



MAGIC 25
Mixed Ability
Games, Inclusion
and Coproduction

IMART AND MAGIC IN COLOUR

PAMPLONA / IRUÑA 2025



Co-funded by
the European Union

In partnership with:
Flutter





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FOREWORD

The 4th International Mixed Ability Rugby Tournament and Mixed Ability Games 2025 in Pamplona marked a very special moment in the history of the Mixed Ability movement!

Pamplona 2025 was in fact the occasion to celebrate the 10th anniversary of the very first IMART in Bradford, and the inception of what it was the inaugural gathering of the global Mixed Ability network. Since 2015, IMART has grown to become a well-known name in the Rugby World, embodying in practice the core values of the game we all love. It has also helped raise the profile of Mixed Ability globally, opening the way for numerous other sports to follow!

In Pamplona, for the first time, we were thrilled to stage parallel competitions in Mixed Ability football, basketball, rowing, and floor curling as well as showcasing activities in further disciplines. This was a tangible sign of the positive impact our model is having on grassroots sport in communities all across the world, and clear evidence of the need for it. But this is not enough. We know each IMART represents a unique occasion for replication, but it is also a great responsibility.

The responsibility of creating more opportunities, for more people, to be included as equal members in the sports we love, regardless of abilities, gender, age, background, previous experience, faith, sexual orientation or any other characteristic.

IMART and MAGIC were a celebration of, and for, the Mixed Ability movement, the acknowledgment of the daily work people are carrying out as champions, drivers, advocates and participants in local communities all over the world. Without that – there would be no Mixed Ability. So, you all have all our gratitude. But to make that incredible week possible we must also thank all the organisers, funders, sponsors, allies and volunteers who have worked tirelessly and with astonishing commitment to help us stage a worthy 10-year celebration. We couldn't have done it without you.

Hopefully, whether you were in Pamplona or not, these pictures will be able to recreate the atmosphere and tell the transformational stories that are changing grassroots sport for good. Enjoy!

Martino Corazza
IMAS Co-founder and Director





THE NUMBERS



1,700 PLAYERS AND



32 RUGBY TEAMS



24 NATIONS PLAYED



8 MIXED ABILITY SPORTS



76 MATCHES



**1 INTERNATIONAL
CONFERENCE**



IMART 2025

GLOBAL MIXED ABILITY RUGBY TOURNAMENT IN PAMPLONA



youtube.com/watch?v=ayPitHi2ox8

SPORTS

- ⚽ FOOTBALL, 🏀 BASKETBALL,
- 🏘 WHEELCHAIR BASKETBALL,
- 🏊 FLOOR CURLING,
- 🤾 HANDBALL, ⚽ GOALBALL,
- 🏌 GOLF AND 🚣 ROWING

**€1.5M RAISED, INCLUDING
SUPPORT FROM ERASMUS+**

OVER 11M MEDIA REACH

150K UNIQUE STREAM VIEWERS

**MORE THAN 1M SOCIAL MEDIA
INTERACTIONS**

**€1M REINVESTED IN THE
LOCAL ECONOMY**



SPAIN



ENGLAND



IRELAND



WALES



SCOTLAND



ARGENTINA



AUSTRALIA



BELGIUM



CANADA



COSTA RICA



CHILE



ECUADOR



FRANCE



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MEXICO



POLAND



PORTUGAL



SERBIA



TURKEY



UNITED ARAB
EMIRATES



URUGUAY



USA

ATMOSPHERE

IMART Pamplona/Iruña 2025 and the Mixed Ability Games, Inclusion and Co-production (MAGIC 25) represented the culmination of 2 years of relentless work, to stage a truly unforgettable experience to match the previous editions of Bradford 2015, Vitoria Gasteiz 2017, and Cork 2022.

1,700 participants from 24 different nations crowded the capital of Navarra for a full week of Mixed Ability sports, demonstrating that is not only possible for players of all abilities to compete together, but that the Mixed Ability model keeps growing across local communities all over the world.

Pamplona 2025 represented the opportunity to meet old friends and make new ones, share good practice, transfer ideas and most important, have fun, socialise and enjoy a 'normal' sport event environment, where everyone's ability was celebrated! Mixed Ability sport is the only worldwide proposition in grassroots sport where people of all abilities play alongside one another, as equal members, without being separated, classified or identified. We believe this is sport as it should be!









OPENING CEREMONY

The opening ceremony took place in the Pavilion of the Public University of Navarra (UPNA) and was attended by more than 3,000 people who brought passion and colour to the stands.

The parade of nations opened the ceremony, followed by the welcome from the authorities. Amongst the others, we were delighted to have with us the Government of Navarra, represented by Councillor Rebeca Esnaola, the Pamplona City Council, with Maider Beloki, the Navarre Institute of Sport, with its Managing Director Jorge Oviedo and the host Iruña Rugby Club, represented by Iñigo Aldave, captain of the Mixed Ability rugby team.

