



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

11th Edition 2019 - 2020

The
International Level

Publication Series of the Award (59)



H.H. Sheikh

Khalifa Bin Zayed Al Nahyan

President of the United Arab Emirates



H.H. Sheikh

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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

Ahmed Bin Mohammed Bin Rashid Al Maktoum

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, Arab and International 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 11th 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 4th 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 4th 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): Award Scope of Competition:

Creative initiative on (Tolerance in Sports): A sports initiative aimed at respecting and protecting human rights through the following components:

1. Combating Racism

- Allow all members of society to practice sports without racial discrimination.
- Provide freedom of access to all categories of sports.
- Develop the necessary legislation, laws and regulations to prevent and deter racist behavior.

2. Combating Blind Fanaticism

- Awareness campaigns to combat blind fanaticism.
- Combating organization of gloating practices (boasting, touting) by enforcing deterrent penalties.

3. Promoting Sportsmanship

- Develop legislation to prevent bullying and impose deterrent penalties against violence and aggressive behavior phenomenon in sports.
- Create incentives that contribute to promoting sportsmanship.
- Promote the culture of sportsmanship.

Creative initiative on (knowledge Management in the Sports Field:): It is a sports initiative aimed at spreading and transferring knowledge in innovative ways as well building an effective knowledge environment that enhances and provides the local, Arab and global communities with knowledge and culture to ensure a better and sustainable future of knowledge and culture through the following elements :

1. Implementing motivational management systems to enhance knowledge creation:

- Building an Innovative Knowledge(Electronic/Smart) System.
- Involve and empower youth in the sports knowledge creativity.

2. Promoting knowledge exchange for best sports practices:

- Effective participation of youth in the local and international conferences and meetings in the field of sports.
- Spreading the leading practices and experiences in the field of sports.

3. Contribution to the feeding system of the sports competitive economy.

- Enhancing the knowledge economy through the development of sport.

Article (6): Award Category

This category for the International Organizations is mainly designed for the following International Sports Organizations:

- The International Olympic Committee, (IOC) .
- Association of Summer Olympic International Federations, (ASOIF) .
- Association of International Olympic Winter Sports Federation, (AIOWF) .
- International Paralympic Committee, IPC.
- Association of National Olympic Committees, (ANOC) .
- Association of IOC Recognized International Sports Federation, (ARISF) .

Article (7) Award and Components

- The winning International organization will be awarded the Award order of Merit along with a certificate + a financial reward.
- The Board of Trustees have the right to grant an appreciation Award for any International Sports Organization.

Article (8) General Conditions for Award Nomination

Any application submitted for the award should be:

- 8.1 Compatible with the Award Objectives.
- 8.2 Recognized by the International Olympic Committee.
- 8.3 Achieved between 1st September 2018 till 31st August 2020.
- 8.4 Proved its impact in Empowering Tolerance or knowledge Management in the Sports Field.
- 8.5 Consistent with human and sports values and ethics.
- 8.6 Achieved within one of the games, championships recognized by the relevant sports organizations.
- 8.7 Associated with the mission and strategy of the nominated organization.
- 8.8 Nominated by the relevant parties.
- 8.9 Implemented by the institution distinctly or in collaboration with other parties upon proving ownership of the creative work by the applicant and consent of other parties.
- 8.10 Nominated by the sports parties or institutes recognized by the IOC.
- 8.11 The initiative should have been implemented on the ground.
- 8.12 The initiative should be consistent and sustainable.

Article (9) Criteria

The best sports initiative in (**Tolerance & Knowledge Management in Sports**) is evaluated according to the following basic criteria's:

- Planning (20%)
- Implementation (20%)
- Results and sustainability (60%)

