



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives



جائزة محمد بن راشد آل مكتوم للإبداع الرياضي  
Mohammed Bin Rashid Al Maktoum  
Creative Sports Award

# Technical Regulations

11<sup>th</sup> Edition 2019 - 2020

Local and  
Arab Levels

Publication Series of the Award (57)



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President of the United Arab Emirates



H.H. Sheikh

**Mohammed Bin Rashid Al Maktoum**

UAE Vice President & Prime Minister and Ruler of Dubai



H.H. Sheikh

**Hamdan Bin Mohammed Bin Rashid Al Maktoum**

Crown Prince of Dubai, Chairman of the Executive Council  
Chairman of Dubai Sports Council and Patron of the Award



H.H. Sheikh

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President of the UAE National Olympic Committee

President of the Award

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# Introduction

The Award is based on the concept and philosophy of our first creative sportsman H.H. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai , (May God protect him) who believes in creativity as a mental capacity through which innovators can challenge obstacles, solve problems and conceptualize ideas in an exceptional manner. In this regard, H.H. once said:

“If you ever face a challenge that needs a solution or making a decision, you have two choices: Either you emulate a previously known idea, or initiate your creative and mental capabilities to develop a new idea and frame work.”

The Award is intended to be an important leverage for sports creativity in the UAE and the Arab world. It is whether for Individuals, Groups and Institutes which contributed to the sports development by honoring and encouraging them to accomplish yet further creative achievements.

The Award puts emphasis on our wise leadership’s awareness of the cultural role, that sports play in promoting societies by instilling the spirit of success and fair competition among Individuals, Groups and Institutes. It also features the role of sports in advocating rapprochement and co-existence among nations so that supreme objectives can be achieved. It is for these specific reasons that the Award was born for all Arabs and for the whole world.

The Award continues in its 11th Edition (2019 - 2020), to honor creative Athletes on the local and Arab level, under its three categories; Individual Sports Creativity, Group Sports Creativity and Corporate Sports Creativity.

On this occasion, the Mohammed Bin Rashid Al Maktoum Creative Sports Award is honored to invite Individuals, Groups and Institutions in the UAE, Arab countries and International Sports Federations, showing creativity in their works and whose accomplishments are deemed as a model that contributes in establishing human creativity in sports. They are invited to participate with their distinguished creative works to compete for the Award in its 11<sup>th</sup> Edition. It is important to consider the rules and regulations for nomination specified as per the provisions of the present Technical Regulations.

Wishing all participants the best of luck!

Sincerely,  
**Secretary General of the Award**



# Brief History of the Award

## Award Concept

Since the launch of the Mohammed Bin Rashid Al Maktoum Creative Sports Award in 2009, it has undergone several stages of development and improvement, which has reached the stage of the leadership and the internationalism, because of the accumulation of experience and expertise on the level of knowledge and skills, which can be summarized as follows.

### Phase I: Foundation and Publicity (2009- 2011):

On its 1st Edition in 2009, the Award was launched as a generous gesture of H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, Chairman of Dubai Sports Council and Patron of the Award . The Award was the first of its kind in the area of sports creativity that intended to fill a major gap in sports to honor creative athletes in recognition of their outstanding achievements, support the efforts made to develop the sports sector in various fields, and uplift it to international standards.

In its initial phase, the Award was restricted to the Local and Arab Levels with three main categories determined for each level namely Individual Sports Creativity, Group Sports Creativity and Corporate Sports Creativity.

### Phase II: Launching into Internationalism in its 4<sup>th</sup> Edition (2012)

In harmony with the ambitious vision of H.H. Sheikh Ahmed Bin Mohammed Bin Rashid Al Maktoum, President of the Award, and with his persistent endeavors to turn the Award into a unique trend whereby athletic and intellectual innovators can be honored, be it local or international innovators from different countries. The Award, in its 4<sup>th</sup> Edition expanded internationally by adding achievements made in the Corporate Creative Sports Category, for which special technical regulations were issued. Thus, with this prestigious Award, Dubai has become a shining spot for creative sports in the UAE, the Arab world and worldwide.

### Phase III: Mohammed Bin Rashid Al Maktoum Global Initiatives (2015)

In recognition to what the Award has achieved of cumulative knowledge and international placing role in sports during the past years through supporting and motivating the creatives, the Award was selected as one of the Mohammed Bin Rashid Al Maktoum Global Initiatives (MBRGI) to support and disseminate knowledge, vision of the future, leadership, empowerment of community and contribution to the sustainable human development.

