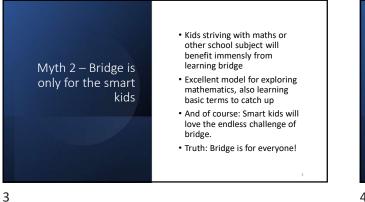


Myth 1 – Youngsters are not interested in learning bridge

2

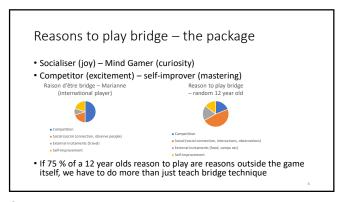
#### Truth: Most youngsters today dont know what bridge is, and thus has no prerequisite to say if they want to learn bridge or not.

• Once they try (mini) bridge, most of them love it.













7

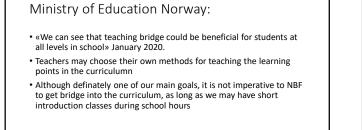


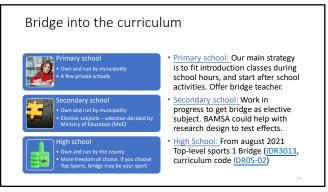
### 9

# Key challenges

- Challenge 1: Prejudices and myths amongst bridge players
- Challenge 2: Missed one generation. Our members are too old to teach their kids, they are already grandparents
- Challenge 3: Building organizations for juniors: Challenging, time consuming, but utterly necessary
- Challenge 4: Implementing the right learning method/progress and social frame to retain learners.

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## Key opportunities I

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- Schools and gouverning bodies are positive to bridge
- Bridge Top-level sports: Getting bridge into the curriculum as an elective subject in high school from 2021
- Digital classes allowing students from all parts of Norway to participate





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Key opportunities II

their own bridge clubs

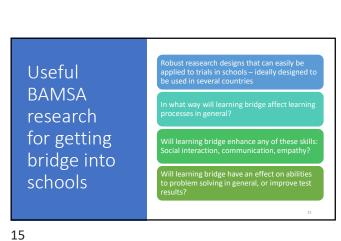
board members

countries

• Enormous potential in teaching juniors to organize their own bridge events and run

• Trained to be bridge teachers, TDs and

· Hoping to expand this project to other





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