



BMW
CHARITY PRO-AM
presented by TD SYNEX

S U S T A I N A B I L I T Y R E P O R T



FOR THE LOVE OF THE GREEN



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FROM THE TOURNAMENT DIRECTOR

FOR TWO DECADES, thanks to the support of our community, the BMW Charity Pro-Am presented by TD SYNEX has successfully persevered in raising funds for Upstate charities devoted to bettering the lives of our neighbors. In 2021, because of our continued pursuit to find new ways to do the right thing for the beautiful Upstate of South Carolina—we introduced “Fore the Love of the Green.”

To make this sustainability program a reality, we asked our stakeholders, partners and community groups for their assistance in elevating this important environmental initiative; as always, they answered the call. They understood that, given our philanthropic purpose, we needed to show our peers that not only can sustainability be done, but it will enhance all aspects of a tournament.

By publishing our inaugural sustainability report, we do not intend to share that we have done this perfectly; rather, our hope is to set expectations that sustainability is part of our normal business practices. As one of the premiere events on the Korn Ferry Tour Schedule, we want to be a resource for those who do not know where to begin, but want to incorporate sustainability into their operations.

Through Community Green Team, we will provide a space for local businesses, organizations, and universities to promote our shared sustainability missions, and to engage with spectators and their peers during tournament week and year-round.

Our goal to produce a “Zero-Waste” tournament is not a small one, but by rallying together, as we always have, we know it’s an achievable one.

MICHAEL MCGOVERN, Tournament Director





SUSTAINABILITY TIMELINE

What do planning and execution look like for a sustainably-minded tournament?

PRE-TOURNAMENT

- ✔ Vendor meetings around responsible purchasing and disposal of materials
- ✔ Stakeholder engagement with civic officials and non-profits who share environmental advancement in the Upstate

TOURNAMENT WEEK

- ✔ Waste Audit
- ✔ Community Green Team Volunteers educating spectators on proper disposal
- ✔ Sustainability Lunch & Learn presented by Furman University and The Shi Institute for Sustainable Communities to create sustainable events/professional networks and foster local collaboration
- ✔ Sustainability Village where spectators can learn about Upstate sustainability efforts and engage with local businesses and organizations who prioritize sustainability

POST-TOURNAMENT

- ✔ Production of Post-Tournament Report
- ✔ Recap and planning meetings with tournament partners
- ✔ Continued Litter Cleanups and E-waste events





SUSTAINABILITY IMPACT

GEO BLUEPRINT

Our tournament sustainability standards, goals, and baselines are in line with the international standards of sustainable golf certification set forth by the Golf Environment Organization (GEO).

PLANNING

The tournament's commitment to sustainability was met with the same effort from organizers and stakeholders. A comprehensive sustainability plan was created to set year one goals. Blue Strike Environmental was brought in to assist with reporting and to oversee the sustainability plan.

The tournament developed Initial Sustainability Policies Centering On:

Communication Procurement Waste Diversion Water Usage Access and Equity

COMMUNICATION

The BMW Charity Pro-Am presented by TD SYNEX ensured multiple levels of interaction with the public about sustainability. Communication aimed to inform and inspire the community to get involved in the sustainability initiatives of the tournament. **Highlights Include:**

- Held Inaugural Sustainability Lunch & Learn presented by Furman University and The Shi Institute for Sustainable Communities
- Introduced the community to “Fore the Love of the Green” campaign
- Created a “Sustainability Village” at the tournament for patrons to learn the commitment to sustainability of key stakeholders/businesses.
- Prioritizing online communications to reduce paper use, including adding a sustainability page to website
- Tournament Sustainability commercial aired on Golf Channel which has an average of 2 million viewers during the tournament

PROCUREMENT

Dedicated effort was made to integrate environmental and social responsibility across the procurement of materials, products, and services at the tournament. **Highlights Include:**

- Worked with host course, Thornblade Club to provide concession and hospitality items that were exclusively compostable or recyclable
- Upcycled mesh from tournament operations to make 700 shoe bags thanks to Signatures Apparel
- Used Ball Aluminum Cups in place of plastic single use cups.
- Styrofoam was replaced with certified compostable or recyclable products



SUSTAINABILITY IMPACT

RESOURCE MANAGEMENT WASTE

The BMW Charity Pro-Am presented by TD SYNEX is aware of the potentially negative impact that such a highly attended event can have on the environment. A comprehensive plan has been put into place to ensure all aspect of waste, energy, procurement, and water conservation are addressed.

