



2023 BEC CONGRESS
BAKU, AZERBAIJAN
Inclusive badminton



SROI Pilot Project

Introduction & Recap



Badminton Europe
Social Return On Investment Model

Pilot Member Associations



- France
- Italy
- Estonia
- Malta

Thank you to the member associations involved with the process, as well as the Badminton Europe team.

What is SROI

- Social Return on Investment (SROI) is a method that helps organisations to understand and quantify the social, environmental and economic value they are creating.
- In all cases, SROI can be calculated for a single year or over the lifetime of a project or programme. In BEC's case, we conducted the work over an annual basis with Badminton participation within the pilot project being assessed at a national level.

Using the Results

1. **To secure more investment** for your national badminton federation
2. **To change perceptions** of badminton in your country
3. **To influence decision makers** about the value of badminton to society
4. **To improve** the individual **outcome valuations** per member association



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THE RESULTS...

Social

- Volunteering
- Crime
- Education & Employment
- Projects and Programmes

Economic

- Facility Value
- Player Spending
- Employment (Count)

Health

- CVD & Diabetes
- Cancer
- Ageing
- Mental Health
- Subjective Wellbeing
- Injury (-€ Value)
- Projects and Programmes



SOCIAL



ECONOMY



HEALTH

€10.805M

Economic Impact Of Social Benefits

€13.859M

Direct Contributions To The Economy

€3.895M

Healthcare Savings And Value From
Badminton Participation



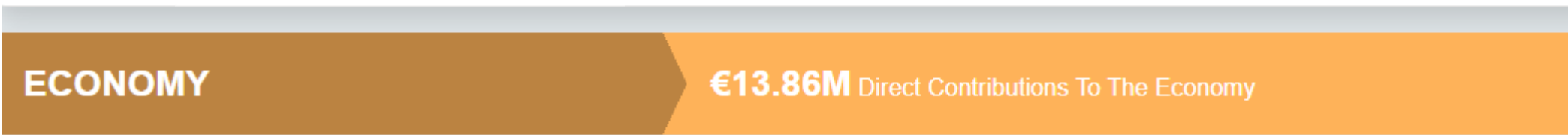
VOLUNTEERING
€7.84M



EDUCATION & EMPLOYMENT
€2.39M



PROJECTS & PROGRAMMES
€578.82K



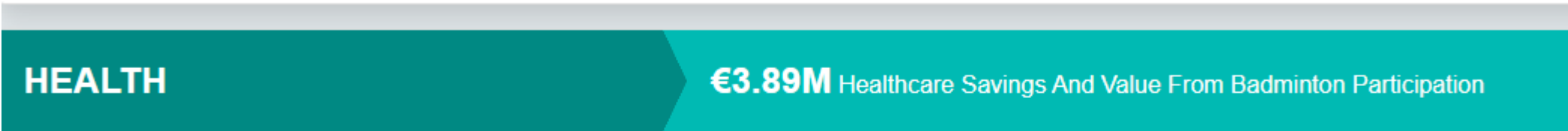
FACILITY VALUE
€5.40M



PLAYER SPENDING
€8.45M



EMPLOYED PEOPLE
178



CVD AND DIABETES
€1.52M



CANCER
€66.47K



AGEING
€396.88K



SUBJECTIVE WELLBEING
€1.61M



MENTAL HEALTH
€320.57K



INJURY
€-23.51K

Italian Badminton Federation

OVERALL CURRENT IMPACT OF PARTICIPATION / SROI =

€28.56m

Based on:

9100 REGISTERED PLAYERS

With a current impact PER PLAYER impact value of =

€3.1k



SOCIAL

€676.274K

Economic Impact Of Social Benefits



ECONOMY

€8.892M

Direct Contributions To The Economy



HEALTH

€693.896K

Healthcare Savings And Value From Badminton Participation

SOCIAL

€676.27K Economic Impact Of Social Benefits



VOLUNTEERING

€44.14K



CRIME

€22.71K



EDUCATION & EMPLOYMENT

€573.64K



PROJECTS & PROGRAMMES

€35.79K

ECONOMY

€8.89M Direct Contributions To The Economy



FACILITY VALUE

€6.33M



PLAYER SPENDING

€2.57M



EMPLOYED PEOPLE

64

HEALTH

€693.90K Healthcare Savings And Value From Badminton Participation



CVD AND DIABETES

€139.44K



AGEING

€20.14K



SUBJECTIVE WELLBEING

€493.88K



MENTAL HEALTH

€49.84K



INJURY

€-9.41K

Badminton Estonia

OVERALL CURRENT IMPACT OF PARTICIPATION / SROI =

€10.26m

Based on:

2670 REGISTERED PLAYERS

With a current impact PER PLAYER impact value of =

€3.8k



SOCIAL

€341.346K

Economic Impact Of Social Benefits



ECONOMY

€1.015M

Direct Contributions To The Economy



HEALTH

€116.040K

Healthcare Savings And Value From Badminton Participation

SOCIAL

€341.35K Economic Impact Of Social Benefits



VOLUNTEERING
€85.01K



CRIME
€0.00



EDUCATION & EMPLOYMENT
€17.87K



PROJECTS & PROGRAMMES
€238.47K

ECONOMY

€1.02M Direct Contributions To The Economy



FACILITY VALUE
€920.69K



PLAYER SPENDING
€94.73K



EMPLOYED PEOPLE
1

HEALTH

€116.04K Healthcare Savings And Value From Badminton Participation



CVD AND DIABETES
€47.60K



MENTAL HEALTH
€4.59K



INJURY
€-421.00



SUBJECTIVE WELLBEING
€64.28K

Badminton Malta

OVERALL CURRENT IMPACT OF PARTICIPATION / SROI =

€1.47m

Based on:

103 REGISTERED PLAYERS

With a current impact PER PLAYER impact value of =

€14.3k



SOCIAL

€77.481M

Economic Impact Of Social Benefits



ECONOMY

€444.513M

Direct Contributions To The Economy



HEALTH

€96.432M

Healthcare Savings And Value From
Badminton Participation

SOCIAL

€77.48M Economic Impact Of Social Benefits



VOLUNTEERING
€64.88M



CRIME
€849.04K



EDUCATION & EMPLOYMENT
€11.67M



PROJECTS & PROGRAMMES
€82.46K

ECONOMY

€444.51M Direct Contributions To The Economy



FACILITY VALUE
€380.14M



PLAYER SPENDING
€64.37M



EMPLOYED PEOPLE
3.51K

HEALTH

€96.43M Healthcare Savings And Value From Badminton Participation



CVD AND DIABETES
€23.47M



CANCER
€328.63K



AGEING
€2.23M



SUBJECTIVE WELLBEING
€65.18M



MENTAL HEALTH
€5.65M



INJURY
€-421.19K

French Badminton Federation

OVERALL CURRENT IMPACT OF PARTICIPATION / SROI =

€618.43m

Based on:

179,130 REGISTERED PLAYERS

With a current impact PER PLAYER impact value of =

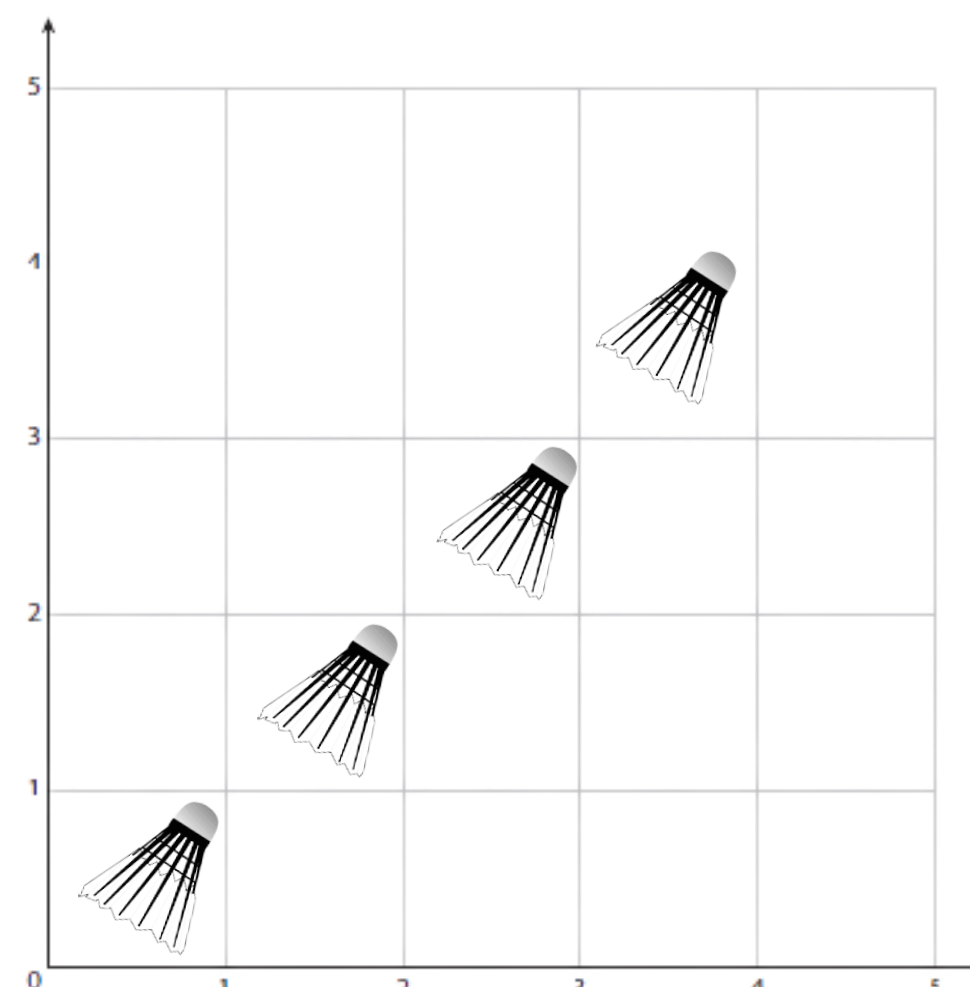
€3.5k

Analysis and Comparisons

High numbers across all of the pilot members in areas such as:

- Subjective Wellbeing
- Facility Valuations
- Volunteering

“Demonstrating that Badminton is not just about winning medals, it plays a massive role in society. It brings value to the person by being part of a community, being able to play with both genders but also being able to focus on developing your own competencies”



Badminton Europe SROI Online Platform



 **Badminton Europe**
Social Return on Investment model

Login

Please login with your email/username and password below.

Email/Username:

Password:

Remember Me:

URL:

<https://badmintoneurope-sroi-model.substancedataportal.net/auth/login>

Badminton Europe SROI Online Platform

Europe

191.0K
Registered Badminton Players : Europe

€658.7M
Total Current Impact Of Participation

[View All Countries](#)

Eastern Europe

[View Countries](#)

[View Cluster Results](#)

Southern Europe

[View Countries](#)

[View Cluster Results](#)

Western Europe

[View Countries](#)

[View Cluster Results](#)

