



MAGIC 2025

PAMPLONA / IRUÑA, SPAIN

COMPREHENSIVE IMPACT REPORT AND FINAL RECOMMENDATIONS

Mixed Ability Games,
Innovation & Coproduction

—
International Mixed Ability
Rugby Tournament



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CONTENTS

CHAPTER 1: EXECUTIVE SUMMARY	02	CHAPTER 4: PERSONAL AND CLUB IMPACT	12
> What is Mixed Ability?	02	> Theme 1: Touching Lives – A Unique Experience with Lasting Impacts	12
> MAGIC and IMART 2025	03	> Theme 2: Powering the Movement	15
> At a Glance	04	> Theme 3: Peer Learning – A Global Forum for Knowledge Sharing	16
> Key Findings	05	> Theme 4: Rethinking, Questioning, and Developing	16
CHAPTER 2: EVALUATION AND PARTICIPANT FINDINGS	06	> Theme 5: Showcasing and Growing – Legitimacy and Visibility	17
> External Evaluation: Overall Satisfaction and Key Themes	06	CHAPTER 5: SUSTAINABILITY AND THE ENVIRONMENT	18
> External Evaluation: Strengths of MAGIC 2025	07	> Context and Commitment	18
> External Evaluation: Organisational Impact	07	> What Was Planned and What Was Achieved	19
> External Evaluation: Future Aspirations	07	> Summary: What IMAS Has Learned	20
> Participant Survey: Who Took Part	08	> Recommendations for Future Events	20
> Participant Survey: Event Engagement and Wellbeing Impact	08	CHAPTER 6: FINAL RECOMMENDATIONS	21
> Participant Survey: What People Valued	08	> To Event Organisers	22
> Evaluation Summary: Key Conclusions	09	> To Participating Clubs and Delegations	23
CHAPTER 3: SOCIAL VALUE AND RETURN ON INVESTMENT	10	> To Sport Governing Bodies	23
> Methodology	10	> To Funders	23
> Total Social Value: €25.39 Million	11	CLOSING STATEMENT	24
> SROI Ratio: €1 : €23.49	11	SPONSORS & PARTNERS	25
> Partner Contributions	11	ACKNOWLEDGEMENTS	26
> Evaluation	11		

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CHAPTER 1

EXECUTIVE SUMMARY

The 2025 Mixed Ability Games, Inclusion and Coproduction (MAGIC) and International Mixed Ability Rugby Tournament (IMART) – held in Pamplona, Spain from 22–27 June 2025 – marked a milestone moment in the history of Mixed Ability sport.

Co-organised by International Mixed Ability Sports (IMAS), IMAS Spain and Iruña Rugby Club, the event brought together **1,700 players** with and without disabilities representing **24 nations**, supported by **650 volunteers**, in a celebration of diversity, belonging, and sporting excellence.

This report synthesises findings from five primary sources:

1. The MAGIC External Evaluation Report independently produced by Asset Tec
2. The MAGIC 2025 Participant Feedback Survey compiled by IMAS Spain
3. The IMAS Social Value Report 2024/25 (prepared by Substance),
4. An independent academic evaluation commissioned by IMAS and conducted by Leeds Beckett University
5. The MAGIC 2025 Sustainability Report created by Nifty Sustainability

The first two reports were directly funded as part of the MAGIC delivery operations, whereas the last 3, although not directly funded within the Erasmus+ framework, were undertaken to attain a better understanding of the global impact of Mixed Ability and the role of MAGIC in the context of creating inclusive and sustainable grassroots sports templates, so to be replicated across Europe and beyond.



WHAT IS MIXED ABILITY?

Mixed Ability sport was born from the recognition that disabled people have been systematically excluded from mainstream community sport. Unlike disability-specific or ‘special’ sport provision, Mixed Ability brings together people of all abilities – including those with physical and learning disabilities, mental health conditions, age-related impairments, and low confidence – to play and train as equal members of the same club and team, under the same rules, without adaptations.

International Mixed Ability Sports (IMAS), the not-for-profit organisation behind MAGIC and IMART, champions this model as a vehicle for social inclusion, community cohesion, and lasting cultural change. As UNESCO Chair Catherine Carty has noted:

“**IF WE WERE TO START SPORT AGAIN, WE WOULD PROBABLY USE THE MIXED ABILITY MODEL TO RESHAPE IT.”**

– Catherine Carty, UNESCO Chair in Inclusive Physical Education, Sport, Fitness and Recreation, MTU

MAGIC AND IMART 2025

The Mixed Ability Games, Inclusion and Co-production 2025 (MAGIC 2025) event was a series of prestigious and influential international activities that brought together the global Mixed Ability network during the IMART week in Pamplona – Spain. MAGIC 2025 was held in June 2025, with the support of the European Commission through its Erasmus+ Sport programme and was granted the patronage of UNESCO. The event was non-profit, free, and fully accessible, and received the support of Flutter Entertainment, Pamplona City Council, the Government of Navarra, the Navarre Institute of Sport, the Miguel Induráin Foundation, the La Caixa Foundation, the Public University of Navarra, INICO of the University of Salamanca, and many other local, national and international partners. In addition to the rugby tournament IMART 2025, MAGIC 2025 included Mixed Ability competitions in football, basketball, rowing, handball, goalball, wheelchair basketball, golf, kin-ball, as well as a first ever Mixed Ability floor curling tournament supported by World Curling which saw more than 180 participants!

A core part of the MAGIC event was the international conference discussing the role of ‘Identities and Representation for an Inclusive Sports Culture’. The conference, that was granted the UNESCO patronage, took place on Friday, June 27th at the Navarre Institute of Sport. The conference was built around the lived experience of disability and other barriers of participation in sport and society, represented by the IMAS Trainers. It was also the occasion to bring together academics, health and social care practitioners, sports clubs and organisations that are key allies to the Mixed Ability movement. The event was attended by sports National Governing Bodies and policymakers, that were able to interact with representatives from the disability, rights, health, civil society, and private sector.























MAGIC also hosted a Fringe event. A series of experiential, participant-led workshops, including case studies, open mic sessions, book readings, participatory games and activities as well as evidence-led seminars from partner universities, open to the whole citizenship.

