ETTU IMPLEMENTATION PLAN

2023-2028

TABLE TENNIS FIRST

SUMMARY

European Table Tennis Union

INTRODUCTION

Welcome to the Implementation Plan of the ETTU Strategic Plan 2023-2028! This document is a detailed roadmap that outlines the strategies and actions needed to achieve the goals outlined in the Strategic Plan. Our vision is ambitious, and we've created a flexible plan to adapt and improve as we work towards our targets.

ACHIEVING GOALS IN A COMPREHENSIVE WAY

For each goal in the strategic plan, we have carefully designed actions and indicators to measure their success. We've set benchmarks to track our progress and know when we achieve our goals.

EMBRACING CHANGE AND PROGRESS

Our strategic plan is not fixed, but a living document and in consequence, the Implementation Plan also is, allowing for updates to stay relevant in the ever-changing world of table tennis. We have specific time frames for short (1 year), mid (2025), and long-term (2028) goals.

BEING OPEN AND COMMUNICATIVE

We value transparency and collaboration, so **we commit to provide yearly impact reports** to our Member Associations. These reports will keep everyone informed of our progress and milestones, promoting collective efforts for success.

MEASURING SUCCESS: DIFFERENT APPROACHES

We use various methods to measure success, depending on the nature of our goals. Some are straightforward yes/no evaluations, others have specific numerical targets and some require qualitative assessments.

LOOKING TOWARDS THE FUTURE

Some of our most ambitious projects are still in the early stages, making it challenging to set concrete numerical targets. However, we start by analyzing the current situation to pave the way for specific objectives later on.

SUSTAINABILITY AND GROWTH

We understand the importance of maintaining high standards over time. Along with achieving short-term goals, we aim to sustain our progress for long-term growth.

WORKING TOGETHER FOR SYNERGISTIC RESULTS

Certain actions will have a cumulative impact, helping us achieve multiple objectives simultaneously. By leveraging these synergies, we increase the effectiveness of our strategic plan.

In conclusion,
our Implementation Plan reflects our **commitment** to **progress** and **excellence** in Table Tennis. Together with our Member Associations and the European table tennis **community**, we're embarking on an exciting journey to take the sport to **new heights**.

Note: This document will be periodically reviewed and may be updated to adapt to the changing landscape of table tennis and the needs of our community.

Governance

1/ Guarantee good governance practices in all areas (transparency, accountability, responsibility and integrity) while providing leadership.

ACTIONS	KPIs
• Ensure accountability by establishing clear roles and responsibilities for all ETTU Executive Board members, staff and collaborators. • Foster a culture of integrity by establishing and enforcing a code of conduct and conflict of interest policy for all ETTU Executive Board members, staff and collaborators. • Implement transparent decision-making processes: Ensure that decision-making processes are open, inclusive, and well-documented, allowing stakeholders to understand the rationale behind decisions and participate in the process when appropriate.	• Completion of a job description for all staff and volunteer roles. • Decisions made publicly all available on the ETTU (website all decisions taken by EB) • Feedback from stakeholders on the clarity of decision-making processes. • Reducing to minimum of reported incidents of misconduct. • Feedback from stakeholders on the effectiveness of the code of conduct.

▪ Short Term ☐ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • % Of press releases published on meetings (success=100%) • % Minutes from EB published on the webpage (success=100%) • All Staff/Volunteers are informed and aware of job descriptions/responsibilities (success=100%) • Number of reports of misconduct (success=0) • Negative feedback from stakeholders (YES/NO)

Governance

	ACTIONS	KPIs
2/ Build and maintain strong relations with ITTF, working closely to develop Table Tennis in the European continent but at the same time ensuring the autonomy and independence of ETTU.		
	• Establish regular communication channels (such as setting up periodic meetings) with the whole ITTF group to foster collaboration and joint initiatives to promote table tennis in Europe. • Develop and implement joint strategies for promoting table tennis in Europe and around the world. • Ensure that the interests of European table tennis players and Member Associations are represented in ITTF decision-making processes by encouraging European representatives to attend and actively engage in ITTF events, workshops, and conferences to build relationships and learn from global best practices.	• Frequency of meetings between ETTU and ITTF representatives. • The number of joint initiatives developed and implemented. • Increase in the number of European players competing at the highest levels of international competition. • Feedback from stakeholders on the effectiveness of ETTU representation within ITTF.

■ Short Term
☐ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

- Monthly meetings WTT (success=12=100%).

- Quarterly meetings ITTF Development (success=4=100%).

- % Of Europe MAs attending Summit: (success= 75% because many online mid-term).

- Positive Feedback (YES/NO).

- Effective Joint initiatives (qualitative).

Governance

3/ Prioritise sustainability during the decision-making process and the organisation of activities and events.

ACTIONS	KPIs
• To reduce the carbon footprint by implementing measures promoting eco-friendly transportation options at events and reducing the use of private vehicles. • Prioritise waste reduction by promoting recycling and composting and reducing single-use plastics. • Prioritise sustainable procurement practices by sourcing environmentally friendly products and services at events, including sustainable catering options and eco-friendly event supplies. • Increase stakeholder awareness about sustainability by providing education and training on sustainable practices and promoting sustainability as a core value of the organization.	• Increase of events where eco-friendly transportation options are used. • Increase of events where no plastic is used. • Percentage of sustainable products and services procured, reduction in single-use items and non-recyclable materials, and supplier compliance with sustainability criteria. • Stakeholder feedback on sustainability practices, number of sustainability-related communications and promotions. • Track and report progress on sustainability practices to stakeholders.

☐ Short Term
☐ Mid-Term
◼ Long-Term

ASSESSMENT AND BENCHMARKING

- Events with no Private vehicles (success= 50% of annual events).

- Events with no single-use plastic: (success=90% of annual events).

- Sustainable catering? (success=100% senior events).

- Actions on raising awareness (qualitative assessment).

