



**GREAT LAKES BAY
INVITATIONAL**



Dow Great Lakes
Bay Invitational

2019 SUSTAINABILITY REPORT



How can a golf event

help build links to inclusion and drive a more sustainable future?



DOW

It starts with commitment and collaboration. From its launch, Dow Great Lakes Bay Invitational (Dow GLBI) organizers, sponsors and hosts have sought to deliver the most sustainable event possible – one that seeks to minimize resource consumption, waste, emissions and other potentially negative impacts on the environment while, at the same time, delivering an enhanced “net positive” social and environmental value.

This report provides an overview of the purpose, scope, activities and achievements of the Dow GLBI’s sustainability strategy. The Dow GLBI is a women’s professional golf tournament held in July at the Midland Country Club in Midland, Michigan. A new event in 2019, the Dow GLBI attracts the world’s best female golfers to compete in the LPGA’s first and only team event. The 72-hole, stroke-play tournament features two-player teams competing in both foursomes and four-ball for a \$2 million purse. This report was prepared with input from the collaborators on the next page.

For more info: <https://www.dowglbi.com/>



About Dow

Dow is the title sponsor of the Dow GLBI. A leading materials science company, Dow partners with its customers and other stakeholders to innovate products essential to human progress, solve some of society’s challenges and create a more sustainable world. Dow’s portfolio of performance materials, industrial intermediates and plastics businesses delivers a broad range of differentiated science-based products and solutions for high-growth sectors such as packaging, infrastructure and consumer care. The company operates 113 manufacturing sites in 31 countries and employs approximately 37,000 people.

Dow believes that collaborating in new and meaningful ways is essential for the transition to a sustainable society. Guided by its 2025 Sustainability Goals, Dow is invested in groundbreaking partnerships to help enable a low-carbon future, advance a circular economy and increase the understanding of how businesses can better value nature, among other issues.

For more info: www.dow.com



About Midland Country Club

Founded in 1928, Midland Country Club (MCC) is a private facility that provides golf and other recreational and social activities for its more than 700 members and their families. The club hosts more than 3,000 functions a year, including business meetings, corporate events, weddings and receptions, private dinners and more. MCC is committed to sustainability and joined GEO’s OnCourse® program in 2018.

For more info: www.midlandcc.net



About Octagon

Operating out of 50 offices in 22 different countries, Octagon is the world’s largest sports and entertainment agency with more than 30 years in sports marketing, sponsorship, and athlete and talent representation. The company employs 800 people around the globe. Octagon Marketing, one of Octagon’s two business divisions, works with corporate clients to handle corporate sponsorship and event management. As event managers for the Dow GLBI, Octagon opened offices at 117 E. Main Street in Midland to help plan, coordinate and promote the Dow GLBI and support its goal to become one of the most socially and environmentally responsible golf tournaments.

For more info: www.octagon.com



About GEO Foundation

GEO Foundation is the only non-profit in the world entirely dedicated to advancing sustainability in and through golf. Working collaboratively with stakeholders across golf, government, civic society, academia and the wider sporting world, GEO has developed a suite of custom-built sustainable development programs for golf – for existing courses, new developments and golf tournaments. These OnCourse® programs are underpinned by comprehensive sustainability standards that address a wide range of relevant social and environmental issues across Nature, Resources and Community themes. GEO Certified® is the internationally endorsed label for sustainable golf and is accredited by the ISEAL Alliance, the global body that represents some of the world’s most recognizable and trusted ecolabels – including Fairtrade, Forest Stewardship Council, Marine Stewardship Council and Rainforest Alliance.

For more info: <https://sustainable.golf>





Photo courtesy of the Midland Daily News

Contents

1	Introduction	7
2	Tournament Approach to Sustainability	8
3	Verification and Certification Process	10
4	Summary of Practices, Highlights and Key Performance Indicators	12
	A Venue	14
	B Staging	16
	C Legacy	21
	D Communications	24
5	Continual Improvement: 2019 to 2020	27
6	Appendix	28



“
 The impact of this event will extend far beyond the golf course, as this unique partnership offers a great platform to build our community and explore the intersections between golf, our business and life, especially in the areas of sustainability and inclusion.
 ”

Dow CEO Jim Fitterling



1 | Introduction

Dow recognizes the transformational power of sports. Sports can be a catalyst for driving inclusion and sustainability. They can foster community and collaboration. And they can enhance economic impact in the communities where they take place.

In recognition of this, Dow is proud to be the title sponsor of the Dow Great Lakes Bay Invitational (Dow GLBI). In support of its 2025 Sustainability Goals, Dow’s sponsorship stretches far beyond financial support and engages its people and the Great Lakes Bay community for impact. In collaboration with tournament organizers, Dow has shaped the sustainability strategy of the tournament and contributed its expertise in measuring the tournament’s environmental, social and economic impacts on local communities. The Company has organized events that advance inclusion and sustainability in the community. It also has engaged thousands of children with programs that promote STEM skills and a mindset of inclusion.

