

# Sony Open in Hawaii®

*Friends*  
of Hawaii Charities, Inc.

**SONY**

  
waialae country club  
Est. 1927



## Background

- ✚ Sony Open Hawaii was held January 8-14, 2018 at the Waialae Country Club.

## Promoting Alternative Transportation

- ✚ Free bike valet was brought to Waialae Beach Park this year, a few steps from the front entrance, serving around 100 bikers. Sony donated \$10 for every bike used the service toward 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, social media, tournament guide, as well as on the course signage. During the tournament, E NOA Trolley shuttle serviced from Waikiki.

- ✚ Sony conducted a 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.



### Expanding the Circle of Green with Additional Sponsors

- ✚ Delta Airlines offered carbon offsets and reusable tote bags for the media center
- ✚ 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 for event to go styrofoam free
- ✚ Domino's Pizza delivery on bicycles for military, caddies and volunteers



## 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. Excess food (200 lbs.) 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 recycled 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 and e-newsletter communicated various green aspects. It was also promoted on live morning TV and radio interviews. Hawaii Bicycling League communicated the effort as well.

### DIRECTIONS, PARKING & SHUTTLE

The tournament provides free public parking at designated areas with shuttle service.

- The shuttle will take spectators to the intersection of Kealaolu Avenue and Kahala Avenue, a few minutes walk to the tournament Main Gate.
- No public parking is available at Waialae Country Club.
- Round-trip shuttle service from Waikiki is provided by E Noa Trolley.
- Drop-off location for disabled or handicapped spectators is at the Pro Shop parking lot adjacent to the main entrance.
- Bike valet available at Waialae Beach Park Access Road in partnership with Hawaii Bicycling League. Sony will donate \$10 to the Hawaii Bicycling League for each bike that utilizes the bike valet service Thursday - Sunday, January 12-15.
- Please minimize your environmental impact by biking, using the E Noa trolley and tournament shuttle buses, or carpooling when attending the Sony Open in Hawaii. Please also consider calculating and offsetting your carbon impact from your air travel to Oahu - our official airline sponsor Delta offers a helpful [carbon calculator](#).

### E NOA TROLLEY SHUTTLE SERVICE FROM WAIKIKI

Round-trip service (33 one-way) from Waikiki to Waialae Country Club. Shuttle departs every 30 minutes to Waialae Country Club beginning at 7 a.m. from Monday - Friday, 8:30 a.m. on Saturday and Sunday starting at the Hilton Hawaiian Village. Shuttle will continuously loop.

[VIEW MAP](#)

#### Waikiki Shuttle Schedule

- Monday, January 08: 7:00 am - 7:00 pm
- Tuesday, January 09: 7:00 am - 7:00 pm
- Wednesday, January 10: 7:00 am - 7:00 pm
- Thursday, January 11: 7:00 am - 7:00 pm
- Friday, January 12: 7:00 am - 7:30 pm
- Saturday, January 13: 8:30 am - 7:30 pm
- Sunday, January 14: 8:30 am - 7:30 pm

Schedule Subject to Change.

#### Waikiki Shuttle Locations

- Hilton Hawaiian Village (Tapa Tower) at Rainbow Drive
- Eggs 'n Things (Saratoga Road)
- Sheraton Waikiki (Aloha Landing)
- Duke's Statue
- Waikiki Beach (Across from Zoo)
- Waikiki Aquarium
- Waialae Golf Course (Arrival)

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