

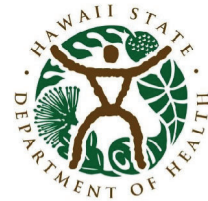


**HAWAII
GREEN**

2023
**BUSINESS
PROGRAM**



**HAWAI'I
STATE
ENERGY
OFFICE**



Sony Open
in Hawaii
25th anniversary



Friends
of Hawaii Charities, Inc.

SONY



Background:

Sony has sponsored the Sony Open in Hawai'i continuously since 1999, and the 2023 tournament marked the 25th anniversary of this sponsorship. An estimated 35,000 people attended during tournament week. Since 1999, sustainability has been a key consideration, with green initiatives incorporated into the planning, management, and execution of the annual event. This community-wide charity event provides an opportunity to showcase and raise awareness of sustainability among attendees and the local community. Through collaboration with local partners, communities, and other stakeholders, the Sony Open pursues and promotes new initiatives to reduce the environmental footprint of the tournament, aiming to protect, conserve, and minimize the impact on Hawaii's natural environment and resources.

Highlights:

Sony Open Highlights Sustainability:

- **E-Waste Collection:** Hosted a free electronics waste drop-off event in partnership with ERI, Kokua Hawai'i, and T&N at Wai'alaie Elementary School prior to tournament week. Local residents who dropped off unwanted electronics and other items for reuse and recycling were rewarded with Sony Open tickets.
- **Bike Valet:** Partnered with the Hawaii Bicycling League to provide a free bike valet for attendees choosing to cycle to the event.
- **Sony Tent:** The Sony Open Tent, themed "Creating a world filled with emotion. For the next generation," showcased how the Sony Open has contributed to the Hawaiian community over the past 25 years. It highlighted the event's green initiatives and introduced Sony group's latest efforts towards creating a sustainable future.
- **Communication:** Highlighted key green initiatives to attendees and emphasized their importance to encourage engagement. Communication was conducted through the Sony Open website, online tournament guide, social media, and local morning news channel interviews during the event.

Minimizing your Environmental Footprint as an Attendee

As an attendee, you are encouraged to participate and play your part to support the event's green initiatives.

Recycle – Recycling and waste bins are located throughout the course. Refer to the information and signage regarding which items can be recycled. The environmental benefits of recycling include conserving energy, reducing air and water pollution, reduction in greenhouse gases, and conservation of natural resources.

Getting to the Sony Open – Consider your options for getting to and from the tournament each day. Can you reduce your commuting footprint? Have you considered car-pooling, shared, public transport, shuttle bus, cycling, or walking? Can you combine one or more options? Information on transport options can be found on the event website. If you are cycling, remember to use the free bike valet.

Complete the attendee survey to provide information about your choice of travel and accommodation during the event. The data you provide is input into the tournament's carbon footprint assessment, which reflects a better understanding of the event's environmental impact.

Making the Sony Open in Hawaii Sustainable

BY KAREN BOZIE

This year marks the 25th anniversary of Sony's sponsorship of the Hawaii PGA tournament. Sustainability has been a key consideration and green initiatives have been incorporated into the planning, management, and execution of the annual event.

The community-wide charity event provides the opportunity to raise awareness of sustainability among attendees and the local community about the importance of reducing the tournament's environmental footprint to protect, conserve, and minimize the impact on Hawaii's natural environment and resources. In recognition of the sustainable elements incorporated into the Sony Open in Hawaii, the event has been certified as a Green Event and a recipient of the Hawaii Green Business Program award by the State of Hawaii since 2016.

Sustainable Initiatives at the Sony Open

Sony's mission is to create a better world for everyone, and this commitment is reflected in the event's sustainability initiatives. Through collaboration with local partners, communities, and other stakeholders, the Sony Open pursues and promotes new initiatives to reduce the environmental footprint of the tournament.

Green initiatives incorporated into the Sony Open align closely with Sony's environmental principles. Sony's Road to 2050 global environmental plan aims to achieve a net-zero environmental footprint by 2050—by curbing climate change through reduction of greenhouse gas emissions, conserving resources through reduction and recycling, and promoting and engagement in local, regional, and global initiatives to protect, conserve, and implement Hawaii Green Business Program best practices to conserve Hawaii's natural resources.