Waste

- ✔ Zero-Waste Tournament by diverting all waste streams such as glass, food waste (compost), recycling, and construction and demolition materials in partnership with Univar Solutions, Pratt Recycling, Bricolage Dynamics, Ever Green Environmental and others.
- ✔ Strategically placed compost bins and recycle bins throughout the tournament to ensure proper disposal of items.
- ✔ Held first annual E-Waste Drive for the community to drop off their E-Waste and other recyclable materials presented by MOA Architecture
- ✔ The total amount of waste diverted from the landfill was enough to fill 4,100 kitchen size garbage bags

Water

- ✔ Baselined the consumption of water by tournament operations and bottled water consumed during tournament week
- ✔ Free potable water was provided by Greenville Water for spectators to refill their water bottles and reusable Ball Cups

Energy

- ✔ Inventoried Carbon Footprint of Tournament Operations and Tournament Supply Chain
- ✔ Carbon emissions associated with the tournament were measured and calculated
- ✔ Alternative Transportation was available, including walking and cycling access, and shuttles





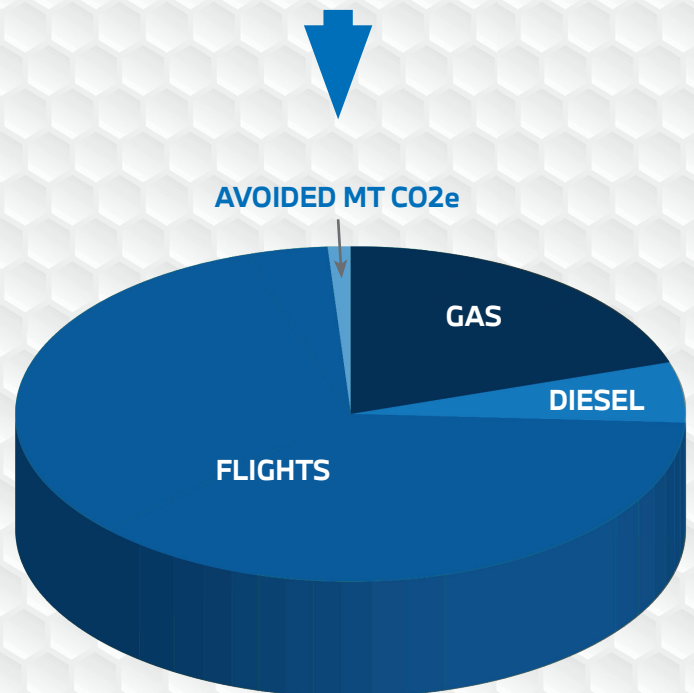
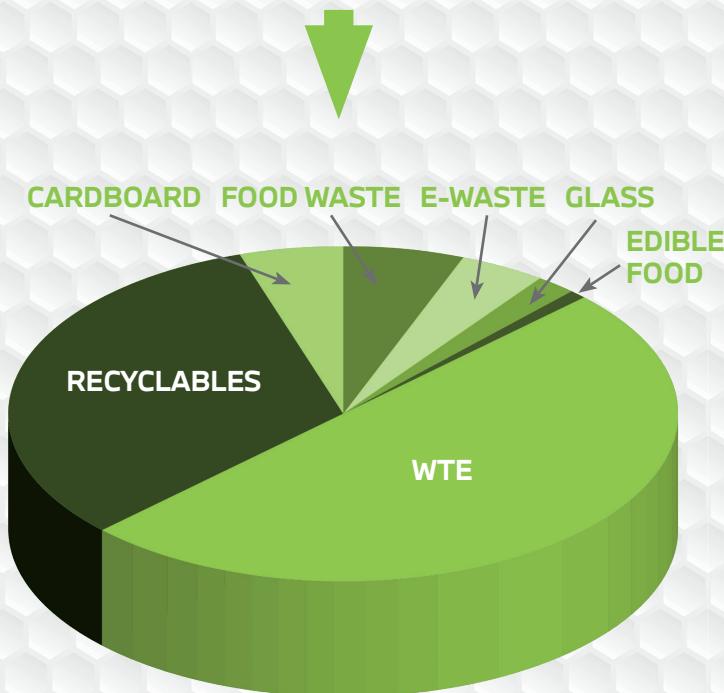
SUSTAINABILITY IMPACT

