

Women in Badminton		
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.	-put forward ideas for presentation and discussion regarding WiB topics at the 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 accordingly
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 to have a better balance of gender representation in badminton by informing, persuading and reminding the European.	- have a Badminton for Women Award at 2016 - 2020 Gala - minimum 24 Badminton for Women articles feature by 2020 (previously known as 'Women in the Spotlight').