Following a concerted team effort from all the tournament’s organizers and delivery partners, and with concrete commitments to the future, the 2019 Dow GLBI has:

- Successfully passed through the official verification process undertaken by the Council for Responsible Sport (CRS)
- Met all the required criteria of golf’s voluntary standard for sustainable golf tournaments
- Been awarded GEO Certified® Tournament status, having achieved 45 out of 56 credits sought.

Dow and all the tournament organizers are proud to be the first-ever professional golf tournament to receive this recognition during its first year of operation and the first event on the LPGA Tour to be GEO Certified®. Inside this report, you’ll find a summary of the actions we undertook to advance sustainability in and through golf during the 2019 Dow GLBI, the results generated, and how we plan to continually improve during future editions of the tournament.

MORE THAN JUST A GAME: SPORTS AND SUSTAINABLE DEVELOPMENT

The United Nations’ 2030 Agenda for Sustainable Development recognizes sports as an important enabler of sustainable development, particularly around the following Sustainable Development Goals:



2 | Tournament Approach to Sustainability

The five-year Dow GLBI Sustainability Commitment and Action Plan was developed and launched in 2019 to support the Dow GLBI, an LPGA Tour event held from July 15-20, for the first time at the Midland Country Club in Michigan. The Dow GLBI action plan emanates from, and is fully supported by, the tournament staging and organizing teams, which include Dow, the Midland Country Club and Octagon Marketing.

Addressing Sustainability Issues

Together, these collaborators are working to go beyond business as usual in hopes of building one of the most sustainable sport events and golf tournaments globally, and to set new expectations for tournament staging and promotion on the LPGA Tour. Building on Dow's 2025 Sustainability Goals, we are connecting and collaborating to help encourage a more inclusive and sustainable community through sport while also supporting business success at the intersection of sustainability, innovation and citizenship. Through 2023, the organizing team seeks to extend action and increase positive results in the following areas:

- Minimizing and mitigating impacts on climate
- Protecting and enhancing biodiversity
- Advancing resource efficiency and a circular economy
- Increasing access, equity, diversity and inclusion
- Inspiring others beyond the event

The inaugural Dow GLBI attracted more than 35,000 spectators across six days. While bringing together such a large number of people can lead to negative environmental impacts, the Dow GLBI set up a plan and took strong steps to reduce the tournament's environmental footprint and increase positive social impact.

Year One Sustainability Activities at the Dow GLBI

Initial activities in 2019 were centered on developing a foundation of policies and priority actions that will be built on and innovated year after year. 2019 actions included:

- Distribution of Sustainable Procurement Code and best practices to all tendering vendors. The code spans waste and recycling, transportation, water resource management, energy and power, and catering.
- Engaging Northwood University students as part of their sustainable management classroom projects. Some student projects were implemented and resulted in innovation credits through the GEO certification process.
- Strong emphasis on STEM education and learning across on-site spectator experiences.
- Commitment to tracking, reducing, mitigating and external reporting of the tournament carbon, water and waste footprints.
- Creation of an event app to enhance guest experience, streamline communication and reduce paper waste.
- Developing a new sustainability webpage at www.DowGLBI.com and associated communications.
- Hosting SOAR, an immersive inclusion and leadership experience that included Dow customers, suppliers and community leaders, as well as nationally known influencers, decision-makers and change-makers, for collaborative discussions about diversity and inclusion, leadership and empowerment.
- Creating a Green Team of volunteers, as well as a video and materials, to educate and encourage GLBI participants to recycle and minimize waste.
- Tracking and third-party verification against the GEO Certified® Tournament Standard/Criteria.

Driving 'Net Positive' Outcomes Over 5 Years

2022-2023



Thought Leadership: **BLUEPRINT**

Net-Positive Water Impact – Clean Power – Circular Economy – Golf Accessibility – Global Outreach & Influencing

2020-2021



Innovation: **HANDPRINT**

Water Innovation – Ecosystem Enhancement – Carbon Offsetting – Educational Partnerships – Ambassador Support

2019



Baseline: **FOOTPRINT**

Strategy – Best Practices – Procurement – Business Engagement – Venue Operations – STEM and Inclusion & Diversity – Accessibility – Monitoring & Recording – Carbon and Water Footprint – Certification – Reporting



By working with our associates at GEO Foundation and the LPGA, we aspire to achieve the highest standards of delivery and integrating resource efficiency, environmental protection and social inclusion.

Chris Chandler, executive director, Dow Great Lakes Bay Invitational

3 | Verification and Certification Process

The official tournament audit and verification process was carried out by the independent verification body the Council for Responsible Sport (CRS), accredited by GEO for golf tournament verification in North America.

Verification involved the following activities, using the International Sustainable Tournament Standard as the guide to ensure comprehensive and consistent evaluation of performance.

- Pre-event assessment of submitted tournament documents
- On-site, event-time verification of policies in practice and results
- Post-event evaluation of 2019 tournament data and results

The Council then submitted a full verification report for evaluation by GEO Certification Ltd., a subsidiary of GEO Foundation.

