



**GREAT LAKES BAY
INVITATIONAL**



Dow Great Lakes Bay Invitational

2022 SUSTAINABILITY REPORT




**GEO Certified[®]
TOURNAMENT**



About the Tournament

The Dow Great Lakes Bay Invitational (Dow GLBI) is an annual LPGA tournament held in July at the Midland Country Club in Midland, Michigan. The tournament includes a weeklong series of events to celebrate the Great Lakes Bay Region and make it an even better place to live and work. 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. The Dow GLBI is the first event on the LPGA Tour to be GEO Certified®.

 For more info:
dowglbi.com/sustainability





The Dow GLBI is committed to minimizing all environmental impacts from tournament activities and creating “net positive” outcomes. In 2022, the tournament balanced its carbon and water operational footprint, offsetting 100% of the tournament’s unavoidable carbon emissions.

ENVIRONMENTAL IMPACT



At its heart, the Dow GLBI is a community event focused on supporting a diverse group of Great Lakes Bay Region organizations. Youth outreach is prioritized, as is providing event access to a wide range of community members, including veterans. Since 2019, the Dow GLBI has raised \$1.5 million for local nonprofits.

SOCIAL IMPACT



The Dow GLBI generated more than \$14.5 million in direct economic impact to Michigan’s Great Lakes Bay Region.

ECONOMIC IMPACT



About Our Partners

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 and to contribute to a more sustainable world. Dow's portfolio of plastics, industrial intermediates, coatings and silicones businesses delivers a broad range of differentiated, science-based products and solutions for high-growth sectors such as packaging, infrastructure, mobility and consumer applications. The company operates 104 manufacturing sites in 31 countries and employs approximately 37,800 people.

 For more info: [dow.com](https://www.dow.com)



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: [midlandcc.net](https://www.midlandcc.net)



GEO FOUNDATION

GEO Foundation is the world's only nonprofit 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.

 For more info: [sustainable.golf](https://www.sustainable.golf)

