

Women in Badminton Commission Strategic Plan

Women in Badminton Commission		
Activity area	Goal and Strategies	KPI
1. Facilitate discussion	Create discussion and ideas on how to strengthen and establish the role of women in the European badminton community	-Presentation and Discussion regarding Women in Badminton at 2016 /2018 /2020 Members Forum
2. Representation within Member Associations	Encourage the development of female representation in all Member Associations	-Give 30 WIB Scholarships to MA's to participate in Coach education courses by 2020 -Give 10 WIB Scholarships to MA's to participate in ADM and Forum by 2020 -Give 30 WIB Scholarships to MA's to participate in Umpire courses -Give 10 WIB scholarships to MA's to participate in Para badminton events
3. Analyse and suggest solutions	Identify imbalanced areas within Europe and aim to develop feasible solutions	-Analyse female representation each year and adjust the scholarship system to it.
4. Representation within BEC	Encourage Member Associations to ensure female representation on the Board of Directors and ensure female representation in Commissions.	-women on BEC Commissions – 15% by 2016 -women on BEC Commissions – 20% by 2018 -women on BEC Commissions – 25% by 2020
5. Promotion and Communication	Promote and communicate the topic in order to have a better balance of gender representation in badminton by informing, persuading and reminding the European Badminton Community about the role and importance of the women in badminton, particularly to reach women and motivate and inspire them to take up roles and get involved with badminton.	- Have a WIB award at 2016 - 2020 Gala - Minimum 24 Women in Spotlight features by 2020