



2023 BEC CONGRESS
BAKU, AZERBAIJAN
Inclusive badminton



Governance Commission
Sustainability

Sustainability in Badminton Europe

- Introduction
- Definitions
- BEC Sustainability Model
- UN Sustainable Development Goals
- Road map – examples
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INTRODUCTION

- Prior to 2021 there had been extensive focus on promoting gender balance and diversity among other good governance initiatives. Numerous activities and structural changes were implemented considering sustainability
- Badminton Europe has worked systematically with our approach to sustainable development since the release of the 2021-24 Strategic Plan. This included setting up a Governance Commission, with this particular focus area in mind, which included experts in the field from within our Membership



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Sweden



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Italy



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Ukraine

INTRODUCTION

- With the support of the Governance Commission a draft Badminton Europe Sustainable Strategy has been formulated.
- The session today will help to further shape this strategy before being approved by the Board of Director's and set into motion



Question

Answer via [menti.com](https://www.menti.com) on your computer or phone

Code 3770 1250

TEST

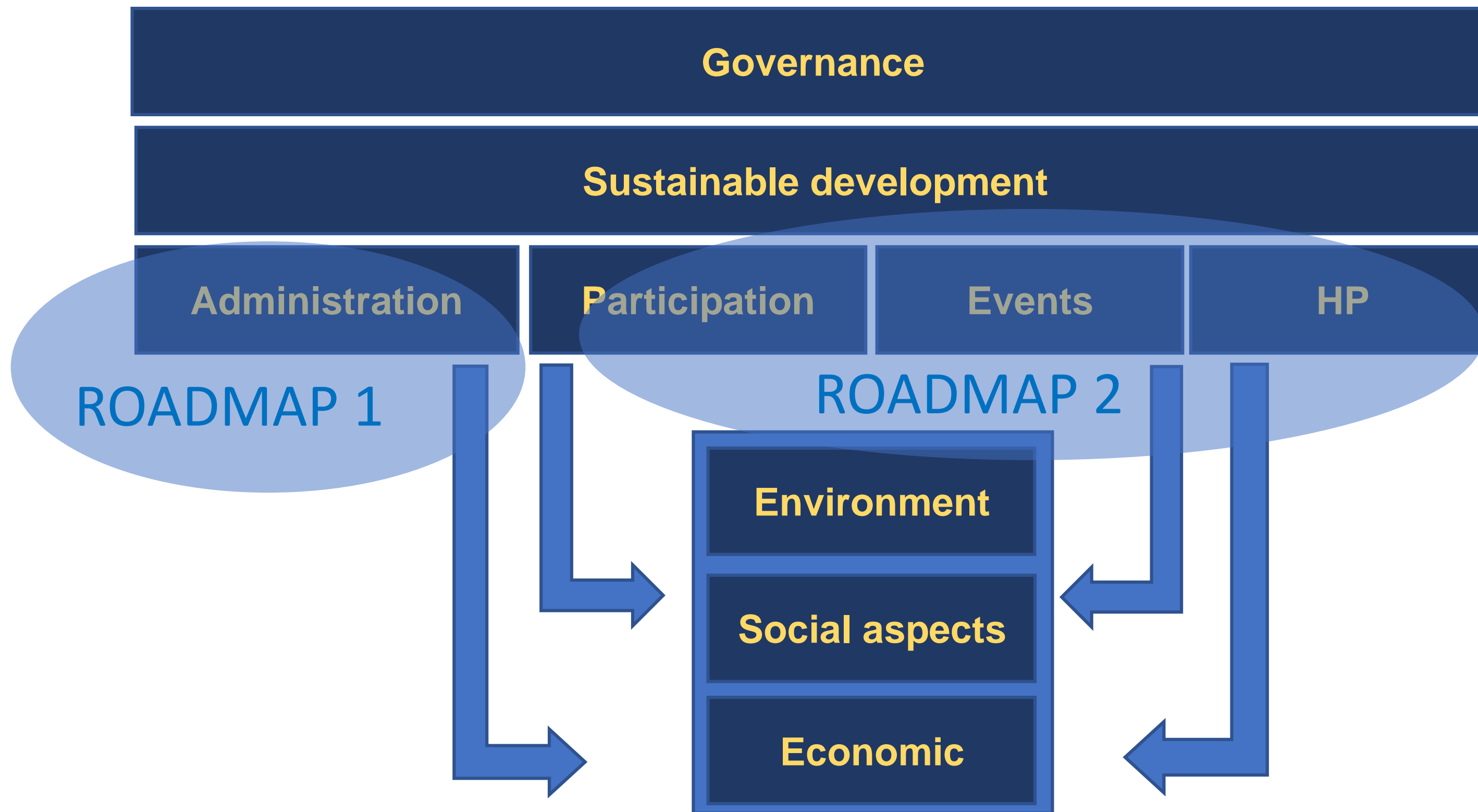
**What do you think about when hearing the word
sustainability?**

[CLICK HERE](#)

DEFINITIONS

- **Governance** – ensuring the quality and transparency of processes for decision making, reporting and ethical behaviour within badminton
- **Sustainable development** – an organizing principle for meeting human development goals while also sustaining the ability of natural systems to provide the natural resources and ecosystem services on which human economies and society depend
- **Social aspects** – using badminton as a tool to contribute to social wellbeing and fairness in society
- **Environment** – minimising badminton's impact on the environment and nature
- **Economic** – redistributing monies and investing in activities that deliver a sustainable return for badminton through growth of the sport

BEC SUSTAINABILITY MODEL



BEC sustainability model

UN SUSTAINABLE DEVELOPMENT GOALS



13

16

17

PARTNERSHIPS
FOR THE GOALS

GENDER
EQUALITY



ROAD MAP – EXAMPLES

Action #	Action	Priority	Delivery	SDG
Corporate				
1	Publish the BEC Sustainable Strategy once approved by relevant stakeholders	High	Short	16
2	Commitment to global initiatives to be explored, considered and activated	High	Short	16
3	BEC Communication Strategy regarding sustainability	High	Short	16
4	Ensure good governance practices while providing leadership for Members in transparency, accountability, responsibility, equity and integrity.	High	Medium	10, 16
5	To maintain and develop BEC Rules to stay updated and fit to purpose at all times.	High	Short	16
6	Build strong relations with BWF and support Members on governance issues by proactively suggesting improvements to BWF Statutes and other governance materials, implement BWF governance policies into BEC Rules and regulations and support members within their own implementation.	High	Short	16, 17

ROAD MAP – EXAMPLES

30	Ensure equal opportunities for all badminton players, organisers and fans	High	Short	5, 8, 10
31	Ensure that we have a competitive number of badminton tournaments for all target groups, where each tournament is of a sufficient quality in respect to its purpose	High	Short	8, 10
32	Strong EOC relations with badminton as a core sport of the European Games	High	Short	3, 8 10
Environment				
33	Waste separation at activities through agreement with organisers	High	Short	13, 17
34	Promote carbon neutral travel	Medium	Medium	13, 17
35	Promote sustainable local travel through agreements with organisers	High	Short	13, 17
36	Best practice guide to minimize impact of activities on local environment	Medium	Medium	13, 17
37	Encourage organisers to engage sustainable service providers	Medium	Medium	13, 17
38	Support Members to implement and promote Air badminton as a healthy outdoor activity	Medium	Medium	3, 13, 17

WORKSHOP QUESTIONS

Answer via [menti.com](https://www.menti.com)

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How important is sustainability?

Name 3 things

- You are already doing in your Federation around sustainability**
- BEC should do to support you in your sustainability journey**



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