

Ω OMEGA MASTERS CRANS MONTANA

OMEGA EUROPEAN MASTERS 2025

SUSTAINABILITY REPORT



Rank	Name	Total	Hole
1	LAWRENCE	-22	16
2	HØJGAARD R	-20	18
2	WALLACE	-20	17
4	VALIMAKI	-19	17
5	MANSELL	-18	18
5	FITZPATRICK M	-18	16
7	GIRRBACH	-17	18
Group 20 After 18 FENG -15 COUSSAUD -13 PAVAN -13			

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](#).

About the OMEGA European Masters

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](#)

About the OMEGA European Masters

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 sustainability priorities (circular economy, food, energy/water, mobility, engagement)

2021

- Carbon footprint calculation & reduction plan
- Elimination of PET bottles
- Use of reusable tableware
- Water fountains
- Players transported in electric Porsches
- Dedicated accessible spaces
- Creation of a sustainability charter for caterers

2023

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

2025

- 'Venues' Winner European Tour Sustainability Awards
- Carbon funding via on-site ticket sales
- Information boards on protected areas
- Bicycle parking facilities provided

2020

- Priorities redefined in alignment with the United Nations SDGs
- Addition of priorities: climate/biodiversity and the energy transition

2022

- **GEO certification**
- Installation of bird nesting boxes and bugs hotels
- Elimination of single-use plastics
- vegetarian food options
- 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.)
- Water metering system for temporary structures

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.



To us, sustainability is not a matter of labels or awards, but above all of common sense and responsibility. Hosting the Omega European Masters in a location as exceptional as Crans-Montana naturally means preserving it.

The Venues Prize awarded by the European Tour Group is, nevertheless, a valuable recognition of the work carried out over many years, in close collaboration with the Crans-sur-Sierre Golf Club. It confirms that our approach, based on consistency, continuous improvement and respect for the local area, is heading in the right direction. This award encourages us to continue our efforts and to demonstrate that a prestigious tournament can have a positive impact far beyond the world of sport.

”

Yves Mittaz, CEO



ENVIRONMENTAL IMPACT

The Omega European Masters is committed to reducing its environmental impact through concrete goals: reducing carbon emissions, protecting biodiversity (bird boxes, insect hotels, wetlands), optimising waste and water management, and promoting renewable energy. The tournament also encourages smart mobility and offers locally sourced, sustainable food, demonstrating that a sporting event can combine excellence with 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 2024-2025

The event organisers have long been committed to staging 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 2025, this momentum continues. Building on its programme, which has been strengthened since 2023 and is aligned with the [priorities of Valais region](#), [Swiss Golf's strategy](#), and the [United Nations Sustainable Development Goals \(SDGs\)](#), the Omega European Masters reaffirms its commitment by focusing on six key areas.

The Crans-sur-Sierre Golf Club, the tournament's host venue, has, in fact, been **recertified as a GEO (course) for 2025**, demonstrating the continuity and strength of this initiative.

The focused areas 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 financed (Scopes 1, 2, and partially 3) through contributions to the [Swiss Olympic Climate Fund](#)
- Maximising an “insetting” approach instead of “offsetting”
- Option for the public to contribute to carbon financing when purchasing tickets online and when returning items to the deposit service
- Development of a three-year biodiversity protection plan in collaboration with the Crans-sur-Sierre Golf Club
- Barriers installed to protect sensitive areas



Actions implemented in 2025

- Mapping of flower-filled areas on the online map
- Option for the public to contribute to carbon financing when purchasing tickets **on site**

Continuous improvements for 2026

- Organise a biodiversity tour (by registration) with the golf club's biologist and Swiss Golf
- Install 5 additional bird boxes at the western end of the Ballesteros course
- Double the number of piles of stones and logs left in sunny areas. Install 4 additional insect hotels
- Mark the locations of rare, protected or endangered species across the entire course using information boards

