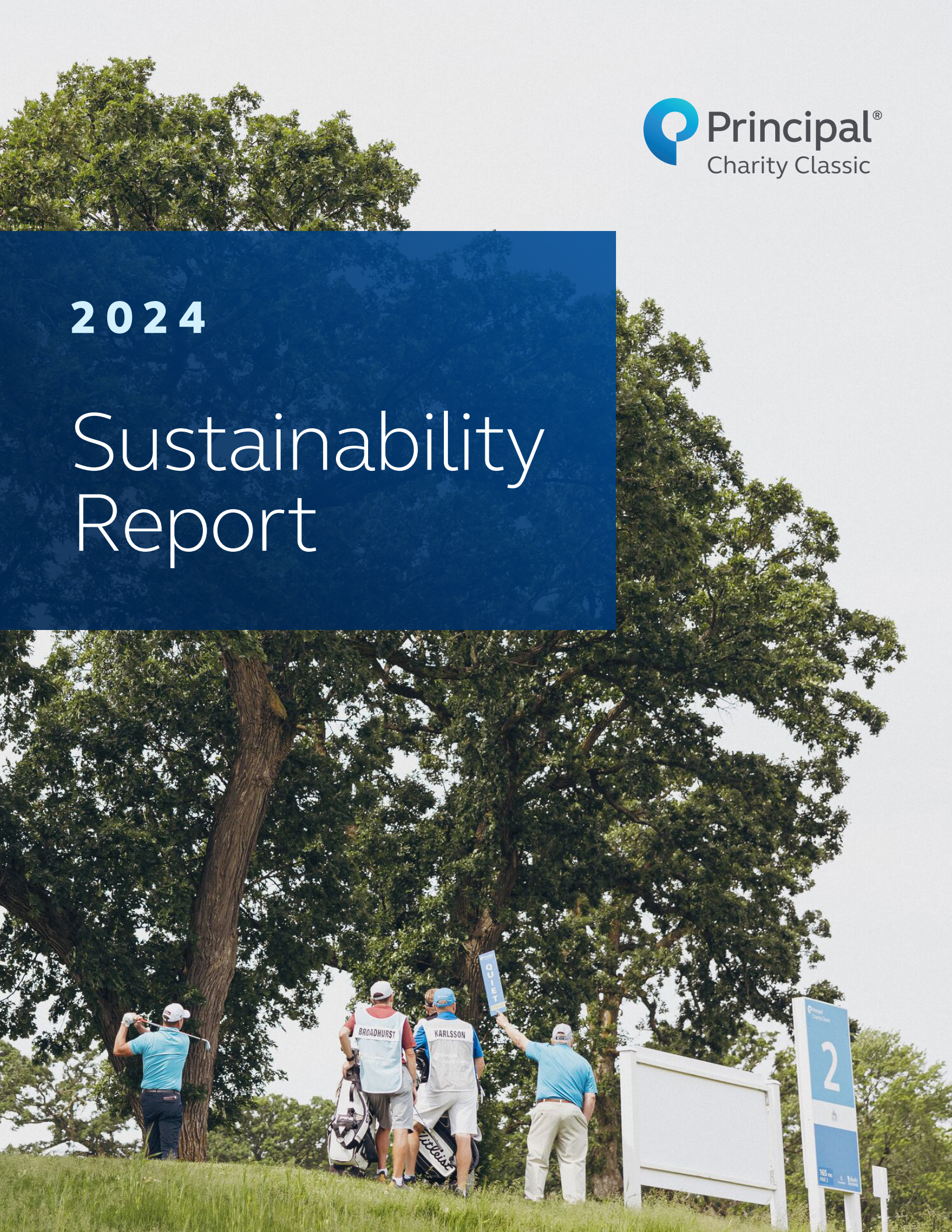


2024

Sustainability Report





Introduction

The Principal Charity Classic is committed to integrating sustainability into every aspect of our event. We prioritize environmental stewardship and align our efforts with global United Nations Sustainable Development Goals and the Golf Environment Foundation (GEO), industry best practices and frameworks, and the specific sustainability objectives of our local community. This report details our comprehensive approach to sustainability, highlighting our environmental and social initiatives in the lead-up to, during, and results from the tournament. By working closely with our stakeholders, we strive to create a positive and lasting impact, paving the way for a sustainable future.

Executive letter

Executive letter from Alex McCarty, Principal Charity Classic Tournament Director

At the Principal Charity Classic, we are dedicated to raising funds for Iowa children's charities with the unwavering support of Principal® and Principal® Foundation. Since 2007, our event has generated over \$60 million for charities that invest in the future of Iowa's youth. This annual, family-friendly event brings excitement to our community and significantly enhances the economic vitality and quality of life in Central Iowa. In this report, we share the results of the 2024 Principal Charity Classic. Here, "we" or "our" refers to the Principal Charity Classic, while "Principal" refers to Principal Financial Group, Inc., our title sponsor and stakeholder.

The annual Sustainability Report from Principal provides us with a platform to align with the broader sustainability initiatives of Principal. Our tournament specific goals are pursued independently by the Principal Charity Classic, reflecting our unique sustainability objectives. As a premier event in Des Moines, we embrace our responsibility to lead by example in promoting sustainable practices. Through collaboration with Principal and their sustainability strategy, we are setting new standards for event sustainability in Central Iowa.

Golf offers a unique platform to promote environmental and social sustainability, and encourage community wide changes to enhance waste diversion and sustainable practices. By integrating these values into our operations, we aim to create a more inclusive and environmentally responsible event that reflects our commitment to sustainability and social progress.

In 2024, we proudly continued our legacy partnerships with MidAmerican Energy, Salesforce, and SEI, and we are excited to welcome Big Grove Brewery, F+G Annuities and Life, and GreenState Credit Union as new sustainability partners. Our number of sustainability partners has doubled since 2023.

Notably, MidAmerican Energy has created the first-ever Sustainability Grove, showcasing their commitment to environmental innovation. These partners exemplify environmental responsibility and greatly enhance our waste diversion and clean energy efforts. We deeply value their support and commitment to our sustainability program.

Additionally, the new civic partnerships established in 2024 with Metro Waste Authority, Iowa Waste Exchange, Trees Forever, St. Vincent de Paul, Supply Hive, and Des Moines Water Works are particularly exciting. These collaborations demonstrate the power of community involvement in advancing our initiatives.

