

Stronger Together

The Power of World Games

18 June 2024

*For the best viewing experience, we recommend
watching the webinar recording.*

Special Olympics



Your Host



Emanuelle Dutra Fernandes de Souza

- Special Olympics Brazil Athlete
- Special Olympics International Board Member
- Former Sargent Shriver Global Messenger

Photo: Emanuelle Dutra, alongside her Sargent Shriver Global Messenger colleagues, speaks during the Opening Ceremony of the Special Olympics World Games Berlin 2023 on 17 June, 2023

Welcome




Tim Shriver

- Chairman of the Special Olympics International Board of Directors

Photo: Tim Shriver, alongside Sargent Shriver Global Messenger Emanuelle Dutra, speaks during the Opening Ceremony of the Special Olympics World Games Berlin 2023 on 17 June, 2023

Interpretation



- This webinar is available for interpretation in the following languages:
 - Easy/Simplified German
 - Easy/Simplified English
 - Spanish
 - French
 - Arabic
 - Russian
 - Mandarin (Chinese)
- To activate, please click the  icon at the bottom of your screen in Zoom and choose your language
- To note that one portion of this webinar will be in German; English speakers should select “English” to hear the interpretation from German



SPECIAL OLYMPICS
WORLD GAMES
BERLIN 2023

Successes and Legacy

Sven Albrecht

CEO Special Olympics World Games Berlin 2023, National Director

Special Olympics Germany

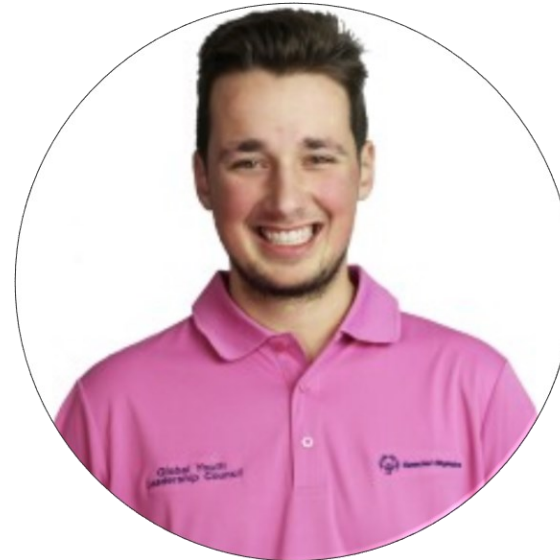
Special Olympics World Games Berlin 2023

Successes and Legacy



Sven Albrecht

CEO, Organizing Committee
special Olympics World Games
Berlin 2023; CEO, Special
Olympics Germany



Louis Kleemeyer

CEO, Unique United / Event
Inclusion Manager; Athlete,
Special Olympics Germany;
Member, Global Youth
Leadership Council



Natascha Wermelskirchen

Athlete, Special Olympics
Germany; first German Torch
runner World Games Berlin
2023

Special Olympics World Games Berlin 2023



Vision

Using the connecting of sports to create an inclusive society.

Objectives

Increasing the perception

Showing the world as it should be and shape an inclusive society by making the invisible visible - our athletes!

Enable encounters

Creating encounters and actively involving people with intellectual disabilities in the organization of the games.

Creating Recognition

Advocating broad, equal social recognition and the right to self-determination; showcasing the uniqueness, capabilities and talents of people with intellectual disabilities.

- **Creating lasting impact**
- **Unique opportunity for societal change**

FACTS & FIGURES

224
HOST TOWNS

330.000
SPECTATORS

176
DELEGATIONS

18.000
VOLUNTEERS

1.800
MEDIA REPRESENTATIVES

4.300
HONORED GUESTS

110.000
TICKETS
ISSUED

15.351
HEALTHY ATHLETES®
SCREENINGS

6.000
ATHLETES &
UNIFIED PARTNERS

3.000
COACHES &
DELEGATIONS STAFF

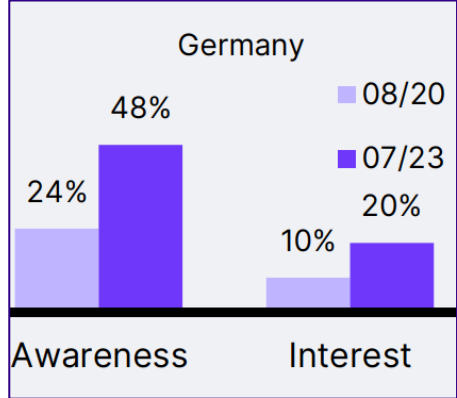
- 48% female Athletes ←
- 50.000 Opening Ceremony Spectators ←
- 6.000 Family Members ←
- 591 hours Media coverage (Streaming and TV) ←
- 60+ Ministers and Government Officials ←
- 98% of Delegations attending Healthy Athletes® ←
- 93% of Athletes who were happy with the overall experience at the Games ←
- 78% of Athletes achieved a personal best performance at the World Games in Berlin ←
- 10,9 billion Event impressions in media ←
- 255,1 Mio. € Total economic value added for the city of Berlin through SOWG 2023 ←



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BERLIN 2023

Remarkable results

Awareness
SOWG has had extremely high impact and reach beyond the region.