Governance

<table>
<tr><td colspan="2">4/ Streamline the flow of communication and decision-making by optimising the structure of the Executive Board, the Committees and the Commissions.</td></tr>
<tr><td>ACTIONS</td><td>KPIs</td></tr>
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Assess the current structure of the Executive Board, Committees, and Commissions to identify areas for improvement and inefficiencies that may be hindering effective communication and decision-making.
Revise the regulations and the terms of reference, roles and responsibilities of the Committees and Commissions to improve efficiency, clarity, and effectiveness.
Encourage collaboration between Committees and Commissions by facilitating joint meetings, workshops, or projects that address shared challenges or objectives, fostering a more cohesive and efficient organizational structure.
Establish a formal reporting structure (performance metrics) that requires Staff, Committees and Commissions to provide regular updates to the Executive Board on their activities, progress, and challenges, ensuring transparency and accountability in decision-making.

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<td>

Time taken for decision-making, number of decision-making steps reduced, clarity of roles and responsibilities, feedback from stakeholders.
Achievement of performance metrics, number of evaluations conducted, and feedback from stakeholders on the effectiveness of performance evaluations.
Improvement in transparency and accountability (measured by a survey or another qualitative assessment method).

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☐ Short Term
■ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

- Review of structure and (YES/NO).

- Update of regulations and terms of reference (YES/NO).

- Implementation of formal reporting structure (YES/NO).

- Feedback/evaluation on performance and optimisation (qualitative).

Governance

5/ Ensure the financial health of ETTU by maintaining an appropriate level of reserves.	8

ACTIONS	KPIs
• Establish a reserve target based on its operational and strategic objectives and financial risks. • Explore and implement a variety of revenue-generating activities (e.g. sponsorships) to reduce reliance on a single source of income and strengthen ETTU's financial position.	• Establishment of reserve target, comparison of actual reserves with reserve target. • Total Income growth, Income diversification index.

|	
☐ Short Term ▨ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Establish and keep Sufficient funds in reserves to cover one-year staff salaries in the absence of revenue (YES/NO).
☐ Short Term ☐ Mid-Term ▨ Long-Term	• Annual Income growth (target: 2 million annual income). • Income Diversification Index (target: no single revenue source contributing more than 30-40% of the total income).

6/ Maintain involvement in European international multisport organisations ensuring Table Tennis remains a key partner in major European events.	
ACTIONS	**KPIs**
• Establish frequent communication and networking opportunities with key stakeholders from European multisport organizations to foster collaboration and ensure table tennis remains a priority in major events. • Regularly assess the involvement of table tennis in European multisport events, identifying areas for improvement and opportunities to further enhance its presence and impact.	• Level of media coverage and audience engagement for Table Tennis events in major European multisport events. • Enhanced presence metrics: A measure of the increased presence and impact of table tennis in European multisport events, such as increased audience numbers, media coverage, or athlete participation.

☐ Short Term ☐ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Involvement in multisport events (YES/NO). • Conduct a complete Data analysis of the current Media reach of ETTU competitions (YES/NO).
☐ Short Term ☐ Mid-Term ☐ Long-Term	• Media reach, media impressions and media mentions of table tennis as part of a multisport event vs media reach, media impressions and media mentions of table tennis as a sole event (success=TBD).

Governance

7/ Secure event delivery and efficient implementation of daily activities by optimising internal operations and making sure working plans are up to date.	
ACTIONS	**KPIs**
• Implement efficient internal communication tools and protocols to ensure that all team members are informed and engaged in the planning, execution, and evaluation of daily activities. • Review and adjust the allocation of human, financial, and technological resources as needed to ensure that events and daily activities are executed efficiently and effectively. • Encourage staff members to actively identify and share opportunities for process improvements, and implement changes that enhance the efficiency and effectiveness of event delivery and daily operations.	• The percentage of team members actively participating in the planning, execution, and evaluation of events and daily activities. • The number of bottlenecks, challenges, and opportunities for improvement identified during each review and the number of identified issues that have been addressed or resolved within a specified timeframe. • Feedback of staff members • Process improvement ideas submitted by staff members and the percentage of suggested improvements that have been implemented.

☐ Short Term ☐ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Implement weekly team meetings (YES/NO). • Active involvement of team members in meetings (qualitative).
☐ Short Term ☐ Mid-Term ☐ Long-Term	• Successful implementation/solution of identified issues (qualitative). • Feedback from staff members (qualitative).

ACTIONS	KPIs
8/ Keep up building international relations with the other continental federations to ensure cooperation in the pursuit of common goals.	
• Foster cooperation and collaboration with other continental federations in the pursuit of common goals. • Form collaborative teams with representatives from different continental federations to work on specific projects or initiatives that address common goals, such as athlete development, coaching education, and event organization.	• The number of partnerships and collaborations established with other continental federations. • Frequency of communication and engagement with other continental federations. • Increase in Table Tennis global presence through joint marketing and promotional efforts with other continental federations.

☑ Short Term
☐ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

• Establish quarterly communication with the counterparts of continental presidents and federations (sucess=4=100%).

☐ Short Term
☐ Mid-Term
☑ Long-Term

• Successful initiatives implemented by intercontinental partnerships (qualitative).

Governance

9/ Continuously review and update ETTU constitution to ensure that it follows worldwide best practices.	
ACTIONS	**KPIs**
• Create a dedicated task force responsible for periodically reviewing and updating the ETTU constitution, ensuring that it remains current and in line with worldwide best practices. • Seek input from legal and governance experts to ensure that the ETTU constitution complies with relevant laws, regulations, and best practices in organizational governance. • Periodically assess the impact of any changes to the ETTU constitution on the organization's governance and operations, making further adjustments as needed to maintain alignment with best practices and stakeholder needs.	• Frequency of review and updates made to the ETTU constitution. • The number of best practices identified and incorporated into the ETTU constitution. • Level of compliance with international governance standards.

☐ Short Term
☐ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

- Create a task force to review the constitution (YES/NO).

- Compliance with international standards (YES/NO).

☐ Short Term
☐ Mid-Term
☐ Long-Term

- Annual assessment and review (YES/NO).

Competition

ACTIONS	KPIs
10/ Ensure that all our Member Associations have opportunities to compete internationally in European events by creating and maintaining a fair system for all.	
• Periodically evaluate the effectiveness of the competition framework and make necessary adjustments to ensure that it remains fair, transparent, and provides equal opportunities for all Member Associations. • Encourage regional cooperation at events: Support the organization of regional table tennis events and tournaments that provide additional opportunities for Member Associations to compete internationally and gain valuable experience. • Ensure that European table tennis events are inclusive and accessible to all Member Associations, regardless of their size, resources, or geographical location, fostering a diverse and competitive environment.	• The number of Member Associations participating in European events. • Frequency of Member Association participation in European events. • Feedback and satisfaction ratings from Member Associations regarding the fairness and effectiveness of the competition system.

