



Press Release

2023 WM PHOENIX OPEN LOOKS TO BECOME FIRST SEVEN-TIME “GEO CERTIFIED” TOURNAMENT

Scottsdale, Ariz. (Feb. 2, 2023) – When the 2023 WM Phoenix Open is played next week at TPC Scottsdale, the tournament will attempt to become the first seven-time “GEO Certified” tournament – the highest international award for sustainability in golf, awarded by Scotland-based [GEO Foundation](#).

To become “GEO Certified” the WM Phoenix Open must complete a custom-built program for golf tournaments, including: document and evidence submission, a third-party verification carried out by the [Council for Responsible Sport](#) (the official verification body for GEO Certified Tournaments in North America), a thorough review by GEO, and agree to a range of Continual Improvement Points.

Internationally recognized as the largest verified zero-waste sporting event in the world, the WM Phoenix Open has been awarded GEO certification each year since the 2017 tournament. Since 2013, title sponsor WM has taken a zero-waste approach with the tournament, through recycling, composting, donation, reuse, or creating fuel – with every material going to its next best use.

Sustainability highlights for the 2023 tournament will include:

- 100 percent diversion through recycling, composting, donation, reuse, and fuel creation with no residual byproduct.
- WM and the tournament hosts, The Thunderbirds, will implement water conservation measures to ensure water is used responsibly, including the collection of grey water from hospitality bars to be reused in portable toilets to reduce freshwater usage.
- The Thunderbirds expanded on the reuse pilot from last year and will only use reusable cups in the Kiva Club. WM will collect all Kiva Club cups and send them back to be washed and used again.
- To reduce greenhouse gas emissions, the tournament will once again purchase 100 percent renewable electricity from Arizona Public Service. In addition, WM’s trucks used to haul materials from the tournament will be fueled with compressed natural gas and all tournament generators will run on biodiesel or electricity.
- WM will offset the tournament’s direct scope 1 emissions along with certain indirect scope 3 emissions, like player travel and the footprint of fuel used on course. WM will again designate a large portion of funding for Tribal Nations renewable energy projects.
- WM will engage PGA TOUR players for the first time with the opportunity to balance their travel footprint.



- The Thunderbirds and WM will set up the tournament's first-ever water refill stations to provide free public water.
- The Thunderbirds and WM will be joined by 15 tournament stakeholders to support water restoration in Arizona.
- The tournament is played at the TPC Scottsdale, which became a GEO Certified course in 2019 due to its outstanding management of on-course wildlife habitats.
- In addition to the benefits to the environment, the tournament has an enormous impact on the community as well, raising more than \$110 million since 2010 for local charities.

WM is now in its 14th year as title sponsor of the Phoenix Open. Over the first 13 years, WM and The Thunderbirds have turned the WM Phoenix Open into the most sustainability-minded golf tournament on the PGA TOUR.

ABOUT THE WM PHOENIX OPEN

The 2023 WM Phoenix Open will take place Feb. 6-12 at TPC Scottsdale. "The People's Open" has been named the Tournament of the Year by the PGA TOUR four times to acknowledge the tournament's legendary status as one of the most unique events in golf. The 2023 edition will mark the 88th playing of the event (one of the five oldest events on the PGA TOUR) and the 14th with WM as title sponsor. For more information visit www.wmphenixopen.com. For more information about how WM is helping other tournaments, venues, and leagues with comprehensive sustainability programs, review the [WM Sports and Entertainment Team](#) deck.

ABOUT GEO FOUNDATION

GEO Foundation is the international not-for-profit dedicated to advancing sustainability in and through golf. Its goal is to work collaboratively to help the sport embrace environmental and social issues and become widely acclaimed for its role in fostering nature, conserving resources, and building healthy communities. GEO assures the OnCourse® programs for grassroots golf facilities, new developments, and tournaments, each of which can lead to the internationally accredited, endorsed and independently verified GEO Certified® label. Find out more at www.sustainable.golf.

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