



#PullingOurWeight

Your Cleanup Playbook



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Overview



Can science and humanity change the world?

Volunteering is a natural extension of Dow’s culture and aligns with Dow’s “Engaging for Impact” sustainability goal to positively impact the lives of 1 billion people across the globe by 2025. It is with partners across the value chain, customers, suppliers, community partners and more that we can work together to apply our unique passions and talents towards a greater purpose.

By combining our network’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 the 2025 Sustainability Goals, Dow is committed to helping keep waste out of the environment and working with partners, like you, to do so! The #PullingOurWeight campaign aims to spread awareness around responsible waste management and engagement of humankind to address plastic pollution.

This initiative aims to:

- Increase and expand global participation in cleanup, such as those planned by Ocean Conservancy, Dow, and your company.
- 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— We must tackle this problem together

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 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 the #PullingOurWeight cleanup campaign is just one step.
- Together, we can all do our part to transition to a more sustainable planet and society.

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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

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

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Our goal

Through global waste cleanup campaigns, we raise awareness with employees, communities, customers, and key stakeholders and positively impact the environment.

Getting Started



Step 1: Take the Pledge

Thank you and congratulations on taking the first step to keep waste out of the environment. Visit dont-waste.dow.com and sign up to eliminate waste from the environment and transition toward a circular economy. Taking the #PullingOurWeight Pledge is the first step in this voluntary, self-evaluative program focused on hosting your own #PullingOurWeight events.



Step 2: Recruit colleagues to help & scope the event

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

Before starting, keep in mind that a successful event incorporates key interests and needs of community partners and balances volunteer passions with sustainability priorities. All #PullingOurWeight events 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 event will incorporate the following:

- 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.
- Inspire volunteers and stakeholders to create change at work, at home, and within their communities.

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Step 3: Identify community partner & plan the event

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.

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

Consider this list of useful questions to help you determine your event’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 event? 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 event?

The proximity of the event 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

- Who is your Dow contact you will reach out to if any questions arise?
- How much time do you and these team members have to give to this event?
- Who is your community partner where you are planning the cleanup?
- Whose input do you need concerning community needs and resources?
- What other guests, if any, will be invited to volunteer? (e.g. family members) What additional tasks need to be considered when inviting other 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 event?
- 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?
- Are you looking to extend the event’s impact by engaging in ongoing volunteer activities?

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Step 3: Identify community partner & plan the event (continued)

Making sure you choose the right community partner

Recommended organizations are non-profit, non-political, charitable organizations (including international equivalents thereof).

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

Consider the 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 3: Identify community partner & plan the event (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.

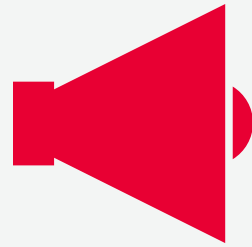
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Step 4: Recruit and communicate with volunteers

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 colleagues. Consider what form of promotions 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 event?
- Make sure to get buy-in and support from your direct supervisor and reach out to your local leadership to share event 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. Check out the dont-waste.dow.com/cleanup for a handy tool to track attendees.



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Step 5: Prepare for your event

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 event, 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 6: Lead the event