### Phase IV: Award Frequency (2019-2020)

In view of the Award one decade achievements from its 1st Edition launched in 2009 till the recent 10th Edition 2018 in honouring and appreciating creative athletes in all categories and levels of the Sports Creativity, the Award frequency has become a "Biennial" in the 11th Edition for 2019 -2020 of the Award. This as a start of a new distinguished and brighter phase in line with the Award vision to increase the competitiveness level, quality of nominations, giving more time for outcomes to emerge, highlight the achievements, measure the impact, sustainability of the achievements and as well to link it to the global sports events Agenda.

## Article (1): Award Title

The Mohammed Bin Rashid Al Maktoum Creative Sports Award

## Article (2): Award Vision

To make Dubai a global hub for sports innovation, leadership and excellence

## Article (3): Award Mission

The Mohammed Bin Rashid Al Maktoum Creative Sports Award, is the most prestigious Award that well established in the City of Dubai, pulse of creativity; to honor creative athletes and the distinguished sports corporations on the local, Arab and International level, to increase the sports fair competitiveness, intellectual and technical outcome that add significant values to human creativity.

## Article (4): Award Objectives

**The Award strives to achieve the following objectives:**

- 4.1 To support and highlight the leading creative efforts of Individuals, Teams, sports organizations developing and enhancing sports creativity in all specializations, sectors and levels.
- 4.2 To encourage athletes and persons working in the field of sports all over the world to achieve sports creativity through the spiritual and financial support.
- 4.3 To develop sports works by supporting creative initiatives based on scientific grounds to achieve the objectives.
- 4.4 To shed light on the concept of creativity and innovation in the field of sports, and raise awareness about the importance of sponsoring distinguished creative works and persons.

## Article (5): Sports Creativity

In this Award, Sports Creativity means: the unique experiences, innovative methods and unprecedented added value that make outstanding sport achievements beyond expectations.

### **Linguistic significance:**

It's an unprecedented invention & innovation or the ability to find something new, technical effect & new style to solve a problem.

### **Lexical implication:**

It's a process which results in new, untraditional framework / performance, in a limited period of time, accepted by sports organizations, for a benefit and achieve a need list, with proof ability.

### **Practical sense:**

It's an unprecedented, applicable sports work with clear outcomes to have anew added value to the sports community.

### **Features of Sports Creativity:**

Creativity in the sports field is characterized by one or some of the following features:

- Unprecedented (1st time achievement )
- Unique/ innovative
- Genuine and original
- Difficult to be repeated /unusual
- Distinguished among other creative works
- Benefit
- Impact

## Article (6): Award Levels

### **The Award can be competed in 3 levels:**

- 6.1 **First Level:** competition takes place for the individuals, teams and corporations in the UAE for creative works achieved on the local, regional, continental, international or Olympic level.
- 6.2 **Second Level:** Competition takes place for the Individuals, teams and corporations on the local, regional, continental, international or Olympic level.
- 6.3 **Third Level:** Competition takes place for the sports organizations on the international level for the sports creative works.

## Article (7): Award Categories

**The award is to be granted to 3 categories as follows:**

- 7.1 **Individual Sports Creativity:** This Award is granted to Individuals such as players, coaches, referees, and administrators who have accomplished creative sports achievements on the local, Arab, or international level.
- 7.2 **Teams Sports Creativity:** This Award is granted to sports teams who have achieved creative sports works on the local, Arab, continental or international level.
- 7.3 **Corporate Sports Creativity:** This Award is granted to organizations who have achieved creative sports works and best initiatives on the local, Arab, continental or international level.

## Article (8): Award Scopes of Competition

- 8.1 Sports achievements.
- 8.2 Practical intellectual creative works in the sports field.
- 8.3 The Best Projects, Programs or any Creative Initiatives that contributed to Empowering Societies through “Values of Tolerance or Knowledge Management” in the Sports Field, And any competition theme adopted by the MBRC SA Board of Trustees

## Article (9): Award and Components

**The Award winners shall receive:**

- 9.1. **Financial Reward:** The total value of a financial reward is equivalent to Six million Arab Emirates Dirhams only (AED 6,000,000) to be distributed on the winners according to the levels and categories of the Award.
- 9.2. **Award Order of Merit:** The winners of every level in different categories shall receive the Award Order of Merit + a trophy.