☐ Short Term
☑ Mid-Term
☐ Long-Term

☐ Short Term
☐ Mid-Term
☑ Long-Term

ASSESSMENT AND BENCHMARKING

- Ensure that all ETTU Member Associations compete in ETTU events annually (success=75%).

- Ensure that all ETTU Member Associations compete in ETTU events annually (success=90%)

Competition

11/ Develop a European Tour that is recognised as a high-standard series of tournaments to make sure that all European players have sufficient international competitive opportunities.		14
ACTIONS		**KPIs**
- Create a European Tour to provide opportunities for European Member Associations to compete at a high level and gain experience. - Establish partnerships with Member Associations to increase the variety of hosts across the continent to attract more players to participate. - Attract and maintain strong relationships with sponsors and partners, providing financial and logistical support to the European Tour, raising the profile of the series and its participating players and executing a comprehensive marketing strategy that promotes the European Tour through various channels increasing visibility and attracting fans, players, and sponsors.		- The percentage of European Member Associations participating in the European Tour events. - The percentage of European Member Associations that don't participate regularly in international competitions participating in the European Tour events. - The variety of host associations and regions represented in the European Tour. - The total value of financial and logistical support provided by sponsors and partners. - The marketing reach and a measure of the European Tour's visibility and profile among target audiences, such as fans, players, and potential sponsors.

☐ Short Term
☐ Mid-Term
◼ Long-Term

ASSESSMENT AND BENCHMARKING

- Creation of the European Tour (YES/NO).

- % of MA participating.*

- % of MA not participating regularly in international events participating at the European Tour.*

- Variety of host Associations.*

- Marketing Reach.*

*Target to be established at a later stage, after the Creation of the Tour.

Competition

12/ Create a European Ranking to guarantee more European table tennis players have similar opportunities to measure their performance.	
ACTIONS	**KPIs**
• Establish a fair and transparent ranking system for European table tennis that takes into account various factors such as performance in individual, team and club competitions helping to ensure a level playing field for all Member Associations.	• A measure of Member Associations' and players' satisfaction with the fairness and transparency of the new ranking system. • Consistency in ranking criteria: A measure of how well the ranking system accounts for various factors (individual, team, and club performances) and consistently applies them across Member Associations. • Number of players and Member Associations who are not represented in World Ranking but are represented at the European Ranking,

■ Short Term
☐ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

• Consistency and accuracy of the ranking (qualitative).

• The number of players who compete internationally and are not represented in the World Ranking (success= "X > 0").

Competition

13/ To honour the European traditional club system but at the same time lighten the calendar for the top players in their preparation for the Olympic Games, to develop a new system at our club competitions making it more attractive and rewarding for the players, clubs and fans.

ACTIONS	KPIs
• Analyse the existing Club Competitions structure, identifying strengths, weaknesses, and areas for improvement, while taking into account the diverse needs and perspectives of all stakeholders. • Implement the final 4 formats in the Champions League, creating an exciting and competitive climax to the tournament that showcases the best clubs in Europe, attracts more fans, and provides additional incentives for players and clubs. • Provide financial and non-financial rewards for clubs and players that participate in the restructured Champions League, such as prize money and promotional opportunities.	• A set of measures indicating the impact of the final 4 format on fan engagement, such as increase. • The total amount of prize money distributed among participating clubs and players in the restructured Champions League. • The total number of non-financial rewards and promotional opportunities provided to clubs and players, such as media exposure, sponsorship deals, and networking events.

Short Term
Mid-Term
Long-Term

ASSESSMENT AND BENCHMARKING

• To implement Final 4 in Champions League (YES/NO).

Short Term
Mid-Term
Long-Term

• To implement a Final Stage on all the Club Competitions (success=50%).

Short Term
Mid-Term
Long-Term

• To implement a Final Stage on all the Club Competitions (success=100%).
• Bring title (naming) sponsors for each Club Competition.

Competition

14/ Integrate Para Table Tennis within the ETTU events structure, organising the European Championships under the ETTU umbrella.

ACTIONS	KPIs
- Provide adequate training and support for ETTU officials and staff to facilitate the integration of Para Table Tennis into their events and structures. - Work closely with ITTF to ensure a smooth transition and alignment of goals and objectives. - Explore opportunities to incorporate Para Table Tennis competitions into existing ETTU events, such as the European Championships, providing additional competitive opportunities and raising the profile of the sport. - Implement marketing and promotional strategies to raise the profile of Para Table Tennis within the ETTU events structure, including live streaming, social media engagement, and fan-focused initiatives.	- Participation rates at Para Table Tennis players in ETTU events. - The number of national associations participating in ETTU events with Para Table Tennis players. - The number of Para events that successfully ETTU incorporates. - A set of measures indicating the increased recognition and visibility of Para Table Tennis, such as media coverage, fan attendance, and sponsorship interest. - The level of agreement and support from key stakeholders, such as Member Associations and ITTF, for the integration plan.

	ASSESSMENT AND BENCHMARKING
☒ Short Term ☐ Mid-Term ☐ Long-Term	Organise European Para Table Tennis U-23 Challenge(YES/NO).
☐ Short Term ☒ Mid-Term ☐ Long-Term	Organise European European Para Table Tennis U-23 Championships (YES/NO).
☐ Short Term ☐ Mid-Term ☒ Long-Term	- Organise European Para Table Tennis Championships (YES/NO). - Increase of media coverage in Para events (success TBD).

Competition

| ACTIONS	KPIs
15/ Ensure European Championships of all age categories are events that meet the highest standards of our sport.	
• Develop and implement clear and standardised guidelines and regulations for hosting ETTU Competitions. • Carry out regular site inspections and evaluations of the host cities and venues, ensuring they comply with the established guidelines and address any concerns or challenges. • Collect feedback from players, coaches, officials, and fans, using their insights to identify areas for improvement and enhance the overall quality and appeal of the European Championships across all age categories.	• Compliance rates with established guidelines and standards by event organizers. • Feedback and satisfaction ratings from players, coaches, and other stakeholders regarding the quality of the events. • The number of enhancements made to the European Championships based on stakeholder feedback, aimed at improving the overall quality and appeal of the event.

