

Ω OMEGA MASTERS CRANS MONTANA

OMEGA EUROPEAN MASTERS 2024 SUSTAINABILITY REPORT



	1	2	3	4	5	6	7	8	9	10	11	12
1. FITZPATRICK M	12											
2. HEDGAARD N	6											
3. FITZPATRICK A	2	3	4	2	4	4	3	2	4	4	3	2
4. JAMIESON	7	2	4	5	4	4	4	3	2	4	4	2
5. PEPPERELL	7	2	4	5	3	4	4	3	3	5	4	2
6. AXELSEN	7	2	4	5	3	4	4	3	3	5	4	2
7. ELVIRA	7											



About the OMEGA European Masters

The Omega European Masters (OEM) is one of the most renowned golf tournaments held in Europe. For over 80 years, it has taken place on the historic Crans-sur-Sierre course. Nestled in Crans-Montana, in the heart of the Swiss Alps, the Crans-sur-Sierre Golf Club is unquestionably the most impressive venue on the European Tour schedule.

For more information: [OEM website](#), [sustainability](#), [reduced mobility](#)

OUR PARTNERS



Located at an altitude of 1,500 meters with views of the Matterhorn and Mont Blanc, the [Crans-sur-Sierre Golf Club](#), founded in 1906, is renowned for its exceptional courses, including the 18-hole Severiano Ballesteros course, which hosts the European Masters, and the 9-hole Jack Nicklaus course, voted the best in Switzerland.

Committed to sustainability, the club is [GEO certified](#) and recognised as [Swisstainable](#) by Switzerland Tourism. Its participation in the OnCourse® program ensures responsible practices that address biodiversity, pesticide reduction, water management, sustainable materials, and community engagement.



Founded by four sustainability experts, bloomUp is a Swiss agency committed to building a sustainable society. Since 2019, it has been working with the Omega European Masters on initiatives related to biodiversity, climate, and water, while also inspiring other events. bloomUp has also been supporting the Crans-sur-Sierre Golf Club since 2022.

To learn more about bloomUp and its various activities and sustainability expertise, you can visit their [website](#) or [LinkedIn page](#).



The GEO Foundation is the world's foremost non-profit organisation dedicated to sustainability in golf. It develops tailored programs to integrate social and environmental aspects related to nature, resources, and community. Its **GEO Certified®** label, recognised by the ISEAL Alliance, is the international standard for sustainable golf.

To learn more about sustainability in golf and the GEO Foundation's initiatives, visit [sustainable.golf](#).

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OUR PARTNERS



Swiss Olympic has established the [Climate Fund](#), an initiative aimed at encouraging the reduction of the carbon footprint in Swiss sport. This fund supports sports federations and events in their efforts to offset CO₂ emissions and adopt more sustainable practices. The Omega European Masters is actively involved in this initiative by taking responsibility for its scopes 1, 2 and part of scope 3 carbon emissions, thereby helping to minimise its environmental impact while inspiring other sporting events to follow suit.



The DP World Tour is one of the most prestigious circuits in professional golf, bringing together the best players on iconic courses across five continents.

The DP World Tour highlights golf's role in society by promoting responsible initiatives. Its commitment to sustainability is reflected in concrete actions to reduce the carbon footprint of tournaments, preserve natural resources, and support local communities.

To learn more, visit their [official website](#)

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OUR PARTNERS



As the national governing body for golf in Switzerland, Swiss Golf plays a key role in promoting responsible and accessible golf.

A partner of the Omega European Masters, Swiss Golf shares a common vision: advancing Swiss golf toward a more sustainable future by highlighting biodiversity, resource conservation, and environmental education within the golfing community.

To learn more about Swiss Golf's commitments, visit their [official website](#)



A pioneering initiative led by the International Union for Conservation of Nature (IUCN), the Sports for Nature (S4N) program aims to strengthen the connection between sport and biodiversity conservation.

The Omega European Masters is committed to the Sports for Nature initiative by implementing concrete actions in support of nature, sustainable ecosystem management, and raising public awareness of environmental issues.

