



Sony Open *in Hawaii*



SONY



Background:

The Sony Open in Hawaii was held January 7-13, 2019 at the Waialae Country Club (WCC).

Promoting Alternative Transportation:

- Free bike valet was available at Waialae Beach Park this year, a few steps from the front entrance, serving approximately 83 bikers. Sony donated \$10 for every bike used the service toward non-profit partner, Hawaii Bicycling League.
- Visitors to the Sony Open were encouraged to use public transportation, carpool, or purchase carbon offsets to minimize environmental impact. This was promoted through the website, social media, tournament guide, as well as on the course signage.
- During the tournament, E NOA Trolley shuttle serviced the Waikiki area.
- Sony conducted a carbon footprint assessment, identifying attendee travel as the most significant impact of the event. Sony offset the event carbon impact excluding non-Sony related attendee's travel.

**Expanding the Circle of Green with Additional Sponsors:**

- Toyota displayed eco-friendly vehicles and offered recharge station with cardboard furniture
- Hakuyosha Clean Living reused 80% wastewater for laundering tournament linens and caddie bibs
- Hawaiian Isles Kona Coffee provided paper cups for a Styrofoam-free event

Recycling and Waste Reduction:

- Sony eliminated plastic straws at this year's event to support a plastic-free ocean, including giving away metal straws at the Awards Gala, where Sony hosted a table showcasing recycled plastic in products and packaging
- Recycling bins and signage for recycling were placed throughout the course and recyclable wastes were sorted by volunteers.
- Food wastes from WCC kitchens serving the club house and hospitality tents were sent to Eco Feed to supply piggery farms. Excess food (200 lbs.) was donated to Aloha Harvest.
- Various sets and equipment are reused every year including steel, wood, flooring, and mesh.



Using Environmentally Conscious Materials:

- The majority of tournament collateral was printed using FSC certified paper with
- Food vendors used compostable containers, utensils and plates. WCC used reusable dishes at the Club House and compostable plates at hospitality tents.
- WCC expanded their onsite solar system, and uses energy efficient lighting and Wifi-controlled, energy efficient AC. WCC also uses organic fertilizer on the course and a nontoxic cleaner in the facility. Green course maintenance practice minimizes the use of water and pesticides.

Spreading the Word:

The Sony Open tournament guide, website, social media and e-newsletter communicated various green aspects. Sustainable activities were promoted on live morning TV and radio interviews. Hawaii Bicycling League communicated the effort as well.

For more information on the event, visit <http://www.sonyopeninhawaii.com>