Minimizing waste to landfill for the tournament is achieved through reuse of on-course equipment such as signage, privacy screening, materials for tents and construction of skid-steer, bleachers, and towers, along with recycling and re-use activities. Since 2016, recycling efforts have prevented 27,000 lbs of glass, plastic, and aluminum going to landfill. This has been achieved by providing recycling bins along with hand-sorting of waste by volunteers. The event has diverted 17 tons of food from landfill by donation to Aloha Harvest for recycling food waste for soil amendment, or animal feed for local piggywags with EcoFeed, as well as through composting.

Sony's commitment to sustainability extends beyond the tournament into the local community. Hosting electronic waste collection events provides Hawaii residents an opportunity to drop off unwanted consumer electronics. The non-annual events are held in collaboration with ERI and local recyclers as Sony is committed to ensuring that the electronics materials collected are managed efficiently and to the highest standards of environmental responsibility. Over 100 lbs of unwanted electronic waste was collected at a community recycling event organized in support of the 25th Anniversary of the Sony Open in Hawaii.

To help attendees make a sustainable transport choice getting to and from the event, the Sony Open website provides information on available local transport options. Attendees who choose to cycle can make use of the free bike valet service, providing up to 100 attendees a convenient way of getting to and from the event. The bike valet is possible through the support of event volunteers. In recognition of their supportive efforts, Sony makes an annual donation to the non-profit partner hosting the bike valet.

To protect the natural environment and ocean, the use of styrofoam at the event has been eliminated along with single-use plastic articles, such as straws and stirrers. Hospitality catering, Waialae Country Club, and food vendors are encouraged to use compostable or eco-friendly materials for food containers, cups, and utensils which can be recycled. In 2022 event volunteers were provided with reusable drink containers and water stations to reduce reliance on plastic beverage bottles.

There also has been a reduction in the use of printed materials during the event, as communication and information has moved online and is available via social media, including replacing the printed event program with an online version.

In 2014 the carbon footprint of the event was assessed with a baseline established in 2017. Annual assessments provide a better understanding of the tournament's carbon emissions and

Sustainability article highlighting how attendees could minimize their impact in the tournament online program

Reducing Waste to Landfill:

- Provided 1,100 reusable water bottles to event volunteers, reducing the use of single-use drink containers.
- Reusing materials annually for course setup, including signage, steel, wood flooring, and mesh screening.
- Co-locating recycling and trash bins with recycling signage across the course to provide attendees with opportunities to recycle. Volunteers hand-sorted recycling waste streams to segregate and maximize recycling.
- Waialae Country Club sent food scraps to Eco-Feed, and donated unused food to support the local community through Aloha Harvest.
- Continued ban on Styrofoam, plastic straws, and drink stirrers; requested that catering takeaway containers be compostable/biodegradable to reduce single-use plastic.
- Provided the tournament program in a digital format, conserving resources and reducing waste.



Volunteer with a reusable water bottle.



Hand sorting of recycling waste stream.

Promoting Sustainable Transport Options:

- Encouraged visitors to use public transportation, shuttle buses, carpool, or cycle to the event. Promotion and information on these options were provided through the website, social media, tournament guide, and highlighted on tournament digital signage.
- Offered a free bike valet, through Hawai'i Bicycling League, close to the tournament entrance on the four main tournament days to encourage attendees to consider cycling as a sustainable commuting option.



Hawai'i Bicycling League Bike Valet

Other tournament green Initiatives:

- Waialae Country Club utilizes an on-site solar system for renewable electricity, energy-efficient lighting, Wi-Fi-controlled energy-efficient AC, and green course maintenance practices to minimize water and pesticide use.
- Sony conducted a carbon footprint assessment of the event to determine the CO₂e footprint of attendees. Carbon offsets were purchased to offset the footprint associated with Sony guests, invitees, and the Sony Open in Hawai'i gala hosted at the Conference Center.

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