

Special Olympics & Badminton World Federation

2020 - 2024 IMPACT REPORT



AirBadminton
The New Outdoor Game



**Special
Olympics**

BWF



From our leadership

Our vision

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



In 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

137,803

COACHES

13,464

UNIFIED PARTNERS

36,212

CERTIFIED COACHES

11,385

2020 - 2024

ATHLETES

+11,440

UNIFIED PARTNERS

+2,737

COACHES

+1,703

CERTIFIED COACHES

+1,154



Special
Olympics





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
EAST ASIA (RIGHT)

SPECIAL OLYMPICS PAPUA NEW GUINEA



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.

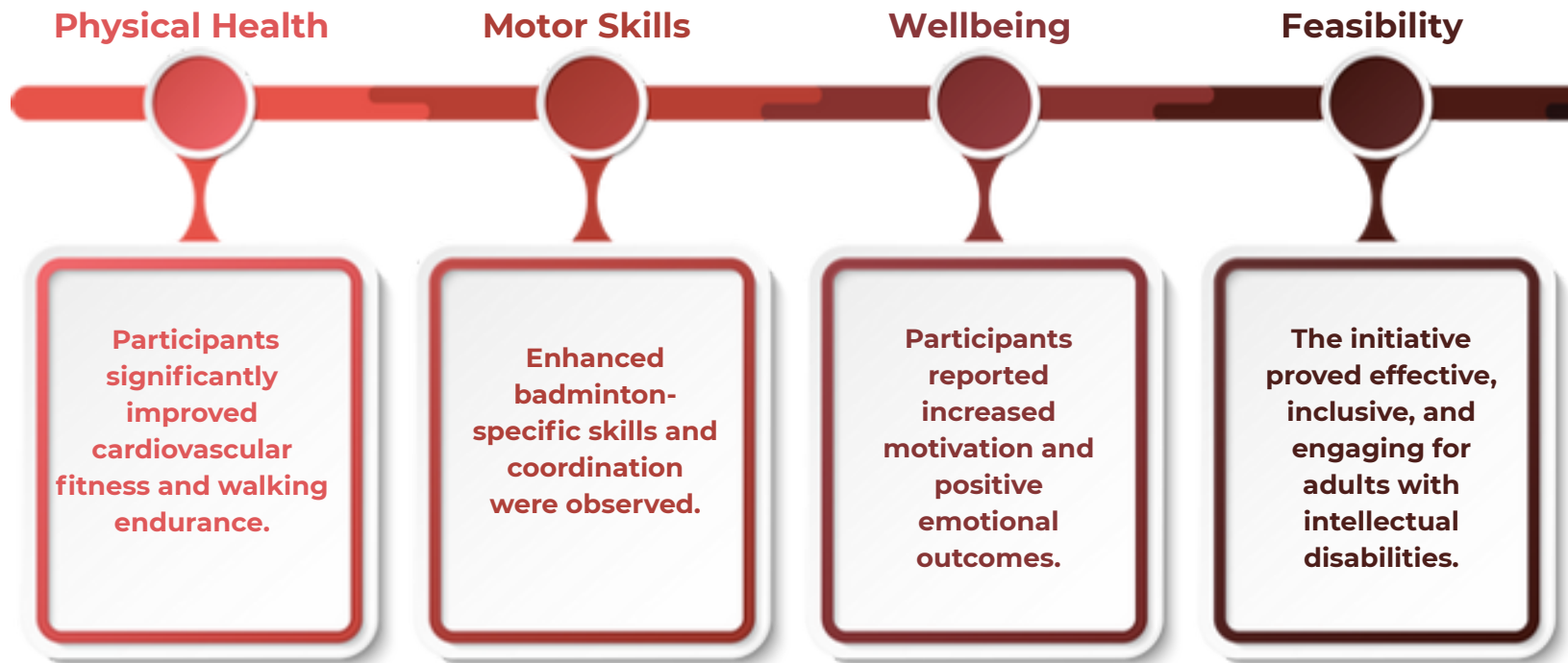
Despite initial challenges with equipment and facilities, a strong partnership with the Paraguayan Badminton Federation and the National Sports Secretariat helped overcome these barriers by providing essential equipment and access to quality training venues, ensuring all athletes could fully engage and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