The high-energy and multicultural celebration culminated with an exhibition of “Otra Mirada Rítmica” gymnastics team, with a thrilling and emotional performance. A perfect way to kick off the 4th IMART and the MAGIC Games!









IMART 2025

The International Mixed Ability Rugby Tournament (IMART) is 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 battle for two trophies: the Winners' Cup and the Spirit of Mixed Ability Rugby Trophy.

The entire tournament is played in compliance with World Rugby's Laws. The Mixed Ability rugby world cup, which began in Bradford 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, recording the largest number of participating teams and athletes to date.





MEN'S RUGBY TOURNAMENT

“

We need Mixed Ability rugby, because in Mixed Ability rugby there are no barriers. Everyone deserves a place and to feel important.”

— José Galea Glaría,
Iruña RC Mixed Ability player









WOMEN'S RUGBY TOURNAMENT



Mixed Ability women's rugby is more than sport; it's about inclusion and opportunity. No matter your background, experience or ability, everyone deserves the chance to be involved, belong and enjoy the game together."

— Becky Watkins, Merched Cymru/Llanelli Warriors









MAGIC GAMES

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!



MAGIC
Mixed Ability
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25





BASKETBALL

“

Mixed Ability basketball doesn't adapt; it includes: the same hoop, the same ball, the same rules and the same team, because we all deserve the same court.”

— Anna Meraglia, coach and coordinator of Buxers Argentina





GOLF & GOALBALL



The Navarra Golf Federation is proud to have been part of an international event that unites so many people around the values of sport. Collaborating with the MAGIC Games reinforces our commitment to inclusion and creating real opportunities for all, breaking down barriers from the ground up. It is an honour to have participated in an event that inspires and unites.”

— Manuel Urra, President of the Navarra Golf Federation



We’re delighted to have been part of MAGIC 2025 and to have been able to showcase our sport, with the aim of uniting people with and without visual impairments to practice it. We’re pleased to showcase our commitment to inclusion in sports, putting ourselves in the shoes of others.”

— Pablo Segura, historic player and champion of Goalball Navarra





FLOOR CURLING

After making its debut at the Mixed Ability Week in Cork, Ireland, in 2022 as an exhibition sport, floor curling made history with the first Mixed Ability Floor Curling Tournament in Pamplona, Spain.

More than 180 athletes from different countries and local organisations such as the West Cork Jesters of Ireland, TASUBINSA, Síndrome de Down Navarra, and many others, participated in a practice day on Wednesday the 25th and in the tournament on Thursday the 26th of June.

The activities were coordinated and delivered by Rock Solid Productions Inc. and supported by World Floor Curling, ensuring the tournament was a resounding success. The event was open to participants, delegations, and citizens of Pamplona and all delegates attending the other Mixed Ability disciplines. Students from the local universities, families, volunteers, and local businesses entered teams in the tournament, providing a spectacular setting and laying the foundations for future growth and replication!





FOOTBALL

“

Thanks to what the Mixed Ability model has showed in sports like rugby, we have proven that it is one of the most beautiful and enriching experiences that sport offers. It is valuable for everyone, but especially for those without disabilities, who discover that disability is not an obstacle to practicing sports and that, together, with true mutual support, we can achieve great success.”

— Gorka Goñi Pérez,
Head of Sports Activities
at the Osasuna Foundation





ROWING

“

This new edition inspired great respect for and amongst the delegations, generating a sense of pride in being part of the Mixed Ability network, and commitment to ensure this great opportunity becomes a reality for many more.”

— Enrico Colzani, President of IMAS Italy and member of Societa Canottieri Armida





WHEELCHAIR BASKETBALL & HANDBALL

“

Inclusion through sports was the connecting link between people with and without disabilities and playing sports together during the MAGIC 2025 week.”

— Alberto Zudaire García,
president and coach of
BSR Navarra

“

For us it was an honour to be part of the MAGIC Games, because we continue to promote the concept of a sport where all abilities are welcomed.”

— Marina Sans, coordinator
of Popurrí Beti-onak,
Balonmano Comunitario





AWARD CEREMONY

The Award ceremony was the opportunity to thank and celebrate all the players, teams, delegation and partners who were the beating heart of IMART and MAGIC 2025. It was also the occasion to recognise the achievements and success of the competing teams.

