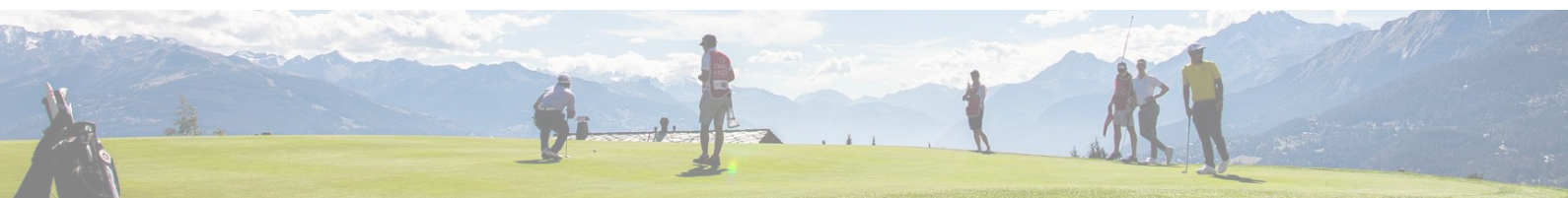




## 3 Years Plan

### Golf Club Crans-sur-Sierre

Prepared with [bloomUp](#) Agency  
May 2025





## Introduction

The Golf-Club of Crans-sur-Sierre aims to progress year after year and become an example within sustainable golf courses whilst maintaining a high standard of playing conditions for its members, visitors as well as for the Omega European Masters.

This three-year plan outlines key sustainability and community initiatives from 2025 onward, reinforcing the club's commitment to enable nature, humans and golf to coexist in the most sustainable and responsive way. Developed in collaboration with bloomUp, the plan is rooted in actionable goals designed to align with best practices and local needs. It focuses on five priority areas:

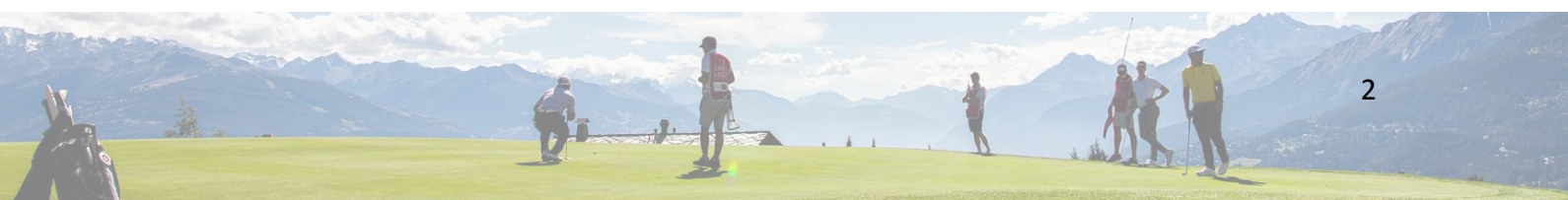
- ★ Sustainable club management
- ★ Turf management
- ★ Resources management
- ★ Biodiversity projects
- ★ Engaging with the local community

## 1. Sustainable Club Management

- Offer internal sustainability training for staff and managers (**1 session/year**)
- Create a sustainability survey for stakeholders and gather feedback on a yearly basis to set improvement targets
- Provide a system of feedback to report and act on any occurrence of discrimination on and off the course
- By the end of 2027, ensure that **75%** of suppliers will be assessed for environmental and ethical responsibility, and at least **50% will be compliant** with the club's Responsible Sourcing Policy or actively working toward compliance.

## 2. Turf Management

- Continue following [STERE](#) fertilisation guidelines to reduce to the maximum the use of fertiliser and reduce units of nitrogen
- Apply a level of around **100 kg** of nitrogen per calendar year and continuously reduce it to reach **80 kg** of nitrogen by **2027**
- Further reduce the organic matter content in the upper soil profile to between **3–4%** and maintain it within that range
- Work with a local supplier to carry out a correct turf count on the golf course.
- Pursue the transition to bentgrass and increase bentgrass coverage **by 10% year-on-year**
- Pursue the engagement with stakeholders such as the Swiss GreenKeepers Association, the Belgian GreenKeepers Association or the Lausanne Golf Course to monitor best practices in the field of turf management.





### 3. Resources Management

- Enhancing water and energy data management.
- By 2026, install solar panels on the roof of the driving range covering at least **30%** of the building's annual electricity demand.
- Increasing the rewilding surface of the course which aims to reduce overall water consumption by **5%**

### 4. Biodiversity Projects

- Install **5** additional bird boxes built by local schools at the western end of the Ballesteros course
- Increase by **2** the number of leaving stone piles and log in sunny areas. Install **3** bug hotels.
- Indicate the location of rare, protected or endangered species throughout the course.
- Extending extensive areas (areas to be regenerated) and wet meadows to the edges of ponds.
- Planting shrubs on the edge of the forest in sunny locations to create a tiered edge that will benefit butterflies, birds and the landscape

### 5. Engaging with the local community

- Give young people from the local community an accessible and free introduction to the game of golf
- Welcome local organisations for disadvantaged and those with disabilities
- Promote the health benefits of walking golf to members and visitors through initiatives such as Boost your Swing.
- Continue collaborative initiatives with local schools and sustainability related projects
- Increase the percentage of women golfers from **36% to 40%**.
- Increase the number of young golfers (18-25) by **10% (160 to 170)**

Signed by:

Pascal Schmalen, Golf-Club Director

Richard Barnes, Golf-Club Course Manager

