



**Badminton
Pan America**

STRATEGIC PLAN REPORT AGM 2021

We have launched a new strategic plan with a view to 4 more years of organized and planned work, since having a plan allows us to establish clear goals and objectives that, together with the Member Associations, we can achieve.

During 2020 and so far in 2021, many activities continue to be affected because of the pandemic, but despite this, we have managed to carry out several actions that have allowed us to continue contributing to the work and development of our members.

This new strategic plan that we have started has new areas, which respond to the guidelines of the Badminton World Federation (BWF), which allows us to access BWF funds to develop our programs.

We want to highlight some new areas, as these will drive the development of our sport in the region.

AirBadminton, the modality that allows us to play outdoors on different surfaces, although the mechanics of the sport vary, is important because it allows us to expand to different groups and above all, not depend on a sports hall or gym for the practice of Badminton, we have achieved launch the AirBadminton on the continent within the framework of the Grand Pan American Championship held in Guatemala City, which officially opens the door for the development of this modality in America.

We have made an alliance with the International Federation of University Sports (FISU) and specifically with FISU America, which allows the incorporation of our sport in the University Games, thus covering a very important group that are university students.

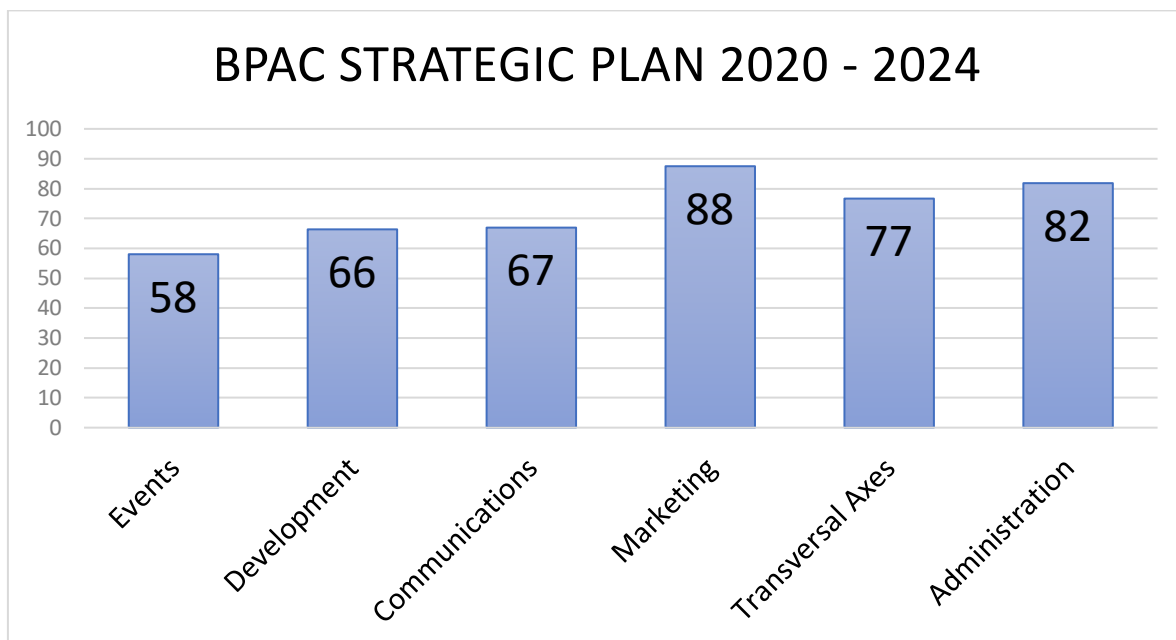
We have given a space to support and develop with social programs, since we see badminton as a sport capable of changing social realities, which will allow us to fulfill the vision of the BWF "Give each child the opportunity to play for life".

Last but not least, we have included Gender Equity as an independent area, this is a fundamental principle in the International Olympic Movement, with this we hope that more spaces can be generated in the different roles of Badminton for the female gender and power. Support the training of these in these roles.



**Badminton
Pan America**

The fulfillment of the different indicators in the different areas is achieved thanks to the joint work carried out with the Associate Members, despite the conditions and limitations that have existed during the first year of this new plan, we have achieved a general fulfillment of 73%.



And with the commitment to move forward, we have already managed to initiate several actions corresponding to the 2021-2022 period.