



## Golf in Asia at a crossroads

- Increased competition
- Regulatory restrictions
- Economic discipline

The opportunity, the imperative, is to become environmentally and socially responsible.

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## Challenges

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






Golf is bad, bad, bad


**W**hile some people see golf as a relaxing hobby, others see it as a major environmental and social problem. The industry is responsible for significant water consumption, chemical use, and habitat destruction. Additionally, the social aspects of golf, such as exclusivity and high costs, have led to criticism and calls for reform.


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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



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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



## 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.



## IGOLF established to meet these challenges



- Technology
- Access to information
- Owner's commitment
- Budgets
- Short-term thinking



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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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## Website

Launched February 2008

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



## Laureate courses - invitation to Singapore courses

- **CHARTER-Eight principles**  
(most good courses probably already implementing)
- **Voluntary**
- **Cannot be purchased**
- **First courses:**  
13 courses  
in 7 countries








## Some positive examples – IGOLF Laureate Courses (4 out of 13 in 7 countries)


- 
  - **NSRCC**  
*Singapore*
- 
  - **Borneo Highlands/ Hornbill Golf Club**  
*Sarawak, Malaysia*
- 
  - **Sofitel Phokeethra Country Club**  
*Siem Reap, Cambodia*
- 
  - **The Manila Southwoods Golf & Country Club**  
*Manila, Philippines*

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## Some positive examples

- **NSRCC**  
*Singapore*
  - Created wetland nature reserve
  - Wildlife habitats
  - Recycle water
  - Affluent water for irrigation
  - Watershed protection
  - Environmentally-friendly fertilization



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## Some positive examples

- **Borneo Highlands/Hornbill Golf Club**

*Sarawak, Malaysia*

- Restoration of damaged land
- Hand-weeding
- Very little chemicals
- Philosophy of owner



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## Some positive examples

- **Sofitel Phokeethra Country Club**

*Siem Reap, Cambodia*

- Hand-weeding
- 300+ staff, almost all from local communities, started as laborers, now caddies and administrative
- Innovative water recycling, developed own machinery – 16 reservoirs 400,000 m<sup>3</sup>
- Limited chemicals
- Heritage preservation



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## Some positive examples

- **The Manila Southwoods Golf & Country Club**

*Manila, Philippines*

- 100+ bird species
- Reduced water consumption
- Reduced chemicals
- 4% energy reduction
- 75% waste disposal reduction
- Save \$10,00 annually resulting from naturalizing property
- Recognized as nature reserve for city; bird release site
- Eco-field trips for schools
- ISO 9001, ISO 14001



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# Thank you



Promoting environmental and social responsibility in golf

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

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