

# BADMINTON POST-GAMES REPORT

## SPECIAL OLYMPICS WORLD GAMES BERLIN 2023

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SPECIAL OLYMPICS  
WORLD GAMES  
BERLIN 2023



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## Overview

### Special Olympics World Games Berlin 2023 – Badminton

Special Olympics Inc. and the Badminton World Federation are pleased to report on the variety of badminton activities in both competition, activation and development that took place at the Special Olympics World Games 2023 in Berlin, Germany from 18 – 25 June 2023.

- Divisioning, Competition & Medal Presentation
- BWF-SOI Technical Official programme
- BWF-SOI Badminton Ambassador Meet & Greet
- Badminton Unified Sport Experience
- SOI Panel Discussion: Level the Playing Field: A Panel Discussion on Inclusive Sport For All
- SOI Programme Leader Forum
- SOI & BWF Leadership discussions
- World Games Training Pledge & Equipment programme
- AirBadminton Come & Try
- Shuttle Time activation at the SOI Young Athlete Programme



## Divisioning, Competition & Medal Presentation

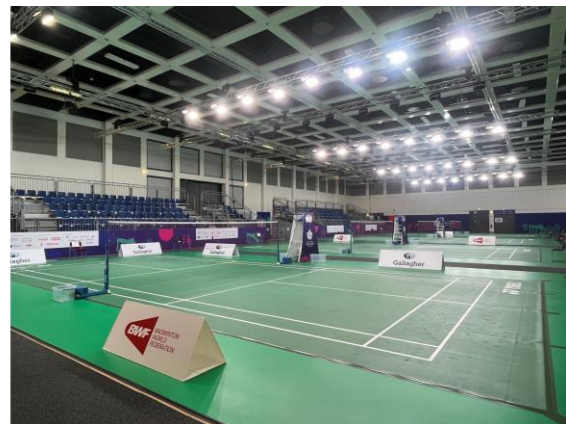
Ahead of the World Games, BWF and SOI launched a new athlete divisioning assessment tool with supporting [video clips](#) in May 2023 ([link](#)) to support the principle of fair and meaningful competition. The resources were created for coaches to assess their athlete's skill level across 11 exercises. Upon completion, coaches & athletes submitted their score as a part of Games registration which was the basis for creating Stage 1 of Divisioning, creating the scheduling structure for Stage 2 Divisioning on-site at the World Games.

During the World Games, 193 athletes and Unified partners from 69 countries / Special Olympics Programmes participated. Athletes competed in a total of seven events including Women's Singles, Men's Singles, Women's Doubles, Men's Doubles, Mixed Doubles, Unified Men's Doubles, and Unified Women's Doubles. Key highlights:

- 2.5 days of Divisioning (Stage 2) – 18 – 20 June
- 4 days of competition – 21 – 24 June
- 12 badminton courts set up

**Video:** <https://youtu.be/cB2EMF3BcIk>

**Article:** <https://bwfbadminton.com/news-single/2023/07/05/no-hall-no-problem-meet-the-shuttle-time-tutor-firing-up-fiji/>





## BWF-SOI Technical Official programme

During the World Games, approximately 100 technical officials were critical in the delivery of competition. All the technical officials were given a certificate of appreciation from BWF, SOI and SOWG Berlin 2023 at the end of the games.

- 51 Technical officials (out of 38 are internationally certified umpires)
- 19 Technical officials with Intellectual Disabilities (ID)
- 16 Unified observers to assist Divisioning and Unified observation of meaningful involvement
- 13 Chaperones for Technical officials with ID

Technical officials also participated in a pre-games development workshop to learn about the Unified observer role, a technical role specific to Special Olympics World Games Unified Sports.





## **BWF-SOI Badminton Ambassador - Meet & Greet**

During the World Games, BWF invited Peter Gade (Denmark) and Marc Zwiebler (Germany) as the BWF-SOI Badminton Ambassadors and Olympians. A meet & greet and autograph session was held on 20 June 2023 with the attendance of 130 athletes and coaches.



## Badminton Unified Sport Experience

On 18 June 2023 (Sunday), the badminton Unified Sport experience was conducted. 40 athletes, VIPs and unified sport partners participated in a series of matches. Notable personnel and VIPs who participated in the experience included-

- Peter Gade, BWF Ambassador
- Marc Zwiebler, BWF Ambassador
- KhunyingPatama Leeswasdrakul, BWF Deputy President
- Apolo Ohnho, Olympic Speed Skater
- Gus Kenworthy, Olympic Freestyle Skier
- Julian Davis, Spouse of Mary Davis, Special Olympics CEO

Peter Gade and Marc Zwiebler also played in two exhibition matches, playing men's unified doubles and mixed unified doubles.