CLIMATE ACTION & BIODIVERSITY – KEY FIGURES



31

Bird nesting boxes installed along the course



100%

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



27

Informational panels about local wildlife placed along the green



3239.-

Raised for carbon financing, thanks to public contributions via online ticket sales, on-site ticket sales and the deposit system



32

Bird species observed, including the white-fronted redstart



28%

Of the total area (17.98 ha) is designated as natural habitats



62

Plant species found along the course



125

Notable species along the course

The GEO (course) recertification of the Crans-sur-Sierre Golf Club in 2025 reflects a long-term commitment, both in the day-to-day management of the course and in hosting major events.

Alignment between the Golf Club's practices and the vision embraced by the Omega European Masters is essential: the tournament fits seamlessly into an existing approach based on respect for the local area, biodiversity and natural resources. This shared recognition confirms that it is possible to combine sporting excellence, environmental conservation and long-term responsibility.

”

*Pascal Schmalen, Crans-sur-Sierre
Golf club's director*



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 and food menus
- Deposit system for PET bottles

Actions implemented in 2025

- Reduction of glass bottle use at F&B stands
- Deposit system for glass bottles

Continuous improvements for 2026

- Continuous efforts to reduce overall waste
- Develop a plan for the recovery of materials (cotton, wood, etc.) in collaboration with La Ressourcerie
- Support training for staff and exhibitors to ensure better compliance with waste sorting and circular economy rules

100%

Of suppliers encouraged to reduce their waste

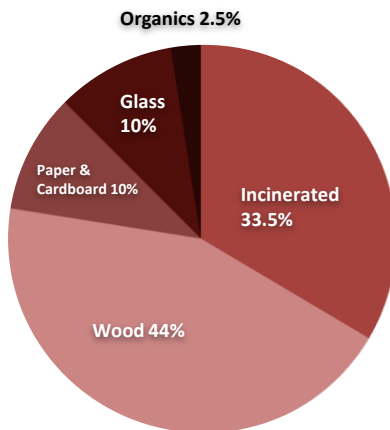


30'000

Start list removed

64%

Of waste recycled

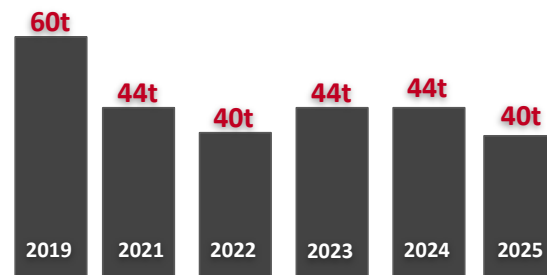


Partnership with La Ressourcerie de l'Archipel for the recovery of carpets (giving them a 2nd life)

1200m2

Of recovered carpet

TOTAL WASTE GENERATED PER YEAR



RESPONSIBLE CATERING

Responsible catering is at the heart of our commitments, with a focus on sourcing practices combined with efforts to reduce food waste.

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

Actions implemented in 2025

- Introduction of a deposit scheme for glass bottles to reduce single-use packaging

Continuous improvements for 2026

- Highlight vegetarian/vegan options on VIP menus
- Showcase vegetarian and vegan meals in the buffet



 **100%**

Of reusable tableware provided throughout the tournament

 **75%**

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

 **33%**

of meals on offer are vegetarian or 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.

⚡ 100%

Of energy consumption managed and optimised



♻️ 85%

Of local and renewable energy



Actions implemented in previous years and ongoing

- Electricity from the grid purchased through the energy supplier's green energy scheme [\[oiken\]](#)
- Water for the course sourced from the mountains, supplied by gravity, with no pumping station
- Implementation of a water and energy management plan
- Modernisation of the irrigation system
- Provision of water fountains for athletes, staff and the public
- Mapping of drinking water points on site
- Installation of a water metering system on temporary infrastructures to optimise resource management
- Increase in out-of-play areas to reduce water consumption