■ Short Term
☐ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

- Create standardised guidelines for event organisers (YES/NO).

- Feedback and compliance of organisers on these guidelines (qualitative).

- Feedback from players, coaches and stakeholders (qualitative, survey).

Competition

16/ Create playing and competition systems that are sustainable, attractive, and cost-efficient for our LOCs and participating delegations.	
ACTIONS	**KPIs**
• Analyse the existing playing and competition systems, identifying strengths, weaknesses, and areas for improvement, while taking into account the diverse needs and perspectives of all stakeholders. • Explore and propose innovative competition formats that reduce costs and increase attractiveness, such as regionalised tournaments, shorter matches, or team-based competitions. • Identify and incorporate cost-saving strategies into competition systems, such as optimising scheduling to reduce travel expenses, leveraging technology for efficient operations, and exploring partnerships for resource sharing.	• A measure of the perceived attractiveness and potential of each proposed competition format among stakeholders, including players, clubs, and fans. • A set of measures indicating improvements in the efficiency of competition systems as a result of implementing cost-saving strategies, such as reduced travel expenses, optimized scheduling, or increased resource utilization.

☐ Short Term ☐ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Develop a cost-effective system that enables all Member Associations to participate in a European Team Championships event (YES/NO).
☐ Short Term ☐ Mid-Term ☐ Long-Term	• Periodical review of the competition models, volume of participation and athletes wellbeing (YES/NO).

Development

17/ Ensuring that the next generations of players win more medals at the Olympic Games and World Championships by supporting and providing high-level practice opportunities to the young talents.	
ACTIONS	**KPIs**
• Review, update and improve the Eurotalents program (the system to identify and recruit young talents across Europe). • Expand the financial support mechanisms to young talents to cover their training, travel, and competition expenses through scholarships and grants. • Provide high-quality coaching and sports science support (e.g. physical testing, game analytics) to young talents to enhance their technical, tactical, physical, and mental skills. • Provide high-level practice opportunities (through scholarships and training centres network) for young talents across Europe offering training opportunities in training camps or long stages in training centres across Europe.	• Monitor and evaluate performance: Monitor and evaluate the performance of young talents through regular assessments and competitions. • The number of high-level practice opportunities provided to young talents, such as training camps and coaching sessions. • The number of young players progressing through the talent pipeline and transitioning to the elite level. • The number of medals won by European players at the Youth Olympic Games and Youth World Championships.

☐ Short Term ▨ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Review Eurotalents Program (YES/NO).
☐ Short Term ☐ Mid-Term ▨ Long-Term	• Increase budget Scholarships and grants to top young talents (success=increase 50%). • Double the medals achieved by players involved in the ETTU DP program in Youth Olympic Games in Dakar (success=2).

Development

ACTIONS	KPIs
18/ Develop a culture of professionalisation, communication and knowledge-sharing among coaches and member Associations to ultimately increase the level of the whole continent.	
• Create a mentorship program where experienced coaches can be paired with less experienced coaches to provide guidance and support to encourage communication and knowledge-sharing between coaches. • Establish a regular platform for communication for coaches (as a forum or a regular gathering) to share information, ask questions, and collaborate. This can be an online forum or an in-person gathering. • Recognise and reward excellence: Recognising and rewarding coaches and member associations for their achievements to motivate them to continue to strive for excellence.	• The number of mentor-mentee pairs established, frequency of mentor-mentee communication and participant satisfaction with the mentorship program. • The number of coaches who regularly participate in the communication platform, frequency of communication platform use, participant satisfaction with the communication platform, and the number of successful collaborations or partnerships that arise from the communication platform. • The number of coaches or member associations who report feeling motivated or inspired by the recognition or reward program and the retention rate of coaches or member associations who have been recognised or rewarded.

☐ Short Term ☐ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Create and allocate funds to the mentorship program (YES/NO). • Feedback from the mentors and the mentees (qualitative). • Create a recognition/awards program (YES/NO).
☐ Short Term ☐ Mid-Term ☐ Long-Term	• The number of coaches using the platform for communication and knowledge sharing (success=TBD).

Development

19/ Be the leading Continental Federation in terms of gender equality in player participation but also of coaches, officials, administrators, umpires and referees.	

ACTIONS	KPIs
• Develop a comprehensive policy on gender equality, which outlines the organisation's commitment to gender equality and outlines specific actions to be taken to promote gender equality in all aspects of the sport. • Provide gender-sensitive leadership training for current and aspiring leaders in the sport, which emphasises the importance of diversity and inclusion, and provides tools and strategies for promoting gender equality in the workplace. • Host events and conferences focused on gender equality in sport, bringing together experts, athletes, and other stakeholders to discuss best practices and strategies for promoting gender equality in table tennis to increase sensibilization among Member Associations and stakeholders.	• Percentage of female representation across all areas within ETTU (Executive Board, Staff and Committees and Commissions). • The number of leaders who have completed the training program. • Percentage of leaders who have implemented changes to promote gender equality within their respective organizations. • Attendance at events and conferences related to gender equality in sport. • The number of Member Associations that have implemented changes based on the best practices and strategies discussed at these events and Increase in public awareness of gender equality issues in table tennis.

☐ Short Term ☑ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Provide courses and gender-sensitive training to Staff, EB Members and Committee Chairs (YES/NO). • Attendance rate on the programs (success=100%). • Feedback on the contents of the programs (qualitative). • Provide courses and gender-sensitive training to MAs (YES/NO). • Number of MAs implementing specific gender-equality actions and programs (success=50%).
☐ Short Term ☐ Mid-Term ☑ Long-Term	• Double women representation in all areas where they are underrepresented - umpires, coaches and delegates -(YES/NO).

20/ Attain sustainable growth in the continent by delivering tailored support to Member Associations.	
ACTIONS	**KPIs**
• Increase the tailored support provided to Member Associations (through the National Assistance Program) by expanding the target areas where the funds can be allocated, increasing the focus on coaching education and increasing the funding of those programs.	• Diversity of the target areas of support. • The number of Member Associations receiving tailored support. • Satisfaction with the National Assistance Program.