4	Criteria
First: Planning 20%	1. Initiative Founding
	Criterion shall be explained and all supporting documents shall be provided, including the following: <ol style="list-style-type: none"> 1. The existence of the initiative feasibility studies. 2. Supporting evidences of the creative elements availability and the innovative aspects of the initiative. 3. Taking advantage of leading experiences and best practices in adopting the initiative .
	2. The targets aimed to be achieved by the initiative.
	Criterion shall be explained and all supporting documents shall be provided, including the following: <ol style="list-style-type: none"> 1. The creative initiative and organization targets are aligned. 2. The organization's strategic plan is clear. 3. The initiative implementation /operational plan available. 4. Targets -related needs identification mechanism is clear. 5. Clear and measurable targets .
	3. Studying and analyzing the factors influencing the initiative and its success factors
	Criterion shall be explained and all supporting documents shall be provided, including the following: <ol style="list-style-type: none"> 1. Detailed analytical studies to define the internal and external factors affecting the initiative and it's impact. 2. Analytical studies deliverables as an input to the initiative's implementation plan. 3. Internal and external stakeholders influencing and influenced by the initiative. 4. Necessary resources for implementing the initiative and its other success factors.
	4. Contribution of the organization's leadership to the initiative.
	Criterion shall be explained and all supporting documents shall be provided, including the following: <ol style="list-style-type: none"> 1. Effective participation of the leadership and other relevant groups in the planning and development of the initiative systems. 2. The necessary support for the initiative by the leadership for financial, human, technical, cognitive, and other resources.



<p>First: Planning 20%</p>	<p>5. The initiative implementation plan and performance indicators for follow-up and evaluation</p>
	<p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <ol style="list-style-type: none"> 1. Implement the initiative in accordance with an integrated implementation plan, including the activities and stages of implementing the initiative, defined by a timetable and the implementation responsibility. 2. Work teams required to implement the initiative as well defining their authorities. 3. Performance indicators to follow up the implementation of the initiative plan.
	<p>6. Risk Management</p>
	<p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <ol style="list-style-type: none"> 1. Identify the potential internal and external risks affecting the implementation of the initiative and achievement of its targets. 2. Risk analysis and identify the occurrence probability as well the impact on the initiative. 3. Alternative plans and scenarios to address risks and minimize their impact on the initiative.
	<p>7. Communication and Contact Plan</p>
	<p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <ol style="list-style-type: none"> 1. Strategic partners. 2. Targeted Categories. 3. Communication and contact plan with those concerned with implementing the initiative.



Second:
Implementation 20%

1. Resources Management

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. Human Resources concerned with the Initiative.
2. Financial resources approved for the Initiative.
3. Technical resources to increase the Initiative implementation efficiency.
4. Knowledge resources to increase the initiative implementation efficiency and sustainability.

2. Control Systems

Criterion shall be explained and all supporting documents shall be provided, including the following :

1. An integrated system for corporate governance.
2. An implemented system for the financial performance efficiency.
3. Internal and external control system.
4. An implemented system and authorities concerned with the technical control process.
5. An implemented system for information governance and security .
6. An implemented system for the delegation of financial, administrative, and technical powers.
7. An implemented system for the evaluation and periodical follow-up for the Initiative administrative system.
8. An implemented system for the continuous follow-up by the Organization's leadership for financial and administrative performance and the Initiative results and taking the necessary procedures.

3. Internal Communication Efficiency

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. An efficient communication and contact plan.
2. An implemented system to measure the efficiency of the internal communication channels and the extent of the existing measures and indicators to measure it.
3. An implemented system to measure the efficiency of the communication channels with the concerned groups outside the organization and the existence of indicators .

Second:
Implementation 20%

4. A Follow-up System

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. An implemented system to follow up the implementation of the initiative plan.
2. A system applied to enable the organization's leadership to follow up the initiative implementation reports and the associated performance indicators and take the necessary procedures.
3. The necessary precautions procedures and implementation follow-up to ensure that the initiative is conducted in accordance with the approved plan .

5. Transparency

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. An implemented system for the periodical announcement of the initiative results transparently.
2. An effective and applied feedback system.
3. Employing feedback data in improvement and development processes.

6. Knowledge Management

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. An implemented system to identify the training to implement the initiative ideally.
2. A training plan applied to all the concerned parties to fulfill the needs.
3. An implemented system to measure the impact of training.
4. Transfer of knowledge and successful creative experiences.
5. Document knowledge resulting from the initiative implementation deliverables (an electronic system that ensures flow of knowledge) .

Third:
Results, Impact and Guarantee
Future Sustainability 60%

1. Surveys

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. Percentage of clients' happiness (direct beneficiaries).
2. Percentage of happiness of HR concerned with the implementation of the initiative.
3. Percentage of partners' happiness.
4. Percentage of community's happiness.
5. Percentage of suppliers' happiness.
6. It is required to prove that the surveys were conducted in a scientifically acceptable manner in terms of methodology and sampling.

