



#PullingOurWeight

Your Cleanup Playbook

Keyword: [pullingourweight](#)



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Overview



Can science and humanity change the world?

Volunteering is a natural extension of Dow’s culture and aligns with our “Engaging for Impact” sustainability goal to positively impact the lives of 1 billion people across the globe by 2025. Whether by working with colleagues or in our communities, every employee at Dow has the opportunity to apply their unique passions and talents toward a greater purpose.

Through Dow’s volunteer efforts, we can build stronger, more resilient communities around the world and a more engaged, inspired workforce. As we look to expand our impact across the globe, we always prioritize the environmental needs of our communities as well.

As reflected in our 2025 Sustainability Goals, Dow is committed to helping keep waste out of the environment. The #PullingOurWeight campaign aims to spread awareness around responsible waste management and engage our employees, customers and communities in addressing plastic pollution. Each year, Dow organizes cleanups with Ocean Conservancy and other local organizations, leading the way by encouraging customers, industry peers and others to plan their own clean-up event.

This initiative aims to:

- Increase our global participation in cleanup, such as those planned by Ocean Conservancy and its affiliates
- Continue supporting our 2025 Sustainability Goals, including, Valuing Nature and Engaging for Impact: Communities, Employees, Customers.
- Demonstrate the industry’s ongoing commitment to the reduction of plastic waste
- Engage the industry and local communities to support this effort and talk with them about environmental conservation

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What is the role of consumers in addressing plastic pollution?

Everyone has a role to play in keeping our environment free of litter and debris. At Dow, we understand that our company and our industry must continue to be actively engaged in solving this critical issue. We can't point the finger at consumers in developing countries where there is no waste management infrastructure, nor is it acceptable to move waste to countries where the appropriate waste infrastructure does not exist. Instead, we must work collaboratively to ensure that all people around the world have access to responsible waste management systems and understand the value of plastic waste.

The issue of plastic waste— Why sustainability matters to Dow

We must do a better job of capturing and reusing plastic by scaling investments in collection, waste management, recycling technologies and new end markets.

It is important that society can continue benefiting from the use of plastics, because the environmental costs associated with alternative materials—including glass, wood and metal—are up to four times greater (Trucost study).

Too much plastic is lost to waste and entering our natural environment. This is unacceptable.

Alongside our partners, we're working to drive a circular economy where plastic is reused, repurposed or recycled—generating new value for society and reducing the burden on the environment.

Today's ocean plastic issue can feel insurmountable:

- Ocean plastic is a growing issue that we as an industry must address.
- An estimated 8 million tons of plastic enters our ocean (ocean is singular) each year and 90 percent of river-borne plastic comes from just 10 rivers in Southeast Asia and Africa.
- Our industry is more united than ever in tackling the problem. Together, we're developing new ideas and technologies to help solve some of today's most pertinent plastics waste issues.
- We've reached an important tipping point in the sustainability conversation. More than ever before, it's critical that we all do our part—consumers, communities, businesses, government, think tanks—everyone.
- A ban on a specific product, whatever it is made of, will not solve the ocean plastic problem. Together with other industry leaders, we must do our part to educate people around the world on responsible management of plastic waste, and Dow's industry-wide cleanup campaign is just one step.
- We are doing our part to help lead the transition to a more sustainable planet and society.

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The issue of plastic waste— Why sustainability matters to Dow (continued)

Is reducing plastic the answer?

Consumers and brand owners demand solutions that provide the greatest environmental, economic and societal value. For many applications the most sustainable materials are plastics. The decision to use plastics for a specific purpose should be based on performance and sustainability.

At Dow, we understand that to continue enjoying the many benefits of plastic, we must do our best to make prevent plastic waste from ending up in the environment. That's why we continue to seek innovative solutions with our customers and partners, reimagining our products to improve sustainability, efficiency and recyclability. Dow has been working for many years to create high performance materials that reduce the amount of plastic needed, while preserving their benefits for people and society. It is not either/or. With a thoughtful, comprehensive and strategic approach, we can do both.

According to recent estimates:

THE ENVIRONMENTAL COST OF USING PLASTICS IN
CONSUMER GOODS AND PACKAGING IS NEARLY

4x less

THAN IT WOULD BE IF PLASTICS WERE REPLACED
WITH ALTERNATIVE MATERIALS

REPLACING PLASTIC PACKAGING WITH OTHER
MATERIALS WOULD CREATE AN INCREASE OF

+55 million tons

OF PACKAGING GENERATED IN THE UNITED STATES

+82%

ENERGY USE

+130%

CARBON EMISSIONS

Source: Trucost study

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#PullingOurWeight

COLLECT
100,000
LBS OF WASTE

100
DIFFERENT SITES

10,000
VOLUNTEER
PARTICIPANTS

Program quest

What we aim to achieve

Do our part (and share our story) to help keep (plastic) waste out of the environment and support the transition to a circular economy that values plastic waste as a resource.