RESEARCH

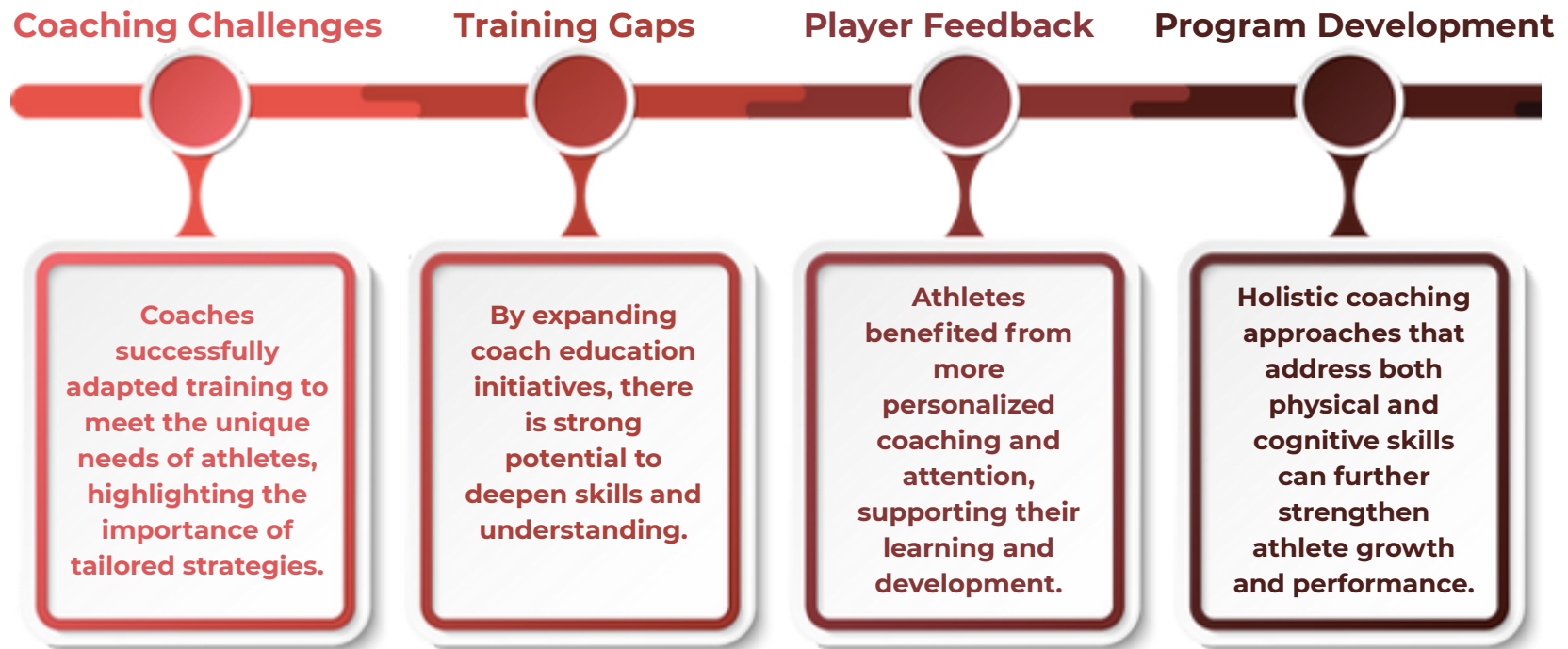
The Impact of Badminton Lessons on Health and Wellness of Young Adults with Intellectual Disabilities

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.



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.



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.





**Special
Olympics**

BWF

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.



Badminton Athlete Divisioning - Assessment Form

Athlete Name:	Observer Name(s):	Badminton Coaching Qualification(s):		Date of Observation:	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



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.





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*Special
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BADMINTON
WORLD
FEDERATION

KEY RESULT AREA 3

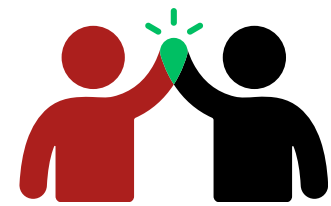


*Special
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BWF

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 Belgium and Royal Belgian Badminton Federation



Special Olympics Papua New Guinea (PNG) and Badminton PNG



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





Special
Olympics



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 its sporting progress - they got creative by training coaches 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



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



Young Athlete & Shuttle Time



AirBadminton



SOI Panel Discussion



SOI Program Leader Forum

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

CELEBRATING WORLD BADMINTON DAY



**Olimpiadas
Especiales**
Chile



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

The 50th Members' Forum held in Bangkok was also the first face-to-face interaction between members since November 2020. The theme of the Forum was 'Pandemic, Performance and Best Practice - Navigating Through the Pandemic'.

The first Plenary Session dealt with the impact of COVID-19 on the membership and highlighted some of the strategies applied to navigate through the pandemic.

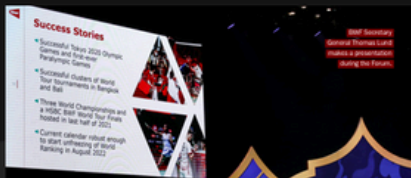
Among the panellists was Maggie Bremner, Sport Development Manager for Special Olympics International, who spoke on the impact of COVID-19 on the Special Olympics and the development of badminton.

