# Special Olympics & Badminton World Federation

## 2020 - 2024 IMPACT REPORT

# From our leadership

## Our vision

**Provide meaningful opportunities for people with an intellectual disability to be involved in all aspects of badminton.**

Im 2020, Special Olympics and the Badminton World Federation deepened our partnership through the launch of the 2020–2024 Global Strategic Plan. Since then, we have welcomed new athletes, coaches, and volunteers into the Special Olympics badminton family, strengthening inclusive sport communities around the world. The global badminton community has embraced the Special Olympics movement, and together we have expanded opportunity, inclusion, and excellence. As we reflect on the achievements of this shared journey, we also look ahead with energy and optimism to the future of our partnership and the lives we will continue to change.

**Timothy Shriver**
**Chairman, Special Olympics International**

Since the launch of the 2020–2024 BWF-SOI Global Development Strategy, the Badminton World Federation (BWF) has been proud to stand alongside Special Olympics International in advancing inclusion through badminton. This partnership has enabled us to reach athletes of all abilities from all over the world and celebrate the unifying power of badminton. Together, we have witnessed how sport can break down barriers, foster respect, and create opportunities that extend far beyond the court. As we reflect on these achievements, the BWF remains deeply committed to strengthening this collaboration and ensuring that badminton continues to be a sport for all.

**Khunying Patama Leeswadtrakul**
**BWF President**

# BUILDING THE PATH AHEAD

At the Special Olympics World Games Abu Dhabi 2019, the Badminton World Federation (BWF) and Special Olympics International (SOI) renewed their Memorandum of Understanding (MOU), reinforcing their shared commitment to advancing inclusion through badminton worldwide.

SPECIAL OLYMPICS WORLD GAMES 2019 ABU DHABI

Building on this milestone, in 2020 BWF and SOI co-published the Global Badminton Development Strategy. This strategy set out a vision to provide meaningful opportunities for individuals with intellectual disabilities to engage in every aspect of badminton, guided by four core pillars:

- DEVELOPMENT
- EVENTS
- PARTNERSHIPS
- COMMUNICATIONS

This impact report highlights the collective achievements of BWF and SOI since the launch of the Global Badminton Development Strategy. It showcases the key initiatives that have driven progress and the tangible impacts achieved in pursuit of shared vision, with the following pages offering a snapshot of these highlights and the meaningful opportunities created for athletes with intellectual disabilities worldwide.

# OUR GROWING IMPACT

2020 - 2024

## Badminton expands its reach

**+19** new countries and state programs add badminton to their sport offering

**103** countries & state programs offer badminton

**62** Partnerships between Special Olympics programs and Badminton Member Associations are powering global inclusion

2024

| ATHLETES | UNIFIED PARTNERS |
|---|---|
| 137,803 | 36,212 |
| **COACHES** | **CERTIFIED COACHES** |
| 13,464 | 11,385 |

2020 - 2024

| ATHLETES | UNIFIED PARTNERS | COACHES | CERTIFIED COACHES |
|---|---|---|---|
| +11,440 | +2,737 | +1,703 | +1,154 |

Special Olympics

BWF

KEY RESULT AREA 1

# DEVELOPMENT

# GROWING PARTICIPATION

Special Olympics awarded USD 76,000 in grants to 17 country programs, thanks to the generous support of Gallagher, Special Olympics' Official Partner of Sport and Coaching, to advance the development of badminton. These funds were used to meet each program's unique needs, ranging from recruiting and training athletes and Unified partners, to expanding and educating coaches, purchasing equipment, and enhancing access to high-quality competition opportunities.

SPECIAL OLYMPICS COLOMBIA

SPECIAL OLYMPICS PAPUA NEW GUINEA

SPECIAL OLYMPICS EAST ASIA (RIGHT)

# GROWING PARTICIPATION

Special Olympics Paraguay is one of the standout programs whose development has flourished.

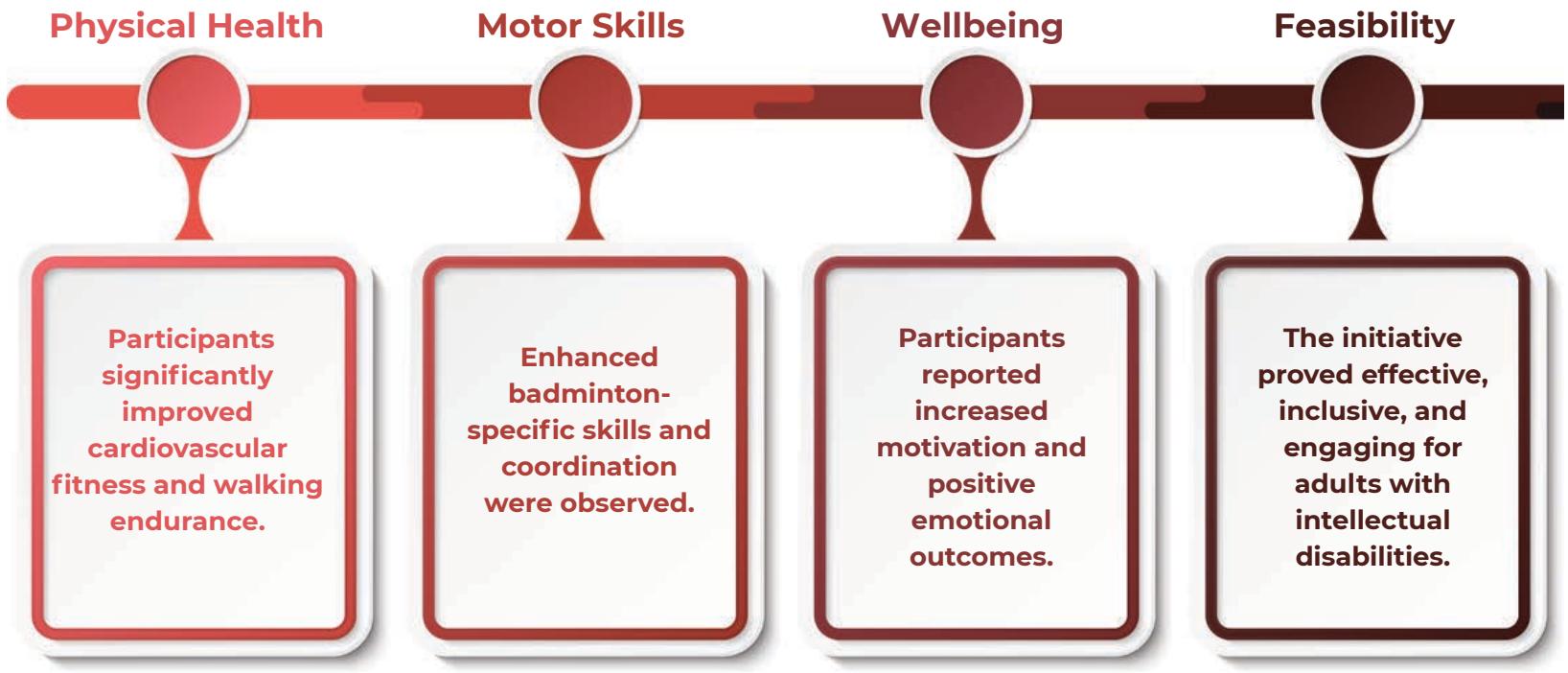
New training spaces were established in three schools, at Club Centenario, and through the Saturday Sports Programs, bringing badminton to more children, youth, and adults with intellectual and developmental disabilities. The grant also supported the training and recertification of coaches, and the hiring of coordinators to ensure smooth program delivery.

