



SPECIAL OLYMPICS
**1ST PAN AFRICAN
GAMES**
EGYPT 2020



**A LEGACY OF
FIRST-EVERS**
EVENT REPORT



HISTORY-MAKING

SPECIAL OLYMPICS WORLD GAMES ABU DHABI 2019

In March 2019, the emirate of Abu Dhabi hosted 7,000+ Special Olympics athletes from 200 nations to compete across 24 sports. This was not only the first-ever Special Olympics World Games to be held in the Middle East/ North Africa (MENA) region, it was also the first-ever World Olympic Games of any kind to be held in the region.

What seemed to be a distant dream became a spectacular reality, thanks to the ever-mounting support of the United Arab Emirates' (UAE) leadership. Abu Dhabi and the UAE had the vision for every nation to be represented at the Games, and mobilized the resources to help new countries establish Special Olympics programs and to achieve the accreditation necessary to join the Games.

Ultimately, the Special Olympics World Games Abu Dhabi 2019 was the biggest Special Olympics World Games to be ever held, outnumbering the previous Los Angeles World Games 2015 across

many fronts, including the numbers of nations participating, athletes, volunteers and spectators.

The Games also helped to break down gender barriers, with Saudi Arabia sending female athletes to a Special Olympics event for the first-time ever.

This was not the UAE's first time to host Special Olympics Games. In fact, the country has hosted the 5th and 6th Special Olympics MENA Regional Games, in the years 2006 and 2008.



As part of the legacy of the World Games, Eng. Ayman Abdel Wahab, Special Olympics MENA President, received His Excellency Ambassador Yousef Al Otaiba at his first board meeting.

Last but not least, the UAE has supported Egypt in hosting the first-ever 2020 Special Olympics Pan-African Games.

Thus, the MENA region, empowered by visionary country leaders, continues to strategically write history to support a continuously evolving series of first-overs over time.

Today, with your presence and participation, we send a message to the world that nothing is impossible when there is determination. Only a strong will can make a difference. I applaud all the people of determination for their strong will and determination to climb to the top.

His Highness Sheikh Mohamed bin Zayed Al Nahyan

Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces



A LEGACY OF FIRST-EVERS

We have re-written history again with the Special Olympics 1st Pan-African Games Egypt 2020, under the Auspices of H.E. Abdel Fattah El Sisi, President of Egypt and Chairperson of the African Union. The Games were held from 23rd to 31st January 2020, in cooperation with Ministry of Youth & Sports, and the Ministry of Social Solidarity.

We stunned the world by hosting the first-ever World Games in the Middle East in 2019, and we have continued to achieve the impossible. We have re-written history with a series of firsts: the first-ever Pan-African Games, the first Games with 50% female participation and the first-ever unity of two regions.



Eng. Ayman Abdel Wahab
Chairman, Games Local Organizing Committee
Regional President, Special Olympics MENA

This is monumental; the Games represented the perfect opportunity for athletes in Africa to showcase their skills and personal best at a continental event. A once in a lifetime opportunity for some!



Charles Nyambe
Regional President, Special Olympics Africa

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Overview



A close-up photograph of a person's arm and hand reaching out towards the right. The skin is dark and the hand is open, with fingers slightly spread. The background is a soft, out-of-focus field of colorful flowers in shades of blue, orange, and pink. A dark blue horizontal band is visible at the top of the image.



- 1st Ever Special Olympics Africa Games
- 1st Ever Pan-African Games in the history of Special Olympics





EGYPT HOST COUNTRY

Egypt is located in the heart of the world, overlooking two seas, and has the Nile flowing through it. Lasting for almost 7,000 years, it is considered to be one of the oldest and richest civilizations. It is home to one of the Seven Wonders of the Ancient World. After hosting the Special Olympics MENA Games for the first time in 1999, Egypt continues to be the hub where history is re-written, having done so once again with the Special Olympics 1st Pan-African Games Egypt 2020.

GAMES OVERVIEW

For the very first time, two Special Olympics regions joined forces to create one unified Pan-African Games. These Games invited 800 delegation participants from 42 countries to participate in a series of sports and non-sports events. The series of **first-ers** does not end there; for the first time in the history of Special Olympics, the Games have boasted an unprecedented 50% female participation rate. The Games were held from 23 to 31st January 2020, under the auspices of Abdelfattah El Sisi, President of Egypt and Chairperson of the African Union.

The Games' legacy will live on, not only in Egypt, but will also be extended with Rwanda's commitment to host the second African Games, in addition to serving as a best-practice of how two Special Olympics regions can join forces to deliver unique Games.



THE LOGO EXPLAINED

The main idea behind the logo is to integrate everything the Games represent into one common symbol. The main aspect is the map of Africa, which emphasizes the involvement of the continent as a whole with both regions. If you look closely, you will find an African face on the right, and if you zoom out you will see the traditional Zulu headpiece representing a woman; representing gender equality. The Special Olympics logo symbolizes the merging of the continent to create the first-ever Pan-African Games. Lastly, the pattern often seen alongside the logo showcases different icons signifying the African origin.



GLOBAL AMBASSADOR HUSSEIN FAHMY

Special Olympics Global Ambassador and renowned Egyptian celebrity Hussein Fahmy demonstrated his true commitment to the movement once again through his active participation at all key events during the Games.

Pictured here is Hussein Fahmy and a Special Olympics Rwanda athlete who happily awarded him with his Gold medal at the Closing Ceremony, as a symbol of gratitude for his ever-mounting support.



STATISTICS AT A GLANCE

531

PARTICIPANTS

34

DELEGATIONS

4

SPORTS

9

**NON-SPORT
EVENTS**

124

**SPORTS HEATS
& MATCHES**

50+

**ENTITY
PARTNERS**

743

VOLUNTEERS

54.7M

**DIGITAL MEDIA
REACH**



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OPENING CEREMONY

DATE: 26th January 2020

LOCATION: 30th June Stadium, Cairo Egypt

A spectacular opening ceremony was held for the Special Olympics 1st Pan-African Games Egypt 2020. Thousands of diversified Pan-African spectators attended, including ministers, ambassadors, celebrities, families, sponsors, and fans. A true display of unity and fusion between cultures encompassed the event, as they engaged in an engaging night utilizing the latest visual mapping technology (3D mapping). The opening ceremony included torch lighting by athletes, a personalized theme song reveal, a dance show and an impressive fireworks display.





TORCH LIGHTING

1

Unity was demonstrated across all aspects of the opening ceremony; gender, nationality, language and ability level. The torch lighting engaged a representation of athletes from all participating countries, and the flame was finally lit by female athlete and a male athlete from the MENA and Africa regions respectively.



2



THEME SONG REVEAL

A specially created theme song for the Games, "There is Hope" was performed by renowned Egyptian singer Medhat Saleh, and rising star Kenzy Turkey. Written by Ayman Bahgat and composed by Bilal Surur, the song utilizes a fusion of African beats to display key message of hope and possibilities when united hand-in-hand.

DANCE SHOW

3

A unique series of dances were performed during the Opening Ceremony, with African-infused moves and song beats, which blended perfectly with the accompanying colourful visual mapping display of the entire stadium flooring around the stage.



4



FIREWORKS

The ceremony was concluded by an outstanding fireworks display that lit up the night sky, dazzling spectators, who remained seated craving for more.



