

## Free Online English Lessons for Athletes – BWF Pilot Project

20 October 2018

Dear Members

Due to the international nature of our sport and our global fan base, it is easy to appreciate the need for our players to have a good command of English. This allows them to interact with all those involved in our sport in a much more comfortable, effective and professional manner.

In recognition of this need, the BWF is running a pilot project in conjunction with Rosetta Stone, a global leader in online language learning. The Rosetta Stone platform is able to customise a learning programme according to the level and pace of the learners and it allows learners to study online from wherever they are to fit into their own schedule.

Those learners accepted into the pilot programme will have the opportunity to improve their general English as well as badminton-specific language. They will be expected to commit to participation in initial assessment, as well as ongoing and regular practice and evaluation to monitor their progress. The end goal of the pilot project is to provide not just the linguistic ability but the confidence to the learner to converse in English for interaction with their fans, sponsors, media and even each other.

At this point, we are considering participation requests from athletes with a basic knowledge of English who can commit to regular online participation in online language learning activities.

We are looking to select no more than 25 athletes and the cost of the programme will be fully borne by BWF for this pilot project. The players will be selected by December 2018 and for the whole programme to complete by Dec 2019 – a one year programme.

Based on the results from the pilot project, further implementation with more athletes (and possibly with languages other than English) will be considered.

We would like to request each BWF Member to share this opportunity with your players and have interested players to submit their intention to participate.

As we only have 25 slots for this pilot project, BWF will make the selection of the eligible players from all the submission received.

Kindly find attached the application form. The submission due date is **31<sup>st</sup> October 2018**. Please submit the completed form to [events.projects@bwfbadminton.org](mailto:events.projects@bwfbadminton.org)