A key highlight was a workshop held in Asunción, where 48 coaches, as well as 4 assistant coaches with intellectual disabilities, came together to strengthen their skills and build leadership capacity. As a result of these efforts, 122 new athletes began participating through school and community-based initiatives.

Despite initial challenges with equipment and facilities, a strong partnership with the Paraguayan Badminton Federation and the National Sports Secretariat helped overcome these barriers by providing essential equipment and access to quality training venues, ensuring all athletes could fully engage and thrive in the sport.

# The Impact of Badminton Lessons on Health and Wellness of Young Adults with Intellectual Disabilities

A pilot study by Chen et al. (published via the Badminton World Federation) assessed the effects of a 10-session Shuttle Time badminton program on 18 young adults with intellectual disabilities (ages 19–26) who had little to no prior badminton experience. Participants were divided into an exercise group and a control group, with the exercise group engaging in 50-minute sessions twice a week.



# RESEARCH

## Coaching Needs for Badminton Players with Intellectual Disabilities

A mixed-methods study by Selina et al. (published via the Badminton World Federation) explored the needs of coaches and badminton players with intellectual disabilities within Special Olympics programs. Surveys and interviews gathered insights from coaches and athletes.

### Coaching Challenges

Coaches successfully adapted training to meet the unique needs of athletes, highlighting the importance of tailored strategies.

### Training Gaps

By expanding coach education initiatives, there is strong potential to deepen skills and understanding.

### Player Feedback

Athletes benefited from more personalized coaching and attention, supporting their learning and development.

### Program Development

Holistic coaching approaches that address both physical and cognitive skills can further strengthen athlete growth and performance.

# INCLUSIVE EDUCATION RESOURCES

## SHUTTLE TIME

Inclusivity elements are now integrated into existing BWF Shuttle Time resources such as the Teachers Manual, Lesson Plan, Inclusivity Guides for Teachers, Shuttle Time Online Component, videos and mobile app.

162 countries implementing
80,900+ teachers trained
52,700+ website registration for resources
5,500+ enrolled the online component
4 million+ view on videos
314,200+ mobile app downloads

## COACH EDUCATION

Inclusivity elements are now integrated into existing BWF Coach Education resources - BWF Coach Education Level 1 (Module 13) and Disability Coaching Workshop (Level 1 & Level 2).

## TECHNICAL OFFICIALS

Inclusivity guidelines are included in existing BWF Umpire and Referee resources - Umpires' Guide to Inclusive Events & Referees' Guide to Inclusive Events.

# VIRTUAL COACH WEBINAR AND WORKSHOP

## COACH WEBINAR SERIES 2024

In 2024, Badminton Coaching featured in Special Olympics annual Coach Webinar series, with BWF presented by Jaffer Ebrahim (BWF Development Manager) and Kaity Hall (BWF Disability Expert).

## SOEA VIRTUAL WORKSHOP 2022

In 2022, a two-part coach education initiative began virtually through a workshop delivered to provide an introduction of badminton and educate the local workforce in in the Special Olympics East Asia region, promoting badminton in their coaching environment using the available BWF educational resources and best practices.

# EQUIPMENT

As part of supporting Special Olympics country and state programs around the world, more than 150 Shuttle Time School Equipment Sets were provided to help the sustainable development of the sport in communities. Each kit contains 20 rackets, 6 half dozen shuttles, and 2 nets.

# SHUTTLE TIME IN NORTH AMERICA

The Badminton World Federation, Special Olympics, and Special Olympics Texas joined forces to deliver a Shuttle Time Tutor and Teacher workshop in San Antonio, Texas, marking a pivotal step in introducing badminton to the state's Special Olympics program. Educators, coaches, and volunteers from across multiple Special Olympics programs came together for this immersive training experience, gaining the tools and skills needed to teach badminton effectively to athletes with intellectual disabilities. Beyond the workshop, participants left inspired and equipped to return to their communities, ready to grow the sport, foster inclusion, and create meaningful opportunities for Special Olympics athletes to develop skills, confidence, and a lifelong love of badminton.

KEY RESULT AREA 3

# EVENTS

# NEW BADMINTON DIVISIONING TOOL

Special Olympics & Badminton World Federation convened an expert group to re-imagine the divisioning process for badminton. As a result, the new Badminton Athlete Divisioning Assessment Form was created. The form, designed for coaches and evaluators to determine the ability-level of athletes, helps to ensure athletes are pre-divisioned prior to the on-site divisioning phase at competitions. Designed to shorten the divisioning process and improve the final divisions, the form is available in 7 languages, has corresponding videos with each assessment, and was successfully used at the Special Olympics World Games Berlin 2023.