Actions implemented in 2025

- Collaboration with DP Tour to ensure that their teams connect to the local grid (85% renewable) as much as possible

Continuous improvements for 2026

- Prioritise drought-tolerant native species for landscaping and planting schemes
- Explore the use of electric batteries as a backup power source for TV broadcasting

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
- Free shuttle buses within the resort for the public
 - Players transported by train from the airport to Sierre, then by electric cars to Crans-Montana
 - Information on charging points for electric vehicles
 - Improved information on access to public transport and advice on how to get to the event

- Actions implemented in 2025
- Installation of a bike parking area (for electric and conventional bikes) for spectators and staff, location shown on the map

- Continuous improvements for 2026
- Increase the number of electric vehicles on site
 - Provide a brochure explaining how to get to the event by public transport when buying tickets online; this brochure is also available in digital format on the website

SPECTATOR JOURNEYS BY TRAVEL TYPE

	Plane	Car	Bus	Train	Bike/By foot
2024	4%	74%	4%	15%	3%
2025	3%	73%	12%	10%	2%



100%

of shuttle buses are free in the Crans-Montana municipality

x2

The fleet of official electric vehicles has doubled compared to 2024



85%

of the tournament's official vehicles were hybrid or electric

-31%

reduction in emissions from official vehicles



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 (golf classes, building bird boxes)
- Promoting sustainable practices via the website, social media and the newsletter
- Survey for spectators
- Creation of two areas designated for people with reduced mobility on holes 13 and 18
- Improving access for people with reduced mobility with a removable ramp and highlighting access points to the various areas of the tournament
- Signature of the [IUCN Sport For Nature Framework](#)
- Partnerships with associations and clubs to make tournaments and golf more accessible

Actions implemented in 2025

- GEO (course) re-certification of the Crans-sur-Sierre Golf Club

Continuous improvements for 2026

- Re-certify the tournament by GEO
- Create an awareness-raising video (initiatives, useful tips, carbon offsetting, etc.) during the tournament, to be shown at the 2027 event



2

Areas designated for people with reduced mobility



5%

Of spectators under 18 years old



1

unique challenge for Swiss juniors: "Beat the Pro"



100%

Of stakeholders engaged on sustainability topics

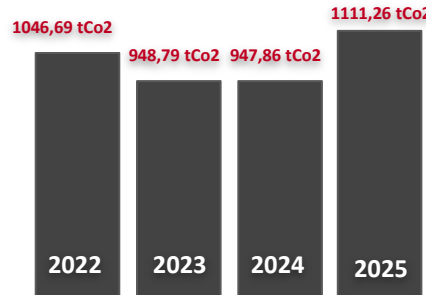


CARBON FOOTPRINT

The OEM's carbon footprint was calculated by the [Fondation GEO for Sustainable Golf](#), using the 'core' and 'advanced' methodologies, which were specifically developed for annual golf events to provide accurate analysis and recommendations. The assessment was reviewed by bloomUp and is based on the following principles:

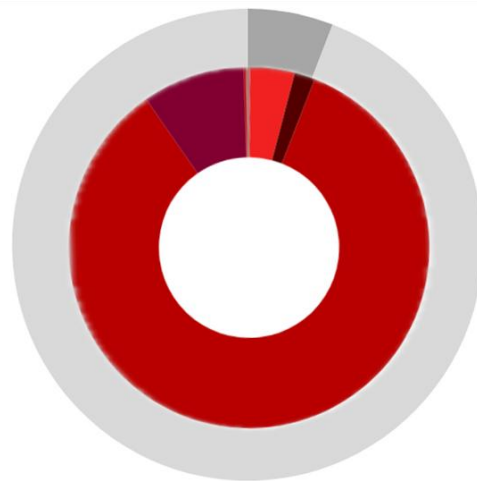
- **Transparency:** assumptions, exclusions and calculations clearly documented
- **Pragmatism:** focus on the main sources of emissions
- **Consistency:** a unified approach to data management and results
- **Relevance:** alignment with the needs of decision-makers
- **Comprehensiveness:** appropriate definition of boundaries and accounting for all greenhouse gases (GHGs) within them, with transparency regarding any exclusions
- **Accuracy:** systematic quantification of all GHGs, with efforts made to reduce uncertainties as precisely as possible.

