

BWF

*Special
Olympics*



GLOBAL BADMINTON DEVELOPMENT STRATEGY 2020 – 2024



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Introduction

Sport for All and **Inclusion through Sport** sit at the heart of both the Badminton World Federation (BWF) and Special Olympics International (SOI). The transformative power of sports to instill confidence, improve health and create inclusive communities is at the core of what Special Olympics does. As a priority sport, badminton provides both competitive and non-competitive participation opportunities, for children and adults with intellectual disabilities; delivered in a safe, fun and inclusive manner.

Following the signing of a Memorandum of Understanding in 2019, the BWF and SOI are pleased to outline their Global Badminton Development Strategy for the 2020-2024 period.

"In line with our motto that badminton is a sport for all, we are committed to providing avenues of participation for everyone. This strategy will hopefully foster the establishment of more platforms to allow children and adults with intellectual disabilities to experience badminton all the time."



Poul-Erik Høyer
President of the
Badminton World Federation

"I applaud the leadership of BWF and it's association members for including Special Olympics in the design of this strategic plan. The simple but poignant act of committing to place badminton racket in the hand of every Special Olympics athlete will open the door to improved health, new friendships through sport and more inclusive communities."



Timothy Shriver
Chairman of
Special Olympics International



Vision

Provide meaningful opportunities for people with an intellectual disability to be involved in all aspects of badminton.

Key Results Areas

This Global Badminton Development Strategy outlines four core areas of collaboration and development between the organisations:

Development

- Participation & Education
- Unified Badminton
- Clubs
- Equipment



Partnerships

- Global
- Regional
- National & Local



Global Badminton Development Strategy



Events

- National & Local
- Regional
- World
- Technical



Communication

- Resources
- Media
- Influencers



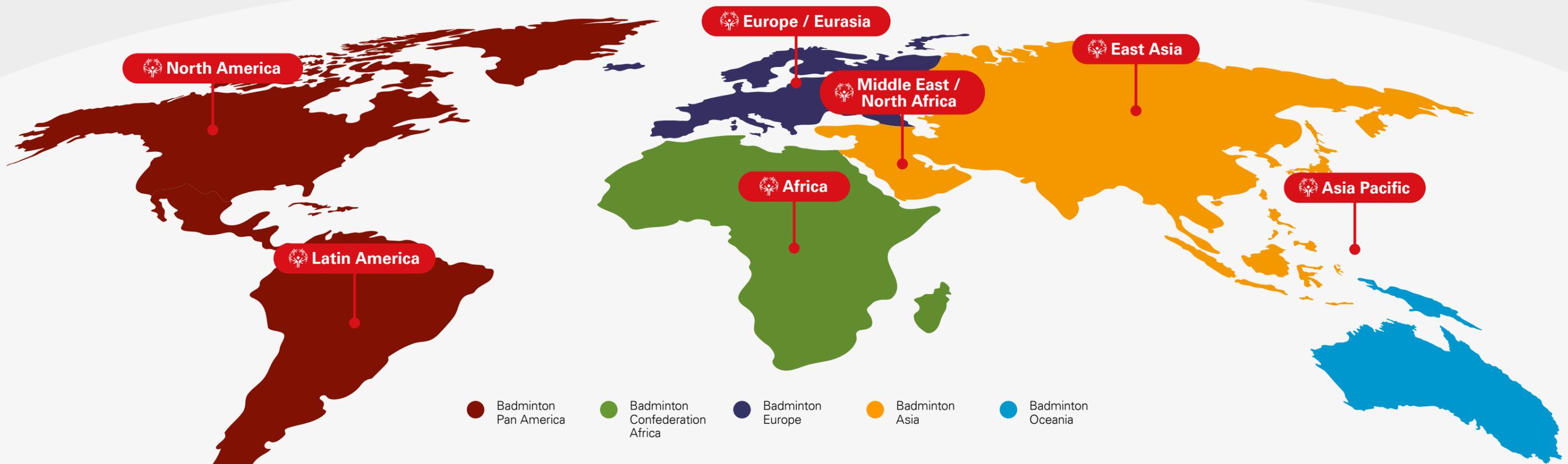
Implementation Partners

The BWF and SOI will work together with regional and national partners to implement the Global Badminton Development Strategy. To ensure maximal impact and sustainability, there is a focus within the strategy to filter training, resources and competition down to the national level.

The BWFs five Continental Confederations and 194 National Member Associations work in close collaboration to develop badminton globally:



SOIs Regional and National Programmes work in close collaboration to provide opportunities for people with an intellectual disability to access high quality sports training and competition opportunities:







KRA 1

DEVELOPMENT

Key Result Areas (KRAs) **KRA 1** Development

Key Objective: Provide high quality participation and education opportunities for Special Olympics athletes and coaches, through programmes which cater for all ages and ability levels. Promote badminton as an inclusive sport that can be enjoyed by all, particularly in a unified setting.