Special Olympics

BWF

**Badminton Athlete Divisioning - Assessment Form**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Athlete Name:** | | **Observer Name(s):** | | | | **Date of Observation:** | |
| | | **Badminton Coaching Qualification(s):** | | | | **Location of Observation:** | |
| **Remarks on athlete:** | | **DOB** | yyyy – mm – dd | **Gender** | | **Accredited Program:** | |

**Introduction**

To support the principle of fair and meaningful competition, athletes must undergo a process known as divisioning. This process ensures that athletes compete with opponents of similar capabilities. Divisioning is a two-stage process, in which the coach conducts the first stage called "Athlete Assessment" at their respective Accredited Program. This score/rating helps to create initial divisions for the next stage of divisioning, ahead of competition.

An athlete's ability is the primary factor in divisioning for Special Olympics competition. **Coaches are responsible for ensuring that the athlete score used for divisioning most accurately reflects the true ability of the athlete.** (Video Link)

**Athlete Assessment Process**

All the athletes must go through the same series of skills-based exercises outlined below, in the given order of ascending difficulty. A descriptive rating scale complements each exercise area. Observers should match an athlete's ability level to the most relevant rating scale description.

To obtain an athlete's final rating, add the 10 individual ratings and then divide by 10 to get an average score. Record the result to two decimal places. For example, if the total score is 56.5, after division by 10, the final player rating is 5.65. Assessors can use half points where an athlete's performance falls between two descriptions.

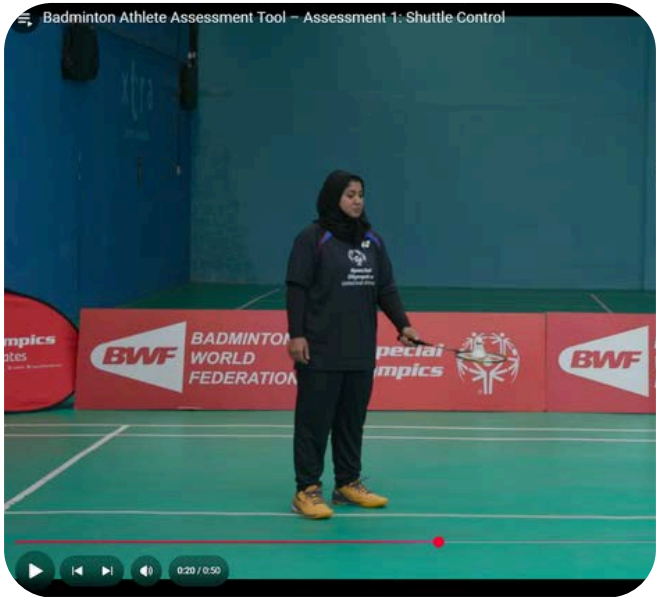
To ensure consistency and accuracy of athlete assessment, we recommend that, wherever possible, two observers undertake the assessment process. When this is not possible, a second person should 'feed' the shuttles, allowing the observer to focus on the athlete assessment solely.

**Requirements**

To undertake the athlete divisioning assessment, we will require the following:

- One badminton court with net
- Coach of the athlete under assessment, two observers.
- One tube of feather shuttlecocks (a dozen).
- One Badminton Athlete Divisioning Assessment Form
- One pen and one stopwatch
- Badminton Athlete Divisioning Assessment Instructional Videos

1 | Page Badminton Athlete Divisioning - Assessment Form

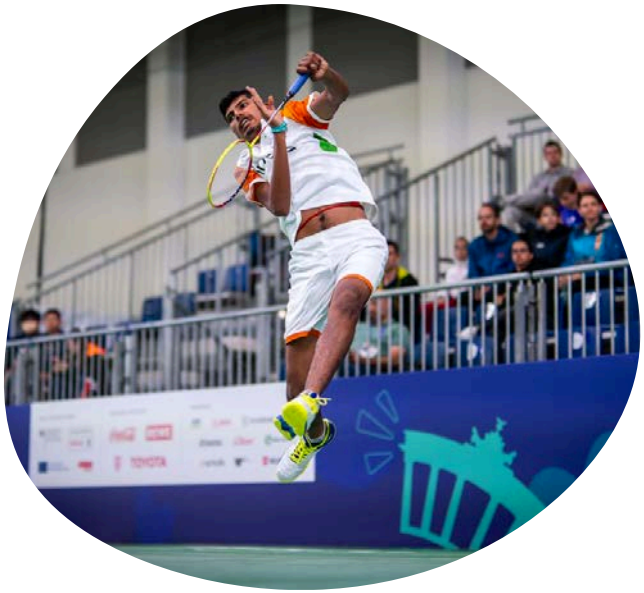



The 11 Badminton Athlete Divisioning Assessment Form videos have reached a wide audience, accumulating more than 8,800 views to date.

# SPECIAL OLYMPICS USA GAMES ORLANDO 2022

During the 2022 Special Olympics USA Games in Orlando, AirBadminton was activated for the first time, aiming to grow the sport in North America. Athletes and coaches from the participating delegations engaged in “come and try” sessions and exhibition matches at the Disney Athletes Village. The activation, delivered in partnership with USA Badminton, BWF, BPAC, Special Olympics North America, and SOI, also introduced participants to BWF’s inclusive Shuttle Time and AirBadminton resources. As a legacy, equipment was donated to programs in Florida, Texas, New York, and the Bahamas, aiming to expand awareness that badminton is a sport for all, anywhere and anytime.

# SPECIAL OLYMPICS WORLD GAMES BERLIN 2023



The Special Olympics World Games Berlin 2023 showcased the power and impact of badminton, both on and off the court. With 193 athletes and Unified partners competing, engaging Young Athletes and AirBadminton activations, and targeted initiatives to prepare athletes and coaches, the event marked a milestone for the sport. It also highlighted the growing strength of the partnership between Special Olympics and the Badminton World Federation.

