



**HAWAII
GREEN**

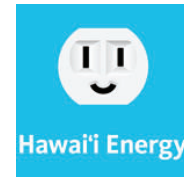
2024 **BUSINESS PROGRAM**



Board of Water Supply



**HAWAII
STATE
ENERGY
OFFICE**



Hawaii Energy



wai'alae country club

SONY

Friends
of Hawaii Charities, Inc.

Background:

Since 1999, sustainability has been a key consideration at Sony Open in Hawai'i, with green initiatives incorporated into the planning, management, and execution of the annual event.

This communitywide 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 sustainability to reduce the environmental footprint of the tournament, aiming to protect, conserve, and minimize the impact on Hawaii's natural environment and resources.

As part of the Green Business Program, the event has integrated waste reduction, energy efficiency, and eco-conscious transportation options, strengthening its position as a model for responsible event management. Sony Group and Waialae Country Club, along with sustainability advocates, worked together to ensure that environmental impact reduction remained a priority.

Highlights:

- **Waste Reduction & Recycling:** Recycling bins were strategically placed across the course, accompanied by reused printed signage from prior years and digital displays reminding attendees of proper recycling practices. Volunteers played an integral role by manually sorting recyclables and diverted glass, plastic, and aluminum from landfills.
- **Digital Communication:** A QR code-enabled digital program replaced printed materials, reducing paper usage. Real-time updates and sustainability messaging were communicated via the Sony Open website, social media, digital displays, and local TV interviews.
- **Bike Valet Service:** Encouraging low-emission travel, the event partnered with the Hawaii Bicycling League to provide a free bike valet service, reducing reliance on cars. Sony contributed \$10 per bike valet, reinforcing its commitment to eco- friendly transportation options.
- **Energy Efficiency & Renewable Integration:** Waialae Country Club continued its sustainability efforts by utilizing on-site solar power at the golf shop and cart storage facilities. Temperature regulation within the venue was optimized using smart thermostats, further reducing unnecessary energy consumption.
- **Food Waste & Responsible Catering:** Waialae Country Club provides reusable dishware, utensils, and cloth napkins, minimizing single-use waste. In addition, food scraps were sent to Eco-Feed, and surplus meals were donated to Aloha Harvest, ensuring a meaningful reduction in food waste.
- **Carbon Offsetting & Local Reforestation:** Recognizing the environmental footprint of large-scale events, Sony newly partnered with the Hawaiian Legacy Reforestation Initiative, donating \$5,000 to support reforestation of 41 new legacy trees replanted across 0.10 new acres of habitat. This investment strengthens local biodiversity and supports Hawai'i's long-term ecological sustainability and showcases Sony's commitment to promote biodiversity.



- **Public Transportation Access & Green Travel Options:** Parking and shuttle bus details were made available through the Sony Open website, streamlining event accessibility while minimizing congestion. The Kahala Hotel, a recognized Green Business Award recipient, served as the main accommodation for guests, reinforcing low-impact travel solutions.
- **Water Conservation Commitment:** Restroom facilities on the course were equipped with low-flow fixtures, a measure verified by the Hawai'i Green Business team during its site inspection.
- **Transparent Sustainability Communication:** Event organizers prioritized clear, accessible information regarding sustainability efforts, using digital platforms such as the Sony Open website, social media, digital signage, and local TV interviews to engage attendees and the wider community. The program guide also featured sustainability course map.
- **Pollution Prevention & Sustainable Hospitality:** The event maintained its ban on Styrofoam, plastic straws, and stirrers, requiring vendors to use compostable or biodegradable food containers and utensils.

Sustainability at the Sony Open in Hawaii

Since 1999, sustainability and green initiatives have been incorporated into the planning, management, and operation of the Sony Open in Hawaii. As a community-wide charity event, the Sony Open demonstrates how environmental stewardship values can be practically implemented, showcasing initiatives that educate and raise awareness among event attendees and the local community. When a high-profile, international event takes an active role regarding the importance of reducing its environmental footprint to protect, conserve, and minimize adverse impacts on Hawaii's natural environment and resources, theory is transformed into practice. In this way we carry out the islands' ethos preserved in the State of Hawaii motto, "Ua Mau ke Ea o ka Aina i ka Pono," commonly translated, "The life of the land is perpetuated in righteousness." In recognition of the sustainable practices incorporated into the Sony Open, the event has been awarded Hawaii Green Business honors since 2016.



We encourage attendees to consider commuting options such as public transportation, shuttle bus, rideshare or cycling to the Sony Open in Hawaii. If cycling to the event, you can valet your bike for free with non-profit partner, Hawaii Bicycling League. Bike valet is situated a few steps from the main entrance at Waialae Beach Park. The bike valet is available Thursday through Sunday.



Sony Open volunteers collect and sort recycling waste to maximize the benefits of each recycling stream reducing the waste sent to landfill.



Solar PV is installed at the Waialae Country Club Pro Shop and golf cart barn, providing the tournament with renewable energy.



Materials from past events are reused where possible to reduce overall waste generated. Reused materials include signage, volunteer supplies and equipment, materials for skyboxes, bleachers, camera tower construction and mesh/privacy screens.



Recycling bins are available across the tournament venue. High-visibility signage is displayed across the site as a reminder of which items can be placed in the recycling bins. Hospitality and food vendors provide compostable containers, utensils, serving plates and paper straws for single-use.



Waialae Country Club avoids waste creation by providing re-useable cutlery, serving utensils, and dishware in the club house and tournament hospitality tents. Where single use items are used, they are compostable. Food scrap waste from the tournament is collected by Eco Harvest. Excess food is donated to Aloha Harvest for redistribution within the local community.



The Sony Open in Hawaii has been certified by the State of Hawaii as a Green Event since 2016. This recognition commends the Sony Open for demonstrating environmental responsibility through commitments to conserving water, energy and other resources. This annual event enhances environmental quality by developing and implementing practices that demonstrate good stewardship and prevent pollution and waste through its innovative sustainability initiatives.