Priority Area	Strategy – Initiative	Key Performance Indicators (KPIs)
Participation & Education	<ul style="list-style-type: none"> ◀ Young Athletes – Mini Shuttle Time 	<ul style="list-style-type: none"> ◀ Mini Shuttle Time content utilised in SOI Young Athletes Programme
	<ul style="list-style-type: none"> ◀ Shuttle Time – Education Courses <ul style="list-style-type: none"> ◀ Standalone courses for SOI ◀ Blended Shuttle Time Teacher courses 	<ul style="list-style-type: none"> ◀ 500 SOI Coaches educated ◀ 20,000 Shuttle Time Teachers educated ◀ Courses delivered on an annual basis
	<ul style="list-style-type: none"> ◀ SOI Online Programme/Training 	<ul style="list-style-type: none"> ◀ Inclusive elements added to BWF Shuttle Time online component
	<ul style="list-style-type: none"> ◀ Outdoor Badminton (AirBadminton) <ul style="list-style-type: none"> ◀ Local SO programmes invited to CC regional launch events 	<ul style="list-style-type: none"> ◀ AirBadminton launched in five regions
	<ul style="list-style-type: none"> ◀ SOI Badminton Guide 	<ul style="list-style-type: none"> ◀ One Badminton Guide updated ◀ 110 Programmes using badminton
	<ul style="list-style-type: none"> ◀ Research 	<ul style="list-style-type: none"> ◀ Two studies conducted to demonstrate the impact and benefits of badminton on people with an intellectual disability
Unified Badminton	<ul style="list-style-type: none"> ◀ Models/Best Practice – Regional 	<ul style="list-style-type: none"> ◀ Four models shared by 2024
Clubs	<ul style="list-style-type: none"> ◀ Inclusive Badminton Club Models – Regional 	<ul style="list-style-type: none"> ◀ Four models shared by 2024
Equipment	<ul style="list-style-type: none"> ◀ SOI-BWF Equipment Sets 	<ul style="list-style-type: none"> ◀ 200 kits provided to SOI Regional Programmes annually through SOI/BWF



KRA 2

EVENTS



Key Result Areas (KRAs) **KRA 2** Events

Key Objective: Support and encourage opportunities for Special Olympics athletes to experience a positive sporting experience through competition.

Assist in the development of guidelines and officials to deliver badminton events at a world, regional and national level. Promote the concept and benefits of unified competition globally.

Priority Area	Strategy – Initiative	Key Performance Indicators (KPIs)
National & Local	<ul style="list-style-type: none"> ◀ National & Local Competitions 	<ul style="list-style-type: none"> ◀ 110 Countries offering access to badminton competitions by 2024 ◀ 110 Countries offering access to unified badminton competitions by 2024
Regional/Continental	<ul style="list-style-type: none"> ◀ Regional Competitions ◀ Outdoor Badminton (AirBadminton) 	<ul style="list-style-type: none"> ◀ Six Regional badminton competitions hosted by 2024 ◀ AirBadminton tournament/demonstration held in conjunction with SOI Beach Games.
World	<ul style="list-style-type: none"> ◀ Special Olympics World Games <ul style="list-style-type: none"> ◀ BWF Presence ◀ Activation Area ◀ Ambassadors ◀ Technical ◀ Special Olympics Officials Programme ◀ Young Athletes – ‘My First Sports Experience’ 	<ul style="list-style-type: none"> ◀ Badminton part of Special Olympics World Games 2023 – Germany <ul style="list-style-type: none"> ◀ 200+ athletes participating in 2023 Games ◀ 60+ Countries participating in 2023 Games ◀ One BWF Activation zone ◀ Global Ambassadors present ◀ One Inclusive Technical Officials Programme delivered – Line Judges ◀ Integrate BWF into Young Athletes activation at the World Games.
Technical	<ul style="list-style-type: none"> ◀ Divisioning Guidelines ◀ TD Training 	<ul style="list-style-type: none"> ◀ Divisioning Guidelines developed ◀ Two BWF – SOI Badminton Technical Delegates trained in each CC. ◀ Considerations for Line Judges, Umpires and Referees integrated into BWF Technical Officials Educational resources.



