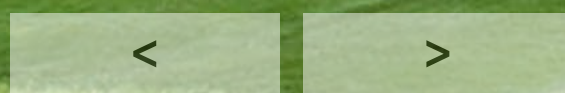


# 2023 IMPACT REPORT





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# INTRODUCTION

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**LIV Golf is supercharging the game we love and we believe that embedding impact and sustainability at the heart of everything we do is a fundamental responsibility of all sports rightsholders. This report is a celebration of what we have achieved within social impact and sustainability in 2023, and a statement of our ambition for 2024 and beyond.**

The world faces urgent problems, from unpredictable weather caused by climate change to a lack of education opportunities for young people across the globe. Our sport is not immune to these issues, and LIV Golf embraces the opportunity to help tackle them.

That's why, in June 2023 we launched our social impact and sustainability strategy: **Potential, Unleashed.**

**We are unashamedly ambitious in our plans to create a positive impact on the world in areas we believe to be the most important to our sport. When creating Potential, Unleashed, we engaged our Teams, fans, staff, and communities to understand issues that are important to them.**

Our ambition is to unleash the potential of a generation, enabling and inspiring a better tomorrow for our game, our communities, and our planet. Our pledge is twofold:

**POSITIVELY IMPACT  
5.4 MILLION YOUNG  
LIVES BY 2030.**

1

**BECOME A  
CLIMATE-POSITIVE  
SPORT LEAGUE.**

2

To achieve our overarching pledges, we have launched three programs: **LIV To Learn, Transform The Game** and **LIV Green.**

These programs will see LIV Golf tackle three areas we believe we can make the biggest difference: Education for young people, diversity in golf, and climate change initiatives.

However, we know that ambitious programs alone are not enough. We see sustainability as the foundations for how we work at LIV Golf. Through our fourth program, The Way We LIV, we are testing and improving everything we do on a day-to-day basis. This means living true to our organizational values and putting the right governance in place to hold ourselves accountable. It also means embedding **Potential, Unleashed** throughout our league by catalyzing our Teams' and partners' impact.

**Potential, Unleashed** commits us to focusing on our long-term 2030 ambitions. In 2023, we put the necessary foundations in place to get there and took the first steps to make them a reality. We baselined the environmental impact of all LIV Golf events and built a robust Theory of Change and impact measurement framework, covering all of our programs. We embraced LIV Golf's opportunity as a truly global league with 100% LIV Golf Teams supporting **Potential, Unleashed** at events in 2023.

Thank you for reading our 2023 impact report, and we invite you to join LIV Golf on our journey.

**SUSTAINABILITY AND  
SOCIAL IMPACT IS AT THE  
HEART OF OUR STRATEGY:  
POTENTIAL, UNLEASHED.**



**Jake Jones**  
*Senior Vice President  
Impact & Sustainability*



**Anthony Angol**  
*Sustainability Manager*



**Gabriella Thompson**  
*Impact Manager*



# Statement From Our CEO AND COMMISSIONER

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**Since its inception, LIV Golf has had two main missions:  
To change the game of golf for the better and to use the game that we love  
to create positive social change. Our goal is to be a force for good, to push  
the boundaries of how things have always been done in golf and, in doing so,  
make the world a better place.**

When we launched Potential, Unleashed – LIV Golf’s groundbreaking impact and sustainability program – it was a statement of intent. It reflected our commitment that social impact and sustainability would be central to our future. Our goal is to act as role models, leaders, and disruptors in this space and to push the limits of what’s possible.

Throughout our short history, we’ve shown our commitment to impact and sustainability, partnering with dozens of organizations around the world. Our league, teams, and players are showing up in the communities where we live and we play, giving back and using our platform as a force for positive change.

I’m proud to see the launch of our first impact report, which documents the progress we’ve made during our short history. The 2024 season will see us continue delivering positive, meaningful change in every program within Potential, Unleashed. We will continue to embed our principles into everything that we do, on and off the course.

Thank you for reading.

**Greg Norman**  
*CEO and Commissioner, LIV Golf*



OUR STRATEGY & PRINCIPLES

Our ambitions are underpinned by a strategy that addresses the issues we care about - education for young people, diversity in golf, and climate change initiatives. We have foundations and principles that will underpin how we take action and ensure Potential, Unleashed runs through the entire business.

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OUR STRATEGY

VISION →

Unleash the potential of a generation

AIM →

Enable and inspire a better tomorrow for our communities, our game and our planet

OBJECTIVES →

Positively impact 5.4 million young lives

Be climate positive

PROGRAMS & INITIATIVES →

LIV TO LEARN  
Increasing opportunities for education, employment and training for young people and refugees

TRANSFORM THE GAME  
Increasing the diversity of those working and playing in golf

LIV GREEN  
Reducing our negative impact and accelerating innovative solutions to protect the planet.

UNDERPINNED BY →

THE WAY WE LIV

+ Sustainable Management Framework

+ Impact leaderboard

+ Philanthropy

OUR PRINCIPLES

INNOVATION

Foster a culture of social and climate impact innovation.

ROBUST MEASUREMENT

Deliver sustained, measurable impact in all we do.

COLLABORATION

Be a collaborative force with lasting partnerships, to better represent the voices of the communities we serve.

ENGAGEMENT

Inspire a modern, global golf audience through social and environmental impact.

TEAMSHIP

Empower our Teams to drive lasting and local impact within our communities and fans.



# 2030 AMBITIONS AND OBJECTIVES

Potential, Unleashed focuses on long-term objectives. We will achieve these by taking action within each one of our programs.

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5.4 MILLION YOUNG LIVES BY 2030									
We will positively impact the lives of millions of young people through golf as defined in our Impact Measurement Framework.*									
CLIMATE POSITIVE BY 2030									
We will achieve Climate Positive status in alignment with our stated Climate Positive principles.*									
KEY ACTIONS WE PLAN TO TAKE BY 2030...	2023	2024	2025	2026	2027	2028	2029	2030	
Launch of sustainability and social impact strategy: <b>Potential, Unleashed</b>	<div></div>								
Measure our carbon baseline and build foundations to measure and implement <b>Potential, Unleashed programs</b>	<div></div>	<div></div>							
Create training and education opportunities for millions of young lives through our local and global <b>LIV To Learn</b> programs	<div></div>								
Increase opportunities for those from diverse backgrounds to play and work in golf through <b>Transform The Game</b>	<div></div>								
Achieve a <b>50% reduction in emissions</b> from a 2023 baseline by 2030 across LIV Golf’s business operations and events	<div></div>							<div></div>	
Build <b>LIV Labs</b> - accelerating solutions to the climate crisis by unleashing the potential of golf as the living lab to test and support these ideas		<div></div>							
Launch <b>LIV Golf’s Impact Leaderboard</b> to engage our Teams and fans in the <b>Potential, Unleashed</b> journey		<div></div>							
Develop and implement a <b>climate transition plan</b>		<div></div>							
*The full definition of climate positive and positively impacted young lives can be found in the appendix of this document.									