A major part of MAGIC was indeed the 4th International Mixed Ability Rugby Tournament (IMART): a celebration of rugby, diversity, and inclusion. During a week of matches, educational, and social events, men’s and women’s Mixed Ability rugby teams from all over the world battled for two trophies: the Winners’ Cup and the Spirit of Mixed Ability Rugby Trophy. The entire tournament was played in compliance with World Rugby’s Laws. IMART, the Mixed Ability rugby world cup which began in Bradford (UK) in 2015, has been instrumental in raising awareness of the Mixed Ability model worldwide and led the growth of a global movement in grassroots sport. After the 2017 edition in Vitoria-Gasteiz, and the groundbreaking spectacle of Cork 2022, the IMART 2025 was hosted in Pamplona/Iruña during the MAGIC Games, recording the largest number of participating teams and athletes to date.

The whole MAGIC event represented a unique opportunity to present and discuss the relevance of Mixed Ability for sports and other societal sectors, as well as highlight the latest research, share good practice, and foster effective cooperation between different players that care about full social inclusion. Amongst the many organisations represented we want to thank the Government of Navarra, the Navarre Institute of Sport and Physical Activity, Pamplona City Council, the University of Salamanca, the Pontifical University of Salamanca, Canadian Tire Jumpstart Charities, the Active Education Centres of Italy and France (CEMEAs), the Miguel Induráin Foundation, Fundación Flutter, Smurfit Westrock, Love Rowing, World Curling, the UN-ILO Educational Centre of Turin, and all the delegates from more than 54 participating sports clubs.



AT A GLANCE

 Event	MAGIC & IMART 2025, Pamplona/Iruña
 Dates	22–27 June 2025
 Players	1,700 (with and without disabilities)
 Teams and Delegations	54
 Countries represented	24
 Rugby matches played	76
 MA Sports played	8 Sports:  Football,  Basketball,  Rowing,  Floor Curl,  Goalball,  Handball,  Wheelchair Basketball,  Golf
 Volunteers	650
 Social media reach	11m
 Unique online streams	150,000+
 Total social value generated during the MAGIC and IMART 12 months project	€25.39m
 Social value of MAGIC and IMART participants	€16.24m
 Participants satisfaction	9/10 MAGIC makes me feel more connected
 Stakeholder satisfaction	4.5/5 for organisational growth and inspiration

KEY FINDINGS

The independent External Evaluation (Asset Tec) and Participant Survey (IMAS Spain) confirmed the event's exceptional impact:

Exceptional Stakeholder Satisfaction:

All 18 stakeholders surveyed by Asset Tec rated MAGIC 2025 between 7 and 10 out of 10, with no rating below 7 recorded. "Inclusive Values" and "Positive role in mental health of participants" were the two highest-rated themes (both 4.8/5), confirming MAGIC's identity as far more than a sporting competition



Organisational Growth and Inspiration:

MAGIC 2025 scored 4.5/5 for inspiring partner organisations to set new goals and strategies, and equally for helping them meet their aims and policies – demonstrating a sustained effect on strategic direction across the wider Mixed Ability movement.

Strong Appetite for Continuation: Stakeholder support for keeping the event going rose to 4.8/5, with equal enthusiasm for expanding MAGIC to different regions and countries worldwide – unanimous confirmation that MAGIC is regarded as an indispensable international platform for social change.

Participant Wellbeing: 455 participants surveyed reported strongly positive wellbeing outcomes – "MAGIC/IMART makes me feel more connected" scored a 9/10 (median 10), while "MAGIC/IMART makes me happier" and "MAGIC/IMART motivates me to be more physically active" both scored 8/10 (median 9).

Community and Belonging: Participants consistently celebrated connection, inclusion, and the spirit of acceptance as the defining qualities of MAGIC – values that cut across nationality, disability, age, and gender, and which the 455-response survey confirmed are experienced deeply and uniformly across the event.

The **social value analysis**, using Social Return on Investment (SROI) methodology, found that for every €1 invested by key partners across the lead-up and delivery of MAGIC/IMART, €23.49 of social value is returned – a compelling return that underscores the transformative power of the Mixed Ability model. The total social value generated across 12 months of IMAS activity in 2024/25 reached €25.39 million, driven primarily by improvements in mental and physical wellbeing, stronger community belonging, volunteering, and skills development.



IMART 2025 participants generated an estimated €11.15 million of social value when their activity is projected across a 12-month period with MAGIC participants contributed a further €5.12 million, for a total of €16+ million combined social value!

Furthermore, from the independent academic evaluation (Leeds Beckett University), five overarching themes emerged to back the wider impact of MAGIC:

- **Touching Lives:** MAGIC/IMART produces lasting changes in participants' autonomy, identity, and self-esteem, benefiting disabled and non-disabled athletes alike.
- **Powering the Movement:** The event reinvigorates Mixed Ability champions around the world, providing moral confirmation, preventing burnout, and strengthening international networks.
- **Peer Learning:** MAGIC/IMART acts as a global classroom where participants observe, exchange, and compare approaches to inclusive sport.
- **Rethinking, Questioning, and Developing:** The event surfaces ambiguities and tensions within the Mixed Ability model, driving critical reflection and organisational evolution.
- **Showcasing and Growing:** MAGIC/IMART builds legitimacy, visibility, and institutional leverage for Mixed Ability clubs worldwide.

CHAPTER 2

EVALUATION
AND PARTICIPANT
FINDINGS

This chapter brings together findings from two primary evaluation sources commissioned as part of MAGIC 2025 and responding to deliverable 1 and deliverable 3 of the Erasmus+ MAGIC 2025 project outputs: the independent External Evaluation conducted by Asset Tec, and the MAGIC/IMART 2025 Participant Survey compiled by IMAS Spain. Together these provide a rich, multi-perspective picture of how the event was experienced on the ground – by stakeholders, clubs, and participants alike.

EXTERNAL EVALUATION:
OVERALL
SATISFACTION AND KEY THEMES

Asset Tec, operating as an independent ‘critical friend’, surveyed 18 stakeholders – including local authorities, sports National Governing Bodies, NGOs, participants and volunteers – at both the start and close of the project. All 18 respondents completed the Final Assessment form, providing a 100% response rate. The evaluation compared Baseline and Final Assessment scores across seven thematic areas.