This progress highlights that it takes a collaborative effort from partners and the community to achieve positive, sustainable action. By working together, we can set new standards for event sustainability and inspire broader, lasting change. Our partnerships reinforce the idea that collective efforts are crucial for creating a more sustainable future.

Our partnerships and this report enable Principal and the City of Des Moines to extend sustainability efforts to our stakeholders, including spectators, partners, and the community. By showcasing our operations, engagement, and legacy projects, we strive to inspire broader sustainable practices. Looking ahead, we remain dedicated to being a sustainability leader in Iowa and on the PGA TOUR Champions. Our ultimate goals include achieving zero waste by 2032, becoming carbon neutral by 2035, and securing certification from the Golf Environment Organization.

We thank our fans, partners, community, and the Wakonda Club for their unwavering support. Together, we are paving the way for a more sustainable future.

Program values and support systems

PRINCIPAL'S ENVIRONMENTAL COMMITMENTS

Principal has pledged to be responsible stewards and mitigate their impact on the planet, helping to build a more inclusive and resilient world. Principal has long-term climate goals and plans to address climate change, committing to a 65% reduction in GHG emissions for scope 1 and market-based scope 2 by 2034 and net zero emissions by 2050.

Principal also remains committed to integrating responsible energy, water, and waste management practices into their business operations through efficient and sustainable solutions and improvements. Their goal is to meet or exceed LEED® guidelines for waste and recycling, which is to maintain a 50% or greater waste diversion rate annually.



THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

The Principal Charity Classic recognizes the importance of aligning with the United Nations' Sustainable Development Goals (UN SDGs). We understand the significant role sports play in the world, the economy, and their impact on societal habits. We use the UN SDGs as a framework to guide and enhance our sustainability programming.

PGA TOUR

Golf, deeply connected to natural environments, recognizes its responsibility in environmental stewardship. The PGA TOUR emphasizes sustainability through initiatives that reduce environmental impact and promote community resilience. This commitment is reflected in their strategic pillars focused on leadership, climate action, purpose-driven partnerships, and promotion of nature.

“At the Principal Charity Classic, we promote sustainability and stewardship in our community for future generations. Our vision is to set a leading example on the PGA TOUR Champions, contributing to a more sustainable future for the sport and the environment by reducing waste, prioritizing local supply chains, and ensuring inclusive access to our event.”

-Alex McCarty, Tournament Director



Principal Charity Classic's commitment to PGA TOUR pillars

1. Leadership and influence

- Achieving third-party verification of greenhouse gas emissions: By securing third-party verification of its greenhouse gas emissions, the Principal Charity Classic sets a high standard for transparency and accuracy in environmental reporting. This commitment not only demonstrates leadership in sustainable practices but also influences other PGA TOUR events to adopt similar verification processes.
- Promoting internal and external education on sustainability: Our focus on sustainability education internally and externally fosters a culture of environmental awareness and responsibility. This proactive approach not only enhances the event's impact but also drives broader adoption of sustainable practices across the PGA TOUR.

2. Climate action:

- Driving circularity by reusing materials: By reusing materials such as mesh for gardening, we demonstrate a commitment to circular economy principles. This action reduces waste and resource consumption, serving as a model for effective climate action in the event industry.
- Partnering with Iowa Waste Exchange, Supply Hive, and others: Collaborating with organizations like Iowa Waste Exchange and Supply Hive to recycle and compost materials enhances the event's sustainability efforts. These partnerships not only improve waste management but also set a benchmark for integrating comprehensive recycling and composting practices into large-scale events.

3. Purpose-driven partnerships:

- We actively collaborate with sustainability-aligned partners like the City of Des Moines Sustainability Program to enhance our procurement standards.
- We are thrilled to continue working with legacy partners such as MidAmerican Energy, Salesforce, and SEI, and to welcome new partners like Big Grove Brewery, F+G Annuities and Life, and GreenState Credit Union, all of whom support and elevate our sustainability program.

4. Promotion of nature:

- We are committed to safeguarding our host course, The Wakonda Club, by implementing measures like laying mulch on high-traffic areas and roping off sensitive zones to prevent damage.
- We also promote the game of golf through engaging activations that encourage environmental stewardship among fans such as "How Deep Are The Roots" to show spectators the longest native plant roots.
- Additionally, our partnership with Trees Forever helps us plant trees in local areas that lack adequate tree coverage, contributing to broader ecological benefits.

¹ (<https://www.pgatour.com/sustainability>)



City of Des Moines

The City of Des Moines is dedicated to addressing climate change and enhancing resilience within our community. The city is currently developing a comprehensive climate action and adaptation plan that will guide efforts to reduce emissions and build a more sustainable future for all residents.

ADAPT DSM: Des Moines' Climate Action Plan

The City of Des Moines has developed a communitywide climate action and adaptation plan known as ADAPT DSM. The plan aims to achieve significant goals: a 28% reduction in emissions from 2008 levels by 2025, a 45% reduction from 2010 levels by 2030, 100% 24/7 carbon free electricity citywide by 2035, and net zero greenhouse gas emissions by 2050.²

Our sustainability commitment and investment in Des Moines set a new benchmark for event operations. By aligning with our city's goals and ADAPT DSM initiatives, this event showcases best practices in sustainability. It serves as a model for integrating environmental considerations into event planning and execution, contributing to our broader climate and sustainability objectives.

Golf Environment Organization (GEO)

The Golf Environment Organization (GEO) plays a crucial role in advancing sustainability within golf tournaments worldwide. It provides a framework for implementing sustainable operational practices and sets international standards for environmental and social sustainability in golf.

GEO certification guides our efforts in sustainability at the Principal Charity Classic. By adhering to these standards, we ensure that our tournament operations minimize environmental impact and maximize social benefits. This commitment includes measuring our progress, identifying areas for improvement in our operations and supply chains, and holding ourselves accountable for achieving sustainable outcomes.

² "Climate Action Plan," City of Des Moines, https://www.dsm.city/departments/city_manager_s_office/sustainability/climate_action_plan.php

The Wakonda Club

The Wakonda Club is a vital stakeholder in the Principal Charity Classic, providing the venue for our event. As a golf course, The Wakonda Club plays a significant role in preserving the natural environment. The tournament organizers prioritize site protection through laying mulch in high food-traffic areas to ensure that the event does not disrupt the natural habitat and ecosystems surrounding the course. This commitment to site protection aligns with our broader goal of keeping nature intact while hosting a large event.

