



Syngenta has been a market leader in the global golf industry for more than 30 years, creating innovative turf management solutions for golf courses in 43 countries.

Our commitment to golf goes beyond caring for the wellbeing of the golf course, we care about the health of the game itself and the industry's long-term sustainability.

For this reason, Syngenta is investing in golf from the ground up, publishing a series of groundbreaking market research reports under the umbrella 'Unlocking Golf's True Potential', the most recent of which, *The Global Economic Value of Increased Female Participation in Golf* (2016), identified a global opportunity of increased female participation of \$35 billion.

Syngenta is pleased to join the R&A and partners in support of the Women in Golf Charter by committing to:

Research

- Continue generating and sharing insights from our 'Unlocking Golf's True Potential' market research series
- Identify practical, customer-focused solutions to help clubs reach, engage and recruit more women, children and families and retain existing golfers

Diversity

- Actively support diversity and inclusion within our own Syngenta teams working alongside the golf industry
- Proactively recruit more highly qualified women into golf course management through our sponsorship of female students participating in the Global Turfgrass Management Program at Ohio State University
- Continue to proactively support female greenkeepers and superintendent networks, and encourage clubs and courses to create diverse course management teams

Growing the Game

- Continue to turn research into action and help grow female participation through our support of the **love.golf** coaching initiative
- Partner and work with golf industry associations to share the insights from **love.golf** programmes and make **love.golf** accessible to as many women as possible