

# The Saudi Sports for All Federation Strategy

Where we envision to become...

“A GLOBAL LEADER IN SPORTS FOR ALL”



1

## Who Are We?

*Opening letters from our leadership*

2

## What Is Our Ambition?

*Sports for all journey, vision and ambition*

3

## Where Do We Stand Today?

*Mass participation landscape, benchmarks and insights*

4

## How Will We Achieve Our Goals?

*Strategic framework, performance measures and initiatives*





1

# Who Are We?

*Opening letters from our leadership*

# OPENING LETTER

## FROM OUR PRESIDENT



The Saudi Sports for All Federation is privileged to work towards a healthier and more active Saudi Arabia. Our new Sports for All strategy is another milestone in this rewarding journey.

With this strategy document, we have created a clear roadmap to reach out to our audiences and meet their specific needs while encouraging them to have more active lifestyles. This document will explain our efforts to reach all communities and society members, encouraging them to a health-first mindset.

We are also increasing our reach through global and local partnerships, working with individuals and organizations who share our commitment to a healthy, happy, and more physically active nation.

We have always sought to create initiatives that offer measurable results that work towards the goals of Saudi Vision 2030. Our new strategy extends this commitment encouraging our teams and stakeholders to demonstrate social and economic returns on investment.

From playgrounds and sports arenas, to homes and backyards, we want to build and sustain a more active Saudi Arabia. We are immensely proud of our communities and will join them in action as we play more, exercise more, and move towards a healthy, active community.

Sincerely,

**HRH Prince Khaled bin Alwaleed**



# OPENING LETTER

## FROM OUR MANAGING DIRECTOR



Meaningful positive change requires a bold and integrated approach. Research shows a positive link between physical activity and health, which in turn leads to improved economic activity and better quality of life.

The new Sports for All strategy lays out the framework for a healthier and more physically active Saudi Arabia. Inclusivity is a central pillar of our strategy, with initiatives designed for critical age groups and demographics.

The strategy embodies a collaborative and holistic approach, as we work with partners and stakeholders across the public and private sectors to create impactful initiatives that get people moving and keep them active in the long term.

Our Sports for All strategy creates a clear roadmap supporting the Quality of Life Program, as well as Saudi Vision 2030 ambitions and aspirations. Our approach is backed by transparency and accountability. We will measure the social return on investment on our initiatives to ensure that we are helping create a healthier, involved, dynamic and economically active community.

I call on our audiences, partners, teams, and all stakeholders to join us, as we make regular physical activity part of everyone's lives.

Sincerely,

**Shaima Saleh Alhusseini**



2

# What Is Our Ambition?

*Sports for all journey, vision and ambition*





SINCE 2018, WE HAVE

EMPOWERED  
COMMUNITIES

THROUGH OUR  
PROGRAMS AND  
ACTIVATIONS

## Community Sports Evolution in the Kingdom

2018



Activated Mass Participation Plans

2019



Allocated Community Sports Mandate

2022

30min per week **48%**

Achieved Physical Activity Targets

2023



Launched National Sports Strategy

### National Championships

We succeeded in hosting championships in collaboration with different stakeholders.

Including a thrilling collaboration with the Saudi Arabian Cricket Federation, activating more than 28,000 participants, across 11 different cities, Qassim, Khamis Mushait, Dammam, Jeddah, Jizan, Jubail, Madinah, Najran, Riyadh, Tabuk, Yanbu.

As well as an integrated program for older adults in partnership with Newcastle United Foundation in 4 different cities, as an initiative towards, redefining age and fitness, and proving that it's never too late to embrace an active lifestyle.

### Neighborhood Clubs

One of our successful youth-targeted programs is 'Neighborhood Clubs', it activates more than 43k memberships, represented as 55% male, and 45% female, across 45 clubs in Saudi Arabia to ensure continuous participation at a massive scale.

It serves as a dynamic hub of community engagement introducing more than 10+ sport activities, including, tennis, basketball, football and yoga, alongside educational and seasonal events such as 'Summer Camps' in more than 20+ cities around the kingdom.

### Sports Facilities

Launching Sports for All Dome in Dammam City is considered one of our greatest achievements in activating environments, places and spaces.

A multi-purpose sports facility, addressing a social aspect where families and friends can join and participate in their favorite sport.

