



MEMORANDUM OF UNDERSTANDING

BETWEEN

BADMINTON EUROPE CONFEDERATION

AND

CZECH BADMINTON FEDERATION

MEMORANDUM OF UNDERSTANDING (MoU)

PARTIES

- A. **BADMINTON EUROPE CONFEDERATION (“BEC”)** with headquarters in Broendbytoften 14, 2605 Broendby, Denmark. BEC is recognised by Badminton World Federation as the Continental Confederation administering the sport of badminton in Europe.
- B. **CZECH BADMINTON FEDERATION (“CBF”)**, with headquarters in Zátopkova 100/2, 160 17 Prague 6, Czechia. CBF is the National Governing Body for the sport of badminton in Czechia, recognised by the NOC of Czechia.

INTRODUCTION

- C. BEC wishes to strengthen the relationship with CBF via this MoU and provide support in multiple priority areas of CBF.
- D. The parties have identified and agreed on certain areas which include the key areas of development via the 2022 and 2023 BEC Member Surveys.
- E. The MoU is a working document that enables a stronger cooperation between BEC and CBF.

BEC INTENTIONS

- F. BEC shall promote the CBF via a specific area of the BEC website dedicated to CBF.
- G. BEC shall provide technical assistance to CBF as required in particular in the five areas listed in the action plan if applicable.
- H. BEC undertakes to work with CBF in good faith on the development of badminton within the territory of CBF.

CBF INTENTIONS

- I. CBF shall complete the BEC Member Survey on an annual basis.
- J. CBF shall provide BEC with their Strategic Plan at the signing of the MoU and no later than 1 month after the Strategic Plan has been updated.
- K. CBF shall link to the BEC website from the front page of the CBF website.
- L. CBF shall promote the BEC streaming platform and the BEC App with logos and link on the CBF website (graphics will be provided by BEC).

ACTIONS OF THE PARTIES

- M. The parties shall acknowledge and promote the mutual cooperation and set up regular communication with each other regarding the general progress of the action plan.
- N. The parties shall cooperate to improve mutually agreed areas of CBF which are listed hereunder in the action plan.

ACTION PLAN 2024-2026*

O. ADMINISTRATION

Programmes/Methods	CBF commits to	BEC commits to	KPIs
BEC Congress	Attend the BEC Congress	Deliver a BEC Congress that is informative for all MAs	Attend the BEC Congress each year
World Academy of Sport (WAoS) & BWF National Administrators course	Apply to attend the WAoS & BWF National Administrators course	Provide financial support in accordance with the guidelines of the course	Attend WAoS & BWF National Administrators course with 1 participant
Female representation on the Board	Increase the number of female board members	Provide know-how on how to involve/increase the number of female candidates	Increase the Female representation to 16% or more

P. COMMUNICATION

Programmes/Methods	CBF commits to	BEC commits to	KPIs
BWF Marketing and Communication online Course Link: BWF Badminton Academy (worldacademysport.com)	Enrol and complete the online course	Provide assistance and contact with the BWF if needed	Minimum 2 participants having completed the online course
Facebook	Increase the activity level on the Facebook page by delivering quality content such as graphics,	Provide know-how to create engaging content for a Facebook	Minimum 5.000 likes

	pictures, videos and live streaming	page	
YouTube	Increase the activity level on the YouTube channel by delivering quality video content such as highlights and live streaming	Provide know-how to build and maintain CBF's YouTube account	Minimum 1.600 subscribers
Instagram	Increase the activity level on Instagram by delivering quality content such as graphics, pictures, videos and live streaming	Provide know-how to create engaging content and how to maintain an Instagram account	Minimum 6.000 followers
LinkedIn	Create a LinkedIn account and deliver quality content such as graphics, pictures, videos and live streaming	Provide know-how to setup and create engaging content for an LinkedIn account	Minimum 20 subscribers
TV Coverage	Increase hours of TV coverage in Czech Republic	Provide guidance on increasing TV coverage through BEC's Media partner, Sportradar	Minimum 100 hours of TV coverage per year
Photo sharing	Share professional photos from national and international events delivered by UBF	Provide and maintain the BEC photo platform and allow access	Share high quality photos with a focus on the following: <ul style="list-style-type: none"> - Podiums - Technical officials - Volunteers - Players in action

Q. PARTICIPATION

Programmes/Methods	CBF commits to	BEC commits to	KPIs
Registered players	Increase the number of registered players	Organise various grassroots development activities	Reach 3.700 registered players
Clubs	Increase the number of clubs in the country	Organise various grassroots development activities and provide know-how to increase the number of clubs	Reach a total of 130 clubs
Female representation within junior players	Remain the female representation within junior players	Provide know-how on how to remain the female representation within junior players	Remain the female representation on 34% or more.
Female representation within adult players	Remain the female representation within adult players	Provide know-how on how to remain the female representation adult players	Remain the female representation on 34% or more.
BWF/BEC Coach Education Level 1	Educate more BWF/BEC Level 1 coaches	Provide financial support in accordance with the guidelines of the BWF/BEC Coach Education Level 1 courses	Educate 40 new BWF/BEC Coach Education Level 1 coaches
BWF/BEC Coach Education Level 2	Educate more BWF/BEC Level 2 tutors	Provide financial support in accordance with the guidelines of the BWF/BEC Coach Education Level 2 tutor course	Educate 1 new BWF/BEC Coach Education Level 2 tutors
BWF/BEC Coach Education Level 2	Educate more BWF/BEC Level 2 coaches	Provide financial support in accordance with the guidelines of the BWF/BEC Coach	Educate 10 new BWF/BEC Coach Education Level 2