TOTAL IMPRESSIONS including website, broadcast, print/online, social, etc.
Over **72 BILLION**

NEARLY **2 MILLION** WEBSITE VISITS TO **BERLIN2023.ORG**

38.6 MILLION COMBINED **SOCIAL MEDIA IMPRESSIONS** FOR GAMES (INCLUDES SOI AND BERLIN 2023 PROPERTIES)

Interest in attendance
of sporting events of people with intellectual disabilities

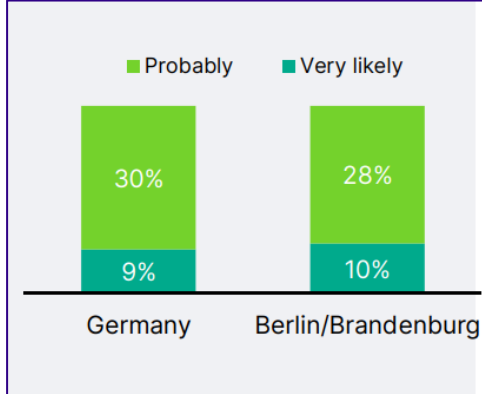
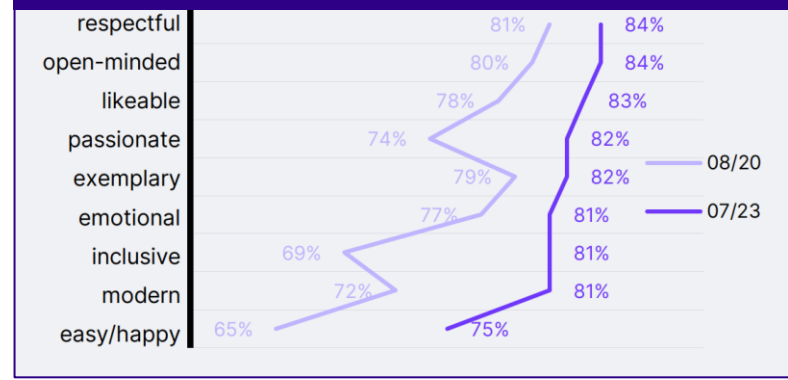
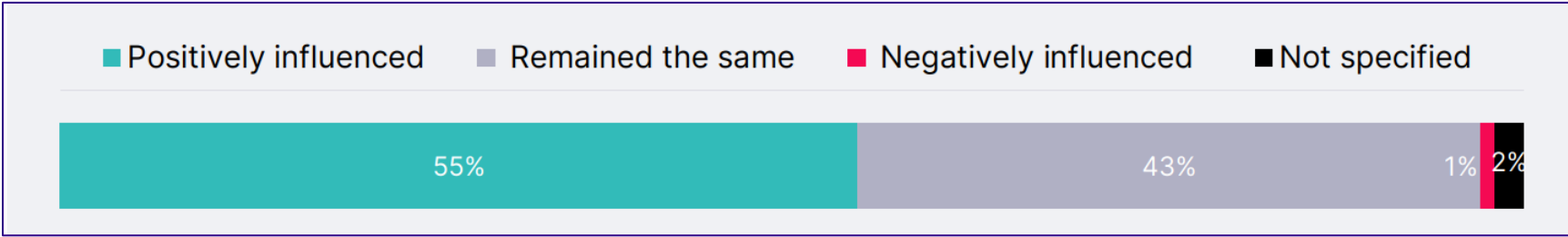


Image of the SOWG,
measured along various attributes



Impact
Positive Impact on perception of people with disabilities



Guests on-site and online are sharing their best memories and legacy moments...



Sven Albrecht in dialogue with representatives of the Berlin Senate and the German Federal Ministry of the Interior and Community in front of Brandenburg Gate...



... and on screen, with Natascha Wermelskirchen, German SO Athlet and Louics Kleem and SO Athlet, LOC staff and member of the Global Youth Leader Council Louis Kleemeyer.