In addition to supporting the tournament, Wakonda Club has undertaken significant sustainability efforts as part of its golf course restoration. The irrigation system was upgraded, including relocating the pump station to a hilltop to enhance energy and pressure efficiency. The club also supplements its regular maintenance practices with targeted spot treatments of pesticides and organic fertilizers, demonstrating a commitment to environmentally responsible course management.

Aligns with UN SDG #15, Life on Land



Sustainability partners

We extend gratitude to our sustainability partners for their contributions to our program, making 2024 a landmark year with several notable firsts.

MIDAMERICAN ENERGY

MidAmerican Energy has been our longstanding partner, supporting the Principal Charity Classic's sustainability journey for over a decade. As our official "Clean Energy Partner," they retire Renewable Energy Certificates (RECs) on behalf of the event and provide 88.5% clean energy from wind farms in Iowa to local customers, including our host course, Wakonda Club.

BIG GROVE BREWERY

Big Grove Brewery played a crucial role in the creation of Pedal to PCC, a program designed to encourage low emission modes of transportation and reduce the tournament's overall carbon footprint.



SUPPLY HIVE

Supply Hive helped to recover surplus edible food to be provided as meals for community members in need.

SALESFORCE

Partnering with the Principal Charity Classic as a ZeroWaste Partner, Salesforce invests in the future of our tournament waste diversion efforts.



DES MOINES WATER WORKS

Des Moines Water Works contributed to our sustainability efforts by providing water refill stations and reducing the use of single use plastic at the Principal Charity Classic.

F+G ANNUITIES AND LIFE

F+G Annuities and Life have contributed in their first year as a Green Partner to support the Trees Forever Impact Project.

SEI

Partnering with the Principal Charity Classic as a ZeroWaste Partner, SEI invests in the future of our tournament waste diversion efforts.

GREENSTATE CREDIT UNION

GreenState Credit Union collaborated with us to launch the inaugural Pedal to PCC, encouraging spectators to bike to the Principal Charity Classic on Sunday of event weekend. This initiative promoted sustainable transportation and helped reduce event-related travel emissions. The Pedal to PCC was a success, with approximately 70 bikers participating.



IOWA WASTE EXCHANGE

Following the tournament, IWE assists with hard-to-divert materials such as sunscreen, first aid kits, chapstick, hangers, and kitchen items, reducing landfill waste and benefiting the community.

Sustainability partners cont.



ST. VINCENT DE PAUL

As a sustainability partner, St. Vincent de Paul collects and reuse carpets and turf, diverting these materials from landfills and putting them to use in homes and communities.



TREES FOREVER

The Principal Charity Classic partners with Trees Forever by donating the rebate from recycling bottles and cans to fund tree plantings, furthering their mission of environmental stewardship. With this new partnership, we are able to plant and nurture two trees as a result of the 2023 can and bottle rebate.



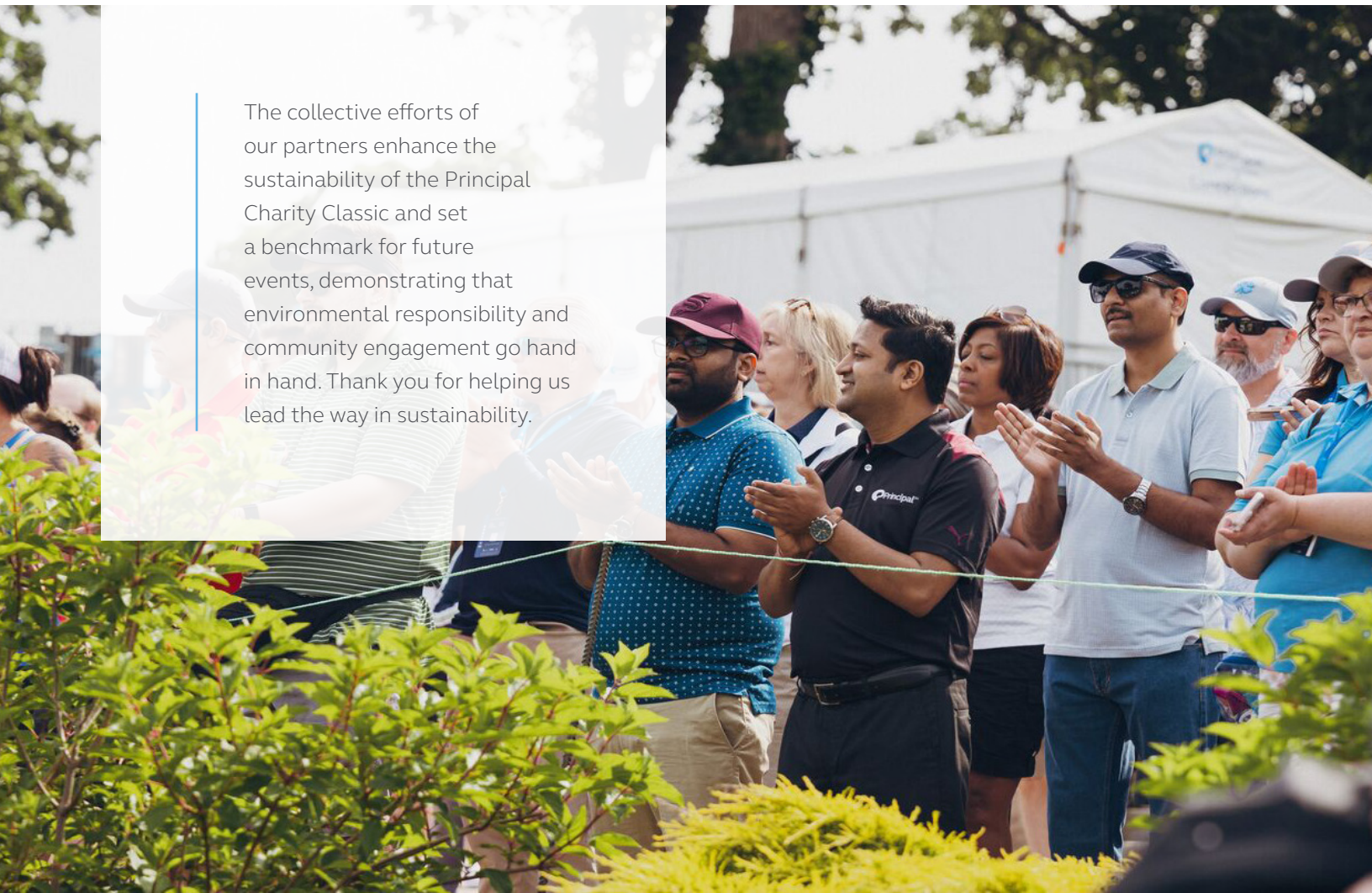
METRO WASTE MANAGEMENT

We receive expert guidance from MWA on waste management to ensure our practices are environmentally responsible. Additionally, MWA serves as our redemption center for the bottle and can takeback program, helping facilitate the recycling of these materials.



