



Dow Championship 2023 SUSTAINABILITY REPORT





The Tournament

The Dow Championship, formerly the Dow Great Lakes Bay Invitational, is an official LPGA Tour event held annually 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 Championship is the first team event played for official money and points, as well as the first fully GEO Certified® sustainable tournament on the LPGA Tour since its inception in 1950. The tournament attracts the world's best female golfers to compete in the 72-hole, stroke-play tournament featuring two-player teams competing in both foursomes and four-ball. In 2024, the tournament will celebrate its fifth anniversary.

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



OUR PARTNERS



Dow

Dow is the title sponsor of the Dow Championship. One of the world's leading materials science companies, 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 manufacturing sites in 31 countries and employs approximately 35,900 people.

For more info
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 900 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 



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 courses and 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:
<https://sustainable.golf> 



Outlyr

Outlyr is a global leader in sports and entertainment based in Greenwich, Connecticut 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 Championship is operated by Outlyr.

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



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“The Dow Championship is proof that collaboration with the LPGA and the sport of golf itself can drive positive change. Together, we are creating a lasting impact by advancing sustainability and inclusion in our communities and delivering millions in economic benefits. And by putting a world-class tournament in our backyard that’s accessible to so many, we are helping our youth dream big – dream about becoming champions.”

Jim Fitterling, Dow Chairman and CEO

TOURNAMENT APPROACH

Generating a Positive, Sustainable Legacy

The Dow Championship’s approach to sustainability is guided by the five-year Sustainability Action Plan developed and launched in 2019, the tournament’s inaugural year. The plan reflects a vision that goes beyond direct tournament operation to create a positive, lasting impact on the community and the sport of golf.

The plan emanates from, and is fully supported by, the tournament staging and organizing teams, which includes Dow, the Midland Country Club and Outlyr. Through collaboration with our partners, local stakeholders, and suppliers and vendors, the Dow Championship seeks to deliver one of the most sustainable golf events in the world, and to provide a blueprint for tournament staging and promotion of the LPGA Tour.

Driving ‘Net Positive’ Outcomes



Baseline: FOOTPRINT



- Strategy
- Best Practices
- Procurement
- Business Engagement

- Venue Operations
- STEM and Diversity & Inclusion
- Accessibility
- Monitoring & Recording

- Carbon Footprint and Offsetting Verification
- Certification
- Reporting

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



2019

2021

2022

2023

ENVIRONMENTAL IMPACT

The Dow Championship is committed to minimizing all environmental impacts from tournament activities and creating “net positive” outcomes. In 2023, tournament organizers collaborated with the Midland Country Club and other organizations to address the event’s environmental impact in four key areas: greenhouse gas emissions, biodiversity, waste management and water.



By the numbers



5,000

pounds of material, including event signage, rope and sign posts, were reused from previous years



20%

of food served at the event was locally grown and produced



91%

of waste generated was diverted from landfills



100

pairs of used athletic sneakers were recycled, diverting 131 pounds of waste from the landfill



19,445

less miles driven by using local vendors, resulting in a reduction of 30.13 MT of CO₂e



720

gallons of water were saved during the tournament by replacing hand washing stations with hand sanitizer



100%

of emissions were offset, making the event carbon neutral for a third consecutive year



GREENHOUSE GAS EMISSIONS REDUCTION

As part of the Dow Championship Sustainable Action Plan, tournament organizers worked with partners Outlyr and Schupan to calculate the carbon footprint of the event. 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.
- Installing an electric vehicle charger in the MCC parking lot to allow spectators, players or staff to travel to the tournament with an electric vehicle without barriers.
- Energy efficient light towers at the putting green, which included LED lights and energy storage systems to reduce the amount of fuel needed to power the units.
- Powering down HVAC systems, electronic scoreboards and light towers outside operating hours.

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.



PROTECTING CRITICAL HABITAT FOR MICHIGAN'S MOOSE POPULATION

In 2023, the Dow Championship obtained offsets from Anew Climate, an industry leader in carbon reduction solutions, that support the Moose Country Project in Michigan’s Upper Peninsula.

The project provides critical habitat for the heart of Michigan’s moose population and contains 1,219 acres of management zones, 45 miles of rivers and streams, and more than 96 acres of additional water bodies. In addition, carbon revenues from this project offset reduced timber income and go towards the enhancement of the project area while supporting a transition to a less intensive silvicultural regime.

The project is enrolled in the Commercial Forest Act, which requires responsible forest management, and verified through the American Carbon Registry.