2021 BMW CHARITY PRO-AM DIVERSION REPORT

Commodity	Diversion
Food waste (compost)	2,780 lbs
E-waste	1,980 lbs
Glass	760 lbs
Edible food donation	500lbs
WTE	23,660 lbs
Recyclables	15,100 lbs
Carboard	2,580 lbs
Total Diversion	47,360 lbs

OVERALL TOURNAMENT FOOTPRINT

Emission Types	Metric Tons
Gas	341.55
Diesel	92.06
Electricity	0.00
Waste	-
Marketing	0.09
Flights	1,210.57
Avoided MT CO2e	18.93
Total Emisions (MT CO2e)	1,663.20





SUSTAINABILITY IMPACT

ACCESS AND EQUITY

The BMW Charity Pro-Am presented by TD SYNEX has a positive social impact on the local community with programs throughout the week. The tournament ensured the event was not only accessible for the entire local community, but effort was also made to ensure that underrepresented and underprivileged groups had the opportunity to attend the event.

- ✔ The Standard Bearer Program promotes youth involvement. Outreach to local schools and nonprofits helped to fill positions of youth 18 and under
- ✔ Over 2,000 complimentary tickets were donated to active military personnel, veterans, and first responders. They were provided complimentary food, beverage and had access to the Military and First Responders Skybox
- ✔ Partnered with the First Tee of the Upstate to host a Junior Golf Clinic presented by Pacolet Millikin. Shuttle busses were provided to shuttle youth to and from the event. Open to all youth 18 and under in Upstate, SC
- ✔ Held the first Ladies Junior Golf Clinic in partnership with the First Tee of the Upstate. Open to young ladies 18 and under





SUSTAINABILITY IMPACT

COMMUNITY LEGACY

South Carolina Charities, Inc. (SCCI), the non-profit foundation of the BMW Charity Pro-Am presented by TD SYNEX, was created in order to showcase the beauty of Upstate South Carolina and the hospitality of its citizens to the world; to create an event that brings the Upstate a fun and entertaining week centered around professional athletes and world-renowned celebrities; and raise money and awareness for Charities in Upstate, South Carolina.

- ✔ For the 2021 event \$683,980 in charitable giving plus \$225,130 in in-kind donations was donated to local charities and schools in the Upstate
- ✔ Since 2001, the tournament has distributed \$14.3 million to charities in the Upstate, part of the PGA TOUR's \$3 billion raised for charity
- ✔ Volunteers and Staff host litter cleanups through-out the year in collaboration with Greenville County "Litter Ends Here". So far 2260 pounds of litter have been cleaned up by the BMW Charity Pro-Am presented by TD SYNEX team of volunteers.
- ✔ The tournament supports local whenever possible. Partnering with local companies and organizations and recruiting local volunteers
- ✔ Over 200 charities have been supported since 2001
- ✔ Donated over 500lbs of premade and nonperishable food to Loaves and Fishes
- ✔ The most recent economic impact study by Clemson University's International Institute of Tourism Research and Development estimated that the tournament annually generates direct spending of \$4.712 million, supports 139 jobs, generates net local government revenues of \$541,048, net state government revenues of \$868,479, and yields \$6.744 million in total output/impact





LONG TERM GOALS & CONTINUAL IMPROVEMENT

The BMW Charity Pro-Am presented by TD SYNEX will focus on continual improvement and setting new and higher targets.

We will use the baselines from the 2021 event to focus on improving the following:

Water Consumption

Ensure tournament specific operations such as water saving

Carbon Footprint

Every effort will be put forth to reduce and mitigate total carbon footprint. Focus will be on becoming a carbon neutral event.

The tournament will focus on educating the community by introducing Sustainability Education Booths focused on Energy, Water, Waste, Litter, and Composting. This will ensure that the public knows what is being done at the tournament and will have the opportunity to learn what they can do outside of the tournament.

The objective is to be leaders in our community and to educate other sport and event organizers on how to host events that positively impact the environment and local community.





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SUSTAINABILITY PARTNERS

THANK YOU!



BMW
GROUP
Plant Spartanburg



Greenville County
LITTER
ENDS HERE

