



Dow Great Lakes Bay Invitational

2021 GEO CERTIFIED® REPORT



How can a golf tournament



DOW[®]

inspire inclusion
and create a legacy
of sustainability?

It begins with a commitment to innovation and continued improvement. 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 the maximum “net positive” social and environmental value.

This report provides an overview of the purpose, scope, activities and continued achievements of the Dow GLBI. The Dow GLBI is a women’s professional golf tournament held in July at the Midland Country Club in Midland, Michigan. First held 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. This report was prepared with input from the partners listed on the next page.

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



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 104 manufacturing sites in 31 countries and employs approximately 35,700 people.

Dow believes that collaborating in new and meaningful ways is essential for the transition to a sustainable society. Guided by its sustainability commitments, 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 Outlyr

Greenwich, Connecticut-based Outlyr is a global leader in sports and entertainment that specializes in event management, sponsorship consulting and community impact programs – partnering with brands across the globe to create world-class events and meaningful programming that make a difference. The Dow GLBI is operated by Outlyr.

For more info: <https://outlyr.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>





DOW
DOW



Contents

1	Introduction	7
2	Tournament Approach to Sustainability	8
3	Verification and Certification Process	11
4	Summary of Practices, Highlights and Key Performance Indicators	12
	A Venue	14
	B Staging	16
	C Legacy	23
	D Communications	26
5	Continual Improvement: 2021 to 2022	29
6	Appendix	30

“

The Dow Great Lakes Bay Invitational advances our sustainability and inclusion commitments, delivers millions in economic impact to our home state and region, and has us teaming up with world-class partners to host some of the world’s best golfers.

Dow CEO Jim Fitterling

”



1 | Introduction

Dow is proud to be the title sponsor of the Dow Great Lakes Bay Invitational (Dow GLBI). Sport is a powerful tool of inclusion, and a primary goal of this tournament is to reflect Dow's commitment to inclusion, diversity and equity (I,D&E) as an organization and proud supporter of the LPGA.

Dow's sponsorship stretches far beyond financial sponsorship and engages the people of the Great Lakes Bay Region for positive community impact. While the LPGA invitational is at the heart of the weeklong event, the Dow GLBI also celebrates and supports the continued growth of region through charitable giveback programs, STEM initiatives for children during the event and beyond, and leadership programs that focus on growing ID&E and business collaboration for a more sustainable region. In addition, Dow has shaped the sustainability strategy of the tournament and contributes its expertise on measuring the environmental, social and economic impact of the tournament.

The Dow GLBI features several programs supporting youth and inclusion, including the First Tee Junior Clinic, the Special Olympics 3-Hole Challenge, free access for veterans. It also continues a variety of charity initiatives benefiting nonprofits in the Great Lakes Bay region, with more than \$1 million awarded since the tournament's inception in 2019. At the same time, the tournament partners with local businesses to sustain economic growth and seeks to be a leader in promoting sustainable practices through sport. In these ways and others, the tournament provides a platform for Dow to demonstrate its core values of integrity, respect for people and protecting the planet.

The 2021 Dow GLBI, held from July 12-17, 2021, at the Midland Country Club in Midland, Michigan, is an LPGA Tour event. The 72-stroke, stroke-play tournament awarded \$2.3 million in prize money to 72 two-player teams, and more than \$500,000 was given to 36 designated non-profit organizations in Midland, Isabella, Saginaw and Bay counties in Michigan. 2021 was the tournament's second year. Launched in 2019, the Dow GLBI was canceled in 2020 due to COVID-19 restrictions and public health concerns.

Following a concerted team effort from all the tournament's organizers and delivery partners, and with concrete commitments to the future, the 2021 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 46 out of 54 credits sought.

In 2019, Dow and all the tournament organizers were 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®. We are pleased to share how we continue to build on the foundation we built in our inaugural year to advance sustainability in and through golf, 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

A five-year Dow GLBI Sustainability Commitment and Action Plan was developed and launched in 2019, the tournament's first year. The plan emanates from, and is fully supported by, the tournament staging and organizing teams, which includes Dow, the Midland Country Club and Outlyr.

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 sustainability commitments, 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. They are seeking to build on work to date, extend action and increase positive results in the following areas:

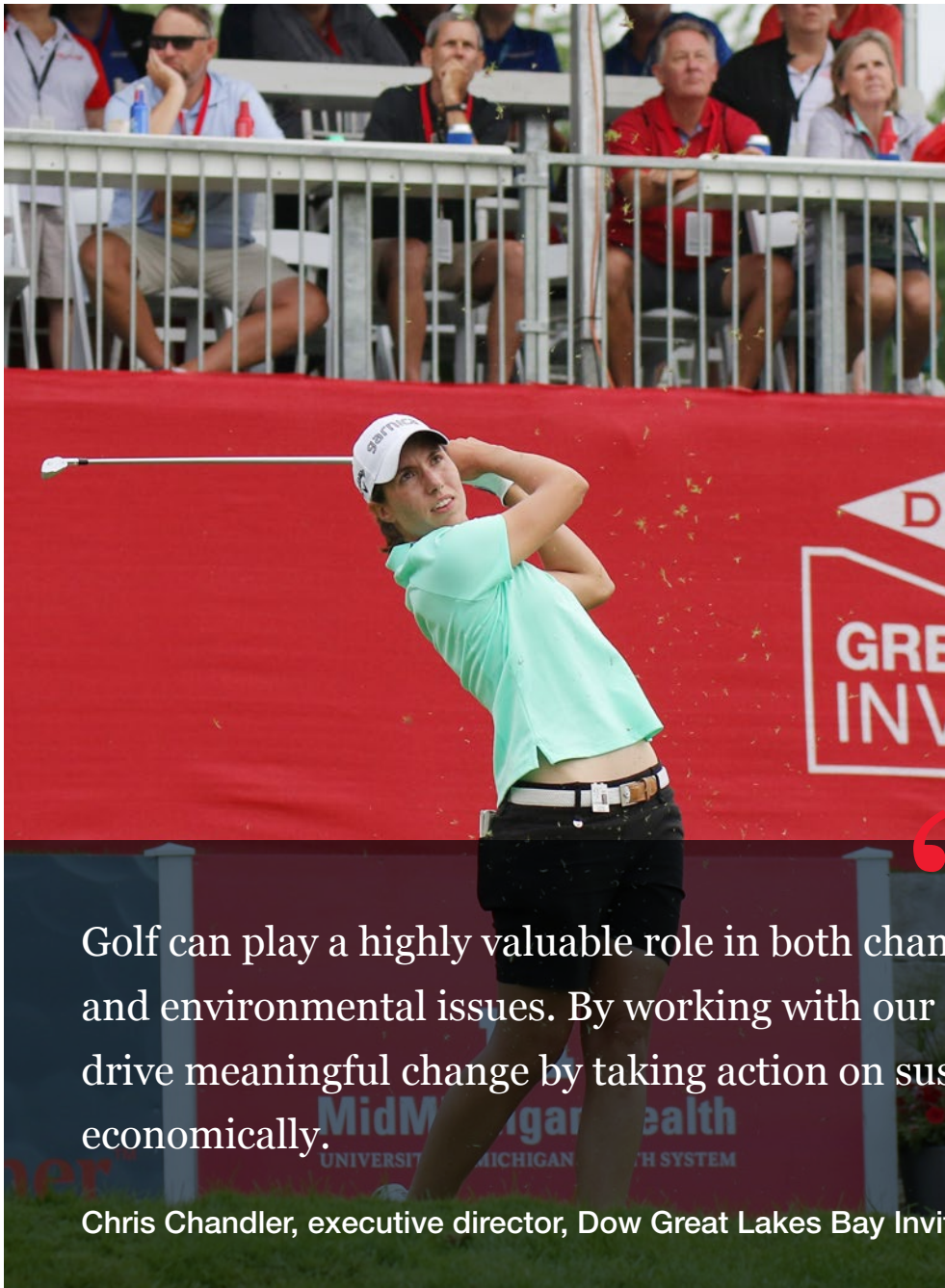
- Minimizing and credibly compensating any adverse impacts on the climate
- Advancing resource efficiency and a circular economy
- Increasing access, equity, diversity and inclusion within the community and inspiring others beyond the event
- Providing a blueprint for other golf events that is adopted and implemented across the LPGA Tour and internationally

The 2021 Dow GLBI attracted more than 25,000 spectators across five days. While bringing together such a large number of people can lead to negative environmental impacts, the Dow GLBI expanded on efforts to further reduce the tournament's environmental footprint and increase positive social impact, while also implementing COVID-19 protocols to help keep tournament players, spectators and volunteers safe.

2021 Sustainability Activities at the Dow Great Lakes Bay Invitational

This year's activities built on the foundation of policies and actions developed in 2019, with an emphasis on innovation. 2021 actions included:

- Offsetting 100% of emissions generated by the tournament for the first time.
- Compensated for 100% of the metered freshwater use for the event through the procurement of Water Restoration Certificates®.
- Continued improvement in reducing waste through recycling and reuse.
- Distribution of an updated, streamlined Sustainable Procurement Code and best practices to all tendering vendors. The code spans waste and recycling, transportation, water resource management, energy and power, catering and food sourcing.
- Continued strong emphasis on STEM education through STEM to Them, an educational outreach program designed to overcome challenges posed by COVID-19.
- Assembling a team of volunteers to educate attendees on sustainability efforts and engage them with hands-on recycling activities.
- Commitment to tracking, reducing, mitigating and external reporting of the tournament carbon footprint.
- Tracking and third-party verification against the GEO Certified® Tournament Standard/Criteria.
- Leveraging an event app to enhance guest experience, streamline communication and reduce paper waste.
- Continued commitment to tracking, reducing, mitigating and external reporting of the tournament carbon, water and waste footprints
- Developing a new sustainability webpage at www.DowGLBI.com and associated communications.



Golf can play a highly valuable role in both championing and delivering on important social and environmental issues. By working with our partners and the LPGA, we are seeking to drive meaningful change by taking action on sustainability – socially, environmentally and economically.

Chris Chandler, executive director, Dow Great Lakes Bay Invitational

Driving 'Net Positive' Outcomes Over 5 Years

Innovation: HANDPRINT

- Water Innovation
- Ecosystem Enhancement
- Carbon Offsetting
- Educational Partnerships
- Great Lakes Bay Economic Impact



Thought Leadership: BLUEPRINT

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



Baseline: FOOTPRINT



- Strategy
- Best Practices
- Procurement
- Business Engagement
- Venue Operations
- STEM and Diversity & Inclusion

- Accessibility
- Monitoring & Recording
- Carbon Footprint and Offsetting Verification
- Certification
- Reporting

2019

2021

2022-2023

“

The work that the DOW GLBI is doing is not only a benefit to their community, it's also setting the standard for sustainability in professional golf. Their commitment comes from a dedicated title sponsor in Dow and a belief that anything is possible when everyone works together.