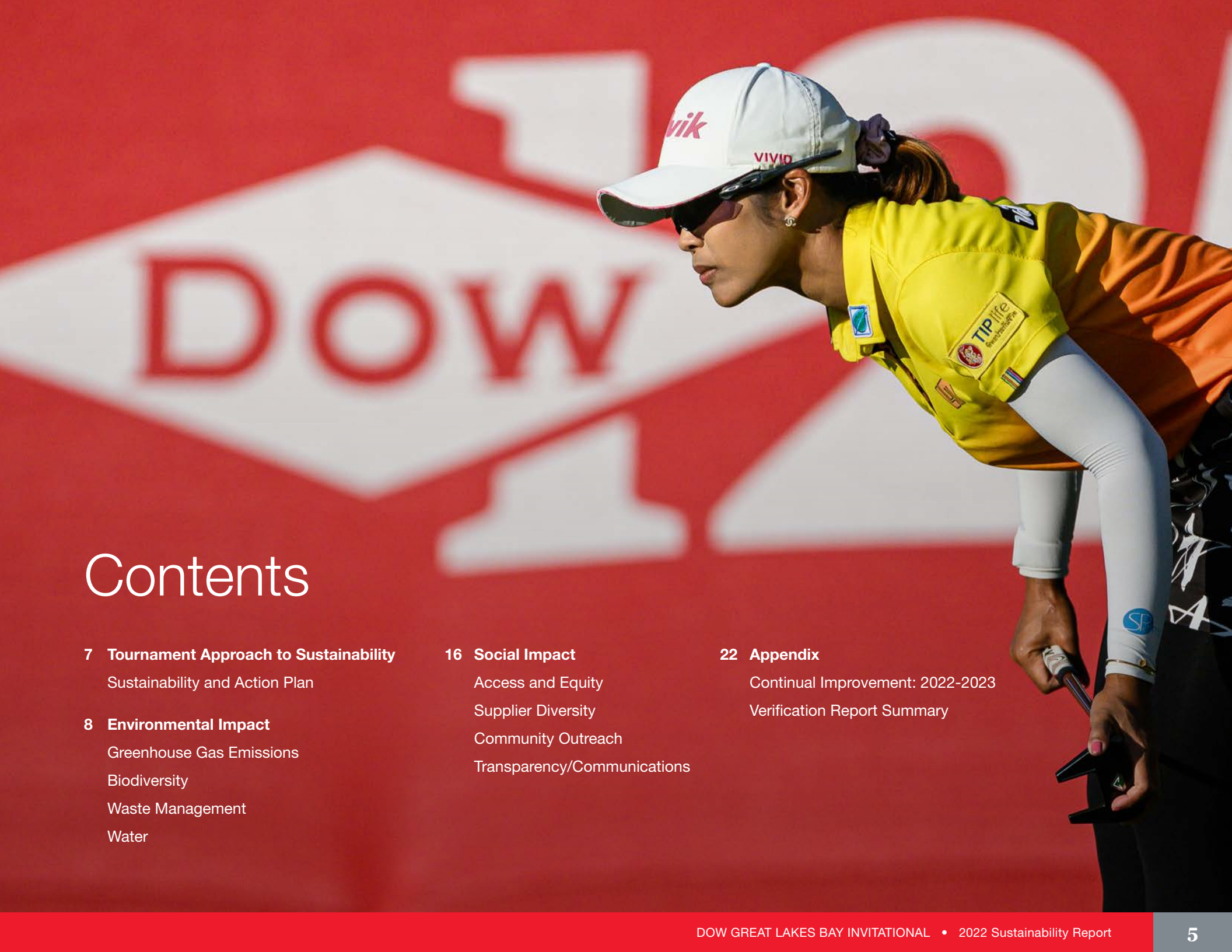


OUTLYR

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: [outlyr.com](https://www.outlyr.com)





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Verification Report Summary



“Every year we’re seeing the positive impact this event makes on the Great Lakes Bay Region – proving that sport can be a driving force for community success, sustainability and inclusion and bring lasting economic benefits. We are so proud of what the GLBI has become, and we look forward to watching its continued growth for years to come.”

Dow Chairman and CEO Jim Fitterling

Tournament Approach to Sustainability

DOW GLBI: COMMITTED TO GENERATING A POSITIVE LEGACY

Our sustainability actions are guided by the five-year Dow GLBI Sustainability and Action Plan. Developed and launched in the tournament's first year in 2019, the plan reflects a sustainability vision that goes beyond the direct operational boundaries of the tournament and seeks to positively influence the community and other LPGA events.

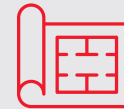
The plan emanates from, and is fully supported by, the tournament staging and organizing teams, which includes Dow, the Midland Country Club and Outlyr. Together, these collaborators work with one another, local stakeholders, and suppliers and vendors to deliver one of the most sustainable sport events and golf tournaments globally, and to set new expectations for tournament staging and promotion of the LPGA tour.

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 and Influencing



Baseline: **FOOTPRINT**

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

2019

2021

2022

2023

Environmental Impact

More than 40,000 spectators attended the 2022 Dow GLBI over a span of five days. To minimize the negative environmental impact of an event this size, tournament organizers collaborated with the Midland Country Club and other organizations to address the event's impact in four key areas: greenhouse gas emissions, biodiversity, waste management and water.

The 2022 Dow GLBI offset 100% of the tournament's unavoidable carbon emissions for a second consecutive year through a carbon exchange program that supports family forests in the Great Lakes Bay Region. Additionally, a continued focus on recycling and composting diverted nearly 91% of waste generated by the event from landfills, a 23% improvement from 2021.

By the Numbers

100%

of emissions were offset, making the event carbon neutral

5,493

pounds of carpeting from hospitality suites was recycled

~91%

of waste was generated recycled or reused, a 23% improvement from 2021

1,559

pounds of mesh fencing from the 2021 GLBI was transformed into 20,000 ball markers and 5,500 divot tools

80%

of event signage was saved for reuse in 2023

1,482

miles were ridden on electric scooters, saving 667 car miles

65

pounds of electronic waste was recycled through an e-waste drive



“The Dow GLBI is a great example of what happens when organizations, businesses and communities work together to host an event with positive environmental benefits. These partnerships show that sustainability and world-class golf can go hand-in-hand.”