## THE GAMES IN BADMINTON NUMBERS

**193**
**ATHLETES & UNIFIED PARTNERS**

**69**
**COUNTRIES REPRESENTED**

**90**
**COACHES**

**2.5**
**DAYS OF DIVISIONING**

**4**
**DAYS OF COMPETITION**

**12**
**COURTS**

**51**
**TECHNICAL OFFICIALS**

**19**
**TECHNICAL OFFICIALS WITH IDD**

**16**
**UNIFIED OBSERVERS**

# SPECIAL OLYMPICS WORLD GAMES BERLIN 2023

## WORLD GAMES PLEDGE & EQUIPMENT PROGRAM

Launched in 2021, the World Games Training Pledge encouraged collaboration between Badminton Member Associations and Special Olympics Programs in preparation for Berlin 2023. Countries that signed the pledge included the United Arab Emirates, Paraguay, Norway, Ukraine, Belgium, Papua New Guinea, and Thailand. 42 delegations received Shuttle Time school kits at the Games to support badminton development through their strong national partnerships.

## SPECIAL OLYMPICS YOUNG ATHLETES AND SHUTTLE TIME

Badminton was a part of the Special Olympics Young Athletes Activity Zone, engaging approximately 240 children from local kindergartens and schools. Through four fun lesson stations focused on throwing and striking skills, badminton was a part of this early childhood play program for children with and without intellectual disabilities, ages 2–7. Shuttle Time resources aligned perfectly with the program's goals of building basic sport skills and sharing the joy of movement.

## AIRBADMINTON FOR ALL

An AirBadminton "Come & Try" activation was held at the Sommergarten, engaging 904 participants over seven days. Set alongside the Special Olympics Festival and Awards Ceremonies, the event offered athletes, coaches, and the public a chance to experience outdoor badminton on two dedicated courts.

# SPECIAL OLYMPICS LATIN AMERICA GAMES PARAGUAY 2024

Badminton made its debut at the Special Olympics Latin America Games in Asunción, Paraguay, marking an exciting milestone for the sport in the region. Athletes and Unified partners from Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras, Peru, Uruguay, and host nation Paraguay came together to compete, celebrate inclusion, and showcase the growing reach of badminton across Latin America.

During the event, Badminton Pan America Confederation and Special Olympics Latin America renewed their partnership to further strengthen collaboration and expand badminton opportunities across the region. This new agreement builds on previous commitments from 2016 and 2019 and reinforces the broader cooperation between BWF and Special Olympics International.

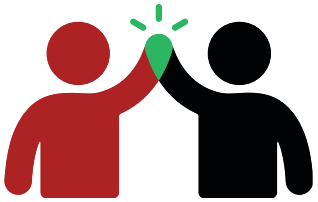
# TECHNICAL DELEGATE AND UNIFIED SPORT DELEGATE WORKSHOP

In 2024, the Badminton World Federation and Special Olympics hosted the first-ever joint technical workshop for Technical Delegates and Unified Sport Delegates, a groundbreaking initiative designed to strengthen leadership and expertise in badminton. Participants were carefully selected from all seven Special Olympics regions and the five Badminton Continental Confederations, ensuring not only global representation but also a blend of skills and perspectives from both badminton and Special Olympics. The workshop featured two days of classroom learning followed by two days of hands-on experience, as delegates supported the Special Olympics GCC Regional Badminton Tournament, proudly hosted by Special Olympics UAE. Technical experts Mathew Varghese and Sibi Chandrabhanu, both of whom played key roles at the Berlin 2023 World Games and Abu Dhabi 2019 World Games, guided the workshop and competition delivery.

KEY RESULT AREA 3

# PARTNERSHIPS

# PARTNERSHIPS OVERVIEW



**1** Global Partnership

**4** Regional / Continental Partnerships

**62** National Partnerships

**23** partnerships are collaborating in more than 3 areas

**26** partnerships are collaborating in 2- 3 areas

**17** partnerships are collaborating in 1 area

**42** are focused on Access to Competition & Training Venues

**40** are focused on Coach Education & Training

**31** are focused on Official Training & Competition support

**29** are focused on Equipment

**16** are focused on International Competition support

# GLOBAL PARTNERSHIP

Special Olympics Ireland badminton athlete and Health Messenger delivering speech at the Badminton World Federation's Members' Forum and Annual General Meeting on 25-26 April in Xiamen, China.

The impact of this collaboration is showcased each year at the Badminton World Federation Members' Forum, where inclusion remains a central focus for strengthening the sport and advancing its global development.

Other initiatives, such as the successful Berlin 2023 World Games badminton competition, the World Games Training Pledge, the inaugural BWF-SOI Technical Workshop, and collaborative storytelling , are just a few of the partnership's many ongoing highlights.

In late 2020, Special Olympics and the Badminton World Federation unveiled the Global Strategic Badminton Development Plan, made possible with the support of Special Olympics global partner Gallagher, whose commitment strengthens Sport & Coaching across all programs worldwide. Since then, the partnership has actively expanded opportunities for people with intellectual and developmental disabilities, supporting Continental Confederations, Regions, Special Olympics programs, and Member Associations in creating meaningful participation across all aspects of badminton.

Gallagher

Gallagher is the Official Partner of Special Olympics Sport & Coaching, with a shared commitment to expanding opportunities for people with intellectual and developmental disabilities to thrive through access to quality sport opportunities.

# REGIONAL PARTNERSHIPS

**Latin America & Pan America : A Growing Partnership**

Special Olympics Latin America (SOLA) and Badminton Pan America (BPAC) first partnered to promote badminton among individuals with intellectual disabilities. Their collaboration has led to significant growth, with the number of badminton athletes in the region increasing steadily. In October 2024, during the IV Latin American Games in Asunción, Paraguay, they renewed their partnership, demonstrating their continued shared dedication to the sport's development.

**Asia Pacific & Oceania : Resilience Amidst Challenges**

In the Asia Pacific region, Special Olympics Asia Pacific and Badminton Oceania have demonstrated resilience and commitment. Despite the challenges posed by the global pandemic, they signed a virtual MOU in January 2022. This three-year agreement focused on expanding badminton opportunities for individuals with intellectual disabilities across the continent, emphasizing coach education, athlete development, and regional competitions.

