



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 10th Edition 2018 The International Level

Publication Series of the Award (54)



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Crown Prince of Dubai, Chairman of Dubai Sports Council
& Patron of the Award



H.H. Sheikh

Ahmed Bin Mohammed Bin Rashid Al Maktoum

President of the Award

President of the UAE National Olympic Committee

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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, Vice President & Prime Minister of the United Arab Emirates 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 10th Edition 2018, to honor creative Athletes on the local, Arab Level 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 10th 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

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:

Brief History of the Award

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, and President of the Dubai Sports Council. 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 International 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.

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 organizations on the Local, Arab and International Level to increase the sports fair competitiveness, intellectual and technical outcome that adds significant value 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:

Empowerment of Youth in the Sports Field

A creative initiative implemented to empower youth in sports, it means to give the chance for youth to participate in managing the sports field throughout planning, authorization, execution censorship to ensure the objectives of the organization.

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 should 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 2017 till 31st August 2018.
- 8.4 Proved its impact in Empowering Youth 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 compatible with objectives of the award.
- 8.13 The initiative should be consistent and sustainable.

Article (9) Criteria

The best sports initiative for “Empowering Youth in the Sports Field” is evaluated according to the following basic criteria’s:

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

First: Planning 20%	1. Initiative Creation
	Criterion shall be explained and all supporting documents shall be provided, including the following: <ul style="list-style-type: none"> • To have achievability studies. • Supporting evidences of the creative elements availability and the innovative aspects of the initiative. • Pioneering experiments and best practices, to make the best use in adopting the initiative.
	2. Objectives of the Initiative
	Criterion shall be explained and all supporting documents shall be provided, including the following: <ul style="list-style-type: none"> • Vision of the initiative. • The basis of assessing the requirements that serve objectives. • Objectives are related to the organization’s strategic plan. • Clear and measurable objectives. • The Initiative and government objectives are aligned.

First:
Planning 20%

3. Study and analyze the factors influencing the initiative and its success factors.

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

- Detailed analytical studies to define the internal, external factors affecting the initiative as well as its influence.
- The outputs of these studies as an input to the initiative's implementation plan.
- Internal and external individuals affected and effected by the initiative.
- Necessary resources for implementing the initiative as well other factors.

4. Commitment of the leadership and all related individuals with the initiative.

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

- Real contribution of the leadership and other relevant groups in the planning and development of the initiative systems
- The necessary support for the initiative by the leadership for financial, human, technical, intellectual, and other resources.

5. The initiative implementation plan and performance indicators for follow-up and evaluation.

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

- Implementing the initiative in accordance with an integrated implementation plan, including the activities and stages of implementation, defined by a timetable and the implementation responsibility.
- Work teams needed to implement the initiative and defining its tasks and authorities.
- KPI's to follow up the implementation of the initiative plan.

6. Risk Management

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

- Identify the probable internal and external risks affecting the implementation of the initiative and achievement of its objectives.
- Risk analysis and identify the proportion of occurrence probability, and to what extent it can affect the initiative.
- Alternative plans and scenarios to face risks and minimize their impact on the initiative.

7. Communication and Contact Plan

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

- Strategic partners.
- Targeted Categories.
- Communication and contact plan with those concerned with implementing the initiative.

Second:
Implementation 20%

1. Resource Management

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

- Human Resources concerned with the Initiative.
- Financial resources approved for the Initiative.
- Technical resources to increase the Initiative implementation efficiency.
- Intellectual 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:

- An integrated system for corporate governance.
- An applied System for the financial performance efficiency.
- Internal and external control system.
- An applied System + specialized sectors with the technical control process.
- An applied System for information governance and security.
- An applied System for giving permissions for the financial, administrative, and technical Authorities.
- An applied System for the evaluation and periodical follow-up for the Initiative administrative system.
- An applied System for the continuous follow-up by the organization's leadership for financial and administrative performance and the Initiative outcomes and taking the necessary procedures.

