



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

## 13<sup>th</sup> Edition 2024 - 2025

International  
Level

Publication Series of the Award (73)



**H.H. Sheikh  
Mohammed 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, Deputy Prime Minister**  
**and Minister of Defence**



**H.H. Sheikh**

**Ahmed Bin Mohammed Bin Rashid Al Maktoum**  
**Second Deputy Ruler of Dubai, President of the UAE National**  
**Olympic Committee, President of the Award**

# Contents

No.	Content	Page
1	Introduction	07
2	Brief History of the Award	08
3	Article (1) Award Title	09
4	Article (2) Award Vision	09
5	Article (3) Award Mission	09
6	Article (4) Award Objectives	09
7	Article (5) Sports Creativity	10
8	Article (6) Award Category	10
9	Article (7) Award Scope of Competition	11
10	Article (8 ) Award Components	11
11	Article (9) General Conditions for Award Nomination	11
12	Article (10) Criteria	11
13	Article (11) Nomination Procedures	17
14	Article (12) Arbitration Phases	17
15	Article (13) Judges Selection Criteria	17
16	Article (14) Standards of Recommendation	18
17	Article (15) Awarding Ceremony	18
18	Article (16) Intellectual Property	18
19	Article (17) Session Time Schedule	19
20	Article (18) General Provisions	19

# Introduction

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The award is based on the concept and philosophy of our first creative athlete H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, (May God protect him) who believes in creativity as a mental ability through which innovators can overcome obstacles, solve problems and conceptualize ideas in extraordinary ways. In this regards, H.H once said:

“If you are ever faced with a challenge for which you need to find a solution or make a decision, you have two choices: Either you imitate an idea you already know, or you use your creative and intellectual abilities to come up with a new idea and a new framework.”

The Award is expected to be an important lever for creativity in sports in the UAE and the Arab world. It targets individuals, groups and institutes that have contributed to the development of sports by honoring them and encouraging further creative achievements.

The award underscores our wise leadership's awareness of the cultural role that sport plays in advancing societies by fostering a spirit of success and fair competition among individuals, groups, and institutions. It also highlights the role of sport in promoting rapprochement and coexistence among nations so that higher-level goals can be achieved. It is precisely for these reasons that the award was created for all Arabs and for the whole world.

The award will continue in its 13<sup>th</sup> edition (2024 - 2025) to honor creative athletes at the local, Arab and international levels, in three categories: Individual Sports Creativity, Group Sports Creativity and Corporate Sports Creativity.

Where the Mohammed bin Rashid Al Maktoum Creative Sports Award invites Individuals, teams and institutions from the United Arab Emirates, Arab countries, and international sports federations whose achievements are considered exemplary and contribute to the creation of a humanitarian spirit of creativity in the field of sports to apply for the award in its 13<sup>th</sup> edition, it is important to consider the rules and criteria for nomination as mentioned in this manual book.

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**Wishing all participants the best of luck!**

Sincerely,  
**Secretary General of the Award**

## **Brief History of the Award**

### **Preface**

Since the inception of the Mohammed Bin Rashid Al Maktoum Creative Sports Award in 2009, it has gone through several stages of development and improvement, reaching the stage of leadership and internationality due to the accumulation of experience and expertise at the level of knowledge and skills, which can be summarized as follows.

### **Phase I: Establishment and Publicity (2009-2011)**

At its 1st edition in 2009, the award was presented as a generous gesture by 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 field of sports creativity, designed to fill a major gap in sports to honour creative athletes in recognition of their outstanding achievements, support efforts to develop the sports sector in various fields, and raise it to international standards.

In its initial phase, the award was limited to the local and Arab levels, with three main categories established for each level, namely Individual Sports Creativity, Group Sports Creativity and Corporates Sports Creativity.

### **Phase II: Launching the international level - 2012**

In harmony with the ambitious vision of H.H. Sheikh Ahmed Bin Mohammed Bin Rashid Al Maktoum, the President of the Award, and his persistent efforts to make the Award into a unique trend to honor sports and intellectual innovators, be they local or international innovators from different countries. In its 4th edition, the award has been expanded internationally by including achievements in the Corporate Creative Sports category, for which special technical regulations have been issued. With this prestigious award, Dubai has become a shining place for creative sports in the UAE, the Arab world and worldwide.

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

In recognition of what the Award has achieved in recent years in terms of cumulative knowledge and international placement in sports through the support and motivation of creative professionals, the Award has been selected as one of the Mohammed Bin Rashid Al Maktoum Global Initiatives (MBRGI) selected to promote and disseminate knowledge, future vision, leadership, community empowerment and contribution to sustainable human development.