Our final report is released – we hope you enjoy the read:

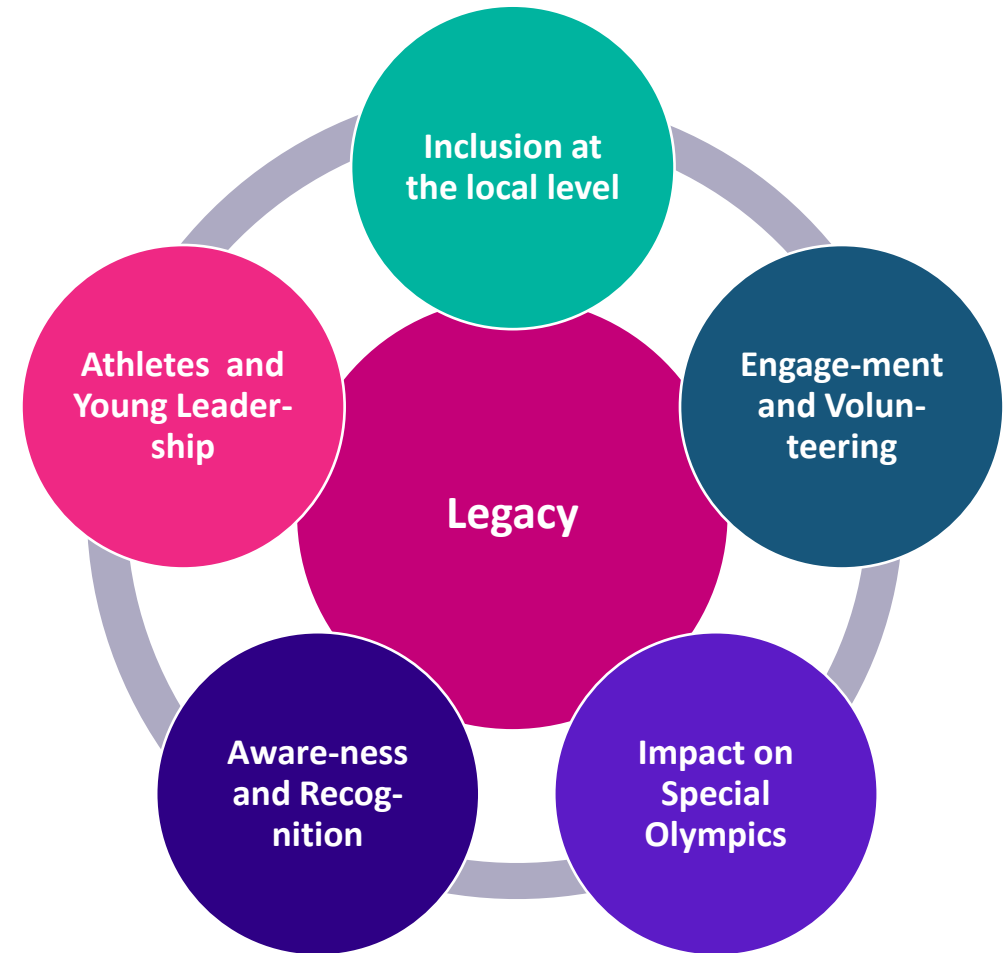
[Download Final Report](#)

Post-Games Legacy Approach

Objectives

- Building upon achievements
- Keeping momentum
- Maintaining networks and partnerships
- Securing structures
- Anchoring impact
- Developing strategies for upscaling

Focus Areas



Athletes, Youth and Young Leadership



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BERLIN 2023

- Kickstarting the #UnifiedGeneration in Germany
- Strengthen sport in schools (resolution of the Standing conference of the Ministers of Education)
- Athletes as driver of the organisation



Inclusion at the local level

Host Town Programm: 250+ municipalities

Positive short-term results,
but requires continuous efforts
for long-term impact

#InclusiveTogether 2.0:

- Municipalities as key partners for paradigm shift
- **Multi-stakeholder cooperation**
- **Host Town Congress 2024**
- **Online Self-Learning Courses**
- Special Olympics as partner and service provider

Main Goal: Increasing the number of
athletes and self determination



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Engagement and Volunteering

- Wide societal activation
- Manifold volunteer motivation to be build on: Interest in sports events, interest in inclusion, amazing experience at the World Games
- Strategy development for long-term (inclusive) volunteer activation (focus on youth and inclusive civic engagement)
- Upscaling and knowledge transfer to other events: Inclusive tandems, wellbeing / safeguarding measures, ...



Awareness and Recognition

Media support

- Successful media alliance also covering National Games
- Media and TeamSOD
 - - Continued media support for Team SOD
 - - Media coverage as valuation of athletes performance
- Lasting interest and increased capacity and expertise within media houses for inclusion agenda



Political support

- Political backing on all policy levels
- Lasting political agenda setting
 - - Referenced in various political resolutions
 - - Focus of official participation recommendations
- Political commitments beyond the World Games

SO Germany and Beyond Germany

Special Olympics Germany

- Key player for sport-inclusion nexus and large-scale sports events
- Advanced network of partners and supporters
- Additional recognition and support for subprograms
- Extended board structure

Beyond Germany

- Int. dialogue on inclusive discourse
- Increased attention in home countries
- Lasting Host Town relationships
- Sport for Development Partnerships



Thank you!