SPORTS

The Special Olympics 1st Pan-African Games Egypt 2020 gathered athletes to compete in 4 sports, two of which are team sports (Football and Basketball), and the other two of which are individual sports (Athletics and Bocce). Given the limited resources of many African countries, those sports were chosen based on their spread across the continent, as a means of maximising the participation of the 42 invited Special Olympics programs.

SPORTS IN DETAIL

A range of sports heats and matches were done for each of the sports as detailed below:

- **Football:** traditional and unified for male and female.
- **Basketball:** traditional and unified for male and female.
- **Athletics:** 4X100m relay, running (25m, 50m, 100m, 200m, 400m, 800m & 1,500m), shot-put, soft ball and long jump.
- **Bocce:** Singles and doubles.

FEDERATION AGREEMENTS

Protocols were signed with three Egyptian federations (football, basketball and Athletics) prior to the Games commencement. These agreements have supported with the provision of sports equipment and coaches for the respective sports.

GAMES MANAGEMENT SYSTEM

The running of the Games was conducted through the Special Olympics Games Management System (GMS). All registrations were done via GMS, not only for families and volunteers, but also for athletes, unified partners and other delegates. The system was also used for divisioning, credentialing, competitions, and awards.



SPORTS EVENTS



FOOTBALL



BASKETBALL



2 Team Sports

A series of both traditional and unified football matches were held for males and females. They were held at 30th June stadium.

KEY STATISTICS

- Athletes & Unified Partners: **79**
 - **25** Females
 - **54** Males
- Teams: **12**
- Coaches: **32**
- Officials: **15**
- Matches: **15**
- Awards: **79**

A series of both traditional and unified basketball matches were held for males and females. They were held at Cairo stadium.

KEY STATISTICS

- Athletes & Unified Partners: **83**
 - **51** Females
 - **32** Males
- Teams: **9**
- Coaches: **32**
- Officials: **15**
- Matches: **19**
- Awards: **75**



BOCCE



Athletics



2 Individual Sports

A series of both singles and doubles Bocce heats were held for males and females. They were held at Cairo Stadium.

KEY STATISTICS

- Athletes: **50**
 - **27** Females
 - **23** Males
- Coaches: **23**
- Officials: **15**
- Heats: **17**
- Awards: **94**

A range of heats were held for Athletics; 4X100m relay, running (100m, 200m, 400m & 800m), shot-put, and long jump. They were held at Cairo stadium.

KEY STATISTICS

- Athletes: **150**
 - **91** Females
 - **59** Males
- Coaches: **56**
- Officials: **45**
- Heats: **73**
- Awards: **342**

GAMES ZONES

CAIRO STADIUM



30TH JUNE STADIUM



The Games were hosted at 2 venues; Cairo Stadium, and 30th June Stadium.

Cairo stadium hosted Basketball, Athletics and Bocce, in addition to a range of non-sports events.

30th June Stadium hosted Football, as well as the Opening ceremony.

AWARDING

111 AWARD CEREMONIES

590 AWARDS IN TOTAL

342
IN ATHLETICS

75
IN BASKETBALL

94
IN BOCCIE

79
IN FOOTBALL







Sports

STATISTICS AT A GLANCE

4

SPORTS

34

DELEGATIONS

124

SPORTS HEATS/
MATCHES

531

PARTICIPANTS

262

FEMALES

49%

269

MALES

51%

441

VOLUNTEERS

140

ORGANIZERS
& OFFICIALS

168

COACHES
& DELEGATES

111

DIVISIONS

111

AWARD
CEREMONIES

590

AWARDS



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NON-SPORTS

Young Athletes Program

Special Olympics Young Athletes is an early childhood play program for children with and without intellectual disabilities, ages 2 to 7 years old. Young Athletes introduces basic sport skills, like running, kicking and throwing. Young Athletes offers families, teachers, caregivers and people from the community the chance to share the joy of sports with all children.

A Young Athletes demonstration took place on 27th January 2020, as part of the Special Olympics 1st Pan-African Games Egypt 2020. It began by a parade of 50 unified Young Athletes with and without Intellectual Disabilities, supported by 30 volunteers and 12 Athlete Leaders.

Several speeches were given to salute the effort of our future athletes and acknowledge their courage, including speeches by Mary Davis- CEO for Special Olympics International, Eng. Ayman Abdel Wahab - President for Special Olympics Middle East/ North Africa, Charles Nyambe - President for Special Olympics Africa, in addition to Athlete Leaders from both regions.

Several stations were set up to develop different motor activities cognitive skills, including walking, running, jumping, throwing, kicking, balance, basketball and football. The activities were closed with a parachute exercise for all participants.

Participation ribbons and gifts were distributed to all participating Young Athletes.

Following the demonstration, a recreational session was offered by McDonald's Egypt, an Official Sponsor for the Games, offering children igniting more fun through singing, dancing and playing.

At the end of the day, the Young Athletes were invited, along with their parents, for Healthy Athletes screenings on their eyes, teeth and overall health. This came as a surprise to all parents, who were thankful for this unprecedented step that they had never been provided by any other organization.





“ The Young Athletes program prepares children with Intellectual Disabilities for sports competitions by the age of 8, through teaching them basic motor skills in a non-competitive and unified environment ”





Healthy Athletes Program

Despite the severe need, complex health risks & health disparities, people with intellectual disabilities are often deprived of health services and die on average 16 years sooner than the general population. In 1997, Special Olympics Healthy Athletes® began offering free health screening, health awareness and education to Special Olympics athletes in a welcoming, fun environment. When people with intellectual disabilities have access to health services, they also have more opportunities for education, employment, sports, and other pathways to reach full participation in society.

The first-ever Pan-African Games provided a one of a kind experience, including Healthy Athletes, with 1845 screenings conducted in just 5 days across 6 disciplines. Screenings were open to Athletes, Young Athletes, Motor Activity Training Program (MATP) athletes, Unified Partners and local non-athletes. For the first time, Special Olympics Strong Minds was introduced to Young Athletes and MATP athletes.

STATISTICS AT A GLANCE

1,845

SCREENINGS

6

DISCIPLINES

300+

VOLUNTEERS

30+

PARTNERS

1ST EVER

STRONG MINDS SCREENINGS
FOR YOUNG ATHLETES & MATP
ATHLETES

6 DISCIPLINES



Mary Davis- Chief Executive Officer for Special Olympics, Moneim- Special Olympics Egypt athlete, and Ayman Abdel Wahab- President for Special Olympics Middle/East North Africa during the Ribbon-Cutting for Healthy Athletes Opening.



The screenings were led by 5 Regional Clinical Advisors and Clinical Directors from MENA and Africa regions, in addition to 9 local clinical directors who helped with running the screenings on daily basis and training local volunteers.



As soon as I heard about the Pan-African Games, I felt the urge to volunteer, despite being in the midst of exams. I knew I wouldn't be seeing famous players like Mo Salah, and that was ok; because what I was really looking for was true rewarding moments by interacting with people with the purest hearts and strongest willpower. I believe my role in capturing Healthy Athletes screening data is indispensable. Following this great experience, and having a relative with Intellectual Disability, I look forward to becoming even more involved with Special Olympics in the future.

Volunteer

Golisano
FOUNDATION
Imagine the possibilities!

elezaby
pharmacy



Mahmoud Elnaggar

Behind the Scenes
Volunteer for Data Entry

At the Opening Eyes screenings, more than 250 sunglasses were distributed and 57 athletes received their customized eyeglasses.

