

Strategy Book

Guide for how to match the
LEGACY



Legacy

Where does our inspiration come from?



Antoine Dresse



Eugene Ruben-Alcais

Legacy

Olympism is our inspiration
to design a better future for
humanity.

The illustration of how this
future will be, we call

LEGACY



Inmaterial Legacy

- I. Deaf people recognizing
- II. Society awareness for equality
- III. Signs language diffusion
- IV. Sports culture education
- V. Olympism values diffusion
- VI. Patriotism of all nations
- VII. Cultural pride
- VIII. Society institutions collaboration

Material Legacy

- IX. Sportive park empowerment
- X. Economic injection





Communication



1

Challenge

- All communication start from deaf to listeners
- Employ the maximum possible of deaf volunteers
- Great part of the Task Force must be able to basic signs communication by Signs Online UCS Libras Course
- Sport Transmission by free access Streaming Official Channel
- Posters and guidance boards using iconography

“Talking Hands”



Website

- Portuguese / English
- General Informations for Athletes and Community
- Organization news
- Competition Schedule
- Venues Guide
- Sports broadcast

www.deaflympics2021.com



Smart Phone App

- City Guide
- Competition Program (by day or by discipline)
- Results and Records bulletins daily update
- TV Broadcast
- Help center
- OC Communications
- Tourism portal
- Lost & founds notices



TV Broadcast

By Streaming Channel

- 3 Sports Transmission by day
- Insight flashes from medals & records
- Interviews by deaf reporters
- Subtitled in English
- Spoke in Portuguese



STANDARD SCREEN THAT STAY IN SCREAMING





Integration

Deaflympic Square

A daily convergence point for all participants

To cross

To change

To move

To talk

To meet

To find





Deaflympic Square



- Souvenirs Store
- Tourism Agency
- Food Place
- Cultural Center
- Wall of Hands
- Heroes of Day Vitrine
- Accreditation

Zone 1 Open to All





Zone 2

Deaf Lounge

Open to Athletes

- Information Center
- Internet Zone
- Mobile Recharge Totems
- LED Screen with Transmission
- Coffee & Juice Point
- Lost-and-found
- Massage Therapy
- Fitness Center
- Exchange House
- Interview Saloon
- Health Center
- Interpreters Lounge
- Laundry Center (New)

Zone 3

OC Open to Delegates

- Meeting Room
- OC Direction
- ICSD Direction
- Press Coordination
- Sports Justice
- Competitions Coordination
- Classification Office
- Anti-Doping Office
- Ceremonial Coordination
- Accommodation Coord.
- Security Coordination
- Logistic Coordination
- Hospitality Coordination
- Task Force Coordination
- Catering Coordination
- Engineering Support
- TV Managing Center
- Coffee & Juice Point





Financial

- Transparency
- Fiscal Board : Public, Private and Deaf Society observers
- OC autonomy



Private Sponsors

State Financing

Licensing





Task Force

- Coordination Team by professionals
- Arbitration Team powered by Olympic Legacy
- 1200 Volunteers
- 300 Coordination
- Strategic partnerships
- Priorize deaf people
- Uniform with visual identity
- Catering and transport facilities





