



Leading The Way In Sustainable Hospitality and Gaming

How Good.Lab Helped Wind Creek’s Journey to Community Impact Through Comprehensive Sustainability



WIND CREEK[®]
HOSPITALITY

- WEBSITE
www.windcreek.com
- HEADQUARTERS
Atmore, AL, USA
- INDUSTRY
Hospitality, Gaming

ESG & SUSTAINABILITY GOALS

- ✔ Promote sustainability awareness
- ✔ Understand, assess, and prioritize business impacts relative to sustainability
- ✔ Launch GHG initiatives and ESG conversations
- ✔ Seek better understanding of current GHG and ESG platforms

ESG & SUSTAINABILITY DRIVERS

- ✔ Employee interest in sustainability
- ✔ Intrinsically motivated to continue supporting their community
- ✔ Tribal inherent values of supporting earth friendly initiatives vs earth dominance

Wind Creek’s Sustainability Journey

Rooted in a legacy of community building and guided by a commitment to future generations, Wind Creek—a hospitality and gaming powerhouse led by the Poarch Band of Creek Indians—has embarked on an exciting new sustainability journey. With 11 facilities spanning the US and the Caribbean, Wind Creek is harnessing its heritage to forge a cutting-edge sustainability program, starting with a comprehensive materiality and benchmarking assessment that sets the stage for measurable, impactful change.

As a tribally owned leader in hospitality and gaming, Wind Creek has always put community and social responsibility first. By tuning into the voices of both guests and employees, they recognized that a more comprehensive, strategic approach to sustainability was the next natural step. Determined to amplify their positive impact, Wind Creek partnered with Good.Lab, a leading sustainability consulting and software provider—recognized for expertise in delivering innovative, trusted solutions, to uncover key sustainability opportunities, setting the stage for a transformative journey.

Wind Creek's Sustainability Challenge: Activation & Initial Data Collection

Despite their bold vision, Wind Creek faced a common challenge: where to begin in a sprawling operation with 11 facilities across multiple states and countries. With a complex supply chain, the path forward wasn't always clear. Enter Good.Lab—with our innovative sustainability software and deep industry expertise, we provided a pragmatic solution to assess, prioritize, and act on sustainability impacts. From data collection and performance measurement to setting ambitious targets and building robust governance structures, we were with Wind Creek every step of the way.



Before partnering with Good.Lab, we were unsure where to begin our sustainability journey. Their expert guidance helped to narrow the spectrum and transform our approach thus helping to identify, rank, and prioritize key areas of focus.



Westly Woodruff | Director of Sustainability | Wind Creek Hospitality

Sustainability Unlocked: How Good.Lab's Experts & Software Guided Wind Creek Toward a Comprehensive Sustainability Strategy

Good.Lab's consultation empowered Wind Creek to navigate the initial phases of sustainability program development with confidence. With Wind Creek recognizing its opportunity and responsibility to take appropriate actions that contribute to healthy environments and vibrant communities, we provided the insights necessary to transition Wind Creek's inherent corporate social responsibility into its comprehensive and strategic sustainability journey.

Materiality + Benchmarking Assessment

Leveraging Good.Lab's software-driven, materiality assessment, we were able to identify the sustainability factors that matter most to Wind Creek's team members. Benchmarking afforded Wind Creek an opportunity for self assessment and self reflection after many years of fast paced growth.

Comprehensive GHG Calculations

Good.Lab's carbon calculator streamlined the data collection process across Scopes 1, 2, and 3—spanning eleven facilities in 3 countries. This rigorous emissions inventory lays the groundwork for long term planning with comprehensive GHG goals and objectives in mind.

Climate Target Setting

Armed with deep insights from our assessments and a solid performance baseline, Wind Creek is now prepared to set forward-thinking climate and environmental goals pertinent to its corporate social responsibilities and inherent values.

ESG Governance Structure

We helped Wind Creek to establish a sustainability task force with champions at every facility—ensuring seamless data sharing, best practice implementation, and ongoing improvement.

✔ Sustainability Reporting

With a complete set of 2024 data points, Wind Creek is now equipped to establish year over year improvement plans relevant to jurisdiction, education, resources, and technological advancements.

✔ Performance Improvements

The insights gained have better equipped Wind Creek to make informed decisions and establish clear pathways for sustainability objectives aligned with its cultural and inherent values.



Good.Lab enabled us to craft a robust, data-driven sustainability strategy that our team members proudly support. We are building out company-wide governance structures and launching a comprehensive supplier engagement initiative with our supply chain to focus on Scope 3 emissions reductions.

 Westly Woodruff | Director of Sustainability | Wind Creek Hospitality

Results: Wind Creek is Now More Informed & Better Prepared for its Sustainability Journey

For Wind Creek, sustainability isn’t just a goal—it’s an inherent responsibility. With Good.Lab’s strategic guidance, Wind Creek has elevated its sustainability program into a robust, data-driven engine for change.

Key outcomes include:

✔ Baseline to Report & Set Targets

Through defining material topics, benchmarking against industry, and establishing a clear performance baseline, Wind Creek now has the ideal springboard to set relative and culturally aligned targets necessary to drive continuous improvement.

✔ Cross-Functional Sustainability Team

The sustainability task force now empowers dedicated champions who collect, share, and act on accurate data, ensuring company-wide momentum.

✔ Supplier Engagement Program

Recognizing that Scope 3 emissions are critical to non-manufacturing operations, Wind Creek has initiated a targeted supplier engagement program to align its entire value chain with its earth friendly, environmentally responsible, and socially respective ambitions.

The partnership with Good.Lab has been nothing short of transformative for Wind Creek. What began as a quest for clarity has evolved into a comprehensive sustainability program that embodies the spirit of the Poarch Creek Indians’ legacy. Fueled by a shared passion for community impact and environmental stewardship—and empowered by cutting-edge expertise and technology—Wind Creek is now poised to set new standards in sustainable hospitality and gaming.