



# THE ADVANCE PROJECT



Co-funded by the  
Erasmus+ Programme  
of the European Union





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## ▶ ADVANCE (2021-2023)

Advanced Badminton Coaching Education through the development of a European Badminton Coaching Framework

## ▶ CONSORTIUM

MAIN COORDINATOR



**Funding Received**  
399.625 Euros

## PARTNERS



BADMINTON MEMBERS



UNIVERSITIES



OTHER SPORT ENTITIES



# WHAT IS ADVANCE?

## ➤ MAIN GOALS

- To advance the education and skills development of badminton coaches at a European Level via the provision of an Advanced Badminton Coaching Education
- To facilitate and promote dual careers in badminton for both coaches and players
- To assist badminton associations from low level and grassroots to increase the level of badminton coaching
- To facilitate the integration of a European badminton coaching framework in sport academia, badminton organizations and key stakeholders





# THE ADVANCE PROJECT

## TRAINING NEEDS ANALYSIS



- Surveys
- Dual career Players' interviews
- Education Badminton Managers' interviews
- Education other sports Managers' interviews
- Education Systems comparisson between: Denmark, Germany, France and England and BWF
- Drawing conclusions

## ADVANCE FRAMEWORK



- European Badminton Coaching Framework
- Holistic European badminton coaching education
- Instructors guide
- 10 months blended course education with 4 face-to-face courses

## ONLINE PLATFORM



- An interactive tool for the participants at the ADVANCE education
- A badminton coaching platform for all coaches





# WELL EDUCATED COACHES = MORE REGISTERED PLAYERS

## Level 1

Number of registered players represented by	Registered players	% of total
BEC Members with 20 or more BWF Level 1 educated coaches or similar since 2016	819606	95,1
BEC Members with less than 20 BWF Level 1 educated coaches or similar since 2016	42681	4,9
<b>Total</b>	<b>862287</b>	<b>100,0</b>

## Level 2

Number of registered players represented by	Registered players	% of total
BEC Members with 10 or more BWF Level 2 educated coaches or similar since 2016	778679	90,3
BEC Members with less than 9 BWF Level 2 educated coaches or similar since 2016	83608	9,7
<b>Total</b>	<b>862287</b>	<b>100,0</b>

## Level 3

Number of registered players represented by	Registered players	% of total
BEC Members with 1 or more BWF Level 3 educated coaches or similar since 2016	698437	81,0
BEC Members with 0 or more BWF Level 3 educated coaches or similar since 2016	163850	19,0
<b>Total</b>	<b>862287</b>	<b>100,0</b>

Educated coaches seems to have a positive effect on the number of registered players



Other factors like clubstructure, facilities, volunteers, competition structures etc plays of course also an important role