# 2023 KEY SUCCESSES

As well as launching Potential, Unleashed, in 2023 we took the first steps to making our 2030 ambitions a reality. You can find a full overview of each program later in this report. But for now, here are some of our 2023 highlights.

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## LIV TO LEARN

- + Positively impacted **120,000 young lives** through supporting 62 organizations\*
- + **Secured five long-term LIV To Learn partnerships** at our 2023 event locations
- + Partnered with a world-leading global education partner which will see **LIV To Learn expand to support thousands more young lives** from 2024.

## TRANSFORM THE GAME

- + **Launched our pilot mentorship program** at the LIV Golf Chicago event
- + **Launched our pilot internship program** at LIV US and UK head offices, in partnership with **The 10,000 Interns Foundation**
- + Secured two long-term **Transform The Game** partnerships.

## LIV GREEN

- + **Calculated the carbon footprint** of all LIV Golf events and business operations across **Scopes 1, 2 and 3** and verified by One Carbon World
- + **Embedded sustainability principles** into our event delivery process
- + Took the first steps in our aim to become **ISO 20121 certified**
- + LIV Golf London recognized as a **GEO Certified® Tournament** by the GEO Foundation for Sustainable Golf.



\*The full definition of climate positive and positively impacted young lives can be found in the appendix of this document.



OUR GLOBAL REACH

LIV Golf is truly global and we have the opportunity to affect change across all the countries our events are held. In 2023, we activated Potential, Unleashed across 7 countries and 4 continents, positively affecting 640 young people at our events in the process.

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FEBRUARY	MARCH	APRIL		MAY		JUNE	
<b>MAYAKOBA</b> LIV Golf announced a 3-year partnership with Fútbol Más.  Fútbol Más brought its young leaders from across South America to lead a mini-youth golf clinic, with fans during the event.	<b>TUCSON</b> Smash GC welcomed 10 high school golfers to the course over two days as part of its “Smash for Success” program.	<b>ORLANDO</b> Majesticks GC launched its Little Sticks Program with support from not-for-profit Adaptive Golfers.	<b>ADELAIDE</b> Cleeks GC ran its biggest golf clinic to date, with 70 young people from diverse backgrounds.  LIV Golf donated to an Inclusive Development Grant for the Grange Golf Club, to create better access to golf for First Nations Communities, Women, and People with Disability.	<b>SINGAPORE</b> LIV Golf supported Sentosa Golf Club’s leading position as the World’s first carbon neutral venue during our event, through broadcast activations, interviews and bringing local families to the event.	<b>TULSA</b> LIV Golf teamed up with Crushers GC to support the Lindsey House, which will provide one year of individual support for nine families experiencing homelessness.	<b>DC</b> LIV Golf worked with Leveling the Playing Field. Our support provided sports equipment. for 600 young people in the DC area.	<b>VALDERRAMA</b> LIV Golf launched a 12-month partnership with Nuevo Hogar Betania, which supports the emotional and educational recovery of young people who have experienced situations of social vulnerability.
JULY		AUGUST		SEPTEMBER		OCTOBER	
<b>LONDON</b> Crushers GC hosted a clinic with individuals who have visual impairments. The Crushers’ players participated in a workshop and demonstration, to understand and experience the different levels of blindness, ran by The England and Wales Blind Golf Association.  By using Lithium Hybrid Lighting towers at the event, 3,036 liters of fuel was saved.  We achieved GEO certification for our LIV London event, which included us saving over 700 gallons of fuel by using Lithium Hybrid Lighting towers.		<b>GREENBRIER</b> 4Aces GC welcomed young people from Communities in Schools of Greenbrier County, an organization that empowers students to reach their full potential.	<b>BEDMINSTER</b> HyFlyers GC offered 1-2-1 coaching to young people from LPGA Girls Group, in partnership with Adaptive Golfers.  5.6 tons of food was donated to a local community food bank.	<b>CHICAGO</b> LIV Golf piloted its Mentorship Program for young disadvantaged people within the local community, providing them experience and access to working in the golf sector.  Fifteen young adults from the Chicago Area Project aged 18-25 year olds took part in 35 hours of activity on potential career paths, job responsibilities and top tips to achieve success.		<b>JEDDAH</b> LIV Golf Teams; Majesticks GC and Smash GC, alongside ROSHN Group, supported by Golf Saudi, welcomed young adults from the Help Center Association (HCA) for a clinic, providing people with intellectual disabilities with the opportunity to try and enjoy golf alongside our players.	<b>MIAMI</b> Torque GC spent time with young people from Amigos for Kids; an organization focused on empowering children through education, nutrition and sports.



# WORKING WITH OUR TEAMS

In 2023, we harnessed the potential of our players and Teams in support of Potential, Unleashed.

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# 100%

of LIV Golf Teams\* took part in activations at events, using golf to help provide a positive experience for 640 young people

\*This reflects 2023 engagement with teams, thus does not include Legion XIII

We are excited to launch a revolutionary format for engaging our teams in Potential, Unleashed in 2024 – stay tuned.





Working With Our Teams

# MAJESTICKS GC

## SPOTLIGHT

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+ Little Sticks is Majesticks GC's headline community initiative designed to unleash young people's potential through golf. With a strong emphasis on the development of life skills, the initiative incorporates Majesticks GC's players as role models within the life skills curriculum.

+ The program aims to partner with schools and community groups, providing the organizations with the training, equipment, resources and mentorship required to embed Little Sticks within their settings.

+ The program was piloted with 5 schools in the UK, with evaluations highlighting 59.4% of children had a meaningful positive change in their wellbeing. 2024 sees an expansion of the program across the UK, US and other emerging markets.



# OUR TEAMS

## Working With Our Teams SMASH GC SPOTLIGHT

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+ **Smash for Success is Smash GC's initiative to empower young people to reach success on and off the course. During the 2023 season, Smash GC invited 10 junior golfers from under-represented communities to each American event to provide a first-hand experience of professional golf.**

+ **Smash for Success specifically helps developing adults build character such as integrity, discipline, and respect through golf.**

+ **Smash GC plans to continue the programming in 2024, along with the implementation of a few new and exciting things. Stay tuned!**



# SUPPORTING THE GLOBAL GOALS

We have aligned our commitments within Potential, Unleashed to the objectives laid out in the United Nations Sustainable Development Goals. By doing this, our actions not only improve LIV Golf and our sport, but support global efforts to create a better world.