Overall satisfaction with MAGIC 2025 was exceptionally high. All satisfaction ratings fell between 7 and 10 out of 10, with a strong concentration at 8–10 and no rating below 7 recorded. This indicates a complete absence of negative experiences among the stakeholder group. The programme was rated at 8.5/10 for its contribution to sustained physical activity (down marginally from a Baseline score of 8.85), **confirming participants’ view that MAGIC drives lasting behavioural change.**

Stakeholders were asked to rate MAGIC 2025 against eight words or ideas on a 1–5 scale. Perceptions remained consistently positive from Baseline to Final Assessment. **“Inclusive Values”** and **“Positive role in mental health of participants”** were the two highest-rated themes (both 4.8/5), followed closely by **“Inspiration”** and **“Personal Development”** (both 4.7/5). All eight themes scored above 4.0 at the Final Assessment. The most notable movement was a slight dip in **“Innovation”** (from 4.7 to 4.1), which may reflect stakeholders’ familiarity with the model as it matures, and a small reduction in **“Positive impact on the community”** (4.8 to 4.4), pointing to an opportunity to deepen local community integration in future editions.

EXTERNAL EVALUATION:
STRENGTHS OF MAGIC 2025

Stakeholders identified the programme’s role within the Mixed Ability movement as its outstanding strength. “Meeting other members of the Mixed Ability movement” saw the most improvement of any item, rising from 4.6 to 4.8/5, reflecting the deepening sense of community and belonging that MAGIC generates as it grows. “Highlighting success stories from the Mixed Ability movement” (4.6) and “Seeing how Mixed Ability is available in other sports” (4.5) were also highly rated, demonstrating the programme’s power as a platform for showcasing the movement’s breadth and potential.

In open-ended responses, stakeholders described MAGIC 2025 as a unique international gathering that reinforces a sense of shared purpose. **Many highlighted the Mixed Ability model itself as a powerful mechanism for social change – one that extends well beyond sport into health, employment, education, and community life.** A recurring observation was that the deepest learning from inclusion is often experienced by non-disabled participants and organisations, not only by disabled people – reinforcing MAGIC’s role as a transformative programme for all.

EXTERNAL EVALUATION:
ORGANISATIONAL IMPACT

MAGIC 2025 was rated positively across all five dimensions of organisational development tested in the evaluation. The highest-scoring item was “It inspired our organisation to set new goals and strategies” (4.5/5, up from 4.45 at Baseline), closely followed by “It helped with meeting our aims and policies” (4.5). “It encouraged innovation and new ideas” scored 4.4/5. These findings suggest that participation in MAGIC 2025 had a meaningful and sustained effect on strategic direction and organisational ambition across partner organisations.

The one area showing a small drop was “Networking with other sectors and communities” (from 4.3 to 4.2), suggesting that while internal organisational

development was well-supported, cross-sector collaboration could be strengthened through more structured networking opportunities at future events. **Qualitative responses highlighted MAGIC’s value as a platform for observing international good practice, enabling organisations to benchmark their own approaches and identify new directions for inclusive sport delivery.**

EXTERNAL EVALUATION:
FUTURE ASPIRATIONS

Stakeholder appetite for the continuation and expansion of MAGIC 2025 was unanimous and strong. “Keeping going with further events” rose from 4.75 to 4.8/5, while “Taking place in different regions or countries around the world” maintained the highest score of 4.8/5. “Developing more of a social role in promoting diversity, equality and inclusion” scored 4.6/5, confirming that stakeholders view MAGIC not only as a sporting event but as an international platform for social change.

Notably, the use of “digital platforms to reach a broader audience” showed the largest decline (from 4.6 to 4.2), which the evaluators interpreted as reflecting a belief that in-person participation is the core strength of MAGIC, and that digital reach is a complement rather than a substitute. Several open-ended responses called for a country-level team scoring system to strengthen national engagement, more structured space for dialogue and reflection within the programme, and greater equity of access for countries with fewer resources to host or attend MAGIC events.



PARTICIPANT SURVEY: WHO TOOK PART

IMAS Spain conducted a participant survey during MAGIC/IMART 2025, receiving 455 responses.

The survey replicated the format used at IMART 2022, enabling comparison over time, and included additional questions for the Social Value analysis. Respondents were predominantly participants (64%) and supporters (20%), with coaches (10%) and volunteers (7%) also represented. A majority identified as male (61%), with 37% female, reflecting the broader gender profile of the event. **Disabled participants accounted for 28% of respondents – a meaningful proportion that reflects the genuinely mixed character of the event.**

The geographic spread of respondents was broad: Spain (22%), UK (19%), Ireland (18%), Ecuador and Argentina (both 8%), Italy (7%), and Chile, Uruguay, Canada and Belgium also represented. The age profile was evenly distributed across the 19–69 range, with the 50–59 age group the single largest (20%), **demonstrating that MAGIC was genuinely multigenerational.**

PARTICIPANT SURVEY: EVENT ENGAGEMENT AND WELLBEING IMPACT

Rugby was by far the most widely engaged-with element of the event (93% of respondents), followed by the Opening Ceremony (55%), Basketball (13%), Floor Curling (6%), and the Conference (5%).

Participants were asked to rate three wellbeing statements on a 0–10 scale. The results were strongly positive: MAGIC/IMART makes me feel more connected (mean 9, median 10); MAGIC/IMART makes me happier (mean 8, median 9); MAGIC/IMART motivates me to be more physically active (mean 8, median 9). **These scores are consistent with and strongly corroborate the Social Value findings in Chapter 3, which valued improved wellbeing as the largest single component of MAGIC's social return on investment.**

PARTICIPANT SURVEY: WHAT PEOPLE VALUED

Open-ended responses to “What are you enjoying about the event?” centred on three clusters: connection and community (meeting people from across the world, friendship, reunion with past participants, international camaraderie); inclusion and values (the spirit of acceptance, equality, and belonging regardless of disability); and personal experience (travel, learning, sport, joy, the electric atmosphere). The volunteers’ warmth and helpfulness were mentioned repeatedly as a defining feature of the event’s character.

