



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

11th Edition 2019 - 2020

Guidelines for the Technical

Regulations

Local and

Arab Levels



H.H. Sheikh

Khalifa Bin Zayed Al Nahyan

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

Ahmed Bin Mohammed Bin Rashid Al Maktoum

President of the UAE National Olympic Committee

President of the Award

Contents

No.	Content	Page
1	Introduction	7
2	(1) Guidelines Objectives	8
3	(2) Guidelines Concepts and Definitions	9
4	(3) Candidates General Ethics and Values	9
5	(4) Guidelines for the Individual Creativity Category <ul style="list-style-type: none">• Individual sports creativity• Documents required for application• An example of individual sports creativity - sports achievements• An example of individual sports creativity - applied creative works	9
6	(5) Guidelines for the Group Creativity Category <ul style="list-style-type: none">• Group sports creativity• Documents required for application• An example of Group sports creativity - sports achievements• An example of Group sports creativity - applied creative works	9
7	(6) Guidelines for Best Initiative in Corporate Creativity Category <ul style="list-style-type: none">• Corporate sports creativity• Documents required for application• An example of corporate sports creativity	10
8	(7) Procedures to apply for the Individual, Groups and Organizations Categories.	10

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 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



1. Guidelines Objectives

1. Clarifying the key concepts of the Award.
2. Outlining the general guidelines.
3. Identify the nomination procedures that should be followed.
4. Explaining stages and how to apply for the Award.

2. Guidelines Concepts and Definitions

2.1 Individual and Groups Sports Creativity

Creative works accomplished completely or partially by groups or individuals such as players, coaches, administrators and referees in a sports group based on principles and rules set forth by International Federations under the umbrella of the International Olympic Committee in order to achieve excellence, entertainment, thrill, and excitement.

2.2 Sports Intellectual Innovations

Innovations endeavors and ideas that have contributed in developing sports, have been applied in the field (such as inventions or innovations), approved by competent local or international organizations.

2.3 Sports Institutions

All the bodies, organizations and associations working in one of the sports areas or associated directly/indirectly under the framework in light of respect for agreements, laws and regulations in the sports field at the local, Arab and international level.

2.4 Creative Sports Initiative

As per the MBRC SA Definition advanced thoughts or ideas that make the needed change, throughout executive plans, projects that have measurable outcomes in a limited period of time.

2.5 Standards of Benchmarking

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.

3. Candidates General Ethics and Values

It is preferred that each candidate should have the following ethical standards:

- Commitment to the rules.
- Dealing with colleagues with respect, courtesy and integrity.
- Working according to the highest levels of the professional work.
- Respect of participant's human rights.
- Respect for laws and accountability in case of violation.
- Commitment to providing the best results before, during and after the activity.
- Refraining from harming others, either with words or actions.
- Undertaking required security and safety measures.
- Understanding and full adoption of the social responsibility.
- The organization's issuing of moral codes.

4. Guidelines for the Individual Creativity Category

Individual Sports Creativity

It is intended to encourage individuals whether they are (players, coaches, administrators, or referees) who have accomplished sports achievements, innovations, or sports outcomes whether it is on the local, Arab or international level, within Sports which is based on individual competitions. As individuals compete together as per the principles and rules set by International Federations under the umbrella of the International Olympic Committee in order to achieve excellence and entertainment.

4.1 Player - Sports Individual Creativity

It is the creative accomplishments achieved by a player in the individual sports on the local, Arab or International level; it should be unique in association with other achievements in the same competition or others.

4.2 Coach - Sports Individual Creativity

The starring role of the coach in training a player or a team whether it is on the local, Arab or International level and contributing in a significant and effective way to the player or the team accomplishment of an extraordinary sports achievement.

4.3 Administrator - Sports Individual Creativity

The administrator's involvement in supervising all executive process related to the player, team or institution participation on the local, Arab or international level, and contributing effectively and influentially in achieving outstanding sports achievements.

4.4 Referee - Sports Individual Creativity

The referee partaking in a competition or managing a number of matches/ championships in an effective and momentous way that leads to success and peculiarity of the event in comparison to his contemporaries on the Local, Arab or International level.

Required Documents For The Electronic Registration Form:

1. Recommendation letter from the sports institution (in case of personal nomination) .
2. Recent Personal photo (high resolution).
3. Curriculum vitae including all the achievements.
4. Qualifications Certificate.
5. Passport 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.