To learn more about the S4N program, visit their [official website](#)

SUSTAINABILITY TIMELINE - An ongoing improvement process

2019

- Collaboration with bloomUp
- Definition of 5 Key Priorities in collaboration with the GEO Foundation
 - Circular economy & waste management
 - Responsible catering
 - Energy transition & water conservation
 - Engagement & communication

2021

- Carbon footprint calculation with GEO & reduction plan
- Elimination of PET bottles
- Use of reusable tableware throughout the event village
- Installation of water fountains
- Players transported in electric Porsches
- Dedicated accessible space (PMR) at hole 13
- Creation of a sustainability charter for caterers

2023

- Partnership with the Ressourcerie (local reuse and recycling organisation)
- Compensation of carbon footprint for scopes 1, 2, and partially 3
- Contribution to Swiss Olympic's Climate Fund
- Removal of printed start lists (saving 30,000 prints)
- Elimination of printed menus
- Redistribution of food surplus
- Mapping of drinking water points on site

2020

- Redefining priorities in alignment with the United Nations Sustainable Development Goals (SDGs)
 - Climate & biodiversity
 - Circular economy & waste management
 - Responsible catering
 - Energy transition & water conservation
 - Smart & soft mobility
 - Engagement

2022

- **GEO certification**
- Installation of bird nesting boxes and bugs hotels
- Elimination of single-use plastics
- Availability of vegetarian food options
- Implementation of a water management plan
- Spectator mobility survey

2024

- Signature du **Sport For Nature Framework (IUCN)**
- Barriers around environmentally sensitive areas
- Carbon offset option offered during online ticket purchases and through deposit systems
- Deposit system for glass and PET bottles
- Bulk product solutions (sugar, butter, cream, sauces, etc.) in the village and in player, caddie, and media areas
- Water metering system

OUR COMMITMENT

Nestled in the Swiss Alps, the Crans-Montana region is directly impacted by climate change. In this context, the tournament believes it has a responsibility to adopt sustainable measures.

Beyond reducing its own impact, the Omega European Masters uses its influence to inspire positive change in support of sustainability and social responsibility, through concrete actions and transparent communication.



At the Omega European Masters, we take our responsibilities seriously. Reducing the environmental impact of an event of this scale requires concrete and measured actions. By pursuing GEO certification and adopting the principles of the Sports for Nature Framework, we are strengthening our commitments: for example, by reducing waste, protecting biodiversity, and improving mobility and accessibility options for spectators. These are complex challenges, but essential ones, to demonstrate that a golf tournament can be sustainable while still delivering an exceptional experience.

”

Yves Mittaz, CEO



ENVIRONMENTAL IMPACT

The Omega European Masters is committed to reducing its environmental impact through concrete goals: a 10% reduction in carbon emissions (950 tCO₂ in 2023), biodiversity protection (bird boxes, bugs hotels, wetland areas), optimised waste and water management, and the promotion of renewable energy. The tournament also encourages smart mobility and offers local and responsibly sourced food, proving that a sporting event can combine excellence and sustainability.

SOCIAL IMPACT

The event has a significant social impact, supporting the local economy, promoting inclusion, and involving the community in the tournament's organisation. Initiatives are in place to raise public awareness, and opportunities are offered to volunteers, creating a strong connection between sport and community. In addition, the Omega European Masters aims for inclusive accessibility, offering free entry for those under 18 and providing dedicated facilities for people with reduced mobility.

ECONOMIC IMPACT

The Omega European Masters makes a significant contribution to the regional economy, attracting thousands of spectators and generating positive impacts for local businesses, particularly in hospitality, food services, and transportation. By working closely with local suppliers and creating seasonal jobs, the tournament boosts the economic activity of Crans-Montana and its surroundings, reinforcing its role as both an economic driver and an international showcase for the region.





SUSTAINABILITY STRATEGY 2023-2024

The event organisers have long been committed to hosting a tournament that is environmentally responsible, socially beneficial, and economically viable. Since 2019, the [bloomUp](#) agency and the [GEO Foundation](#) have worked with the Omega European Masters to implement sustainability measures. Each year, various aspects of the tournament are assessed, followed by recommendations presented in a detailed report.

In 2023, the Omega European Masters strengthened its program based on the priorities of the canton of Valais and the [Swiss Golf](#) strategy, achieving [GEO](#) and [Swisstainable](#) certification with a focus on six key areas aligned with the [United Nations Sustainable Development Goals \(SDGs\)](#) and the [Valais 2030 Agenda](#). The Crans-sur-Sierre Golf Club, the host venue, is also certified GEO and Swisstainable.

These areas of intervention are as follows:

1. Climate action & biodiversity



1. Circular economy & waste management



1. Responsible catering



1. Energy transition & water conservation



1. Smart Mobility



1. Engagement



CLIMATE ACTION & BIODIVERSITY



This focus area reflects our commitment to tackling climate change while preserving aquatic and terrestrial life through the revitalisation and sustainable management of the spaces we use.

