



2016 Sony Open in Hawaii Sustainability Initiative

The 2016 Sony Open in Hawaii continued its Sustainability Initiative, aiming to reduce waste, increase recycling, and engage communities and stakeholders. A special event that showcases golf talents against the backdrop of Hawaii's natural beauty, the Sony Open in Hawaii attracts golf fans from across the globe. Over 52,000 people came to enjoy this year's event, which was supported by over 1,500 volunteers that made it all possible. The Sony Open is a great occasion to be reminded about the importance of keeping Hawaii as beautiful as it is, and conducting the event in a sustainable manner is a key step to fulfill this objective.



Responsible Recycling with Sony

Prior to the Sony Open, we kicked off our sustainability initiative in December 2015 with free electronics recycling events at Kapolei and Radford high schools in partnership with Keep Hawaii Beautiful (NPO) and Waste Management, where participants were given Sony Open tickets. Over 15,000 lbs of electronics wastes were collected, almost doubling the amount collected in 2015 event. Sony products were also donated to participating schools and volunteers.



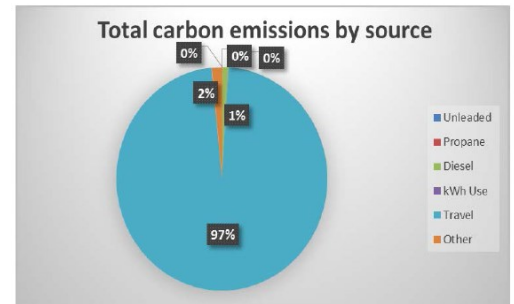
Attending Sony Open in a green manner



Through partnership with Hawaii Bicycling League (NPO), biking valet was made available at Hunakai Park during the 2016 Sony Open, allowing attendees to bike to Sony Open for the first time. Through website, e-newsletter, social media as well as TV and radio interview opportunities, attendees were encouraged to minimize their environmental impact by biking, carpooling, using trolley and shuttle buses and to be aware of carbon impact from air travel.

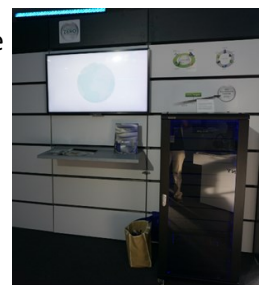
Carbon Footprint of 2016 Sony Open

Carbon footprint assessment of the overall 2016 Sony Open in Hawaii was conducted. Transportation survey was conducted at Sony product tent. Additional emissions sources captured in the assessment include diesel generators, mobile kitchen, electricity, fuel usage in trolley, bus and van services, wastes, food trucks and Sony travel and freight shipments. Overall carbon footprint was estimated as approximately 4,780 metric tons of CO₂ with 97% of emissions estimated from travel due to the nature of the outdoor event. All emission sources identified except transportation of non-Sony attendees are being carbon offset by Sony.



Going Renewable

At Sony product tent, Energy Storage Solution was displayed among the latest Sony products. The Energy Storage Solution showcased how residential and commercial buildings can use renewable energy for off-grid and grid connected applications. It is enabled by Sony Lithium-Ion Iron Phosphate Battery Technology and Sony's battery Management Units, and leveraging Blue Planet Energy's energy management software and complete solution design and integration.



At Waialae Country Club, 235W and 250W solar system have been installed at clubhouse and at annex building respectively. In addition, the country club uses energy efficient lighting and implemented green practices for golf course maintenance. These practices include hybrid and electric equipment, computer controlled irrigation system with weather station to minimize water usage, use of organic fertilizer for slow and controlled release, and minimum and spot application of pesticides.



Let's Recycle Right!

We partnered with Recycle Across America again in 2016, adopting their standardized labels for over 100 sets of trash and mixed recycling bins placed throughout the tournament course in our effort to make it easy for everyone to recycle right and recycle more. Banners on recycling and other green initiatives were placed throughout the course and paper recycling station was created near the entrance/exist. Spectator Village was Styrofoam free this year, using compostable containers and utensils.

By teaming up with volunteers including one from Kailua high school soccer team and partners, we were able to recycle over 6,600lbs of glass, plastics and cans from the event, increasing by 12% from that of 2015. In addition, food wastes generated through Waialae Country Club kitchen and its mobile kitchen were sent to Eco Feed for use at piggery farms as feedstock, diverting about 1,650lbs of additional wastes from disposal.



2016 Sony Open Tournament Guide

Tournament guide was printed on FSC® certified paper that contains a minimum of 10% post-consumer recycled content, double sided and is elemental chlorine free (ECF). The guide also highlighted sustainability initiative of 2015 tournament and how attendees can help make the 2016 event greener.

Sustainability initiative and how attendees can play their part were highlighted in the website, social media and e-newsletter among various communication.

GREEN PRACTICES AT THE SONY OPEN IN HAWAII

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