

18 October 2011

Steve Isaac
Assistant Director - Golf Course Management
The R&A
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Dear Steve,

Please find below an assessment of the EGA GCC activities in 2011 as well as an outline of the B-M proposal to support the EGA GCC in 2012.

A. 2011 top line assessment

In 2011, the EGA GCC has achieved significant progress. For example:

- The EGA GCC's network has gradually expanded and we now have new and positive contacts to the DG ENV's water unit, the Culture DG's sports unit and the Culture Commissioner, several MEPs central to the Parliament's Intergroup on sports and we have started to engage with an environmental NGO (Birdlife International).
- The EGA GCC succeeded in securing a speaker spot at the leading EU environmental conference Green Week.
- The EGA GCC has received recognition on its biodiversity guidelines by the European Commission's Business and Biodiversity platform.

B. Quarterly monitoring report

It is a critical function of the programme that all EU policy initiatives and developments of impact to golf and the environment are closely monitored. Early warnings provide the potential to prevent unjustified policy outcomes. Monitoring of the EU agenda in 2011 has enabled the EGA GCC to:

- respond to the developing EU sports policy;
- ensure that our position on biodiversity is coherent with the European Commission post-2010 biodiversity strategy; and
- help prepare our positioning on the emerging central EU focus on water policy in 2012.

In 2012, B-M will continue providing the EGA GCC with a quarterly monitoring report targeting the following areas:

- EU chemical policies – focus on pesticides
- EU biodiversity policies, comprising notably: soil protection; natural habitats; special protection areas; forests; ecosystems
- EU water policy
- Other developing policy areas if and as relevant to the R&A

C. Outreach to EU institutions

The EGA GCC should continue to gradually expanding its network in 2012 to build a group of allies that could be supportive in future campaigns. The objective of the outreach is to continue positioning the EGA GCC as a responsible and proactive stakeholder, taking the lead on sustainable golf course management.

B-M will set out a proposed next phase for the industry's outreach program with the following stakeholders:

- European Commission
 - Biodiversity unit
 - Water unit
 - Sports unit
- European Parliament
 - MEPs involved in the biodiversity and water debate
 - MEPs involved in other relevant environment related policies.

As 2012 will be the year of water, B-M will continue building contacts in this policy area and position the EGA GCC as a reliable stakeholder in the discussions. During the EGA GCC annual meeting in Brussels in January 2012, B-M will launch an outreach programme to foster and further expand the EGA GCC network in Brussels. B-M will identify MEPs and Commission officials to approach, develop materials for the meetings, accompany EGA GCC members to the meetings and prepare meeting reports with strategic recommendations.

D. Green Week 2012

2012 will be the EU year of water and Green Week will focus on water quality and scarcity. The EGA GCC has a good story to tell in this field. B-M will therefore, prepare the committee's visit during Green Week. As last year, B-M will register the members and review the agenda for relevant seminars, speakers and debates, planning meetings with EU Commission officials and MEPs and producing relevant hand out materials. In addition, B-M will also seek a speaking opportunity for the EGA GCC to present case studies and best practices on water management on golf courses.

E. European Parliament Exhibition

In May 2012, the EGA GCC will present an exhibition in the European Parliament on Golf. The exhibition will present the game of golf to MEPs, highlighting its positive social, economical and environmental contribution. In addition, the exhibition will use the Ryder Cup as a hook, as it is the only sport represented by the European Team flying the EU flag. B-M will assist and guide the EGA GCC in preparing for this exhibition. B-M will support in producing new materials for the event, support in the design of the stand, logistics as well as in liaising with MEPs and Commission officials to secure their attendance.

F. 2012 Budget outline:

<i>Activity</i>	<i>B-M fees for 2012</i>
Quarterly Monitoring report	15,000 € (1,250 €/month)
Outreach to EU Institutions/support around Green Week	36,000 € (3,000 €/month)
Exhibit in the European Parliament	15,000€
TOTAL	66,000 €