



SUSTAINABILITY REPORT

AT&T PEBBLE BEACH PRO-AM



2021



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SUSTAINABILITY TIMELINE

2013

The AT&T Pebble Beach Pro-Am partnered with Blue Strike Environmental (then The Offset Project) to begin sustainability programming baselining waste diversion and creation of the Community Green Team

2016

The AT&T Pebble Beach Pro-Am re-certified with the Council for Responsible Sport

2019

The Community Green Team surpassed \$100,000 in economic giving to local Central Coast non-Profits

2019

The AT&T Pebble Beach Pro-Am diverted 500 tons of materials from the landfill

2014

The AT&T Pebble Beach Pro-Am achieved gold level certification with the Council for Responsible Sport

**2017
AND
2018**

The AT&T Pebble Beach Pro-Am became a zero waste event (90%+ waste diversion)

**2019
AND
2020**

The AT&T Pebble Beach Pro-Am earned certification with the Golf Environment Organization



ENVIRONMENTAL INITIATIVES

PLANNING AND COMMUNICATION

- Produced Sustainability Report at the end of the event
- Created dedicated sustainability page on the tournament website

SITE PROTECTION AND RESTORATION

- Certified two of three tournament courses are:
 - Certified Audubon Cooperative Sanctuaries
 - Pebble Beach Golf Links
 - Spyglass Hill Golf Course

PROCUREMENT

- Implemented an active responsible and local sourcing/purchasing plan and audit of items that cannot be reused by vendors

RESOURCE MANAGEMENT WASTE, WATER, ENERGY AND CARBON

- Measured waste diversion through composting, recycling, and donation and reuse network
- Measured the event's water footprint and implementing water conservation measures
- Measured the carbon footprint of event operations, participant, local, and spectator travel

ACCESS AND EQUITY

- Developed plans to reach under-represented groups and helping them gain access to the event through the Community Green Team
- Removed barriers to entry for military/first responders and those involved with the Community Green Team

LEGACY

- Donated tournament proceeds to local non-profits annually



1

Continue successful certification
of a sustainable event by the
Golf Environmental Organization
(GEO)



2

Surpass \$200,000
in charitable giving to
The Community Green Team



3

Divert 1,000 tons
of materials from the
AT&T Pebble Beach Pro-Am



LONG TERM GOALS



SUSTAINABILITY IMPACT

PLANNING AND COMMUNICATIONS

Publicized GEO certification and sustainability efforts by:

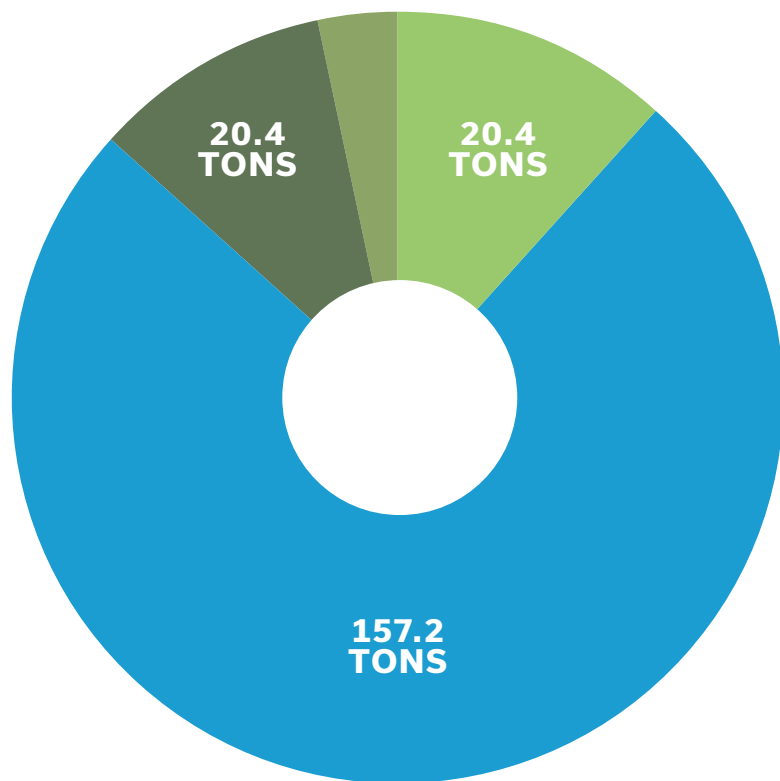
- On-site certification signage
- AT&T tee box signage
- Spectator Guide highlight of GEO Certification
- KION (CBS) coverage of sustainability program

PROCUREMENT

- AT&T Pebble Beach Pro-Am limited tournament purchasing by printing only pairing and guides for 2020 emphasizing online communication to fans, volunteers, and for ticket sales
- 21 cars in the 2020 player courtesy car fleet were Lexus hybrid models

RESOURCE MANAGEMENT WASTE, WATER AND ENERGY

WASTE



- **TRASH 11.7%**
- **FOOD WASTE 9.8%**
- **RECYCLE 75.2%**
Recycling, Construction and Demolition
- **DONATION 3.3%**

SUSTAINABILITY IMPACT

WATER

Wastewater treatment system within Pebble Beach to treat waste water locally at Carmel Area Wastewater District turning wastewater into irrigation water for courses on Pebble Beach properties

ENERGY

AT&T introduced solar phone charging stations in 2020 at three holes on the course generated 3,258 'impressions' where people stopped to view, read, or consider using the stations, and 391 people took advantage of emissions-free electronics charging while at those stations

2021 TOURNAMENT CARBON FOOTPRINT

EMISSION TYPES	METRIC TONS (MT)
Gas	39.35
Diesel	130.91
Waste	2.56
Flights	26.06
Avoided MT CO ₂ e	7.28
TOTAL EMISSIONS (MT CO₂e)	191.6

SUSTAINABILITY IMPACT

ACCESS AND EQUITY

- AT&T Pebble Beach Pro-Am annually invites individuals in the military and children to come to the tournament for free
- Youth engagement and education initiatives include the *Whole in One* program with the First Tee, as well as the Chevron STEM zone for hands-on science and technology education with golf (e.g. *physics club; speed effect on velocity and distance of a shot*) which was visited by over 500 youth in 2020

LEGACY

- Monterey Peninsula Foundation has donated \$12.3 million during the 2019/20 solar fiscal year as a result of the AT&T Pebble Beach Pro-Am





COMMUNITY PARTNERS