BRING OUR
EXPERIENCE AND
SCIENCE TO LOCAL
COMMUNITIES



DEVELOP SCALABLE
SOLUTIONS AND
ADVOCATE FOR EFFECTIVE
INFRASTRUCTURE



JOIN FORCES WITH
OUR EMPLOYEES,
CUSTOMERS AND
COMMUNITIES

Our goal

Though global waste cleanup campaigns, we raise awareness with employees, communities, customers and key stakeholders and positively impact Dow's reputation.

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Getting Started



Step 1: Recruit colleagues to help

Gather colleagues to form a planning team and think through the logistics and actions required to successfully organize a #PullingOurWeight cleanup in your location. Once you have them on board, set up some recurring meetings to collaborate on how to best bring your project to life.



Step 2: Plan a project and identify a community partner

Before starting, remember that a successful project incorporates the 2019 #PullingOurWeight goals, the key interests and needs of our community partners, and balances volunteer passions with company priorities. All #PullingOurWeight cleanups should make a tangible impact, create a clear connection to the role of plastics in the circular economy and advance dialog in the community on waste prevention.

The ideal cleanup will incorporate the following:

- Will limit the environmental footprint from the event and seek to maximize the positive impacts.
- Have a well-defined scope of work, with the right tasks for the right number of volunteers.
- Provide adequate supplies and tools to get the job done.
- Inspire and develop leaders.
- Connect volunteers to the 2025 Sustainability Goals.
- Inspire volunteers and stakeholders to create change at work, at home, and within their communities.

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Step 2: Plan a project and identify a community partner (continued)

It is important to consider working with a community partner on your #PullingOurWeight cleanup. A community partner is a key player within the local area who can help guide you in the planning process.

The first step in planning a successful cleanup is to define the basic vision, goals and scope of the project, all while understanding the local need. To determine potential cleanup locations for your group, you will need to research and meet with community partners to identify their needs.

Consider this list of useful questions to help you determine your project's scope:

Where

Do you have travel parameters? (e.g., car pooling or use of public transport is encouraged to limit carbon emissions.)

What locations are accessible, safe and meet your group's needs?

What are the goals of the project? Be sure to consider all the different outcomes you hope to achieve as a result of your event.

What budget and other resources can you dedicate to the project?

The proximity of the project location from your site.

Cleanup locations should be easily accessible for all volunteers. Typically, cleanups close to your local site will encourage higher volunteer participation. If the event takes place during the work day, some volunteers may even be able to carpool or use public transport to the location inspiring team building and site-wide participation.

Who

How much time do you and these team members have to give to this project?

Who is your community partner where you are planning the cleanup?

Whose input do you need concerning community needs and resources?

What external guests, if any, will be invited to volunteer (customers, suppliers, vendors, family members)? What additional tasks need to be considered when inviting external guests?

What unique skills/experience does your group possess that you can offer to the community?

How many volunteers will you need?

When

What is the date of the event and back-up event date?

What are other key deadlines that will impact the project?

How much time can you commit to research, plan and execute the cleanup?

How many hours do you have to complete the project on the day of the event?

What emotional connection to the cause being addressed might volunteers have?

Are you looking to extend the project's impact by engaging in ongoing volunteer activities?

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Step 2: Plan a project and identify a community partner (continued)

Making sure your partner meets the criteria for #PullingOurWeight

Recommended organizations are non-profit, non-political, charitable organizations (including international equivalents thereof). Community partners receiving Dow grant funding are subject to additional criteria.

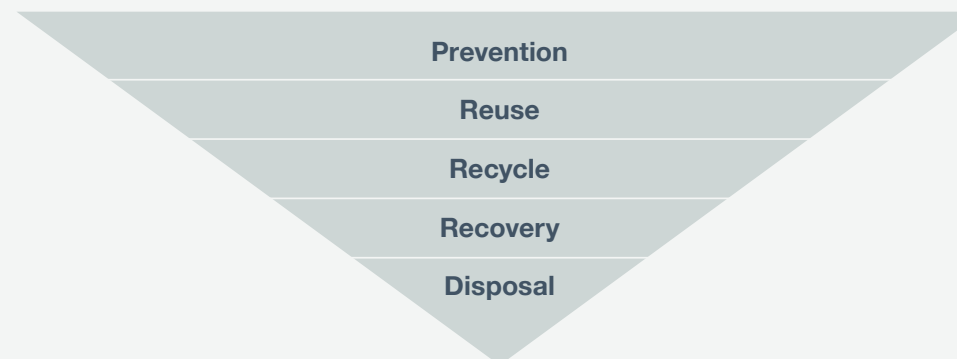
Supplies

Determine what kinds of supplies you will need, such as:

- Gardening gloves
- First-aid kit for minor cuts and scrapes
- Sunscreen, bug spray, hand sanitizer, soap, and anti-bacterial wipes
- Trash bags or other reusable container to collect all waste
- Physical sign-in sheet or electronic attendance record to keep track
- of participation and to thank the volunteers after the cleanup
- Luggage scale for weighing trash bags
- Trash collection template
- Run of show template
- Liability waver/consent form for photos

Hierarchy of best available options for recycling

The waste hierarchy is an evaluation process used to determine the most favorable actions in waste handling to protect the environment and optimize resource and energy consumption. The hierarchy indicates an order of preference to manage waste, and is usually presented in the form of a pyramid. The main steps of this evaluation usually are:



Work with your community partner to understand how you can properly dispose of or recycle the materials you collect. If your community partner and municipality are able to accommodate this, be sure to label bins with explanations of what items can go where. Adhere labels to bins for “Recycling,” and “Landfill”. You can sort the waste generated during the event. This is a great educational moment for volunteers!



Recycle

Be aware of what items your local recycling receptacle accepts and be sure to sort any items collected or used during the event to be recycled. This may include plastic, metal, or glass items.

Potentially hazardous materials

Check with your local municipality to see what can be done with batteries, electronics, tires and even paint.

Landfill

Any items that are not recycled, composted or disposed of in another way should be sent to the waste disposal or disposed via other locally available disposal (i.e. incineration with energy recovery).

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Step 2: Plan a project and identify a community partner (continued)

Most incidents can be avoided if you plan for safety.

When visiting the site, look for natural and man-made safety hazards, such as rocky areas, highly variable tides, poisonous plants, high-speed roads, power lines, etc. If necessary, inform your volunteers that they may need to dress accordingly, such as wearing long pants or closed-toed shoes.

Plan ahead for handling sharp items such as syringes or pieces of broken glass. We recommend disposing of these items in a wide-mouth container with a tight screw lid, such as an empty liquid laundry detergent bottle that you have clearly labeled.

Review what to do in case of an emergency (heat exhaustion or heatstroke, broken bone, etc.). The worksite should have first aid kits available (one for every 50 people). If multiple first aid kits are required, place them in accessible locations around the service site and be sure all volunteer leaders and volunteers know where they are.

Review the following points regarding setting up a safe cleanup. Note that a site visit before the event is mandatory.

Personal Protective Equipment

The event site must have ample supplies of personal protective equipment such as safety glasses, face shields, multiple types of protective gloves (leather, cloth, and nitrile coated), etc. Ensure proper equipment is on-site for all tasks required to complete the project.

Emergency Contacts

Be sure to have a list of local emergency contacts prior to the event. Refer to the Emergency Response Plan to review procedures in the case of a medical or other emergency.

First Aid

The worksite should have first aid kits available (one for every 50 people). If multiple first aid kits are required, place them in accessible locations around the service site and be sure all volunteer leaders and volunteers know where they are.

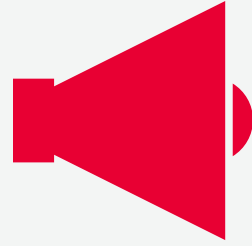
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Step 3: Recruit and communicate with volunteers

Creating and implementing a recruitment plan

- Don't forget! The WHY behind this work is a significant driver for recruitment. The call to action around plastic waste is a compelling motivation for participation. It is important to inform people in advance about the context and importance of their work.
- Create a plan of action for recruiting your fellow Dow employees. Consider what form of promotion would be best for your site. Do most employees respond to email or do they need an in-person announcement to get them excited for the project? Encourage employees to access the Volunteer Portal to register for the project.
- Make sure to get buy-in and support from your direct supervisor and reach out to your local leadership to share project details and encourage them to attend. They may be willing to support you with volunteer recruitment or take on a speaking role on the day of the event.

You should have a confirmed list of attendees in advance of the event.



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Step 4: Prepare for your project

Transportation

Develop a transportation plan to ensure everyone involved has a way to get to and from the service site on the day of the event. When the number of volunteers is confirmed, you will be able to gauge how many people are driving to the project, taking public transportation, or are interested in riding with other volunteers on a chartered bus. Suggest that volunteers walk, bike, use public transport, or carpool to the event.