### Regional Programs

We focus on expanding our reach to a large part of KSA population through region-specific offerings.

Examples would be launching 'Move with Us' in more than 12+ cities, as well as 'Active' introducing youth tournaments and games in different cities, such as Abha, Tabuk, Dammam and Buraydah, as well as beaches in Jubail, Jazan and Yanbu.

### Digital Platforms

We benefit heavily from our digital platforms and channels in customizing our offerings through continues reporting, refining and redesigning.

More than 1,700 community sports groups are active in 'Sports for All App' where users interact daily in virtual and physical challenges.

We get to refine our perceptions and understating of the community's constantly evolving and changing preferences, characteristics and interests to be more and more active referencing our national survey insightful analysis.

### Marathon Series

Executing our noteworthy 'Marathon Series' year after year represents our innovative and inclusive approach to engage the community to embody a healthier lifestyle thorough physical activity.

Starting off with 'Al Khobar Half-Marathon' in 2021, where 1,700+ participants joined us. 'Riyadh Full Marathon' in 2022, capturing 10,000+ participants from 100+ different nationalities. During the same year, we launched 'Jeddah Half-Marathon' as well.

Marking our gradual growth to accommodate for higher numbers of participation, 'Riyadh Full Marathon' 2023, welcomed 15,000+ participants from 125+ nationalities.



WE HAVE OUTLINED

## A FUTURISTIC OUTLOOK

OF SPORTS FOR ALL  
ASPIRATIONS AND  
DIRECTIONAL FOCUS

### VISION

“A GLOBAL LEADER IN SPORTS FOR ALL”

### AMBITION

#### PIONEER IN COMMUNITY SPORTS

Enable **community sports groups**  
growth and capacity to become a  
**delivery arm**

#### GLOBAL REPUTATION & RECOGNITION

Intensify our global footprint through  
leading state-of-the-art **national**  
**achievements**

#### OPERATIONAL STABILITY

Elevate functional **efficacy** levels  
and operative aspects of community  
sports offerings

#### LEADER IN SUSTAINABILITY & INCLUSION

Incorporate **environmental**  
and **inclusivity** parameters  
across programs and  
activations

#### ACCELERATE PHYSICAL & MENTAL WELLBEING

Expand our focus on **physical**  
**activity**, by including **mental**  
**wellbeing**