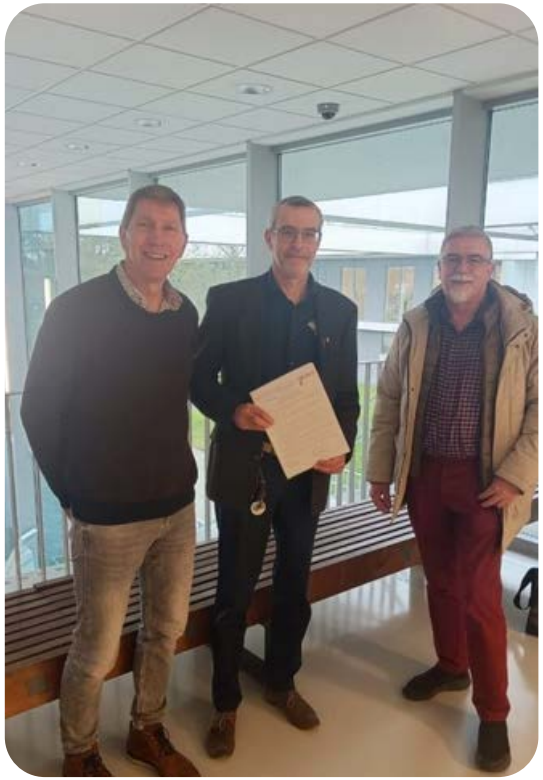
**Building Foundations for Inclusive Badminton in Africa**

Special Olympics Africa and Badminton Africa have not yet formalized a partnership, but their collaboration in 2024 marked an important step forward. In Kenya, Badminton Africa development officer Ahmed Reda delivered an informative session and practical Shuttle Time activity for Special Olympics leaders from across the region. Programs also received badminton equipment, helping them introduce and expand the sport.

# NATIONAL PARTNERSHIPS

Special Olympics country programs and Badminton Member Associations worldwide are joining forces to expand high-quality opportunities in badminton for people with intellectual and developmental disabilities. Together, they are ensuring greater access to the sport and empowering athletes to experience the full physical, mental, and social mental health benefits of badminton.

Special Olympics Papua New Guinea (PNG) and Badminton PNG



Special Olympics Belgium and Royal Belgian Badminton Federation

Special Olympics Ukraine and Ukraine Badminton Association

# NATIONAL PARTNERSHIPS

Special Olympics Thailand and
Badminton Association of Thailand

Special Olympics Paraguay and the
Paraguayan Badminton Federation

Special Olympics Senegal and the
Senegal Badminton Federation

Special Olympics Guam and
Guam National Badminton Federation

# PARTNERSHIP FEATURE

## SPECIAL OLYMPICS UAE & UAE BADMINTON FEDERATION

One partnership has consistently demonstrated lasting impact. It began with a landmark ceremony that brought together delegations from Special Olympics UAE, the UAE Badminton Federation, Special Olympics Middle East and North Africa, and the Dubai Sports Council to witness the signing of a Memorandum of Understanding between Special Olympics UAE and UAE Badminton Federation. As the first collaboration under the World Games Training Pledge initiative, this milestone established a strong foundation for sustained regional cooperation.

Since then, Special Olympics UAE and national badminton partners have delivered a series of landmark initiatives advancing global badminton development. Notable achievements include strategic meetings between SOI and BWF, the filming of the Badminton Athlete Divisioning Assessment Form, AirBadminton activations at Expo 2020 Dubai, and the inaugural BWF–SOI Technical Delegate and Unified Sports Delegate training, held alongside the Special Olympics GCC Badminton Competition.

Special Olympics United Arab Emirates (UAE) and UAE Badminton

KEY RESULT AREA 4

# COMMUNICATION

# STORYTELLING AS A FORCE FOR INCLUSION

From global showcases at Expo 2020 Dubai, to technical training workshops and regional success stories, badminton storytelling captures both progress and promise. Whether it's athletes competing on grand stages with AirBadminton, coaches and delegates gaining vital skills, or regions experiencing explosive growth, each story reflects the shared mission in action. These narratives do more than inform - they inspire participation, deepen collaboration, and change attitudes towards people with intellectual and developmental disabilities.

IN THE NEWS

## BWF: Friendship Around the Shuttlecock

The Badminton World Federation (BWF) held a badminton clinic in West Africa in which Special Olympics Senegal and Gambia athletes and coaches were invited and able to take part in. This is an excerpt from the BWF's article:

COMMUNITY IMPACT

## "To me, Life Means Badminton and Special Olympics"

In my role as a Special Olympics coach, Special Olympics Iran athletes taught me about the pivotal role that the Special Olympics athletes play in society.

IN THE NEWS

## Special Olympics United Arab Emirates Badminton Players Soar at Expo 2020 Dubai

26 Special Olympics UAE athletes showcased their talents at Expo 2020 Dubai on 8 October 2021.

# STORYTELLING SPOTLIGHT: RAPHAEL'S VOICE ON AUTISM & BADMINTON

On World Autism Day, Special Olympics amplified the voice of Raphael Tipua Otoase, a badminton player from Papua New Guinea.

For Raphael, badminton is more than just a sport. It helps him focus, build confidence, and feel included. Sharing his journey allowed people around the world to see autism through his perspective, not as a barrier, but as part of what makes him strong.

By publishing Raphael's story on a global awareness day, communications was used as a powerful tool: shining a light on one athlete's experience while connecting it to a larger call for acceptance and inclusion. His story showed the world that when athletes speak, their voices can inspire change.

**"Badminton gives me confidence. It helps me feel like I belong."**

***– Raphael Tipua Otoase***

# STORIES OF INCLUSION

## SPECIAL OLYMPICS NIGERIA

Special Olympics Nigeria did not let a global pandemic stop it's sporting progress - they got creative by training icoaches and providing opportunities for athletes using AirBadminton

## SPECIAL OLYMPICS HONDURAS

Special Olympics athletes integrated into the BWF Shuttle Time courses delivered by Honduras Badminton Federation.

