



# NEWS RELEASE

29 December 2023

## ATP CARBON TRACKER WRAPS SUCCESSFUL FIRST SEASON; PLAYERS RECOGNISED

**LONDON – The first-ever ATP Carbon Tracker season has come to a close. The award-winning app has seen more than 200 ATP players engage and 6.55 million km of travel tracked this year.**

Professional players travel to more than 250 events in 50 countries across the ATP Tour and Challenger Tour each season. **Carbon Tracker**, developed in collaboration with Infosys, Digital Innovation partner of the ATP Tour, enables players to track their tournament travel, understand their emissions and make more conscious travel decisions.

Players can then mitigate their impact by purchasing verified carbon credits via Gold Standard, a leading sustainable development standard and climate action partner of the ATP. A carbon credit, sometimes called a carbon offset, represents the certified reduction or removal of one tonne of carbon dioxide equivalent (tCO<sub>2</sub>e) from the atmosphere.

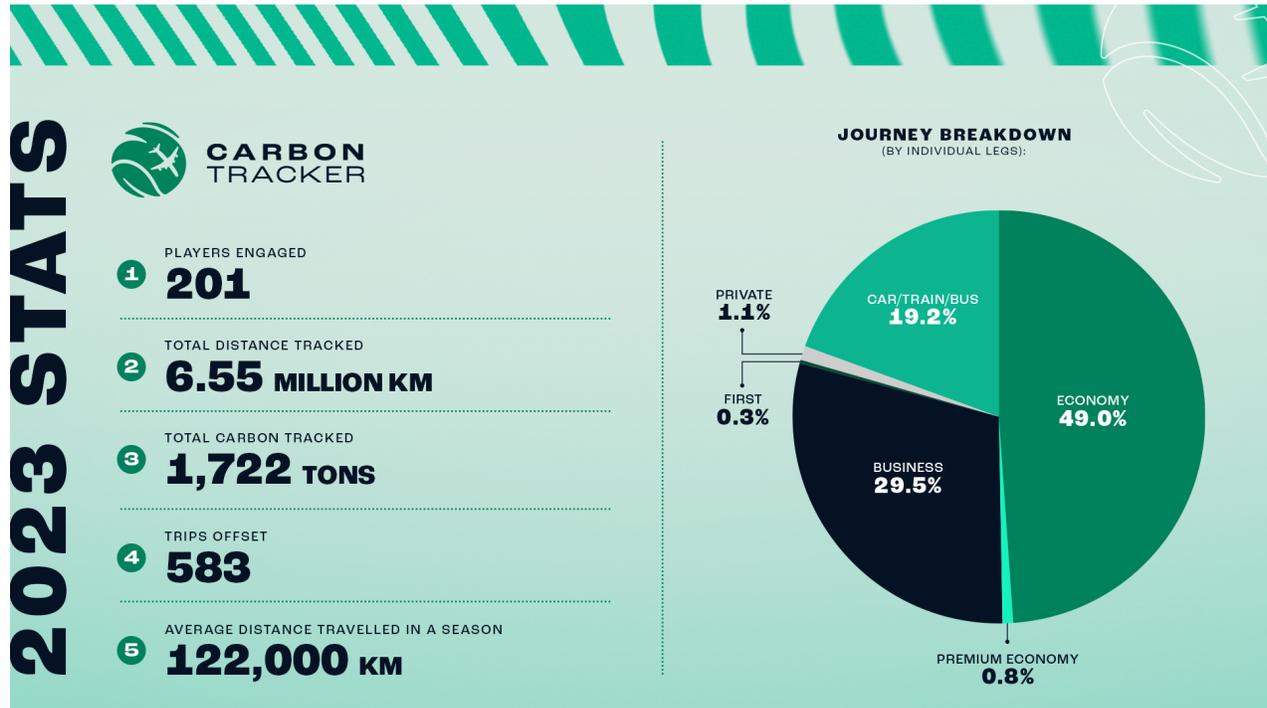
Players competed each week for position in the Carbon Tracker leaderboard, which was decided by a number of factors including percentage of tournaments offset, players' "Quiz Score" from completing education quizzes in the app, number of tournaments played and tonnes of CO<sub>2</sub> offset.