About the Council for Responsible Sport



The Council's vision is a world where responsibly produced sports events are the norm and its mission is to provide objective, independent verification of the socially and environmentally responsible work that event organizers are doing, and to actively support event organizers who strive to make a difference in their communities.

The Council first offered third-party certification of event production practices according to a stakeholder-reviewed collection of sport-industry best practices standards in 2007.

GEO is proud to work with the CRS. They have a shared vision and mission, which combines to offer golf tournaments the most effective pathway to credible recognition.

 Find out more about the council at www.councilforresponsiblesport.org.

GEO Certification Review

GEO undertook a full review of all tournament and verification materials and evidence, ensuring:

- Comprehensiveness – that activities undertaken touched on all elements of the Tournament Standard
- Consistency – that the verification approach was balanced, well weighted and with consistent depth of evaluation across criteria
- Accuracy – matching the verification report with evidence submitted by the tournament to ensure statements and claims were accurate



“

It's always very exciting when a large event steps forward with clear goals and ambition to deliver on issues that are of tremendous importance to the local community and society at large.

Jonathan Smith, Executive Director of GEO Foundation

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4 | Summary of Practices, Highlights and Key Performance Indicators

Event Elements

A comprehensive audit of all key elements of the event was undertaken.



VENUE



STAGING



LEGACY



COMMUNICATIONS

Actions

Specific actions in tournament operations were assessed against the international GEO standard.

<input checked="" type="checkbox"/> Planning	<input checked="" type="checkbox"/> Resource Management
<input checked="" type="checkbox"/> Site Protection	<input checked="" type="checkbox"/> Access and Equity
<input checked="" type="checkbox"/> Procurement	<input checked="" type="checkbox"/> Community Legacy

Sustainability Themes

Performance has been assessed across three key sustainability themes.

 Protecting Nature	 Conserving Resources	 Supporting Communities
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By the Numbers

The Dow GLBI, the LPGA's only team tournament, is committed to creating a sustainable event with a positive legacy. Here are highlights from the first Dow GLBI, held July 15-20, 2019.



COMMUNITY IMPACT			ENVIRONMENTAL IMPACT		
 250+ community partners and sponsors	 2,000+ children experienced STEM activities at Dow GLBI's Sports Center	 40 girls ages 13-18 participated in LPGA Leadership Academy at the Midland Country Club	 68% of waste generated recycled or reused	 80% of signage to be reused in future	 26% of Dow GLBI-issued shirts made from recycled PET plastic
 600+ children attended The First Tee Junior Clinic at Currie Golf Course	 1,000+ volunteers	 5,500+ students introduced to First Tee's golf and life skills curriculum	 >1,000 pounds of prepared and unused food donated to the Food Bank of Eastern Michigan	 Dozens of Green Team Volunteers educated spectators on proper recycling at the Dow GLBI	 Comprehensively measured Dow GLBI's carbon footprint and established a baseline
 69 regional vendors participated in Eat Great	 28,214,989 total steps taken by +1,450 individuals as part of the #TeamUp and Step Up for Healthy Living Challenge		 467 spectators rode bikes to the event	 1,500 pounds of carpeting from hospitality suites donated to Habitat for Humanity for reuse	
 \$12.7M Dow GLBI's direct economic impact to the Great Lakes Bay Region	 35,000 spectators attended Dow GLBI	 9 Special Olympics athletes played 3 holes at the Midland Country Club	First women's event worldwide to achieve GEO Certification		
First GEO Certified® tournament on the LPGA Tour					

As the host club of the Dow GLBI, the Midland Country Club (MCC) is focused on implementing management practices, tools and technologies that save resources and conserve the natural environment. In June 2019, MCC participated in GEO's OnCourse® program and achieved the widely endorsed and accredited GEO Certified® eco-label for commitment and action in fostering nature, conserving resources and supporting community. OnCourse® is an international program that ensures its participants undertake a comprehensive review of sustainable practices, records and tracks key performance data, and creates and shares sustainability practices. These include the golf course, clubhouse, maintenance and facility operations, and supply chain and community engagement.



HIGHLIGHTS

BIODIVERSITY

- To protect ecologically sensitive areas, the Chippewa Nature Center conducted a walk-through of the MCC's 105-acre golf course and provided a nature assessment report in 2019.
- A walking bridge was installed over native plants and a rerouting plan was put in place to help protect native species around the golf course from spectators.
- A Tree Legacy Program focuses on identifying and evaluating every tree on property, with a goal of replacing invasive species with indigenous ones.