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POTENTIAL UNLEASHED PROGRAM	KEY LONG-TERM OUTCOMES WE AIM TO SUPPORT	SUSTAINABLE DEVELOPMENT GOALS
LIV TO LEARN	<div>+ Young people feel (and are) better equipped with the skills and knowledge to enter the workforce.</div> <div>+ More young people in education, employment, and training.</div>	<div><div>1NO POVERTY</div><div>3GOOD HEALTH AND WELL-BEING</div><div>4QUALITY EDUCATION</div><div>8DECENT WORK AND ECONOMIC GROWTH</div><div>10REDUCED INEQUALITIES</div></div>
TRANSFORM THE GAME	<div>+ Sustained increase in the number of young people from diverse backgrounds working in the golf industry, with a specific focus on under-represented communities, people with disabilities and women and girls.</div> <div>+ Greater diversity in golf.</div>	<div><div>1NO POVERTY</div><div>3GOOD HEALTH AND WELL-BEING</div><div>4QUALITY EDUCATION</div><div>8DECENT WORK AND ECONOMIC GROWTH</div><div>10REDUCED INEQUALITIES</div></div>
LIV GREEN	<div>+ Reducing our environmental impact and delivering more sustainable events, where care and consideration about the energy, and resources we use, become integrated into the culture of our business and events.</div> <div>+ Contributing to accelerating innovative solutions which can help protect our environment.</div>	<div><div>7AFFORDABLE AND CLEAN ENERGY</div><div>12RESPONSIBLE CONSUMPTION AND PRODUCTION</div><div>13CLIMATE ACTION</div><div>17PARTNERSHIPS FOR THE GOALS</div></div>
THE WAY WE LIV	<div>+ Building and achieving external certification for our sustainable management system across LIV Golf’s business operations.</div> <div>+ Golf’s first Impact Leaderboard involving 100% of LIV Golf Teams.</div>	<div><div>17PARTNERSHIPS FOR THE GOALS</div></div>





# DELIVERING POTENTIAL, UNLEASHED IN 2023

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# LIV TO LEARN

Of the 1.8 billion people on the cusp of adulthood, more than one in five (22.4%)\* lack education, employment, or training opportunities.

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## ABOUT THE PROGRAM

LIV To Learn is our flagship program that will see us work with expert partners to support young people, through golf, who lack the education opportunities and skills to thrive and fulfill their potential.

Sport is an effective tool for engaging those who have struggled with traditional education methods. Golf has been less commonly used, but we know that it has inherent, unique qualities.

In 2023, through LIV To Learn Local, we secured five long-term partnerships with organizations located in areas where LIV Golf has held its events. With our support, all these partners will integrate golf into supporting young people in vulnerable contexts to achieve better training and education outcomes.

## HOW WE MEASURE SUCCESS

Every LIV To Learn activation, program, or partnership contributes to our overall objective to **positively impact 5.4 million young lives by 2030.**

We will deliver a mix of deep impact and broad impact which will all be measured against outputs and outcomes in our Theory of Change. Through our LIV To Learn partners, golf will be used to affect focused, long-term change for young people who desperately need support. Through event activations and philanthropy, we will engage larger numbers of young people in a way that supports their overall learning journey.

You can find the full Young Lives methodology and overview of our Theory of Change in the appendix of this document.

\*International Labour Organization: Young people not in employment, education or training; 2020

“LIV Golf’s support has been instrumental in helping us create a new, bespoke program, harnessing the values of golf to enhance the physical and mental wellbeing of young people.

We will be able to expand our program to reach an additional 1,000 young people.”

Andy Sellins, CEO, The Change Foundation London (LIV Golf partner)





LIV To Learn

# OUTCOMES

We have developed an outcome framework that will guide our delivery of programs, as we seek to create long-term transformational change for young people.

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## LIV TO LEARN OUTCOMES

### Young people think...

- + They are welcome in the learning environment
- + Learning is fun and worthwhile
- + Patience and resilience equate to success

### Young people do...

- + Engage in skills development opportunities presented to them
- + Persist when tasks are challenging

### Young people have...

- + Increased skills
- + Increased character development
- + Increase in sustained motivation

## KEY LONG-TERM OUTCOMES



+ Young people are (and feel) better equipped with skills and knowledge to thrive and fulfill their potential

+ More young people in education, employment and training



# 2023 KEY ACHIEVEMENTS

In 2023 we affected positive change for young people, working with partners and organizations to provide the deep expertise needed to make it happen.

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## OUR HIGHLIGHTS

+ Launched two LIV To Learn local programs, with partners (in Orlando, USA and Mayakoba, Mexico)

+ Supported 175 young people through 112 activities to achieve better education outcomes

+ Built relationships with five LIV To Learn local partners who will all continue supporting young people in 2024

+ Secured a partner for our Global Education program, which will see LIV Golf expand LIV To Learn to support thousands more young lives from 2024

## OUR PARTNERS



**Fútbol Más**  
MEXICO | Cancún

A non-governmental organization that utilizes sport to support communities facing social vulnerability. Fútbol Más will deliver two long-term programs that promote the socio-emotional and physical wellbeing of young people.



**After School All Stars**  
USA | Orlando, Florida

A leader in providing comprehensive youth development programs. ASAS will deliver a project that helps foster leadership, professional readiness, and resilience among marginalized youth in the Orlando region of Florida.



**Nuevo Hogar Betania**  
SPAIN | Valderrama

Provides emotional and educational support to individuals and families experiencing social exclusion or vulnerability. Nuevo Hogar Betania will deploy psychologists and educators across five programs, concentrating on the emotional and educational recovery of young people.



**The Change Foundation**  
UK | London

Transforms marginalized youth through targeted sports programs. With LIV Golf's support, The Change Foundation will develop a unique golf curriculum to improve physical and mental wellbeing, alongside cultivating practical and interpersonal skills for young lives.





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FÚTBOL MÁS

Enhancing wellbeing and learning for young people aged 6-22 in Mexico.

Fútbol Más has successfully begun implementing two impactful community programs in the Cancun area of Mexico; Neighborhood and My Journey.

The Neighborhood program focuses on enhancing the wellbeing and resilience of young people by utilizing learning through sport and creating secure spaces within communities. The My Journey program builds knowledge, leadership, employability, and digital skills in young people aged 14 to 22 residing in vulnerable communities.

In 2023, 36 socio-sport sessions have been conducted so far, benefiting over 50 children and young people, along with 60 family relatives.

Fútbol Más will positively impact over 3,400 lives by the end of 2024.

“Thanks to Fútbol Más I have learned a lot, I have learned to share, to communicate, to socialize, to have more friends and to have fun.”

Adolfo Baas, Futbol Mas Participant







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AFTER SCHOOL ALL STARS

Boosting young peoples learning experience in schools across Florida.

ASAS has continued to deliver “The Rising Star Project,” which encompasses three interconnected programs; Social, Emotional and Learning, the Youth Advocacy Summer program and the UPSHIFT program in partnership with UNICEF.

The programs support young people’s overall learning journey, from helping them build self-awareness and relationship skills, to enhancing skills in goal setting, communication and leadership.

