

TOWARDS GREENER GOLFING



AN INTRODUCTION TO
THE FAIRWAYS ENVIRONMENTAL
RATING PROGRAMME FOR GOLF
COURSES





Only after the last tree has been cut down; Only after the last fish has been caught;
Only after the last river has been poisoned; Only then will they
realise that money cannot be eaten..

Cree Indian Prophecy—1800's

Greening Your Greens - A Process

The Fairways Golf Course Eco-Rating Programme is an environmental certification programme designed to recognise golf courses that are managed and developed in an environmentally responsible manner. This initiative is one of a series of environmental rating opportunities presented under the banner of the successful Heritage Environmental Programme.

Achieving Fairways recognition demonstrates that you have sufficiently shown an understanding of the environmental aspects of your facility; are committed to environmental good practice; and have initiated practical measures across a range of management categories.

Importantly, the Fairways Eco-Rating Programme does not consider environmental criteria at the expense of golfing quality. It is about being an environmentally sensitive golf course, in which environmental considerations are fully integrated into the operational management of the course and its related facilities.

Recognition is also not synonymous with perfection. All Fairways Eco-rated facilities are reviewed at regular intervals to ensure continuous improvement and compliance with basic requirements. The Programme provides a long-term look at the issue of environmental sustainability, thereby ensuring the most effective integration of the principles of eco-responsibility as part of the operational management strategies of your club.

Fairways recognises those golf facilities that demonstrate a sustainable approach to environmental management - appropriate to their circumstances. It is not based on rigid and costly standards that only the larger facilities can achieve, but rather Fairways aims to address the specific challenges and opportunities of individual golf facilities within an overarching 'best practice' model of environmental responsibility.

The Programme is open to all golf facilities, whatever their size and wherever they are located. The Programme assists in the development of an environmental vision and operational statement for each participating property. This summarises the environmental management strategy and vision for the golf course and it conveys a clear indication of management's vision

The Marketing Edge

Golfers are increasingly being drawn to courses with more natural settings and abundant wildlife. Your membership of the Fairways Eco-Rating Programme provides golfers with added awareness that your course is committed to positive, pro-active environmental action. As a member, you contribute by supporting the Fairways Eco-Rating Programme's educational efforts and to reducing the impacts that your course has on the environment.

It also ensures that your community understand and appreciate your efforts to minimise your impacts and that you are committed to sustainable and responsible business management.

Introducing Fairways

The Fairways Golf Course Rating Programme has been developed to provide operators of all types of golf-based businesses an effective environmental management system (EMS) designed to reduce and limit the impact that their operations have on their environment. Fairways has been developed to recognise and implement the standards of some of the most well-known international programmes in a three-tiered approach to sustainable and responsible operations.

Fairways represents southern Africa's first golf facility eco-labelling option and participating businesses choose to associate with the brand in order to demonstrate their environmental commitment. The programme incorporates systems and standards from initiatives such as including Audubon International®; Committed to Green® and the USAF Golf Course management and ISO 14001.

The Fairways Programme offers an opportunity for golf-based businesses to change the way in which they interact with their environment—both natural and community, with a practical, hands-on approach to resource, social and environmental management that delivers financial returns while at the same time, positioning your business internationally as 'environmentally responsible'.

External Verification—The Differential

The Fairways Eco-rating Programme is based on external verification, as this ensures a high level of confidence in the environmental achievements that are made by each golf club. This is a crucial part of ensuring the credibility of the Programme, so that the effort you have made is genuinely recognised and worthwhile.

One or more of our experienced specialists in environmental rating will carry out the verification of your application by means of an on-site visit and interviews with persons responsible for specific functions at the club. The visit will result in the preparation of an environmental report and a score sheet on which each of the categories is individually scored on our unique weighted scoring system.

The findings of the team will be discussed with your management team and recommendations and suggestions on ways in which your performance can be improved will be provided. In this way your environmental achievements will be assessed fairly within the context of an operational golf course and an action plan for improvement can be formalised.