Aligns with UN SDG #17, Partnership for the Goals

The collective efforts of our partners enhance the sustainability of the Principal Charity Classic and set a benchmark for future events, demonstrating that environmental responsibility and community engagement go hand in hand. Thank you for helping us lead the way in sustainability.



Operations partner highlights

CIT Signature Transportation, one of our valued operations partners, has made strides in reducing their environmental impact. They track the idle time of their drivers and have successfully reduced idle time by 25% this calendar year. This commitment to sustainability aligns perfectly with our mission to minimize our carbon footprint and promote eco-friendly practices at our event.

Miller & Sons, our golf cart provider, enriched the sustainability of our tournament operations by supplying 47 electric golf carts for the event. Electric carts significantly reduced our carbon footprint, aligning perfectly with our commitment to environmentally-conscious practices. Additionally, the electric cars that arrived at the tournament were charged using wind power at the Britt facility, further exemplifying our dedication to renewable energy sources. This collaboration with Miller & Sons underscores our shared values and highlights the impactful steps we're taking together toward a more sustainable future.



At the Principal Charity Classic, we are thrilled to celebrate the sustainable actions taken by our operations partners. Their commitment to environmentally responsible practices significantly contributes to the overall sustainability of our tournament, helps us achieve our goals, and sets a powerful example for the community. By including scopes 1, 2, and 3 measurements in our sustainability metrics, we recognize that our operations partners impact emissions and sustainability efforts across the board.



Aligns with UN SDG #17,
Partnership for the Goals

Sustainability Grove activation & partners

At the 2024 tournament, we partnered with MidAmerican Energy to host the inaugural Sustainability Grove, offering a dedicated space for the public to engage with sustainability initiatives from our local sustainability partners.



CITY OF DES MOINES:

The City of Des Moines engaged attendees with information on ADAPT DSM which is the city planning and climate goals. Additionally, they provided an interactive activation called "How Deep Are The Roots," showcasing the root lengths of native Iowa plants compared to Kentucky Bluegrass, the typical grass found often found in Central Iowa lawns. This educational display highlighted the benefits of native plants in promoting biodiversity and environmental resilience.



DES MOINES AREA METROPOLITAN PLANNING ORGANIZATION:

The Des Moines Area Metropolitan Planning Organization featured their Iowa Data Bike, an innovative tool used to monitor and maintain Iowa's trails. This bike allows the organization to collect data and ensure the trails are safe and beautiful for all residents to enjoy, promoting outdoor activity and sustainable transportation.

MIDAMERICAN ENERGY:

MidAmerican Energy showcased their commitment to sustainability with an interactive booth featuring a spinning wheel to educate visitors on various types of renewable and alternative energy. They also displayed an electric car and provided benches made from upcycled wind turbines for public use, demonstrating practical applications of renewable energy.



SUPPLY HIVE:

Supply Hive brought their innovative blender bike, which allowed attendees to pedal their way to a smoothie made from donated foods. This engaging activity educated fans about food donations and food insecurity, highlighting Supply Hive's efforts to combat hunger and reduce food waste locally.

SUNBELT:

Sunbelt contributed to the MidAmerican Energy Sustainability Grove by providing a battery-charged energy storage system to power large fans, helping to cool off visitors as they explored the area. Unlike traditional systems that rely on fuel, this is a battery-powered system reduces reliance on fuel and minimizes environmental impact.

Aligns with UN SDG #17, Partnership for the Goals



Pedal to PCC

In 2024, the Principal Charity Classic introduced the first-ever Pedal to PCC program, hosted in partnership with Big Grove Brewery, Green State Credit Union, and Bike World. This initiative encouraged attendees to bike to the event by offering a free entry ticket for Sunday and a free beer ticket. The program aimed to promote sustainable transportation and reduce the emissions associated with spectator travel.

On Sunday, over 70 bikers participated in Pedal to PCC, taking advantage of the incentives and contributing to our emissions reductions goal at the event. According to UCLA's Transportation blog, choosing a bike over a car just once a day reduces the average person's carbon emissions from transportation by 67%. By encouraging biking, the Principal Charity Classic provided a fun and healthy way for spectators to arrive at the event and reduced the tournament's overall carbon footprint.



**Aligns with UN SDG #3,
Good Health and Wellbeing**



**Aligns with UN SDG #11,
Sustainable Cities & Communities**



Trees Forever

Through our collaboration with Iowa Waste Exchange, Blue Strike Environmental, Schupan, and Metro Waste Authority, we implemented a can and bottle sorting program that allowed us to secure a rebate. All of this rebate funding went directly towards nurturing two trees in Des Moines through Trees Forever. We are excited to increase our sorting efforts in 2025 and look forward to continuing this valuable partnership.



**Aligns with UN SDG #3,
Good Health and Wellbeing**

³ ("How Bike Riding Benefits the Environment," UCLA Transportation). <https://transportation.ucla.edu/blog/how-bike-riding-benefits-environment>



Sustainability timeline and goals

2022

MARCH

PCC releases initial Sustainability Report and conducts baseline measurement of environmental sustainability key performance indicators (waste diversion, GHG emissions inventory, water consumption, etc.)

2023

PRINCIPAL CHARITY CLASSIC GOAL

Brought on partners Big Grove Brewery, Des Moines Metropolitan Organization, F+G Annuities and Life, Iowa Waste Exchange, and Supply Hive to support the sustainability program

2024

PRINCIPAL CHARITY CLASSIC GOAL

Increase waste diversion streams and total tonnage

2026

PRINCIPAL CHARITY CLASSIC GOAL

Achieve Golf Environmental Organization (GEO) Certification

2027

PRINCIPAL CHARITY CLASSIC GOAL

Achieve a 30% reduction in emissions from the 2022 baseline

2032

PRINCIPAL CHARITY CLASSIC GOAL

Increase waste streams and diversion to achieve a 90+% waste diversion to be a zero-waste tournament

2035

PRINCIPAL CHARITY CLASSIC GOAL

Transition to renewable power and fuel, offset remaining scope 1 emissions and increase renewable energy certificates (RECs) to be a carbon-neutral tournament

Sustainability key areas and highlights:

At the Principal Charity Classic, sustainability is at the forefront of our event planning. We focus on five key areas to guide our sustainability efforts: Planning and Communications, Procurement, Waste Reduction, Water Conservation, Energy/Emissions Reduction, and Community Legacy.