Hospitality

Special cares team to help all participants with information and orientation

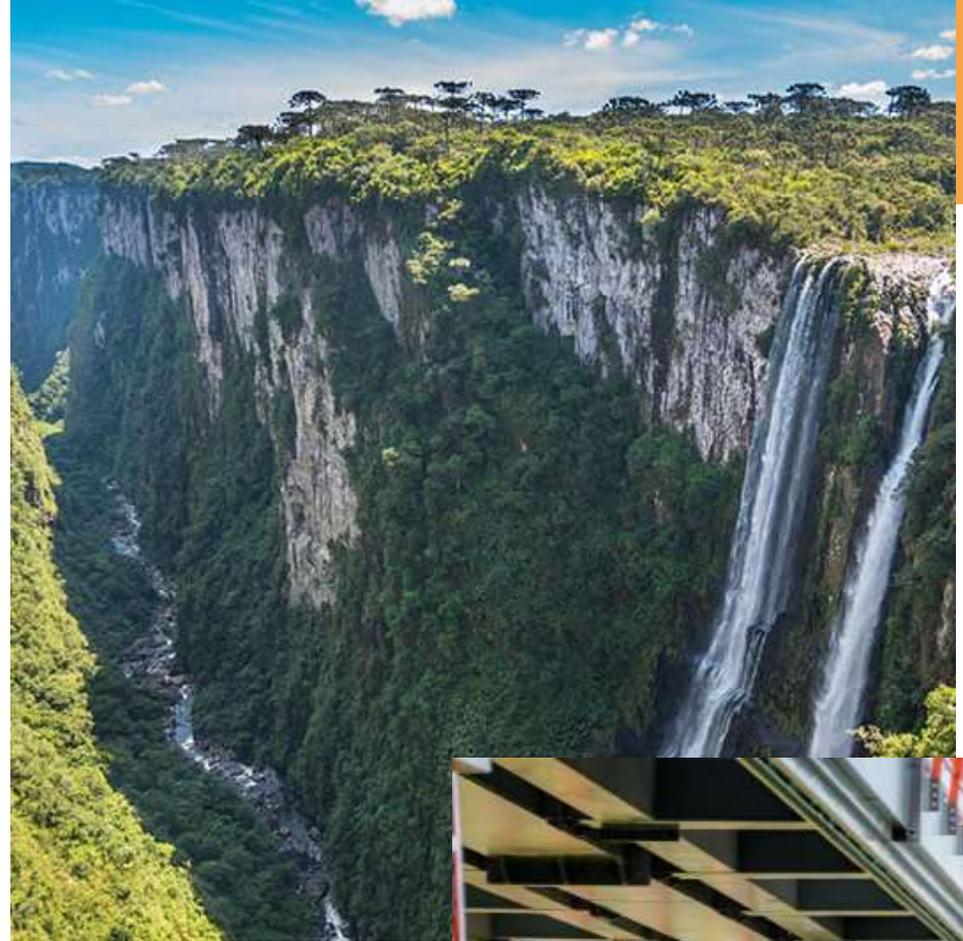
Home to Home Monitoring

Why? Deaflympic people have different....

Countries, cultures, religions, ethnicities, technology and information access, knowledge of local cultural values



Tourism



- Standard Touristic Packets
- Oriented groups

<https://deafly.brockerturismo.com.br/>





Field of Play

**See Venues Guide
on the website**

“An efficient field of play...

...allowing self-overcoming,
producing heroes...

...records...

... and unforgettable games!”