Jessica Loding, Director of Corporate Responsibility and Sustainability at Schupan



GREENHOUSE GAS EMISSIONS REDUCTION

To achieve a carbon-neutral event, the Dow GLBI worked with partners Outlyr and Schupan to calculate the carbon footprint of the event. This includes measuring the total emissions resulting from player, vendor and spectator travel to the event, water and energy usage, waste generated by the event, and ground and air transportation for media, staff and daily shuttles.

During event planning, a priority was placed on taking actions to reduce emissions, including:

- Local sourcing of event supplies, saving vendor emissions.
- Waste diversion programs that resulted in emissions savings from recycling.
- Low-carbon travel options such as shuttle buses and electronic scooters. Spectators also were encouraged to bicycle to the event.

All unavoidable carbon emissions were then offset with carbon credits obtained through Anew Climate, a global climate solutions provider that works to accelerate meaningful, measurable climate impact.



**EMISSIONS SAVED FROM LOCAL SOURCING:
63.78 MT OF CO₂E, OR THE EQUIVALENT OF
1,058 TREE SEEDLINGS GROWN FOR 10 YEARS**

Carbon Footprint

TRAVEL TO THE EVENT



GROUND & AIR TRANSPORTATION



PARTNERED WITH ANEW CLIMATE TO
OFFSET 100% OF TOURNAMENT EMISSIONS,
MAKING THE EVENT CARBON NEUTRAL

BIODIVERSITY

Tournament organizers worked closely with the Midland Country Club to conserve the natural environment and protect biodiversity on the course.

Here are 2022 highlights:

- An Environmental Assessment Report was conducted by the Chippewa Nature Center to ensure minimal impact to the environment and biodiversity.
- A walking bridge was installed over native plants and signs posted around the golf course directed spectators away from ecologically sensitive areas.
- A permanent green space made of recycled materials was utilized for overflow and media parking, reducing long-term environmental impact.
- Protective mats were installed to shield plants from heavy equipment and vehicles.
- The clubhouse chef continued to use a permanent, mobile herb garden built for the tournament, providing access to a sustainable source of herbs year-round.
- Youth tournament attendees had the opportunity to paint bird houses using bird-safe paint while learning about biodiversity in the Great Lakes Bay Region. Once finished, participants took their creations home to use.
- To increase biodiversity, the Midland Country Club was gifted an owl house to place on the club grounds.



WASTE MANAGEMENT

Each year, the Dow GLBI takes great efforts to minimize waste generated by the event – with the ultimate goal of being a zero-waste event. In 2022 the tournament diverted approximately 91% of its waste from landfill, a 23% improvement from 2021. The tournament continued to reuse signage and other materials, donate unused food to local nonprofits and recycle carpeting after the event.

Additional actions taken in 2022 include:

- All hospitality suites were zero waste.
- All serveware and food scraps were composted.
- Back-of-house sorting of waste was implemented to remove contamination and optimize composting and recycling.
- Bins were placed at entry gates for dropping off old electronic devices, including cell phones, laptops and e-pads, for recycling.