Students also join the organization’s Youth Advisory Board, ensuring that youth voices and experiences shape the programming.

The Rising Star Project will positively impact 3,000 young people by the end of 2024.

“This program has helped me overcome challenges and be more confident to try new things. Now I can go outside my comfort zone. This helps me feel better about myself.”

Darby C., After School All Stars Participant



# TRANSFORM THE GAME



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# TRANSFORM THE GAME

Access to opportunities to work and play golf are not equal; barriers such as cost and access remain high and 92% of those in the golf industry are male, and 67% are white.\*

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## ABOUT THE PROGRAM

Transform The Game is LIV Golf’s commitment to increasing opportunities for those from diverse backgrounds to play and work in golf, particularly under-represented communities, people with disabilities, and women and girls.

In 2023, we began our longer-term plans to create clear, and accessible pathways for those from all backgrounds to enter the golf ecosystem.

## HOW WE MEASURE SUCCESS

Every Transform The Game activation, program, or partnership contributes to our overall objective to positively impact 5.4 million young lives by 2030.

We will deliver a mix of deep and broad impact which will all be measured against outputs and outcomes in our Theory of Change. Through partners and our programs, we will help under-represented groups access sustained opportunities to play and work in golf. The specific demographics and challenges faced by underrepresented groups vary depending on the program location.

You can find the full Young Lives methodology and overview of our Theory of Change in the appendix of this document.

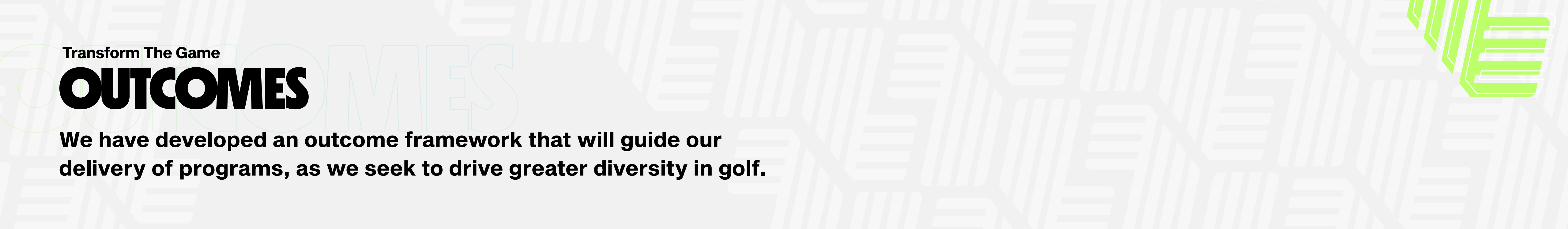
\*Zippia, Golf Professional Demographics And Statistics In The US



“I never even had any thoughts about golf before this, now I see it way differently.”

+ Chicago mentorship program attendee





Transform The Game

# OUTCOMES

We have developed an outcome framework that will guide our delivery of programs, as we seek to drive greater diversity in golf.

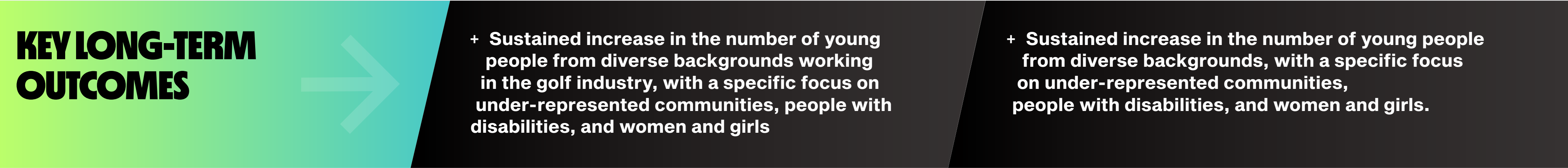
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## LIV TO LEARN OUTCOMES



\*Zipppia, Golf Professional Demographics And Statistics In The US



# INTERNSHIP PROGRAM

We have launched internship and mentorship programs, which represent the foundations for our work in 2024 and beyond.

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In 2023, we launched our pilot internship program in partnership with **The 10,000 Interns Foundation**, who are specialists in championing under-represented talent at scale by providing work experience opportunities to black young people.

The internship ran for 12 weeks, providing seven young people aged 18-20 with the opportunity to experience working across a range of functions at LIV Golf U.K. and U.S. head offices.

In 2024, we want to build on our 2023 pilot, developing and running an internship programme that provides opportunities for more people, creating deeper long-term impact.

KEY OUTCOMES

85%

of interns said they had an enjoyable experience

71%

interns said their experience at LIV Golf has motivated them to pursue further opportunities to work in the golf industry in the future

85%

of interns believed they had the necessary skills to succeed in golf (compared to 28% pre-program).

“Potential, Unleashed is central to the mission of LIV Golf. Our goal has always been to innovate on and off the course, pushing the boundaries of what’s expected from a traditional golf league. Our impact and sustainability work highlights the commitment everyone at LIV Golf shares to use our energy, our skills, and our platforms to empower young people and make the world a better place. Potential, Unleashed is a truly groundbreaking program that’s already touched the lives of thousands of individuals around the world, and we’re just getting started.”

+ LIV Golf intern



# Mentorship Program

We have launched internship and mentorship programs, which represent the foundations for our work in 2024 and beyond.

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LIV Golf’s first mentorship program provided 12 young people (18-24) from under-represented communities, with the opportunity to participate in the LIV Golf Chicago event, to gain experience working in various roles from ticketing, to course management.

Young people were also offered pre- and post-event skills sessions with members of LIV Golf and our event management company.

In 2024 we want to expand our mentorship program to other LIV Golf events as well as find ways to strengthen pathways to post-event opportunities for participants.

KEY OUTCOMES

77%

of participants said they believed golf is a welcoming and open industry (compared to 44% pre-program)

100%

of participants signed up to skills development sessions after the event

55%

of participants said they would consider spending some or all of their career working in golf (compared to 25% pre-program)

“The people were amazing, The energy and everything was great. I never thought I’d learn and take home so many different learning experiences like the ones I took while there.”

+ Chicago mentorship program attendee





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# LIV GREEN

# LEARN

We are committed to reducing the environmental impact of our events and business operations.

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## ABOUT THE PROGRAM

LIV Green is underpinned by two key programs:

### 01 + SUSTAINABLE EVENTS

As a global golf league, events are the foundation of what we do. The activities required to put on our events are at the centre of our environmental impact, but they also give us the chance to positively influence and empower our fans, our teams, our supply chain, and our workforce. In 2023 we focused on building our foundations; establishing relationships, defining our commitments, measuring our baseline, and shaping our sustainability expectations and requirements.

