



THE NEXT STEP

FROM CHANGE TO OPPORTUNITY

AMSTERDAM
2-4
DECEMBER 2009

Speaker profile Jonathan Smith

Jonathan Smith is Chief Executive of the Golf Environment Organisation an international non-profit body specialising in sustainable golf.

For the last 13 years he has been a leading figure in the golf environment field, developing practical, solutions based programmes; developing guidance; coordinating golf / environment research; formulating campaigns and education programmes; and working with government and environmental agencies on regulatory policies for golf.

He has established GEO as a recognised authority on the subject, and developed the organisation's approach around partnership working, transparency and objectivity, with a positive outlook for what golf can deliver for people and the environment.

His diverse practical experience ranges from on the ground, advisory roles to organisational and strategic planning, combining strategic 'sustainable golf' perspective with hands on know-how in greening golf facilities, golf developments and golf events.

Jonathan participates in a number of international committees on the subject of golf, the environment and sustainability.

He has written numerous articles and papers on the sustainability of golf and regularly organises and presents at a wide range of international golfing and environmental events.

His qualifications include a Masters Degree in geography, combined with further education and experience in estate management, ecology, forestry, public access and environmental education. He is a full member of the Institute of Ecology and Environmental Management.

He lives near Edinburgh, and is married with four children.