RESOURCE MANAGEMENT

- **WATER-SAVING IRRIGATION:** In 2018, MCC improved its on-course irrigation system with individual head controls and satellite capabilities. This, combined with regular use of moisture meters, allows the club to be strategic in its water usage and eliminate unnecessary water waste.
- **SD WASTE2WATER DEVICE:** MCC's Golf Course Maintenance facility has a self-contained device that is used to clean equipment and help protect the environment. Heavy debris, such as grass clippings, is filtered out by a sump pump for later disposal, then remaining wash water and fine solids are separated before the wash water goes into a wash water treatment system. This system biologically removes or neutralizes contaminants, so the grey water is safe to recycle.
- **DOUBLE-FILTRATION SYSTEM:** MCC has two grease interceptors that filter their wastewater before it enters the general treatment system, enabling waste solids to reach an almost untraceable level.
- **ENERGY-EFFICIENT MEASURES:** The MCC clubhouse is designed according to LEED specifications and has HVAC systems to keep its energy usage as low as possible. All rooms also have light sensors.



B | Staging

The Dow GLBI's sustainability program outlines a comprehensive plan to reduce the tournament's environmental footprint and increase social value. In 2019, significant effort was put into establishing baselines for the tournament's carbon, energy and water footprints through work with Dow specialists and in consultation with local stakeholders. The event's direct and associated carbon footprint was tracked, measured and reported, including footprint estimates for vendor, staff, spectator and player travel.

In addition, extensive planning was put into waste management, with a focus on maximizing landfill diversion, local partnerships, education and the longer-term development of necessary infrastructure to move toward a zero-waste event. An estimated 68 percent of the waste generated by the event was recycled or reused.

The Dow GLBI also included more than 30 supporting events that sought to inspire action around issues such as inclusion and diversity, sustainability and community engagement in the Great Lakes Bay Region.

Among the 2019 highlights:

Transport

A major element of any event's environmental impact is through the travel and transport of goods, staff, suppliers and spectators. To reduce the event's footprint:

- Shuttle buses transported spectators from off-site general parking and VIP parking to the Midland Country Club.
- Spectators were encouraged to carpool to minimize their environmental impact and limit the amount of emissions from cars. The Dow GLBI event saw an average of 3.5 people per car, compared to an average of 2.5 people per vehicle at other Octagon-operated events.
- When possible, spectators were encouraged to bike or walk to the tournament. Dow GLBI organizers found that 467 people rode bikes to the event and took advantage of dedicated bike parking near the main entrance.



Waste Management

A comprehensive waste plan was developed with Michigan-based recyclers Schupan & Sons and nonprofit Midland Recyclers to reduce, reuse and recycle as much waste as possible. Actions taken included:

- Waste stations on the course encouraged sorting of trash into three bins: recycling, compostable and landfill. At each station, Green Team volunteers were on hand to educate spectators and vendors about better recycling practices.
- All of the event mesh and scrim were recycled by KW Plastics.
- More than 1,000 pounds of prepared and unused food was donated to the Food Bank of Eastern Michigan.
- Thirty percent of all diverted waste was compostable, and food waste was collected and composted at a local farm.
- Wood pallets were recycled by Midland Recyclers, with a portion converted into serving counters to be used at the Eat Great Hospitality Trail during the 2020 Dow GLBI.
- Eighty percent of signage was printed without dates, so it could be saved for future events.
- Approximately 1,500 pounds of carpeting from hospitality suites were donated to Habitat for Humanity for reuse.
- Twenty-six percent of all shirts distributed at the event were made from recycled PET plastic.

PLASTIC MESH GETS NEW LIFE

You see it at many sporting events: yards and yards of temporary plastic mesh barrier fencing is put in place for crowd control and to keep spectators safe. Although this temporary mesh fencing is widely used because it is lightweight, fast and easy to erect, it often ends up in the landfill after an event is done. At the Dow GLBI, organizers teamed up with recycler KW Plastics, which converted the mesh fencing into post-consumer resin – giving the used plastic a new life!



B | Staging



Water

Four hydration stations were provided to spectators on-site to reduce the demand for single-use bottled water and its associated impacts.

- Reusable water pouches were available for purchase and could be used at hydration stations set up across the golf course.

Energy

Temporary power sources were designed to save energy.

- Courtesy of Special Event Services and Rentals, the Dow GLBI used two hybrid power generators to power a scoreboard as well as the entire main entrance area. Each used 40 percent less fuel and created far fewer emissions than a traditional diesel generator.

Access and Equity

A robust and visible effort was made to engage local children and teens from underserved communities and to serve persons with special needs or mobility issues.

- Free attendance was provided Monday and Tuesday of tournament week, regardless of ability to pay. An estimated 6,000 people attended the tournament on these days.
- Members of the military were offered free admission throughout the tournament.
- Nine Special Olympics athletes played three holes at the tournament.
- Mobility scooters were available for those in need of them, and lactation rooms were available for breastfeeding mothers.
- Attendance was free for children 17 and under.

Social

A diversity of community members participated in the tournament, including hundreds of youth.

- More than 1,000 volunteers from a wide range of groups participated, including 312 students in the youth caddie and standard bearer program.
- Approximately 250 community partners and sponsors were involved with the Dow GLBI.