One of the most difficult things is not to change society,
but to change yourself

Nelson Mandela



The people who will succeed fifteen years from now, the countries which will succeed, are those which are most based on a sustainable vision of the world.
That is what we should be training people to do

Charles Clarke

Incremental Recognition

We realise that many golf courses across Southern Africa have been operating with little consideration of the most basic standard of environmental responsibility, but growing demand for more responsible practice has created a need for management systems that can improve and maintain internationally accepted standards of environmental responsibility .

The Fairways Programme offers an incremental approach to responsible golf-course management practice by recognising the efforts of individual operators on three levels. Facilities that begin with the Fairways Programme - and that meet the entry-level standards of the programme, are awarded the **Par Classification** in recognition for their efforts and commitment to changing the way in which they conduct their activities.

Progressing from this point, the facility can further enhance and develop its environmental programme by advancing to the next level of recognition – **Birdie Classification** which recognises those golf facilities that have complied with a higher standard of environmental awareness and commitment.

Ultimately, those that aim to reach truly world class standards of environmental awareness and management systems – and who have been independently assessed against a pre-agreed set of criteria, qualify for the highest level of recognition – **Eagle Classification**. At this level of environmental performance, the facility exceeds even ISO 14000 certification standards, thereby demonstrating exceptional environmental responsibility and an unwavering commitment to sustainable development.

The Benefits of Fairways

The benefits of membership of any environmental management programme are twofold. Firstly, businesses that operate along sound environmental guidelines and that have committed themselves to sustainable operating procedures enjoy significantly higher exposure in the national and international arena. Growing international demand for responsible golf facilities has ensured that those that have independently assessed and recognised environmental standards and criteria receive first consideration when playing decisions are made.

In addition to this, the following should be considered as beneficial for any facility that embarks on a 'greener' route:-

- Enhanced natural beauty of the golf course
- Water conservation and reduction in the need for expensive chemical applications
- Reduction in golf course maintenance costs
- Satisfaction that your golf course has taken the extra step to protect and preserve the environment

Each golfer that supports your facility – and experiences the environmental successes that you have achieved, becomes a valuable marketing opportunity without the need to spend additional marketing revenue.

The second, and possibly most important benefit, is the savings that can be realised through considerate and well-managed use of resources that translate into very real rewards. By reducing the use of water, chemicals and energy - and through the reduction and management of waste generated by your business, you will see immediate financial gains through this programme.

In our experience, the actual savings your facility could achieve are dependent on the extent to which internal environmental management systems are applied and managed. We are confident that with consideration of the recommendations that are made by Fairways, you will experience the benefits associated with more responsible business practice. Additional benefits provided by the Programme include:

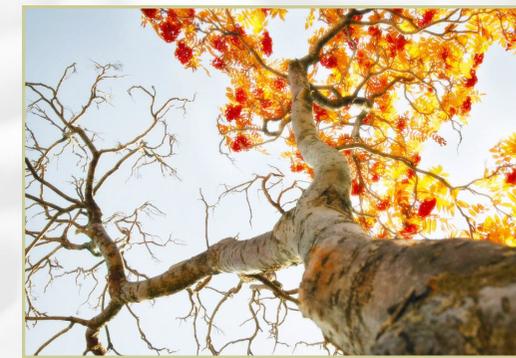
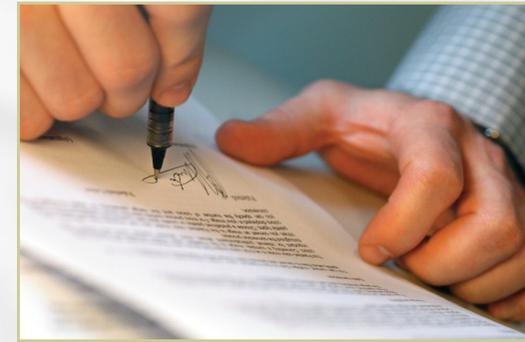
- Full support and assistance throughout your membership period
- Development of an environmental management policies and procedures
- Access to a national network of suppliers, service providers and experts in the field of environmental and sustainable management.
- Membership plaque and Certificate of Compliance.
- Comprehensive assessment report and recommendations for improvement.
- Comprehensive Environmental Manual
- Human Resource development assistance

Environmental management has become the way of the future and whether your decision to participate is based on the marketing or on the cost-savings benefits, the long-term benefits that you will achieve for your business, your community and ultimately, your children, makes your positive decision all the more worthwhile.