CARBON FOOTPRINT

SCOPE 1 EMISSIONS			
Mobile			
Courtesy Cars	Gasoline	6.32	MTCO ₂ e
Shuttle Busses	Diesel	12.03	MTCO ₂ e
Stationary			
Concession Grill Cooking	Propane	2.02	MTCO ₂ e
Generators and Equipment	Diesel	23.73	MTCO ₂ e
Clubhouse	Natural Gas	25.34	MTCO ₂ e
Scope 1 Total Mobile		18.35	MTCO ₂ e
Scope 1 Total Stationary		51.10	MTCO ₂ e
Scope 1 Total		69.45	MTCO ₂ e
SCOPE 2 EMISSIONS			
Clubhouse Electricity Kilowatt	Kilowatt	61.68	MTCO ₂ e
Scope 2 Total		61.68	MTCO ₂ e
SCOPE 3 EMISSIONS			
Purchased Goods and Services		166.25	MTCO ₂ e
Food and Beverage		73.51	MTCO ₂ e
Waste Generated from Operation		-27.88	MTCO ₂ e
Volunteer Travel		20.27	MTCO ₂ e
Spectator Travel		195.94	MTCO ₂ e
Player Travel		169.29	MTCO ₂ e
Staff Travel		7.81	MTCO ₂ e
Vendor Travel		73.99	MTCO ₂ e
Scope 3 Total		679.19	MTCO ₂ e
GRAND TOTAL CARBON EMISSIONS		810.32	MTCO ₂ E



FOURTH ANNUAL EARLY BIRDIE BREAKFAST AND SUSTAINABILITY SUMMIT

As part of the 2023 Dow Championship, Dow hosted the fourth 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 event’s activities focused on collaborating to create a zero-waste Great Lakes Bay Region.

Attendees, including regional businesses and students, community leaders, NGOs, partners, suppliers and sponsors, heard from national experts as well as people from across Michigan who are leading the way in implementing a circular economy. Attendees also worked together in a hands-on workshop to identify opportunities to advance a zero-waste roadmap while contributing to the region’s growth.

BIODIVERSITY

The Dow Championship is committed to conserving the natural environment and protecting biodiversity on the course. Tournament organizers worked closely with the Midland Country Club to protect and preserve the course and surrounding grounds, restore areas adversely effected by high traffic, and engage partners in protection and restoration efforts.

Here are 2023 highlights:

- The Chippewa Nature Center conducted a walk-through of the MCC’s 105-acre golf course and provided a 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.



ENGAGING TOURNAMENT ATTENDEES FOR POSITIVE IMPACT

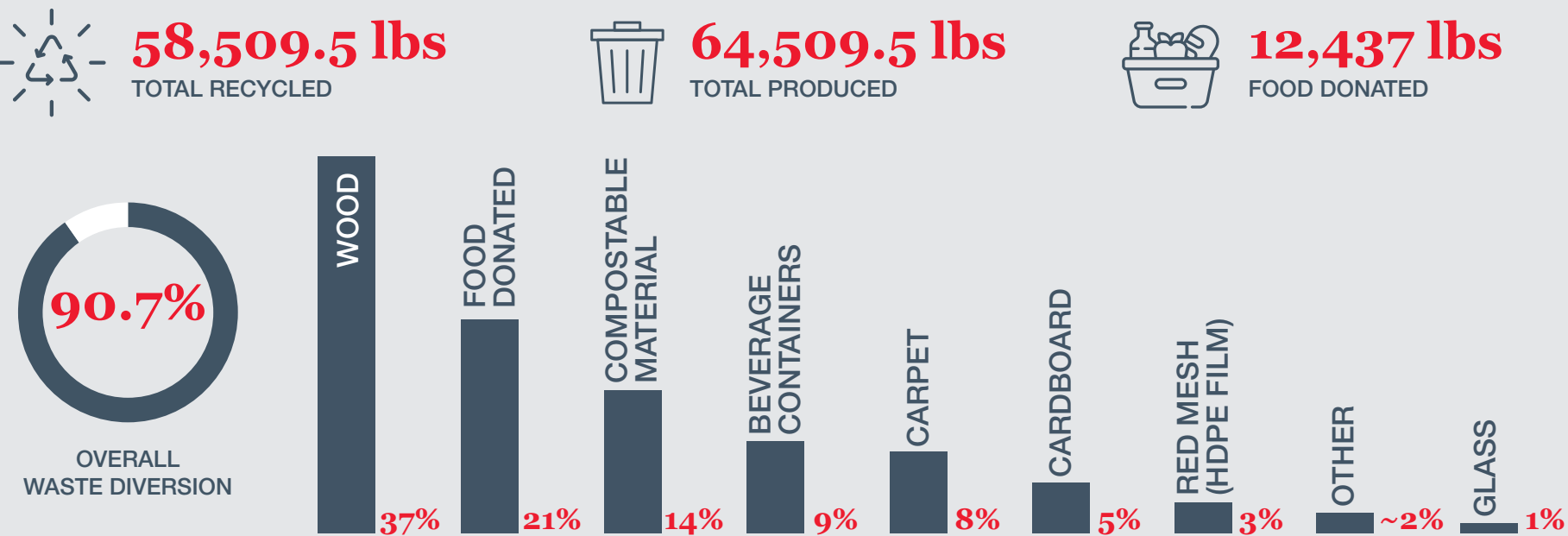
Each year, the Dow Championship seeks out opportunities to engage attendees on sustainability tactics that can be implemented, not only at the tournament, but also at home in everyday life. In 2023, Green Team volunteers educated spectators at the sustainability booth about the process of recycling plastic through an interactive display showing how a water bottle becomes a shirt. Attendees could also “plant their best guess” of the number of plastic bottles in a bale prepared for recycling. With each guess, the Dow Championship donated one tree through the Arbor Day Foundation’s Michigan State Forest and Good Neighbor Authority Program. In total, the program will plant 5,000 trees in Northern Michigan on behalf of the Dow Championship.

