

# Social Performance: Why? How?

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# CONTENT

- A vision
- Implementation
- Actors



**VISION**



# WHY?

## Two approaches

- Badminton as an **end**: sport performance, improving, surpassing, winning

*Easy to measure*

- Badminton as a **tool**: positive impact on people and on cities, individual and collective benefits

*Measurement to be built*



# PURPOSE

**Why does the federation exist? What is it useful for?  
What is the meaning of « unite » in the 21st century?**

- Help the local badminton associations to create, to develop, to survive – **show the way**
- Promote badminton in all its dimensions (sport, show, benefits, business, public policies) – **inspire the world**



# MOTIVATIONS

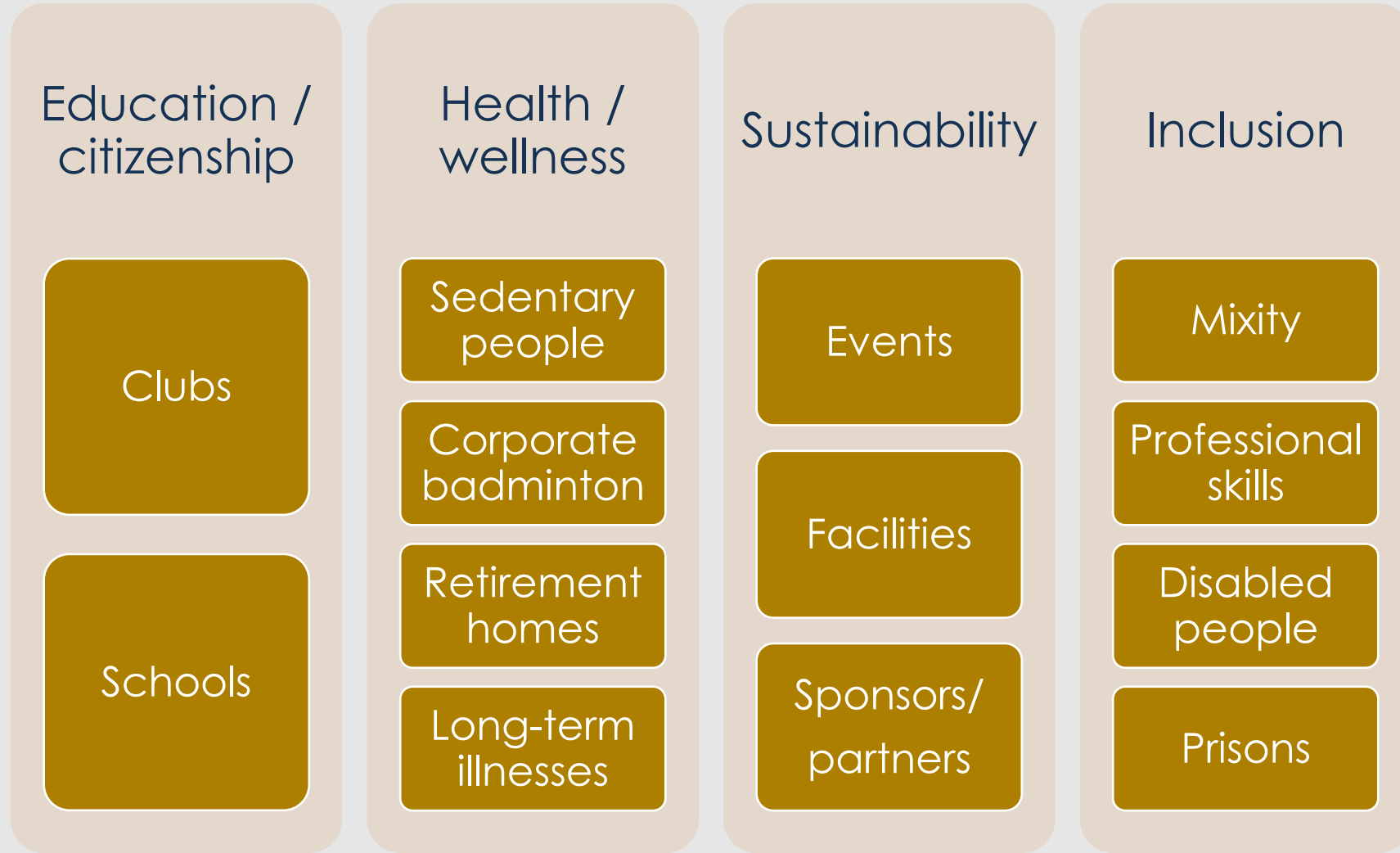
- Broaden the horizons for badminton associations
- Prove the usefulness of badminton
- Improve our brand image / convince new partners
- Strengthen the sense of belonging



# IMPLEMENTATION



# SOCIAL PERFORMANCE: 4 AXES TO INCREASE THE IMPACT







# KEY POINT

## Measuring the social impact of badminton

- *Means*: number of people who benefit from the programmes, number of social/medical structures in the programmes, ...
- *Fulfilment*: how people feel before/after, how much physical activity they practice a week, ...

Support from a high-level business school (« social entrepreneurship » chair)



# ACTORS



# DEPARTMENT



**Marion BISCHOFF**  
Education & citizenship /  
culture  
(Julie GRALL)

**Hugues RELIER**  
Director  
(Sylvain BENAIN)  
Health & wellness  
(Henri GUERMONT)

**Aurélien CORDEAU**  
Social innovation  
(Alexandre HUVET)

**Gautier NOUGIER**  
Sustainability /  
Para-badminton  
(Capucine PAROT /  
Malice DEVERGIES)

**Sarah COGEZ**  
Intern



# QUESTIONS/REMARKS?