3. Internal Communication Efficiency

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

- An efficient communication and contact plan.
- An applied System to measure the efficiency of the internal communication channels and the existence of indicators to measure it.
- An applied System to measure the efficiency of the communication channels with the concerned categories outside the organization and the existence of indicators to measure it.

4. A Follow-up System

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

- An applied System to follow up the implementation of the initiative plan.
- An applied System to enable the organization's leadership to follow up the initiative implementation reports and the associated performance indicators and take the necessary procedures.
- The necessary precautionary and corrective procedures and the follow-up of their implementation to ensure that the initiative implementation is conducted in accordance with the approved plan.

5. Transparency

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

- An applied System for the periodical declaration for the initiative results transparently.
- An efficient and practical system for the feedbacks.
- Engaging the feedback data in the improvement and development processes.

6. Knowledge Management

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

- An applied System to identify the training needs to implement the initiative perfectly.
- A training plan applied to all the concerned parties to meet the needs.
- An applied System to measure the impact of training.

<p>Third: Results, Impact and Guarantee Future Sustainability 60%</p>	<p>1. Surveys</p> <p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <ul style="list-style-type: none"> • Percentage of customer's happiness (direct beneficiaries). • Percentage of happiness of HR concerned with the implementation of the initiative. • Percentage of partners' happiness. • Percentage of community's happiness. • Percentage of suppliers' happiness. • It is required to prove that the surveys were conducted in a technically acceptable manner in terms of methodology and sampling.
	<p>2. Field (applied) results</p> <p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <ul style="list-style-type: none"> • Percentage of achieving the strategic targets of the initiative. • Percentage of achieving the executive plan. • Efficiency indicators of the initiative financial performance. • Results of the audit reports. • Percentage of implementation of recommendations from different reports. • Number of complaints received about the initiative. • Percentage of complaints processed on time. • Measuring the efficiency of the communication channels used in the initiative. • Intellectual publications related to the initiative (brochures, intellectual property certificates, etc.). • Any other documents related to the criterion.
	<p>3. Impact and Benefit</p> <p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <ul style="list-style-type: none"> • Social Aspect: Percentage of sectors affected by the initiative. • Economic Aspect: Value of the savings resulting from the initiative application on the national income. • Environmental Aspect: The initiatives direct impact on the exhaustion of resources. • The reflection of the initiative's results on the moral values of the concerned categories. • The Initiative's financial impact.
	<p>4. Sustainability of the Outputs</p> <p>Criterion shall be explained and all supporting documents shall be provided, including the following:</p> <ul style="list-style-type: none"> • Ensure the sustainability of the giving through merging active young leaders. • Number of entities that have adopted the initiative. • The extent of the continuation of the Initiative repetition in its environment or other environments. • The benefit of the Initiative's outputs.

Article (10): Nomination Procedures

- 10.1 Visit the Award website: www.mbrawards.ae
- 10.2 Create an account at the nomination electronic system by registering at the website and attach an authorization letter from the organization including the main contact person (e.g. name, designation, contact number, email etc.) who will be responsible for the nomination file.
- 10.3 Fill in the electronic nomination form and attach all the required supporting documents.
- 10.4 For any inquiries to contact the Award Secretariat Office.

Documents required to be attached:

- Official letter from the relevant sports organization.
- Background brief about the Organization.
- Institution Logo (high resolution).
- Social Media links.
- Supporting documents for the creative work related to (Planning, Implementation and Outcomes).
- Videos about the creative work (supporting video for 5 minutes max).

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.
- 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 recommendation

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

- Cultural and social context.
- Added Value.
- Challenges.

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 + a Financial Prize.
- 14.4 The holders of Appreciation Awards should be honored with the Award Trophy and an Appreciation Certificate.
- 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 submit, 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 2018
16.2	Deadline for receiving applications	31 st August 2018
16.3	Arbitration and selection of winners	October 2018
16.4	Announcing the winners	3 rd week of November 2018
16.5	Award Ceremony	9 th January 2019

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 and based on the recommendations of the committees of the Award, shall 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 Ceremony on each Edition of the Award.

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