

# Sony Open in Hawaii®

*Friends*  
of Hawaii Charities, Inc.

**SONY**



## Background

- ✚ The event was held on January 9-15, 2017 at the Wai'ale'ale Country Club

## Promoting Alternative Transportation

- ✚ Free bike valet was brought to Wai'ale'ale Beach Park this year, a few steps from the front entrance, serving around 70 bikers. Sony donated \$10 for every bike used the service to-ward the non-profit partner, Hawaii Bicycling League.
- ✚ Visitors to the Sony Open were encouraged to use public transportation, carpool, or purchase carbon offsets to minimize environmental impact through the website, tournament guide, as well as on the course signage. During the tournament, E NOA Trolley shuttle serviced from Waikiki.

- ✚ Sony conducted the carbon footprint assessment, identifying attendees travel as the most significant impact of the event. Sony plans to offset the event carbon impact excluding non-Sony related attendee's travel.



#### Expanded the Circle of Green with additional Sponsors

- ✚ Toyota displayed eco-friendly vehicles and offered recharge station with cardboard furniture
- ✚ Hakuyosha Clean Living reuses 80% wastewater laundering tournament linens and caddie bibs
- ✚ Hawaiian Isles Kona Coffee provided paper cups supporting the event to go Styrofoam Free!



## Promoting Recycling and Waste Reduction

- ✚ Placed recycling bins and signage for recycling throughout the course and recyclable wastes were sorted by volunteers.
- ✚ Food wastes from WCC kitchens serving club house and hospitality tents were sent to Eco Feed for piggery farm. 150 lbs of excess food was donated to Aloha Harvest.
- ✚ Various sets and equipment are reused every year including steel, wood, flooring, and mesh
- ✚ Sony hosted a free electronics recycling event prior to the tournament where participants received Sony Open admission ticket to promote recycling.



## Using Environmentally Conscious Materials

- ✚ Majority of tournament collateral was printed using FSC certified paper with re-cycled content through FSC certified printers, Edward Enterprises and Hagadone Printing Company.
- ✚ Food vendors used compostable containers, utensils and plates. WCC used reusable dishes at the Club House and compostable plates at hospitality tents.
- ✚ WCC has solar system installed, and uses energy efficient lighting and wifi controlled energy efficient AC. It uses organic fertilizer on the course and a non-toxic cleaner in the facility. It's green course maintenance practice minimizes the use of water and pesticides.

## Spreading the word

- ✚ Sony Open tournament guide, website, social media sites and e-newsletter communicated various green aspects. Partner organization including Sony Hawaii Bicycling League communicated the effort as well.

For more information on the event, visit [https://  
www.sonyopeninhawaii.com/](https://www.sonyopeninhawaii.com/)