Example of Application Form for Individual sports creativity (Sports achievements)

Nominee Status	✓	Sportsman	<input type="checkbox"/>	Coach	<input type="checkbox"/>	Referee	<input type="checkbox"/>	Administrator
Creativity Type	✓	Sports Achievement	<input type="checkbox"/>	Invention / Innovation	<input type="checkbox"/>	Scientific Production		

1. Basic Information

1	Applicant full name in Arabic	The name of the nominee (four segments in Arabic Language)							
2	Applicant full name in English	The name of the nominee (four segments in English Language)							
3	Gender	✓	Male			<input type="checkbox"/>	Female		
4	Type	✓	Abled			<input type="checkbox"/>	People of determination		
5	Age	✓	Adult			<input type="checkbox"/>	Young	<input type="checkbox"/>	Juniors
6	Qualification	✓	Qualified (choose from below)			<input type="checkbox"/>	NON-QUALIFIED		
		<input type="checkbox"/>	Primary	<input type="checkbox"/>	Preparatory	<input type="checkbox"/>	Secondary		
		✓	Diploma	<input type="checkbox"/>	Masters	<input type="checkbox"/>	Ph.D.		
7	Date of Birth	The date of birth of the candidate (day, month, and year)							
8	Country	United Arab Emirates							
9	P.O. Box	United Arab Emirates - Dubai - P.O.BOX 000							
10	E-mail	MBRAWARDS@MBRAWARDS.AE							
11	Phone No.	0097140000000							
12	Fax No.	0097150000000							
13	Mobile No.	0097150000000							
14	Sports Institution [the nominee belongs to]	The relevant sports organization (club, federation, etc)							
15	Nomination Officer	Name	-----						
		Mobile No.	0097150000000						
		Email	MBRAWARDS@MBRAWARDS.AE						

2. Sports Individual Creativity Information

1	Accomplishment Title
Unprecedented Sports achievement, achieved during one of the international accredited competitions recognized by IOC	

2	Accomplishment Description										
#	Event Name	The Host Country	Date		Sport	Competition Type	Achievement/ Sequence	Creative Work Level	The Giving Institution	Remarks	
			To	From							
1	World Swimming Championship	United Arab Emirates	05-10-2018	09-10-2018	swimming	100m Free Style	Gold Medal	International	ISF	Attach Supporting Documents	
2											

Further explanation										
It is an achievement that have been completed during the World Swimming Championship, held in										



Accomplishment Features		
3	Clarifications	
	You have to select one or more features for the creative work by checking the boxes next to the feature and explaining the reason for selection	
✓	Unprecedented	(Clarification in case of selection) New achievements / innovations, or unprecedented outcomes
<input type="checkbox"/>	Unique / Innovative	(Clarification in case of selection) Show that the work accomplished or updated has uniqueness in the field
<input type="checkbox"/>	Genuine	(Clarification in case of selection) The achievement skill shouldn't have been repeated that reflect the originality of the source.
<input type="checkbox"/>	Difficult to be repeated	(Clarification in case of selection) The ingenuity of the achievement results in a new unknown experience which is difficult to be repeated easily.
<input type="checkbox"/>	Distinguished	(Clarification in case of selection) The accomplished work has superiority of rare results in light of previous experiences in the same field
<input type="checkbox"/>	Benefit	(Clarification in case of selection) Material or moral added value from the achievement
<input type="checkbox"/>	Impact	(Clarification in case of selection) Showcase the impact on the sustainability of development, strengthening status, and acquisition of fame and reputation

3. Factors related to the creative Person

Accomplishment Media Impact				
1	✓	Journals	<input type="checkbox"/>	Sports Magazines
	✓	T.V	✓	Radio
	<input type="checkbox"/>	Websites (internet, social media)		
<ul style="list-style-type: none"> • Attach documents • Point out the related websites 				

Overall, the sports achievement should be:

1. Related to the sports field.
2. Have clear outcomes such as (break a world record- ranked as a first place in a world championship, won a gold medal, etc...)
3. The presented nomination should be characterized by an innovative feature.
4. Be officially registered and classified by accredited authorities according to recognized international standards
5. Applied in one of the sports fields under the supervision of an accredited sports authority on the national, continental, or international level (Official sports institute, Sports federation or Olympic committee) during the time frame of the Award from 1st September 2018 until 31st August 2020.

