Pioneering Low Carbon and Sustainable Tourism in Mission Hills

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Overview of Mission Hills Group

- Found in 1992, with staff over 14,000 now
- The first golf club in China to get the ISO 14001 certification in 1999
- In 2004, we have been accredited the “World’s Largest Golf Club” by the Guinness World Records.
- Awarded the title of National AAAA and AAAAA tourist Attraction status by the China National Tourism Administration (CNTA) in 2001 and 2011, respectively.
- Awarded the title of “National Low Carbon Tourism Demonstration Area” in 2012
The concept was first raised by Mission Hills founder Dr. David Chu in the National Committee Meeting of the Chinese People’s Political Consultative Conference in March 2010.
Key works in promoting sustainable tourism

- Zero wastewater discharge
- Plant waste recycling in scale
- Biodiversity protection in golf resorts
- Eco-design in new golf resorts
- Energy saving
- Social program
Zero Wastewater Discharge

- Reuse 100% of wastewater for golf course irrigation
- Collect both natural rainwater and grey water from our sewage treatment plants and constructed wetlands and pump them to artificial lakes for golf course irrigation

Saving 4,000,000 m³ of water every year (RMB 12,000,000)
We reuse our own waste

• Organic waste materials such as leaves and trimmed tree branches are collected from golf courses and converted into organic fertilizer for plant nurseries and cultivation.

• The plant waste recycling not only helps greatly reduce the amount of plant waste sent to landfill sites but also reduces the consumption of chemical fertilizer for plant nurseries and cultivation.

Reduce 300 tons of plant waste every year
Biodiversity in our golf courses

- Birds

- Black-collared Starling
  (*Sturnus migricolli*)

- Greater Coucal
  (*Centropus sinensis*)

- Collared Scops Owl (newly hatched)
  (*Otus lettia*)

- White-breasted Waterher
  (*Amaurornis phoenicurus*)

- Long-tailed Shrike
  (*Lanius schach*)
- Butterflies

Paris Peacock
(*Papilio paris*)

Red-base Jezebel
(*Delias pasithoe*)

Tailed Jay
(*Graphium agamemnon*)

Common Jester
(*Symbrenthis lilaea*)

Club Silverline
(*Spindasis syama*)
- **Dragonflies**

  - Green Skimmer (*Orthetrum sabina*)
  - Variegated Flutterer (*Rhyothemis variegata*)

- **Amphibians**

  - Gunther’s Frog (*Rana guentheri*)
  - Asian Common Toad (*Bufo melanostictus*)
Wildlife Species in Mission Hills

Mammals (4 species)
- Squirrel, Wild boar, Fruit bat, Pangolin

Birds (32 species)
- Little Grebe, Chinese Pond Heron, Black-crowned Night Heron, Little Egret, Great Egret, Black Kite, Crested Serpent Eagle, White-breasted Waterhen, Spotted Dove, Indian Cuckoo, Plaintive Cuckoo, Common Koel, Greater Coucal, Savanna Nightjar, Barn Swallow, Grey Wagtail, Red-whiskered Bulbul, Chinese Bulbul, Oriental Magpie Robin, Common Blackbird, Yellow-bellied Prinia, Common Tailorbird, Fork-tailed Sunbird, Masked Laughing Thrush, Long-tailed Shrike, Hair-crested Drongo, Asian Azure-winged Magpie, Common Magpie, Collared Crow, Black-colared Starling, Crested Myna, Eurasian Tree Sparrow

Amphibians and Reptiles (5 species)
- Asian Common Toad, Asiatic Painted Frog, Gunther's Frog, unidentified gecko and snake

Butterflies (14 species)
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MISSION HILLS ARE RICH IN ECOLOGICAL RESOURCES.
Sustainable golf resorts

- We turned a barren land in Shenzhen and Dongguan, and a bed of ancient lava rock in Haikou to green fields.
- We utilized the volcanic rocks onsite to build the golf courses and other premises.
Energy saving in Mission Hills

- Heat recovery system to recover the heat energy from the central air-conditioning system of our hotels for water heating for our hotel guests
- Adopt solar energy for lighting and water heating.
- Use bicycles, which have zero carbon emissions, for security patrols in certain areas in the golf resorts to reduce fuel consumption.

Saving **3,200,000 kwh** of electricity every year (RMB 3,840,000)
Communications

"Building a Green and Eco-Friendly Golf Resort" on 5 June World Environment Day

Environmental column in quarterly Mission Hills Magazine

The world largest human QR code for promoting sustainable development
Awards

- **International Green Apple Awards for Environmental Best Practice 2012 – Gold** by The Green Organization
- **Hong Kong Green Awards 2012 - Green Management Award (Large Corporation) - Service Provider – Gold** by Hong Kong Green Council
- **National Low-Carbon Tourism Demonstration Area (2012)** by All-China Environment Federation
- **The International Awards for the Livable Communities 2004 - Environmentally Sustainable Projects - Gold Award in Environmentally Sustainable Projects and Winner for Natural Project** by The International Awards for the Livable Communities
- **National 5A Level Tourist Attraction** by the country’s National Tourism Administration
Social Benefit

Contributions in Sport

• Organize more than hundreds of international golf, tennis, snookers and cycling tournaments, this helps to promote the golf and other sports development in China

• Teach youngsters and train up world class golf players by providing different golf and sports training program and tournament e.g. Mission Hills Jack Nicklaus Junior Championship
Social Benefit

- Lead the special advisory council for the Beijing 2008 Olympic Bidding Committee and helped to successfully secure the Games for China in Moscow on July 13, 2001
- Assisted Shenzhen City in its successful bid to host the 2011 World University Games; the golf and tennis competitions will be carried out at Mission Hills
- Acted as a major sponsor of the 2009 East Asian Games in Hong Kong
Social Benefit

Contributions in Education

• Provided endowments to Nanjing University, Nankai University, Shenzhen University and numerous elementary schools in undeveloped regions of China, including schools in Yunnan, Sichuan, Guizhou and Shanxi.

• Supported the establishment of the Physical Education & Sports Science School at the South China Normal University.

• Funded a Physical Therapy Masters Program co-developed by Hong Kong Polytechnic University and Huazhong University of Science and Technology; the program has produced over 200 internationally accredited physical therapy masters to date.
Economic Benefit

- Annual amount of tax to Guanglan Government accounts for 1/3 of the total tax income of the whole Guanlan town
- ~1.8 million visitors come to MH every year, which 1.2 million visitors are coming from overseas including North America, Europe, Southeast Asia, Japan, Korea and Taiwan, Macau and Hong Kong, etc.
- Support the retailers and manufacturers of Golf equipment and accessories in Guanlan
- To support the rapid industrial growth in the region, SZ government has improved the transportation and highway system between Guanlan and Shenzhen