As we look ahead with LIV Green, we know we still have a long way to go. We know the concept of “sustainable events” is challenging. It requires the ability to work effectively and collaboratively with an extensive network of partners. We also know that our commitments in this area will be under the spotlight and that we cannot take our environmental commitments lightly. We have made tremendous strides this year in identifying our objectives and taking action, and we look forward to building on this work in 2024.

### 02 + LIV LABS

LIV Labs is our program focused on investing in innovation and new technologies that can reduce negative environmental impact and unlock environmental solutions. In 2023, we focused on designing what LIV Labs could look like, both from a delivery and outcome perspective, as well as engaging with potential partners to support us with the delivery of our ambitions.





LIV Green

# 2023 SNAPSHOTS

Our focus for 2023 was creating a robust baseline and measuring our impact. We have also made tangible progress, from when we first started, in how we embed sustainability into our events.

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## OUR HIGHLIGHTS

- + LIV Golf London recognized as a GEO Certified® Tournament by the GEO Foundation for Sustainable Golf.
- + Measured the carbon footprint across business operations and all of our 2023 season’s 14 LIV Golf events, providing a baseline for us to improve upon.
- + Sustainability requirements and targets embedded into event plans for Season 2.
- + We donated over 50 tons of surplus food to community groups local to our events.
- + 73% of waste in Adelaide was diverted from landfill, thanks to engagement with the waste management provider, supported by active waste segregation.
- + Reduced the number of single-use plastics across our events, by over 350k\* thanks to the implementation of water hydration stations.
- + 40% of water used for irrigation in Mayakoba was recycled water from on an on-site wastewater treatment facility.

\*Estimated based on post-event reporting





## LIV GOLF LONDON

We are proud that the GEO Foundation for Sustainable Golf has recognized the 2023 LIV Golf London event as a GEO Certified® Tournament. This is the first time a LIV Golf event has formally achieved this independent, third-party standard and we look forward to building on this further going forward. Below are a few the event’s sustainability highlights.

- + We saved over 11,000 liters of fuel by working with the temporary power supplier to design a solution that ensured the right-sizing of generators and enabled live data monitoring and controls.
- + Over 4,000 liters of Hydrotreated Vegetable Oil (HVO) fuel was used by our overlay and temporary infrastructure provider, as a lower-emission alternative to traditional diesel.
- + We collaborated with the Aramco Test Series (ATS), which occurred after the LIV Golf event, to avoid the duplication of materials where possible. For example, by both events compromising on specific brand colors, we reused a large area of mesh materials across the events.
- + Hydration stations were provided to encourage the reuse of water bottles.
- + Majesticks GC hosted an Impact Zone takeover to showcase its “Little Sticks” program, which aims to build a more welcoming and enjoyable atmosphere for kids and youngsters to unlock their potential through golf.
- + The Melanoma Fund, a charity devoted to increasing understanding of sun and heat safety in sport and outdoor recreation, shared useful advice and information on sun protection, melanoma and other skin cancers. 15,000 spectators were also provided with free sunscreen from eight information boards scattered around the course.
- + Throughout the LIV Golf London event, a Pogo Turf Pro smart management system was utilized to maximise the efficiency of water and fertiliser consumption.



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# OUR SEASON 1 CARBON FOOTPRINT

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## INTRODUCTION

Measuring our Season 1 carbon footprint is the first step on our carbon management journey. Having a better understanding of the scale and distribution of our emissions has been key to helping us better engage our stakeholders and continue to build the foundations that will support us in our ambition to reduce these emissions through Season 2 and beyond. Our total calculated carbon footprint for the 2023 season is: **143,639 tCO<sub>2</sub>e**.

+ Scope 1: 3,179 tCO<sub>2</sub>e

+ Scope 2: 444 tCO<sub>2</sub>e

Scope 3: 65,096 tCO<sub>2</sub>e

+ Scope 3: fan travel: 74,920 tCO<sub>2</sub>e

We are proud to be one of the first global golf leagues to publish our carbon footprint, demonstrating our commitment to transparency in this space.

## OVERVIEW OF METHODOLOGY

Our carbon footprint approach has been developed in accordance with international best-practice including The Greenhouse Gas Protocol and in alignment with the principles set out by the UN Sport for Climate Action Framework and independently verified by ‘One Carbon World’. We have used the operational control approach, with a reporting period of January 1, 2023-December 31, 2023. Our carbon footprint is measured in tons of carbon dioxide equivalent (tCO<sub>2</sub>e) and includes greenhouse gas emissions associated to all Season 1 events, including fan travel, as well LIV Golf’s general business operations.

A full breakdown of activities included within the carbon footprint, as well as a summary of data quality, can be found in the appendix.

## SEASON 1 CARBON FOOTPRINT LIV GOLF

Our total carbon calculated carbon footprint for the 2023 season is **143,639 tCO<sub>2</sub>e**

### SCOPE 1

Direct emissions from fuels (e.g. temporary power)

2.2%

### SCOPE 2

Indirect emissions from energy use (e.g. electricity consumption)

0.3%

### SCOPE 3

Indirect emissions from our value chain (e.g. supply of goods and services)

- + Non-event business travel: **1.7%**
- + Non-event supply chain: **6.4%**
- + Uniforms: **<0.1%**
- + Catering: **2.1%**
- + Branding: **0.1%**
- + Merchandise: **1.0%**
- + Event Supply Chain: **21.1%**
- + Logistics: **0.6%**
- + Staff travel & accommodation: **4.7%**
- + Volunteer travel & accommodation: **1.3%**
- + Player travel & accommodation: **5.4%**
- + Event Transport: **0.4%**
- + Waste: **0.3%**
- + Water: **<0.1%**

tCO<sub>2</sub>e

### SCOPE 3

Indirect emissions from fan travel & accommodation

52.2%



“We are pleased to announce that LIV Golf has completed its Carbon Footprint Verification Report, verified by the independent third-party organization, One Carbon World. This significant achievement showcases LIV Golf’s commitment to transparency, environmental responsibility, and industry leadership in sustainable practices. To have external, third-party verification ensures that LIV Golf’s GHG accounting is robust, transparent, and conforms to the highest international standards for carbon footprint accounting and reporting.” + One Carbon World Independent Verification Team



LIV Green

OUR PRIORITY AREAS

2023 was focused on baselining our impact and gathering learnings to take forward. These focus areas will underpin how we continue to build out our programs, set targets, and achieve impact through LIV Green.

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2024 Plans

Planning  
& Reporting

- + Promoting greater integration of sustainability considerations into decision making and roles and responsibilities
- + Improving the efficiency by which event sustainability performance is monitored, measured, and reported back.

Supplier  
Engagement  
& Supply-Chain  
Management

- + Focusing on suppliers operating in high sustainability impact/risk activities and working to embed sustainability as part of their service agreements/ contracts, with commitments aligned to the Potential, Unleashed strategy which are specific, relevant, measurable, and reportable.