Actions implemented in previous years and ongoing

- Carbon emissions reduction and contribution to climate action
- Carbon footprint measured since 2021 to assess and reduce impact
- Biodiversity plan established
- Carbon footprint offset (Scopes 1, 2, and partially 3) through contributions to the [Swiss Olympic Climate Fund](#)
- Maximising an “insetting” approach
- Ongoing conservation and revegetation projects

Actions implemented in 2024

- Barriers installed to protect sensitive areas
- Public carbon offset option available during online ticket purchase and at deposit return stations

Continuous improvements for 2025-2026

- Offer the carbon offset option on-site for ticket purchases
- Provide more information about local biodiversity
- Map biodiversity initiatives across the venue

KEY NUMBERS



31

Bird nesting boxes installed along the course



33

Notable species observed along the course



100%

Carbon footprint from Scopes 1 & 2, and part of Scope 3, offset through contributions to the Swiss Olympic Climate Fund



27

Informational panels about local wildlife placed along the green



36%

Of our land serves as habitats for various species

CIRCULAR ECONOMY & WASTE MANAGEMENT



We are committed to circular economy principles and thoughtful waste management, ensuring optimal resource use throughout the event site.

Actions implemented in previous years and ongoing

- Waste handled following the 3Rs [reduce - reuse - recycle]
- Reuse of existing furniture and infrastructure
- Reduction of partner packaging and elimination of single-use plastics
- Use of reusable and recyclable aluminum signage
- Cotton collected and reused
- Sustainably sourced napkins
- Elimination of printed start lists
- Removal of physical menus in the Village area

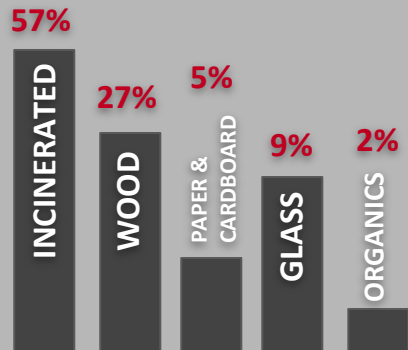
Actions implemented in 2024

- Reduction of glass bottle use at F&B stands
- Deposit system for glass and PET bottles
- Waste sorting bins and clear signage installed in the DP World Tour broadcast zone

Continuous improvements for 2025-2026

- Continuous efforts to reduce overall waste
- Exploring solutions to limit construction waste
- Strengthening textile and material reuse/recycling projects post-event
- Training staff and vendors to ensure better compliance with sorting rules and circular economy practices

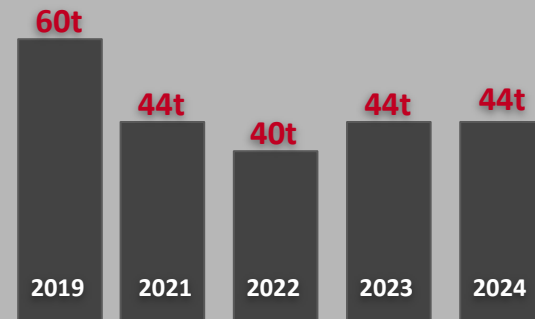
TYPES OF WASTE FOR 2024



KEY NUMBERS



TOTAL WASTE GENERATED PER YEAR



RESPONSIBLE CATERING



La restauration responsable est au cœur de nos engagements, avec une priorité donnée au type d’approvisionnement couplé à une lutte contre le gaspillage alimentaire.

Actions implemented in previous years and ongoing

- Elimination of PET bottles, disposable cutlery, and single-use plastics (where possible)
- Collection and use of reusable tableware and deposit systems for PET bottles
- Emphasis on 5 fundamentals : origin (local sourcing), production method (certifications/labels), products type, seasonality, level of processing
- Sustainable catering charter signed by all food vendors
- Vegetarian and vegan options provided by all caterers
- Recycling or repurposing of organic waste (peels, oils, etc.)
- Redistribution of food surplus through local organisations
- Compostable napkins available in self-service areas

Actions implemented in 2024

- Use of bulk solutions (sugar, butter, cream, sauces, etc.) in the village and in player, caddie, and media areas
- Pushing caterers to serve only draft beer

Continuous improvements for 2025-2026

- Increase the share of products sourced from Switzerland or Europe

KEY NUMBERS



100%

Of reusable tableware used throughout the tournament



10%

Of food waste reduced compared to 2023 (0.9 tonnes)



75%

Sustainable food, including 75% local, 25% organic, 50% certified and 33% vegetarian/vegan



ENERGY TRANSITION & WATER CONSERVATION

Transitioning to sustainable energy and optimal water management is one of society's greatest challenges. We are firmly committed to doing our part in driving this change.