More than 30 partners, including universities, clinics, health providers, pharmaceutical and equipment companies, hospitals and local NGOs participated and supported Healthy Athletes through equipment, general volunteers, and clinical volunteers.

Ain Shams University were able to provide a mobile dental clinic available for any immediate urgent referrals from Special Smiles screenings.

It was a privilege to have El Ezaby Pharmacy provide the majority of clinical and general supplies needed for the 5 days of screenings.



In preparation for the Healthy Athletes screenings conducted at the Special Olympics 1st Pan-African Games Egypt 2020, volunteer training sessions were held for recruitment and registration. An impressive 300+ volunteers were selected to participate, all of which benefited from orientation sessions on all screenings disciplines, guidance on quality of data collection, and awareness of how to deal with people with Intellectual Disability (ID).

ADJO'S EYESIGHT IS SAVED



Samar Soliman, volunteer at Opening Eyes, witnessed a life-changing experience during the Games. She recites the story of Adjo Mwuanyo, an athlete from Togo who was saved from blindness, thanks to the Healthy Athletes screenings and the full support of Al-Hayah hospital.

When Adjo arrived to have her Opening Eyes screening, she wasn't able to do the tests because she can't speak or see very well. The doctor wasn't able to examine her with the slit lamp device, requiring advanced examination with an ophthalmoscope, intra-ocular pressure measurement with a tonometer, and eye ultrasound.

As per the doctor's recommendation, Adjo was urgently referred to hospital, where she was diagnosed with a chronic problem in the retina of one eye and cataract in the other eye, requiring operation. Her vision was greatly obscured. Doctors were surprised as to how Adjo was living normally with such conditions, and that this was never discovered earlier.



It was a great experience for me in every sense. I am extremely grateful for being given such a chance to help the athletes, while trying to leave the best impact I could. It's incredible what we do with Special Olympics and I wish I could do even more at future events.

Samar Soliman
Volunteer at Opening Eyes





MENA Youth Leadership Summit



The 2020 Special Olympics Middle East North Africa Regional Youth Leadership Summit brought together youth with and without intellectual disabilities from eight Special Olympics Programs across the Africa and Middle East North Africa Regions to launch the next 50 years of the Special Olympics movement and drive initiatives for respect and inclusion in their home countries. The Programs in attendance included: Bahrain, Egypt, Kuwait, Lebanon, Morocco, Palestine and the United Arab Emirates with a guest delegation from Special Olympics Cote d'Ivoire.

During the three-day Summit, youth were equipped with the skills needed to return to their Programs and create inclusive communities through the power of youth engagement. Participants were offered a platform for brainstorming, sharing, and planning youth involvement in Special Olympics. While in Cairo, Youth Leaders met with their adult mentor to work on a project plan that they would implement in their school/ community upon return from the Youth Summit.

Special Olympics and Lane Global Youth Leadership teamed up for a ground-breaking collaboration to empower Youth Leaders with and without intellectual disabilities through the Lead to Include Project, with added support by Kantar, Microsoft, and local partner, UNFPA Arab States with whom a Regional Memorandum of Understanding was signed during Opening Session of the Summit. This project is bringing forth a new opportunity for Youth Leaders to develop plans to implement an inclusive vision of Special Olympics in their home communities.

STATISTICS AT A GLANCE

20

YOUTH LEADERS
With & without
Intellectual Disability
were trained



90%

of participants were **VERY SATISFIED** with the **YOUTH LEADERSHIP TRAINING** they received

91%

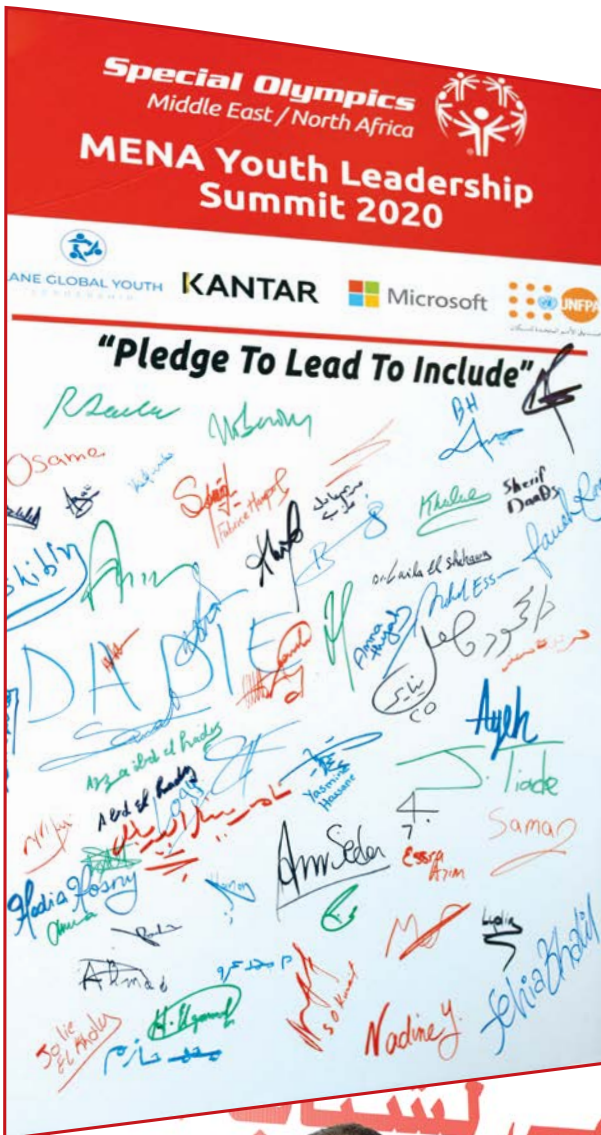
of participants feel they **GAINED SKILLS** to make sure **EVERYONE'S IDEAS** are heard in a group

8

PROGRAMS
Participated

90%

of participants feel **VERY CONFIDENT** in their ability to lead a project in their community to promote inclusion



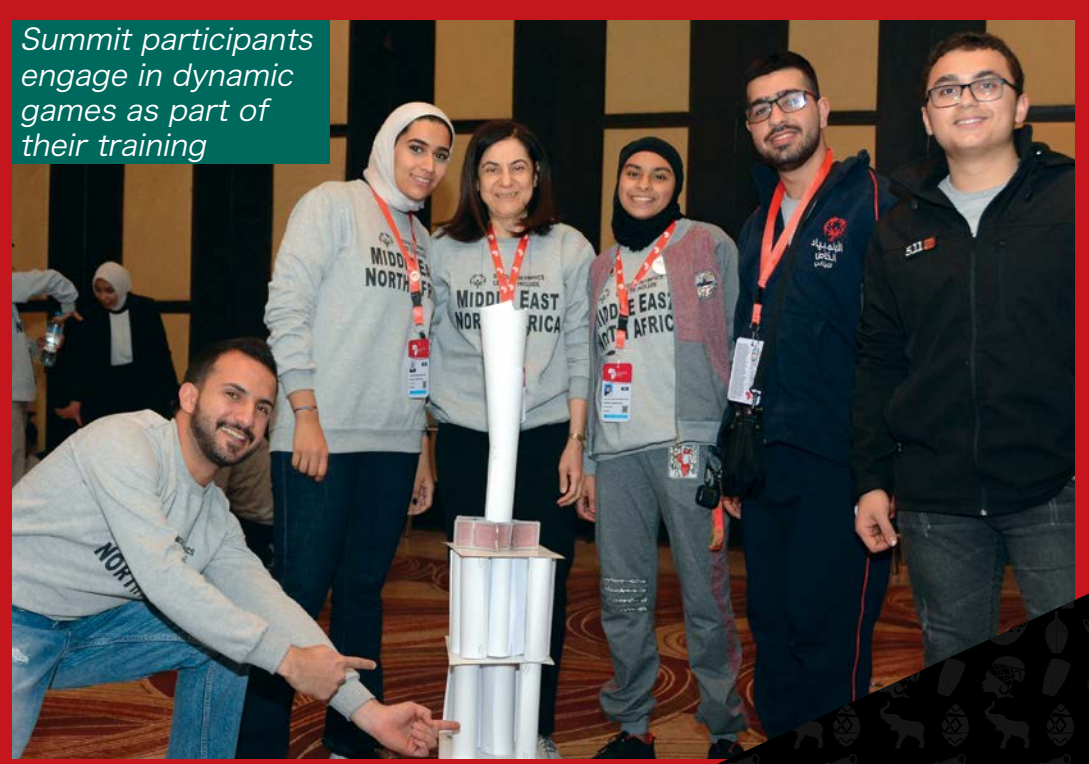
Youth leaders receive their certificates of recognition for their active participation at the Summit