Waste  
Management

- + This is not just thinking about how we effectively and responsibly manage materials at the end of their LIV Golf life, but it is also about what materials we procure in the first place.

Carbon Emissions  
and Climate Action

- + Taking meaningful steps to reduce our carbon emissions across our key areas of activity; energy, travel and transport, catering, and supply chain.
- + Commencing work on developing our climate transition plan.

Nature  
& Biodiversity

- + Protecting nature and avoiding damage by identifying and mitigating any nature and biodiversity risks which may emerge due to LIV Golf events and activity. Where the opportunity exists take steps to restore and regenerate nature.
- + Through our activities, find ways to educate and inspire positive action for nature across golf.

Advocate  
& Inspire

- + Finding and inspiring impact and sustainability champions across the business through building strong relationships grounded in engagement and education.
- + Using our platform to educate and engage our teams and fans so our impact and sustainability messages can be amplified.

Diversity  
& Inclusion

- + Ensuring the appropriate policies and actions are in place to encourage an inclusive and diverse workforce and LIV Golf experience.
- + Through effective tracking and reporting, identify the areas where we can improve diversity and inclusion supported by action.





# THE WAY WE LIVE

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# THE WAY WE LIV

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## ABOUT THE PROGRAM

**The Way We LIV underpins the delivery of all our other programs and recognizes that we must ensure our organization and league is true to the principles of Potential, Unleashed.**

**World Class Delivery** - we are working towards ISO-20121 certification, focusing on embedding sustainability within everything we do. Our management systems and processes will reflect our ambitions as an organization.

**Impact Leaderboard** - we will challenge our Teams to compete off the course as well as on it, and reward them for integrating good, sustainable business practices into everything they do.

**Diversity** - we are building a diverse organization across all areas and create an inclusive and accessible business that is welcoming to all.

**Philanthropy** - alongside our Potential, Unleashed programs, we are also making a tangible difference on issues important to our local stakeholders at each course.

## HOW WE MEASURE SUCCESS

We will hold ourselves to account by seeking external verification of our sustainability commitments within **Potential, Unleashed** via an ISO 20121 management auditing system.

Golf's first Impact Leaderboard (coming in 2024) will incentivize and mandate all Teams to support **Potential, Unleashed**.

Embed diversity and inclusion plans in all aspects of our business. We will launch our internal plans in 2024 and all activity will be measured against our Theory of Change and impact measurement framework.

### KEY LONG-TERM OUTCOMES:

- + ISO 20121 certification across LIV Golf's operations
- + Golf's first Impact Leaderboard.

**“Potential, Unleashed is central to the mission and culture of LIV Golf. Our impact and sustainability work highlights the commitment everyone at LIV Golf shares to use our energy, our skills and our platforms to empower young people and make the world a better place, whether it’s by measuring our carbon footprint, or creating opportunities for our Teams to make a difference in our local communities. The values of this mission underpins everything we at LIV Golf, on and off the course. Potential, Unleashed is a truly groundbreaking program that’s already touched the lives of thousands of individuals around the world, and we’re just getting started.”**

+ Lawrence Burian, LIV Golf Chief Operating Officer



# 2023 KEY ACHIEVEMENTS

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## OUR HIGHLIGHTS

+ Developed a sustainability plan that will underpin all our activities

+ Launched a Social Impact and Sustainability Steering Group

+ Educated all our employees on Potential, Unleashed and began to upskill our wider team; starting with our events and partnerships

+ 100% of our Teams actively creating their own Impact & Sustainability strategies and activations

+ Built the initial foundations, policies and processes to enable a sustainable management framework; ISO 2012-1 certification







# WHAT'S NEXT?

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**LIV GOLF**



What's Next?

PLANS FOR 2024

Whilst we are proud of the achievements outlined in this report, our main objective for 2023 was to build foundations for the long term. We are excited to continue that journey into 2024. Here are some of our key objectives for the coming season...

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<b>LIV TO LEARN</b> →	+ Continue LIV To Learn local programs, with partners, supporting even more young people to achieve better education outcomes	+ Launch our LIV To Learn Global Education Program, positively impacting 1,000s more young lives	+ Expand our LIV To Learn program to support refugee communities
<b>TRANSFORM THE GAME</b> →	+ Expand our Transform The Game internship program at UK and US head offices	+ Expand our mentorship program across more LIV Golf events	+ Expand our work to create more accessible and long-term pathways to playing golf for under-represented communities, people with disabilities and women and girls
<b>LIV GREEN</b> →	+ Expand our engagement and delivery against each of LIV Green’s seven priority focus areas at our events <i>(see our priority focus areas on page 33)</i>	+ Deliver internal sustainability training to our employees, Teams and Suppliers	+ Launch our LIV Labs program with a focus on innovation and new technologies that can enable the golf industry to reduce negative environmental impact
<b>THE WAY WE LIV</b> →	+ Launch our Impact Leaderboard, a revolutionary new way to challenge our Teams to compete off the course as well as on it	+ Launch and deliver an internal impact and sustainability training for 100% of LIV Golf employees	+ Continue building our sustainable management framework across the LIV Golf business to support an ISO 20121 certification





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# DEFINING CLIMATE POSITIVE

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**Climate positive will be when LIV Golf has achieved, as validated by relevant and recognized independent third parties, all of the following requirements:**

- + Ongoing measurement of the organization's carbon footprint
- + Taken a reduction-first approach to mitigating greenhouse gas emissions across Scopes 1,2 and 3, across LIV Golf's business operations and events
- + Developed and implemented a climate transition plan
- + Used LIV Golf's platform to help advocate and inspire golfing communities to change their behaviors and take action on reducing their own climate impact
- + At a minimum, offset 110% of our unavoidable emissions using a credible and transparent offsetting strategy

## WE WILL COMMIT TO:

- + This being a strategic priority, signed-off by the Board and senior management
- + Sufficient resources being made available to deliver this commitment
- + This being a short and long-term priority
- + Persevering when things get challenging, acknowledging the scale of our ambition

**+ We recognize the importance of being transparent about our definition and what we are trying to achieve within our Climate Positive ambition. We are clear about what we mean by Climate Positive and are committed to reporting our progress in achieving it.**

**LIV GOLF**



What Is Included Within Our

# CARBON FOOTPRINT?

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LIV GOLF AS A BUSINESS

LIV Golf Central Operations:

- + Gas, Electricity, water and waste of offices
- + Non-event business travel: *Flights, accommodation, expensed mileage*
- + Non-event related procured goods and services

LIV GOLF EVENTS:

- + Mains gas and electricity
- + Fuels consumption
- + Waste
- + Water consumption
- + LIV Staff and Event Management Company (EMC) Staff travel
- + Expensed mileage
  - *Flights*
  - *Accommodation*
  - *In-event transport*
- + Catering
- + Uniforms
- + Merchandise
- + Branding
- + Infrastructure (permanent and temporary)
- + Logistics/freight
- + Volunteer travel and accommodation
- + Team/player travel to/from events (where LIV Golf has data visibility)
- + Team/player accommodation at events
- + Other event related procured goods and services
- + Fan travel

OUT OF SCOPE

- + Fan TV and streaming
- + Social media and website
- + Non-LIV Golf event related team and player activity





# DATA QUALITY

The best data available, in the time constraints of the reporting period, has been used to calculate LIV Golf’s carbon footprint for 2023. The below data quality summary provides an overview of the data quality for each activity category. As we continue to measure our carbon footprint over time, we will also prioritise how we continually improve quality of data making up our carbon footprint.