Indicative participant quotes capture the depth of this experience:

“The event was the best thing that ever happened to me.”

“Inclusion as one, without differences, without barriers. A safe and fun space for everyone, without distinctions.”

“The inclusion. IMAS and MAGIC are incredible and it is an absolute honour to be a part of something that changes so many lives. I brought my partner for the first time and she was moved to tears many times from what she witnessed around her.”

“Every year is bigger and the locations change, but I think the spirit is still alive where all people are welcome. For me, that is the most important thing.”

“I think it’s going to be a turning point in Mixed Ability basketball. I hope more teams form in different countries after this event.”

“Watching athletes with and without disabilities compete together, with pure passion and respect, has been a genuine life lesson and continues to leave a deep imprint on me.”

EVALUATION SUMMARY: KEY CONCLUSIONS

Taken together, the external evaluation and participant survey present a consistent and compelling picture. MAGIC 2025 delivered on its core purpose: bringing people together around shared values of inclusion, inspiration, and personal development, and doing so at a scale and quality that stakeholders and participants alike regarded as exceptional.

FIVE HEADLINE CONCLUSIONS EMERGE:

01 MAGIC 2025 generated consistently high satisfaction among stakeholders (all scores 7–10/10) and participants (wellbeing means of 8–9/10).

02 Inclusive values, mental health impact, and inspiration were the highest-rated themes – confirming MAGIC’s identity as far more than a sporting competition.

03 The programme strengthened connections within the Mixed Ability movement and supported organisational development and strategic growth across partner organisations.

04 There is unanimous and strong interest from stakeholders in continuing and expanding MAGIC internationally, both in terms of geography and sports diversity.

05 Areas for improvement include: stronger alignment with Mixed Ability principles in competitive settings, more structured cross-sector networking, enhanced digital communication to complement the in-person interaction, and more systematic capture of participant voices beyond the event framework itself.



CHAPTER 3

SOCIAL VALUE AND RETURN ON INVESTMENT

This chapter draws primarily on the IMAS Social Value Report 2024/25, produced by Substance using Social Return on Investment (SROI) principles. It presents a comprehensive picture of the measurable economic and social benefits generated through IMAS-aligned activity across 12 months of engagement, during the lead-up and delivery of the MAGIC 2025 project (ca. January 2025 - January 2026).

METHODOLOGY

The SROI analysis followed six established stages: **scoping and identifying stakeholders; mapping outcomes; evidencing outcomes and assigning monetary values; establishing impact; calculating the SROI ratio; and reporting.** Evidence was gathered through a global club survey (56 respondents across 11 countries), stakeholder interviews, and desk-based literature reviews.

The study involved 2,677 Mixed Ability participants involved in MAGIC and IMART 2025 across four continents, spanning sports including rugby, basketball, multi-sport, boxing, cricket, rowing, golf, and floor curl. Valuations accounted for GDP per capita differences by country, risk profiling, deadweight, and participation thresholds.



TOTAL SOCIAL VALUE: €25.39 MILLION

The findings demonstrate substantial, measurable outcomes across seven key domains:

Outcome Area	Social Value Generated
Improved mental health, happiness and wellbeing	€14,112,911
Skill development, networking & volunteering	€7,173,392
Stronger community & sense of belonging	€1,467,914
More safe and inclusive environments	€1,358,861
Increased physical activity & sport development	€900,596
Increased employment opportunities	€205,929
Changing perceptions of disability	€172,590
TOTAL	€25,392,194

SROI RATIO: €1 : €23.49

Partner contributions of €1.24m – including financial sponsorship and in-kind support from Flutter Entertainment, Smurfit Westrock, and Erasmus+ – generated €25,392,194 of social value. This yields an SROI ratio of 1:23.49: for every euro invested, over €23 of social value is returned to participants, their families, and wider communities.

It should be noted that **this ratio does not include the significant financial contributions made by the clubs themselves in facilitating Mixed Ability provisions, which would further enhance the overall investment and value picture.**

PARTNER CONTRIBUTIONS

Partnerships with Flutter Entertainment, Smurfit Westrock, and the Erasmus+ co-funding were central to the success of MAGIC and IMART. Their contributions extended well beyond financial sponsorship or contribution, encompassing seconded staff, strategic support, volunteering, media production, and in-kind donations.

A case study of Flutter staff who volunteered at MAGIC found that the partnership created significant shared value: employees gained skills, confidence, and new perspectives on disability inclusion; IMAS received high-quality strategic and operational support; and Flutter deepened its commitment to meaningful community impact.

EVALUATION

According to the findings of the study taking into consideration the lead-up and delivery of MAGIC and IMART 2025, the IMAS and the Mixed Ability offering displays:

Wellbeing gains drive €14.11m in value through improved mental and physical health and reduced loneliness.

Volunteering generates €7.17m in value with clear boosts in skills, confidence, and social capital.

Clubs develop more inclusive, community connected cultures, adding €1.46m in social value.

Mixed Ability participation drives meaningful, long term shifts in disability attitudes and perceptions.

Strategic partnerships significantly amplify IMAS's reach, capacity, and cultural impact.

CHAPTER 4

PERSONAL AND CLUB IMPACT

This chapter draws on the preliminary academic evaluation conducted by Leeds Beckett University between May 2025 and April 2026 which is going to be concluded by September 2026, with the release of a final summative report scheduled for autumn 2026. The research involved 17 qualitative interviews with 19 informants from Argentina, Canada, Chile, Ireland, Italy, and Spain. It presents findings across five themes, grounded in the experiences of players, coaches, coordinators, and their families. Although initial, these indicative findings help contextualise the impact of events such as MAGIC for the growth of inclusive sport.



THEME 1: TOUCHING LIVES – A UNIQUE EXPERIENCE WITH LASTING IMPACTS

INCREASED AUTONOMY AND INDEPENDENCE

One of the most consistently reported impacts of MAGIC/IMART is its power to transform participants' sense of independence. For many disabled players, attending the tournament represents their first experience of travelling abroad without intensive family supervision, challenging deeply held assumptions about what they are capable of.