Example of Application Form for Individual sports creativity [Intellectual Creativity]

Nominee Status	<input type="checkbox"/>	Athlete	<input type="checkbox"/>	Coach	<input checked="" type="checkbox"/>	Referee	<input type="checkbox"/>	Administrator
Creativity Type	<input type="checkbox"/>	Sports Achievement	<input type="checkbox"/>	Invention / Innovation	<input type="checkbox"/>	Scientific Research		

1. Basic Information

1	Applicant full name in Arabic	The name of the nominee (four segments in Arabic Language)						
2	Applicant full name in English	The name of the nominee (four segments in English Language)						
3	Gender	<input checked="" type="checkbox"/>	Male	<input type="checkbox"/>	Female			
4	Type	<input checked="" type="checkbox"/>	Abled	<input type="checkbox"/>	People of determination			
5	Age	<input checked="" type="checkbox"/>	Adult	<input type="checkbox"/>	Young	<input type="checkbox"/>	Juniors	
6	Qualification	<input checked="" type="checkbox"/>	Qualified (choose from below)			<input type="checkbox"/>	Non-qualified	
		<input type="checkbox"/>	Primary	<input type="checkbox"/>	Preparatory	<input type="checkbox"/>	Secondary	
		<input type="checkbox"/>	Diploma	<input checked="" type="checkbox"/>	Masters	<input type="checkbox"/>	Ph.D.	
7	Date of Birth	The date of birth of the nominee (day, month, year)						
8	Country	United Arab Emirates						
9	P.O. Box	United Arab Emirates - Dubai - P.O.BOX 000						
10	E-mail	MBRAWARDS@MBRAWARDS.AE						
11	Phone No.	00971400000000						
12	Fax No.	00971500000000						
13	Mobile No.	00971500000000						
14	Sports organization [the nominee belongs to]	The relevant sports organization (club, federation, etc)						
15	Nomination Officer	Name	MBRAWARDS					
		Mobile No.	00971500000000					
		Email	MBRAWARDS@MBRAWARDS.AE					

2. Accomplishment Information

1	Accomplishment Title
<p>(Create a VAR device) For Communication Between The Main Referee And The Support Team In The Control Room To Identify Violations And Validate Decisions</p>	

2	Creative work description		
1	Objectives	The desired objectives of creative work such as: determining the validity of the goals in the football game.	
2	Outcomes	Identifying the outcomes of the achieved creative work.	
3	Impact and sustainability	Define the ability to maintain the sustainability of accomplished creative work.	
4	Targeted Persons	The administrators and Referees.	
Further explanation			
<p>IN CASE OF ANY OTHER CLARIFICATIONS THE CANDIDATE WISHES TO ADD</p>			

3	Accomplishment Recognition				
<input type="checkbox"/>	Local	<input checked="" type="checkbox"/>	International	<input type="checkbox"/>	unregistered

- Attach documents

4	Accomplishment Implementation								
<input type="checkbox"/>	International	<input type="checkbox"/>	Continental	<input checked="" type="checkbox"/>	Arab	<input type="checkbox"/>	Local	<input type="checkbox"/>	Un applied

- Attach documents



Accomplishment features		
5	Clarifications	
	You have to select one or more features for the creative work by checking the boxes next to the feature and explaining the reason for selection	
<input type="checkbox"/>	Unprecedented	(Clarification in case of selection) New achievements / innovations, or unprecedented outcomes
✓	Unique / Innovative	(Clarification in case of selection) Show that the work accomplished or updated has uniqueness in the field
<input type="checkbox"/>	Genuine	(Clarification in case of selection) The achievement skill shouldn't have been repeated that reflect the originality of the source.
<input type="checkbox"/>	Difficult to be repeated	(Clarification in case of selection) The ingenuity of the achievement results in a new unknown experience which is difficult to be repeated easily.
<input type="checkbox"/>	Distinguished	(Clarification in case of selection) The accomplished work has superiority of rare results in light of previous experiences in the same field
<input type="checkbox"/>	Benefit	(Clarification in case of selection) Material or moral added value from the achievement
<input type="checkbox"/>	Impact	(Clarification in case of selection) Showcase the impact on the sustainability of development, strengthening status, and acquisition of fame and reputation

3. Factors related to the creative Person

Accomplishment Media Impact				
1	✓	Journals	✓	Sports Magazines
	<input type="checkbox"/>	T.V	<input type="checkbox"/>	Radio
	<input type="checkbox"/>	Websites (internet, social media)		
<ul style="list-style-type: none"> • Attach documents • Point out the related websites 				

Overall, the Intellectual Creativity should be

1. Related to the sports field.
2. The nomination should have tangible outcomes such as (device or instrument for the player etc.)
3. The presented nomination should be characterized by an innovative feature.
4. Be officially registered and classified by accredited authorities according to recognized international standards.
5. Applied in one of the sports fields under the supervision of an accredited sports authority on the national, continental, or international level (Official sports institute, Sports federation, or Olympic committee).