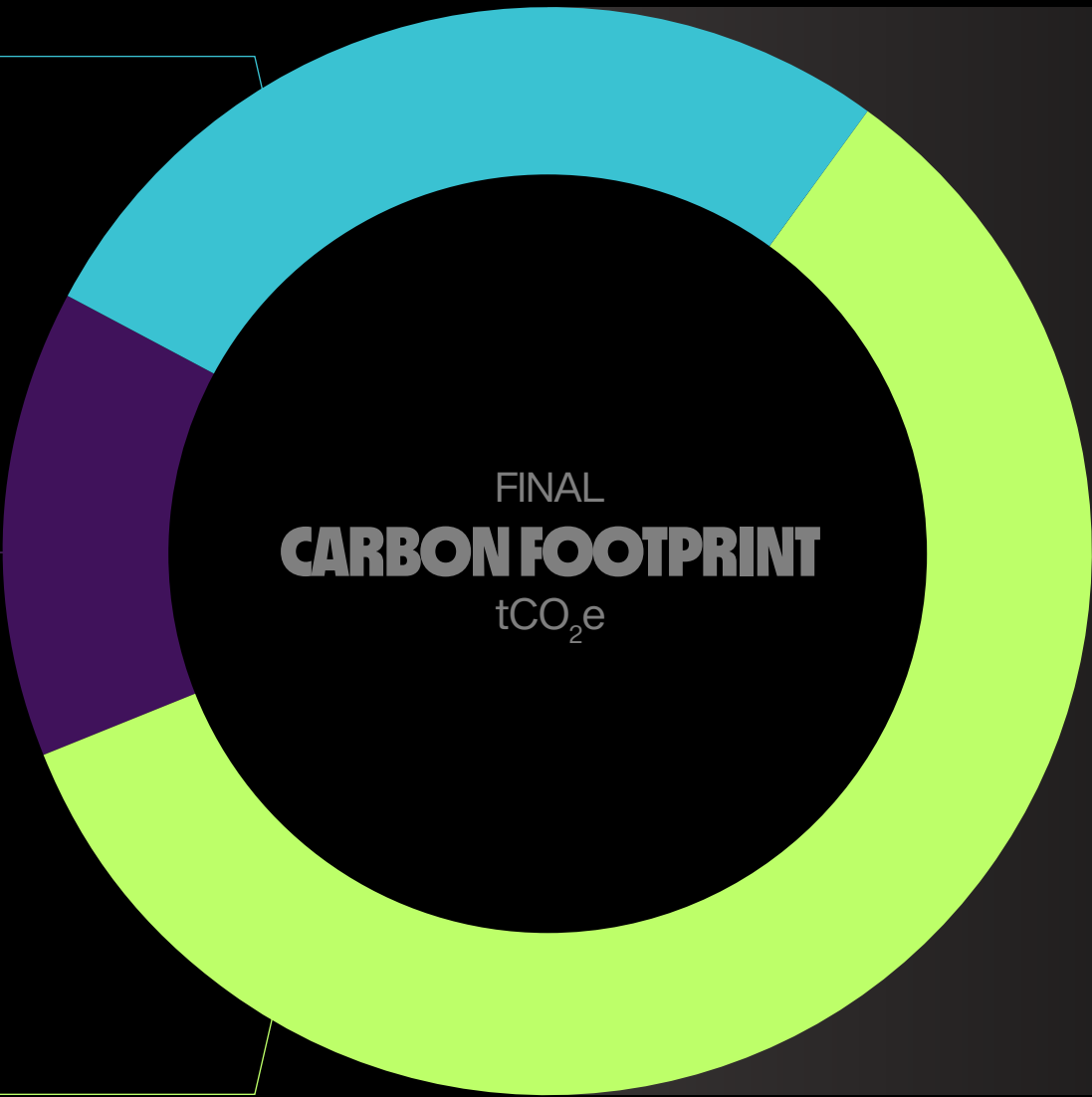
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LOW - 1  
28%

HIGH - 3  
14%

MEDIUM - 2  
60%



EMISSIONS FACTORS USED:

- + Department for Energy Security and Net Zero and Department for Business, Energy & Industrial Strategy (2023)
- + One Carbon World (2023)
- + IOC Carbon footprint methodology
- + ADEME environmental data

HIGH

All activity data is provided by the relevant data owner. All data is substantiated by relevant sources and evidence.

MEDIUM

Over 50% of the data is based on activity data provided by the relevant data owner, with the remainder supported by reasonable assumptions and estimates. Reasonable assumptions and estimates may include extending the sample size to the actual data and / or applying physical, economic or industry proxies. Activity data and reasonable assumptions should be substantiated and evidenced.

LOW

No activity data available. The majority of the data derives from financial/spend proxies or industry and sector benchmarks. All assumptions and proxies should be substantiated and evidenced. Activity data and reasonable assumptions should be substantiated and evidenced.

SCOPE	ACTIVITY	DATA QUALITY
1	Natural Gas consumption	Medium
1	Fuels consumption	Medium
2	Electricity consumption	Medium
3	Event supply chain	Low
3	Non-Event supply chain	Low
3	Catering meals provided by the event	Medium
3	Spectator catering	Low
3	Branding	Medium
3	Merchandise	High
3	Uniforms	High
3	Waste	Medium
3	Water consumption	Medium
3	Staff travel and accommodation (events)	High
3	Event provided transport	Medium
3	Volunteer travel & accommodation	Medium
3	Player travel & accommodation	High
3	Broadcast travel	Medium
3	Fan travel & accommodation	Medium
3	Non-event business travel	High
3	Employee commuting	No data – to be measured in 2024