## SPECIAL OLYMPICS ARIZONA

Shuttle Time Coaches' Workshop in Arizona for Special Olympics Arizona (SOAZ) and the Arizona Interscholastic Association (AIA) to launch Unified Badminton in Arizona high schools as the USA pilot Unified Badminton program.

## SPECIAL OLYMPICS SAMOA

Discussion between Special Olympics Samoa and Samoa Badminton Federation.

## SPECIAL OLYMPICS FIJI

Shuttle Time Tutor from Fiji coaching the badminton player at the Special Olympics World Games 2023 Berlin.

# STORIES OF INCLUSION

## SPECIAL OLYMPICS GUAM

Collaboration between Guam National Badminton Federation and Special Olympics Guam in delivering badminton lessons regularly.

## SPECIAL OLYMPICS HONDURAS

## INTERNATIONAL DAY OF SPORTS FOR DEVELOPMENT AND PEACE

Two programs were conducted by BWF in Dubai to mark the occasion, in partnership with Special Olympics UAE, UAE Table Tennis and UAE Badminton Federation to promote Peace and Sport, AirBadminton & virtual webinar.

# SOCIAL MEDIA: AMPLIFYING BADMINTON STORIES

Through the Special Olympics–BWF partnership, social media has become a dynamic platform to share athlete stories, celebrate achievements, and drive inclusion worldwide.

Posts highlight athletes preparing for competitions, achieving milestones, and inspiring their communities. Stories like the World Games Training Pledge and features on World Autism Day demonstrate the power of communications to amplify voices and transform programs into global engagement.

## Engagement Snapshot - Special Olympics

***Badminton-focused posts***

**240 - 332 likes per post**
**1-2 comments per post**

**60 - 215 reactions**
**10-33 shares**

**11-32 likes**
**6-7 reshares**

**2-78 reactions**
**1-2 comments per post**

## Feature Post

# FANSIDED CAPTURES THE POWER OF BADMINTON

**“I want to do this”**

*– Jayne Bowman*

It all began when Jayne Bowman, initially uninterested in sports, watched a Special Olympics badminton game and declared, “I want to do this.” That moment ignited her passion and sparked a journey of self-discovery and inclusion - masterfully captured in a FanSided article, “Special Olympics and BWF are working to spread the benefits of Badminton.”

The article highlights why badminton is uniquely suited to Special Olympics, thanks to its demand for attention, focus, eye contact, coordination, and its accessibility as a non-contact, low-equipment sport that fits small spaces.

# GAMES AS A PLATFORM

## Special Olympics World Games Berlin 2023

Ambassador Meet & Greet

Unified Sport Experience

SOI & BWF Leadership discussion

Pledge signed & Equipment

The Special Olympics World Games serve as the movement's largest stage to showcase its true spirit. In partnership with BWF, a series of initiatives were delivered to elevate badminton - promoting the sport, raising awareness, and inspiring athletes. These efforts not only engaged global audiences but also motivated players training in their communities every day, fueling their hopes of one day representing their country on the World Games stage.

SPECIAL OLYMPICS
WORLD GAMES
BERLIN 2023

Young Athlete & Shuttle Time

AirBadminton

SOI Panel Discussion

SOI Program Leader Forum

# CELEBRATING WORLD BADMINTON DAY

Each year on 5 July, the Badminton World Federation celebrates World Badminton Day, a day dedicated to championing the joy, inclusivity, and global spirit of badminton.

On World Badminton Day, Special Olympics highlighted the growth of badminton in Latin America, spotlighting athletes like Francisca "Fran" Belén Baldevenito Guadalupe from Chile.

**"Practising badminton and physical activity helps me stay healthy. I love being able to represent my country and my school while getting to know new friends."**

***– Francisca "Fran" Belén Baldevenito Guadalupe***

# BWF SHUTTLE WORLD MAGAZINE

Stories of inclusion and the transformative power of sport are regularly featured in the Badminton World Federation's Shuttle World Magazine, a quarterly publication with global reach. Each edition highlights inspiring initiatives, athlete experiences, and innovative programs that promote accessibility and participation in badminton. Reaching a diverse audience of players, coaches, fans, and badminton enthusiasts around the world, the magazine serves as a vital platform to showcase how the sport is creating meaningful opportunities, breaking barriers, and fostering inclusive communities.

SHUTTLE WORLD BWF

MAY – JULY 2022 / EDITION NO. 38

## Silver linings in the pandemic cloud

SHUTTLE WORLD BWF

FEBRUARY 2021 / EDITION NO. 32

## Desert metropolis to badminton hub

SHUTTLE WORLD BWF

JULY 2023 / EDITION NO. 42

## Milestone for inclusive badminton



### Dual Career Scholarship Updates

### BWF Coverage of Special Days

# BWF SHUTTLE WORLD MAGAZINE

SHUTTLE WORLD BWF

JULY 2020 / EDITION NO. 30

## Online sessions a super hit in Arab world

Online development initiatives by the Arab Badminton Federation with support from BWF have been enthusiastically received by badminton communities across the Arab world.

Around 1,491 participants attended the nine online sessions, while engagement on Facebook recorded over 29,000 impressions – impressive statistics for the initiative that began in mid-May.

Among the special sessions was a seminar on organising of the Special Olympics. Held on 22 June 2020, it was a collaboration between BWF, Special Olympics UAE, Special Olympics Middle East & North Africa, and the Arab Federation Union.

BWF's presentation, 'Coaching Players With Intellectual Disability' was made by Jeffer Ebrahim, BWF Dubai Badminton Development Manager. The seminar was attended by 220 coaches and received excellent media coverage, with over 230 articles in Arab media.

With restrictions on group physical activity over the last few months due to the COVID-19 pandemic and lockdown, the Arab Badminton Federation started the online sessions to spread awareness on various aspects of badminton. The first session was 'Home Training From a Physical Perspective' by Dr. Mohammed Thyabat from Jordan.