Planning and communications

Goal: Contact all operations partners associated with the tournament to understand what materials we will need to divert and how greenhouse gas emission reporting data will be collected. Collaborate with local organizations to provide public facing sustainable programs and initiatives to provide touchpoints to our programming during event week and year-round.

2024 INTEGRATION:

- **Sustainability Grove:** Hosted for the first time with title sponsor MidAmerican Energy, the Sustainability Grove offered attendees an opportunity to explore sustainability goals from MidAmerican Energy and Principal. Visitors could relax on upcycled wind turbine benches, refill their water bottles, and engage with booths from local sustainability partners, including the City of Des Moines, the Des Moines Area Metropolitan Planning Organization, MidAmerican Energy, Sunbelt, and Supply Hive.
- **Pedal to PCC:** Launched the Pedal to PCC initiative to promote biking to the event, offering a free entry ticket on Sunday and a free beer ticket for participants. Over 70 bikers participated on Sunday, reducing transportation-related emissions.
- **Facility tour:** Toured the Metro Waste Authority can and bottle sorting facility to enhance our recycling efforts.
- **Iowa Waste Exchange:** Prepared for the reuse and recycling of various materials through our partnership with Iowa Waste Exchange.

CONTINUED EFFORTS:

- **Operations partner collaboration:** Engaged with all vendors to understand the materials being used and to gather greenhouse gas emission reporting data.
- **Material recycling:** Collaborated with St. Vincent de Paul to recycle carpet and turf, and with Supply Hive to schedule food donations.
- **City collaboration:** Met with the City of Des Moines to review city sustainability planning goals and how they impact current and future tournament planning and operations.
- **Sustainability Delivery Plan:** Updated our Tournament Sustainability Plan to reduce environmental impacts and increase social benefits.
- **External communication:** Provided updates to our sustainability program in 2024 on our website to ensure transparency with stakeholders





Procurement

Goal: Develop and enforce a procurement policy for vendors, ensuring that all materials and supplies used for the tournament contribute to sustainability and waste reduction. Aim to improve procurement practices each year, with the long-term objective of requiring that every item brought onto the property be either compostable or recyclable.

2024 INTEGRATION:

- **Vendor meetings:** Virtual vendor meetings held to inform vendors on our procurement goals and the waste reduction goals.
- **Sustainable uniforms:** Procurement of Swannies Golf merchandise for volunteer uniforms made from compostable packaging materials.
- **Non-dated signage:** Used non-dated signage to reduce the need for new materials produced for tournament week.

CONTINUED EFFORTS:

- **Procurement policy:** Updated the procurement policy to emphasize a lifecycle approach to material usage.
- **Monitor and audit:** Tracked and monitored the sustainability performance of suppliers and contractors for items with the intent to be reused, including non-dated signage, staging equipment, and hospitality build materials.
- **Reduced printing:** Communicated electronically with spectators and volunteers, reducing printing on-site and in tournament preparation.

Waste reduction

Goal: Divert as much waste from the landfill as possible. Reach 40% waste diversion by 2025 and become a zero-waste tournament by 2032.

2024 INTEGRATION:

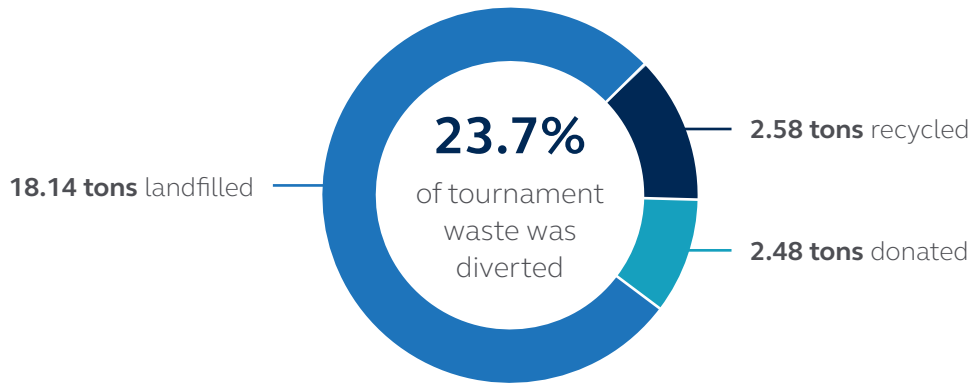
- **Expanded partnerships:** Initiated partnerships with new outlets and vendors to mitigate materials from entering the landfill.
 - **Iowa Waste Exchange:** Initiated partnership with Iowa Waste Exchange to identify outlets for emergency kits including lip balm, sunscreen, bug spray, etc.
 - **Schupan:** Initiated a partnership with Schupan to expand composting and recycling outlets.
- **Can and bottle recycling:** Partnered with Metro Waste Authority to recycle 15,884 cans and 2,347 bottles.
- **Sorting team:** The Iowa Waste Exchange provided a dedicated sorting team to separate redeemable cans and bottles from nonredeemable ones. This effort enabled us to direct the redeemable containers to the Metro Waste Authority's can and bottle redemption center. The proceeds from this initiative were then donated to Trees Forever, supporting local reforestation and conservation efforts.
- **Mesh reuse:** Repurposed 500 lbs of mesh materials through Iowa Waste Exchange for weed barriers at the Federated Garden Club of Iowa.
- **Landscaping gifts:** Repurposed landscaping materials as gifts for nursing homes at Mercy Medical Center with Perficut.

