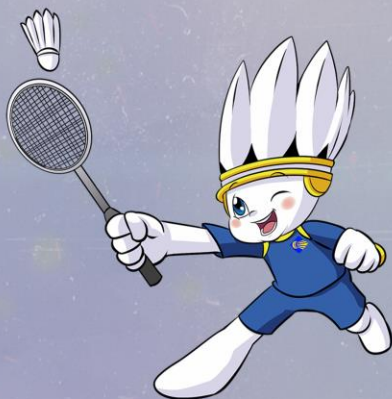


BADMINTON EUROPE 2019 MEMBERS' FORUM

PART 1: PRESENTATIONS

PART 2 : COMMISSION CLINICS



26TH APRIL 2019
KIEV, UKRAINE





Modern Leadership

From Traditional to **Modern** Leadership

Profit	→	People Planet Profit
Hierarchies	→	Networks
Controlling	→	Empowering
Planning	→	Experimentation
Privacy	→	Transparency

Market Trends for 2019

1. Sustainability goes Mainstream

- Organisations are looking at innovative ways to boost their sustainability credentials
- Increasing demand for sustainability

2. Betting on Social Beauty

- Increasing debate around the positive and negative impact that social media has on our lives
- Amount of time beauty ideals

3. Enlightened Masculinity

- Global movement building
- More modern inclusive and modern approach to masculinity

2017

2019



Making Modern Leadership Actionable
ONE FOCUS AREA
Gender Equity

Why is it even important to us ?

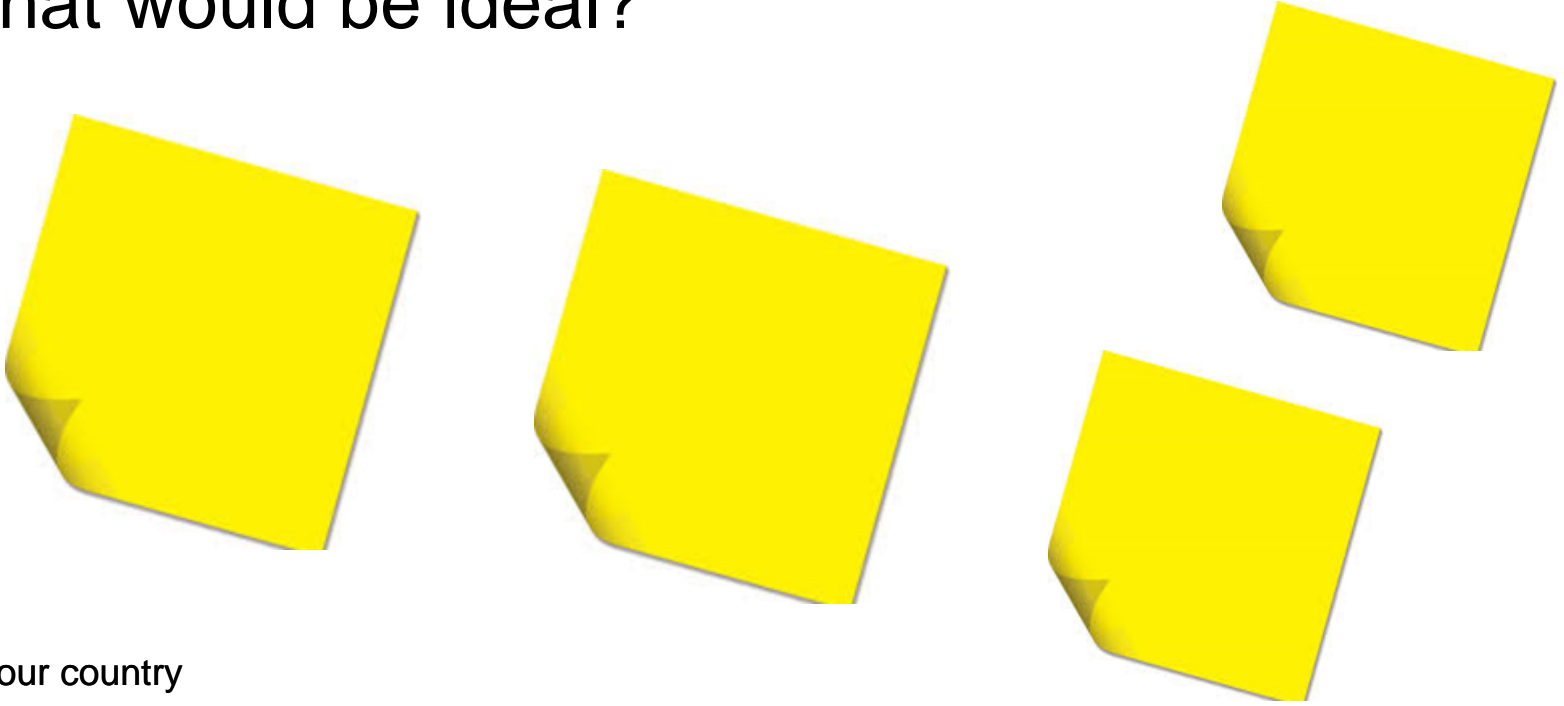
Let's Play

What are the barriers?



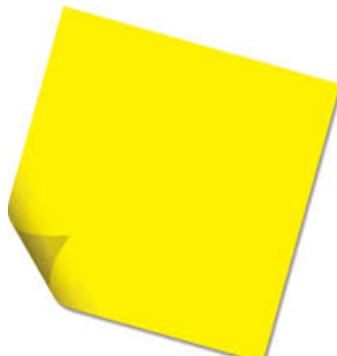
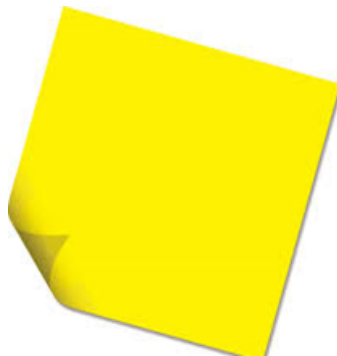
Add your country

In a perfect world, what crazy ideas do you have.
What would be ideal?



Add your country

What Have you Done.

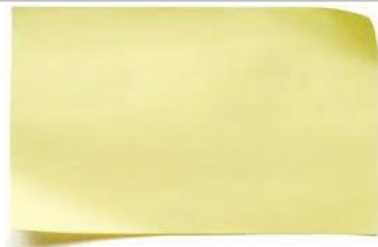
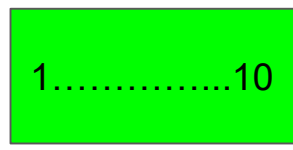


Add your country

Let's COCREATE

NOW Sort
What do you do, today
And Rate

Activity area	Goal and Strategies
1. Facilitate discussion	Create discussion and ideas on how to strengthen and establish the role of women in the European badminton community.
2. Representation within Member Associations	Encourage the development of female representation in all Member Associations.
3. Analyse and suggest solutions	Identify imbalanced areas within Europe and aim to develop feasible solutions.
4. Representation within BEC	Encourage Member Associations to ensure female representation on the Board of Directors and ensure female representation in Commissions.
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.



NOW Future

Barriers	Ideas / Ideal

**NOW Pick ONE idea for your
country / table and specify
Create Prototype**

What	How	When
Why	Who	

NOW Present

A grid of 48 small, square photographs of people from various backgrounds, ages, and genders. The photos are arranged in a 6x8 grid. The people are shown in various settings, some smiling, some looking thoughtful, some in professional attire, and others in casual wear. The overall theme is diversity and human connection.

Let's DO it