affirm that

golf brings global benefits, not costs.

Trust GEO Certified to credibly carry all these meaningful and valuable messages across your internal and external communications.



GOLF ENVIRONMENT ORGANIZATION  
25 Westgate, North Berwick  
Scotland EH39 4AG +441620 895100