Rico Tesio, verifier, Council for Responsible Sport

”



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, 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 2021 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 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 council for Responsible Sport. We 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:

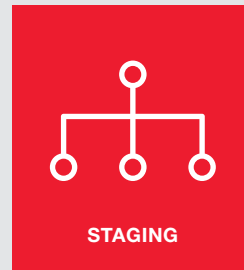
- Comprehensiveness – that activities undertaken touched on all elements of the Tournaments Standard
- Consistency – that the verification approach was balanced, well weighted and with consistent depth of evaluation across criteria
- Accuracy – matching the verification report with evidence submitted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



4 | Summary of Practices, Highlights and Key Performance Indicators

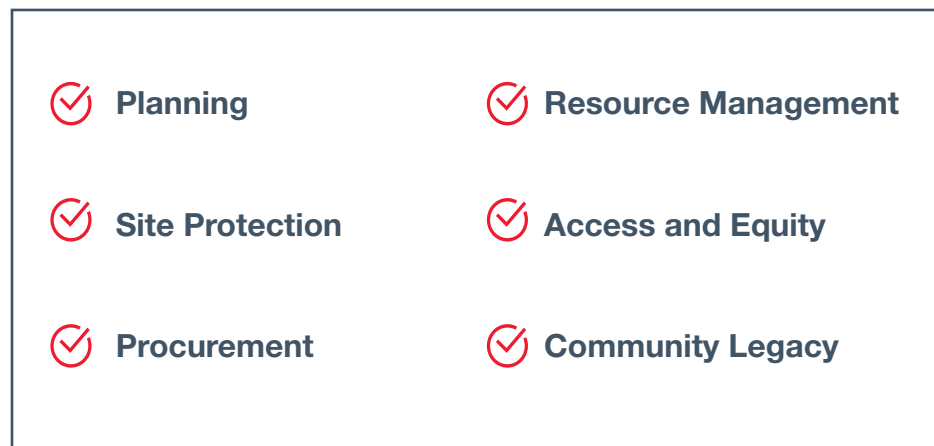
Event Elements

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



Actions

Specific actions in tournament staging were assessed against the international standard.



Sustainability Themes

Performance has been assessed across three key sustainability themes.







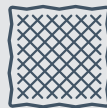


By the Numbers

The Dow GLBI, the LPGA's only team tournament, is committed to creating a sustainable event with a positive legacy. Here are the highlights from the 2021 Dow GLBI, held July 12-17, 2021.

Community Impact

 <p>>3,000 area youth participated in the STEM to Them outreach program</p>	 <p>20MM steps goal reached through MidMichigan Health's step tracking challenge</p>
 <p>\$237,500 donated to nonprofit organizations through #TeamUp Challenge</p>	 <p>35 Green Team Volunteers educated spectators on proper recycling at the Dow GLBI</p>
 <p>25,000 spectators attended the Dow GLBI</p>	 <p>200+ local businesses and vendors participated in the event</p>
 <p>4,307 pounds of prepared and unused food donated to Hidden Harvest and distributed to 24 local and regional nonprofits</p>	
\$12.7MM in direct economic impact to the Great Lakes Bay Region	

Environmental Impact

 <p>>100% of tournament emissions were offset, making the event carbon neutral</p>	 <p>3,940 pounds of carpeting from hospitality suites recycled</p>
 <p>~78% of waste generated recycled or reused, a 10% improvement from 2019</p>	 <p>20,000 golf tees made from recycled mesh and distributed at the event</p>
 <p>1,559 pounds of mesh recycled</p>	 <p>80% of signage to be reused in future</p>
 <p>100% of the tournament's meter freshwater use was compensated through the purchase of Water Restoration Certificates – helping restore the equivalent of 2.3MM gallons of water to critically dewatered rivers and streams</p>	
First LPGA tournament to be carbon neutral	

A | Venue

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. MCC is an accredited GEO Certified® course for its commitment and action in fostering nature, conserving resources and supporting the 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.

ADDRESSING COVID-19

The Dow GLBI worked closely with local and state health officials, as well as its partners, to ensure a safely operated event. In partnership with Outlyr, SPACE and Dow GLBI, the MCC utilized an enhanced cleaning protocol called SPACE Facility Armor that disinfects and protects critical, high-touch surfaces with a CDC-approved disinfectant, followed by an electrostatically applied antimicrobial treatment. The MCC also installed ultraviolet lights in the air handling station that treats air passing through the HVAC unit, reducing DNA-based airborne contaminants. These hospital-grade safety measures were put in place to protect the health and well-being of spectators, participants and volunteers.

Case Study:

BUTTERFLY BUSHES

How can a golf tournament help save the butterflies and beautify the local community? By creating a sustainable environment in which butterflies can thrive. The idea came to Dow GLBI from a community member concerned about the declining monarch population, which has declined by more than 90 percent over the last two decades. Partnering with local conservation groups and the Midland Country Club, Dow GLBI planted butterfly bushes around tee boxes throughout the course. Once the tournament ended, the bushes were then donated to the City of Midland and rehomed to a permanent location with the help of Dow Gardens.



Highlights

BIODIVERSITY

- The Chippewa Nature Center conducted a walk-through of the MCC's 105-acre golf course and provided an environmental assessment report in 2021 that deemed the tournament's environmental impact as minimal. The environmental assessment focused on protecting ecologically sensitive areas at the event location.
- A walking bridge was installed over native plants and signs posted around the golf course directed spectators away from ecologically sensitive areas.
- Protective mats made from recycled materials were used during set-up and tear-down to reduce the long-term environmental impact to green areas.
- A permanent, mobile herb garden was built and planted, creating a lasting on-site source for the clubhouse chef.

RESOURCE MANAGEMENT

- **Water-saving irrigation:** MCC utilizes an 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 address course conditions 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 glass 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 gray 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 continued to build off its successes in 2019 with efforts to further reduce the tournament's environmental footprint while increasing social value. The event's direct and associated carbon footprint was tracked, measured and reported, including footprint estimates for vendor, staff, spectator and player travel. For the first time, 100 percent of emissions from tournament activities were offset.