OUTCOMES

The 2020 Special Olympics Middle East North Africa Regional Youth Leadership Summit offered the eight attending Programs a platform for sharing best practices, addressing critical issues and creating strategies for enhancing Regional youth engagement. Throughout the course of the three-day summit, Youth Leaders developed and expanded their understanding of how to drive social inclusion in their respective countries, cities, schools, and communities. Each delegation received a Youth Innovation Grant ranging from \$1,000 - \$2,000 USD to implement a project in their school or community based on the information they learned at the Youth Summit. These projects will be implemented in nine countries around the Middle East and Northern Africa to further promote inclusion in schools and communities.



Memorandum of Understanding (MoU) signing with UNFPA Arab States during the Youth Summit Opening Summit



Summit participants engage in dynamic games as part of their training

MOVING FORWARD

Special Olympics Middle East North Africa Regional staff will oversee the planning and implementation of upcoming national and local level Youth Summits across the Region. Participants of at the Regional Youth Leadership Summit will help to support the national and local-level Youth Summits and educate other Youth Leaders in their Programs about the power of the #UnifiedGeneration #LeadToInclude

VOLUNTEER SPOTLIGHT

Engagement Like Never Before



“What an Inspiring experience that was. It was my first time volunteering with an initiative involving children with special abilities, yet the Summit truly highlighted some key issues that unfortunately may go overlooked in our society today. Having a platform that highlights these key issues as we strive for inclusion we are able to not just enhance their life, but also get a better understanding on how we can play a pivotal role in creating a safe space for all!”

Ahmed Saleh

SUMMIT OPERATIONS

Youth Summit operations were led by a group of 23 volunteers, ranging from 13 to 23 years of age. These young people were a huge part of the Summit's success. Each volunteer left with a full heart and a desire to stay involved with Special Olympics. Through the Youth Summit, these volunteers learned how to engage a community of young leaders!

TRAINING SESSIONS

All training sessions were led by volunteers trainers. Each trainer came with a their own talents, and when they joined forces, they were able to deliver Special Olympics content beautifully and in an engaging way that kept all participants alert and excited throughout the Youth Summit.

PLEDGE VIDEO

Human Acts and Kira Productions, led by Mai El Naggar and Mahmood Kira, were the visionaries behind the Lead to Include pledge video. They gathered volunteers, led filming, and finalized production. They were thrilled to be involved and contribute to the success of the Summit.

DEDICATED SONG

Ahmed Nihad and Kenzy Turkey, two young Egyptians singers, created a beautiful song and music video for the first time ever for a Regional Youth Leadership Summit.



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Unified Sports Experiences

A series of Unified Sports Experiences were provided for sponsors during the Games, in order to showcase the abilities of Special Olympics athletes and demonstrate true social inclusion. Four key sponsors portrayed true commitment to the Special Olympics movement through their employees' involvement in a series of friendly Unified Sports matches, those being; SODIC real-estate company, McDonald's Egypt and Wadi Degla Clubs in Unified Basketball, and Nestlé Egypt in Unified Athletics.



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Motor Activity Training Program (MATP)

The Special Olympics Motor Activity Training Program (MATP) is designed for athletes who are unable to participate in official Special Olympics sports competitions because of their skill and/or functional abilities. MATP is designed to prepare athletes -- including those with severe or profound intellectual disability and significant physical disabilities -- for sport-specific activities appropriate for their ability levels.

ACTIVATION DATE: 29th January 2020

LOCATION: Cairo Stadium

A unique MATP training session was held for 15 athletes during the Special Olympics 1st Pan-African Games Egypt 2020, with the active participation of 20 volunteers, 15 coaches and 7 athlete leaders, as well as renowned celebrity and Special Olympics Global Ambassador, Hussein Fahmy.

Athlete Leaders were responsible for the following activities:

- Setting up of equipment and stations
- Welcome speeches
- Athlete support during Motor Activity Training
- Event photography and videography
 - Distribution of participation ribbons and give-aways

Event Highlights

- Warm-up activities
- Parade of the athletes
- 7 skill stations focused on developing basic motor skills; mobility, striking and kicking
- Group activity: a fun way for participants to interact with peers & volunteers
- Distribution of ribbons, give-aways & meals
- Healthy Athletes screenings



Athletes were screened in 3 Healthy Athletes disciplines following the MATP training session; Opening Eyes, Special Smiles and Strong Minds.

STATISTICS AT A GLANCE



15

ATHLETES

20

VOLUNTEERS



15

COACHES

7

ATHLETE
LEADERS



1

SPECIAL OLYMPICS
GLOBAL AMBASSADOR
RENOWNED CELEBRITY
HUSSEIN FAHMY



Al Baraa Sherif

The 10-year-old boy with cerebral palsy was delighted at the sight of the banner with his photograph displayed.



I feel that I'm a famous celebrity. I'm super proud of myself!

I'm thrilled to see myself like sport celebrities on banners and magazine covers.



Baraa then started taking joyful pictures with his big smile and excitement. He requested to take the banner home with him to show to his family & friends.



Families Exhibition



Special Olympics Egypt athlete proudly presenting some of the handicraft offerings for sale during the exhibition



From left to right: Nivine El Kabbaj, Eng. Ayman Abdel Wahab, Mary Davis and Hussein Fahmy during the opening of the families exhibition

ACTIVATION DATES: 27th to 29th January 2020

LOCATION: Cairo Stadium

A unique three-day Families Exhibition was held during the Games to present the handicrafts produced by families of people with intellectual disabilities. The exhibition ribbon cutting was held on the 27th January, led by Nivine El Kabbaj - Egyptian Minister of Social Solidarity, Hussein Fahmy - renowned celebrity and Special Olympics Global Ambassador, Mary Davis - Chief Executive Officer of Special Olympics International, and Ayman Abdel Wahab - President for Special Olympics Middle East & North Africa.

A vast array of hand-made products were presented across the booths, including leather products, bead displays, jewellery, home products, natural cosmetics and much more.