WE HAVE DEFINED

# PHYSICAL ACTIVITY

2030 PARTICIPATION  
TARGETS FOR ADULTS  
AND YOUTH

Adults  
from 49% to  
**64%**

**Metric**  
The Percentage of  
Physical Activity

**Bracket**  
≥ 18 Years Old

**Duration**  
150 Minutes per Week

Youth  
from 6% to  
**21%**

**Metric**  
The Percentage of  
Physical Activity

**Bracket**  
<18 Years Old

**Duration**  
60 Minutes per Day



3

# Where Do We Stand Today?

*Mass participation landscape, benchmarks and insights*

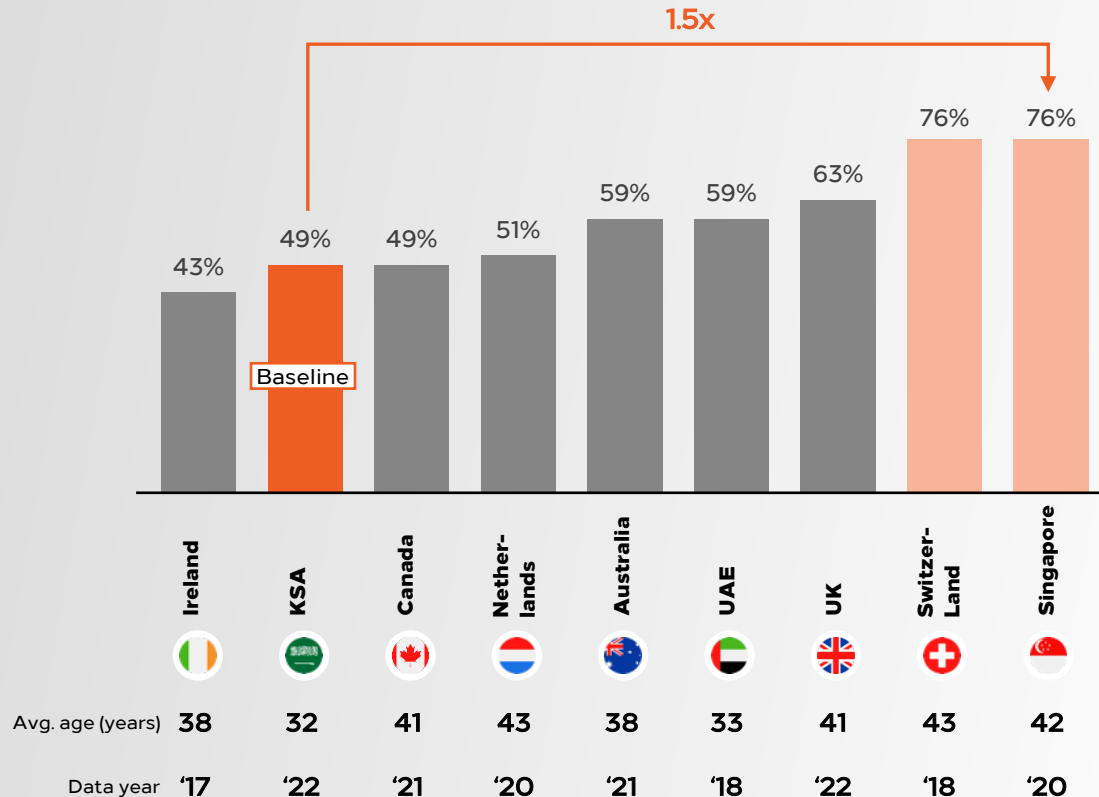


# WHERE DO WE STAND TODAY?

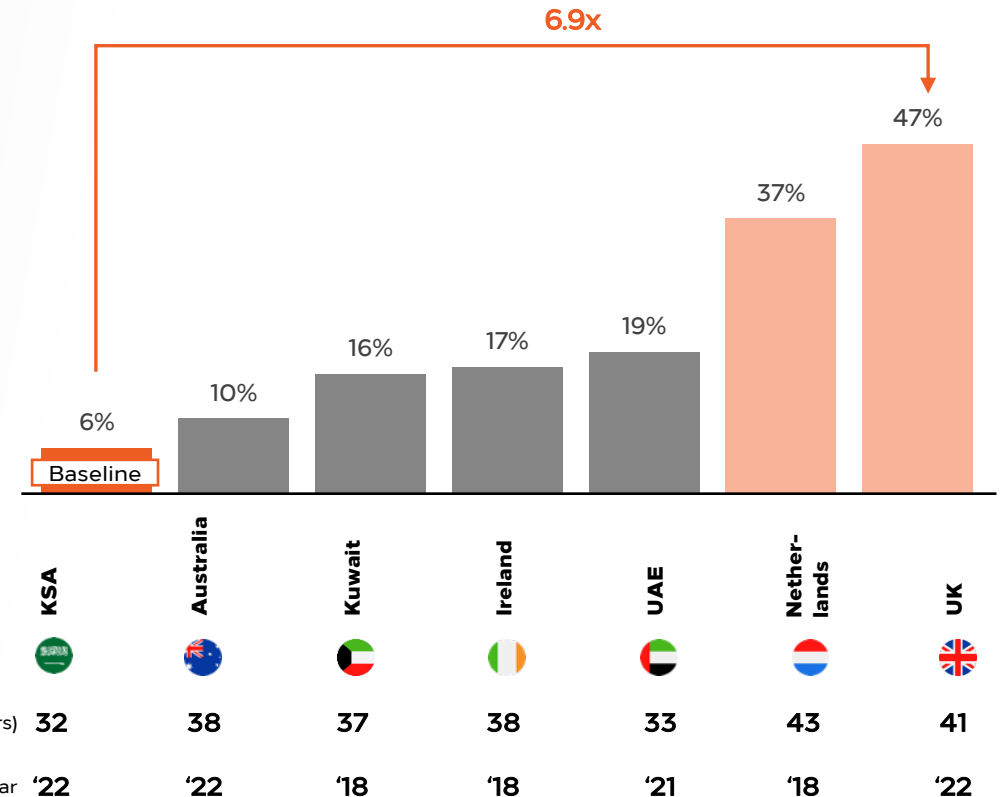
## PHYSICAL ACTIVITY LEVELS REFERENCING GLOBAL BENCHMARKS



### PERCENTAGE OF PHYSICAL ACTIVITY for 150 minutes per week for adults aged 18 and above



### PERCENTAGE OF PHYSICAL ACTIVITY for 60 minutes per day for youth under 18 years old



Notes: 2022 data used as baseline for KSA; 2030 targets: Adults 64 percent; Children 21 percent; data rounded to the nearest percentage; Data shown for latest available year; Numbers are utilized for research purposes in articulating SFA's efforts going forward | Source: WHO website, Sport Ireland, Sport England, Participaction Canada, Active Health Kids Org., Australian Bureau of Statistics, Sport Singapore, The Lancet study sponsored by WHO, United Nations Department of Economic and Social Affairs Population Division 2019



## CONTRIBUTION IN HEALTHIER LIFESTYLE

IS AN INTEGRAL  
PART OF OUR GOALS  
AND AMBITION

## HOW WOULD EXERCISING IMPACT OUR WELLBEING? KEY STATICS AND FIGURES OF CURRENT PHYSICAL AND MENTAL HEALTH LEVELS

Physical health, such as  
**OBESITY**

41%

People who are active are more likely to maintain a steady body weight<sup>3</sup>, by incorporating regular exercise routines, such as aerobic exercises, strength training, and moderate-intensity activities, individuals can effectively manage their weight, reduce body fat, and improve overall physical health