In addition, improvements to waste management focused on maximizing landfill diversion, building local partnerships, education and further development of necessary infrastructure to move toward a zero-waste event. An estimated 78 percent of the waste generated by the event was recycled or reused.

The Dow GLBI also included more than 40 supporting events that sought to inspire action around issues such as inclusion and diversity, sustainability and community engagement in the Great Lakes Bay Region.

INVESTING IN THE NATION'S LARGEST FOREST CARBON PROJECT

In line with Dow's commitment to sustainability, all carbon emissions from the 2021 Dow Great Lakes Bay Invitational tournament will be offset with credits from the winter 2022 cycle of the Natural Capital Exchange (NCX). Carbon credits were obtained through the NCX, which is designed to help support landowners in rural communities and the preservation of their forest lands. By obtaining these carbon credits, the Dow GLBI is supporting family forests in the Great Lakes region, helping preserve wildlife habitat and contributing to a net-zero future with verified climate impact. Specifically, the Dow GLBI credits are benefitting 22 landowners in Michigan and 207 landowners in Great Lake states and keeping trees growing on 50,000 acres in Michigan and 219,000 acres in the Great Lake states, which provides plant and animal species the habitat they need to thrive.

The NCX relies on Intergovernmental Panel on Climate Change (IPCC) science, timber economics and statistical models to calculate a property's capacity for carbon sequestration. During the contracted year, the landowner defers timber harvests, thereby encouraging the growth of older and more carbon-rich forests and improving wildlife habitat. Altogether, the Dow GLBI carbon credits are contributing to 950,000 acres of family forests across the United States storing more carbon and is expected to deliver verified emissions reductions of 1,000 MT of CO₂e, which is the equivalent of offsetting the emissions of 210 passenger vehicles for one year.

The impact of Dow Great Lakes Bay Invitational



1,000

MTCO₂e of expected climate impact



210

passenger vehicle emissions offset this year



>1,500

families paid to reduce their timber harvest



950,000

acres of family forests storing more carbon

Source: <https://impact.ncx.com/4cabdccc4e79e47bea67d8c01626a5e0b/impact>



STAGING

Among the 2021 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.
- By sourcing locally, Dow GLBI reduced carbon emissions by 28 metric tons and distance traveled by more than 18,000 miles.
- In response to the large number of spectators who biked to the 2019 event, dedicated bike parking was doubled, and spectators were once again encouraged to bike or walk to the tournament.



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 two bins: recycling and landfill. At each station, Green Team volunteers were on hand to educate spectators and vendors about better recycling practices.
- Improved back-of-house sorting led to increased capture of recyclables and composts, resulting in a 78 percent waste diversion rate.
- Event mesh from the 2019 tournament was recycled by KW Plastics and turned into golf tees that were given away at the 2021 event.



- More than 4,000 pounds of prepared and unused food was donated to Hidden Harvest, which was then distributed to 24 local and regional non-profits.
- Solid food waste generated during food preparation was composted instead of landfilled.
- Materials were reused from the 2019 tournament, including carpet, wood pallets, mesh, rope, signage and uniforms
- Approximately 3,940 pounds of carpeting from hospitality suites were donated to Habitat for Humanity, accounting for 14 percent of the tournament's waste material, recovered for its next best use.
- Volunteer shirts were made from recycled plastic bottles.



B | Staging

Water

Several actions were taken to reduce and offset water use at the event.

- For the first time, the Dow GLBI compensated for its metered freshwater use for all tournament sites, operations and facilities during the tournament by procuring 2,383 Water Restoration Certificates (WRCs) from the Bonneville Environmental Foundation to help fund the restoration of freshwater ecosystems. According to the foundation, the Dow GLBI certificates are equivalent to restoring 2,383,000 gallons of water to critically dewatered rivers and streams. Specifically, the WRCs are being applied to help improve the water quality of the Hillabahatchee Creek. As part of the Apalachicola-Chattahoochee-Flint (ACF) River, the Hillabahatchee Creek Basin is one of the most ecologically diverse river basins in Georgia. However, the ACF was listed in 2016 as one of the nation's most endangered rivers by American Rivers' ranking, due to stressors that include changes to hydrologic conditions and increased nutrient and sedimentation inputs from landscape alterations. To address these challenges, The Southeast Aquatic Resource Partnership is working with regional partners, including farmers, to implement agricultural best management practices to restore vegetation along the river margins, reduce nutrient runoff and improve spring flow, and the Dow GLBI certificates are helping fund that work.
- During the tournament, four hydration stations were provided to spectators on-site to reduce the demand for single-use bottled water and its associated impacts.
- Reusable cups were distributed to employees on Dow Employee Experience Day.
- Handwash basins outside portable restrooms were replaced with hand-sanitizing stations, reducing water consumption and paper waste.

Social

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

- More than 1,200 volunteers from a wide range of groups participated, including 250 students in the youth caddie and standard bearer program.
- Approximately 200+ community partners and sponsors were involved with the Dow GLBI.





STAGING

Access and Equity

The Dow GLBI strives to advance inclusion, diversity and equity at the tournament, with a focus on outreach to underrepresented youth, community members, sponsoring organizations and vendors. Before and during the tournament, 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 3,000 people attended the tournament on these days.
- Members of the military were offered free admission throughout the tournament, with a designated viewing area.



- Dow GLBI sponsored the John Shippen Tournament for African American Golfers. The top two young women in the tournament played in the Dow GLBI.
- Dow GLBI partnered with Midnight Golf, an organization that reaches underserved youth in the Detroit area. Participants went through various GLBI programs, including the evening SOAR inclusion event and caddying for players in the Pro-Am event.
- A team of 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.