KEY NUMBERS

 100%

Of local and renewable energy

 100%

Of energy consumption managed and optimised

 20%

Of water consumption reduced



Actions implemented in previous years and ongoing

- Installation of a renewable energy grid
- Gravity-fed mountain water supplies the course, requiring no pumping stations
- Implementation and monitoring of a water management plan
- Use of water-efficient equipment
- Deployment of water fountains for athletes, staff, and the public
- Mapping of potable water points across the venue
- Reduced use of heating oil (mazout) for energy needs

Actions implemented in 2024

- Installation of a water metering system to optimise resource management
- Improved water data tracking for temporary infrastructure and spectator areas
- Collaboration with the DP World Tour to ensure their teams connect to the local grid (100% renewable)

Continuous improvements for 2025-2026

- High energy-consuming equipment identified and documented
- Installation of solar panels in collaboration with the golf club of Crans-sur-Sierre

SMART & SOFT MOBILITY



Public and team transport represents a major environmental challenge at sporting events. Acknowledging this, and despite logistical constraints related to access to the Crans Golf Club, the Omega European Masters is committed to promoting soft and more sustainable mobility.

Actions implemented in previous years and ongoing

- Logistic optimisation
- Free shuttle services within the resort for the public
- Players transported by train from the airport to Sierre, then by electric cars to Crans-Montana
- Clear signage for electric and hybrid vehicle charging stations

Actions implemented in 2024

- Improved information on public transport access and travel tips for attending the event
- Installation of bike parking (electric & classic) for spectators and staff
- Partnership with Citec, a specialist in multimodal mobility

Continuous improvements for 2025-2026

- Further increase the number of electric vehicles on-site
- Share signage infrastructure in the resort with other major Crans-Montana events
- Enhance signage at Sierre train station for visitors arriving by public transport

KEY NUMBERS



100%

Of free shuttles within the municipality of Crans-Montana



26%

Of the public arrives via public transport, multimodal options, or active mobility



47%

Of spectators come on foot within the resort



100%

Of players are transported upon arrival in Switzerland by train to Sierre, then by electric vehicles to Crans-Montana

ENGAGEMENT

We are committed to fostering inclusion and reducing inequalities, while strengthening sustainable partnerships. This collaborative and inclusive approach lies at the heart of our commitment to a more sustainable future.



Actions implemented in previous years and ongoing

- Affordable ticketing policy and free entry for under-18s, encouraging inclusion
- Dedicated facilities and signage for people with reduced mobility (PRM)
- Partnerships with schools and the local community for various projects
- Communication of sustainable practices via website, social media, broadcasters, and on-site displays
- Public engagement and awareness campaigns on sustainability, health through sport, and gender equality
- Spectator survey
- Highlighting Swiss Golf's biodiversity initiative during the tournament

Actions implemented in 2024

- Creation of two dedicated PRM viewing areas at holes 13 and 18
- Improved PRM access with a removable ramp and clear information on accessibility throughout the venue
- Signature of the [IUCN Sport For Nature Framework](#)

Continuous improvements for 2025-2026

- GEO re-certification in 2026
- Creation of an awareness video (actions, good tips, offsetting, etc.) during the tournament for subsequent broadcast.

KEY NUMBERS



2

PMR dedicated areas



5%

Of attendees under 18 years old



100%

Of stakeholders engaged on sustainability topics



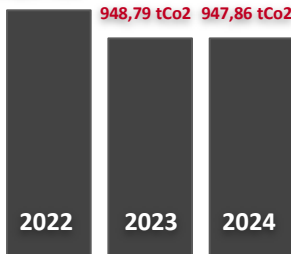
CARBON FOOTPRINT

The carbon footprint of the Omega European Masters 2024 was carried out using the methodology and carbon calculator developed by the GEO Foundation for Sustainable Golf. The process was reviewed by bloomUP and is based on the following guiding principles:

- **Transparency** : the approach, assumptions, exclusions, and calculations are clearly documented and communicated.
- **Pragmatism** : the focus is placed on the main sources of emissions, with a practical prioritisation and quantification of these key areas. Emissions that could not be quantified at this stage have been documented.
- **Consistency** : a uniform approach is applied to data management and result interpretation.
- **Relevance** : the approach accurately reflects the organisation and addresses the needs of decision-makers, both internal and external.
- **Completeness** : clear boundary setting and comprehensive accounting of all relevant greenhouse gases (GHGs), with transparent disclosure of any exclusions.
- **Accuracy** : systematic quantification of all GHGs, with efforts made to reduce uncertainties as precisely as possible.