With regard to IMART 2025, the Bronze Cup was awarded to the Pumpas XV (Argentina) and Bumble Bees RFC (England), who tied 5-5 and decided to celebrate in a true Mixed Ability spirit by sharing the trophy. The Silver Cup final was won by Llanelli Warriors from Wales, after beating the local hosts of Iruña RC in a thrilling 10-7 match. The men's Gold Cup crowned a new champion: Longlevens Mixed Ability Rugby (England) who defeated the two-time IMART champions Sundays Well Rebels (Ireland) 34-14. In the women's tournament, the Harlequeens Italia lifted the cup, beating Merched Cymru of Wales 10-0. Most importantly, the iconic Spirit of Mixed Ability Rugby Trophy went to the

Ballincollig Trailblazers (Ireland) in the women's tournament and to Tarucas (Chile) for the men's. Finally, in rowing, Società Canottieri Armida from Turin (Italy) retained the Spirit of Mixed Ability Rowing Trophy.

The ceremony was the culmination of a colourful and joyful week with the celebration of the MAGIC Games and the 4th IMART world cup, where the city of Pamplona was the international capital of Mixed Ability sports!

We would like to thank María Chivite Navascués, President of the Government of Navarre, Rebeca Esnaola, Minister of Culture, Sports, and Tourism of the Government of Navarre, Jorge Aguirre, Director of the Navarre Institute of Sports; Maider Beloki, Councillor for Culture and Sports of the Pamplona City Council, Esther Martín Ortega, Director of the Fundación Flutter and Ignacio Landa, General Manager of Smurfit Westrock in Pamplona for attending the ceremony and help presenting the trophies.









VOLUNTEERS

The Mixed Ability Games week was made possible by the passion, commitment and enthusiasm of more than 450 volunteers, covering a wide range of roles and responsibilities before, during and after the event.

The members of Iruña Rugby Club, IMAS and IMAS Spain led the way, but many individuals and organisations join the efforts. This is the case of staff from sponsors Flutter Entertainment, Fundación Flutter and Smurfit Westrock, as well as local organisations such as Tasubinsa, Anfas, Asvona Voluntarios de Navarra and Navarra Olympic Volunteers Association. Students from the Navarra Polytechnic School also sent a delegation of volunteers throughout the week. Furthermore, we were lucky to have a dedicated team of international referees and match officials for the different sports, coordinated by the Director of Rugby Maeve D'Arcy. We express our sincere gratitude to all the people and organisations involved, and in particular to Ana Salsamendi and María Iturri, who coordinated the volunteer activities.





THE CONFERENCE

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.

The 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 Navarre, 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 participating sports clubs.





SPONSORS AND PARTNERS

An international event of this magnitude lives on the support, commitment and generosity of many individuals and organisations. First of all, the MAGIC 2025 has been possible thanks to the co-funding of the **European Commission** through the Erasmus+ Sport programme.

This highlights the importance of sport to implement inclusionary, health and democracy outcomes across Europe, and we are proud Mixed Ability can contribute to that. Also, the event relied on the sponsorship and strategic support of **Flutter Entertainment** and the **Fundación Flutter**, whose staff worked behind the scenes supporting the organising team for almost two years.

A special mention to **Smurfit Westrock** that was the Platinum sponsor of IMART 2025 and supplied their skills and expertise in making the environment at the UPNA Sports Campus truly unique! We would also like to thank the local sponsors and partners, such as 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 (UPNA), INICO of the University of Salamanca, the Navarra Rugby Federation, and all the other collaborators, with a special mention to the **UNESCO** that kindly granted their patronage to the event.





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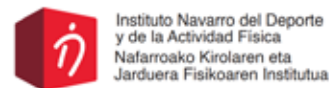
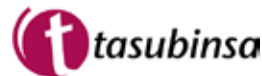
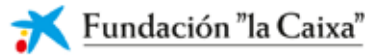
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ACKNOWLEDGMENTS

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!

We would like to recognise the fundamental support of:

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Club de Remo de Orio
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MIXED ABILITY MANIFESTO



MEMBERSHIP AND BELONGING



Mixed Ability recognises the right of everyone to participate in community sports without being separated, classified or labelled.

EQUAL PARTICIPATION



Mixed Ability is a social movement within sports, actively promoting inclusion and equality through a sense of belonging and membership to a group, team or club.

BREAKING DOWN BARRIERS



In breaking down these barriers Mixed Ability Sport creates opportunities for marginalised communities to challenge the established status quo and affirm their right to equal participation.

RULES AND REGULATIONS



Mixed Ability Sports follows the same rules and regulations of mainstream sports without adaptations, and only minor adjustments to take into account individual participant needs.

HEALTH AND HAPPINESS



Sport has the power to transform lives making us healthier and happier, and yet there are people excluded or segregated because of stigma, prejudice or personal perceptions of their capability.

INCLUSION AND EQUALITY



Too often sport is seen as the prerogative of elite athletes or established majorities. Grassroots sport can also be responsible for excluding minorities allowing access only to charitable or segregated activities.



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