TOTAL RECYCLED

62,221.5 LBS



TOTAL PRODUCED

68,511.5 LBS

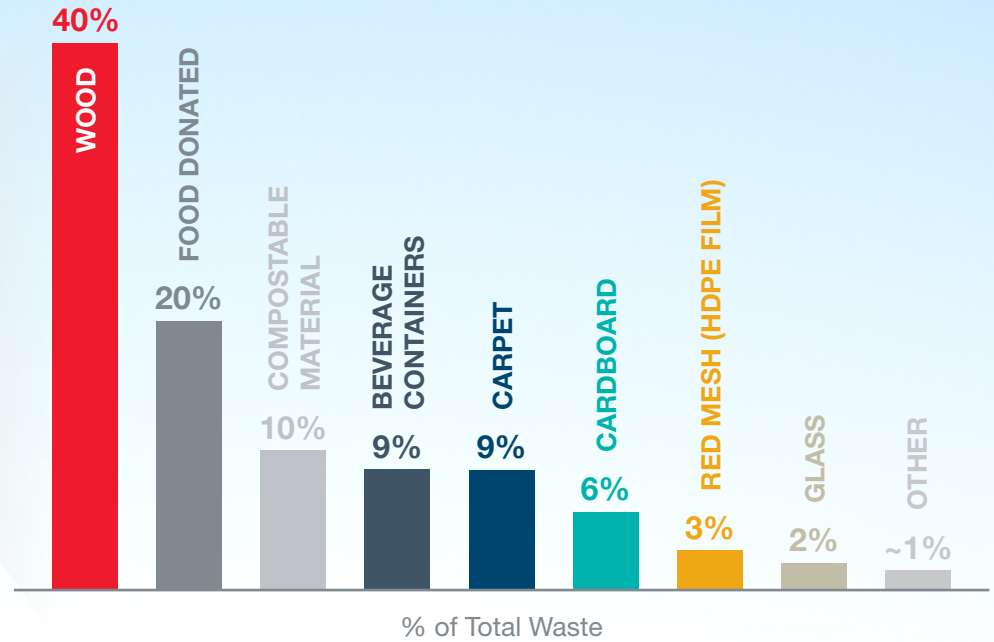
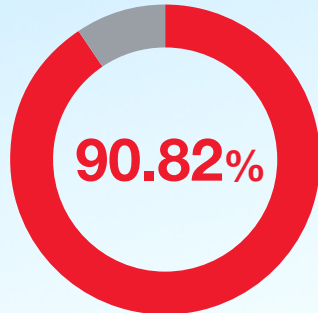


FOOD DONATED

12,307 LBS



OVERALL
WASTE
DIVERSION



WATER

To minimize impact on the environment, the Dow GLBI and Midland Country Club have taken steps to reduce the tournament's overall water operational footprint and water waste.



Water Conservation Plan

In 2022, the Dow GLBI partnered with Jacobs Engineering and Schupan to develop a water conservation plan that sets objectives for future tournaments and provides guidance to the Midland Country Club for water usage year-round.



ESD Waste2Water Recycling System

MCC utilizes a self-contained device to clean equipment of heavy debris for disposal. The wash water goes into a treatment system that biologically removes or neutralizes contaminants, so the gray water is safe to recycle.



Hand Sanitizer

Since replacing wash booth stations near portable restrooms with hand sanitizer stands, the Dow GLBI has reduced water usage by 720 gallons.



Water-Saving Irrigation

MCC's on-course irrigation system includes individual head controls and satellite capabilities. Combined with regular use of water meters, the club is strategic in its water usage, eliminating unnecessary wastewater.



Water Refill Stations

Attendees are provided a refillable water bottle to use at refill stations throughout the course, decreasing plastic bottle consumption and water usage.



Rain Barrels

Temporary rain barrel collections were set up to capture water for use on floral beds around the course. Sixty gallons of water was captured and reused during event week.

Improving Sustainability Through Partnership in the Great Lakes Bay Region

To encourage innovative, collaborative approaches to advancing sustainability in the Great Lakes Bay Region, the Dow GLBI announced the launch of the Collaborating for Sustainability Community Grant at its third annual Sustainability Summit.

This competitive grant program for local businesses and organizations will provide up to \$20,000 in seed money for joint projects aimed at improving sustainability. Applicants could choose among project categories that include biodiversity and ecology, climate and energy, food systems and security, waste and circular solutions, and soil and water. The Chippewa Nature Center joined Dow in overseeing the application process.

“We hope the grant program will be a catalyst to greater collaboration and better practices that address important sustainability issues and contribute to the region’s long-term vitality and competitiveness,” said Andre Argenton, Dow’s chief sustainability officer and vice president, EH&S.



From Fencing Mesh to Ball Markers: A Story of Circularity

How can something as ordinary as a ball marker be part of a circular economy? The answer: through collaboration. In 2022, the Dow GLBI partnered with Schupan, plastics recycler KW Plastics, Evolve Golf and Core Technology Molding Corp. to produce 20,000 ball markers and 5,500 divot tools made from 1,559 pounds of plastic mesh fencing that was used during the 2021 tournament.



To bring this story to life, the Dow GLBI's STEM Center set up a hands-on activation where tournament goers could interact with samples of mesh and the recycled plastic pellets produced from the mesh that created the ball markers and divot tools. Spectators were educated on the importance of reusing materials for a positive impact on the environment.