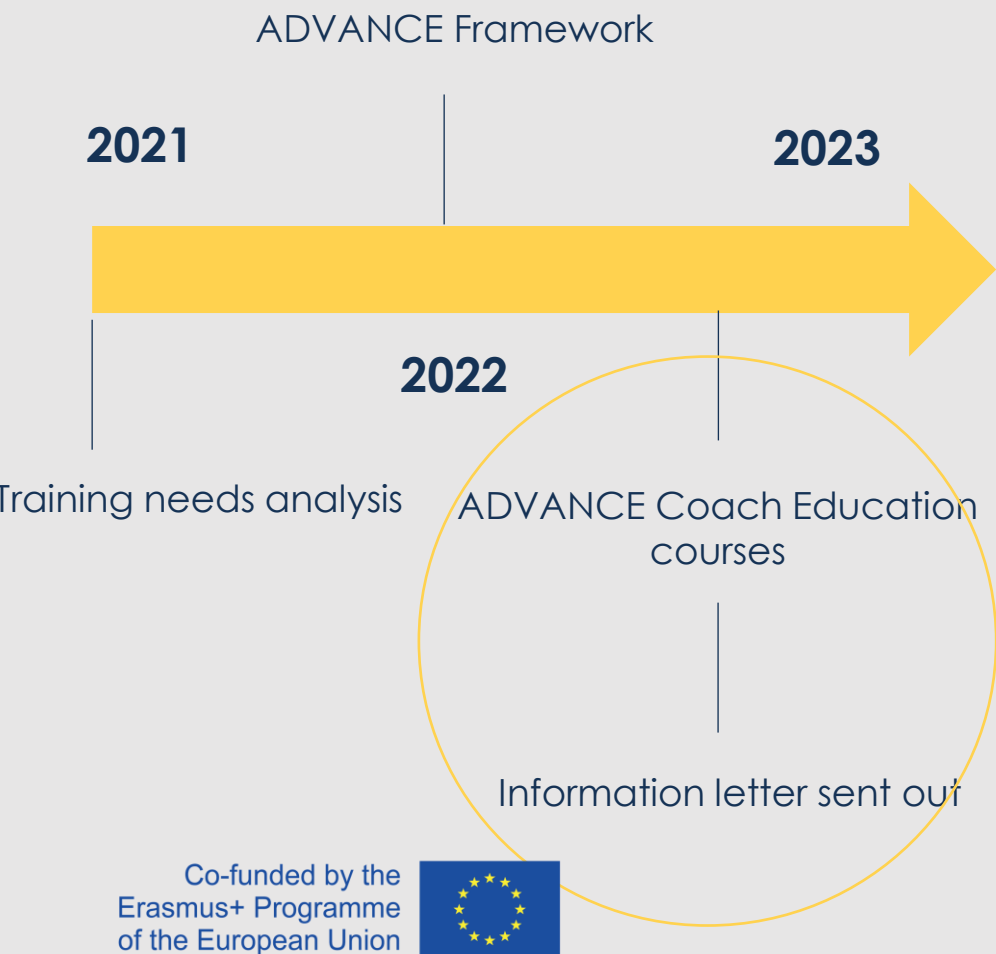




# ADVANCE EUROPEAN BADMINTON COACHING EDUCATION



# ADVANCE EUROPEAN BADMINTON COACHING EDUCATION



## ADVANCE - EUROPEAN BADMINTON COACHING EDUCATION

### GENERAL INFORMATION

We are pleased to open the application process for the ADVANCE European Badminton Coaching Education, developed through the ADVANCE project, which is supported by the EU through the Erasmus+ programme.

Over a period of 10 months, up to 16 participants will meet 4 times in different European locations for the physical coaching courses, in addition to virtual learning and self-study. During the education, participants will:

- Develop their **individual coaching book/portfolio** with all elements related to badminton (tactical, technical, mental, physical, planning, pedagogy etc)
- Develop and strengthen their **own coaching philosophy**
- Develop an **understanding of players' requirements** and optimal working methods to develop players with examples at four different development stages
- Develop your coaching **entrepreneurship**: "Build your own business"

Throughout the course you will be supported by a **personal mentor**, who will support and guide your development as a coach through both individual and group virtual meetings between the face to face courses.





# ADVANCE EUROPEAN BADMINTON COACHING EDUCATION

Develop their **individual coaching book/portfolio** with all elements related to badminton (tactical, technical, mental, physical, planning, pedagogy etc)

Develop and strengthen their **own coaching philosophy**

Develop an **understanding of players' requirements** and optimal working methods to develop players with examples at 4 different development stages

Develop your coaching **entrepreneurship**: "Build your own business"

Free Education due to EU funding

Participants must however, **cover their own accommodation, food and travel costs** for the physical courses. Accommodation in shared rooms will be offered.

Prices for food and accommodation are expected to be **between 50-80€ per day and per person.**







# ADVANCE EUROPEAN BADMINTON COACHING EDUCATION

## Courses

COURSE	DATES	DURATION	LOCATION
1	14-18 September 2022	5 days	Holbæk (Denmark)
2	2-6 January 2023 (TBC)	5 days	Haarlem (The Netherlands)
3	March 2023 (TBC)	5 days	Scotland (TBC)
4	23 June to 30 June 2023	7 days	Saarbrücken (Germany)

## Tutors and Mentors



**INGO KINDERVATER**  
Badminton Scotland Head Coach  
Former top MD and XD player  
Former national coach of Germany



**HANNES KAESBAUER**  
Head of National Training Centre Saarbrücken  
Science & Education in the German Badminton Association



**JACOB OEHLenschLÄGER**  
BEC Dev & HP Senior Manager  
Former national coach of Germany  
Former National junior coach of Denmark



**ROBBERT DE KEIJZER**  
Manager Sport participate Badminton Netherlands  
Former talent coach of Netherlands  
Former responsible U17/U19 Regional Training Centre Hague

**Personal mentor**, who will support and guide your development of the coach through both individual and group virtual meetings between the face to face courses.





# THE CANDIDATES

**TARGET GROUP:** aspiring coaches with the ambition, commitment and potential to become coaches in challenging coaching positions across Europe within the next 5-7 years.

16 candidates will be accepted for the education

## **CRITERIA:**

We are looking for coaches who has the motivation and determination to seek a career as badminton coach. If you fulfil two or more of the below requirements, we will be happy to receive your application:

- Have a formal badminton education
- Have experience in coaching competition players
- Are a current or former international player
- Have been training in high performance environment on regional or national level either as a junior or an adult player
- Have a sports related education as physiotherapist, physical trainer, PE teacher, university degree in sports etc

**Deadline** to submit your application: 1 May 2022





# OTHER ERASMUS+ PROJECTS

## SAS – Sustain and Support

- 'Promoting integrity', 'Values in sport' and "Promoting the positive values of sport"
- Develop a resource bank for a variety of sports organisations for developing and implementing a sustainability strategy

## DIGI2VOL

- Aims to fill the still existing gaps and enhance volunteer opportunities in sport organizations, specifically in an online/virtual and hybrid manner (blending virtual volunteering with light face-to-face tasks).
- Aims to implement the innovative aspect of non-face-to-face volunteer opportunities for young people as well as the respective organization.

## HEI-COACH

- Standardising HEI COACHing Bachelors' and Master's Degrees in Europe

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