



Background:

Sony Open Hawaii was held January 8-14, 2018 at the Waialae Country Club (WCC).

Promoting Alternative Transportation:

- ✦ Free bike valet was brought to Waialae Beach Park this year, a few steps from the front entrance, serving around 100 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 attendees travel as the most significant impact of the event. Sony plans to offset the event carbon impact excluding non-Sony related attendee's travel.

Expanding the Circle of Green with Additional Sponsors:

- ✦ Delta Airlines offered carbon offsets and reusable tote bags for the media center
- ✦ 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
- ✦ Domino's Pizza delivered on bicycles for military, caddies and volunteers

Promoting Recycling and Waste Reduction:

- ✦ Placed recycling bins and signage for recycling throughout the course and recyclable wastes were sorted by volunteers.
- ✦ Food wastes from WCC kitchens serving club house and hospitality tents were sent to Eco Feed for piggery farm. Excess food (200 lbs.) was donated to Aloha Harvest.
- ✦ Various sets and equipment are reused every year including steel, wood, flooring, and mesh.
- ✦ Sony hosted a free electronics recycling event prior to the tournament where participants received Sony Open admission ticket to promote recycling.

Using Environmentally Conscious Materials:

- ✦ Majority of tournament collateral was printed using FSC certified paper with recycled content through FSC certified printers, Edward Enterprises and Hagadone Printing Company.
- ✦ Food vendors used compostable containers, utensils and plates. WCC used reusable dishes at the Club House and compostable plates at hospitality tents.
- ✦ WCC had solar system installed, and uses energy efficient lighting and Wifi controlled energy efficient AC. It uses organic fertilizer on the course and a nontoxic cleaner in the facility. Its green course maintenance practice minimizes the use of water and pesticides.

Spreading the Word:

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

For more information on the event, visit www.sonyopeninhawaii.com