## Article (10): General Conditions for Award Applicants

### **The Award nominee:**

- 10.1 Should not be one of the Award staff or its sub- Committees.
- 10.2 Should be a live when applying for the Award nomination.
- 10.3 Should not have been subjected to sanctions for breach of sporting ethics.
- 10.4 Past winners are entitled to apply for the Award, on condition that, to have achieved a higher accomplishment during the identified period.
- 10.5 Should receive the adoption and approval of the authority he/she belongs to.
- 10.6 Nominee can apply for only one of the awards categories.

## Article (11): General Conditions for Award Nomination

### **In general, a nominated creative or intellectual sports work should meet the following requirements:**

- 11.1 To be compatible with the Award objectives.
- 11.2 To be documented.
- 11.3 To be achieved between 1<sup>st</sup> September 2018 and 31<sup>st</sup> August 2020.
- 11.4 To have an effective impact on the sports performance.
- 11.5 The intellectual creative work (Invention-Innovation) should have official recognized results and not to be nominated or have won any other simultaneous award with the current session of the MBRCSA.
- 11.6 To be consistent with human and sports values and ethics.
- 11.7 To be achieved within one of the games, championships accredited by the IOC.
- 11.8 To be associated with the mission and strategy of the nominated organization.
- 11.9 To be nominated by relevant or associated parties.
- 11.10 The intellectual, innovative or inventive work should be adopted by a recognized relevant party and implemented on site locally, regionally or internationally.
- 11.11 To be implemented by the Organization separately or in collaboration with other parties upon proving ownership of the creative work by the applicant and consent of other parties.

# Article (12) Criteria for best sport initiatives for the Local and Arab Institute

- **Tolerance in Sports**
- **Knowledge Management in Sports**

## First: Planning 20%

1. Initiative Founding .
2. The targets aimed to be achieved by the initiative.
3. Studying and analyzing the factors influencing the initiative and its success factors .
4. Commitment and contribution of the organization's leadership and those concerned with the initiative .
5. The initiative implementation plan and performance indicators for follow-up and evaluation .
6. Risk Management .
7. Communication and Contact Plan .

## Secondly: Implementation 20%

1. Resource Management .
2. Control Systems .
3. Internal Communication Efficiency .
4. A Follow-up System .
5. Transparency .
6. Knowledge Management .

## Third: Results, Impact and Guarantee 60%

1. Surveys .
2. Field (implemented) Results .
3. Impact and Benefit .
4. Sustainability of the Outcomes .

## Article (13): Benchmarking Criteria

**A Creative Work is benchmarked if it is characterized by most of the following creative features:**

- 13.1 Unprecedented .
- 13.2 Unique/ innovative .
- 13.3 Difficult to be achieved constantly ( first time achievement, implemented scientific innovation in the sports filed ).
- 13.4 Genuine and underived .
- 13.5 Distinguished amongst other creative works .

## Article (14): Main Standards of Judging

**In case the awarding scores are equal, a set of criteria is used to differentiate between the creative works represented in the following eight principles of governance:**

- The Union is the Foundation .
- No One is Above the Law .
- We are a Business Capital .
- Three Factors Drive Growth .
- Our Society has a Unique Personality .
- We Believe in Economic Diversification .
- A Land for Talent .
- We Care about Future Generations .

## Article (15): Award Nomination Procedures

1. Visit the Award website: [www.mbrawards.ae](http://www.mbrawards.ae)
2. Create an account by filling in some information, then a user name and password will be provided by which you will be able to login to the MBRCSA website, as well you can login from your face book account.
3. For the sports organizations, they can create an account and nominate the (individuals, teams as well the organization itself)), they have to attach a letter to authorize one or two persons to be responsible for the nomination procedure
4. Fill in the E- application form and attach all the supporting documents.
5. For any inquiries, contact the secretariat office of the Award.

## The needed documents to be attached in the E- Application Form for the ( Individuals & Teams ) Category.

1. Recommendation letter from the sports Organization (in case of personal nomination) .
2. Recent Personal photo (high resolution).
3. Curriculum vitae including all the achievements.
4. Qualifications Certificate.
5. Passport photo (copy).
6. Social Media links (highlights and achievements) .
7. Supporting documents for the nomination submitted :
  - In case of multi achievements, attach documents as separate files for each within the same time frame specified for the award edition.
  - Attach links of all media covering the nomination submitted from newspapers, radio and television on the local, Arab, and international level.
  - Attach proves for the awards and medals granted by accredited bodies.
  - Attach Proves about the efforts of supporting the humanitarian and volunteering side.
  - Attach documentary films link of the creative work (short film of 5 minutes maximum).
  - Patent certificates (for implemented intellectual creativity) accredited and certified.
  - Any other documents to support the file
8. The nominee abides by the results of the arbitration.