How we will reach our

# 5.4 MILLION TARGET

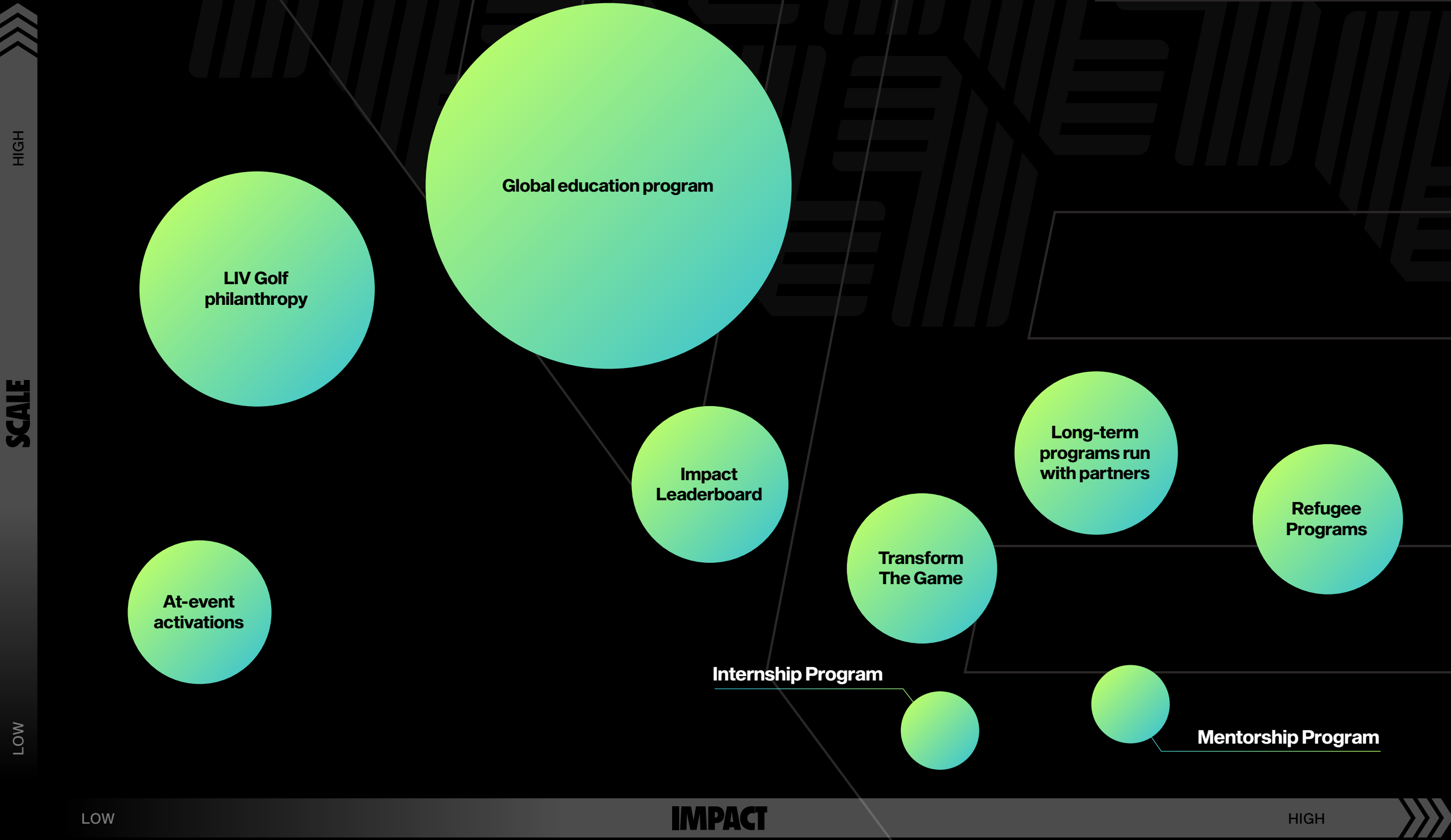
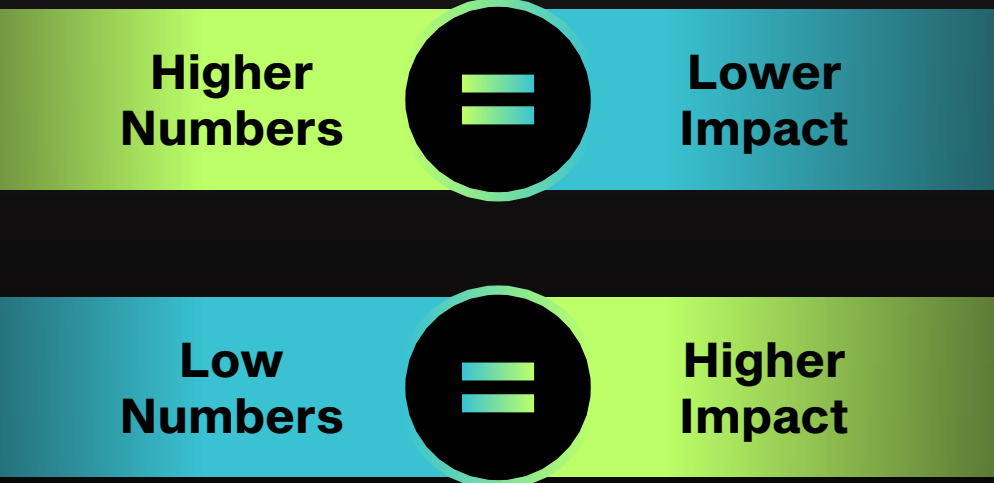
5.4 million is an ambitious target, which represents the magnitude of the impact we want to make. To reach this target, we will need to deliver a mixture of programs and activities, working globally with organizations that share our passion for driving change. This illustrative graphic shows our estimation of how the 5.4m lives will be achieved.

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Typically, there is an inverse relationship between the scale a program can achieve and the depth of impact it can deliver.





Defining Impacting Young Lives

# OUR THEORY OF CHANGE

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Every program within Potential, Unleashed supports our objective to positively impact 5.4. million young lives. Our strategy is grounded in a detailed Theory of Change and impact measurement framework, which includes short, medium and long-term outcomes under each program, you can find an overview framework of our Theory of Change below. The activities and programs delivered will help affect ‘broader impact’ for large numbers of young people or ‘deeper impact’ for smaller numbers of young people who need it most. Every program or activity, delivered by LIV Golf or with partners, is measured against our impact measurement framework using quantitative and qualitative methods to measure the positive affect activities are having on the young people involved.

## What we measure: ‘Positively impact 5.4 million young lives’

Broader impact

Deeper impact

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES			IMPACT
Resources LIV Golf use to make Potential, Unleashed happen	All the actions taken in programs across Potential Unleashed	Tangible products, as a result of the activities	<b>THE CHANGE WE ACHIEVE</b> The changes for people and communities influenced by program activities under Potential, Unleashed split into short, medium and long-term outcomes. The longer- term the outcomes, the less direct influence LIV Golf has on achieving the desired change.			<b>WHY WE DO IT</b> Long-term changes in our society we hope to see as a result of all the actions we take
			SHORT	MEDIUM	LONG	
			Young people think... (the changes in beliefs experienced by young people)	Young people do... (the changes in behaviour experienced by young people)	Young people have... (the changes in what young people have over time)	

OUTCOME JOURNEY





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