5. Guidelines For The Team Creativity Category

Teams Sports Creativity Means:

5.1 Sports Achievements:

It is the achievements done by the sports teams in one of the team competitions recognized by an official sports organization or sports union at the local, Arab or International level, wherever the achievement or creative work should be achieved under the umbrella of a club, federation, Olympic committee or official body.

5.2 Innovations & Inventions

Projects presented by a group of individuals and recognized by an official body approved and implemented or applied in one of the areas of sports work and had a positive and influential role in the development of sports movement

Required Documents For The Electronic Registration Form

1. Recommendation letter from the sports Organization.
2. Recent Personal photo (high resolution).
3. Curriculum vitae including all the achievements.
4. Qualifications Certificate.
5. Passport 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.

Example of Application Form for Group sports creativity (Sports achievements)

Nominee Status	√	Sports Team	<input type="checkbox"/>	Research Team	<input type="checkbox"/>	Innovation & Invention Team
Creativity Type	√	Sportsman Achievement	<input type="checkbox"/>	Invention / Innovation	<input type="checkbox"/>	Scientific Production

1. Basic Information

1	Team's Name in English	The name of the team in Arabic Language					
2	Team's Name in Arabic	The name of the team in English Language					
3	Gender	√	Male	<input type="checkbox"/>	Female		
4	Type	√	Abled	<input type="checkbox"/>	People of determination		
5	Age	<input type="checkbox"/>	Adult	√	Young	<input type="checkbox"/>	Juniors
6	Country	Country of the team					
7	P.O. Box	United Arab Emirates - Dubai - P.O.BOX 000					
8	E-mail	MBRAWARDS@MBRAWARDS.AE					
9	Phone No.	00971400000000					
10	Fax No.	00971500000000					
11	Mobile No.	00971500000000					
12	Sports Institution [the nominee belongs to]	The relevant club or federation for the team					
13	Nomination Officer	Name	MBRAWARDS				
		Mobile No.	00971500000000				
		Email	MBRAWARDS@MBRAWARDS.AE				

2. Accomplishment information

1	Accomplishment title										
Won the continental youth championship three times in row for example											
2	Accomplishment Description										
#	Event Name	The Host Country	Date		Sport	Competition Type	Achievement/ Sequence	Creative Work Level	The Giving Institution	Remarks	
			To	From							
1	Asia Basketball Championship For Youth	China	01-10-2018	09-10-2018	Basketball	Youth	Gold Medal	Continental	ABF	Attach Documents	
Further explanation											
IN CASE OF ANY OTHER CLARIFICATIONS THE CANDIDATE WISHES TO ADD											

3	Accomplishment features										
Clarifications											
You have to select one or more features for the creative work by checking the boxes next to the feature and explaining the reason for selection											
<input checked="" type="checkbox"/>	Unprecedented	(Clarification in case of selection) New achievements / innovations, or unprecedented outcomes									
<input type="checkbox"/>	Unique / Innovative	(Clarification in case of selection) Show that the work accomplished or updated has uniqueness in the field									
<input type="checkbox"/>	Genuine	(Clarification in case of selection) The achievement skill shouldn't have been repeated that reflect the originality of the source.									
<input type="checkbox"/>	Difficult to be repeated	(Clarification in case of selection) The ingenuity of the achievement results in a new unknown experience which is difficult to be repeated easily.									
<input type="checkbox"/>	Distinguished	(Clarification in case of selection) The accomplished work has superiority of rare results in light of previous experiences in the same field									
<input type="checkbox"/>	Benefit	(Clarification in case of selection) Material or moral added value from the achievement									
<input type="checkbox"/>	Impact	(Clarification in case of selection) Showcase the impact on the sustainability of development, strengthening status, and acquisition of fame and reputation									

3. Factors related to the candidate

Media Impact				
1	√	Journals	<input type="checkbox"/>	Sports Magazines
	√	T.V.	<input type="checkbox"/>	Radio
	√	Websites (internet, social media)		

- Attach documents
- List related websites

Overall, the sports achievement should be:

1. Related to the sports field.
2. Have clear outputs such as (break a world record- ranked as a first place in a world championship, won a gold medal, etc...)
3. The presented nomination should be characterized by an innovative feature.
4. Be officially registered and classified by accredited authorities according to recognized international standards
5. Applied in one of the sports fields under the supervision of an accredited sports authority on the national, continental, or international level (Official sports institute, Sports federation, or Olympic committee) during the time limit of the Award from 1st September 2018 until 31st August 2020.