“Many of our players with disability who went to Cork in 2022 had never taken a plane, or had never been in Europe, or had never travelled away from Chile. So, it was a real opportunity to destroy many barriers that their family put, or the society put there.”

– Club coordinator, Chile (Interview 2)

Successful participation at MAGIC/IMART helps build trust between clubs and families, and between families and their disabled children or relatives. Over time, this can transform life possibilities:

“There was a mom who told me: ‘He is 40 years old, he has Down syndrome, I have tried to take him away from Chile for vacations for the last 40 years, and he had never wanted to travel because he’s scared of planes. And now that you tell him that he’s going to be representing Chile, he only wants to go!’”

– Club coordinator, Chile (Interview 2)



SELF-ESTEEM, CONFIDENCE AND SOCIAL STATUS

Being at the centre of a global sporting event has profound effects on participants' self-esteem and sense of worth. Representing their club or country, winning matches, or receiving the Spirit of Mixed Ability Rugby Trophy provides recognition that resonates far beyond the tournament itself:

“It was an amazing tournament. For the players it was like... the whole city was just pausing for them, and essentially some of them became mini celebrities for that week. And those were non-disabled, it was the best week of their lives.”

– Club representative, Ireland (Interview 3)

For Italian clubs, IMART/MAGIC offers a form of recognition that is often absent in their domestic context. Participants describe the powerful realisation that they are not working alone – and that their model genuinely works at a global scale:

“At Bradford we met other realities, and for us that was a turning point – the impact of IMART was to open our eyes. I cannot fully describe the emotion of us all, at both Bradford and Cork. It was like saying: ‘So we are not alone. So it is possible!’”

– Club representative, Italy (Interview 8)

The social recognition gained at MAGIC/IMART can act as a powerful ‘conversation starter’ that improves social confidence and broadens personal networks – for disabled and non-disabled participants alike. As one Irish coordinator reflected:

“It’s not ‘John, the disabled guy’ – it’s ‘John who plays for Sunday Wells, who plays rugby, who has two World Cups.’ That’s a really, really good way of rolling back the shoulders.”

– Club coordinator, Ireland (Interview 3)

This sense of being valued and finding one’s place is equally felt in Spain, where coordinators describe how MAGIC transforms their own self-worth alongside that of their players:

“You feel valued, you feel loved, you feel that you are in the place where you need to be. For me, [MAGIC] has been a boost to my self-esteem – it confirms I am in the right place, doing what I want to do, and that I can be useful in changing this world a little.”

– Club coordinator, Spain (Interview 12)



PERSONAL STORIES FROM PAMPLONA

The following first-hand accounts reflect the depth of personal impact reported by participants at MAGIC/IMART 2025:

Coach Story – Miguel Ángel Elizari



“After 30 years away from rugby, participating in the IRC Mixed Ability team has given me the possibility of reconnecting not only with the game I love, but with old teammates.

It has also allowed me to explore other areas that I wasn’t comfortable with before, like coaching people with disabilities. I feel very fulfilled contributing my knowledge and experience to help people integrate into this society.

I’m getting so much from everyone, so much more than I could have imagined when I started!”



Player Story – José Galea Glaria



“My start in rugby was fast. I had only started a few months when I was lucky enough to travel to Cork, Ireland, to play IMART 2022.

That gave me more confidence in myself and taught me to trust others. I realised that there are still people who need rugby because in Mixed Ability rugby there are no barriers. We all deserve a place and to feel important.”



A Family Perspective – Sandra Rodriguez Anzano & Mari Mar Anzano



“Sandra can’t wait to go to training every Thursday and Saturday. She starts to talk about it hours before, and she enjoys it enormously!

I’m very happy that she wants to be part of the team and is valued for her contribution. I can see how happy she is, and that makes me happy too. I am so proud of my daughter and see how far she’s come since joining Mixed Ability rugby in Iruña.”



THEME 2: POWERING THE MOVEMENT

MORAL CONFIRMATION: ‘WE ARE NOT ALONE’

Mixed Ability champions typically work in relative isolation, facing social and institutional barriers in their local contexts. **One of the most powerful impacts of MAGIC/IMART is the sense of moral confirmation it provides** – the discovery that a large, aligned global community shares their vision:

“When you see people around the world going your same way, you know it’s easier to keep on continuing. When you see more people around the world doing it, it motivates you. It’s awesome. It was incredible.”

– Club coordinator, Chile (Interview 2)

PREVENTING BURNOUT AND RENEWING ENTHUSIASM

Many founders and pioneers of Mixed Ability clubs have devoted years of personal time, energy, and sacrifice to building inclusive sporting environments. **MAGIC/IMART plays a crucial role in preventing burnout by renewing their enthusiasm**, partly through the introduction of new sports:

“We had hockey starting in Cork, and I actually hadn’t been up at Mixed Ability rugby training in the season. I went out playing hockey and it was just refreshing – it felt like it was happening all over again.”

– Club coordinator, Ireland (Interview 3)

For Italian pioneers, this renewal can take a deeply personal form. After more than a decade leading Mixed Ability rugby, one club founder found new purpose through the rowing programme at MAGIC – **winning the Spirit of Mixed Ability Rowing trophy at the event in Pamplona was an intensely emotional milestone:**

“After 15 years in rugby I was spent. But we won the first Mixed Ability rowing world title, and I carried the Spirit of Mixed Ability Rowing trophy – and for me, it was perhaps the first moment in almost 12 years where I was genuinely moved. I picked up that trophy and said to myself: ‘I made it.’”