☐ Short Term ◼ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Increase the number of MAs organising NAAP projects (success=increase 25%). • Increase the budget of support for each project (success=increase 50%).
☐ Short Term ☐ Mid-Term ◼ Long-Term	• All MAs of 3 and 4 categories organising NAAP projects anually (YES/NO).

Development

21/ Explore and promote new trends related to table tennis such as the application of technology for Table Tennis, virtual table tennis or outdoor table tennis with the aim of attracting new players and eventually creating new events.	
ACTIONS	**KPIs**
• Organise virtual table tennis tournaments that allow players to compete online. • Develop outdoor table tennis initiatives that bring the game to new locations and attract new players partnering with Member Associations to implement these initiatives locally.	• The participation rate. • Geographic coverage and the number of member associations taking part in these initiatives. • Feedback from participants.

	ASSESSMENT AND BENCHMARKING
☒ Short Term ☐ Mid-Term ☐ Long-Term	• Organise Virtual Table Table Tennis Competitions (YES/NO). • Organise Street/Outdoor Table Tennis Events (YES/NO).
☐ Short Term ☒ Mid-Term ☐ Long-Term	• Organise Virtual Table Tenis Competitions with a final stage in-person event (YES/NO). • MAs participation in virtual Table Tennis Competitions (success=50% MAs).
☐ Short Term ☐ Mid-Term ☒ Long-Term	• Organise European Virtual Table Tennis Championships (YES/NO). • Organise European Street/Outdoor Table Tennis Championships (YES/NO). • Member Associations organising national/local events of these two practices (success=50%).

Development

22/ Develop a support base so that associations can increase the level and the number of young Para athletes.	
ACTIONS	**KPIs**
• Increase the number of training camps organised across the continent and Integrate them with competition for young players in order to gain experience and showcase their skills. • Hold seminars for coaches and other relevant stakeholders on classifications, how to coach players with disabilities, how to attract new para players to the sport, etc.	• The number of players and Member associations attending the camps and the competitions. • The number of coaches and stakeholders who attend seminars. • Percentage increase in the number of para players participating in the events compared to the previous years.

■ Short Term ☐ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Double the number of MAs attending para U-23 camps (success= YES/NO).
☐ Short Term ■ Mid-Term ☐ Long-Term	• Players from 25 Member associations Participating in Para U-23 Championships (YES/NO). • Organise seminars focusing on Para Table Tennis (YES/NO). • Feedback from attendees of the seminars (qualitative).
☐ Short Term ☐ Mid-Term ■ Long-Term	• Players from 30 Member associations participating in European Para U-23 Championships (YES/NO). • Players Participating in European participating in Para U-23 Championships (sucess=">100"). • At least 1/3 of the participants are women (YES/NO).

Development

23/ Encourage and promote the practice of table tennis at the grassroots, supporting Member Associations and offering tools for the promotion and education of coaches who work in this area.	
ACTIONS	**KPIs**
• Create an online toolkit of best practices across the continent to provide a resource for Member Associations to learn from one another and adopt successful strategies and tactics to grow table tennis in their respective countries. • Create an online educational platform for coaches to facilitate the learning of the coaches across the continent enhancing the standards. • Implement grassroots development programs that can be replicated locally by Member Associations with the objectives of attracting and retaining new players.	• The number of Member Associations who adopt and implement the best practices and strategies outlined in the toolkit. • The number of new players attracted to the sport in each Member Association as a result of implementing the grassroots development programs. • The number of partnerships and collaborations formed with other sports organizations, NGOs, and private sector entities to further promote and develop table tennis across the continent. • Feedback from Member Associations and stakeholders on the effectiveness and impact of the actions.

| ☐ Short Term ☐ Mid-Term ◼ Long-Term	**ASSESSMENT AND BENCHMARKING** • Create a toolkit of best practices (YES/NO). • Feedback on the content of the toolkit (qualitative). • The number of practices from the toolkit implemented/replicated within other MAs (success=TBD). • Create an educational online platform (YES/NO). • The number of coaches from different MAs using the online learning platform (success=TBD).

Marketing and Revenue

24/ Continue developing existing brand awareness and monitoring it to ensure proper implementation in all events and communication channels.	
ACTIONS	**KPIs**
• Ensure that the ETTU website, social media profiles, and other digital channels are up-to-date and accurately reflect our brand identity. Regularly publish engaging content that showcases our unique value proposition. • Implement tools such as Google Analytics, social media analytics, and brand sentiment analysis to monitor regularly the effectiveness of branding efforts.	• Consistency in visual branding elements (colours, logos, fonts) across all digital channels. • Engagement metrics for published content, including likes, comments, shares and click-through rates. • Growth in the number of followers or subscribers on existing social media profiles.

Short Term
Mid-Term
Long-Term

- **ASSESSMENT AND BENCHMARKING**

- Consistency in visual branding elements (qualitative).

- Daily updated Webpage, Facebook and Instagram (YES/NO).

- 50k Followers on Instagram in 2023 (YES/NO). **YES 58k in 12.2023**

- Maintain reach and followers on Facebook (YES/NO).

Short Term
Mid-Term
Long-Term

- 100k Followers on Instagram in 2025 (YES/NO).

- Improve mobile device responsiveness of the webpage (qualitative).

- Optimize webpage elements (meta tags, headings, image alt text), improve search engine rankings and organic traffic (success= Increase in organic traffic 30%).

25/ Creating awareness and growing the fanbase for European Table Tennis through social media, digital marketing, content generation and events promotion.	
ACTIONS	**KPIs**
• Hire a staff member dedicated exclusively to social media and content creation. • Expand the reach and presence of ETTU through social media by creating profiles on new platforms. • Partner with table tennis influencers who have a strong online presence to promote the ETTU. • Leverage User-Generated Content encouraging fans to create and share their own content, such as photos and videos of them playing table tennis or attending ETTU events.	• Increase in social media mentions count. • Increase in engagement rate. • Increase in views, likes, shares, comments, and click-through rate. • Increase in user-generated content submissions and shares.

☒ Short Term
☐ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

- Hire a Social Media dedicated staff member (YES/NO). **YES, Hired SM Coorinator 04.2023**

- Steady 700k reach in a 30-day period on Instagram (YES/NO). **YES, 2.7 M monthly reach in 12.2023.**

- Account engagement on Instagram of 65k per month (YES/NO).