Welcoming and kicking off the event

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

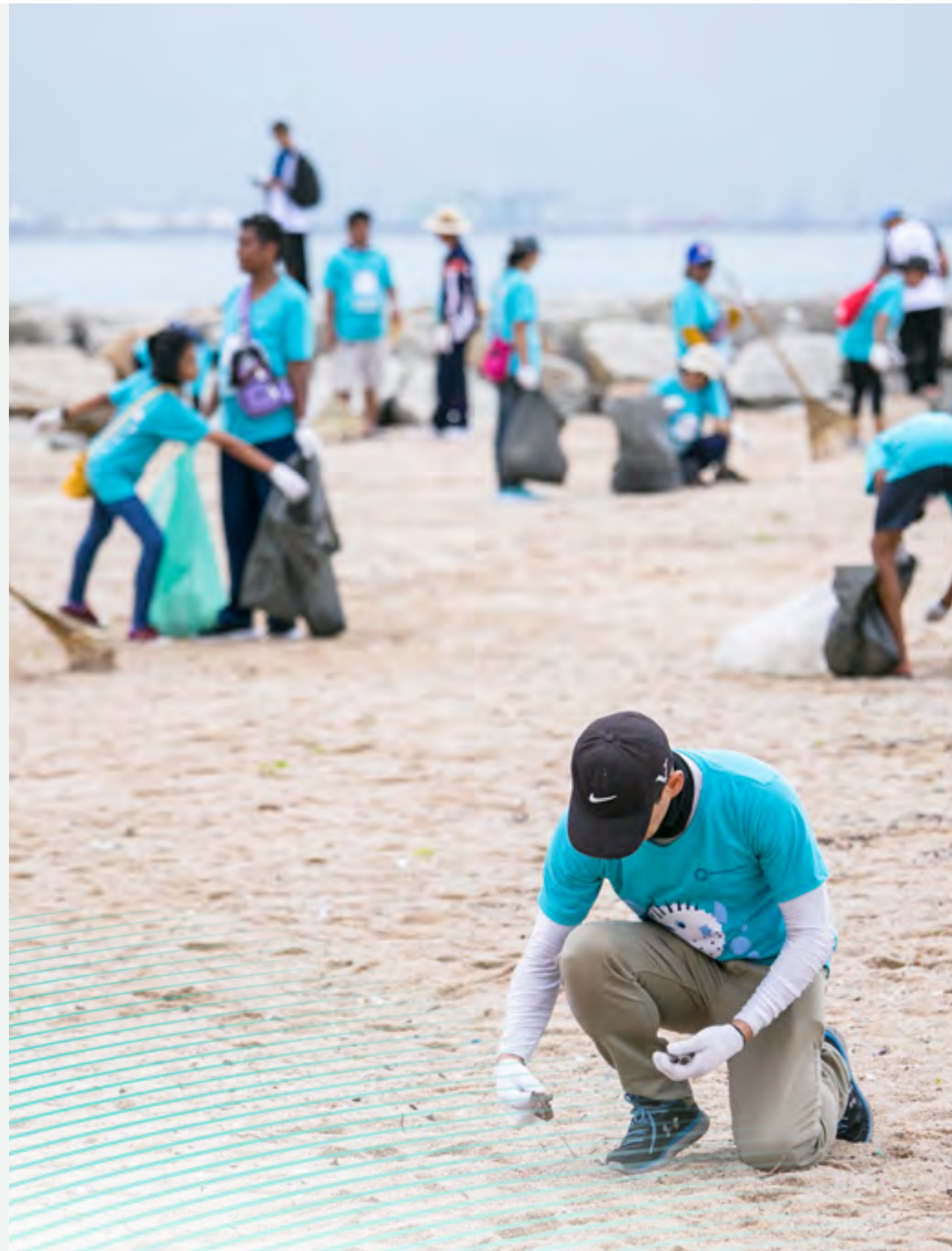
The WHY behind this work is a significant driver for recruitment.

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 event, 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 6: Lead the event (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. Be ambitious!

If you plan for a longer cleanup, lunch provides a useful opportunity to review the status of all tasks, reassess event 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 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 event will help them further waste reduction.

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Step 6: Lead the event (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.

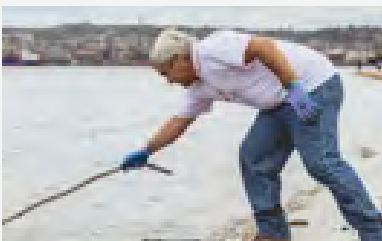
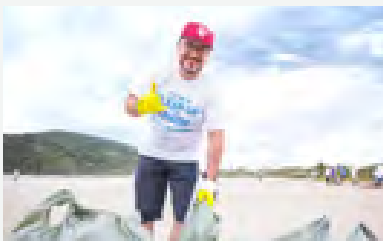
- **Highlight the team work!** In team photos, include filled bags of waste or take photos of your group actively collecting waste.
- **Take before and after photos** so that you and others can see the difference your team made.



- **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.

Using hashtags

Share your progress and success. Be sure to tag Dow's social media handles where relevant (@DowNewsroom on Twitter) and use #PullingOurWeight in posts related to the cleanup effort.



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#PullingOurWeight

More information at dont-waste.dow.com/cleanup

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

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



POINTS OF LIGHT

THIS RESOURCE WAS DEVELOPED IN PARTNERSHIP WITH POINTS OF LIGHT.

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