CONTINUED EFFORTS:

- **Waste diversion audits:** Conducted extensive waste diversion audits and tracked waste diversion by each stream. Identified materials on-site to determine how they can be reduced, reused, or recycled.
- **Material reuse:** Prioritized the reuse of materials such as signage and temporary staging equipment.
- **Food donations:** Collaborated with Supply Hive to donate surplus food daily from buffets and, at the end of the tournament, to donate excess food and supplies. We are happy that Supply Hive was able to capture 4,460 lbs of food and supplies from the whole event to serve those in the community—which equates to 3,717 meals recovered in the community.
- **Turf and carpet recycling:** Partnered with St. Vincent de Paul to donate reusable turf and carpet.
- **Water refill stations:** Avoided the use of 4,000 single-use plastic water bottles by providing water refill stations in partnership with Des Moines Water Works.

Category	lbs	tons
Food donations	4,460	2.23
Mesh	500	0.25
Film plastic	265	0.13
Compost	1,120	0.56
Recycling	4,220	2.11
Cans	529	0.26
Bottles	156	0.08
Landfill	36,280	18.14
Total waste	47,530	23.77
Total diverted	11,250	5.63
Diversion %	23.67%	

Source: <https://insights-engine.refed.org/impact-calculator?inputs=%7B%22sector%22%3A%22foodservice%22%2C%22type%22%3A%22produce%22%2C%22unit%22%3A%22lbs%22%2C%22alternative%22%3Afalse%2C%22destinations%22%3A%5B%7B%22key%22%3A%22composting%22%2C%22current%22%3A1200%7D%5D%7D&year=100>



Waste diversion:

This year, we successfully diverted 11,250 pounds (5.62 tons) of waste from landfills, achieving a 23.7% diversion rate.

- **Recycled 2.58 tons**
- **Donated 2.48 tons**
- **Landfilled 18.14 tons**
- In 2024, we decreased the total waste generated at the tournament by 46.1%, or 27.8 tons, compared to 2023.
- In 2024, we increased our waste diversion percentage from 13.9% in 2023 to 23.7%.
- We expanded our recycling and reuse programs. In 2023, we only had single-stream recycling. In 2024, we added recycling for plastic #6, film plastic with Schupan, and mesh with Iowa Waste Exchange and the Federated Garden Club of Iowa. We also started a separate recycling stream for cans and bottles with Metro Waste Authority.
- Recycling 2.58 tons avoid 1.5 MT CO₂eq which is the equivalent This is equivalent to carbon sequestered by 24.8 tree seedlings grown for 10 years.
- Composting 0.56 tons of organic waste avoids 0.12 MT of CO₂eq which is comparable to greenhouse gas emissions from 302 miles driven by a passenger-car.

GOAL ALIGNMENT:

We set an ambitious goal to achieve 40% waste diversion in 2024, a significant leap from our 2023 diversion rate of 13.9%. Although we made considerable progress, we fell short of our target, achieving a 23.67% diversion rate. Determined to reach our original goal, we have now shifted the 40% waste diversion target to 2025.

To achieve our 40% waste diversion goal in 2025, we plan to implement the following strategies:

- **Sorting team:** We will deploy a full sorting team with daily shifts to sort through trash and recycling during and after the tournament, ensuring that as much waste as possible is diverted from the landfill.
- **Vendor recommendations:** We will provide vendors with updated guidelines on procuring recyclable or compostable materials, maximizing the potential for waste diversion. We have now shifted the 40% waste diversion target to 2025.
- **Post-event breakdown:** We aim to divert more wood from the landfill by donating it to organizations like Rebuilding Together.

These steps are part of our continuous effort to enhance our sustainability practices and achieve higher waste diversion rates each year.



**Aligns with UN SDG #13,
Climate Action by decreasing landfill waste and encouraging a circular economy**

Source: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator#results>

Water conservation

Goal: Monitor and manage water consumption for the tournament, identifying opportunities for water savings and implementing efficient water use practices.

CONTINUED EFFORTS:

- **Efficient irrigation:** Host Course, Wakonda Club, upgraded onsite irrigation system in 2023 to target specific location watering, which reduces water usage during tournament week and year-round.
- **Water tracking:** Monitored year over year water consumption from the host course during the exclusive use period that the tournament operates on the Wakonda Club.
- **Water refill stations:** Installed water refill stations to reduce the need for single-use plastic bottles. Two water monster locations were present onsite that were filled twice during the tournament which is equivalent to saving 4,000 water bottles.



Aligns with UN SDG #13, Climate Action by decreasing landfill waste and encouraging a circular economy



Aligns with UN SDG #6, Clean Water and Sanitation by providing clear water to all spectators



Energy and emissions reduction

Goal: Reduce our energy consumption and greenhouse gas emissions, reduce emissions 30% by 2027 from a 2022 baseline and ultimately achieve net zero emissions by 2050.

2024 INTEGRATIONS:

- **Energy storage system:** Utilized an energy storage system from Sunbelt to power fans in the MidAmerican Energy Sustainability Grove.

CONTINUED EFFORTS:

- **Golf carts:** Used electric golf carts where possible to reduce gasoline and diesel usage.
- **Fuel consumption:** Monitored emissions from tournament machinery and vehicles.
- **Vendor meetings:** Encouraged vendors and other stakeholders to adopt energy-efficient practices and contribute to our emission reduction goals. We collaborated with vendors to ensure sustainable practices, such as using recyclable materials and minimizing waste.
- **Energy minimization:** Reduced energy usage by turning off lights and generators when not in use.
- **Greenhouse gas emissions calculation:** Calculated greenhouse gases based on scope 1, 2, and 3 emissions gathered through a comprehensive data collection system and collaborated with vendors for a complete footprint.
- **Clean energy partnership:** Partnered with MidAmerican Energy to retire Renewable Energy Certificates (RECs) for the event and provide 88.5% clean energy from Iowa wind farms to local customers, including Wakonda Club.



Aligns with UN SDG #7, Affordable and Clean Energy

Community legacy

Goal: The Principal Charity Classic aims to create a lasting community legacy by making golf more inclusive and socially empowering. This dedication is reflected in our efforts to ensure the sport is accessible to all, while significantly impacting the local community through philanthropy and support for youth. By focusing on inclusivity and empowerment, the Principal Charity Classic enhances the lives of thousands, fostering a sense of belonging and opportunity within the community.

2024 INTEGRATIONS:

- Invited community organizations to the MidAmerican Energy Sustainability Grove.
- Pedal to PCC enhanced community engagement, enabling the Principal Charity Classic (PCC) to leave a lasting legacy beyond the tournament grounds. This initiative fostered a greater collaborative relationship between Central Iowa's golf and biking community.