One of the partitions was led by a Special Olympics Egypt athlete, who presented the work of a group of athletes taught a range of handicrafts as part of a unique vocational training initiative. This initiative

is provided by the Program to create unique income streams for athletes with intellectual disabilities and their families.



STATISTICS AT A GLANCE

20

BOOTHS
DISPLAYS

15

ATHLETES
ENGAGED

99+

ITEMS SOLD

25

PRODUCTIVE
FAMILIES
ENGAGED



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Sight-seeing Excursions

A display of unity and acceptance extended during a series of individual and group sight-seeing excursions organized for all participating delegations and volunteers, as they discovered Egypt; one of the oldest and richest civilizations. The visits included the Egyptian pyramids, one of the Seven Wonders of the Ancient World, and were organized with the help of the Egyptian Ministry of Tourism.



Planning & Operations

Planning & Readiness

In preparation for the Special Olympics 1st Pan-African Games Egypt 2020, the Local Organizing Committee (LOC) leveraged on the cultural diversity and expertise of its members from over 3 continents as an advantage to work together as a highly efficient and solution-oriented team. They identified risks in health, safety, security, logistics, transportation management, protocol, sports and venue management, prior to the Games. Following the successful execution of the previous Special Olympics World Games Abu Dhabi 2019 in the MENA region, the team capitalized on the expertise its members in order to lead real-life exercises and demonstrations of emergency response systems for the LOC. These readiness exercises built the strength of the team and prepared them for success.

As an effective solution to many Heads of Delegations (HODs) not having participated in Regional Games before, the LOC organized HODs meetings each day of the Games to ensure all queries were met and any challenges were overcome swiftly. The extensive, results-oriented, strategic planning of the Games and teamwork of the LOC ensured smooth operations through out the first-of-its-kind collaboration and a positive experience for all delegations.

Hospitality

Delegations were accommodated at military hotels to ensure their safety and proximity to the sports venues. All delegation members, along with clinical directors and some media people, were reserved on full-board basis, and benefited from a range of entertainment options available inside all the hotels.

A total of 317 rooms at 5 hotels were utilized for delegations according to their sports played. These hotels are; Tiba Rose Plaza, Sonesta, Tolip El Galaa, Tiba Rose Plaza, and Tolip Golden Plaza.

An additional 6th hotel, Hilton Heliopolis, was used for VIPs. It also hosted all of the MENA Youth Leadership Summit participants, along with the summit itself.

Each Head of Delegation (HOD) received a phone line to utilize throughout the Games. This helped facilitate their contact with various delegation participants as needed.



Transportation

The transportation committee was comprised of 24 dedicated staff, who were responsible for the full-planning and execution for the transportation of all delegations throughout the Games. A total of 734 vehicles were hired to support with this process.

Transportation requirements have included; commuting from 7 accommodation hotels to venues and back, individual & group sight-seeing excursions, delivery of items to and from the central warehouse, among other activities.

STATISTICS AT A GLANCE

188	BUSES	296	MINI-BUSES	166	CARS
34	ACCESSIBLE CARS	50	DEDICATED LIMOUSINES		

Media Centers

Two fully equipped media centers were set-up at each of the two Game zones; Cairo Stadium and 30th June Stadium. The centers acted as the hub for various traditional and online representatives, whereby they could write/edit articles, download pictures and videos, charge their equipment, and publish their material real-time.

Accreditation

A total of 2,500+ credentials were printed throughout the Games.

The accreditation process entailed a high-standard of execution that entailed a range of detailed requirements for all individuals, such as their roles, zones and eligible transportation types.



Warehouse

A main dedicated warehouse was set-up at Cairo Stadium for the storage of key Games items, including volunteer kits, sports equipment, uniforms, print materials, among many other items. Additionally, to facilitate and speed the flow, an additional 10 smaller storage hubs were set-up at athletes' hotels and sports venues.



Information Technology (IT)

The Information Technology (IT) function has supported the Special Olympics 1st Pan-African Games Egypt 2020 across many levels, through facilitating intra and inter committee communications, information storage and sharing, among other technological support tasks. The Egyptian Ministry of Communications has provided the majority of the equipment and wireless connections as part of its support for the Games.

6 Key Support Areas

While the Information Technology function has been crucial to the functioning of the entire Games as a whole, the function as has directly covered the needs of 6 key area; Games Management System & Accreditations, Operations, Healthy Athletes Program, Communications, Management Operation Center and the Media Centers

Equipment



PCS
& LAPTOPS
42

PRINTERS
19

TONER
7

TV SCREEN
1

SESSIONS
2

Networking



WALKI
TALKIS
35

MOBILE
3G
35

USB MODEM
WIFI
7

PATCH CORDS
40

MI FI
12

SWITCHES
& ACCESS
POINTS
4

Medical Services

In order to ensure athletes' well-being at all times throughout the Games, several measures were taken both on and off the field.

Firstly, 6 remote clinics were set-up at hospitality locations, housing doctors 24/7 in order to support with minor cases and refer any major cases as required.

Secondly, Memorandums of Understanding (MoUs) were signed with military hospitals

in-close proximity to athletes' accommodation locations, to cure all referral cases resulting from the remote clinics.

Thirdly, MoUs were signed with both the National Ambulance and the Egyptian Red Crescent respectively to deal with all athlete injuries and referrals on field-of-play. 121 doctors were provided by the latter throughout the Games, who screened 236 cases.



STATISTICS AT A GLANCE

6 REMOTE CLINICS OPERATING 24/7

3 MoUs WITH MILITARY HOSPITALS, NATIONAL AMBULANCE, AND THE EGYPTIAN RED CRESCENT

121 DOCTORS FROM THE EGYPTIAN RED CRESCENT

236 FIELD-OF-PLAY CASES SCREENED



“

At the closing ceremony today, please join me in thanking the Egyptian Red Crescent, the warriors behind the scenes, for their exceptional work on-ground during the Games. Their efficiency and professionalism while handling our athletes has been inspiring. Thank you for your service.

”

Nivine El Kabbaj

Egyptian Minister of Social Solidarity

Media, Marketing & PR



The Media, Marketing & PR activities helped raise, not just awareness, but also engagement with the Games, as well as spreading an understanding of the Special Olympics movement overall to as many people as possible.

Both traditional and digital channels were used to tell the story of the Games, #ALegacyOfFirstEvers, to invite various stakeholders to be actively involved, and to highlight engagement. Stakeholders include government officials & entities, spectators, sponsors, federations, families, and influencers, among others.

The ongoing presence and engagement of the Special Olympics Global Ambassador and renowned celebrity, Hussein Fahmy, served as a major attraction for media and spectators alike.