2. Field (implemented) results

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. Percentage of achieving the strategic targets of the initiative.
2. Percentage of completing the initiative implementation / operational plan.
3. Percentage of compliance with the initiative financial performance efficiency indicators.
4. Results of the audit reports.
5. Percentage of implementation of recommendations from different reports.
6. Number of complaints received about the initiative.
7. Percentage of complaints processed on time.
8. Measuring the efficiency of the communication channels used in the initiative.
9. Knowledge publications related to the initiative. (Brochures, intellectual property certificates, etc.).
10. Percentage of implementation of alternative plans to reduce risks.

3. Impact and Benefit

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. Social Aspect: The Positive impact of the initiative on the social side.
2. Economic Aspect: The Positive impact of the initiative on the economic side.
3. Environmental Aspect: The Positive impact of the initiative on the environmental side.
4. The reflection of the initiative's results on the moral values of the concerned groups.
5. The Initiative's financial impact.

4. Sustainability of the Outcomes

Criterion shall be explained and all supporting documents shall be provided, including the following:

1. The extent of the continuation of the Initiative repetition in its environment or other environments.
2. Taking advantage of the Initiative's outputs.

Article (10): Nomination Procedures

- 10.1 Visit the Award website: www.mbrawards.ae
- 10.2 Create an account by completing some informations needed. Then, the username and password will be provided, in where you can use the same to login to the Award website, as well to your facebook account, these information for whoever responsible for the nomination file.
- 10.3 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.
- 10.3 Fill in the E- application form and attach all the supporting documents.
- 10.4 For any inquiries, contact the secretariat office of the Award.

Required documents to attach:

- Official letter from the relevant sports organization.
- Brief about the organization.
- Institution Logo (high resolution).
- Social media links related (highlights and achievements) .
- Supporting documents about the creative works for each criteria (Planning, Implementation and Results).
- Supporting videos about the creative work (5 mins maximum) .
- Nominee commitment & acceptance of the arbitration results.

Article (11) Arbitration Phases

The submitted & accepted nominations for the Award shall go through the following phases of Arbitration:

- Receiving the electronic nomination file.
- Administrative review.
- Technical review.
- Files Filtration.
- Arbitration and on-site visits for the shortlisted institutions (if needed).
- Announcing the winners.

Article (12) Arbitrators Selection Standards

The referee's committee sets regulations and standards codified for the selection of referees.

Article (13) Standards of Benchmarking

In case the arbitration grades are equal, a set of criteria are used to compare between the creative works as the following:

- Added Value.

Article (14) Awarding Event

- 14.1 An official ceremony shall be held to honor the Award winners.
- 14.2 International VIP and dignitaries shall be invited to attend the Awarding Ceremony.
- 14.3 The winners should be granted the Award Order of Merit and a Financial Reward.
- 14.5 Prior to the Awarding Ceremony, a Sports Creativity Forum is held annually to showcase the best practices and winning creative works.

Article (15) Intellectual Property

- 15.1 Nominees & winners shall bear the legal responsibility for the intellectual property of the works they submitted, in case of any dispute with third parties.
- 15.2 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.
- 15.3 The works submitted and nominated for the Award shouldn't be returned to the award Applicants.
- 15.4 The Award Administration shouldn't bear any financial, legal charges if not mentioned here in this technical regulation.

Article (16) Session Time Schedule

16.1	Starting date for receiving applications	1 st April 2019
16.2	Deadline for receiving applications	31 st August 2020
16.3	Arbitration and selection of winners	October 2020
16.4	Announcing the winners	3 rd week of November 2020
16.5	Award Ceremony	13 th January 2021

Article (17) General Provisions

- 17.1 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.
- 17.2 The Technical Committee solely has the right to interpret the provisions of the present Technical Regulations.
- 17.3 All objections and complaints shall be addressed to the Chairman of the Board of Trustees through the General Secretariat Office of the Award.
- 17.4 The Board of Trustees is the higher authority of the Award and its decisions shall be irrevocable and final.
- 17.5 The Award winners shall be present at all, at the official Awarding Ceremony unless a valid excuse will be accepted by the Board of Trustees.
- 17.6 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.
- 17.7 The Board of Trustees, based on the recommendations of the Award Committees have the right to:
- 17.7.1 Withhold the Award.
 - 17.7.2 Withhold any of the Award's Categories.
 - 17.7.3 Withdraw the Award from any of the winner in case of breaching the provisions and regulations mentioned in this Technical Regulations.
 - 17.7.4 Confirm the date and place of the Awarding .

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