

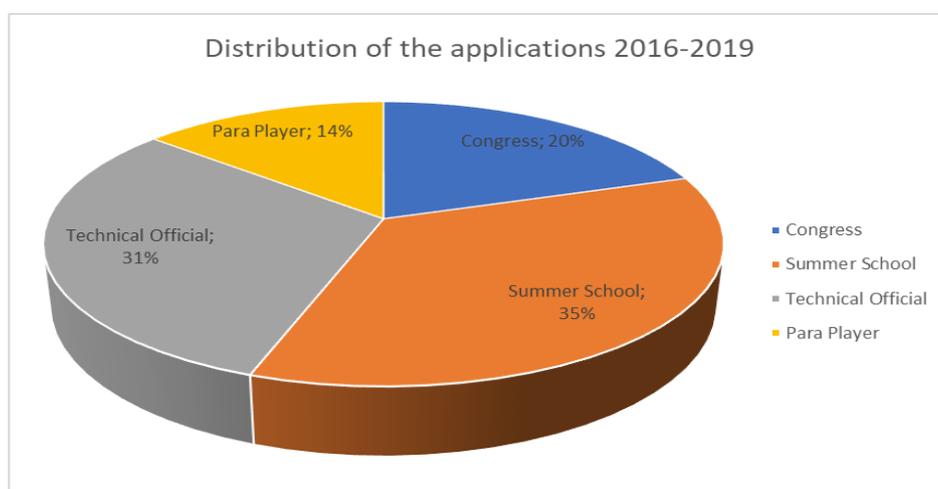
BEC Gender Equity Ambassadors

Introduction

Gender Equity in badminton constitutes a key subject for BEC and the terms of reference clearly states the main objective to focus on: “Strengthen and establish the role of women in the European badminton community, encourage the development of female representation in all Member Associations and make recommendations to the Board of Directors in terms of providing new ideas, solutions and inspiration”.

Although women are mostly given an equal opportunity nowadays, they are still less likely to participate in sports or to be given equal opportunities in sports governance. This hot topic is being actively invested, most notably by the International Olympic Committee, whose Gender Equality Review Project produced 25 recommendations to achieve *gender equality on and off the field of play, sooner, rather than later*¹.

The BEC Women in Badminton Scholarships are one of the projects that aims at achieving this global objective. An overview of the Scholarships since 2016 showed that 40 out of the 54 Member Associations applied at least once for one of the 4 categories available, for a total of 109 applications altogether. The applications are distributed as follows:



Following this analysis, the Commission also focuses on proposing new projects to attain its objective of increasing female participation in badminton across Europe.

The Gender Equity Ambassador (GEA) is one of the new projects launched in 2020. We hope that by engaging Ambassadors, they can be role models to the badminton community and raise awareness around them about this topic. This project aims at providing context and ideas for concrete actions regarding Gender Equity Ambassadors. As the name implies, we are in search of “Ambassadors”, who believe in gender equity in badminton, who will further raise awareness about this approach to the different stakeholders within badminton.

¹ Promotion of Gender Equality in Sport, <https://www.olympic.org/gender-equality>



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The Ambassadors' roles would be to:

- Be a role model in badminton, actively involved in badminton activities;
- Engage Member Associations and foster a Gender Equity mindset to all badminton stakeholders;
- Assist BEC in increasing female participation in badminton across Europe.

Process and proposition of actions

It is obvious that a team of Ambassadors is necessary to represent all areas of badminton activities, as opposed to choosing only one person to be involved in this project. So, all areas of badminton could provide Ambassadors: coaches, volunteers, technical officials, professional athletes, as well as administrators, above 18 years old.

The process of choosing Ambassadors is important and a few criteria could facilitate Member Associations' propositions:

- GEAs are committed to working with BEC on a voluntary basis;
- GEAs are open to all genders;
- The chosen GEAs should be recognised in their field of activity and is in good terms with the MA.

Every MA can nominate as many applicants as they wish. BEC will go through the proposals with Klavs Andreassen, Chair of the Gender Equity Commission and go through a selection process to choose the 5 GEAs.

Gender Equity Ambassadors' Role and planned activities

Specific activities relating to this project will involve, for example:

- Interviews and portraits of the Ambassadors
- Kick-off meeting, with a Q&A podcast
- Workshops/seminars about Gender Equity in sports
- Ambassadors' visits to share their experience during certain events, for ex: BEC Summer School, tournaments, administrators' meetings, etc.
- Feedback from other sports on Gender Equity

Commitment of GEA

The chosen GEA will go through a 2-year term and must be committed to a previously agreed upon series of activities.

Costs

BEC will provide transportation, food and accommodation for the Ambassadors when participating



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in previously agreed activities for the project.

Project Calendar for the Pilot Phase

June-July 2020: Project description and approval

August-September 2020: Nomination process

15 September 2020: Application deadline

November 2020: GEA launch, either virtual or in Copenhagen

Project Evaluation

The evaluation process will take place at the end of the GEA's term, following the above-mentioned criteria. After the completion of the 2-year term and the evaluation of the GEAs, a new selection process will take place.

Outcomes

The outcome of the Gender Equity Ambassadors is threefold, both for badminton generally and for the GEAs:

- For the badminton community
 - To inspire more women to participate in all areas of badminton in Europe
 - To develop and strengthen a common understanding of gender equity
 - To achieve a common ground for further addressing this topic
- For the chosen Ambassadors
 - To instil and develop their leadership
 - To widen their network
 - To allow them to give back to badminton

A handwritten signature in black ink, appearing to read "Klavs Andreassen".

Klavs Andreassen
Gender Equity Commission, Chair

A handwritten signature in black ink, appearing to read "Justine Cammal".

Justine Cammal
Development and High-Performance Officer