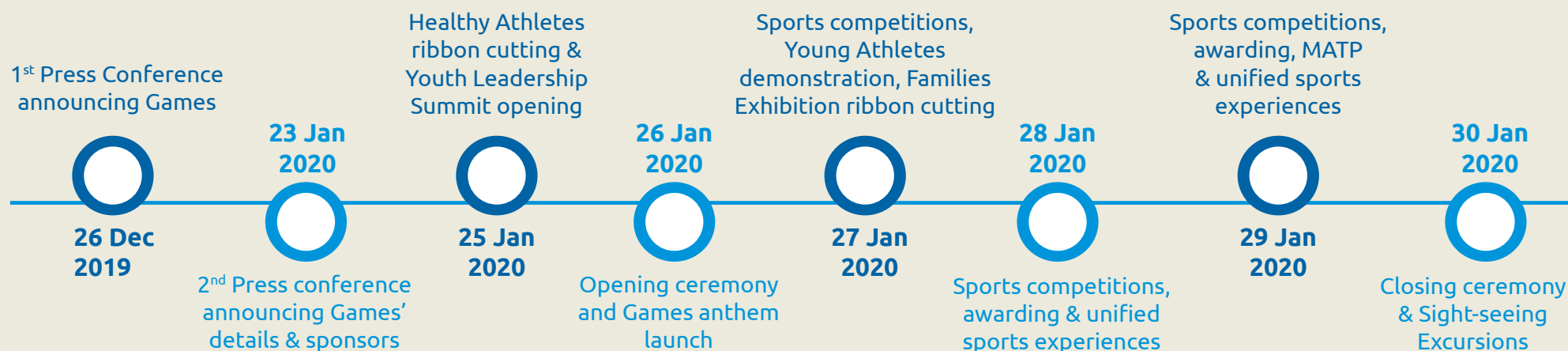
Media Committee

A dedicated media committee of 36 members was created specifically for the Games, in order to ensure consistent coverage for both traditional and online media channels. During the Game days, two fully-equipped media centers hosted the committee, providing all their technological requirements at both Game zones.

Games Anthem

A specially created Games Anthem was created, "There is Hope" was performed by renowned Egyptian singer Medhat Saleh, and rising star Kenzy Turkey. The song's debut was at the opening ceremony, and utilizes a fusion of African beats to display key message of hope and possibilities when united hand-in-hand.

Key Games Milestones



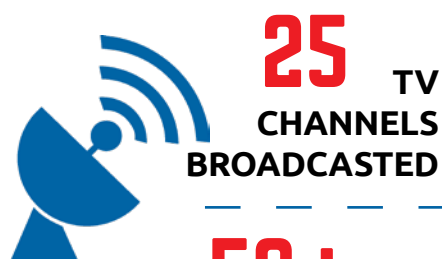
Press Conferences

Two press conferences were held prior to the Games to build awareness. Both were attended by Dr. Ashraf Sobhi- Minister of Youth & Sports, Ms. Nivine El Kabbaj- Minister of Social Solidarity and Hussein Fahmy- Special Olympics Global Ambassador, which acted as a core attraction for engaging high media presence.

The first press conference was held on 26th December 2019, announcing that the Games will take place, and were led by Special Olympics Regional Presidents; Eng. Ayman Abdel Wahab for MENA region and Mr. Charles Nyambe for Africa Region. The second press conference was held on the 23rd January 2020, just a few days before the Games, to shed light on the 10 Games sponsors and details on the Games.

BROADCAST

A range of television channels have actively covered the Games, since the announcement of the Games at the first press conference held on 26th December to the closing ceremony on the 30th January. Channels were not only Egyptian, but have extended to others from the Africa, North Africa, and even the Gulf region.



50+
TV PROGRAMS



POSTED CLIPS BY
BROADCASTERS
ON THEIR YOUTUBE
CHANNELS



TIME SPORTS



DIGITAL MEDIA

Digital media has been a core focus for awareness and engagement for the Games. A dedicated website (www.Egypt2020.somenagames.com) was created just for the Games. Yet the core digital reach was achieved through online news and social media platforms.

Online News & Blogs

38,803,943

AGGREGATE READERSHIP FOR
ONLINE NEWS AND BLOGS

ONLINE NEWS

37,905,852

BLOGS

898,091

\$72,951

ADVERTISING EQUIVALENT

ONLINE NEWS

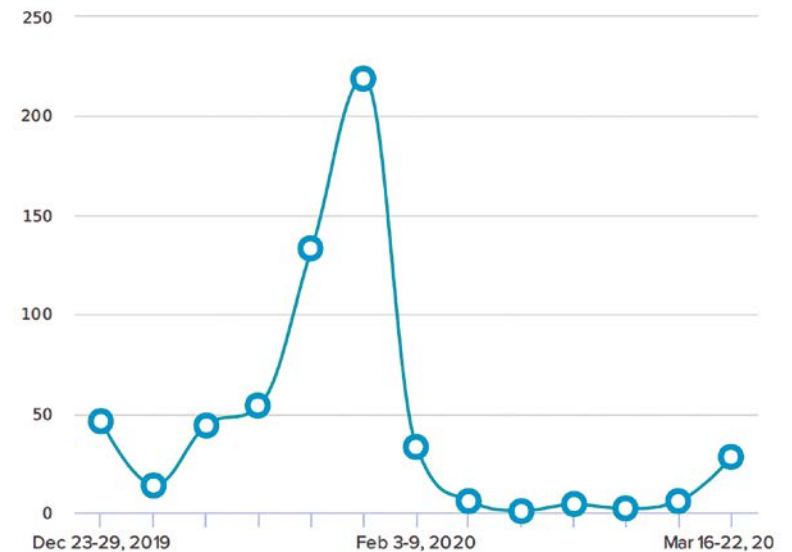
\$71,263

BLOGS

\$1,688

590

TOTAL MENTIONS



Mentions By Location

3 CONTINENTS



Egypt: 29% (110 mentions)
United States: 20% (76 mentions)
Ghana: 10% (39 mentions)
United Arab Emirates: 5% (18 mentions)
Saudi Arabia: 3% (13 mentions)
United Kingdom: 3% (13 mentions)
Germany: 3% (11 mentions)
Zimbabwe: 3% (11 mentions)
South Africa: 2% (8 mentions)
France: 2% (7 mentions)

79%

POSITIVE
SENTIMENTS

POSITIVE

79 % (335
mentions)

NEUTRAL

21 % (88
mentions)

Social Media

The two social media platforms, Facebook and Instagram for both Regional Offices (MENA & Africa), were prioritized during the Games, with the core target group being the youth segment.

SAMPLE POST & VIDEO



1,090,616 People Reached 30,050 Engagements Boost Post

Special Olympics MENA
Published by Ghada El Abd · January 28 ·

نتقدم بالشكر والعرفان للفران القدير حسين فهمي السفير الإقليمي للأولمبياد الخاص مصر 2020 على كل الدعم والمساندة اللذان قدمهما ولا يزال يقدمهما حتى الآن. تابعوا حساباتنا على مواقع التواصل فيسبوك (https://www.facebook.com/somena) والتستجرام (so.mena) لمعرفة كل أخبار ونفاصيل الألعاب الأولمبية الخاص.