- Create TiKToK Channel (YES/NO). **YES, launched 07.2023**

- 10k Followers on TikTok in 2023 (YES/NO). **NO, 1k 12.2023**

☐ Short Term
☒ Mid-Term
☐ Long-Term

- 100K Followers on Instagram in 2025 (YES/NO).

- Steady 1M reach in a 30-day period on Instagram in 2025 (YES/NO).

- Account engagement on Instagram of 150k per month in 2025 (YES/NO).

- 200k Followers on TikTok in 2025 (YES/NO).

Marketing and Revenue

26/ Growing the global reach of European Table Tennis by strengthening our streaming and broadcasting channels.	
ACTIONS	**KPIs**
• Invest in high-quality production in live coverage of events, as well as pre-and post-event analysis, interviews, and behind-the-scenes footage. • Use in-match data analytics and augmented reality to better serve the audience.	• Audience engagement metrics for live coverage and additional content. • Audience feedback on the usefulness and effectiveness of in-match data analytics and augmented reality features, gathered through surveys or direct feedback.

☐ Short Term ☐ Mid-Term ▣ Long-Term	**ASSESSMENT AND BENCHMARKING** • Double the number of online viewers watching live streams of events or accessing on-demand content on the ETTU OTT Channel (ETTU.tv) (YES/NO). • Implementation of new features in the OTT Channel (YES/NO). • Feedback on these new features (qualitative).

Marketing and Revenue

27/ Continue to improve European events by making them more attractive, engaging and exciting to reach new audiences and partners.	
ACTIONS	**KPIs**
• Invest in high-quality audio-visual equipment, lighting, and stage design to create a more engaging and professional event atmosphere. • Experiment with new competition formats or event structures that encourage more participation and excitement. • Leverage in-event technology, such as live polling, augmented reality, or mobile apps, to create a more immersive and interactive experience for attendees. • Ensure that all events are accessible to a wide audience by providing live streaming options and making event content available on-demand.	• Increase in audience engagement, measured by factors such as attendance, online viewership, and social media interactions. • Increase in excitement and engagement levels, measured through attendee feedback, social media interactions, and media coverage. • User engagement with in-event technology, measured through usage data, app downloads, or poll responses. • Viewership numbers and geographic reach for live streams and on-demand content.

☐ Short Term
☐ Mid-Term
▨ Long-Term

ASSESSMENT AND BENCHMARKING

- Double the number of online viewers watching live streams of events or accessing on-demand content on the ETTU OTT Channel (ETTU.tv) (YES/NO).

- Event Attendee feedback (qualitative).

- Usage Data from in-event technology such as event apps, interactive kiosks, or other engagement tools to determine how attendees are using them (suceess=TBD).

- Identify the geographical locations of the audience and increase in those areas where it is low (success=TBD).

Marketing and Revenue

28/ Create new platforms of promotion for the athletes and the key actors of our sport.	
ACTIONS	**KPIs**
• Recognize and celebrate the achievements of athletes and key actors through an awards program, showcasing their accomplishments and contributions to the sport. • Develop eye-catching promotional materials, such as posters, videos, and digital graphics, that highlight athletes and key actors. Distribute these materials through various channels, including our website, social media, and partner networks. • Host events, such as Q&A sessions, panel discussions, and meet-and-greets, where fans can interact with athletes and key actors. These events can be streamed online to reach a broader audience.	• Reach and engagement metrics for the awards program, including website visits, social media impressions, and media coverage. • Effectiveness of promotional materials in increasing awareness of athletes, key actors, and the sport, measured through surveys or changes in audience size. • Impact of hosted events on audience engagement with athletes and key actors, measured through changes in social media followers, website traffic, or event attendance.

☐ Short Term
◼ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

• Create an Award program (YES/NO).

☐ Short Term
☐ Mid-Term
◼ Long-Term

• Secure at least 5 major media mentions or features about the awards program in reputable publications and news outlets (YES/NO).

• Increase in website traffic during the events or within the following week compared to the average traffic before the events (success=25% increase).

• Secure a Title sponsor for the Awards program (YES/NO).

Marketing and Revenue

29/ Identify and explore new opportunities that are already in place in other sports to generate and increase revenue for ETTU and its partners and suppliers.	
ACTIONS	**KPIs**
• Study other sports organizations and their revenue-generating strategies to identify successful models that can be adapted for table tennis. Analyze factors such as fan engagement or sponsorship deals. • Develop more attractive and diverse sponsorship packages, offering customized opportunities for partners to engage with the ETTU, its events, and athletes. This may include increased visibility, exclusive event access, or unique promotional opportunities. • Negotiate more extensive broadcast deals for competitions and events, ensuring wider exposure and attracting more advertisers and sponsors. • Leverage audience data and analytics to optimize marketing efforts, ensuring that promotional activities effectively target the right demographics, leading to sponsor interest.	• The success rate of implementation of identified strategies or models, adapted for table tennis. • The number of new and diverse sponsorship packages created, the number of sponsorship deals secured as a result of the new packages and the revenue generated from sponsorship deals. • Increased reach and exposure of competitions and events, measured through viewership numbers, audience demographics, and geographic reach. • Optimization of marketing efforts based on audience data, such as targeted messaging and promotional activities.

☐ Short Term ■ Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Creation of new sponsorship packages (YES/NO). • Securing sponsors through new packages (success= TBD).
☐ Short Term ☐ Mid-Term ■ Long-Term	• Double audience in OTT channel (YES/NO) • Increase total viewership numbers of competitions and events (success=increase 50%). • Expand geographic reach by securing international broadcasting deals for competitions (success=TBD).

Marketing and Revenue

30/ Establish solid alliances with sponsors, organisers, partners and suppliers, maximising the opportunities for sponsorship and enhancing the promotion platforms.	
ACTIONS	**KPIs**
• Offer customized sponsorship packages that cater to the specific needs and interests of individual sponsors and partners, such as targeted advertising and promotional opportunities. • Maintain ongoing communication with sponsors, partners, and suppliers to ensure that their needs and expectations are being met, and continually seek feedback on how to improve the sponsorship experience. • Establish a dedicated sponsorship and sales partner that is responsible for reaching out to potential sponsors, organizing meetings and negotiations, and ensuring that all parties are satisfied with the terms of the partnership.	• The number of new sponsors acquired through customized packages and sponsorship revenue generated from customized packages. • The retention rate of sponsors, partners, and suppliers, indicating the success of maintaining strong relationships. • The success rate in securing new sponsorship deals and partnerships.

