

## GoGolf Europe project hosts first Expert Advisory Board Meeting in Paris



The first Expert Advisory Board (EAB) meeting of the GoGolf Europe project was hosted by the French Golf Federation on 13<sup>th</sup> of May 2015 at Le Golf National in Paris, venue of the 2018 Ryder Cup.

The meeting gathered a broad group of representatives from the golf sector, with the project lead, the European Golf Association (EGA), being joined by The R&A, the French Golf Federation, the European Tour and the European Disabled Golf Association (EDGA). Expert contributors from outside the golf sector were also present, including the Gender Hub, ThinkYoung, The Association For International Sport for All (TAFISA) and the European Observatoire of Sport and Employment (EOSE).

GoGolf Europe is a three-year project running from January 2015 to December 2017, which is being funded by Erasmus+, the EU programme for Education, Training, Youth and Sport for 2014-2020. The project's primary focus is on golf participation and health for youth in Europe. The initiative is being led by the EGA under the Golf Europe partnership; a group of major golf stakeholders collaborating to develop golf and enhance the sport's contribution to European society.

Following a welcoming message given by the EAB Chairman, Antti Peltoniemi, Past President of the EGA, clarifying the objectives of the meeting and the role of the EAB, an introduction was given to all of the participating organisations and their specific areas of contribution to the project. A detailed presentation of the GoGolf Europe initiative, along with its objectives and planned outcomes, was subsequently delivered. The discussions emphasised the importance of working towards making golf an enjoyable, accessible, inclusive and beneficial sport for youth across Europe.

The EAB membership has been specifically composed to offer broad strategic input on issues central to the project delivery, including gender equality, youth engagement, golf coaching and outreach to minority groups. Consultation and guidance on these key themes will be critical in supporting the project in pursuit of its two high-level aims:

- ↳ To increase the awareness of, and evidence base for, the health benefits of golf for citizens
- ↳ To increase participation in the sport of golf at a pan-European level

The successful meeting concluded with each EAB Member leaving with a clear understanding of their role, coupled with an enthusiasm to provide input and consultation throughout the implementation period of the project.

The next meeting of the EAB is scheduled to take place in the summer of 2016.

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