**Aligns with UN SDG #3,
Good Health and Wellbeing by funding
organizations to bring health and
wellbeing to the community**

CONTINUED EFFORTS:

- Ensured ADA-compliant buildings.
- Provided free admission for youth 15 and under and military/veterans.
- Contributed 100% of tournament proceeds to benefit Iowa children's charities.
- Supported charity partners including:
 - Blank Children's Hospital
 - Mercy One Children's Hospital
 - United Way of Central Iowa
 - Variety the Children's Charity Iowa
- Impacted the lives of over 130,000 youth annually in areas such as:
 - Education and culture
 - Financial security and stability
 - Health and wellness
- Raised over \$60 Million for Iowa children's charities since 2007.
- The Principal Charity Classic generates an estimated \$26 million in community impact annually, as calculated by the Catch Des Moines economic impact tool. This impact includes boosting business for local hotels, restaurants, and shops, as well as our yearly charitable contributions.⁴
- The Principal Charity Classic's Legacy Project initiative is dedicated to helping Iowa youth succeed. It introduces them to professional and technical skills, enhancing their knowledge and confidence in financial planning, customer service, teamwork, delegation, and communication. This community-driven, work-based learning project prepares Iowa youth for future employment.

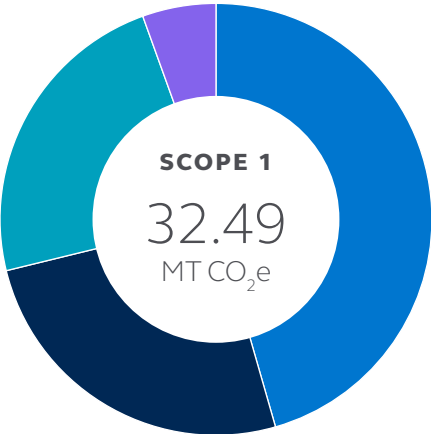


**Aligns with UN SDG #10,
Reduced Inequalities by donating to
charities and lowering the barrier of entry
for specific groups**

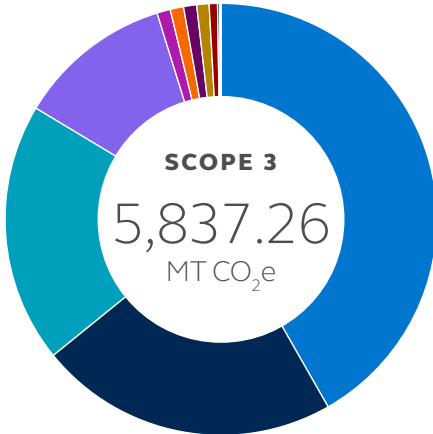
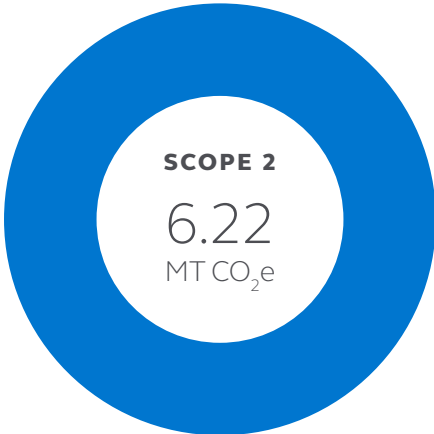
⁴ Source: <https://principalcharityclassic.com/charity-mission/>



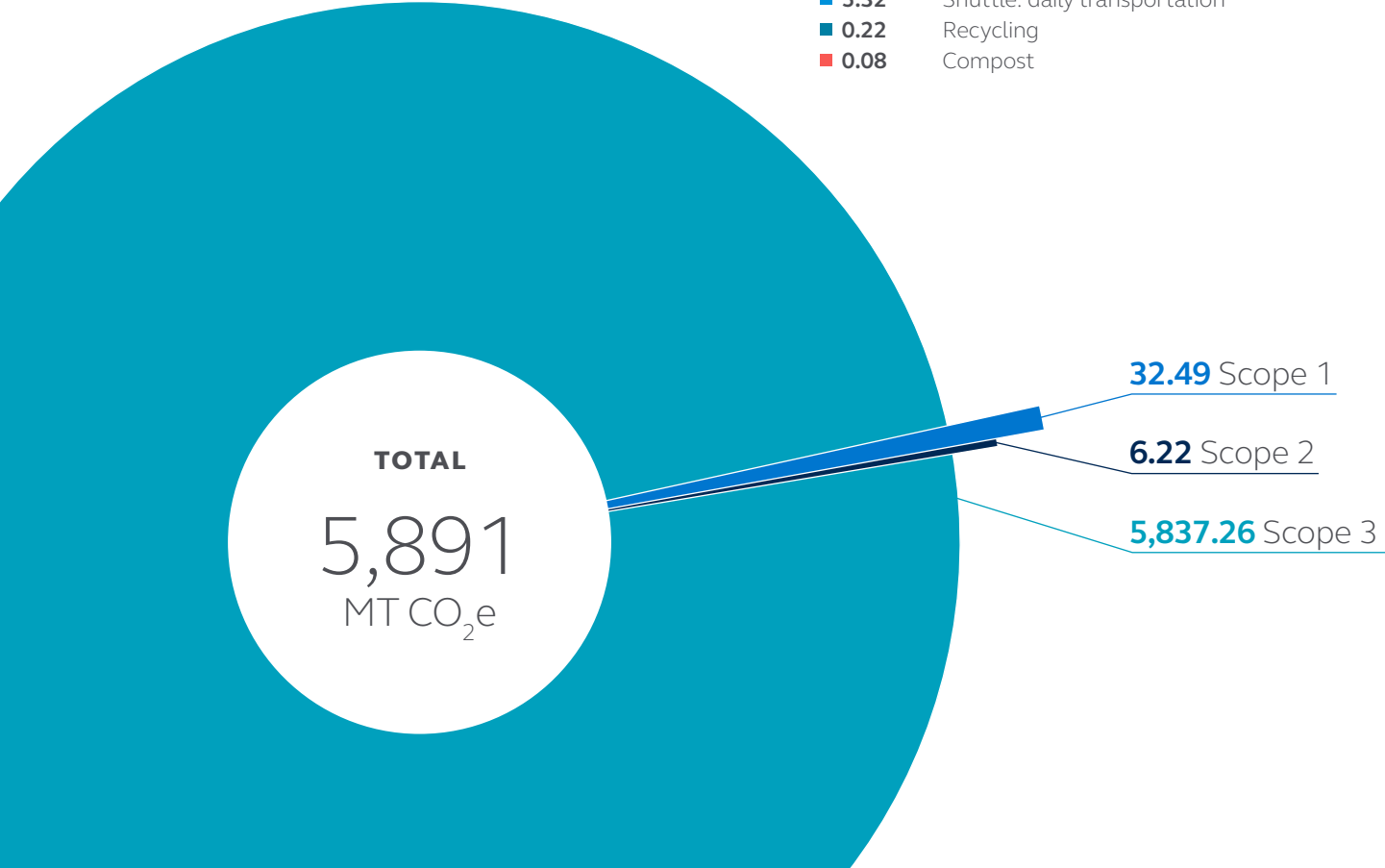
APPENDIX: Greenhouse gas emissions report:



- SCOPE 1**
- 14.81 Fuel consumption
 - 8.33 Golf carts
 - 7.58 Host club vehicles
 - 1.79 Natural gas use (heating)
-
- SCOPE 2**
- 6.22 Grid electricity



- SCOPE 3**
- 2,436.45 Passenger vehicles (volunteers, staff, spectators, vendors)
 - 1,308.83 Airtravel: medium haul travel
 - 1,135.47 Passenger vehicles: spectators
 - 677.24 Airtravel: short haul travel
 - 58.46 Marketing materials
 - 58.41 Event building materials & vender travel
 - 57.34 Event demo materials
 - 53.71 Accomodation
 - 36.27 Food services
 - 9.43 Solid waste
 - 5.32 Shuttle: daily transportation
 - 0.22 Recycling
 - 0.08 Compost





At the Principal Charity Classic, we conduct a comprehensive greenhouse gas emission report that includes scope 1, 2, and 3 emission categories. Scope 1 emissions are direct emissions from sources owned or controlled by the organization, such as fuel combustion in company vehicles. Scope 2 emissions are indirect emissions from the generation of purchased electricity, steam, heating, and cooling consumed. Scope 3 emissions encompass all other indirect emissions that occur in the value chain of the organization, including both upstream and downstream emissions. To gather accurate data, we obtain information directly from our vendors, volunteers, and tickets purchased. For Scope 3 emissions, we analyze ticket holder zip codes to determine fan travel emissions, volunteer registration for volunteer travel emissions, direct information collection from vendors to assess their freight, travel, accommodation, and material usage relating to tournament emissions. Scope 1 and 2 emissions are directly recorded from the host course and the tournament office, ensuring that our reporting is thorough and reflective of our environmental impact across all operations. We work with a third-party organization, Blue Strike, to audit and verify emissions.

The greenhouse gas emissions for the 2024 Principal Charity Classic have increased substantially, not due to the tournament itself being more energy or emission-intensive, but because of heightened industry awareness and the evolving sustainability landscape. In 2023, our total emissions were 2,370.78 metric tons of CO₂e, while in 2024, we have reported 5,891 metric tons of CO₂e. This significant increase is attributed to our broadened scope of data capture and reporting, encompassing a more comprehensive range of emission sources. For instance, we now include diesel and gasoline used on-site by the host course in preparation for the tournament, and accommodation-related emissions from spectators, volunteers, vendors, and staff. Additionally, we have accounted for caddie travel alongside players, daily transportation of vendors, volunteers, and spectators to the course, and all freight and tonnage associated with event build and demolition materials. By further breaking down these categories according to the Environmental Protection Agency's classifications, we have detailed our scope 1, 2, and 3 emissions to provide a clearer understanding of the sources of our emissions. This expanded reporting reflects our commitment to transparency and comprehensive environmental stewardship.

Assumptions for Greenhouse Gas Emissions Reporting

1. PURCHASED ELECTRICITY CALCULATION:

- Period Covered: May 20 - June 1
- Assumption: The electricity consumption was calculated for the tournament-related period.

2. CADDIE TRAVEL:

- Assumption: Caddies traveled with players from the most recent golf tournament.

3. SPECTATOR TRAVEL:

- Data: 231 spectator ticket holder zip codes were used.
- Assumption: Distance from these zip codes to the tournament was used to estimate travel distances, scaled proportionately to the actual 53,000 attendees.

Additional Assumptions:

- For spectators or volunteers within 0-300 miles of the tournament, 75% are assumed to drive, and 25% are assumed to take short-haul flights.
- 25% of spectators or volunteers within 0-300 miles are assumed to stay at hotels, with these numbers included in the accommodations emissions calculations.

4. VOLUNTEER TRAVEL:

- Data: 1,041 volunteer zip codes.
- Assumption: Travel distances were measured and proportionally adjusted to reflect the actual 1,164 volunteers who attended the tournament.

5. VENDOR AND STAFF TRAVEL:

- Data Collection: Direct data collected from vendors and staff regarding travel, freight, accommodations, and materials used.
- Methodology: The collected data were used to determine associated emissions for travel, freight, accommodations, rental cars, etc.

6. MATERIALS AND SUPPLIES:

Materials Included:

- Credentials
- Parking passes
- Paper tickets
- Signage (vinyl)
- Merchandise (apparel, textile, stickers)
- Awards
- Methodology: U.S. Environmental Protection Agency (EPA) supply chain greenhouse gas emissions factors were used to calculate emissions associated with the upstream production of these materials.

7. CATERING EMISSIONS:

Data:

- Number of vegetarian meals
- Number of chicken meals
- Number of beef meals
- Number of non-alcoholic beverages
- Number of alcoholic beverages
- Methodology: Emission factors from the Carbon Footprint Methodology for the Olympic Games/International Olympic Committee were used to calculate emissions associated with each type of meal and drink.

8. EVENT BUILDING MATERIALS:

- Data Collection: Data on transportation distances and approximate tonnage carried by vehicles.
- Methodology: Emissions were calculated by separating passenger cars from light-duty trucks and medium/heavy-duty trucks.

These assumptions and methodologies provide a framework for understanding the greenhouse gas emissions associated with the tournament and its associated activities.

Golf Charitable Foundation of Greater Des Moines, operating as Principal Charitable Classic, is a duly recognized 501(c)(3) entity focused on providing philanthropic support to youth serving programs across the State of Iowa. While Principal Charitable Classic receives funding from Principal and Principal® Foundation, Principal Charity Classic is a distinct, independent, charitable entity. Principal Charity Classic does not practice any form of investment advisory services and is not authorized to do so.

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