**Article:** <https://bwfbadminton.com/news-single/2023/06/22/badminton-goes-all-inclusive-at-special-olympics-world-games/>

**Article:** <https://bwfbadminton.com/news-single/2023/06/26/special-olympics-gade-zwiebler-shine-light-on-inclusion/>

**Video:** [https://youtu.be/OUw\\_DuCV57w](https://youtu.be/OUw_DuCV57w)





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## SOI Panel Discussion on Inclusive Sport For All

On 20 June 2023, BWF was invited to be part of a panel discussion around inclusive sport for all. BWF was represented by Deputy Chair – Governance & Ethics Committee, Emma Zwiebler. The panel discussion was hosted by Olympic gold medal swimmer Donna de Varona and Special Olympics cycling champion Kiera Byland. This panel discussion focused on the importance of engaging and keeping women and girls in sport, the drive for participation party, and the vital importance of sporting partnerships to deliver equality on the playing field.

Video: <https://youtu.be/GH7gHccbMZc>



## SOI Programme Leader Forum

On 20 June 2023, BWF was invited to be one of the speakers at the SOI Programme Leader Forum. BWF was represented by Head of Continental Development, John Shearer. The theme of the forum was Building Back Stronger: Challenges, Opportunities and Strategies for growing local programming. John Shearer presented on the importance of sport development through sport partnerships. The forum was attended by more than 150 Special Olympics Programme.



## Special Olympics & BWF Leadership

The Special Olympics World Games provided the opportunity for key members of leadership from Special Olympics and Badminton World Federation to meet to discuss various elements of the partnership and the development of badminton for people with intellectual and developmental disabilities.

Khunying Patama Leeswadtrakul, BWF Deputy President and Dr. Timothy Shriver, Special Olympics Chairman, had the opportunity to meet, thank one and another, and discuss key opportunities looking ahead to future of the partnership.



Sven Serre, Badminton Europe President, and Brian Agerbak, Badminton Europe Secretary General attended the Games and were able to meet with Miroslaw Krogulec, Vice President of Sport for Special Olympics Europe Eurasia to discuss the development of badminton particularly in the Europe Eurasia region.

Khunying Patama Leeswadtrakul and Mary Davis, Special Olympics CEO, had the opportunity to meet during the SOAP / SOEA reception, in which afterwards Khunying Patama met with leadership from the Special Olympics Asia Pacific region to discuss regional development and development in her home country of Thailand.



Lastly, BWF staff members John Shearer and Erica Khoo were able to sit down with Greg Epperson, President and Managing Director of Special Olympics North America to discuss strategies on growing the sport in North America, particularly in the United States, including the goal of its inclusion on the Special Olympics USA Games sport program.

## World Games Training Pledge & Equipment programme

BWF and SOI launched the World Games Training Pledge in 2021 to encourage Members Associations and National Special Olympics Programmes with confirmed athlete quota, to collaborate with each other through the signing of a joint pledge of support, in the lead up to the Special Olympics World Games Berlin 2023 ([link](#)).

We are pleased to feature some of the Members Associations and National Special Olympics Programmes who have signed the pledge, including the United Arab Emirates, Paraguay, Norway, Ukraine, Belgium, Papua New Guinea and Thailand. ([link](#))

Members Associations and National Special Olympics Programmes who have signed the pledge received free badminton equipment to assist the further growth of the sport in their country.

42 delegations received a Shuttle Time school kit at the World Games in Berlin. These were delegations who signed the World Games Training Pledge and/or demonstrated a strong existing relationship with their badminton Member Association and commitment to the development of badminton.



## **AirBadminton Come & Try**

AirBadminton – Come & Try activation was delivered at the Sommergarten, located where the Special Olympics Festival and Award Ceremonies were conducted at the main competition venue. This was an opportunity for athletes, coaches, and the public to try AirBadminton, outdoor badminton which can be played anywhere and anytime.

The activation was delivered for seven days from 19 – 25 June 2023 with a total of 904 participants engaged throughout the week utilising two AirBadminton courts.



## Shuttle Time activation at the SOI Young Athlete Programme

BWF was pleased to be involved in the SOI Young Athletes Programme activation where badminton activities were delivered at the Special Olympics Activity Zone. This was an opportunity to promote badminton to local kindergartens and schools and Shuttle Time fits perfectly into this initiative. The Young Athletes Programme is an early childhood play program for children with and without intellectual disabilities, ages 2 to 7 years old. The programme aims to introduce basic sport skills, like running, kicking, and throwing to children with the chance to share the joy of sports with them. ([more information](#))

The activities were delivered for eight days from 18 – 25 June 2023 and approximately 240 kids/kindergarten groups were engaged through four different lesson stations related to throwing and striking skills.