Social Impact

The Dow GLBI and its organizers strive to make a positive social impact on the Great Lakes Bay Region and its communities. Throughout 2022, tournament organizers and sponsor Dow hosted numerous events and campaigns to support the region and broaden the tournament's legacy. This includes an intentional focus on advancing inclusion, diversity and equity (ID&E) through golf and engaging diverse suppliers for the event. The Dow GLBI also impacted more than 12 organizations through charitable donations as part of the #TeamUp challenge and engaged 2,000+ youth in STEM activities and through the game of golf.



By the Numbers

24,890,516

steps were tracked through MidMichigan Health's Step Up Fitness Challenge

\$237,500

was donated to nonprofit organizations through the #TeamUp challenge

>1,000

volunteers participated throughout the Dow GLBI tournament week

>\$14.5MM

in direct economic impact to the Great Lakes Bay Region

>40,000

spectators attended the Dow GLBI

12,307

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

ACCESS AND EQUITY

The Dow GLBI seeks to advance ID&E through golf, with a focus on outreach to underrepresented youth, community members and vendors.

- Free attendance was provided Monday and Tuesday of tournament week, with an estimated 4,000 people attending the tournament on these days.
- Past and present members of the armed forces were offered free admission throughout the tournament, with a designated viewing area.
- The Dow GLBI sponsored the John Shippen Tournament for African American Golfers. The top two women in the tournament played in the Dow GLBI.
- The Dow GLBI continued its partnership with Midnight Golf, a Detroit-based organization that reaches underserved youth through golf. Forty-five high school seniors went through various GLBI programs, including the SOAR inclusion event and a behind-the-scenes tour of the tournament.
- Twelve 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.
- All children 17 and under attended for free.

SOAR: Dow Inclusion Summit

Event sponsor Dow hosted the third annual SOAR, an immersive inclusion leadership event for customers, suppliers, employees and community leaders during tournament week. The event, which was intended to provide concrete actions for participants to advance inclusion and diversity in their businesses and communities, hosted 250 attendees. The event kicked off with a fireside chat with U.S. Tennis Association President and CEO Katrina Adams, who spoke about gender equity in sports. It also included panels with business leaders and LPGA golfers.



Volunteers Give Youth Golf Equipment One Last Shot

In 2022, the Dow GLBI partnered with First Tee of Eastern Michigan to launch a new program – the One Last Shot donation drive. The tournament’s more than 1,000 volunteers were given the opportunity to donate used youth golf apparel and equipment during the Volunteer Distribution session. The goal was to create a collection of gently used youth golf apparel and equipment to redistribute to those learning golf in the Great Lakes Bay Region and help lower the cost barrier to the next generation of players. After a successful first year, the Dow GLBI plans to expand the program, eventually opening One Last Shot to anyone in the community to donate during tournament week.



SUPPLIER DIVERSITY

To further the Dow GLBI’s commitment to ID&E, the tournament and its organizers worked with diverse suppliers, including women-owned, U.S. minority-owned and small businesses. In fact, a majority of vendors for the Eat Great Hospitality Trail were women- or minority-owned/managed businesses, offering locally sourced food from the Great Lakes region.

Here are a few of our partners:



Arnold Center is a social service organization based in Midland 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 for recycling along with secure storage and shredding of materials.



ATS Printing of Bay City, Michigan, is a woman-owned business enterprise (WBE) that makes a point to hire people with neurological developmental disabilities, as this population is historically underemployed. ATS Printing helped with branding sportswear and promotional materials for the event.



SPACE Inc. of Midland is a certified WBE that does space planning, layout and office furnishings throughout the United States. SPACE supplied furniture for Dow GLBI events and helped design VIP spaces and the players’ lounge.



Bridge the Gap is a nonprofit in Saginaw, Michigan, 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 nonprofit with a mission to educate, impact and invest in individuals on the importance of self love and confidence. Self Love Beauty assisted with catering and hospitality through concession stand sales.

COMMUNITY OUTREACH

Social impact and community legacy are a strong focus for organizers of the Dow GLBI. Throughout 2022, numerous events, campaigns and outreach programs 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 nonprofits and community foundations to expand the reach of the #TeamUp for a Cause program, which resulted in \$237,500 in contributions to nonprofits across four counties.