Example of Application Form for the Group Sports creativity

[Intellectual Creativity]

Nominee Status	<input type="checkbox"/>	Sports Team	<input type="checkbox"/>	Research Team	<input checked="" type="checkbox"/>	Innovation / Invention Team
Creativity Type	<input type="checkbox"/>	Sports achievement	<input checked="" type="checkbox"/>	Invention / Innovation	<input type="checkbox"/>	Scientific Research

1. Basic Information

1	Team's Name in English	The name of the team in Arabic Language					
2	Team's Name in Arabic	The name of the team in English Language					
3	Gender	<input type="checkbox"/>	Male	<input checked="" type="checkbox"/>	Female		
4	Type	<input checked="" type="checkbox"/>	Abled	<input type="checkbox"/>	People of determination		
5	Age	<input checked="" type="checkbox"/>	Adult	<input type="checkbox"/>	Young	<input type="checkbox"/>	Juniors
6	Country	Name of the team's country					
7	P.O. Box	United Arab Emirates - Dubai - P.O.BOX 000					
8	E-mail	MBRAWARDS@MBRAWARDS.AE					
9	Phone No.	00971400000000					
10	Fax No.	00971500000000					
11	Mobile No.	00971500000000					
12	Sports Organization [the nominee belongs to]	The relevant club or federation for the team					
13	Nomination Officer	Name	MBRAWARDS				
		Mobile No.	MBRAWARDS@MBRAWARDS.AE				
		Email	MBRAWARDS@MBRAWARDS.AE				

2. Accomplishment Information

1	Accomplishment Title
The invention of a portable device to measure the fats percentage in the body by magnetic resonance	

2	Creative Work Description	
√	Objectives	The desired objectives of creative work such as: measurement of fats in the body
<input type="checkbox"/>	Outcomes	The concrete results of the creative work that has been accomplished
<input type="checkbox"/>	Impact and Sustainability	The ability to maintain the sustainability of creative work that has been accomplished
<input type="checkbox"/>	Targets	Players

Further explanation	
IN CASE OF ANY OTHER CLARIFICATIONS THE CANDIDATE WISHES TO ADD	

3	Accomplishment Recognition				
<input type="checkbox"/>	Local	√	International	<input type="checkbox"/>	unregistered

- [Attach documents]

4	Accomplishment Implementation								
√	International	<input type="checkbox"/>	Continental	<input type="checkbox"/>	Arab	<input type="checkbox"/>	Local	<input type="checkbox"/>	Non-recognized

- [Attach documents]

Accomplishment Features		
5	Clarifications	
	You have to select one or more features for the creative work by checking the boxes next to the feature and explaining the reason for selection	
<input type="checkbox"/>	Unprecedented	(Clarification in case of selection) New achievements / innovations, or unprecedented outcomes
√	Unique / Innovative	(Clarification in case of selection) Show that the work accomplished or updated has uniqueness in the field
<input type="checkbox"/>	Genuine	(Clarification in case of selection) The achievement skill shouldn't have been repeated that reflect the originality of the source.
<input type="checkbox"/>	Difficult to be repeated	(Clarification in case of selection) The ingenuity of the achievement results in a new unknown experience which is difficult to be repeated easily.
<input type="checkbox"/>	Distinguished	(Clarification in case of selection) The accomplished work has superiority of rare results in light of previous experiences in the same field
<input type="checkbox"/>	Benefit	(Clarification in case of selection) Material or moral added value from the achievement
<input type="checkbox"/>	Impact	(Clarification in case of selection) Showcase the impact on the sustainability of development, strengthening status, and acquisition of fame and reputation

3. Factors related to the candidate

Creativity work / Media echo				
1	√	Journals	√	Sports Magazines
	<input type="checkbox"/>	T.V.	<input type="checkbox"/>	Radio
	<input type="checkbox"/>	Websites (internet, social media)		
<ul style="list-style-type: none"> • Attach documents • List related websites 				

Overall, the Intellectual Creativity should be

1. Related to the sports field.
2. The nomination should have tangible outcomes such as (device or instrument for the player etc.)
3. The presented nomination should be characterized by an innovative feature.
4. Be officially registered and classified by accredited authorities according to recognized international standards.
5. Applied in one of the sports fields under the supervision of an accredited sports authority on the national, continental, or international level (Official sports institute, Sports federation, or Olympic committee).

