

MEMBERS' FORUM



**MAGYAR
TOLLASLABDA
SZÖVETSÉG**



**BADMINTON
EUROPE**

WE LIVE BADMINTON

2024 BEC CONGRESS

BUDAPEST, HUNGARY

24 - 25 MAY 2024

**Strategic Plan
2025-2028**

Brian Agerbak

STRUCTURE OF THE PLAN



Purpose

Vision, Mission, Values



Priority areas

Defined through stakeholder engagement



Long term objectives

Each priority area has a long term objective



Primary focus

Each priority area has one or more strategic priorities



KPI's/strategies

The KPI's have strategies listed against them

VISION & MISSION



ROW

Grow the sport of badminton in Europe in terms of exposure, fan base, commercial revenues, participation and performance



EAD

Lead, govern, facilitate and support badminton federations in Europe and show leadership to inspire and connect these federations



NITE

Unite the European badminton community



XCITE

Excite and entertain sports fans to improve the image of badminton

VALUES

Collaboration

Through collaboration we multiply our contribution. We believe in **inclusivity** as together we are stronger and can contribute more. Shared goals, mutual support and **teamwork** lead to greater success than isolated work and individual focus.

Excellence

We always strive towards excellence in everything that we do and deliver **quality** output in **innovative** ways. We embrace our **responsibilities**, enjoy the process of solving problems and provide effective solutions and added value to our members and stakeholders.

Integrity

Everyone has the right to participate in clean and **fair** competitions and to expect the highest levels of integrity and ethical behaviour. This includes the **accountability**, **reliability** and **personal responsibility** of all involved in our sport.

Passion

Passion drives the badminton community to overcome challenges, persevere, and maintain high levels of **commitment**, leading to the promotion and growth of badminton in Europe.

PRIORITY AREAS

Events

Ensure that BEC Major Events are allocated in a timely manner and durable with a well-functioning business

Governance

Ensure that BEC has a solid governance framework hereunder that relevant policies are in place and adhered to.

attracting new partners.

Senior Circuit.

Develop new and provide existing formal and informal learning opportunities for coaches, coaching at international level.

PRIORITY AREAS



**PRESENTATIONS FROM CHAIRS OF COMMITTEES
DURING THE BEC FORUM**