The second Plenary Session focused on the BWF Physical Activity Policy approved by the BWF Council in October 2021. The session aimed to introduce the policy to the membership and how this could link in with national programmes to promote badminton to communities, governments, funders and other stakeholders.

Two case studies were showcased for best practice - one in UAE, Badminton Federation & Special Olympics UAE, and another in Badminton Netherlands' programme 'Promoting Badminton as a Healthy Sport for all through AirBadminton'.

The third Plenary Session saw the inaugural Member Association Awards, which were instituted by BWF to celebrate excellence and promote best practice across the BWF's 158 Member Associations.

There were four categories: BWF Membership Growth Programme Impact Award, Participation Award, Inclusion Award and Promotion Award.



Success Stories

Successful Tokyo 2020 Olympic Games and Summer Paralympic Games
Successful clubs of World Tour tournaments in Bangkok and Bali
Successful World Championships and Asian Cup in Hanoi, Viet Nam
Successful continental events to start off season in April 2022

Participation

The candidates for the award were Azerbaijan, China, Saudi Arabia and Spain. Saudi Badminton Federation's strategic approach to developing participation opportunities and pathways led to the substantial investment of US\$5.5 million in badminton nationally. Through the Shuttle Time programme, more than 70 sports clubs included badminton in their programmes.

Best Practice

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SHUTTLE WORLD BWF

FEBRUARY 2021 / EDITION NO. 32

Desert metropolis to badminton hub



Not so long ago, Dubai and badminton seemed worlds apart. The emirate was known for hosting big ticket events in other sports such as tennis and football. Badminton never even featured on the horizon.

Badminton facilities were limited to multi sport halls owned by schools, with few coaching opportunities. Things started to change when the emirate's leaders took the initiative to make Dubai a sports destination.

The turning point for badminton was 2014, when the Dubai Sports Council joined hands with BWF to host the Dubai World Superseries Finals under a four year agreement. The Dubai Badminton Development Project, a brainchild of the above partnership, envisaged a multifaceted programme aiming to develop badminton in the emirate, starting with Shuttle Time Dubai.

The shortlisted projects were Australia, Bahrain, Netherlands and Togo. Badminton Australia won the award for its new brand campaign in 2021 aimed at uniting and connecting the badminton community while also growing awareness of the sport across the country.

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the development of an ecosystem involving Emirati and expatriate players, academics, coaches, venues, Technical Officials (TO) and competitions. A team was formed under the UAE Badminton umbrella. Besides establishing a junior and senior national ranking circuit and regular Technical Officials' development activities, it also organised coach education, school programmes and training of event organisers, while ensuring regular competition opportunities for players.

Thus, an adequate supply of TO workforce was available for the multitude of events spread throughout a busy badminton calendar.

Dubai in 2021 is a regional hub for badminton, the home of nearly 30 badminton academies, over 400 junior ranked players, over 100 certified TOs, and several elite class arenas. During the pandemic, the UAE Badminton team kept itself busy by conducting AirBadminton tournaments, Special Shuttle virtual coaching sessions, Shuttle Time national skill development programmes, community clubs tournament, Emirates Women's

Championships, and the 6th edition of the Shuttle Time Dubai Club Championships, while strictly adhering to COVID-19 protocols.

Jafer Ibrahim, BWF Dubai Badminton Development Manager, noted the high-profile nature of events held in recent months that have helped build Dubai's reputation as a badminton hub.

"Meticulous conduct of the Special Shuttle World Games Abu Dhabi 2018, BWF World Games, Fuzhou Dubai Para Badminton International and other international events in recent years prove the Dubai Badminton Development Project has been not only successful in promoting badminton as a popular sport in the region but also brought about the upliftment of badminton in and around Dubai. Thanks to the team's efforts, badminton has become a natural choice for schools and universities in the region," Ibrahim said.

With the opening of 10 world class indoor stadiums in the past few months, there is no stopping badminton's development in Dubai.

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Milestone for inclusive badminton

Inclusion was the key word at the Special Olympics World Games Berlin 2023.

There were 193 athletes and unified partners from 69 teams, competing in nine events during the badminton competition from 21 to 24 June.

Badminton was one of 16 sports to host unified experiences in Berlin, where Special Olympics athletes partnered regular players and global ambassadors drawn from a range of Olympic sports.

The global ambassadors for badminton were two Special Olympics athletes - Peter Gade and Mari Zveinovic.

"The key is everyone should be included in whatever we do with the Olympics, Paralympics and Special Olympics," Gade said.

"This is all part of a community and that's why it's a big honour to come here and take part. If we can help all the athletes feel included in the badminton world, we will have achieved what we want."

Gade and Zveinovic held a question and answer session at the Messe Copenhagen, Iceland where the Special Olympics Festival and Award Ceremonies were conducted at the main competition venue. The activation was during 19-25 June, and included 504 participants on two AirBadminton courts.

