



**PRESS BRIEFING NOTE
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European Commission supports greening of golf events

The European Commission supports the golf sector's efforts in raising awareness of environmental issues and integrating environmental best practices into the staging and promotion of golf events.

Recognising the large global audience for televised golf events, the EC's Director of Sustainability, Timo Makela, is attending the Ryder Cup to express the EC's encouragement to the PGA European Tour.

Mr Makela said: "For many years golf events have been of significant economic value to many regions of Europe. Over 25 European Tour events are held in Europe each year, which stimulate considerable investment and tourism. The European Tour and Ryder Cup Ltd. have recognised that as part of their contribution to local communities, and society as a whole, these events should also consider their environmental impacts."

"Golf events can be high profile examples of sustainability, bringing to communities a balance of economic, social and environmental benefits. If they can achieve this, and help to promote this ethic across sport, tourism and business, then golf will rightly prove itself to be a valuable agent for sustainability across society.

We hope that in the near future, existing golfing facilities and events across Europe will follow the trend, as recently highlighted by the 2006 Torino Winter Olympic Games and the German FIFA world-cup, of using EU environmental instruments such as EMAS to 'green' major sporting events in a significant and credible way, and we will continue to support any effort in that direction".

Jonathan Smith of Golf Environment Europe, the not for profit body specialising in golf environment issues, added: "Golf events are very closely linked to the local environment. By addressing environmental issues, event organisers can manage the risks of environmental legislation, meet the expectations of the general public, show leadership and generate a great deal of positive achievement. It is not hard to do, it just takes some careful planning, and the commitment of those involved."

For more information on the greening of golf events, contact Jonathan Smith at Golf Environment Europe at jonathan@golfenvironmenteurope.org, or on 0044 07917 453147.
For more information on the greening of sporting events, go to http://ec.europa.eu/environment/green_events/index_en.htm