Responsible Catering

- The Eat Great Hospitality Trail featured 12 restaurants from a four-county area and allowed spectators to sample local food and drinks at various points across the course. Selections included vegan and organic options.
- Food waste, as well as some food service items, were composted.



Case Study:

#TEAMUP FOR A CAUSE

LPGA golfers did their part to make an impact in the Great Lakes Bay Region, long after the tournament was over, by participating in the Dow GLBI's #TeamUp for a Cause Program. Tournament organizers selected 36 charities in the Great Lakes Bay Region that impact STEM, sustainability, inclusion and innovation, and these nonprofits were aligned with two different teams of players. Each team received a contribution worth \$2,000 to donate to their nonprofit and had the ability to earn more for their nonprofits based upon how they played. For example, teams that finished in the top 10 could earn an additional \$5,000 to \$11,000 in contributions. Every participating charity received at least \$4,000, resulting in \$208,000 in contributions to non-profits across four counties. The impact from #TeamUp for a Cause continues to have a positive ripple effect across the region.



C | Legacy

From its inception, organizers of the Dow GLBI have kept social impact and community legacy as a strong focus. During the tournament's first year, numerous events, campaigns and trainings were conducted by the event organizers and tournament sponsor Dow to ensure a positive social impact and to broaden the legacy of the event.

A comprehensive event economic impact assessment was carried out in collaboration with Northwood University's McNair Center for the Advancement of Free Enterprise and Entrepreneurship, which determined the Dow GLBI's direct economic impact to be \$12.7 million to the Great Lakes Bay Region. Overall, charitable contributions associated with the event amounted to more than \$500,000. Tournament organizers worked with local NGOs and community foundations on extensive outreach programs and an innovative #TeamUp for a Cause pledging donation program (see the case study for details).



2019 highlights included:

- Organizers collaborated with community organizations to give youth from the surrounding areas a chance to experience and participate in event activities. More than 2,000 children experienced STEM activities at the STEM in Sports Center, and a total of 22 bus trips were provided at cost to tournament organizers to ensure safe transit of students.
- More than 5,500 students were introduced to First Tee's golf and life skills curriculum, and 600+ children attended The First Tee Junior Clinic at Currie Golf Course.
- To promote healthy living, the Dow GLBI teamed up with MidMichigan Health to launch the Step Up for Healthy Living Challenge, which encouraged attendees to track their steps while at the tournament during the week. More than 1,450 individuals took part in the challenge, racking up more than 28 million steps. This far surpassed the 20 million-step goal and resulted in a generous gift to the new MidMichigan Heart and Vascular Center.



Case Study:

EXPLORING STEM IN SPORTS

How can science make NASCAR racecars safer, faster and stronger? Why are tennis balls fuzzy? Why does a curve ball curve? Children visiting the Dow GLBI were invited to learn the answers to these questions at the STEM in Sports Center, a hands-on exhibit that explored the connection between science and sports. The free exhibit was full of activities and games that children could play – all based on sports and how they relate to science, technology, engineering and math. The exhibit included contributions from local professional sports teams and sports centers, including the Great Lake Loons (baseball) and Saginaw Spirit (hockey) and the Greater Midland Tennis Center. During the week, the Dow GLBI bused in groups of children from across the region, including from local YMCAs, Boys and Girls clubs, and Parks and Recreation programs. The exhibit has since been donated to be used as a traveling exhibit for area schools, science museums and other venues.



C | Legacy

- The Fore Our Future program, in collaboration with Junior Achievement of North Central Michigan, gave student groups an opportunity to operate a concession stand on-site, with profits generated to be donated by charities identified by the student teams.
- Approximately 40 girls ages 13-18 participated in the two-day LPGA Leadership Academy at the Midland Country Club.
- To showcase local talent, area artists were invited to design giant golf ball sculptures, which were placed around downtown Midland, and a contest was conducted to come up with a winning design for the official tournament trophy design.
- In conjunction with a yearlong collaboration with Northwood University, professors incorporated event-specific sustainability projects into the curriculum, and students worked on year-end projects designed to benefit the Dow GLBI sustainability goals. Many projects, such as a plant seed giveaway, were implemented during the event.
- Current military personnel and veterans were granted free access to the tournament and could enjoy a special veterans' hospitality area.



D | Communications

A comprehensive communications strategy was implemented before, during and after the event to help engage and inform the community, and to involve and educate spectators and suppliers in sustainable practices. To ensure a variety of audiences (e.g., general public, attendees, NGOs, nearby residents, local businesses and suppliers) were reached, multiple outlets were employed, including a dedicated tournament website and social media channels, a mobile app, print, on-site signage and the news media.