Highlights of the activities organised by BWF:

Divisioning, Competition & Medal Presentation: Divisioning to support fair and meaningful competition, was held over two days (18-20 June), followed by four days of competition.

TO Participation: Approximately 70 Technical Officials supported

the Games. All the TOs were given a certificate of appreciation from BWF, SOI and SOOW Berlin 2023.

They included 51 Technical Officials including 38 internationally certified umpires, 19 TOs with Intellectual Disabilities (ID), 18 Unified observers to assist the Divisioning process, and 13 Chairpersons.

Panel Discussion: On 20 June, BWF was invited to be part of a panel discussion by Inclusive Sport for All. BWF was represented by Deputy Chair - Governance & Ethics Committee, Emma Zveinovic.

SOI Programme Leader Forum: On the same day, BWF was invited to speak at the SOI Programme Leader Forum. BWF was represented by Head of Continental Development, John Shearer.

World Games Training Pledge and Equipment Programme: Resulting from the World Games Training Pledge launched by BWF and SOI in 2021, 42 delegations received a Shuttle Time school kit at the World Games.

AirBadminton Come & Try: The activation was delivered at the Sommergarten, Iceland where the Special Olympics Festival and Award Ceremonies were conducted at the main competition venue. The activation was during 19-25 June, and included 504 participants on two AirBadminton courts.

SOI Young Athlete Programme: The Young Athlete Programme is an early childhood play programme for children with and without intellectual disabilities, aged 2-7. The activities were delivered for eight days (18-25 June), engaging 240 kids at four lesson slots related to throwing and striking skills integrating the Shuttle Time programme.



Dual Career Scholarship Updates

For the 2023 scholarship cycle (September 2023 intake) of the BWF Wdus Postgraduate Certificate (PG Cert) in International Sport Management, BWF has received 10 applications from eight countries. The candidates are being shortlisted for the available scholarships.

For the Athlete Certificate course, BWF received 101 applications, out of which 93 players (31 female and 62 male) from 27 countries have been selected.

BWF Coverage of Special Days

SDOP 2023 & WhiteCard Day: BWF Development COO Project

World Health Day: Let's Move on Olympic Day

World Refugee Day: Scholarship Based on Resilience Through the Olympic Experience

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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 1,481 participants attended the nine online sessions, while engagement on Facebook reached over 20,000 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 Jaffer Elorahin, 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 'Yoga Training from a Physical Perspective' by Dr. Mohammed Thiyabir from Jordan.

Subsequent sessions dealt with other topics, such as culture and ethics (Dr. Mouad Wamadi), building motor programmes (Dr. Wessam Salati), primary 'stroke' (Dr. Osama Khatib) and adaptation (Ahmed Asad).

Another initiative in the early weeks of the pandemic was an online seminar on social distancing, with videos created by players.

Elorahin, 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. Sawass Tagbar, 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.

Elorahin serves a new need 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 making 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."

Elorahin 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."

Elorahin is also a coach for the Arab Badminton Federation, which is a member of the Arab Badminton Federation.

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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

- B. 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 Fathi al-Sagoff BWF Dubai Badminton Development Manager Jaffer Elorahin 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 'Star Coach' 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 Tunis. On 11 April, tennis for being the fitting 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 Tunis, the Tunisia Annual Badminton Development Conference highlighted recent achievements by Tunisia Badminton Federation and explored opportunities to grow the sport.
- Hubs, 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 1 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 senior tutors.
- The third and final pilot was held in Tunis in 2021, with a group of candidates now moving graduation.

International Day of Sports for Development and Peace

- Two programmes were conducted in partnership with Special Olympics UAE, United Nations 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 seminar titled 'Inclusive Badminton For All' and addressed by BWF Senior Development Manager John Shorrock, had 83 participants. Seminar 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.

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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.badminton.com/whats-new/international-womens-day-no-gives-back-to-badminton>
- **World Autism Awareness Day**
<https://development.badminton.com/whats-new/international-womens-day-no-gives-back-to-badminton>
- **World Action Awareness Day**
<https://development.badminton.com/whats-new/international-womens-day-no-gives-back-to-badminton>
- **International Day of Sport for Development and Peace**
<https://development.badminton.com/whats-new/international-womens-day-no-gives-back-to-badminton>
- **World Health Day**
<https://development.badminton.com/whats-new/international-womens-day-no-gives-back-to-badminton>

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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 Dubai.

Badminton was among 15 sports on the programme of the Games, which showcased the sporting skills of people with intellectual disability from 16 to 21 March.

The games were held in Dubai, and it was a historic moment for the BWF as it was the first time that a Special Olympics event was held in the Arab world.

The very happy that we have come to the Special Olympics World Games, which is a great opportunity for us to showcase our sport and to meet other athletes and coaches from around the world.



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.

WINNER



- UNITED ARAB EMIRATES -

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.

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