6. Guidelines for the Best Initiative in Corporate Creativity Category

Institutional Sports Creativity

6.1 Institutional Achievement:

Initiatives, programs and projects carried out by the institution in different areas of work that enables it to achieve its mission and strategic objectives so that, this work has the features associated with creativity (uniqueness, scarcity, difficulty/ non- repetitive, unprecedented).

6.2 Creative Initiatives:

Structural rules that uses planning and implementation to achieve outputs that take the lead and inspire the initiative in one of the zones related to the nature of its work and serve its strategic objectives.

Competition Theme in Corporate Category

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.

Required Documents For The Electronic Registration Form

1. Official recommendation letter from the relevant association .
2. Brief about the organization .
3. Logo of the organization (high resolution) .
4. Trade license (copy) .
5. Social media links related (highlights and achievements) .
6. Supporting documents about the creative work for each Criterion (Planning, Implementation and results).
7. Supporting videos about the creative work (5 mins maximum).
8. Other documents related.
9. Nominee commitment & acceptance of the arbitration results.

Example of Application Form for the Sports Institute

The best sports initiative in (**Tolerance & Knowledge Management in Sports**)

1. Basic Information

1	Name of the Sports Institution	Institution Name					
2	Date of establishing	23/01/2018					
3	Country	United Arab Emirates					
4	Type of Institution						
	<input type="checkbox"/>	Government	<input checked="" type="checkbox"/>	Community Organization	<input type="checkbox"/>	Private	<input type="checkbox"/>
	<input type="checkbox"/>	National Olympic/ Paralympic Committee	<input checked="" type="checkbox"/>	National sport Federation			
	<input type="checkbox"/>	Athletic Club	<input type="checkbox"/>	Sports Counseling Agency			
	<input type="checkbox"/>	Media Institution	<input type="checkbox"/>	Sports Medicine Institution			
	<input type="checkbox"/>	Sporting Sciences Colleges, Institutes and Departments	Please specify				
	<input type="checkbox"/>	Other	Please specify				
5	Mailing Address	United Arab Emirates - Dubai - P.O.BOX 000					
6	Email	MBRAWARDS@MBRAWARDS.AE					
7	Telephone (including country and city codes)	00971400000000					
8	Nomination officer	Name	MBRAWARDS				
		Telephone	MBRAWARDS@MBRAWARDS.AE				
		Email	MBRAWARDS@MBRAWARDS.AE				
9	Fax	00971400000000					
10	Institution website	www.mbrawards.ae					

2. The Creative Achievement of the Institution

1	Title of the creative achievement	-----
2	Description of the creative achievement	

Creative Features		
3	Clarifications	
	You have to select one or more features for the creative work by checking the boxes next to the feature and explaining the reason for selection	
√	Unprecedented	(Clarification in case of selection) New achievements / innovations, or unprecedented outcomes
<input type="checkbox"/>	Unique / Innovative	(Clarification in case of selection) Show that the work accomplished or updated has uniqueness in the field
<input type="checkbox"/>	Genuine	(Clarification in case of selection) The achievement skill shouldn't have been repeated that reflect the originality of the source.
<input type="checkbox"/>	Difficult to be repeated	(Clarification in case of selection) The ingenuity of the achievement results in a new unknown experience which is difficult to be repeated easily.
<input type="checkbox"/>	Distinguished	(Clarification in case of selection) The accomplished work has superiority of rare results in light of previous experiences in the same field
<input type="checkbox"/>	Benefit	(Clarification in case of selection) Material or moral added value from the achievement
<input type="checkbox"/>	Impact	(Clarification in case of selection) Showcase the impact on the sustainability of development, strengthening status, and acquisition of fame and reputation

4	Criteria
First: Planning 20%	1. Initiative Founding
	<p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <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.
	<p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <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.
	<p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <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.
	<p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <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.



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 to measure that.

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.

7. Procedures to apply for the Individual, Groups and Organizations Categories

1. Visit the Award website: 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.

Dubai – United Arab Emirates
Phone : 00971 4 5105555 Fax : 00971 4 5105554
Mobile: 00971 50 9483300
Email : info@mbrawards.ae

Glory Belongs To Those Who Make It

www.mbrawards.ae