Security



Risk Map

Action plans formed on the 7 risk vectors in sporting events

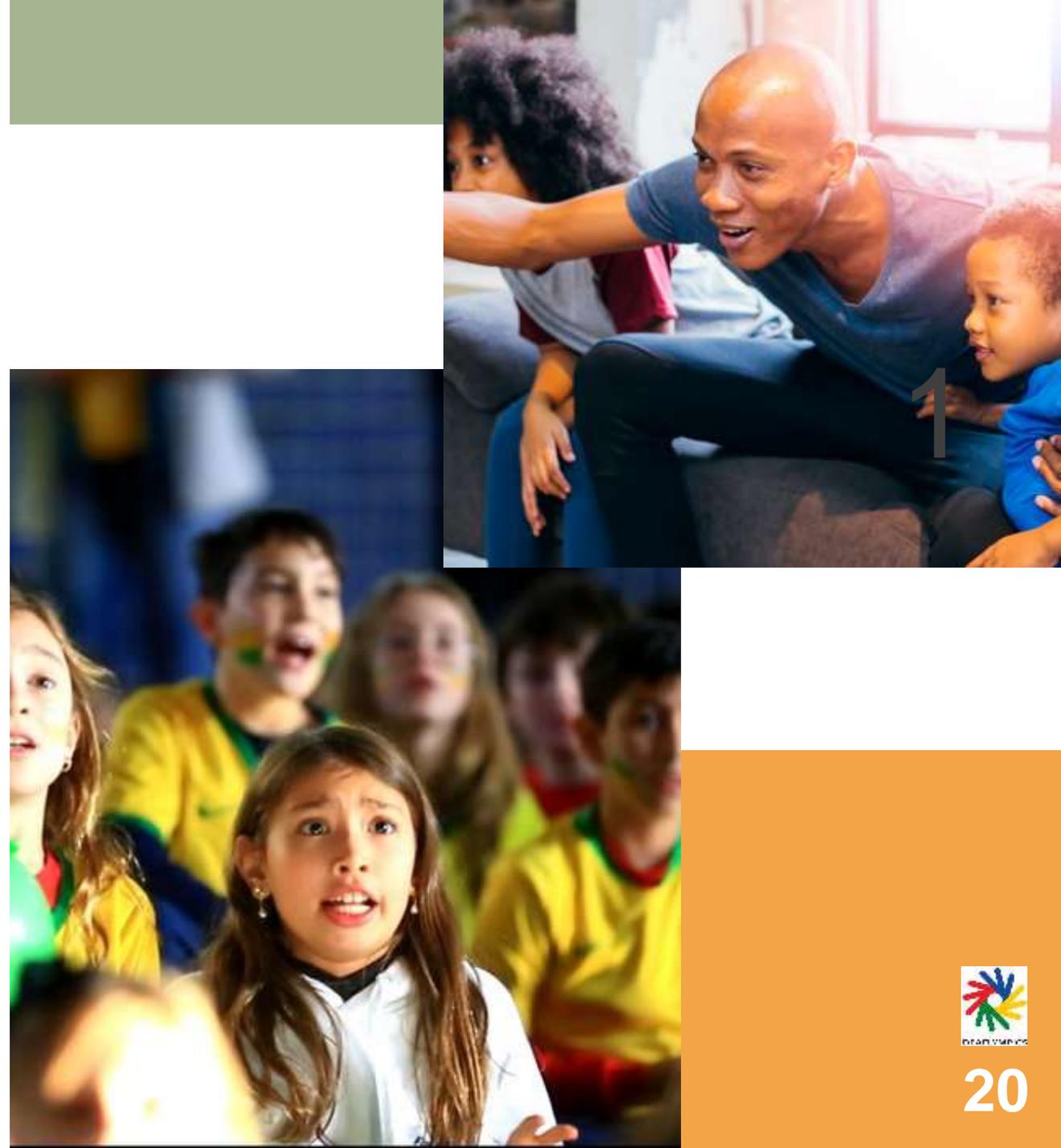
- Communication
- Health (by sports or not)
- Traffic & Moving
- Sport spirit
- International relationship
- Equal treatment
- Individual safety



8 Community Involvement

Current generation we
can raise awareness...

...the NEW generation
we can educate





Nino





Logistic

Transfer

An exclusive bus fleet for transportation between Porto Alegre airport and Caxias do Sul



Transshipment

Central Station on the Deaflympic Square



Shuttle

An exclusive bus fleet for the daily transport of participants between their accommodation and competition venues



10 Accommodation

- Reception able to signs
- Advanced transport coordinator
- Sanitation protocol
- Hospitality team connection
- Safety protocol
- Foods & nutrition



Class A 77%
Similar 4 or 5 Stars

Class B 12%
Similar 3 Stars

Class C 11%
Similar 2 Stars

Class D
Task Force and Specials

See Travel Package Handbook



A CLASS

Holiday Inn Express - Farroupilha



Reservation Center

reservation@deaflympics2021.com

Hotel Capacity (Beds)	194	Beds reserved for the event	120
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<https://www.ihg.com/holidayinnexpress/hotels/us/en/farroupilha/cxifa/hoteldetail>

Facilities:

- Bedroom: amenities (shampoo, soap), towels, tv, air conditioner.
- Hotel: breakfast, fitness center, business center, 24-hour convenience store
- Wi-Fi is available in all areas and is free of charge.
- Laundry service available (additional charge).





Health & Medicine

- Ambulances for all venues and Deaflympic Square
- Base hospital with reserved sector
- International quality Team
- Optional : Travel Insurance





12 Ceremony



- Indoor “surprise” ceremony
- International TV Broadcast by streaming





Thank You



2021 / CAXIAS DO SUL / BRAZIL
SUMMER
24 DEAFLYMPICS