WASTE MANAGEMENT

The Dow Championship makes waste management and diversion a high priority, with the ultimate goal of being a zero waste-event. Through recycling, reuse, composting, donation and reduction efforts, the tournament diverted approximately 91% of its waste from landfill.


Actions in 2023:

- Placed 150 recycling bins around the course, including back-of-house and within hospitality structures, to capture recyclable items.
- All hospitality suites, concessions stands and volunteer meals were served with compostable serveware.
- Reused 5,000 pounds of event materials from previous years, including more than 1,000 pounds of signage.
- Eliminated excess paper waste by providing QR codes on signage for attendees to access pairing guides, site maps and other event resources.
- Donated construction material used on course, including wood and carpeting, to local organizations throughout Michigan.
- Continued back-of-house sorting of waste to remove contamination and optimize composting and recycling.
- Partnered with GotSneakers to collect used athletics sneakers for reuse or recycling, diverting 131 pounds of waste from the landfill.




WATER

The Dow Championship continually seeks to reduce its environmental impact and better understand ways to reduce its water consumption during tournament week. In 2022, the Dow Championship partnered with Jacobs Engineering and Schupan to develop a water conservation plan that set objectives for future tournaments and provided guidance to the Midland Country Club for water usage year-round. The Dow Championship’s actions to reduce water usage were guided by the 2023 Water Conservation Plan.




ESD WASTE2WATER RECYCLING SYSTEM

MCC utilizes a self-contained device to capture and reclaim water used to clean equipment of heavy debris. 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 2021, the GLBI has eliminated hand washing basins at portable restrooms and replaced them with hand sanitizer stands, reducing water usage by 1,080 gallons to date.



WATER REFILL STATIONS

Attendees are provided a refillable water bottle to use at dedicated refill stations throughout the course. In 2023, two additional refill stations were permanently installed on the course.



RAIN BARRELS

Temporary rain collection barrels were set up to capture water for use on floral beds around the course. Since the program’s inception, 125 gallons of water were captured and reused during event week.





2019-2023 DOW CHAMPIONSHIP WATER USAGE SUMMARY					
	2019	2021	2022	2023	GRAND TOTAL
MIDLAND COUNTRY CLUB	1,272,000	595,750	1,871,250	519,500	4,258,500
CATERING	NOT TRACKED	NOT TRACKED	341	341	683
PORTABLE RESTROOMS	19,200	3,425	3,425	3,510	29,560
BOTTLED WATER	300	219	313	313	1,144
GRAND TOTAL	1,291,500	599,394	1,875,329	523,664	4,289,887

SOCIAL IMPACT

At its heart, the Dow Championship 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.