Responsible Catering

- The Eat Great Hospitality Trail featured 21 restaurants from a four-county area and allowed spectators to sample local food and drinks at various points across the course.
- A streamlined procurement code allowed Dow GLBI to work with vendors to ensure products were made from specific types of plastic for increased recyclability. The code also required a percentage of food products to be sourced locally, regionally and within the state of Michigan.



B | Staging

Supplier Diversity

As part of the Dow GLBI's commitment to inclusion, diversity and equity, the tournament and its organizers worked with diverse suppliers, including women-owned, U.S. minority-owned and small businesses.

Here are a few of our partners:

- Arnold Center is a social service organization based in Midland, MI, that provides services to individuals with barriers to employment. The Dow GLBI engaged the Arnold Center through its WeCycle program, which trains individuals in the collection of paper and cardboard along with secure storage and shredding of materials. The recycling program promotes the creation of jobs and a circular economy.
- ATS Printing of Bay City, MI, has made it a point to hire people with neurological developmental disabilities, as this population is historically under-employed. ATS Printing currently employs four people with autism. It also is majority-owned by a woman and is applying for certification. ATS Printing helped with branding sportswear and promotional materials for the event.
- Bridge the Gap is a non-profit in Saginaw, MI, that provides safe, fun and family-friendly opportunities to strengthen the relationship between law enforcement and the community. Bridge the Gap was involved in providing hospitality services to guests and tournament participants.
- Self Love Beauty is a Midland-based non-profit with a mission to educate, impact and invest in individuals on the importance of self-love and confidence in order to empower them to be the best versions of themselves. Self Love Beauty assisted with catering and hospitality through concession stand sales.
- SPACE Inc. of Midland also is certified by the Women's Business Enterprise and does space planning, layout and office furnishings throughout the United States. SPACE supplied furniture for Dow GLBI events, helped design VIP spaces and players' lounge, and provided cleaning solutions to protect against COVID-19.

Case Study:

MESH-TO-TEES

Promoting a circular economy really is a team sport. That's why Dow GLBI collaborated with Schupan Recycling, plastics recycler KW Plastics, tee maker Evolve Golf and Bull Engineered Products Inc. to produce 20,000 golf tees made from plastic mesh fencing that was used during the 2019 tournament. KW Plastics recycled the mesh and turned it into plastic pellets, while Evolve Golf provided the mold machine needed to produce the tees. Bull Engineering then made the tees at its facilities, and the final product was given to attendees at the event. The mesh-to-tees project is part of Dow GLBI's sustainability commitment to minimize the tournament's climate impact, promote biodiversity and inspire others beyond the event.





STAGING



DOW
Seek Together™

workday

DOW

workday

DOW



Case Study:

#TEAMUP FOR A CAUSE

Long after the tournament is over, LPGA golfers continue to make an impact in the Great Lakes Bay Region 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 \$2,250 to donate to their nonprofit and had the ability to earn more for their nonprofits based upon how they played. Every participating charity received at least \$4,500, resulting in \$237,500 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. For example, Mustard Seed of Saginaw, which provides emergency housing to single women and children experiencing homelessness, reported #TeamUp for a Cause funds helped the shelter respond to their busiest year ever, as the shelter provided nearly 11,000 nights of shelter for 124 women and children in 2021. In addition to the much-needed funding, staff, board members, volunteers and supporters enjoyed the golf tournament and made countless connections with new friends from the region and beyond.

Social impact and community legacy are a strong focus for organizers of the Dow GLBI. Throughout 2021, numerous events, campaigns and trainings were conducted by the invitational organizers and tournament sponsor Dow to ensure a positive social impact and to broaden the legacy of the event. Tournament organizers worked with local NGOs and community foundations on extensive outreach programs and grew the #TeamUp for a Cause pledging donation program, which resulted in \$237,500 in contributions to non-profits across four counties (see the case study for details). Additionally, efforts from 2019 are starting to show a positive, lasting impact on the community.

2021 Highlights Include:

- Organizers collaborated with community organizations to give youth from the surrounding areas a chance to experience and participate in event activities. The **First Tee Junior Golf Clinic** at Currie Golf Course, the **LPGA Leadership Academy** and our **STEM to Them** program all created meaningful engagement opportunities for local youth, encouraging their growth and development in sports, school and beyond.
- To promote healthy living, Dow GLBI partnered with MidMichigan Health on a **step-tracking challenge** open to all tournament visitors. All steps counted contributed to a goal of 20 million steps, resulting in a generous gift to the new MidMichigan Heart and Vascular Center, which opened in the region in 2020.
- Dow GLBI partnered with Junior Achievement to host **The Fore Our Future** program, which gave student groups an opportunity to operate a concession stand onsite. A portion of proceeds generated from each group will be utilized to create and support future initiatives.
- The **Kids Zone**, hosted by Covenant Healthcare in partnership with First Tee of Eastern Michigan, introduced area youth to the fundamentals of the game of golf. Located on the bowl behind the 16th tee, the area featured an inflatable target, putting greens and a decorative art mural.
- Dow GLBI partnered with MidMichigan Health and the Midland County Department of Public Health to host a **COVID vaccination clinic**. Vaccine recipients received a \$20 ticket voucher to a 2021 Great Lakes Loons home game.
- The **#TeamUp Challenge** also grew in size over 2019, with more than 100 applications from nonprofits in the Great Lakes Bay Region.
- Spectators were encouraged to bike to the tournament to limit the tournament's carbon footprint and encourage healthy habits.