Subsequent sessions dealt with other topics, such as values and ethics (Dr. Moussab Hamad), building motor programmes (Dr. Wessam Salah), athletes' lifestyle (Dr. Osama Allaisi) and arbitration (Ahmed Asad).

Another initiative in the early weeks of the pandemic was on raising the importance of social distancing, with videos created by players.

Ebrahim, who helped coordinate the sessions, says the response surpassed expectations.

"There's huge interest from the Arab community," he says. "The current initiative started after the lockdown began, and we thought of delivering content to Arab countries. This was an opportunity to reach out. Now there are hundreds of people viewing our sessions online. The sessions are over Zoom and shared on Facebook. The last session had around 100 participants and a reach of over 20,000 people on Facebook."

The Arab Badminton Federation, led by Dr. Sawsan Taqawi, was established in 1996 and has 17 Member Associations. The potential for growth of badminton in the region is thus immense, as there are 22 nations with Arabic as official language.

Ebrahim senses a new zeal for learning aspects about badminton apart from on-court drills. A significant number of participants are coaches who seek to enhance their knowledge on training students.

"The coronavirus situation created this arrangement," he says. "Previously, many people didn't believe in online learning. They preferred face-to-face interactions, but now everyone is moving online, and looking for course content. In many cases, clubs ask coaches to do online courses.

"So now they have discovered a new way to learn. We are one of the few Arab federations to offer online education. A majority of those who attend our sessions keep coming back. We offer a certificate of participation and it's useful to those interested in self-development."

Ebrahim believes badminton is an ideal sport for the Arab world, particularly among female participants, for it is played indoors, is non-contact, and can be played in relatively small spaces.

"We see people from other sports coming to our sport. Many people can play basic badminton at home. It's safe, and you don't break things."

Sarah Yousif is Shuttle Minister in charge of the U15 Arab Games. Yousif (pictured) hopes more girls will take up the game.

BADMINTON WORLD FEDERATION

SHUTTLE WORLD BWF

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## BADMINTON FEATURES AT SPECIAL OLYMPICS

In March, Badminton celebrated its biggest event for people with an intellectual disability at the Special Olympics World Games in Abu Dhabi.

Badminton was among 25 sports on the programme of the Games, which showcased the sporting prowess of people with intellectual disability from 13 to 21 March.

This also extended to officials, with participants in the SOOPA programme (that encourages Special Olympics athletes who have grasped a sport to become certified officials), taking part as first judges.

There were 13 medal divisions in badminton – five men's, five women's, and three mixed. Overall, 7,500 athletes from 190 nations participated, marking a new high in the 50-year history of the Special Olympics.

BWF continued to deepen its engagement with Special Olympics International (SOI), with BWF President Poul-Erik Høyer and Ambassadors Peter Gade and Wang Yihan attending the event.

"I'm very happy that we have come so far. Special Olympics means that badminton is able to embrace inclusion. It's very important that we can include a lot of players so that hopefully everybody will be able to play badminton in the future," said Høyer.

SHUTTLE WORLD BWF

APRIL 2021 / EDITION NO. 33

## Horizon broadens

Despite the challenges presented by COVID-19, BWF's Development department, in conjunction with Member partners, successfully conducted a few initiatives in Quarter 1 of 2021.

### AirBadminton

- El Salvador Badminton Federation organised a competition for 29 participants as part of its official AirBadminton launch.
- With indoor sports arenas still not open, Costa Rica Badminton Association held an AirBadminton festival on grass to introduce and promote the game nationally.
- A number of clubs ran AirBadminton events across Australia on different surfaces.

### Tunisia Development Programmes

- A six-day Coach Education Level 1 course in Arabic by Badminton Confederation of Africa Development Officer Ahmed Reda alongside BWF Dubai Badminton Development Manager Jeffer Ebrahim was held in March for 15 participants. A Para badminton workshop then introduced them to the sport's six classes. A two-day Shuttle Time Tutor Course capped the experience, with the newly-certified tutors now ready to expand the programme to cities across Tunisia.
- Tunisia welcomed AirBadminton with a workshop and competition for 24 participants in Tozeur. Org El Jamel, famous for being the filming location of Star Wars, provided a stunning backdrop. It also served as a test event for an international AirBadminton competition planned for November 2021.
- Graced by government officials, including the Minister of Education and Governor of Tozeur, the Tunisia Annual Badminton Development Conference highlighted recent achievements by Tunisia Badminton Federation and explored opportunities to grow the sport.
- Reda, alongside several newly-certified tutors, led an inclusive AirBadminton session in Sfax with able-bodied and Para players. The team then visited the Higher Institute of Sport and Physical Education of Sfax to discuss Shuttle Time implementation at universities.

### Virtual Graduation

- BWF held its first "virtual graduation activities" for the pioneer groups of the groundbreaking Coach Education Level 3 course. The first two pilots were run in Malaysia and Denmark and the 20 graduates explored high-level topics in coaching, followed by a long-term project under the supervision of course tutors.
- The third and final pilot was held in Peru in 2019, with a group of candidates now nearing graduation.

### International Day of Sports for Development and Peace

- Two programmes were conducted in partnership with Special Olympics UAE, UAE Table Tennis and Badminton Association and Peace and Sport in Dubai to mark the day on 6 April.
- The first was an AirBadminton session held next to the iconic Burj Khalifa, featuring a session in which two Para badminton players participated alongside able-bodied peers.
- The second, a webinar titled 'Inclusive Badminton For All' and addressed by BWF Senior Development Manager John Shearer, had 63 participants. Shearer's presentation focused on BWF's initiatives in fostering the inclusion of various communities – such as those with physical or intellectual disabilities, or from disadvantaged or displaced backgrounds.

SHUTTLE WORLD BWF

FEBRUARY - APRIL 2022 / EDITION NO. 37

## Dubai Legacy Projects

### January-March
**Unified Champion Schools (UAE)**

As part of the Special Olympics Unified Champion Schools programme, UAE Badminton and Special Olympics UAE delivered four Shuttle Time Teacher Training courses to more than 70 teachers in the first quarter of 2021.

