**Executive Summary**

At a confluence of accelerating climate change, unprecedented technological advancement, and increasing corporate and government transparency, global systems are reaching a level of complexity never seen before. Much about how the future will play out is unknown. But what is clear is the need for a more sustainable structure to all organizations, and only those that are willing and able to adapt will survive. Few industries have a greater need for this change than golf, a sport that has shown significant decline in social and cultural relevance in recent decades due to controversial business practices and varying perspective on environmental impact. For this reason, Greener Golf was formed. Greener Golf seeks to help businesses prepare for this needed level of resiliency, and any organizations or individuals willing to partner with us will not only adapt but flourish in what many have dubbed the “next industrial revolution”.

Greener Golf aims to address one of the least sustainable industries in one of the least sustainable cities, Phoenix, Arizona. Golf was chosen as the specific focus due to its significant impact on both the landscape of the state and its water reserves. The proposal began by calling for several improvements to water irrigation infrastructure and landscaping at one golf course in the valley. In time, however, new opportunities were identified, and the project took on a different form; one that had the potential to get at the core needs of the golf industry while reaching a larger audience. It was at this point that Greener Golf was reestablished as a driving force for sustainability advocacy and education. The vehicle for this advocacy is now GreenerGolf.org, a platform where golf managers, workers, vendors, players, and entrepreneurs alike can come to learn about sustainability efforts and solutions in the golf world. It also serves to connect a network of like-minded individuals with the common goal of bringing sustainability to the sport they love. With the right vision and partnerships, a robust, adaptable, resilient, and inclusive business model can be achieved, elevating the game for future generations.