☐ Short Term ☐ Mid-Term 🟦 Long-Term	**ASSESSMENT AND BENCHMARKING LONG TERM** • Creation of new sponsorship packages (YES/NO). • Establish new promotion platforms (digital channels and media partnerships) to enhance exposure and visibility for sponsors (YES/NO). • Achieve a 25% increase in sponsorship revenue (YES/NO). • Broaden the types of alliances by forming partnerships with at least 2 new industries or sectors (YES/NO).

Our Community

31/ Improve and strengthen the communication channels with the Member Associations ensuring the priorities of the whole community are aligned.	
ACTIONS	**KPIs**
• Update and renovate the Member Area (intranet) where Member Associations can access important documents, updates, and announcements, facilitating efficient and organized communication. • Establish guidelines for internal communication, outlining the expected response times, preferred communication channels, and escalation procedures to ensure efficient and effective communication. • Encourage Member Associations to provide regular feedback on ETTU initiatives and decisions, allowing for adjustments and improvements based on the needs and priorities of the community.	• Satisfaction levels of Member Associations with the updated Member Area, measured through surveys or feedback forms. • Efficiency improvements in internal communication, such as reduced response times or fewer communication-related issues. • Impact of feedback-driven adjustments on the success of ETTU initiatives, measured through performance metrics or outcomes related to specific initiatives.

☐ Short Term
☐ Mid-Term
▨ Long-Term

ASSESSMENT AND BENCHMARKING

• Establish a minimum of two-way communication with each Member Association at least once every year to maintain consistent engagement within the next year (success=100% of MAs annually).

• MAs attending ETTU congress (success=85%).

• Organize 2 annual knowledge-sharing events (webinars and workshops) addressed to Member Associations (success= 50% MAs attending).

• Renovate Member Area (YES/NO).

• Feedback on the renovated Member Area (qualitative).

32/ Promote and enable communication, collaboration and knowledge sharing among the associations offering the appropriate channels and tools to do it.	
ACTIONS	**KPIs**
• Host regular in-person events, besides the Congress, to nurture networking and communication among Member Associations. • Offer funding or other resources to member associations that collaborate on joint projects or initiatives. • Create a recognition program that celebrates member associations that demonstrate outstanding collaboration, communication, or knowledge sharing. This could include an annual award or other forms of recognition.	• The number of member associations participating in joint projects or initiatives. • Level of adherence to the framework. • Feedback and media impact of the awards and recognition.

☐ Short Term
☐ Mid-Term
▨ Long-Term

ASSESSMENT AND BENCHMARKING

• Hosting networking events (YES/NO).

• Number of Member Associations participating in these events (succes=TBD).

• Provide funding for joint-associations initiatives (YES/NO).

• Creating an awards program (YES/NO).

• Secure at least 5 major media mentions or features about the awards program in reputable publications and news outlets (YES/NO).

Our Community

33/ Create a registration platform for players and clubs who participate in leagues making the registration process easier while improving transparency and communication between stakeholders.	
ACTIONS	**KPIs**
• Develop and launch a user-friendly registration platform for players and clubs participating in leagues, streamlining the registration process and enhancing transparency and communication between players, clubs and associations.	• Transparency improvements, measured through stakeholder feedback or a reduction in disputes related to registration and league participation.

☐ Short Term
☐ Mid-Term
▣ Long-Term

ASSESSMENT AND BENCHMARKING

- Creation of the platform (YES/NO).

- Number of Member Associations using the platform (success=TBD).

- Feedback on the platform (qualitative).

34/ Provide education opportunities in administration, events management, and leadership to support dual careers for players and to ensure they stay linked to the sport after they finish their competing careers.	
ACTIONS	**KPIs**
• Organise workshops, conferences, forums, webinars and online courses that cover topics such as administration, event management, and leadership. They can be conducted in person or online, and they can be customized to the needs of different Member Associations. • Develop internship programs that provide players with practical experience in areas such as event management and administration to provide valuable career development opportunities.	• Number of participants in the programs and satisfaction rate with the quality and relevance of them. • Participant satisfaction rate with the quality and relevance of the internship programs and the number of players who secure employment or other career development opportunities as a result of the internship programs.

☐ Short Term 🟩 Mid-Term ☐ Long-Term	**ASSESSMENT AND BENCHMARKING** • Creation of an internship program for former athletes (YES/NO).
☐ Short Term ☐ Mid-Term 🟩 Long-Term	• Create a Dual-Career program for players (YES/NO). • Number of players benefiting from the programs (success=TBD). • Feedback on the program (qualitative).

Our Community

35/ Guarantee that Member Associations are adequately informed of ETTU daily activities, development programs and the structural support ETTU can offer.

ACTIONS	KPIs
• Renovate the ETTU webpage improving user experience and making it easier for Member Associations to navigate and find the information they need. • Develop a robust email newsletter program that provides timely information on events, development programs, and other activities.	• Measure the percentage of visitors who successfully navigate to the desired pages or resources and set a goal to increase it, indicating that the website is easy to use and intuitive. • Monitor the percentage of Member Association representatives who open the newsletter (Open rate) and the percentage of Member Association representatives who take desired actions as a result of the newsletter, such as registering for events or accessing resources (Conversion rate).

☐ Short Term
◼ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

- Renovate ETTU webopage (YES/NO).

- Conduct usability testing and aim for an average website usability score of at least 8 out of 10 after the webpage renovation (YES/NO).

- Ensure the webpage is fully responsive and accessible on various mobile devices, aiming for a minimum mobile-friendly score of 90 (out of 100) on Google's Mobile-Friendly Test (YES/NO).

- Increase the average time spent on the new webpage within one year (success= increase > 15%).

- Maintain the open rate of the newsletter above 35% (YES/NO).

- Create an ETTU app (YES/NO).