## Documents needed to be attached in theE- application of the organization.

1. Recommendation letter from the sports organization .
2. Organization Profile .
3. Organization Logo. ( HR in JPEG).
4. Trade license of the organization (copy) .
5. Supporting documents for the creative work, for each criterion (Planning, Implementation and Results) as well sub- criteria.
6. Social media links (highlights and achievements) .
7. Video for (5 minutes) about the creative work .
8. The organization abides by the results of the arbitration .

## Article (16): Arbitration Phases

**The submitted works for the Award are subject to the following arbitration phases:**

- Electronic File Submission
- Administrative Review
- Technical Review
- Filtration and Nominees shortlisting.
- Arbitration and onsite visits
- Announcing the winners

## Article (17): Referees Selection Standards

The referee's committee sets regulations and rules for selecting the referees.

## Article (18): Appreciation Awards

**The Award Board of Trustees have the privilege to nominate any sports personality for any of the appreciation awards (if any).**

- 18.1 Sports personality contributed to the enrichment of the global sports Movement.
  - 18.2 Sports personality contributed to the enrichment of the Arab Sports Movement.
  - 18.3 Sports personality contributed to the enrichment of the local Sports movement.
  - 18.4 Local/Arab emerging sports team accomplished great achievements in the sports field.
  - 18.5 An athlete accomplished an achievement within major challenges (People of determination ).
  - 18.6 The best implemented Sports Scientific Innovation.
  - 18.7 Creative Media Initiative (Community service/Community responsibility).
- The honorees will be awarded the award trophy + the MBRCSA order of merit.

## Article (19): Awarding Event

- 19.1 An official Awarding Ceremony is to be held to honor the winners.
- 19.2 International VIP's, Local, Arab and International dignitaries as well as whom concerned are invited to attend the awarding ceremony.
- 19.3 The winners should be granted the Award Order of Merit and a Financial Reward.
- 19.4 Prior to the Awarding Ceremony, a sports Creativity Forum is held annually to showcase the best practices and winning creative works.

## Article (20): Intellectual Property

- 20.1 Nominees & winners shall separately bear the legal responsibility for the intellectual property of the works they submit, in case of any dispute with third parties.
- 20.2 The Award administration has the right to dispose the winning works as per the standards and conditions in a manner that enhances and promotes the image and value of the Award.
- 20.3 The works submitted and nominated for the Award shouldn't be returned to the Award Applicants.
- 20.4 The Award Administration shouldn't bear any financial, legal charges if not mentioned here in this technical regulation.

## Article (21): Session Time Schedule

- |      |  |                                       |
|------|--|---------------------------------------|
| 21.1 | Starting date for receiving applications | 1 <sup>st</sup> April 2019            |
| 21.2 | Deadline for receiving applications      | 31 <sup>st</sup> August 2020          |
| 21.3 | Arbitration and selection of winners     | October 2020                          |
| 21.4 | Announcing the winners                   | 3 <sup>rd</sup> week of November 2020 |
| 21.5 | Award ceremony                           | 13 <sup>th</sup> January 2021         |

## Article (22): General Provisions

- 22.1 The items, articles and contents of the present Technical Regulations shall serve as a reference for all the provisions, procedures and processes related to this edition.
- 22.2 The Technical Committee solely has the right to interpret the provisions of the present Technical Regulations.
- 22.3 All objections and complaints shall be addressed to the Chairman of the Board of Trustees through the General Secretariat Office of the Award.
- 22.4 The Board of Trustees is the higher authority of the Award and its decisions shall be irrevocable and final.
- 22.5 The Award winners shall be present at all the events of the official Awarding Ceremony, unless an acceptable reason is submitted and accepted by the Board of Trustees.
- 22.6 The Board of Trustees has the right to recommend some personalities, who have majorly contributed to the sports movement to be honored within the Appreciation Awards.
- 22.7 The Board of Trustees, based on the recommendations of the award committees have the right to:
  - 22.7.1 Withhold the Award.
  - 22.7.2 Withhold any of the Award's Categories.
  - 22.7.3 Withdraw the Award from any of the winner in case of breaching the provisions and regulations mentioned in this Technical Regulations.
  - 22.7.4 Confirm the date and place of the Awarding Ceremony .

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