

Strategic Plan 2016-2020

Sport for All		
Activity area	Goal and Strategies	KPI
1. Increase of registered players	To raise the number of registered players through the activity areas below	-increase the number of registered players in Europe to 1.000.000 by 2020
2. MA Participation	Set up relevant projects and facilitate MA's so that they would progress in their development level within the participation area.	-39 of MA's achieving minimum developed status in participation by 2020 -18 of MA's achieving minimum established status in participation by 2020 -13 of MA's achieving minimum advanced status in participation by 2020
3. Schools badminton	To become one of the most popular school sports in Europe via implementation of the BWF Shuttle Time project. It is important to modify the Shuttle Time model to suit European implementation.	-40 countries implementing Shuttle Time by 2020 -20.000 teachers educated by 2020 -50 MA's organizing Badminton School Championships
4. Coach Education Level 1 and 2	To have well informed, educated and talented coaches on grass root level in the European badminton system by enabling the MA's to become self-sufficient in educating coaches on the entry level.	-49 of MA's delivering a coach education program by 2020 -39 of MA's delivering coach education courses of minimum Level 2 by 2020 - remind and support the MA's to apply for Olympic Solidarity
5. International Youth/Para Camps	To organise BEC Summer School and Regional Projects annually to provide inspiration, international experience and network to youth/para players.	-40 MA's have players who receive international training experience through the BEC Summer School and Regional Projects
6. Senior badminton	To have focus on the senior segment of European badminton to ensure that there are offers for badminton to be played life-long.	-45 MA's organizing national senior events by 2020 -Have an entry of minimum 1.000 players for the European Senior Championships in 2018