We'd like to extend our thanks to our Special Olympics Egypt 2020 Global Ambassador, Hussein Fahmy, for all the support and encouragement he's given us through the years



Hussein Fahmy 00:56

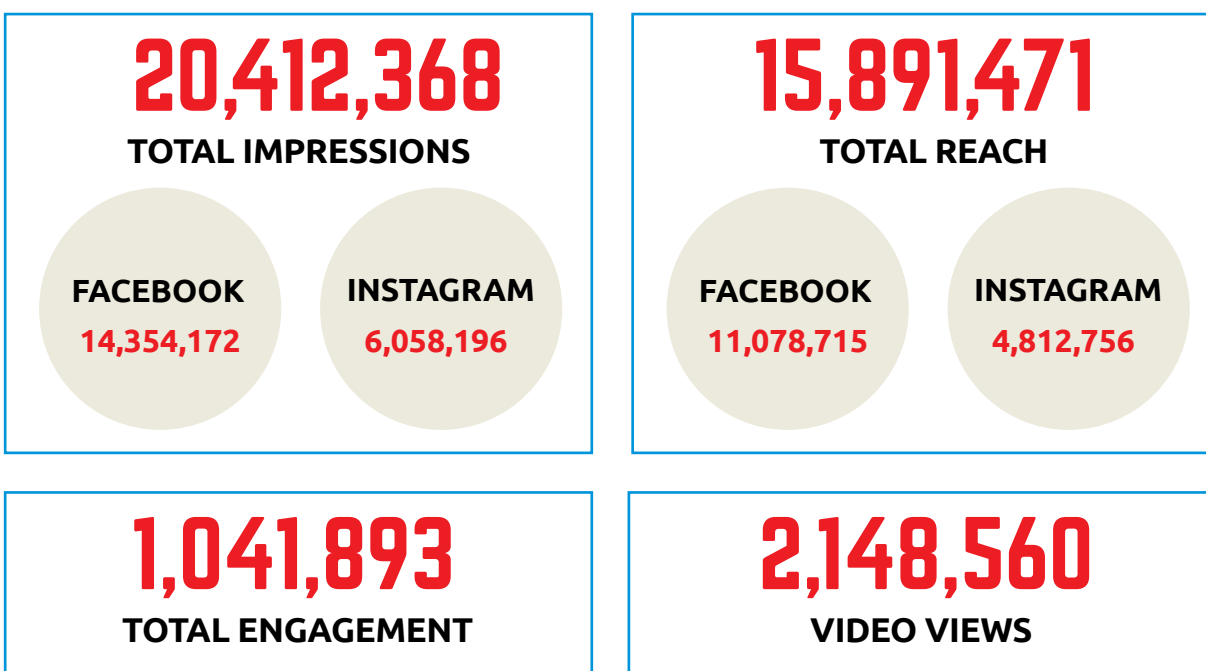
693,576 People Reached

444,992 3-Second Video Views

3,863 Reactions, Comments & Shares

3,221 Like	3,134 On Post	87 On Shares
248 Love	239 On Post	9 On Shares
10 Haha	10 On Post	0 On Shares
6 Wow	5 On Post	1 On Shares
4 Sad	4 On Post	0 On Shares
5 Angry	5 On Post	0 On Shares
184 Comments	170 On Post	14 On Shares
186 Shares	177 On Post	9 On Shares

52,011 Post Clicks



MARKETING STATISTICS AT A GLANCE



54.7 MILLION
TOTAL DIGITAL MEDIA REACH

590

ONLINE NEWS & BLOGS

\$72,951

ADVERTISING EQUIVALENT FOR ONLINE NEWS & BLOGS

25

TV CHANNELS BROADCAST

4

LIVE BROADCAST TV CHANNELS



SPECIAL OLYMPICS
1st PAN AFRICAN
GAMES
EGYPT 2020

Workforce



An extensive workforce of 1,143 individuals was brought together to conduct the first-ever Pan-African Games. It initially started with experienced staff from two key groups; the Regional offices for Middle East/ North Africa and for Africa respectively. This, in addition to the hiring of additional experienced staff, formed a Local Organizing Committee (LOC), comprised of 132 members in total. The LOC was chaired by Eng. Ayman Abdel Wahab, along with his role as President and Managing Director for Special Olympics Middle East/ North Africa.

Furthermore, 106 officials, 171 medical services staff and 734 volunteers were selected according to rigid recruitment criteria. This helped ensure workforce standards and forms as a guide for the legacy of these Games.

The profile of applicants that actively expressed interest to be part of the Games has surpassed all expectations of the Regional Offices. Volunteers were eloquent in a range of languages and had proven track records of previous experience in events, and the applications exceeded the available vacancies by more than 3 times.

Special thanks to the Special Olympics Egypt team, under the leadership of Eng. Hany Mahmoud, for all their efforts, dedication and expertise provided to the Local Organizing Committee.



Government Support

The Special Olympics 1st Pan-African Games Egypt 2020 were held under the Auspices of H.E. Abdel Fattah El Sisi, President of Egypt and Chairperson of the African Union. The Games were held in cooperation with Ministry of Youth & Sports, and the Ministry of Social Solidarity.

While the Games received the full support of those two ministers, it is thanks to the entire Government of Egypt that they were conducted with world-class standards as such. A co-operation with the prime minister meant that all ministries have supported across the various Game requirements, including; visa facilitations for international delegations, IT equipment and networks, venue support, ministers' presence, accommodation discounts, national TV coverage, among other facilitations.

ACTIVE MINISTRIES THAT HAVE ACTIVELY SUPPORTED WITH THE GAMES INCLUDE:

- Ministry of Youth & Sports
- Ministry of Social Solidarity
- Ministry of Foreign Affairs
- Ministry of Defence
- Ministry of Communications & Information Technology
- Ministry of Interior
- Ministry of Tourism
- Ministry of Health
- Ministry of Information





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GAMES SPONSORS

National Bank of Egypt

OFFICIAL PARTNER



The National Bank of Egypt (NBE) joined as the Exclusive Banking Partner for the Special Olympics 1st Pan-African Games Egypt 2020. The bank has formerly supported various Special Olympics Egypt program initiatives prior to this partnership, so this came as a natural step to intensify its commitment to both Egypt as the host of these Games, and the inclusive movement it continues to pro-actively support.

SPECIAL OLYMPICS
1st PAN AFRICAN GAMES
EGYPT 2020

البنك الأهلي المصري
NATIONAL BANK OF EGYPT

THANK YOU

FOR RAISING THE BAR

Special Olympics MENA
Published by Amr Abdel-Fattah [?] · February 19 ·

فائق البنك الأهلي كل التوقعات بمساهماتهم وجهودهم الكبيرة لدعم أول ألعاب أفريقية للأولمبياد الخاص مصر 2020

NBE raised the bar with their engagement and contribution during the Special Olympics 1st .Pan-African Games Egypt 2020

#ALegacyOfFirstEvers#
#SOMENA#
#SOAfrica#
#ChooseToInclude#

Tag Photo Edit

40,947 People Reached 2,427 Engagements Boost Post

1.1K 7 Comments 15 Shares

Like Comment Share

Oldest

Sanàa Abd El Làtef شكرًا للبنك الأهلي 1 Like · Reply · Message · 3w

Essam Ali الفيزا حد السحب والإيداع فيها لحد كلم مبلغ 1 Like · Reply · Message · 3w

1 Reply

Ahmed Khaled

Comment as Special Oly...

The National Bank of Egypt's involvement during the Games has included the setup of a booth at the Families Exhibition, where it distributed free "Meeza" prepaid cards to spectators.





SPECIAL OLYMPICS
1st PAN AFRICAN
GAMES
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SODIC Real-Estate Company OFFICIAL PARTNER



Maged Sherif, SODIC CEO, and Dr. Ashraf Sobhi, Minister of Youth, during the opening ceremony

Sixth of October Development and Investment Company (SODIC) has re-written history with us by joining as the Exclusive Real-Estate Partner for the Special Olympics 1st Pan-African Games Egypt 2020.

“ We are very excited to have sponsored the first-ever Special Olympics Pan-African Games,” says Chief Executive Officer, Maged Sherif, adding “This sponsorship reiterates our commitment to advocate the inclusion of people of determination in society by maximizing their participation across different fields.”