Movement Legacy Panelists



German Olympic Sport Confederation in Africa



Tobi Antoni

Project Manager
International
Relations with the
German Olympics
Sport Confederation



Susan Masila

National Director of
Special Olympics
Kenya, and Director of
Development and
Government Relations
for the Special
Olympics Africa Region

Global Coalition for Inclusion



Florette Blackwood

Senior Strategist on
Sport and Gender,
Ministry of Culture,
Gender,
Entertainment and
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Ivan Radovic

National Director,
Special Olympics
Montenegro

Special Olympics Health & Starkey



Brandon Sawalich
President and CEO,
Starkey



Vignesh Naik
Athlete, Special
Olympics Bharat



Cyril Lopes
Mentor of Vignesh



Sheetal Negi
Coach of Vignesh

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Tobi Antoni

Project Manager

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the German Olympics Sport
Confederation



Susan Masila

National Director, Special
Olympics Kenya; Director of
Development & Government
Relations, Special Olympics
Africa

Inclusion Through Sports



Inclusion Through Sports



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Global Coalition for Inclusion



Florette Blackwood

Senior Strategist on Sport
and Gender, Ministry of
Culture, Gender,
Entertainment and Sport,
Jamaica



Ivan Radovic

National Director,
Special Olympics
Montenegro



SPECIAL OLYMPICS

GLOBAL LEADERSHIP COALITION FOR INCLUSION

Major Donor

ΙΣΝ / SNF

ΙΔΡΥΜΑ ΣΤΑΥΡΟΣ ΝΙΑΡΧΟΣ
STAVROS NIARCHOS FOUNDATION

Global Leadership Coalition for Inclusion | Goals



30+ NATIONS

commitment to the Special Olympics Coalition.



\$100 MILLION

in new government support for inclusive education through sport program.



Inclusive education programming in **150,000** new schools, community centers and sports clubs globally.



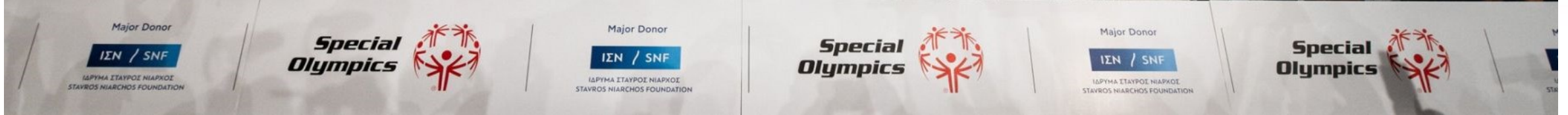
2,000,000 YOUTH

with and without intellectual disabilities, engaged in inclusive programming.

The Coalition, funded by a grant from the Stavros Niarchos Foundation (SNF), also includes key global and civic stakeholders including the United Nations Population Fund (UNFPA), the UN Refugee Agency (UN- HCR), Lions Clubs International Foundation, Fondation Botnar and textile brand H&M Move.

Members of the Global Coalition for Inclusion

Berlin



Members of the Global Coalition for Inclusion

Jamaica signing event, 17 January 2024



Global Leadership Coalition for Inclusion | Current Members



***ARAB REPUBLIC OF EGYPT**



***HIS MAJESTY'S GOVERNMENT OF GIBRALTAR**



***MONGOLIA**



***REPUBLIC OF ICELAND**



***REPUBLIC OF SOUTH AFRICA**



REPUBLIC OF ANGOLA



***REPUBLIC OF GHANA**



***REPUBLIC OF KENYA**



***MONTENEGRO**



***REPUBLIC OF MALTA**



***THE UNITED ARAB EMIRATES**



REPUBLIC OF KOSOVO



***REPUBLIC OF SEYCHELLES**



***JAMAICA**



***PEOPLE'S REPUBLIC OF CHINA**



***REPUBLIC OF PANAMA**



REPUBLIC OF PARAGUAY

**Inaugural member*

Members of the Global Coalition for Inclusion

Ghana signing event, 27 November 2023



Members of the Global Coalition for Inclusion

Kosovo signing event, 22 April 2024



Members of the Global Coalition for Inclusion

Montenegro signing event, 19 July 2023



Members of the Global Coalition for Inclusion

Iceland signing event, 30 April 2024



Members of the Global Coalition for Inclusion

Coalition launch in Berlin at World Games, 18 June 2023



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Special Olympics Health & Starkey



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President and CEO,
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Vignesh Naik
Athlete, Special
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Cyril Lopes
Mentor of Vignesh



Sheetal Negi
Coach of Vignesh



Starkey Cares in partnership with Special Olympics International fit athletes from all over the world with hearing aids at the World Games Berlin 2023.

[Click image to watch video](#)



Click image to watch video <link
to be added 24 June>