DOW GLBI INSPIRES YOUNG ENTREPRENEURS

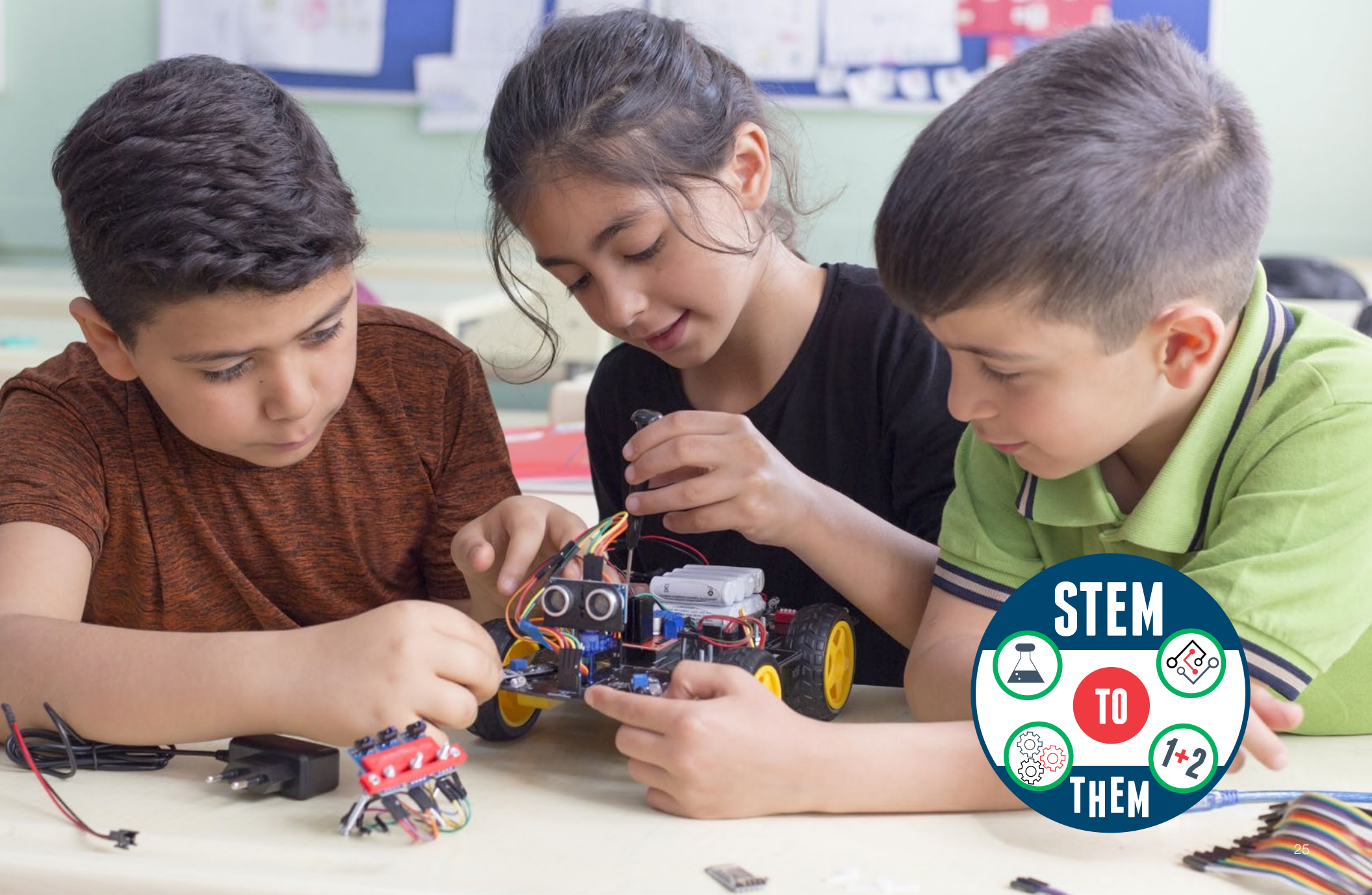
Dreams do come true – just ask Brett Podgorniak, Derek Riley and Kennedy Lachick. While students at Standish-Sterling Central High in 2019, their product, The Marilynn Smith, was selected by a panel of judges in the Junior Achievement Fore Our Future Business Challenge, a competition for young entrepreneurs. As winners, their drink – a special blend of iced tea, strawberry lemonade and sliced strawberries – was unveiled at the 2019 inaugural Dow Great Lakes Bay Invitational. Two years later, their efforts have turned into a full-blown business, BDK Beverages, LLC. Their drink honors the late Marilynn Smith, the LPGA golfer known on the tour as Miss Personality and one of 13 founders of the LPGA. BDK Beverages continues to promote and distribute the drink locally, while seeking further distribution throughout the state.




Case Study:

STEM TO THEM

Recognizing the negative impact of COVID-19 on education, Dow GLBI partnered with local schools and nonprofits to engage area children in math and science through STEM to Them. The program delivered educational and interactive activity kits directly to educators at summer camps and public schools. The idea was simple – to overcome restrictions to STEM education resulting from the pandemic and engage children grades K-8 through play, because STEM should be fun. Regional summer camps and public schools in Isabella, Saginaw and Bay counties were sent age-based activities such as BitsBoxes that teach coding concepts and Green Kids Creates kits with hands-on experiments about the natural world. Further collaboration with Boys and Girls Clubs, the Chippewa Nature Center and Little Forks Conservancy helped the Dow GLBI serve more than 3,000 area youth. STEM to Them ensured access to education materials with the hopes of fostering interest in STEM and inspiring future scientists, engineers, mathematicians and engaged citizens.