2022 highlights include:

- Dow hosted the third annual Early Birdie Breakfast and Sustainability Summit to foster collaboration across sectors and amplify sustainability efforts within the Great Lakes Bay Region and the state of Michigan.
- The LPGA Leadership Academy was held at the Saginaw Country Club, a two-day event that focuses on empowering the leaders of tomorrow. A total of 40 girls attended the event.
- The Dow GLBI, First Tee of Eastern Michigan and Currie Golf Course partnered to host the first annual Great Lakes Bay Junior Golf Championship, which attracted youth ages 13-22 from across the region.
- Kids ages 3-18 met with LPGA players to learn the game of golf and valuable life lessons through the First Tee Junior Clinic at Currie Municipal Golf Course.
- Media Day was hosted at Hidden Harvest and East Side Soup Kitchen in Saginaw as part of a Day of Service to the community, resulting in 13,000 pounds of food being distributed to those in need.

Players Team Up to Help Local Nonprofits

Long after the tournament is over, LPGA golfers continue to make an impact in the Great Lakes Bay Region through their participation in the Dow GLBI's #TeamUp for a Cause Program. Tournament organizers selected nonprofits in the Great Lakes Bay Region that impact STEM, sustainability, inclusion and innovation. Once selected, these nonprofits are randomly paired with two of the 72 teams competing in the tournament. The impact from #TeamUp for a Cause continues to have a positive ripple effect across the region.

2022 #TeamUp for a Cause Impact

\$237,500

total raised
through the
#TeamUp
challenge

36

organizations
selected to
participate in
the #TeamUp
challenge

\$4,500

minimum
donation
received
by each
organization

14

organizations
received
\$1,500+ in
additional
donations



The STEM (Science, Technology, Engineering and Mathematics) Center Returns to Dow GLBI

The STEM Center returned to the tournament in 2022, thanks to partner and sponsor Palmer Holland, Inc. The Center enabled kids to explore science, technology, engineering and mathematics through various games and activities related to golf, baseball, hockey, tennis and racing. Activities also included learning about Newton's First Law of Motion and a STEM-centered sustainability game. In the mornings, the Center was reserved for youth organization field trips and programming. Throughout the tournament, approximately 2,000 area youth visited the Center. The Center then opened at noon to the general public, with no charge for admission.

TRANSPARENCY/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, nonprofits, regional 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.

Here are 2022 highlights:



QR codes posted around the MCC grounds encouraged attendees to download the tournament's mobile app, limiting paper waste.



To encourage sustainable practices, a procurement code focusing on the environmental, economic and social impacts of the tournament's purchasing decisions was distributed to all vendors. Vendors also were educated on the Dow GLBI's sustainability commitments.



A community townhall meeting was hosted to inform community members about the tournament and address any concerns.



Social Media by the Numbers

1,875

followers gained*

▲ 12% from 2021



7.6%

Facebook engagement rate

Industry average is 1%

33,930

engagements

▲ 16% from 2021



4.2%

Instagram engagement rate

Industry average is 4%

562,340

impressions

▲ 15% from 2021



3.4%

Twitter engagement rate

Industry average is .5%

669

social media mentions



3.1%

TikTok engagement rate

Industry average is 3%

* Data captured for July 2022

Appendix

CONTINUAL IMPROVEMENT: 2022-2023

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 its sustainability commitment on a year-by-year basis.

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)	3/3
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		11/11
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	2/2
3.6	Innovation Credit	1/1
Total		7/7
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”	3/3
4.4	Innovation Credit	1/1
4.5	Produce a Water Conservation Plan	1/1
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	0/1
4.10	Calculate carbon footprint	2/2
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	1/1
Total		17/21
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	1/1
5.5	Innovation Credit	1/1
Total		5/5
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		50/54

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 | Great Lakes Bay Regional Alliance | Midland Recyclers | Sunbelt Rentals |
| Council for Responsible Sport | Habitat for Humanity | Northwood University | Special Olympics |
| Chippewa Nature Center | Junior Achievement | KW Plastics | |
| Food Bank of Eastern Michigan | MidMichigan Health | Schupan | |



