

*Passion for golf  
Passion for the environment*



**2<sup>nd</sup> IGOLF Singapore Golf and Environment Forum**  
***Managing Golf for Nature and People***  
by Paul Sochaczewski  
IGOLF Chairman, Creative Director  
Singapore - August 27, 2009

**An Invitation to Singapore golf clubs  
to work with IGOLF to move towards**



***Environmental and social  
responsibility***



**No more “business as usual”**



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**Golf in Singapore faces difficult challenges**

- Economic hard times
- Keeping members happy
- Competition
- Environmental regulations
- Social responsibility



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## Challenges

- **Environmental**
- **Social**
- **Intangible**






**Golf is bad, bad, bad**  
**W**hile some people see golf as a relaxing pastime, others see it as a major environmental and social problem. The industry is often criticized for its high water consumption, use of pesticides, and the destruction of natural habitats. Additionally, the social aspects of golf, such as exclusivity and high costs, are also points of contention.



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## Challenges

- **Environmental**
  - Water use and quality
  - Pollution
  - Chemical use
  - Habitat destruction and enhancement
  - Waste management and recycling

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**Challenges**



- **Social**
  - Land acquisition
  - Employment
  - Heritage
  - Competing land use



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**Challenges**

- **Intangible - Elitism**



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## Intangible - Elitism

### South Korea President Lee tells officials to stop playing golf

Sends “wrong signal” during economic hard times; Bush “sacrificed” his golf to show solidarity with dead US soldiers in Iraq.



Presidents Bush and Lee play golf during better times



## Intro to IGOLF





## IGOLF - International Golf and Life Foundation



- **Swiss-based, but international**
- **Initial focus Southeast Asia**
- **Non-profit NGO**
- **Establish *norms of excellence* based upon *environmental and social responsibility* for golf courses around the world.**

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## Three Councils

- **Council of Experts**  
*Individuals*
- **Partnership Council**  
*Non-profit groups, universities, technical agencies*
- **Corporate Advisory Council**  
*Companies - TEHC, AUM*



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## Laureate Courses - invitation to APLGI members

- **CHARTER-Eight principles**  
(most good courses probably already implementing)
- **Voluntary**
- **Cannot be purchased**
- **First courses:  
20 courses  
in nine countries  
(four in Singapore)**



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## Benefits of becoming an IGOLF Laureate Course

- **It's the law to respect environment**
- **Better government relations**
- **Better community relations**
- **Save money on running costs**
- **Positioning vs competition**
- **Member involvement - nature walks, bird watching**
- **Use of special IGOLF logo; media coverage**
- **Enhances relations with Asian Tour for hosting competitions**



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## IGOLF Laureate Courses (as of April 2009)

	<b>CAMBODIA</b>	<b>Phokeethra Country Club</b>
	<b>INDONESIA</b>	<b>New Kuta Golf Rancamaya Golf &amp; Country Club</b>
	<b>ITALY</b>	<b>I Girasoli Golf Club</b>
	<b>MALAYSIA</b>	<b>Hornbill Golf &amp; Jungle Club Course</b>
	<b>PHILIPPINES</b>	<b>The Manila Southwoods Golf &amp; Country Club</b>
	<b>SINGAPORE</b>	<b>Keppel Club / Orchid Country Club Kranji Sanctuary Golf Course SAFRA Resort</b>
	<b>SWITZERLAND</b>	<b>Golf de Lavaux</b>
	<b>THAILAND</b>	<b>Bangkok Golf Club Banyan Club Gassan Khuntan Golf &amp; Resort Laguna Phuket Golf Club Loch Palm Golf Club Red Mountain Golf Club Thai Country Club</b>
	<b>VIETNAM</b>	<b>Song Be Golf Resort Vietnam Golf and Country Club</b>



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## Laureate Courses have their own page on website



The screenshot shows a webpage for the Thai Country Club. The page includes the club's name, a photo of a golf course, and detailed information such as the address (Bangkok, Thailand), contact details (phone, fax, website), and a description of the club's facilities and services. The page also features a 'Special features available' section and a 'Key achievements in environmental social affairs' section.



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## Some positive examples – IGOLF Laureate Courses (2 out of 20 in 9 countries)

- 
**Golf de Lavaux**  
*Puidoux, Switzerland*
- 
**Sofitel Phokeethra Country Club**  
*Siem Reap, Cambodia*



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## IGOLF Laureate Course

- Golf de Lavaux**  
*Switzerland*
  - Planted, in cooperation with Swiss Forestry Service, 180 ancient variety fruit trees
  - Special “no go” ecological zones
  - All organic fertilizers
  - Partnership with local farmers to collect all grass waste. Farmers return it as compost and use the rest for biogas.
  - Adjacent to UNESCO World Heritage vineyards
  - Required years of discussions with the local authorities and NGOs to adhere to strict environmental guidelines.




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## IGOLF Laureate Course

- **Sofitel Phokeethra Country Club**  
*Siem Reap, Cambodia*

- Self-sufficient in water in a seasonally dry area; provides water to local communities
- Innovative water recycling, 16 reservoirs 400,000 m<sup>3</sup>
- 300+ staff, from local communities, started as laborers, now caddies and administrative
- Heritage preservation-12<sup>th</sup> century bridge



# Thank you



Promoting environmental and social responsibility in golf

[www.golfandlife.ch](http://www.golfandlife.ch)