STEM



TO

THEM

1+2

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

- In 2021, a Sustainability section was added to the navigation of the Dow GLBI website menu. The new Sustainability section provides the public with information about the tournament's sustainability plan, efforts and achievements. In addition, the website was expanded to include a Volunteering section, which included Volunteering FAQs. A Community Legacy page also was added to the site.
- To enable tournament-goers and other community members the opportunity to easily submit questions, concerns and ideas for improvement about the tournament, a "Contact Us" form was added to the Dow GLBI website. An easy-to-use event app was launched in 2019 and updated prior to the 2021 event, minimizing printing. The app conveyed key event information, including a Sustainability section to help educate attendees on what actions they could take to make the event more sustainable. The app also included a submission box that allowed users to submit concerns or ideas for improvement.
- Training videos on buses included focused messages on sustainability and safety for spectators.
- On-site visuals educated visitors about sustainability efforts, and a new animated video recapped 2019 performance results while making calls-to-action for attendees in 2021.

- 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 covered the event's sustainability goals.

Value Chain

- A streamlined procurement code was created and sent to all vendors. Vendors also were educated on the Dow GLBI sustainability commitments.

Community

- 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 green space construction, including a letter notifying residents of concerns addressed and the construction start date.

General Public

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

Business Community

- Hosted the second annual Sustainability Summit and Early Birdie Breakfast for community business leaders. The summit expanded the scope of the 2019 meeting by bringing in more voices from across the state and highlighted collaborative sustainability efforts and best practices across Michigan. (See story on next page for more details.)

Case Study:

SOAR FOR INCLUSION

As part of the Dow GLBI, event sponsor Dow hosted the second annual 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 Michigan Governor Gretchen Whitmer, LGPA player Maria Fassi, Rocket Companies Chief Diversity Officer Trina Scott, Dallas Mavericks Assistant Basketball Coach Jenny Boucek and LPGA Commissioner Mollie Marcoux Samaan. 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.



PROMOTING COLLABORATION AND SUSTAINABILITY IN THE GREAT LAKES BAY REGION

The Dow GLBI hosted its second annual Early Birdie Breakfast and Sustainability Summit, where it publicly announced the Great Lakes Bay Regional Sustainability Pledge. Business leaders, government representatives, non-profits, academic institutions, customers, suppliers and Dow employees gathered to promote collaboration within the business sector and amplify sustainability efforts within the Great Lakes Bay Region and the state of Michigan. The event included a fireside chat between Dow Chairman and CEO Jim Fitterling, and Rick Keyes, President & CEO of Meijer. Panels promoting regional sustainability efforts and collaborations between businesses, educational institutions and non-profits. Several businesses signed onto the Great Lakes Bay Regional Sustainability Pledge, which is a framework to assist organization that want to make sustainability a central objective of their values, actions and overall strategy. The pledge grew out of action items taken from the 2019 Sustainability Summit.





5 | Continual Improvement: 2021 to 2022

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

The following Continual Improvement Points were identified in 2021:

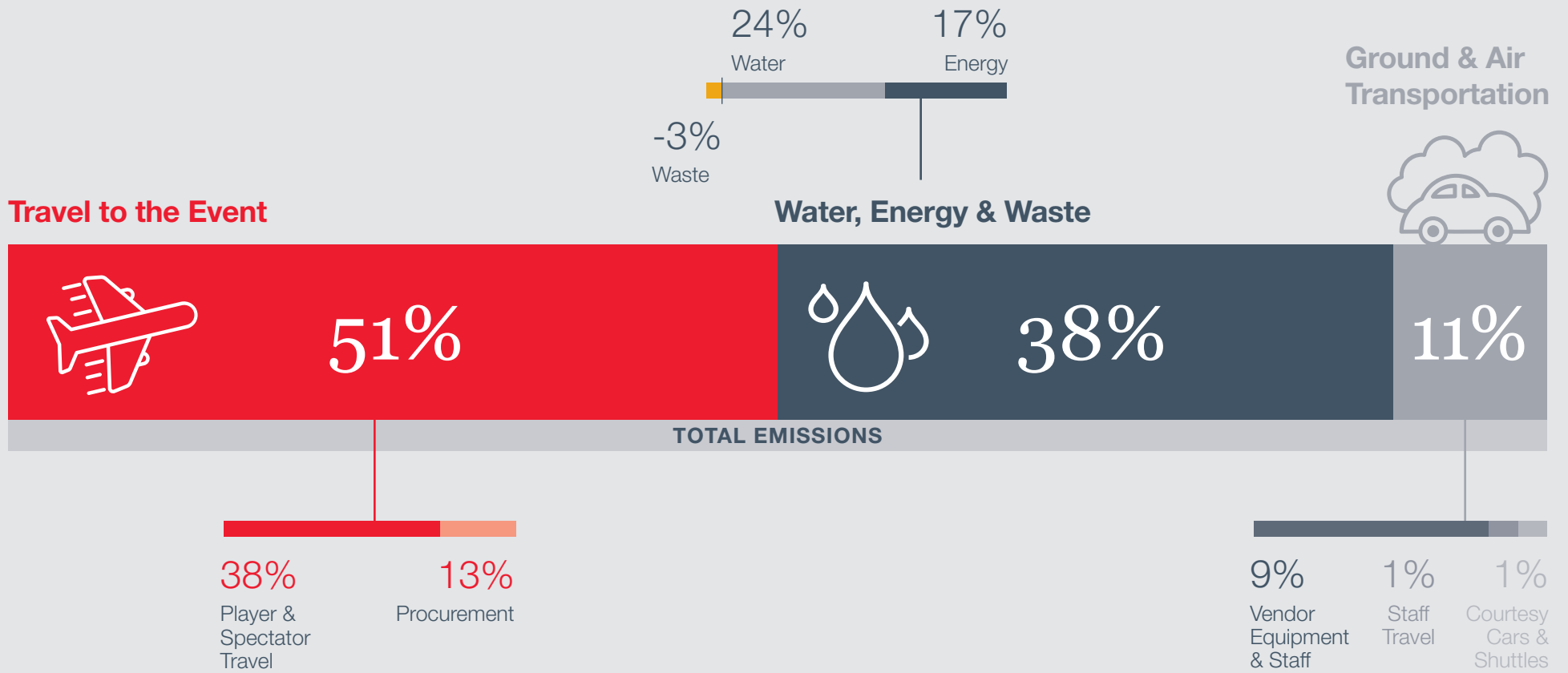
Planning & Communications	<p>1.1 Sustainability was added to the main tournament website navigation menu and provides the public with clear information about tournament efforts and achievements with regards to certification and the criteria therein.</p> <p>1.4 A “Contact Us” form on the event website allows the public to easily express themselves and have the comment received by the tournament organizers.</p>
Site Protection	<p>2.1 Environmental assessment of the Midland Country Club from Chippewa Nature Center focused on protecting ecologically sensitive areas at event location. Assessment was led by the operations manager, senior sustainability executives and the director of land and facilities.</p>
Procurement	<p>3.5 Organizers created a procurement code and communicated it to all vendors.</p>
Resource Management	<p>4.9 Tournament procured carbon offsets for the first time to cover all tournament energy use and player and staff travel.</p> <p>4.13 Tournament procured 1,000 metric tons of carbon offsets (forest preservation through a collective of landowners in 39 states through “harvest deferral”) for the first time to cover all tournament energy use and player and staff travel, which totaled 765 MT CO₂e.</p>
Access & Equity	<p>5.4 Significant expansion of information available on the website noted, including sections “Community Legacy,” “Volunteering” and “Volunteering FAQs,” and an easy-to-use “Contact Us” form.</p>
Community Legacy	<p>6.4 Health Living Step Calculator initiative final totals reported: 422 individuals and participation totaling 7.7 million steps recorded between July 12-17, 2021.</p>