The aim of the courses was to qualify teachers to run inclusive, fun and enjoyable badminton sessions by implementing Shuttle Time activities.

In addition, participants were encouraged to form unified badminton clubs at their schools to provide inclusive opportunities for the people of determination.

The Special Olympics Unified Champion Schools is aimed at promoting social inclusion through intentionally planned and implemented activities affecting universal change.

With sports as the foundation, the three component model offers a unique combination of effective inclusive sports, youth leadership opportunities with tools and training, and whole school engagement to create climates of acceptance.

Students with intellectual disabilities feel welcome and are routinely included in all activities, opportunities, and functions.

### February
**West Asia Para Games 2022 (Bahrain)**

The 3rd West Asia Para Games in Bahrain (19-26 February) featured badminton for the first time in its history.

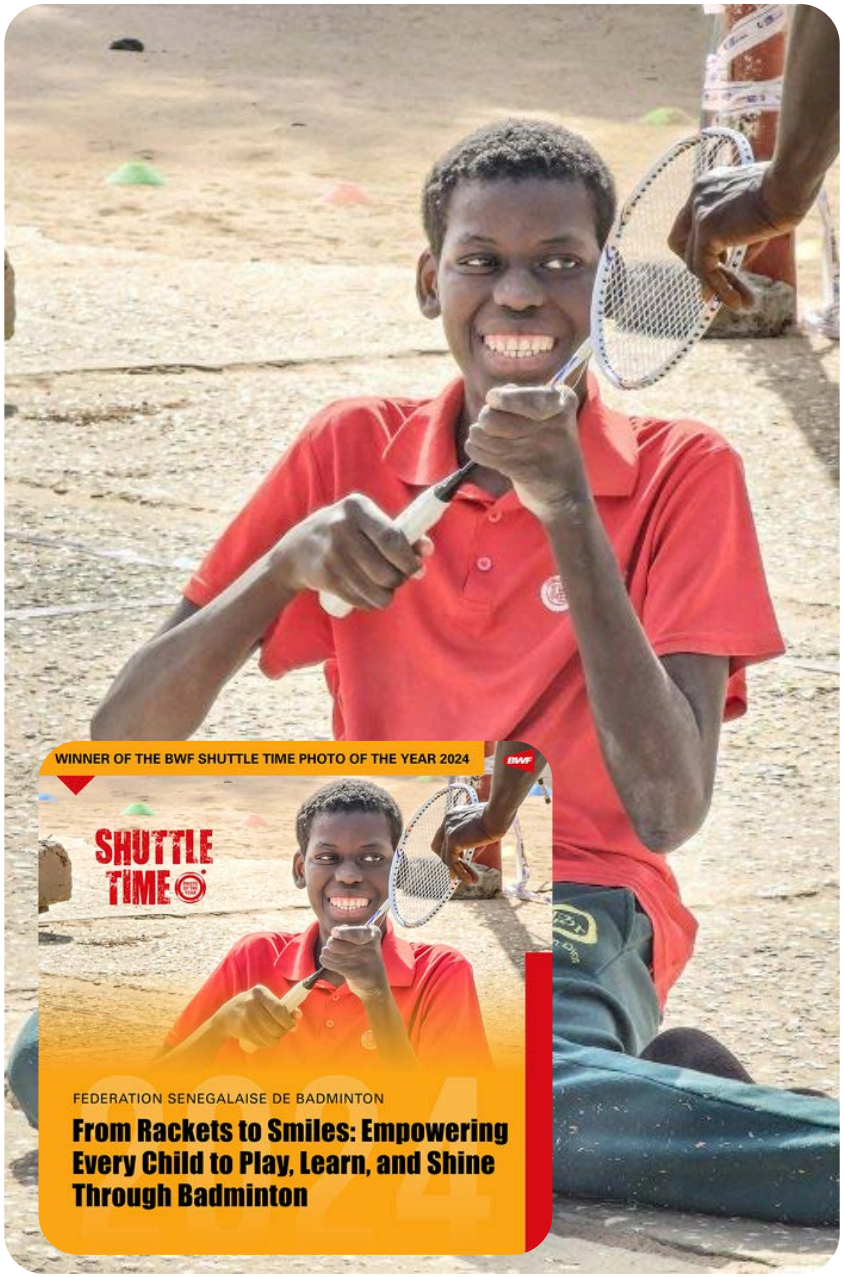
As many as 700 athletes from 11 countries competed in seven sports, with the Games providing an ideal platform to showcase the region's badminton talent at its biggest Para multi-sport event.

Six countries participated across eight classes and nine gold, seven silver and 12 bronze medals were awarded to winners.

**International celebrations supported in Q1:**

- **International Women's Day**
  https://development.bwfbadminton.com/whats-new/international-womens-day-eu-gives-back-to-badminton
  https://development.bwfbadminton.com/whats-new/female-participation-giant-breaks-new-ground
  https://development.bwfbadminton.com/whats-new/international-womens-day-leadership-lessons-open-up-possibilities-for-cathrine-rosengren
- **World Autism Awareness Day**
  https://development.bwfbadminton.com/whats-new/playing-with-autism-and-how-a-superhero-friend-helps
- **International Day of Sport for Development and Peace**
  https://development.bwfbadminton.com/whats-new/raise-your-whitecard-for-peace-in-sport
- **World Health Day**
  https://development.bwfbadminton.com/whats-new/world-health-day-pick-up-a-racket-and-get-active

# CELEBRATING INCLUSION




## SHUTTLE TIME PHOTO OF THE YEAR

Special Olympics Senegal and the Senegal Badminton Federation won the 2024 Shuttle Time Photo of the Year, taken of Special Olympics athlete Abdou Dieng during a Shuttle Time program in southern Senegal.

## BWF INCLUSION AWARD 2022

Special Olympics UAE and the UAE Badminton Federation won the Badminton World Federation's Inclusion Award at their Annual General Meeting in Bangkok, Thailand in 2022.

# Contact Information

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Special Olympics

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