– Club founder and rowing pioneer, Italy (Interview 5)

THE ARGENTINA CASE STUDY: A MODEL FOR GLOBAL GROWTH

Argentina’s trajectory illustrates the transformative potential of IMART. Beginning with just three players at IMART Bradford 2015, and inspired by what they saw, a new team – Pumpas XV – was formed. By IMART 2017, they arrived with two full squads and won the Winners’ Cup. By 2024, over 50 clubs play Mixed Ability rugby across Argentina, with more than 2,500 players active weekly across South America:

Year	Milestone
2015	3 players from Rugby Inclusivo (Buenos Aires) attend IMART Bradford
2016	Pumpas XV established in Buenos Aires; regular training begins
2017	Argentina arrives at IMART Vitoria with 2 full teams (83 participants) and wins the Winners’ Cup
2018–19	Expansion to Mendoza and Cordoba; growth continues
2022	Argentina fields 3 teams at IMART Cork, including South American representatives
2024	50+ Mixed Ability rugby clubs + 10 hockey clubs in Argentina; 2,500+ weekly players across South America



THEME 3: PEER LEARNING – A GLOBAL FORUM FOR KNOWLEDGE SHARING

MAGIC accelerates learning in ways that online resources cannot. Experiencing the Mixed Ability model 'in action' is consistently described as transformative:

“There’s one thing of me sitting here telling people what it is and how great it sounds on paper, but it’s another thing seeing it in action and being a part of it.”

– Club coordinator (Interview 9)

The event also catalyses cross-cultural comparison and exchange, with participants from different countries reflecting on their own practices, discovering diverse adaptations, and identifying innovations they can bring home. Returning participants become regional ambassadors, spreading the model and inspiring new clubs:

“In 2017 there was the second IMART. The Pumpas XV were the champions. When the IMART in Vitoria finished, I thought: ‘Why not do it in my village?’ And I called the Pumpas coach, and he explained to me everything about Mixed Ability.”

– Club founder, Argentina (Interview 1)



The same ripple effect is visible across Europe. **Italian clubs describe how attending IMART directly inspired the creation of new inclusive team structures at home,** with learning taken from other countries reshaping how they think about who can play, how clubs are organised, and what Mixed Ability sport can be:

“We came back home and said: these young players who joined us at 13 and are now 15 – why not put them into an Under-16? And from that came the Collettivo Brancaleone. IMART was fundamental for us. We saw experiences much more advanced than our own, and we said: we can learn from this, we can bring these practices back into our own context.”

– Club representative, Italy (Interview 8)

THEME 4: RETHINKING, QUESTIONING, AND DEVELOPING

MAGIC/IMART is not merely a celebration – it is also a site for honest debate about what Mixed Ability means and how it should be implemented. The event’s rapid growth has surfaced discussions around team composition, the balance between competitiveness and inclusion, and the relationship between IMART (rugby) and MAGIC (multi-sport and educational events).

These discussions are not weaknesses but signs of a living, evolving movement that takes its values seriously. **Participants increasingly call for structured spaces for reflection and co-creation to be built into the event programme.**

THEME 5: SHOWCASING AND GROWING – LEGITIMACY AND VISIBILITY

Events like MAGIC act as a powerful legitimacy generator for Mixed Ability clubs. In contexts where they often struggle for recognition and resources due to dominant disability-sport frameworks, the global visibility of MAGIC/IMART improves clubs’ credibility with local authorities, national governing bodies, and corporate sponsors.

At Fundación Flutter, we believe that Every Voice Matters and that inclusion isn’t just an ideal – it’s a responsibility. We stay grounded in dialogue with local communities to understand where we can break down barriers and promote inclusion. And we’re committed to ensuring that everyone has a place on the team and a voice in the game.

Our mission is to create meaningful social impact through inclusive programs and partnerships that address the needs of our communities. That’s why we’re proud to support MAGIC and IMART 2025, a celebration of Mixed Ability sport that champions dignity, opportunity, and belonging for all. Through collaborations like this, and local initiatives such as FlutterxelDeporte and scholarship programmes for vulnerable and disadvantaged social groups, Fundación Flutter drives development and creates a more equitable, just society – both in Spain and beyond. Together, we are Changing the Game.

– Esther Martin-Ortega -
Fundación Flutter Spain

Flutter

The event also provides an essential platform for emerging Mixed Ability sports – basketball, rowing, floor curl, and football among them – to gain visibility and attract new participants. For those sports, MAGIC/IMART is both a trial ground and a catalyst for wider adoption. For instance, the exhibition activities staged during IMART 2022 in Cork, found a wider appeal and more structured approach in Pamplona, with rowing and floor-curling growing to a 2-day competition status, and basketball and football to a 4-team tournament. **This show how trialling new Mixed Ability sports at events like MAGIC enables growth, replication and long-term sustainability, with further partnership and opportunities being created outside the event framework!**



CHAPTER 5

SUSTAINABILITY
AND THE
ENVIRONMENT

IMAS is committed to increasing the sustainability of its international events such as MAGIC and IMART and using them as a platform to model and promote good environmental practice. This chapter draws on the MAGIC 2025 Sustainability Report prepared by IMAS partner Nifty Sustainability to review what was planned, what worked, the challenges encountered, and the lessons learned for future events.

CONTEXT AND COMMITMENT

Major sporting events have significant potential for negative environmental, economic, and social impacts. Given the international nature of MAGIC – with teams travelling from across 24 nations – the IMAS team has actively worked since the inaugural event in Bradford (2015) to reduce its environmental footprint at each successive tournament. Learning from Bradford (2015), Vitoria-Gasteiz (2017), and Cork (2022) has been embedded into the planning of MAGIC 2025.

Sustainability is also increasingly urgent: with some projections suggesting that by 2050, up to 50% of sport events may be cancelled due to extreme heat and poor air quality (AISTS, 2023), IMAS sees MAGIC and IMART as an opportunity to experiment with and demonstrate best practice.

NIFTY
SUSTAINABILITY

WHAT WAS PLANNED AND WHAT WAS ACHIEVED

ENERGY

A preliminary assessment of energy needs was carried out prior to the event. Matches were scheduled during daylight hours, eliminating the need for floodlights. No additional infrastructure was required as IMAS selected the Sports Campus belonging to the Public University of Navarra (UPNA). The UPNA facilities used by the event were partly powered by solar energy, providing some renewable sources. However, power sources remain largely determined by venue infrastructure – an area where IMAS has limited direct control.

FOOD AND CATERING

Meals were provided through the University canteen rather than via pre-packaged lunches, substantially reducing packaging waste. Participants were asked to notify the catering team 24 hours in advance if they would not require a meal. Spanish food culture reduced reliance on pre-packaged options. By the end of the week, catering quantities had been reduced in response to actual demand, minimising food waste.