Our Community

36/ Continue nourishing the relationship with the veteran community and delivering top-class European Championships.	
ACTIONS	**KPIs**
• Create marketing campaigns that target the veteran community, highlighting the benefits of participating in the European Championships and utilize social media to promote the competition, including sharing content from past events, promoting upcoming events, and engaging with participants and fans. • Invest in high-quality event delivery and resources for the community to make the event more attractive and enjoyable increasing the social events at the competitions and the services during the competition like live streaming.	• The number of marketing campaigns created and launched, the reach of the campaigns, such as the number of views, clicks, and engagements. • Increase in the number of participants from the veterans community.

☐ Short Term ☐ Mid-Term ▮ Long-Term	**ASSESSMENT AND BENCHMARKING** • Create and launch a minimum of 2 marketing campaigns throughout the year before the event to promote European Championships (YES/NO). • 10.000 social media engagements (likes, shares, comments) on campaign posts (YES/NO). • Provide live streaming on final competition days (YES/NO). • Increase in new participants to the event (success = increase > 30%).

Our Community

37/ Develop a culture of diversity and gender equality encouraging female representation in all Member Associations.	
ACTIONS	**KPIs**
• Raise awareness and set a target for female representation on the Board and in key decision-making positions within Member Associations. This target can be reviewed regularly to ensure progress is being made. • Collaborate with organizations that promote gender equality and diversity, amplifying the message and increasing impact. • Develop policies and procedures that promote gender equality and ensure fair treatment of all members, regardless of gender. These policies should be communicated clearly to all Member Associations.	• Percentage increase in female representation across all levels of Member Associations and percentage of Member Associations that meet the gender representation target. • The number of organizations that ETTU collaborates with to promote gender equality and diversity and the reach of the message. • The number of policies and procedures developed and implemented to promote gender equality and the percentage of Member Associations that have adopted the policies.

☐ Short Term
☐ Mid-Term
◼ Long-Term

ASSESSMENT AND BENCHMARKING

• Double the number of female delegates at the Congress (YES/NO).

• Measure the reach and impact of collaborations with other organizations, aiming for a combined audience engagement through joint initiatives and campaigns (success= engagement > 50000 combined).

• Implement at least two best practices/policies for promoting gender equality and diversity (success= >2).

Our Community

38/ Ensure both the quantity and quality of young umpires and referees by supporting and promoting courses and educational programs.	
ACTIONS	**KPIs**
• Conduct courses for umpires and referees in European countries in countries where the number of active match officials is low or the pass rate in the International Umpire Exam is less than 30%. • Promote and fund programs proposed by the Umpires and Referees Committee targeting female match officials and encouraging young people to start a career as match officials.	• The number of countries in which courses were conducted, the number of active match officials trained, the pass rate in the International Umpire Exam and the increase in the number of active match officials in countries where courses were conducted. • Increase in the number of female and young people starting a career as match officials and feedback from participants on the effectiveness of the programs.

☐ Short Term
◼ Mid-Term
☐ Long-Term

ASSESSMENT AND BENCHMARKING

- Organise courses in countries with low numbers of active match officials or pass rates below 30% (success= >4 courses).

- Increase the pass rate in the International Umpire Exam to at least 50% for participants who attended the conducted courses (YES/NO).

- Provide funding and support for at least 2 programs proposed by the Umpires and Referees Committee targeting female match officials (YES/NO).

Our Community

39/ Support the full integration of Para Table Tennis into the governance, management, events and structure of ETTU Member Associations.	
ACTIONS	**KPIs**
• Dedicate a portion of the ETTU budget to support the integration of Para Table Tennis in Member Associations, funding initiatives such as infrastructure improvements, coaching education, and athlete development programs. • Plan and execute combined able-bodied and Para Table Tennis events and competitions, promoting integration and raising the profile of Para Table Tennis within the wider table tennis community. • Encourage Member Associations to include Para Table Tennis representatives in their decision-making bodies, ensuring that the needs and perspectives of Para athletes are considered. • Highlight the accomplishments of Para Table Tennis athletes, teams, and coaches through ETTU communication channels and awards programs, raising awareness and inspiring further integration.	• Impact of funded initiatives on Para Table Tennis integration, measured through increased participation, improved facilities, or enhanced coaching capabilities. • Increase in awareness and interest in Para Table Tennis as a result of combined events, measured through surveys or changes in audience size. • The number of Member Associations that include Para Table Tennis representatives in their decision-making bodies. • Increase in awareness and recognition of Para Table Tennis athletes, teams, and coaches within the wider table tennis community, measured through changes in audience size.

☐ Short Term
☐ Mid-Term
■ Long-Term

ASSESSMENT AND BENCHMARKING

- Provide specialized coaching courses or resources for Para Table Tennis coaches (YES/NO).

- Encourage and ensure that Member Associations include Para Table Tennis representatives as part of their decision-making bodies (success= 50%).

- Growth in the audience reach across various media and communication channels specifically related to Para Table Tennis athletes (success= TBD).

40/ Stimulate the use of Table Tennis as a tool for inclusion and the insertion of disadvantaged groups in the communities.	
ACTIONS	**KPIs**
• Develop online resources, such as instructional videos and training manuals, to help coaches and volunteers teach table tennis to disadvantaged groups. • Fund and Conduct research and collect data on the impact of table tennis on the social inclusion and integration of disadvantaged groups. • Establish partnerships with local community organizations and NGOs working with disadvantaged groups to organise outreach events and tournaments, with a focus on creating a welcoming and inclusive environment.	• The number of online resources developed and their usage rate. • The number of research studies conducted and the impact on social inclusion and integration of disadvantaged groups. • Attendance rate to the events, media impact and satisfaction rate of the attendees.

☐ Short Term
☐ Mid-Term
◼ Long-Term

ASSESSMENT AND BENCHMARKING

• Create and publish such as instructional videos and training manuals (YES/NO).

• Feedback from coaches and volunteers using online resources (qualitative).

• Provide funding for research studies focusing on the impact of table tennis on the social inclusion and integration of disadvantaged groups (YES/NO).

• Collect relevant data and measure the impact of table tennis on social inclusion and integration, with a specific focus on indicators such as self-esteem, social skills, and community engagement. (YES/NO).

• Organise outreach events or tournaments in collaboration with the partnered organizations (YES/NO).

European Table Tennis Union