Remember to provide everyone with directions to the site and specify a meeting place. If you are using a hired bus company or vans, get the drivers' direct mobile phone numbers so they can be reached at any time.



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Step 5: Lead the project

Welcoming and kicking off the event

A powerful kickoff is important to set the right tone for your event.

The WHY behind this work is a significant driver for recruitment. The call to action around plastic waste is a compelling motivation for participation. It is important to inform people in advance about the context and importance of their work.

Based on your group's personality, you will need to decide how best to structure a brief (10–15 minutes at most) but relevant speaking program. Open the program by thanking everyone for coming and use the speaking points/ #PullingOurWeight campaign overview. If a community organization is present, allow them to introduce the organization and their work around waste prevention.

Ensure all volunteers sign in and are aware of the length of the project, major breaks, and overall tasks for the day. Ask people to work safely and, most importantly, as a team.

Ensure you have an orderly process to group work teams in specific areas. Simply asking volunteers to pick up waste is too vague; instead, assign specific areas, types of waste to focus on, or set a goal for the volume of waste to be cleared.



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Step 5: Lead the project (continued)

Managing volunteers

Ensure the day runs smoothly and stays on schedule. Stick to the run of show created for the day and remind volunteers of major milestones in the daily timeline. Celebrate halfway through the event, announce the current levels of waste removed, and set a new target for the end of the cleanup.

If you plan for a longer cleanup, lunch provides a useful opportunity to review the status of all tasks, reassess project needs, and redeploy volunteers as needed. Lunch also provides an opportunity to address the volunteers and re-energize them for the second half of the day. With any of these activities make sure you think of ways to avoid waste and minimize your environmental footprint.



Closing your cleanup

After completing much of the hard work to plan and execute great service, many people forget their work is not yet complete. To place the event in its full context, a thoughtful closing is required. Plan to say a few words to leave the volunteers with a clear sense of what they accomplished.

At the closing gathering, invite some of the volunteers to share their service experience with the group. Ask for representatives from different teams to report briefly on the work they performed. Take note of these special stories to share with the global #PullingOurWeight planning team in the post-event follow up. That will be emailed to volunteer leads. Celebrate your Dow colleagues and fellow change makers' accomplishments!

Gratitude creates a sense of accomplishment. By thanking all participants for their hard work, especially any community organizations, we continue to inspire people to volunteer again and again. Ask community organizations to say a few words about how the results of this project will help them further waste reduction.

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Step 5: Lead the project (continued)

How to engage

Like, comment and share photos of your cleanup and your coworkers at cleanups! Here are some tips and tricks for capturing content on Facebook, Instagram, Twitter, LinkedIn and Snapchat:

Publishing photos and videos

Take clear and high-quality photos. You don't need to have a professional camera or expensive phone to do this.

- **Highlight the team work!** In team photos, include filled bags of waste or take photos of your group actively collecting waste.
- **Take before and after photos** so that you and others can see the difference your team made.
- **Write captions that reference your impact.** Include details in your post such as how many bags you filled, how many pounds of trash you collected, and how participating in the cleanup made you feel.
- **Put a filter on it.** Use the official #PullingOurWeight filter when posting your photo or video.



Using hashtags

We don't want to miss any of your posts. **Be sure to tag Dow's social handles where relevant** and use **#PullingOurWeight** in posts related to the cleanup effort.

In addition to the Campaign hashtag, use #TrashTagChallenge or #TrashTag if you're posting before and after photos. The **#TrashTag challenge** is a viral social media initiative where people cleanup local areas in need and highlight the improvement on social media.

Ensure your posts are relevant and help tell our story, using the hashtags appropriately e.g.,

- I enjoyed taking #action this morning with my @DowPackaging team in Midland! We collected 62 lbs of waste in less than two hours—way to go team! #PullingOurWeight
- I was shocked and saddened by how much trash was covering the sand of Key Biscayne beach today. My grandparents used to take me every weekend as a kid, and it never looked like this! I am so grateful for the hard work my @DowPackaging team put in at this afternoon's #PullingOurWeight cleanup to turn the polluted environment showcased in the photo on the left into the photo on the right—the beach I remember from my childhood. #TrashtagChallenge

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#PullingOurWeight

Reach out to us with any questions or for help using this toolkit.

Global #PullingOurWeight Planning Team | Email: FTRAS19@dow.com



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Points of Light – the world’s largest organization dedicated to volunteer service—mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities across 37 countries and in partnership with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 20 million hours of service each year. We bring the power of people to bear where it’s needed most. For more information, go to PointsOfLight.Org.