SODIC employees during a unified basketball experience with athletes





SPECIAL OLYMPICS
1st PAN AFRICAN
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EGYPT 2020

Abu Auf OFFICIAL SPONSOR

Abu Auf[®]
there's more to nuts



Abu Auf partnered as an Official Sponsor for the Special Olympics 1st Pan-African Games Egypt 2020

Thanks to their delicious coffee and nuts distributed during the Games from their specially setup activation booth, our VIPs, government officials and spectators were well taken care of as they cheered on the athletes.



SPECIAL OLYMPICS
1st PAN AFRICAN
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McDonald's Egypt OFFICIAL SPONSOR



McDonald's Egypt joined as the Official Sponsor for the Special Olympics 1st Pan-African Games Egypt 2020

Building on its commitment to improving the lives of children, McDonald's Egypt went above and beyond by creating a special fun-filled activation for the Special Olympics Young Athletes (ages 2 to 7). This included singing, playing with large Lego cubes, arts & crafts, among other recreational activities.

Following this, McDonald's Egypt employees participated in a Unified Basketball experience with competing athletes at the Games.





Mobil Oil

OFFICIAL SPONSOR



Special thanks to Mobil Oil for being the Official Sponsor for the Special Olympics 1st Pan-African Games Egypt 2020.

As always, the brand continues to change the game across key industries, and we are grateful for their support in powering the Pan-African Games.

Wadi Degla Clubs OFFICIAL SPONSOR



WADI DEGLA CLUBS
COMMUNITY OF CHAMPIONS

Wadi Degla Clubs (WDC) partnered with the Pan-African Games as an Official Sponsor.

Building on its active engagement of people with intellectual disabilities with the local Special Olympics Egypt program, the sponsorship came as a natural step that demonstrates WDC's commitment to the movement of inclusion. Involvement with the Games has included WDC's team engaging in a unified basketball experience with Special Olympics athletes, as well awarding some athletes with their medals and participation ribbons.





SPECIAL OLYMPICS
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El Ezaby Pharmacy OFFICIAL SUPPORTER

elezaby العزبي
pharmacy صيدلية
Since 1975



El Ezaby Pharmacy sponsored the Games as the Official Supporter for the Special Olympics 1st Pan African Games Egypt 2020.

In addition to their support for the Games, El Ezaby Pharmacy was also the Official Local Partner for the Healthy Athletes program during the Games, whereby they provided the majority of consumables required. They further engaged with athletes and volunteers through distributing special gifts, because being healthy can also be fun!





SPECIAL OLYMPICS
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ExxonMobil Egypt

OFFICIAL SUPPORTER

ExxonMobil

ExxonMobil Egypt has re-written history with Special Olympics movement by being the Official Supporter for the Special Olympics 1st Pan-African Games Egypt 2020.

This comes as a natural step to the company's support to ongoing community programs, as part of its commitment to protecting the well-being of communities where it operates.





SPECIAL OLYMPICS
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Hilton Cairo Heliopolis OFFICIAL SUPPORTER



**Hilton Cairo Heliopolis has been the
Official Supporter for the Special Olympics
1st Pan-African Games Egypt 2020**

The prestigious hotel was home to the
Games' VIP guests, in addition to fully hosting
the 3-day MENA Youth Leadership Summit.

Nestlé Egypt

OFFICIAL SUPPORTER



Nestlé Egypt employee awards an athletics athlete

Nestlé Egypt partnered with the Games as an Official Supporter. The company's involvement has been a truly unique one, as it actively participated by involving its very own "Special Abilities Team"; demonstrating its history of dedication to the values of inclusion, unity and acceptance.

Involvement with the Games has included Nestlé Egypt's team engaging in a unified athletics experience with Special Olympics athletes, awarding some athletes with their medals and ribbons, and walking together during the athletes' parade at the opening ceremony.



Nestlé Egypt's special abilities team marches with the parade of athletes during the opening ceremony

CLOSING CEREMONY

The Special Olympics 1st Pan-African Games Egypt 2020 were concluded on 30th January 2020, with an emotionally-studded and unified closing ceremony. Indeed, it was time to celebrate the achievement of a legacy of first-ers; first-ever 50% female participation, first-ever union of two Special Olympics regions (Africa and MENA), and first-ever Pan-African Games. The hall gathered ministers, delegations, volunteers, and Special Olympics and Local Organizing committee staff to recap on the successes and celebrate. A large number of media reporters were present to capture the event.

GAMES REVIEW

The ceremony commenced with a review of the Games to present the key achievements. A highlights video was played, which especially engaged athletes, coaches, delegation officials and volunteers as they cheered on throughout..

SPEECHES

A series of genuine speeches were done to recap on the games experience from all key stakeholders, including; Ministers, Regional Presidents for the MENA and Africa regions, athletes, volunteers and Heads of Delegation (HoDs).

RECOGNITION

A number of recognitions were done during the event to highlight outstanding effort and exceptional results delivered during the Games, including; the exceptional support of the Egyptian government, the eloquent multi-language volunteers, Egyptian Red Crescent team for their impressive on-ground support, the efficient Special Olympics Africa, MENA, and Egypt teams , and the dynamic Local Organizing Committee staff.

FLAG HANDOVER

Dr. Ashraf Sobhi, Egyptian Minister of Youth & Sports, announced the Games close, after which the torch was dimmed, and Games flag lowered and handed to Mr. Charles Nyambe, President for Special Olympics Africa. Mr. Nyambe handed the flag to Special Olympics Rwanda's National Director, thereby announcing Rwanda as the next host for the second Pan-African Games.

PERFORMANCES

The special ceremony was concluded with entertaining performances to ignite the celebratory atmosphere, including clowns, performers on stilts, and more.





Special Olympics Rwanda team receives the Games flag, after announcing Rwanda as the next host country for the Pan-African Games



Mrs. Nivine Al Kabbaj, Minister of Social Solidarity, and Dr. Ashraf Sobhi, Minister of Youth & Sports, announce the Games close



Special Olympics Rwanda athlete awards Hussein Fahmy, Special Olympics Global Ambassador, with his gold medal



An entertainment show to conclude the evening



SPECIAL OLYMPICS
1st PAN AFRICAN
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A Lasting Legacy

The Special Olympics 1st Pan-African Games Egypt 2020 have been key to paving the way towards a lasting legacy on several fronts.

THE AFRICAN LEGACY

In mid-2019, Special Olympics Africa was determined to host its first-ever regional games, but faced set-backs due to resource limitations. But thanks to the first-of-its-kind collaboration between two Special Olympics regions, Africa and MENA, the Games were successfully hosted in Egypt, and Rwanda has been announced as the next host country.



Following the success of those monumental Games, we are excited to announce that Rwanda is now our upcoming host for the next African Games



Charles Nyambe
Regional President of Special Olympics Africa

THE EGYPTIAN LEGACY

The Games have served as a lever to exponentiate the successful collaborations for Special Olympics Egypt, through shedding the needed spotlight on the movement, as well as enhancing partnerships with both private and public sector. Following the Games, several federations have already approached Special Olympics Egypt requesting cooperation.

INTERNATIONAL BEST PRACTICE

The successful collaboration between the MENA and Africa regions has been recorded as a best-practice and first-of-its-kind for Special Olympics International, providing the foundation for similar future collaborations.





During the closing ceremony, Rwanda was announced as the next host country for the second African Games.