The Cost of Greening your Business

The cost of any environmental management initiative or eco-rating programme is often the most misunderstood aspect of going 'green' Because many of the benefits accrued through responsible business practice are intangible, it is often difficult to justify the participation and licence fees associated with most initiatives.

Each participating property or unit is licensed, assessed and supported independently irrespective of its size. This ensures that the overall success of your EM programme is guaranteed and that your club members, visitors and residents receive a world-class environmental experience..



The moral imperative to make big changes is inescapable...that what we take for granted may not be here for our children

Al Gore



Humans merely share the Earth. We can only protect the land, not own it
Chief Seattle

Our Evaluation Criteria

The Fairways Golf Course Eco-rating Programme has been developed to provide a holistic environmental management solution for all types of golf facilities. The programme consists of two parts – Membership Criteria and an Eco-Filing System.

The Programme addresses the most practical aspects of golf course management activity, recognising the interdependence that exists between various activities and their outcomes. The aspects include:

- *Purchasing and Procurement*
- *Location, design and construction*
- *Transport, Vehicles and Equipment*
- *Wildlife and Habitat Management*
- *Communications and Public Awareness*
- *Management Systems*
 - *Energy Management*
 - *Water Management*
 - *Waste Management*
 - *Air Quality Management*
 - *Turf Management*
- *Social and Human Resources*
- *Environmental Compliance*

Greener Golf and Residential Estates

Fairways not only provides your golf club and course with an independent rating, but it can become the basis for environmentally managing those courses that form part of a residential estate.

Eco-estates have become big business across the world and the Fairways option provides an optional estate rating service. Golf and residential estates are evaluated on their overall environmental performance based on a set of pre-determined criteria. While not impacting on the individuality of the residential stands, Fairways Eco Estate provides developers and estate managers the option of integrating environmental performance into existing estate management protocols.

The Fairways Eco Estate rating ensures the highest possible standard of environmental management for estates across the country at an affordable price.

Creating a Partnership in Greening

At each stage of the Fairways Programme, the you will be assisted in introducing and maintaining systems and procedures that have been developed to achieve our four objectives. These are:

- *To reduce the effect that the operations of the business has on its environment and surrounding communities;*
- *To increase awareness and sound management systems that will ensure the long-term sustainability of the business and it's surrounding environment;*
- *To reduce the operating costs and expenses of the operation and thereby improve the profits through sound environmental practices and;*
- *To realise the full potential of sustainable business activities for future generations*

Your Commitment and Vision

No Environmental Management Programme can work without commitment and focus by the business itself. Fairways is not about someone coming to run your management system—its all about guiding you and providing your team with the skills, vision and guidance necessary to ensure your own sustainable management systems.

You hold the key to your on future. You can continue running your business as usual by failing to understand or mitigate your impacts, or you can choose the moral alternative by committing your business to a more caring and sustainable future today.

After all... don't future generations have the right to expect nothing less than our commitment today?

Fairways - The Caring Face of Golf



Poverty eradication, changing consumption and production patterns, and protecting and managing the natural resource base for economic and social development are overarching objectives of, and essential requirements for sustainable development

"The Johannesburg Declaration on Sustainable Development"



The Fairways Golf-course Eco-Rating Programme
PO Box 7119, Centurion, 0046
South Africa
Tel: +27 012 665 1028 Fax: +27 086 610 7120
[http: www.heritagesa.co.za](http://www.heritagesa.co.za) info@heritagesa.co.za