Engagement Highlights

Spectators and Volunteers

- An event app was launched prior to the event. The app included a separate Sustainability section to help educate attendees on what actions they could take to make the event more sustainable.
- Training videos on buses included focused messages on sustainability and safety for spectators.
- Spectators were introduced to the event's sustainability efforts in the Welcome Center. This display spoke to Dow's 2025 Sustainability Goals and actions, and asked spectators to make a pledge to adopt a sustainable behavior, take a picture of their pledge and share it on their Facebook or Twitter accounts with a designated hashtag, then print the photo on recycled paper and place it on the pledge wall.
- Signage encouraged recycling and educated spectators on waste management during the event, and Green Team volunteers were engaged to increase recycling efforts.
- All volunteer training material covered the event's sustainability goals.

Value Chain

- A procurement code was created and sent to all vendors. Vendors also were educated on the Dow GLBI sustainability goals and were invited to share any of their practices or ideas that may help achieve them.
- A letter to vendors also asked them to share their sustainability goals and achievements. The goal was to establish a baseline and understand how many vendors had sustainability initiatives in place, in hopes of encouraging more sustainable practices among value chain partners in years to come.

Community

- Monthly committee meetings that covered the Dow GLBI sustainability program and specific efforts surrounding the tournament were held with Dow executives, tournament staff and local leaders.
- Multiple community meetings also were held to inform residents of tournament impacts (e.g., traffic, security).

General Public

- Multiple communications were produced, including news releases, a sustainability report, and a social media campaign before, during and after the event.
- Earned media (e.g., newspaper stories, TV reports) also highlighted sustainability and inclusion efforts.

Business Community

- Hosted a sustainability breakfast and forum for community business leaders to identify sustainability issues of interest to the local business community and brainstorm actions that could be undertaken to advance them. The Dow GLBI donated \$20,000 in seed money to launch a local sustainability project identified by the attendees and to be managed by the Great Lakes Bay Regional Alliance.

Case Study:

SOAR FOR INCLUSION

As part of the Dow GLBI, Dow hosted SOAR – an immersive inclusion leadership event for customers, suppliers, employees and community leaders – during the week of the tournament. The event featured a variety of thought leaders, including former U.S. Attorney General Eric Holder, Notre Dame University's Women's Basketball Coach Muffet McGraw and Consumers Energy CEO Patti Poppe. The goal of SOAR was to spark discussions and develop concrete actions to advance inclusion, so attendees would be inspired to foster change in their organizations or communities – thereby creating a ripple effect of positive change.





Photo courtesy of the Midland Daily News

5 | Continual Improvement: 2019 to 2020

The concepts of continual improvement, innovation and setting new and higher targets are an important aspect of GEO Certified® Tournaments. This certification reflects the tournament’s commitment to continue to deliver on its sustainability commitment on a year-by-year basis.

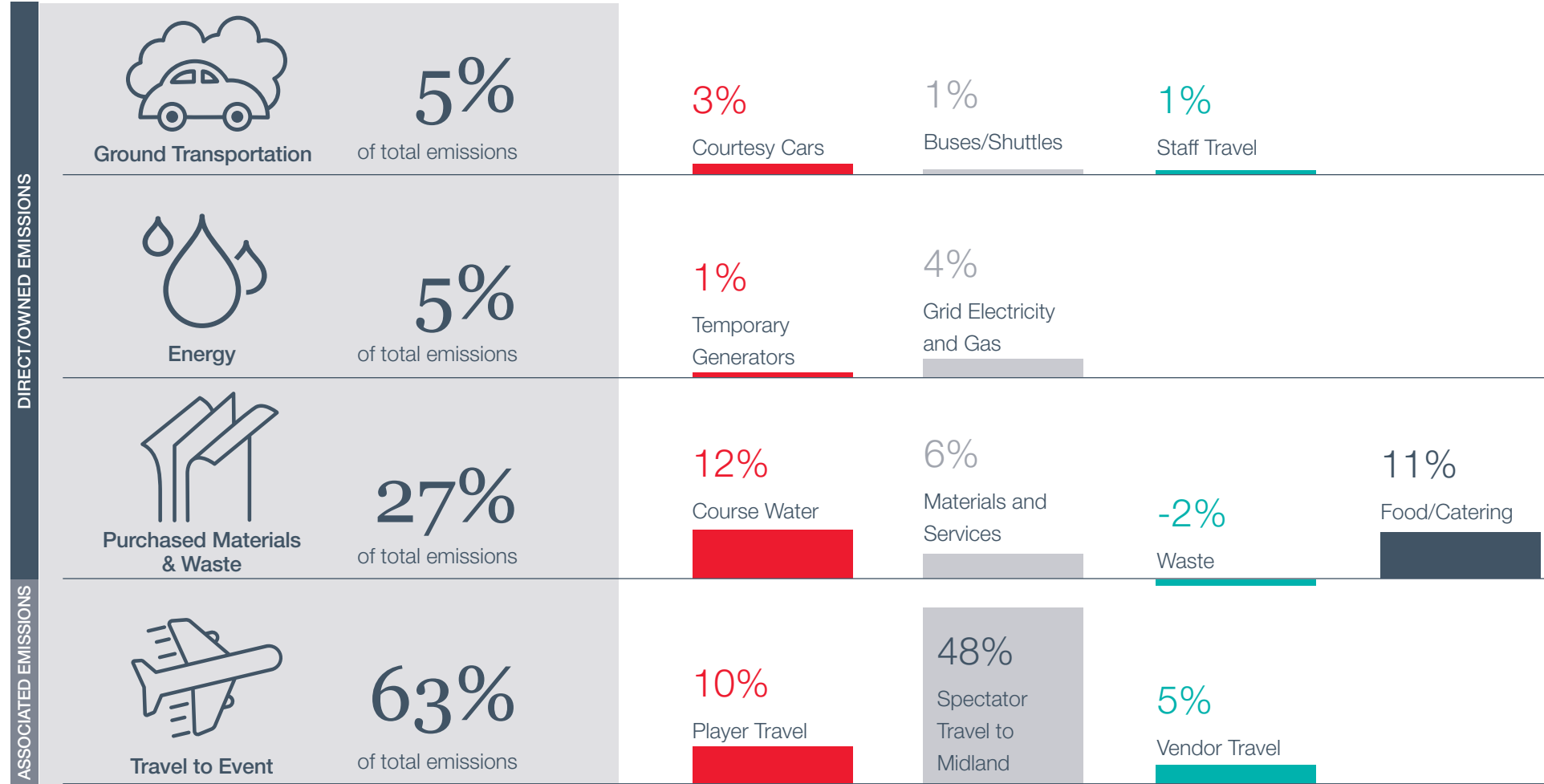
The following Continual Improvement Points were identified in 2019:

Planning & Communications	<p>1.1 Include a section in the Sustainability Strategy Plan explaining how previous efforts will be expanded upon in the upcoming year’s event.</p> <p>1.4 Potential to include a submission box inside tournament app that allows users to submit concerns or ideas for improvement.</p>
Site Protection	<p>2.1 Environmental walk-through assessment in 2020 should include golf club superintendent and maintenance crew managers/members.</p>
Procurement	<p>3.5 Establish a sustainable food charter for the food policy at the tournament.</p>
Resource Management	<p>4.5 Create a context-based Water Stewardship Plan that defines targets and activities with impact on water-use issues relevant to the GLBR.</p> <p>4.9 Next iteration of the Energy & Carbon Management Plan should include explicitly outlined strategies for reducing carbon footprint in the future such as ideas related to use of energy on-site and in the supply chain.</p> <p>4.11 Set a goal to reach 40 percent renewable energy by a specific event year.</p> <p>4.13 Consider purchasing carbon offsets.</p>
Access & Equity	<p>5.1 Include efforts outside of town hall meetings that allow members of the community to make requests for specific accommodations in the Access & Equity Plan.</p> <p>5.4 Potentially expand outreach through advertising efforts (e.g., lactation station, free admission days, veterans’ access and Charitable Impact Program) on website and social media in the days leading up to the event.</p>
Community Legacy	<p>6.2 Advertise the outcome of various initiatives (e.g., STEM center for kids, Fore Our Future).</p> <p>6.4 Encourage increased participation in Healthy Living Step Calculator initiative by setting goal to surpass 2019 total.</p>

6 | Appendix

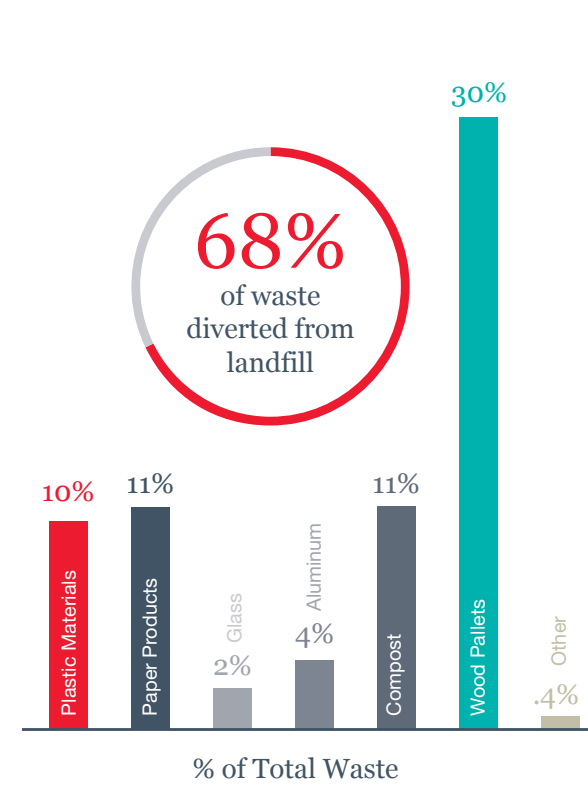
The following provides a summary of carbon emissions resulting from tournament operations.