## Phase IV: Award Frequency (since 2019)

In view of the Award one decade achievements from its 1<sup>st</sup> Edition launched in 2009 till the recent 10<sup>th</sup> 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 11<sup>th</sup> 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

The award to be the beacon of sports glory.

### Article (3): Award Mission

To promote excellence and innovation in sports leadership, empower communities by honoring exceptional individuals and showcasing their achievements, and reinforce the pivotal role of sports as a platform for human creativity.

### Article (4): Award Objectives

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

- 4.1 Recognizing and encouraging creative sports achievements accomplished by individuals, teams, and institutions, and highlighting them globally.
- 4.2 Contributing to the future of sports innovation and investing in the soft power of sports and its intellectual legacy.
- 4.3 Motivating the private sector to invest in sports and support talented individuals.

## Article (5): Sports Creativity

The Mohammed bin Rashid Al Maktoum Creative Sports Award defines sports creativity as unique experiences, creative methods and unprecedented added value to achieve outstanding sporting performances that exceed the expected and known.

### Features of Sports Creativity:

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

- Unprecedented (achieved for the first time)
- Unique/ innovative
- Genuine and original
- Difficult to be repeated /unusual
- Distinguished among other creative works
- Benefit
- Impact

## 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) Scope of Competition

- The best sports projects, programs, and initiatives that have contributed to the empowerment of societies through sports.

## Article (8) Award Components

- The winning international sports organization receives the award Order of Merit along with a certificate + a financial reward.

- The Board of Trustees has the right to grant an appreciation award to any international sports organization.

## Article (9) General Conditions for Award Nomination

**Any application submitted for the award should be:**

- 9.1 Compatible with the Award Objectives.
- 9.2 Documented.
- 9.3 Achieved in the period from 1<sup>st</sup> September 2023 till 31<sup>st</sup> August 2025.
- 9.4 Consistent with human sports values and ethics.
- 9.5 Achieved within one of the games, championships recognized by the relevant sports organizations.
- 9.6 Associated with the mission and strategy of the nominated organization.
- 9.7 Nominated by the relevant parties.
- 9.8 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.
- 9.9 Nominated by the sports parties or institutes recognized by the IOC.
- 9.10 Implemented on the ground.
- 9.11 Consistent and sustainable.

## Article (10) Criteria

The best sports initiative is evaluated according to the following basic criteria's:

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

4	Criteria
First: <b>Planning 20%</b>	<b>1. Initiative Startup</b>
	Provide an explanation and any supporting evidence, including the following: <ol style="list-style-type: none"> <li>1. The initiative feasibility studies.</li> <li>2. Evidences of the availability of creative elements and the innovative aspects of the initiative.</li> <li>3. Use of leading experience and best practices in the adoption of the initiative</li> </ol>
	<b>2. The Purpose of the Initiative</b>
	Explain and provide all supporting documents, including the following: <ol style="list-style-type: none"> <li>4. The goals of creative initiative and organization are aligned</li> <li>5. The organization's strategic plan is clear.</li> <li>6. The goals of creative initiative and organization are aligned</li> <li>7. The goals of creative initiative and organization are aligned</li> <li>8. The clear and measurable targets .</li> </ol>
	<b>3. Study and analysis of the factors influencing the initiative and its success factors</b>
	Explain and provide all supporting documents, including the following: <ol style="list-style-type: none"> <li>1. Detailed analytical studies to define the internal and external factors affecting the initiative and it's impact.</li> <li>2. Analytical studies deliverables as an input to the initiative's implementation plan.</li> <li>3. Internal and external stakeholders influencing and influenced by the initiative.</li> <li>4. Necessary resources for implementing the initiative and its other success factors.</li> </ol>
<b>4. Commitment and contribution of the organization's leadership to the initiative.</b>	
Explain and provide all supporting documents, including the following: <ol style="list-style-type: none"> <li>1. Effective participation of the leadership and other relevant groups in the planning and development of the initiative systems.</li> <li>2. The necessary support for the initiative by the leadership for financial, human, technical, cognitive, and other resources.</li> </ol>	

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">First: Planning 20%</p>	<p>5. The initiative implementation plan and performance indicators for follow-up and evaluation</p>
	<p>Explain and provide all supporting documents, including the following:</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. Work teams required to implement the initiative as well defining their authorities.</li> <li>3. Performance indicators to follow up the implementation of the initiative plan.</li> </ol>
	<p>6. Risk Management</p>
	<p>Explain and provide all supporting documents, including the following:</p> <ol style="list-style-type: none"> <li>1. Identify the potential internal and external risks affecting the implementation of the initiative and achievement of its targets.</li> <li>2. Risk analysis and identify the occurrence probability as well the impact on the initiative.</li> <li>3. Alternative plans and scenarios to address risks and minimize their impact on the initiative.</li> </ol>
	<p>7. Communication and Contact Plan</p>
<p>Explain and provide all supporting documents, including the following:</p> <ol style="list-style-type: none"> <li>1. Strategic partners.</li> <li>2. Targeted Categories.</li> <li>3. Communication and contact plan with those concerned with implementing the initiative.</li> </ol>	

