



blue strike environmental

AT&T PEBBLE BEACH PRO-AM **SUSTAINABILITY REPORT**



2022



**AT&T
PEBBLE BEACH
PRO-AM**

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ENVIRONMENTAL INITIATIVES

- **Planning and Communication**
 - Produced Sustainability Report at the end of the event
 - Created dedicated sustainability page on the tournament website
- **Site Protection and Restoration**
 - Certified two of three tournament courses are certified
 - Audubon Cooperative Sanctuaries; Pebble Beach Golf Links and Spyglass Hill Golf Course
- **Procurement**
 - Implemented an active responsible and local sourcing/purchasing plan and audit of items that cannot be reused by vendors
- **Resources Management (Waste, Water, Energy & Carbon)**
 - Measured waste diversion through composting, recycling, and donation and reuse network
 - Measured the event's water footprint and implementing water conservation measures
 - Measured the carbon footprint of event operations, participant, local, and spectator travel
- **Access & Equity**
 - Developed plans to reach under-represented groups and helping them gain access to the event through the Community Green Team
 - Removed barriers to entry for military/first responders and those involved with the Community Green Team
- **Legacy**
 - Donated tournament proceeds to local non-profits annually





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SUSTAINABILITY TIMELINE

2013

The AT&T Pebble Beach Pro-Am partnered with Blue Strike Environmental (then The Offset Project) to begin sustainability programming baselining waste diversion and creation of the Community Green Team

2014

The AT&T Pebble Beach Pro-Am achieved gold level certification with the Council for Responsible Sport

2016

The AT&T Pebble Beach Pro-Am re-certified with the Council for Responsible Sport

2017
& 2018

The AT&T Pebble Beach Pro-Am became a zero waste event (90%+ waste diversion)

2019

- The Community Green Team surpassed \$100,000 in economic giving to local Central Coast non-Profits
- **The AT&T Pebble Beach Pro-Am** diverted 500 tons of materials from the landfill

2019
& 2020

- **The AT&T Pebble Beach Pro-Am** earned certification with the Golf Environment Organization





LONG TERM GOALS

- 1.** Continue successful certification of a sustainable event by the Golf Environmental Organization (GEO)
- 2.** Surpass **\$200,000** in charitable giving to The Community Green Team
- 3.** Divert **1,000 tons** of materials from the AT&T Pebble Beach Pro-Am
- 4.** Carbon Neutral by 2035*

*Would be in-line with AT&T corporate goal and there would be cost associated with a carbon neutral event through purchasing offsets though partners and vendors can help convert services or donate to carbon fund to offset



EXECUTIVE LETTER

At the **AT&T Pebble Beach Pro-Am**, we recognize our role and position in the industry and take on the responsibility to accelerate environmental and social change. As one of the premier events on the PGA TOUR, we will drive the industry beyond our own activities and use our platform to push sustainable practices forward throughout the golf world.



That is why we aspire to host a responsible, inspirational event that motivates the industry, community, and our fans to pave the way towards sustainable practices. Our aim is to reduce our environmental impact, innovate our business model, and further a responsible transition in the industry. By publishing this Sustainability Report, we are taking the next steps in becoming a pioneer in sustainable events with the capacity to further sports' sustainability potential.

LEADING BY EXAMPLE

We are approaching sustainability holistically, by focusing on environmental challenges like waste reduction and social challenges such as equity and opportunity for our young people in our community. We strive to take meaningful actions to raise awareness and extend our reach to our partners, brands, fans, and the community.

We have set a goal to innovate the event through partnerships that benefit the local community, especially disadvantaged and at-risk populations. Collaboration and civic engagement are vital parts of our transition towards a more sustainable event.

We recognize that we create lasting change. Together, with title sponsor and community partners, we have dedicated ourselves to becoming a sustainable event and industry platform that will play a crucial role in this transition.

