



Project Summary Introduction

The purpose of Golfpreserves® is to create a self-sustaining funding mechanism for the environmental stewardship of golf course facilities. Through the processes of photosynthesis and plant growth, the turfgrass at golf courses has been removing carbon dioxide from the air and trapping it in the subterranean root structures of the grass at a yearly significant rate. Until now, that sequestered carbon asset could not be mobilized to be used in a meaningful and productive way. Golfpreserves® proposes to help familiarize the golf industry with this asset and then implement a plan to bring it to beneficial use. The project would fund research and development to help understand and answer the environmental and energy use questions that face golf as it moves into the future. Golfpreserves® would bring together golf organizations representing all aspects of golf to understand and support this effort.

Golf course owners would be asked to participate in the project by investing the carbon sequestered beneath the turfgrass at their courses with others to form the pool of carbon assets necessary for the project to be successful. Golfpreserves® would then aggregate these assets, obtain verification, meet the required standards, create the Carbon Certificates, maintain the proper auditing and document integrity, market the instruments to golf-related and supporting industries that will need them in the coming regulatory environment, disburse the funds generated to the not-for-profit organizations that will make the actual research investment decisions, and provide complete financial records to the participants. Revenue generated would be divided two-thirds for research and one-third to maintain and operate the program, thereby having no upfront costs to the participants. The program operates on the funds it generates. This program would operate as long as there was a market for carbon certificates and there were participants.

In addition, Golfpreserves® has partnered with [Crispin, Porter + Bogusky](#), a major respected public relations firm, to provide the marketing message for this program. The basic message would be that golf as an industry is moving forward to help itself by using it's own assets to improve the environmental stewardship of it's courses while helping the world by removing a large amount of CO₂ from the air.

Golfpreserves® welcomes your questions and comments. Please address them to:



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