By the numbers

 >25MM steps were tracked through MidMichigan Health's Step Up Fitness Challenge	 \$500,000 was donated to nonprofit organizations across the Great Lakes Bay Region
 >1,000 volunteers participated throughout the Dow Championship tournament Week	 \$13.5MM in direct economic impact to the Great Lakes Bay Region
 >30,000 spectators attended the Dow Championship	 12,437 pounds of prepared and unused food donated to Hidden Harvest and distributed to 24 local and regional nonprofits

ACCESS AND EQUITY

The Dow Championship takes an intentional approach to make inclusion, diversity and equity (ID&E) an integral part of the tournament and surrounding events, with a focused outreach on serving underrepresented youth, attendees, community members, sponsoring organizations and vendors.

- All event and on-course structures are ADA accessible, featuring ramps, elevators and scooters for guests.
- Current and past members of the armed forces receive free admission to the tournament throughout the week.
- All children, 17 and under, attended the tournament for free.
- Twelve Special Olympic athletes from the Great Lakes Bay Region played in the 3-Hole Challenge at the tournament.
- The Dow Championship partnered with Midnight Golf, a Detroit-based organization that reaches underserved youth through golf. Midnight Golf participants attended various tournament programs, including the SOAR inclusion event, and caddied for players in the Pro-Am.
- The Dow Championship sponsored the John Shippen Tournament for African American Golfers. The top two women in the tournament qualified to play in the Dow Championship.



SOAR: DOW INCLUSION SUMMIT

Event sponsor Dow hosted the fourth annual SOAR, an immersive inclusion leadership event for customers, suppliers, employees and community leaders during tournament week. At the event, participants were encouraged to take action to foster equity and inclusion and drive positive change in their communities. Participants also heard from a range of speakers from the corporate world and the sports industry, including barrier-breaking athletes, Jane Park, Paula Creamer and Derek Jeter.

SUPPLIER DIVERSITY

To help ensure ID&E is an integral part of the Dow Championship, the tournament and its organizers worked with diverse suppliers, including women-owned, U.S. minority-owned and small, locally owned businesses. Additionally, 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 Bay Region.

Here are a few of our partners:

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.



Veteran-owned and operated, **The Flying Trout Grill and Catering** is a full-service company based in nearby Sanford, Michigan, that provides customized catering options for any occasion – from corporate events to weddings to graduation parties. The Flying Trout was featured in the tournament’s Eat Great Food Festival.



The Menu Manager is a woman-owned dinner design studio in Midland, Michigan, that offers easy meal preparation, state-of-the-art catering, cooking workshops and space rentals. A ReGrow Together program participant, The Menu Manager donates meals to local shelters and soup kitchens that serve families in need. The Menu Manager was featured in the Eat Great Food Festival.



Located in downtown Midland, Michigan, **Serendipity Road** is a woman-owned small business that supports other small businesses in the form of a gift boutique. The boutique features products from more than 100 Michigan artisans, as well as a range of goods from other out-of-state small businesses. Throughout tournament week, Serendipity Road offered spectators the opportunity to buy Michigan-made products.



PARTNERING TO PROVIDE ACCESS TO HEALTHY MEALS

The Dow Championship partnered with ReGrow Together and United Way of Midland County to provide people in the community access to healthy meals while reducing food waste. ReGrow Together collects excess produce and surplus food items from area food banks and transports them to meal prep sites where students and program participants prepare nutritious meals for their neighbors. The meals are then distributed at sites across Midland County. In addition to serving their community, program participants learn valuable job and culinary skills. During tournament week, more than 5,000 pounds of food were donated to 24 different venues in the region through the program.



COMMUNITY OUTREACH

Throughout 2023, event organizers and tournament sponsor Dow conducted numerous events, campaigns and outreach programs to ensure a positive social impact and to broaden the event’s legacy.

2023 highlights include:

- Continued to partner with Fore Our Future, an on-site activation launched by the Great Lakes Bay Region Junior Achievement program, which enables entrepreneurial students from the region to plan and develop products that can be sold at the tournament.
- Addressed educational inequities and travel restrictions across the region by bussing in more than 700 local youth to tour the STEM Center during tournament week.
- Partnered with the LPGA USGA Girls Golf Program the LPGA of Eastern Michigan to bring in 15 high school athletes to participate as a caddie in the Pro-Am.
- Hosted the LPGA Leadership Academy, which teaches young girls leadership skills through the sport of golf, at the Midland Country Club.
- Donated more than 5,000 pounds of food to 24 different venues in the region through United Way of Midland County’s ReGrow Together program.
- Hosted more than 100 students throughout the region as part of the Skilled Trades Career Day to teach and educate them on the future opportunities of skilled trades.