6 | Appendix

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

Partnered with NCX to offset 100% of tournament emissions, making the event **CARBON NEUTRAL**

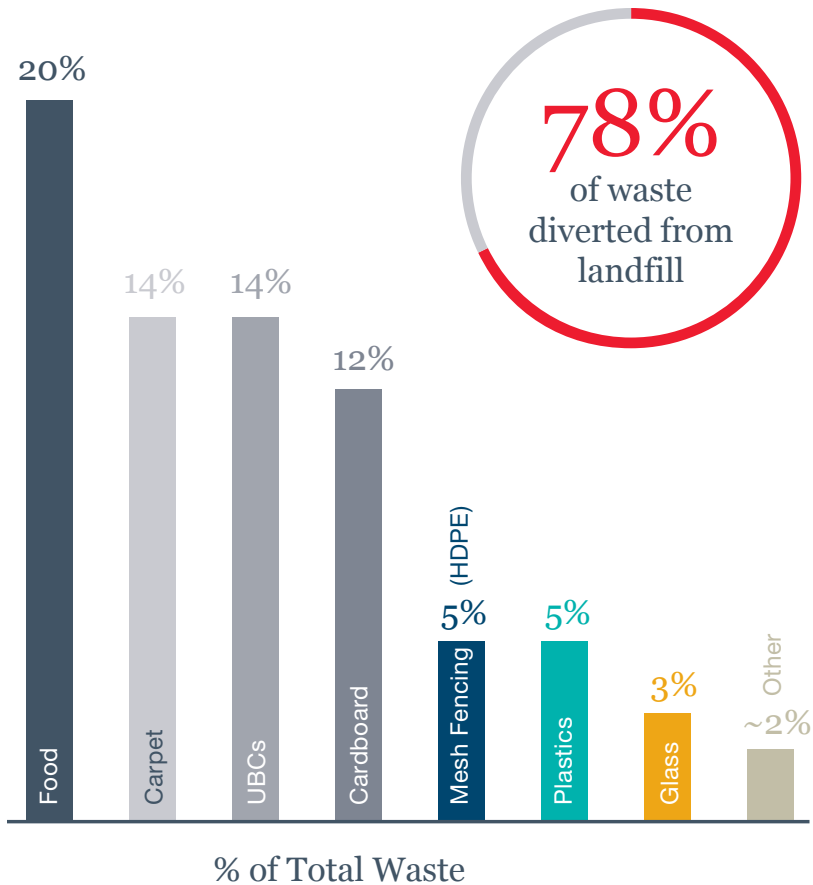
Carbon Footprint



EMISSIONS SAVED FROM LOCAL SOURCING: 28.72 MT of CO₂e, or the equivalent of 475 tree seedlings grown for 10 years

6 | Appendix

Overall Waste Diversion



Estimated Donations

4,307 lbs

of prepared and unused food **donated to Hidden Harvest** and distributed to 24 local and regional nonprofits

3,940 lbs

of carpeting from hospitality suites was **donated to Habitat for Humanity** for reuse

Total Recycled
28,652 lbs

Total Produced
36,892 lbs

ESTIMATED MT OF CO₂E SAVED: 23.53 MT,
or the equivalent of **389 tree seedlings** grown for **10 years**

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)	1/1
1.3	Choose sites that minimize environmental impacts (mandatory)	2/2
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		9/9
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	1/1
Total		6/7
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"	2/3
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	2/2
4.14	Innovation Credit	0/1
Total		16/22
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	1/2
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		5/6
TOTAL AWARDED CREDITS/POTENTIAL CREDITS		46/54

Acknowledgments

Dow GLBI organizers would like to acknowledge the many businesses and organizations that contributed their expertise and support in helping us deliver an event with positive environmental, social and economic impact, including:

LPGA
Council for Responsible Sport
Chippewa Nature Center
Food Bank of Eastern Michigan

Great Lakes Bay Regional Alliance
Habitat for Humanity
Junior Achievement
MidMichigan Health

Midland Recyclers
Northwood University
KW Plastics
Schupan & Sons

Sunbelt Rentals
Special Olympics