Challenges remained: last-minute cancellations made precise catering difficult, and most meals included meat, representing a missed opportunity to reduce the carbon footprint of food provision.

WATER AND SINGLE-USE PLASTICS

No single-use plastic water bottles were available for sale. Flutter Entertainment provided 1,200 reusable water bottles in welcome packs. Two additional drinking fountains were installed near the main building and pitches. A token-deposit system was used at the bar for reusable beakers.

However, the exceptional heat during the event created additional water demand that exceeded supply, and some teams supplemented with single-use plastic bottles. This highlights the need for robust contingency planning for extreme weather.

CONSUMABLES AND MATERIALS

IMAS used local suppliers for signage, decorations, and the tournament trophy. Dates were omitted from merchandise and signage where possible, enabling reuse at future events. QR codes replaced printed materials where feasible. Recycled cardboard boxes replaced plastic bags for welcome packs. Confetti cannons and fireworks were avoided. Merchandise was made available for pre-order only, preventing excess production.

Challenges included the difficulty of controlling venue-specific policies, some gazebos not surviving the event due to heavy use, and large quantities of empty cardboard boxes left behind after participants removed their welcome pack contents.

TRAVEL AND TRANSPORT

Online meetings replaced in-person gatherings wherever possible in the run-up to the event. Local referees and volunteers were recruited to reduce international travel. Being hosted in mainland Europe meant many participants could travel by train or bus rather than flying. An agreement with a local transport firm provided each team with bus passes for travel into the city, and IMAS prioritised accommodation within walking distance of the venue.

Challenges: with teams from South America and beyond, some air travel was inevitable. The extreme heat made walking impractical for many, and the collective transport system was felt by some participants to lack flexibility, leading some to take taxis instead.

LOCAL ECONOMY

IMAS made a concerted effort to source everything possible from local suppliers – signage, catering, trophy production – and several local organisations sponsored the event. Suppliers gave positive feedback about the event's contribution to the local economy. **The local authority did not need to establish additional public transport infrastructure. At a result more than €1.5 million was directly re-invested in the local economy.**

SUMMARY: WHAT IMAS HAS LEARNED

Key Lessons from MAGIC 2025 Sustainability

Awareness and planning around food waste and single-use consumables has been particularly impactful.

Some environmental impacts – especially international travel – are inherent to the event's global nature and require a longer-term approach.

Extreme weather (heat, in the case of Pamplona) creates unforeseen sustainability challenges that must be built into planning.

Venue selection is critical: where renewable energy, local food culture, and accessible infrastructure exist, sustainability outcomes improve significantly.

Team-level responsibility (e.g. bringing reusable water bottles, communicating dietary requirements) can reduce the burden on the organising team.

Choosing existing infrastructure avoids the need for large-scale, resource-intensive construction.



RECOMMENDATIONS FOR FUTURE EVENTS

VENUE SELECTION

The application process for future MAGIC and IMARTs should include sustainability criteria. Bids from venues with renewable energy sources, strong sustainable food cultures, and accessible public transport should be prioritised. Bradford University's Green accommodation – used at IMART 2015 – was cited as an exemplar.

EVENT PLANNING AND COMMUNICATION

Sustainability expectations should be communicated to all participating teams from the outset, including guidelines on reusable water bottles, food waste, and transport. Each team could nominate a Sustainability Champion to take responsibility for their delegation and connect with IMAS ahead of the event.

DURING THE EVENT

- Food choices could be limited to further reduce waste, with greater provision of vegetarian or plant-based options.
- Partnership with a local foodbank or food redistribution organisation to donate unused food at the end of the event.
- All accommodation should be within easy walking or cycling distance of the venue, or shuttle buses should run frequently enough to make private transport unnecessary.
- Contingency water provision should be planned for extreme heat conditions, with bulk refill stations rather than individual bottles.

CHAPTER 6

FINAL RECOMMENDATIONS

The findings outlined in this document have been possible thanks to the hundreds of voices and opinion captured by the different research stands. As an organisation, IMAS is committed to be led by evidence and by co-producing our actions with the whole Mixed Ability movement. Drawing together findings from all the different research components, we want to offer some summative recommendations for the ongoing development of events similar to MAGIC and IMART, as well as for the whole Mixed Ability movement. These are addressed to four key audiences: event organisers, participating clubs and delegations, sport governing bodies, and funders. **This also represent a way to share and transfer the knowledge with the wider sport and voluntary & community sectors, to influence further positive, long-lasting sustainable change that place individuals, their rights and aspiration centre stage.**



TO EVENT ORGANISERS

BUILD STRUCTURED REFLECTION AND CO-CREATION INTO THE PROGRAMME



The appetite among participants for formal debate and collective sense-making around the Mixed Ability model is high and growing. MAGIC's activities offer potential for this and should be further potentiated at future events to harness this transformational impact. Dedicated slots for structured dialogue – including pre- and post-event online consultations – should become a permanent feature of the event. Ideas can also be explored for more permanent Forums within the Mixed Ability movement at an international level which is for IMAS to consider.

IMPROVE SCHEDULING, LOGISTICS, AND COMMUNICATION



Participants consistently highlighted that the educational Fringe programme, which was trialled as a concept in Pamplona, holds great potential to foster transfer of learning, shed light on successful stories and motivate the whole Mixed Ability network. The recommendation would be to strengthen this opportunity even further at future MAGIC events.

INVEST IN KNOWLEDGE TRANSFER AND GOVERNANCE



As the movement grows, investment in knowledge transfer to host clubs and national organisations, long-term governance frameworks, legacy templates, and support structures for newcomers becomes essential to protect the model's values and sustain its growth. To this extent, the forthcoming establishment of a Mixed Ability sports global entity to federate the different national realities seems a suitable vehicle and a well-placed channel to ensure adherence to the vision, transfer learning across context and provide a permanent forum for discussion to the whole Mixed Ability movement.