Community impact in 2023

- \$237,000** total raised through the #TeamUp challenge
- 36** organizations selected to participate in the #TeamUp challenge
- \$60,000** donated through the Daily Giveback Charity
- 42** charity partners benefiting the Great Lakes Bay Region
- \$500,000** total donated to organizations across the Great Lakes Bay Region

MAKING A POSITIVE IMPACT THROUGH CHARITABLE GIVING

The Dow Championship remains committed to making a positive, lasting impact on the Great Lakes Bay Region, and since its inaugural year, the tournament has awarded more than \$2 million to local nonprofits. In 2023, the Dow Championship donated a total of \$500,000 in contributions across Midland, Saginaw, Bay and Isabella Counties.

Through the #TeamUp for a Cause Program, tournament organizers select 36 nonprofits in the region that impact STEM, sustainability, inclusion, community resiliency and innovation in the region to participate in the #TeamUp for a Cause program. These nonprofits are then randomly paired with two of the 72 teams competing in the tournament. In addition to the program, the tournament featured one Daily Giveback Charity each day at the tournament. Six organizations were awarded \$10,000 each as a result.



ECONOMIC IMPACT

In 2023, more than 30,000 spectators attended the tournament, making the Dow Championship the largest professional sporting event hosted in the Great Lakes Bay Region. To measure the economic impact of an event this size, tournament organizers partnered with Stoll Strategies, a consulting company whose research focuses on the intersection of sports events and sports-related travel. The study's methodology accounted for both operations spending for the tournament as well as visitor spending to calculate the Dow Championship's direct, indirect and induced economic impact on the region.



By the numbers



\$13,585,185
total economic impact



>30,000
spectators attended the 2023 Dow Championship over a span of five days



>\$8MM
of direct economic impact



39%
of tournament spectators were from outside the Great Lakes Bay Region



>\$4.5MM
spent on food, entertainment and travel-related expenses by event spectators



>\$2.5MM
of supply chain impact on the local economy

“

From charitable giving to supporting local businesses and STEM education to showcasing some of the world’s best female golfers, this tournament exemplifies Dow’s commitment to enrich the Great Lakes Bay Region through a world-class LPGA event. And we continue to expand what an event like this can be and the many ways that we can change lives.”

Carlos Padilla II, Executive Director of the Dow Championship



APPENDIX

Continual Improvement: 2023-2024

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 improve its approach to sustainability on a year-to-year basis.

Verification Report Summary

Section 1: Planning & Communications			Section 2: Safety & Security		
1.1	Develop a Sustainability Plan to reduce environmental impacts and increase social benefits (mandatory)	1/1	2.1	Develop a Safety Management Plan	2/3
1.2	Publicize sustainability plans and commitments (mandatory)	1/1	2.2	Develop a Security Management Plan	0/1
1.3	Choose sites that minimize environmental impacts (mandatory)	2/2	2.3	Measure total water consumption	1/1
1.4	Consult with stakeholders on sustainability efforts and potential negative impacts (mandatory)	1/1	2.4	Conserve water / energy impacts associated with water	1/1
1.5	Promote sustainability across all areas of tournament operations	1/1	2.5	Innovation Credit	1/1
FPO			2.6	Produce Energy & Carbon Management Plan	1/1
2.3	Minimize impacts caused by temporary staging infrastructure and heavy machinery	1/1	Section 5: Access & Equity		
2.4	Innovation Credit	1/1	5.1	Maintain an active Access & Equity Plan	1/1
	Total	4/4	5.2	Event maintains active Safety Management Plan	1/1
Section 3: Procurement			5.3	Site-build accommodates people with access difficulties	1/1
3.1	Produce a Procurement Policy & Plan	1/1	5.4	Outreach to underrepresented groups in the community and reduce barriers to attendance	2/2
3.2	Track and monitor sustainability performance of suppliers and contractors	1/1	5.5	Innovation Credit	1/1
3.3	Re-use materials	1/1		Total	6/6
3.4	Avoid unnecessary paper waste by prioritizing online communication	1/1	Section 6: Community Legacy		
3.5	Establish a Sustainable Food & Drinks Program	1/2	6.1	Measure economic impact	1/2
3.6	Innovation Credit	1/1	6.2	Leave lasting legacies for the host community	1/1
	Total	6/7	6.3	Support local	1/1
Section 4: Resource Management			6.4	Promote golf and health and wellbeing	1/1
4.1	Produce Waste Management Plan	1/1	6.5	Innovation Credit	1/1
4.2	Track waste diversion rate	2/2		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

Sunbelt Rentals

Special Olympics