MoU Sign



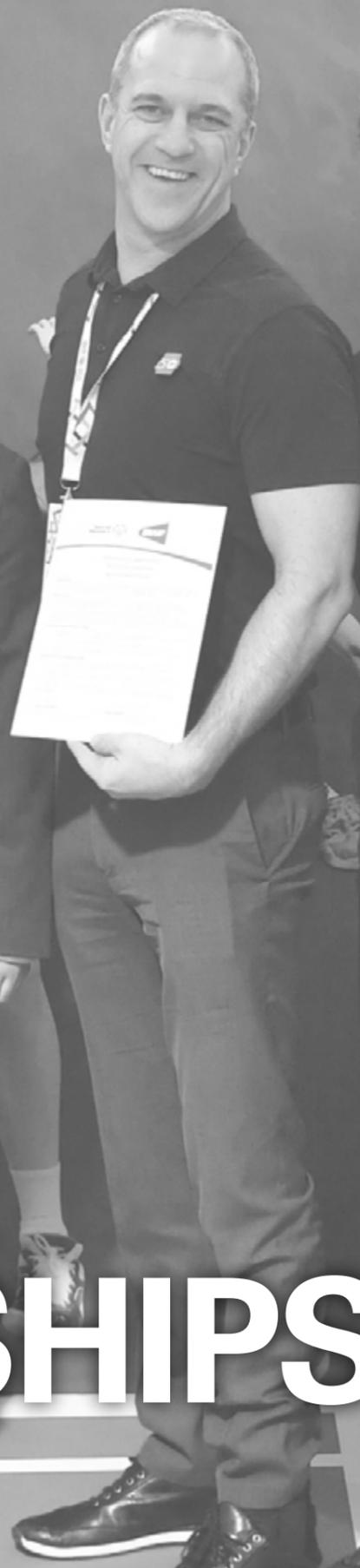
30 POINTS



15 POINTS



5 POINTS



KRA 3

PARTNERSHIPS

Key Result Areas (KRAs) **KRA 3** Partnerships

Key Objective: Promote and encourage the development of partnerships between the BWF and SOI at all levels within each organisation: Global, Regional and National.

Priority Area	Strategy – Initiative	Key Performance Indicators (KPIs)
Global	◀ BWF-SOI MoU	◀ One MoU signed between the BWF & SOI
	◀ Global Development Strategy	◀ One global development strategy written
Regional	◀ Regional Development Strategy	<ul style="list-style-type: none"> ◀ One Regional MoU template developed ◀ Eight MoUs signed between the BWFs Continental Confederations and SOI Regional Programmes ◀ Inclusive badminton / Special Olympics featured in each CCs Strategic Plans ◀ Badminton a target sport for five SOI Regions
National & Local	◀ Active national partnerships	<ul style="list-style-type: none"> ◀ 60 Level 3 partnerships ◀ 30 Level 2 partnerships ◀ 20 Level 1 partnerships
	◀ Toolkit developed to inform BWF Members and National SO Programmes	◀ One toolkit developed



KRA 4

COMMUNICATION

Key Result Areas (KRAs) **KRA 4** Communication

Key Objective: Positively promote the collaborative work of the BWF and SOI, as well as highlighting key messages of both organisations, particularly those of inclusion, health & wellbeing and social benefits of sport/badminton.

Priority Area	Strategy – Initiative	Key Performance Indicators (KPIs)
Resources	<ul style="list-style-type: none"> Comms Toolkit specific to BWF MAs, CCs & SOI National Programmes (images and videos, hashtags, artwork and other collateral) 	<ul style="list-style-type: none"> One toolkit developed (fact sheet, general messaging, potential Q&A documents, promotional content for stakeholders to publish)
BWF Social Media & Publications	<ul style="list-style-type: none"> BWF Publications – Website, E-Newsletter, Shuttle World, Facebook, Instagram and Twitter, YouTube, Weibo, WeChat, Toutiao 	<ul style="list-style-type: none"> Two stories on BWF website per year with both articles to feature in fan ad development newsletters Monthly social media posts Minimum of one feature in Shuttle World per year Partnership feature in BWF Annual Report
Advertising	<ul style="list-style-type: none"> Inside The Games & Around The Rings 	<ul style="list-style-type: none"> One advertorial in printed version of Inside The Games Web and mobile advertising banners with link to content / key messages
SOI Social Media & Media Outreach	<ul style="list-style-type: none"> Traditional Media: Story placement, including features and insertion in relevant sports coverage such as “round-ups” and newsletter distribution (working with BWF communications team) Social Media: Leverage owned channels of BWF/SOI to lead target audiences to digital resources and announcements as well as posting thought leadership content (if available) on LinkedIn and Facebook 	<ul style="list-style-type: none"> Traditional Media: One mention per quarter in an international sports trade with a focus on key markets about the relationship with SOI. This may include stories of athlete participation, new programming, and data-driven insights Social Media: Distribution of a data-driven insights, alert of news or programming availability, or a link to a story on the BWF/SOI websites. Posting could be as frequent as one per quarter depending on available message, news, and data
Influencers	<ul style="list-style-type: none"> Global Ambassadors & Champions – SOI Influencers 	<ul style="list-style-type: none"> Two Global Ambassadors/Champions

Contact Information

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