			Education Level 2 courses	coaches
BWF/BEC Coach Education Level 3	Educate more BWF/BEC Level 3 coaches	Educate more BWF/BEC Level 3 coaches	Provide financial support in accordance with the guidelines of the BWF/BEC Coach Education Level 3 courses	Educate 2 new BWF/BEC Coach Education Level 3 coaches
ADVANCE Badminton Coach Education	Educate more ADVANCE certified coaches	Educate more ADVANCE certified coaches	Provide financial support to participant in accordance with the guidelines of the ADVANCE Badminton Coach Education	Educate at least 2 new ADVANCE certified coaches
Female coaches	Remain the number of female coaches	Remain the number of female coaches	Provide know-how on how to remain the number of female coaches	Remain the number of female coaches on 30 % or more
Regional Project	Host/participate in Regional Projects	Host/participate in Regional Projects	Continue to provide Regional Projects possibilities to MAs	Attend at least 1 Regional Project per year Continue discussion on hosting possibilities with neighbouring MAs
BEC Summer School	Apply to send participants to the BEC Summer School	Apply to send participants to the BEC Summer School	Organise the BEC Summer School each year	Apply with at least 2 players to attend the BEC Summer School
BEC Summer School	Apply to send staff coaches to the BEC Summer School	Apply to send staff coaches to the BEC Summer School	Organise the BEC Summer School each year	Apply for at least 1 staff coach to the BEC Summer School each year
BEC Para badminton event	Attend the BEC Para badminton event	Attend the BEC Para badminton event	Deliver a Para badminton event that is informative to participants	Have 1 coach and 1 administrator attend the BEC Para badminton event

BEC/BWF Para badminton Coach Education Level 2 (Module 19)	Educate more BWF/BEC Para badminton Level 2 coaches	Provide financial support in accordance with the guidelines of the BWF/BEC Para badminton Coach Education Level 2 courses	Educate 1 new BWF/BEC Para badminton Coach Education Level 2 coach
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R. EVENTS

Programmes/Methods	CBF commits to	BEC commits to	KPIs
World Academy of Sport (WAoS) & BWF Event Management Course (Level 1)	Apply to attend the WAoS & BWF Event Management Course (Level 1)	Provide financial support to participant in accordance with the guidelines of the WAoS & BWF Event Management Course (Level 1)	Attend the WAoS & BWF Event Management Course (Level 1) with 1 participant
International referees	Apply to attend the BEC Referee course (2025)	Guide the potential referee(s) on how to become international referees	Attend the BEC Referee Course (2025) with 1 referee
National umpire education	Improve their national umpire education program	Provide guidance and personal support on how to improve the national umpire education program	Educate minimum 10 new umpires on a national level.
International umpires	Apply to attend National umpire workshop and appraisal	Guide the potential umpires(s) on how to become international umpires	Attend the National umpire workshop and appraisal with 1 umpire
International umpires (BEC Accredited Umpire)	Apply to be assessed towards the BEC Accredited Umpire	Guide the potential umpires(s) on how to become international umpires	Attend the assessment with 1 umpire who attended National umpire workshop

				and appraisal not more than 36 months prior to the commencement of the assessment.
International umpires (BEC Certificated Umpire)	Apply to be assessed towards the BEC Certificated Umpire	Guide the potential umpires(s) on how to become international umpires	Attend the assessment with 1 umpire who are BEC Accredited Umpire, but only after being active as a BEC Accredited Umpire for normally 24 months.	
International Para badminton tournament	Investigate and seek to include an International Para badminton tournament into the BWF Para badminton tournament calendar	Act as the link between CBF and BWF while providing know-how and technical support for the organisation of an International Para badminton tournament	Engage into discussion with BWF to integrate the International Para tournament into the BWF Para badminton tournament calendar	

S. HIGH PERFORMANCE

Programmes/Methods	CBF commits to	BEC commits to	KPI
BEC Centre of Excellence	Investigate opportunities of increasing the cooperation with the BEC Centre of Excellence	Provide High Performance know-how and training at the BEC Centre of Excellence	Have at least 2 players visiting the BEC Centre of Excellence each year

* If not written otherwise, every KPI is formulated to be achieved by the end of the agreement.

TERMS AND CONDITIONS

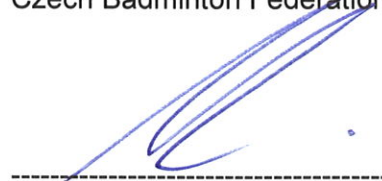
- T. This MoU is not legally binding and does not create any rights or obligations for either of the parties.
- U. This MoU shall start on the date of completion of signatures from both parties and continue for an initial period of 3 years expiring 31 December 2026.
- V. The parties agree to start preparing the next MoU following the 2026 BEC Member Survey with the intention to have this agreed before the current MoU expires.
- W. Any amendments to the MoU are subject to approval in writing by both parties.

Badminton Europe Confederation



Brian Agerbak,
General Secretary
Date: 1.08.2024

Czech Badminton Federation



Petr Martinec,
President
Date: 1.08.2024