The Top 3 players in the year-end standings will now split a **\$100,000** prize pool, donated to support environmental sustainability initiatives of their choice. All players who have offset 100 per cent of their travel this season will also receive a Carbon Tracker **Green Badge**, displayed on their ATPTour.com profile page.

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The app's long-term ambition is to inspire greener travel on Tour. A dashboard presents players with a breakdown of their emissions and illustrates the impact of different travel choices. Aggregated data also enables ATP to track key metrics at a Tour level season on season.



In addition to emissions impact, each Gold Standard project players supported through Carbon Tracker created social value for communities, certified against multiple UN Sustainable Development Goals.

**Mackenzie McDonald, ATP Player, said:** "I've had a really positive experience using Carbon Tracker this season. Seeing how the miles and tonnes add up, and the impact that different modes of travel have. It's definitely made me more mindful. Finishing the year as No. 1 in the leaderboard, and being able to give back, is additional motivation. I look forward to seeing where the ATP takes it."

**Ben Shelton, ATP Player, said:** "The amount of travel we do on Tour is no joke. This was my first full year on Tour and using the Carbon Tracker to track my journeys made me so much more aware of the impact my travel has on the environment. I have become more conscious of this and look forward to supporting climate projects and offsetting my CO2 emissions in 2024."

**Cameron Norrie, ATP Player, said:** "Protecting the environment is something that has been really important to me for a long time. I try what I can to minimise my impact, especially at home, but travelling for tennis has always been a challenge. It's been great supporting the Carbon Tracker initiative from the start as it is a great way to begin to lessen the impact that our travel has on the environment, and I'm glad other players have taken part in this as well."

**Massimo Calvelli, ATP CEO, said:** "Carbon Tracker has been a breakout success this season. It's been great to have players engaging in discussion about climate and taking concrete actions. Never before have we had such clear insight into our travel impact, which is key for tracking and steering our progress. We'd like to thank the players for stepping up and our partner Infosys, who worked hand-in-hand with us on this innovative venture. We're excited to continue the ATP Serves journey in 2024."



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Earlier this month, Carbon Tracker was announced as a [2024 Winner of the German Design Awards](#), recognising excellent communication and app design. Carbon Tracker begins its second season in 2024.

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## **About The ATP**

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

## **About Infosys**

Infosys is a global leader in next-generation digital services and consulting. Over 300,000 of our people work to amplify human potential and create the next opportunity for people, businesses and communities. With over four decades of experience in managing the systems and workings of global enterprises, we expertly steer clients, in more than 50 countries, as they navigate their digital transformation powered by the cloud. We enable them with an AI-powered core, empower the business with agile digital at scale and drive continuous improvement with always-on learning through the transfer of digital skills, expertise, and ideas from our innovation ecosystem. We are deeply committed to being a well-governed, environmentally sustainable organization where diverse talent thrives in an inclusive workplace. Visit [www.infosys.com](http://www.infosys.com) to see how Infosys (NSE, BSE, NYSE: INFY) can help your enterprise navigate your next.

## **About Gold Standard**

Gold Standard ([www.goldstandard.org](http://www.goldstandard.org), @goldstandard) was established in 2003 by WWF and other international NGOs as a best practice standard to help the world #GrowToZero. All Gold Standard-certified projects and programmes accelerate progress toward the Net-Zero ambition of the Paris Climate Agreement while catalysing impact toward the broader Sustainable Development Goals. Its standard, Gold Standard for the Global Goals, allows climate and development initiatives to quantify, certify, and maximise their impacts toward climate security and sustainable development. Certification against the standard provides the confidence that these results are measured and verified, enabling credible impact reporting. ISEAL Code Compliant and backed by a broad NGO Supporter Network, Gold Standard has 2000+ projects underway in over 90 countries, creating billions of dollars of shared value from climate and development action worldwide.