

# AT&T Pebble Beach Pro Am

## Event Continues to Shine through Environmental Programs

[Monterey Peninsula Foundation](#), along with [Pebble Beach Company](#) continues to lead efforts in event sustainability. The [2017 AT&T Pebble Beach Pro Am](#), combined both environmental strategies and community involvement to achieve record success.

The event, hosted by MPF and held at the world famous Pebble Beach Golf Links, has earned [GOLD certification](#) from [Council for Responsible Sport](#) for four consecutive years. An accomplishment that requires dedication on the part of event organizers.

“Monterey Peninsula Foundation remains committed to improving the health and sustainability of our community,” said Steve John, Monterey Peninsula Foundation CEO and tournament director. “It is imperative we continue to focus on conservation and resource management.”

To make the program a true success, officials at MPF needed the collaboration of the Pebble Beach Company. The joint effort was a no brainer for Pebble Beach. “Pebble Beach is a longtime steward of recycling efforts by not only recycling cardboard, newspapers, glass, plastic, food waste and cooking oils, but also reusing wastewater to be used after treatment for the irrigation of the golf courses.” said Beat Giger, Director of Special Event for Pebble BEach Resorts. “A special focus has been the special events held at Pebble Beach, such as the AT&T Pebble Beach Pro-Am tournament and the Pebble Beach Concours d’Elegance where, in partnership with The Offset Project (TOP), we have achieved award-winning levels of recycling, upcycling and food waste conversions. It is amazing to see the results from a large event that produces over 105 containers of waste but through the efforts of TOP only three of them reach the landfill.”

MPF and PBC have also instituted new purchasing policies for the event including the use of compostable plates and dinnerware for on course hospitality. Kitchen crews also take part in an extensive food waste and organics recovery program. The program collected over three tons of edible food in 2017 for the [local food bank](#).

[The Offset Project](#), a local Monterey nonprofit, manages all aspects of the event’s waste. TOP not only provides on course stewarding, but offers the event total waste sorting and separation. Sorting and separating materials streamlines procedures that event organizers can use to track what materials are coming out of the event.

As part of their environmental initiative, the event employs a materials recovery network that collects carpet and mesh for reuse. TOP has been able to connect the event to [The Last Chance Mercantile](#), a local reuse facility operated by the [Monterey Regional Waste Management District](#). The tournament enjoys savings on their hauling fees and works hard to process materials from the landfill, all in one program element.

The tournament has continually served as a model for event sustainability, joining only two

other events on the PGA TOUR to be certified by the council.

For more information visit: [AT&T Certification Case Study](#)

###