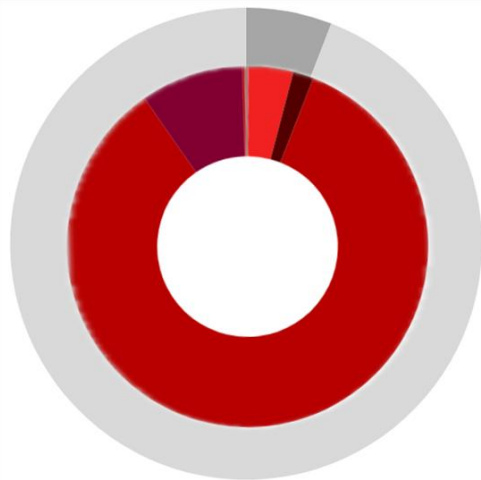
1046,69 tCo2

948,79 tCo2 947,86 tCo2



The total carbon footprint for 2024 is:

947,86 tCo2



Category	Item	Description	Percentage
Advanced emissions	Products and Materials	Comprend les produits et matériaux pour les marchandises, le commerce de détail, la restauration, ainsi que les infrastructures et la construction	9,18%
	Advanced Travel and Accommodation	Includes travel and accommodation for media, guests, VIP and spectators, players, performers and entourage, and spectators	84,38%
	Core Travel and Accommodation	Includes event organiser, contractor, vendor and volunteer travel and accommodation	1,84%
Core emissions	Freight and Hauling	Includes waste hauling and road, rail and air freight	4,01%
	Transport	Includes shuttles, transfers, utility vehicles and courtesy cars	0,34%
	Waste	Includes waste diverted through recycling, compost, donation, incineration, and waste sent to landfill	0,03%
	Water	Includes water used for course management, cooking, drinking, and other operations	<0,01%
	Energy	Includes electricity from your utility provider as well as fuel and oil used for generators, catering, and on-site vehicles	0,2%

Core emissions
61.39 tCo2 (6%)

Advanced emissions
886.87 tCo2 (94%)

OEM 2025 - Our Commitments



- Provide more information on biodiversity along the course



- Ensure more accurate monitoring of resources (water and energy)



- Offer spectators the option to contribute to carbon offsetting when purchasing tickets on-site



- Support staff and exhibitor training to improve compliance with sorting and circular economy practices



- Continue efforts to reduce waste



- Increase and improve signage related to mobility to facilitate access to the tournament



- Explore solutions to limit construction-related waste



- Aim for GEO re-certification in 2026

OEM IN A NUTSHELL

For over 20 years, OMEGA has been proud to be the title partner of the OEM, a tournament that combines sporting excellence, prestige, and nature. This commitment reflects our desire to support events that share our values of innovation, precision... and responsibility. Supporting a GEO-certified tournament that places sustainability at the heart of its actions allows us to contribute to a more environmentally respectful future, while preserving the elegance of the game.

”

Raynald Aeschlimann, CEO
of OMEGA



36'000

Visitors at the
tournament

100

Years of history : the Open
first took place in 1923

64%

Of spectators are Swiss

322

Volunteers

100%

Of scope 1 & 2 carbon
emissions offset

0%

Of single-use plastic

24%

Of spectators have attended
the OEM more than 10 times

1

Unique challenge for Swiss
Juniors: "Beat the pro"

CONCLUSION

The annual publication of this sustainability report illustrates the Omega European Masters' deep commitment to placing sustainability at the heart of its event. Each year, the tournament reassesses its practices to reduce its environmental footprint, enrich the experience for visitors and players, and raise awareness among a growing audience about the importance of a sustainable future.

In 2024, significant progress was made, particularly through strengthened collaboration with the Golf Club of Crans-sur-Sierre. Together, we have worked to revitalise the course, promoting conservation, biodiversity, and revegetation. These efforts reflect our shared determination to protect Crans-Montana's unique ecosystem while addressing today's climate challenges.

But the Omega European Masters goes beyond simply reducing its impact. By engaging partners, participants, and spectators, the event becomes a platform for awareness and action, demonstrating that sport can be a powerful driver of transformation. With concrete actions, increased transparency, and a forward-looking ambition, the Omega European Masters positions itself as a model for sustainable sport.

Together, we prove that sustainability is not just a responsibility, but an opportunity to inspire lasting and positive change, on and off the golf course.

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