Second:  
Execution **20%**

### 1. Resources Management

Explain and provide all supporting documents, 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

Explain and provide all supporting documents, 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

Explain and provide all supporting documents, 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

Explain and provide all supporting documents, 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

Explain and provide all supporting documents, 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

Explain and provide all supporting documents, 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, effects and guarantee of futuristic sustainability **60%**

### 1. Surveys

Explain and provide all supporting documents, 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

Explain and provide all supporting documents, 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. Effect and Benefit

Explain and provide all supporting documents, 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.

### 4. Sustainability of the Outcomes

Explain and provide all supporting documents, including the following:

1. The extent of the continuation of the Initiative repetition in its environment or other environments.
2. Benefit from the outcomes of the initiative.



## Article (11): Nomination Procedures

- 11.1 Log into the award web: [www.mbrewards.ae](http://www.mbrewards.ae)
- 11.2 Register on the website (create an account) by entering the basic information needed, You will get username and password to access the website or you can register by your Facebook account.
- 11.3 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.
- 11.4 Fill in the E- application form and attach all the supporting documents.
- 11.5 For any inquiries, contact the secretariat office of the Award.

### Required documents to attach:

- Official letter from the relevant sports organization.
- Brief history about the organization.
- Resolution / decree / license of the sports institution.
- the links for the social media of the organization.
- Supporting documents about the creative works for each criteria and sub-criteria (Planning, Execution and Results.)
- Supporting videos about the creative work (5 mins maximum) .
- Nominee commitment & acceptance of the arbitration results.

## Article (12) 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.
- Filtration and shortlisting .
- Judging files.
- Announcing the winners.

## Article (13) Judges Selection Criteria

The Referee Committee sets some rules and criteria for the selection of qualified judges and shall coordinate with the Association of Summer Olympic international Federations .

## **Article (14) 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 (15) Awarding Ceremony**

- 15.1 The award winners should be honored at an official ceremony.
- 15.2 International VIP and dignitaries should be invited to the official award ceremony.
- 15.3 Winners should receive the Order of Merit and a financial reward.

## **Article (16) Intellectual Property**

- 16.1 Nominees & winners shall bear the legal responsibility for the intellectual property of the works they submitted, in case of any dispute with third parties.
- 16.2 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.
- 16.3 The works submitted and nominated for the award shouldn't be returned to the award Applicants.
- 16.4 The award administration shouldn't bear any financial, legal charges if not mentioned in this technical regulation.

## Article (17) Session Time Schedule

17.1	Starting date to receive applications	1 <sup>st</sup> April 2024
17.2	Deadline for receiving applications	31 <sup>st</sup> August 2025
17.3	Arbitration procedures and shortlisting	September - October 2025
17.4	Announcing winners	25 <sup>th</sup> November 2025
17.5	Official awarding Ceremony	21 <sup>st</sup> January 2026

## Article (18) General Provisions

- 18.1 The articles, items, and contents of these Technical Regulations serve as the authoritative reference for all provisions, procedures, and processes related to this edition of the award.
- 18.2 The Technical Committee holds the exclusive right to interpret the provisions of these Technical Regulations.
- 18.3 All objections and complaints must be submitted to the Chairman of the Board of Trustees through the General Secretariat of the Award.
- 18.4 The Board of Trustees is the highest governing authority of the Award, and its decisions are final and irrevocable.
- 18.5 A representative from the winning organization must attend the awarding ceremony to accept the award trophy.
- 18.6 The Board of Trustees reserves the right to make decisions based on the recommendations of the award committees, including the authority to:
  - 18.6.1 Withhold the Award.
  - 18.6.2 Withhold any of the Award's categories.
  - 18.6.3 Revoke an award from a winner who violates any rules or regulations outlined in these Technical Regulations.
  - 18.6.4 Confirm the date and location of the award ceremony.



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

### **Contacts**

Mohammed Bin Rashid Creative Sports Award

Dubai – United Arab Emirates

Phone : 00971 4 5105522

Email : [info@mbrawards.ae](mailto:info@mbrawards.ae)



المجد لمن يصنعه  
GLORY MAKERS

[www.mbrawards.ae](http://www.mbrawards.ae)