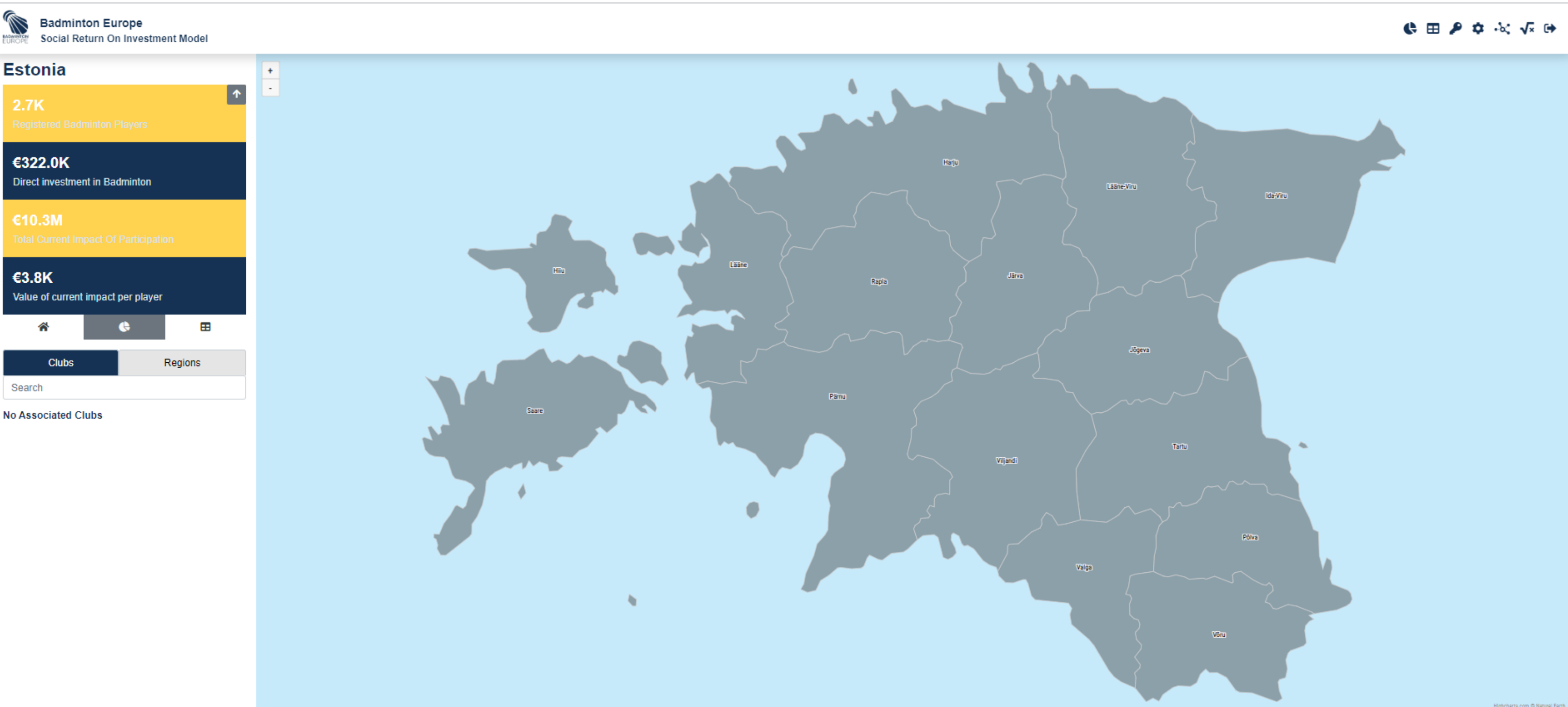
Nordic

[View Countries](#)



[View Cluster Results](#)







Badminton Europe SROI Online Platform



Badminton Europe SROI Online Platform (MA Homepage)

Estonia






Overview

Name	Estonia
Type	Country
Parent Location	
Pending Reports	0
Complete Reports	1

Reports (1)

Reports

Show 25 entries
 Search:

TITLE	↑↓ PERIOD	↑↓ MODEL VERSION	↑↓ STATUS	
Estonia Valuation Report 2023	2023	3	Complete	    

Showing 1 to 1 of 1 entries

 Previous 1 Next

Badminton Europe SROI Online Platform

(Key Data Inputs - France)

Players

AGE GROUP	COUNT OF MALES	COUNT OF FEMALES
U11	12235	7703
11-18	29218	16520
19-24	7395	5086
25-29	9501	7306
30-34	11355	6997
35-39	10566	5954
40-44	10409	5438
45-49	9138	4007
50-54	6957	2745
55-59	4143	1622
60-64	2169	706
65-69	978	302
70+	504	172
Total	114.57k	64.56k

Badminton Europe SROI Online Platform (Continued)

Staff

TYPE	ROLE	STAFF COUNT	RATE TYPE	RATE (IN €)
Staff	Administrators	28	Hourly	25.22
Staff	Coaches	9	Hourly	12.00
Staff	Match Officials	3472	Per Match	30.00
Total		3.51k		

Volunteers

TYPE	ROLE	VOLUNTEERS COUNT	AVG. HOURS PER WEEK	HOURLY RATE
Volunteers	Volunteer administrators (doing 6 hours per week or more)	3056	10.00	35.93
Volunteers	Volunteer administrators (doing less than 6 hours per week)	3045	4.00	35.93
Volunteers	Volunteer coaches - female	550	6.00	17.47
Volunteers	Volunteer coaches - male	549	6.00	17.47
Volunteers	Operational volunteers	0	6.00	15.60
Total		7.20k		

Badminton Europe SROI Online Platform (Continued - Malta)

Courts

COURT TYPE	COUNT ⓘ	COST NEW ⓘ	HIRE RATE ⓘ	LIFETIME ⓘ	ANNUAL COURT MAINTENANCE
Double Courts ⓘ	0	0.00	0.00	0	0.00
Single Courts ⓘ	12	7000.00	40.00	20	6600.00

Expenditure

EXPENDITURE TYPE	VALUE
Total expenditure/investment to support badminton participation per annum (€) ⓘ	125000.00

School Badminton Projects

Average number of sessions/matches attended by each participant ⓘ

AGE GROUP	COUNT OF MALES	COUNT OF FEMALES
U11 ⓘ	250	750
11-18 ⓘ	0	0
Total	250	750

Pilot Project Review & Challenges

Complete	Next Steps
Establish full project scope and stakeholders	Consider any scope for subsequent phases
Map Badminton outcomes	Ensure the results are utilised strategically to show the true impact each member has
Evidence these outcomes and provide the values	Potential opening to other MA's
Calculate the pilot members overall SROI	Evaluate current outcomes and map any desired new ones

Challenges
Data Request (Resource)
Player Expenditure Survey (Translations & Responses)
Project Outlines (Clearer timeline expectations)
Defined Communications (B.E.C, Substance?)

Conclusion & Next Steps

- Interest from you...do you think it sounds beneficial to go through the SROI process?
- BEC to support pilot Members through the BASIS programme:
“Representative Visits” to have meetings with stakeholders in terms of optimal use of using the data from SROI model in the best possible way.

**To secure
investment**

**To change
perceptions**

**To influence
strategically**

**To improve
outcome values**

- B.E's commitment to keeping all members updated on further achievements that may come from the data/results.

Panel debate with Jo'Anne (Badminton Malta), Sylvain (French Badminton Federation) to follow...

Thank you!