



**Badminton  
Pan America**

**AGM 2022**

## **STRATEGIC PLAN REPORT 2021**

We continued with the new strategic plan 2020-2024 with a view to 4 more years of organized and planned work. Having a plan allows us to establish clear goals and objectives that, together with the Member Associations, we can achieve.

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

The 2021 year stopped many activities worldwide, and the sport area was not the exception, one of the hardest-hit sectors which has felt the effect of the pandemic. Despite this, we continued to work and develop strategies that will help us as a Confederation to reach our members.

In general terms, and to know in summary the compliance in the different areas that integrate our plan, we show below the following figure:



For the fulfillment of the different indicators established in the areas of our plan, annual monitoring was made with the participation of the director of each area of the office; by doing this, we ensured the control and evaluation of our plan annually, where in addition, we had the feedback of each area to determine if the established indicators should undergo any modification.

For us as a EXCO it is a commitment to be able to comply with the established, this allows us to have an excellent evaluation of our region towards Badminton World Federation.

And with the commitment to move forward, we have already managed to initiate several actions corresponding to the 2022 period. The fulfillment of the different indicators in the different areas is



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achieved thanks to the joint work carried out with the Associate Members, despite the conditions and limitations that have existed during the first two years of this new plan.

We want to thank everyone for their commitment to their activities and the support provided for the fulfillment of our plan, we invite you to continue working and be able to comply with our 2020-2024 plan. Let us move forward and work together because in this way we ensure that our sport has greater growth on our continent.