Carbon Footprint

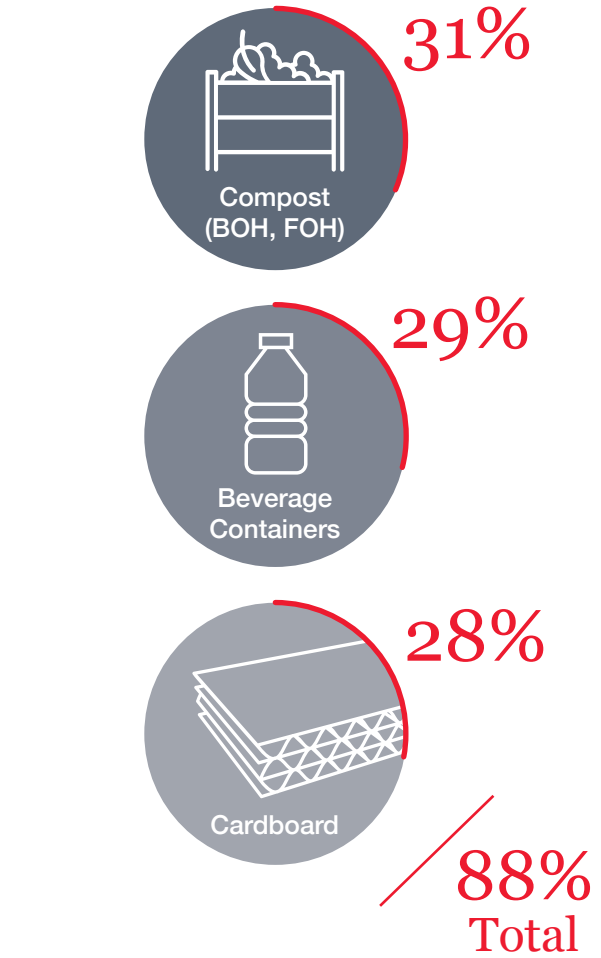


6 | Appendix

Overall Waste Diversion



Top 3 Materials Recycled – Tournament Week



Estimated Donations

1,000 lbs of unopened, perishable and non-perishable food **donated to the Food Bank of Eastern Michigan**

1,500 lbs of hospitality suite carpeting was **donated to Habitat for Humanity**

Verification Report Summary

Section 1: Planning & Communications		
1.1	Develop a Sustainability Plan to reduce environmental impacts and increase social benefits (mandatory)	1/1
1.2	Publicize sustainability plans and commitments (mandatory)	2/2
1.3	Choose sites that minimize environmental impacts (mandatory)	2/3
1.4	Consult with stakeholders on sustainability efforts and potential negative impacts (mandatory)	1/1
1.5	Promote sustainability across all areas of tournament operations	1/1
1.6	Publish post-tournament sustainability results (mandatory)	2/2
1.7	Innovation Credit	1/1
Total		10/11
Section 2: Site Protection		
2.1	Produce a Site Protection & Restoration Plan	1/1
2.2	Safeguard habitats and ecologically sensitive areas	1/1
2.3	Minimize impacts caused by temporary staging infrastructure and heavy machinery	1/1
2.4	Innovation Credit	1/1
Total		4/4
Section 3: Procurement		
3.1	Produce a Procurement Policy & Plan	1/1
3.2	Track and monitor sustainability performance of suppliers and contractors	1/1
3.3	Re-use materials	1/1
3.4	Avoid unnecessary paper waste by prioritizing online communication	1/1
3.5	Establish a Sustainable Food & Drinks Program	1/2
3.6	Innovation Credit	0/1
Total		5/7
Section 4: Resource Management		
4.1	Produce Waste Management Plan	1/1
4.2	Track waste diversion rate	2/2

4.3	Strive toward “zero waste”	1/3
4.4	Innovation Credit	1/1
4.5	Produce a Water Conservation Plan	0/1
4.6	Measure total water consumption	1/1
4.7	Conserve water / energy impacts associated with water	1/1
4.8	Innovation Credit	1/1
4.9	Produce Energy & Carbon Management Plan	1/1
4.10	Calculate carbon footprint	3/3
4.11	Supply tournament with renewable or alternative energy sources	0/3
4.12	Promote public transport and other low carbon travel	1/1
4.13	Mitigate carbon footprint	0/2
4.14	Innovation Credit	1/1
Total		14/22
Section 5: Access & Equity		
5.1	Maintain an active Access & Equity Plan	1/1
5.2	Event maintains active Safety Management Plan	1/1
5.3	Site-build accommodates people with access difficulties	1/1
5.4	Outreach to underrepresented groups in the community and reduce barriers to attendance	2/2
5.5	Innovation Credit	1/1
Total		6/6
Section 6: Community Legacy		
6.1	Measure economic impact	2/2
6.2	Leave lasting legacies for the host community	1/1
6.3	Support local	1/1
6.4	Promote golf and health and wellbeing	1/1
6.5	Innovation Credit	1/1
Total		6/6
TOTAL AWARDED CREDITS/POTENTIAL CREDITS		45/56

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Chippewa Nature Center	Junior Achievement	KW Plastics	
Food Bank of Eastern Michigan	MidMichigan Health	Schupan & Sons	