Please note that, over the years, the reports have become more detailed and accurate, with better coverage of emission sources, which may partly explain the observed increase in the carbon footprint, regardless of operational changes. Furthermore, each year, the carbon assessments inform the action and reduction plans, thereby contributing directly to the continuous improvement of the event.



The total carbon footprint for 2025 is:

1 111,26 tCo2



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	8,11%
		Advanced Travel and Accommodation Includes travel and accommodation for media, guests, VIP and sponsors, players, performers and entourage, and spectators	84,73%
Core emissions		Core Travel and Accommodation Includes event organiser, contractor, vendor and volunteer travel and accommodation	2,70%
		Freight and Hauling Includes waste hauling and road, rail and air freight	3,03%
		Transport Includes shuttles, transfers, utility vehicles and courtesy cars	0,56%
		Waste Includes waste diverted through recycling, compost, donation, incineration, and waste sent to landfill	0,02%
		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	0,7%

Core emissions
78,35 tCo2 (7%)

Advanced emissions
1032,91 tCo2 (93%)

Ensuring consistency between the sustainability of the Omega European Masters and that of the Crans-sur-Sierre Golf Club is central to my job. The tournament is not a stand-alone project, but forms part of a living ecosystem that is managed all year round.

Each edition provides an opportunity to test, improve and strengthen our practices, taking into account both the operational realities and the environmental challenges of the region. This shared approach enables the tournament and the golf club to evolve in a coordinated, practical and sustainable manner, whilst involving partners, teams and the public in this process.

”

Mahaut Recht, Sustainability Coordinator for the OEM and the Crans-sur-Sierre Golf Club



OEM 2026 - OUR COMMITMENTS



- Enhance the promotion of biodiversity by protecting it and providing more information along the course (biodiversity tour, information boards)



- Work with the various partners to develop a plan for the 2nd life of materials



- Create sustainability awareness content (initiatives, useful tips) intended for spectators before and during the tournament



- Expand and improve mobility initiatives by providing a brochure available online and when purchasing a ticket



- Aiming for GEO recertification (tournament)

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
chez OMEGA



51'500

Visitors at the
tournament

+100 ans d'histoire

Years of history : the Open
first took place in 1923

78%

Of spectators are Swiss

322

Volunteers

100%

Of scope 1 & 2 carbon
emissions financed

0%

Of single-use plastic

93%

Of the volunteers are Swiss

1

Unique challenge for Swiss
Juniors: "Beat the pro"

50%

Of the spectators are women

CONCLUSION

The annual publication of this sustainability report demonstrates the Omega European Masters' deep commitment to placing sustainability at the heart of its event. Each year, the tournament reviews its practices with a view to reducing its environmental footprint, enhancing the experience for visitors and players, and raising awareness amongst a growing audience of how important a sustainable future is.

In 2025, significant progress committed partners, we have our environmental footprint, the suppliers, players, volunteers and

marked this momentum. Thanks to close collaboration with the Crans-sur-Sierre Golf Club and the involvement of continued to revitalise the course, protect biodiversity and improve the efficiency of our operations. Beyond reducing OMEGA European Masters is reaffirming its role as a platform for positive influence. By engaging our partners, spectators, we are creating an ecosystem of learning, awareness-raising and concrete action..

Looking towards 2026, our ambition remains unchanged: to pursue continuous improvement, strengthen the protection of nature and offer an ever more sustainable experience to all our visitors. Together, we reaffirm that sustainability is not a constraint, but an opportunity: the opportunity to inspire positive, lasting and shared change.

Ω
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