CLARIFY THE RELATIONSHIP BETWEEN MAGIC AND IMART



A central strategic question for IMAS is whether MAGIC can become a standalone event and be adopted as a 'Mixed Ability Olympics'-style event in its own right, where several Mixed Ability disciplines, although at a club level, can give birth to fully international competitions. This decision has significant implications for communications, sponsorship, participant expectations, and the transfer of IMART's consolidated legitimacy and brand recognition onto MAGIC. A clear strategy should be developed and shared with partners and participants before the next event.

STRENGTHEN INTEGRATION OF NON-RUGBY SPORTS



There are mutually reinforcing dynamics between multi-sports and rugby activities, and it is important to further integrate them at all levels in future events. For instance, this could be ensuring that the schedule allows for participants to have the time and opportunity to trial other Mixed Ability sports during the week, also ringfencing social time to build networks and enhance interpersonal skills.

STRENGTHEN DATA COLLECTION FOR FUTURE SROI CYCLES



IMAS acknowledges that systemic change takes time and requires strategic alliances across multiple sectors and solid data. For this reason, IMAS is also committed to improve the accuracy and breadth of future social value assessments. To this end, IMAS should standardise data reporting templates across all Mixed Ability clubs, introduce annual global data submission windows, and develop internal dashboards for real-time outcome tracking. Capturing consistent attendance and participation data will allow more outcomes – including social prescribing, educational engagement, and confidence/independence – to be valued in future cycles.

TO PARTICIPATING CLUBS AND DELEGATIONS

- Thoroughly prepare all attendees before travelling: clearly communicate the event's purpose, values, and expectations, ensuring everyone understands their shared responsibility for the wellbeing of all delegations. For example, the organisation covered this during the build-up phase, and it was well rated by participants.
- Ensure a genuine representation of the community you serve in your team and delegation, facilitating equal access to all sporting and non-sporting activities throughout the week.
- Identify designated safeguarding leads and managers who can support people who might be at their first international experience abroad. Also, establishing 'buddy systems' whereby participants of different skills and abilities are teamed up to support one another during the week seems to represent a common success factor for everyone to fully enjoy the event.
- Embrace the full event experience: avoid focusing solely on your own competition and actively engage with other sports, social events, and educational activities.
- Nominate a Sustainability Champion within your delegation to lead on environmental good practice and liaise with IMAS ahead of and during the event.
- Use MAGIC/IMART as a catalyst for growth back home: share experiences, use the networks built, and consider how the learning from the event can translate into new activities, partnerships, and clubs in your local context.

TO FUNDERS

- Invest in long-term, multi-year agreements that support both event delivery and IMAS's broader organisational development and capacity.
- Fund dissemination, networking, and sustained peer-learning opportunities – including online coordination tools, translation support, and regional spin-off events that can expand access for clubs unable to attend MAGIC/IMART.
- Support the annual SROI valuation process as a core IMAS function, enabling year-on-year demonstration of impact for partners, commissioners, and policymakers.
- Prioritise investment in the areas of social value currently under-measured: social prescribing, educational improvement, employability, and longitudinal wellbeing tracking.
- Recognise that the Mixed Ability model offers exceptional social return: the 2024/25 analysis demonstrates that every €1 invested yields €23.49 in social value – a compelling case for sustained and expanded support.

TO SPORT GOVERNING BODIES

- Attend MAGIC or IMART in person to witness how Mixed Ability environments operate and how they can broaden grassroots participation and membership in your sport.
- Support the movement by coordinating club delegations and developing communication campaigns in partnership with IMAS.
- Establish regional Mixed Ability pilot activities or events to strengthen legitimacy, support fundraising, and enable the creation of local clusters that can grow into national networks.
- Embed Mixed Ability within mainstream sport structures: funding, coaching pathways, and facility provision should reflect the model's value and growing reach.
- Include Mixed Ability into your community / grassroots provision and include elements of the IMAS co-produced education / training for clubs and coaches in your educational resources and offers.
- Give visibility to success stories and case studies to support the activation of inactive and excluded participants into your communities of interest. This leads to recruitment, re-engagement and retention of more individuals at the grassroots level, which in turn leads to more sustainable and long-lasting activities.

CLOSING STATEMENT

“MIXED ABILITY HAS GROWN INTO A SOCIAL MOVEMENT WITHIN SPORTS, ACTIVELY PROMOTING INCLUSION AND EQUALITY THROUGH A SENSE OF BELONGING AND MEMBERSHIP TO A GROUP, TEAM, OR CLUB.”

– IMAS mission statement

MAGIC and IMART 2025 in Pamplona demonstrated, beyond any doubt, that the Mixed Ability model works – at scale, across cultures, and across sports. The evidence from this report, spanning social value analysis, academic evaluation, sustainability review, and the lived experiences of participants worldwide, tells a consistent story: Mixed Ability sport changes lives, builds communities, and creates a more equal world.

The challenge now is to build on this foundation – to grow the movement with care, invest in its people and structures, listen to those who carry it forward at the grassroots, and ensure that the values of inclusion, belonging, and mutual respect remain at its heart.

The next MAGIC and IMART are already on the horizon. Let the learning from Pamplona light the way.



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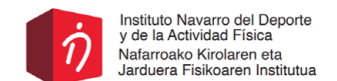
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ACKNOWLEDGEMENTS

The Mixed Ability Games and IMART 2025 have been truly global events which wouldn't have been possible without the vision, passion, patience, and commitment of hundreds of extraordinary individuals and partner organisations.

We want to extend our thanks to the host Iruña Rugby Club with a special mention to Hernan Mazzarello and the Junta Directiva (and their families!) for their exceptional work. You will always have our gratitude.

The exponential growth of the Mixed Ability movement would not have been possible without the backing and support of the Erasmus+ Sport programme of the European Commission, which have continually given us the opportunity to connect, unite and amplify the message of Mixed Ability and its power to change the world. Equally, our strategic partner of Flutter Entertainment, Fundación Flutter and the Platinum Sponsor Smurfit Kappa have been key allies in making this global event happen!

We want to thank you all the accredited photographers who covered the MAGIC week in Pamplona. Most of the pictures reproduced here were taken by the IMAS official photographer Daniel Fernandez Perez. Other credits and our gratitude go to: Mick Massey, Juan Pablo Otaola, Imanol Aranzadi, José Angel Ayerra.

Thank you and see you at the next event!

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