Physical health, such as  
**DIABETES**

16%

Diabetes patients who exercise, have **2.4x** more controlled glucose levels than those who don't<sup>2</sup>, additionally, engaging in a well-rounded exercise-driven lifestyle can help in managing blood sugar levels, enhance overall physical fitness, and mitigate risks of long-term complications

Mental health, such as  
**DEPRESSION**

6%

Being physically active provides a sense of achievement, boosts self-esteem, and promotes social interaction, as certain exercises, that individuals find enjoyable and manageable, such as walking, or participating in team sports, can lead to positive results including enhanced mental health



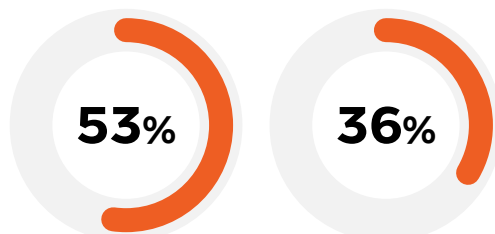
# WE'RE ANALYZING BEHAVIORAL PATTERNS

## OF PHYSICAL ACTIVITY BASED ON SURVEY OUTCOMES

## WHAT IS DRIVING PHYSICAL ACTIVITY?

### KEY RESULTS AND INSIGHTS ADDRESSING MASS PARTICIPATION LANDSCAPE

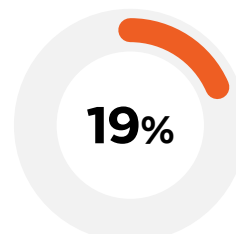
#### Daily Behaviors



53% spend more than 2 hours browsing the internet daily

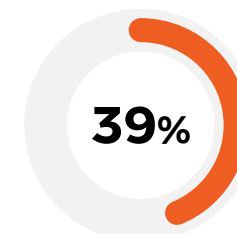
36% watch TV more than 2 hours per day

#### Exercise Frequency

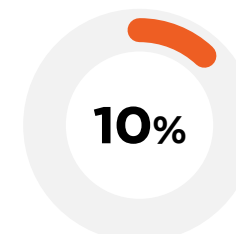


19% of "inactive" survey participants never practiced sports regularly

#### Mindset Barriers

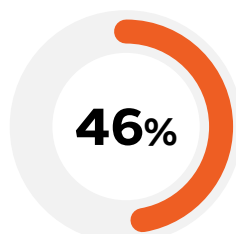


39% of the "inactive" segment does not prioritize exercise



10% of survey participants highlighted that lack of energy as an exercise barrier

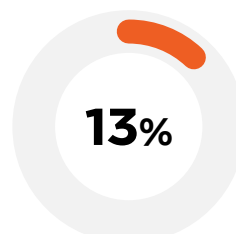
#### What are the key drivers to increasing physical activity levels in our community?



46% of "active" survey participants highlighted health improvement

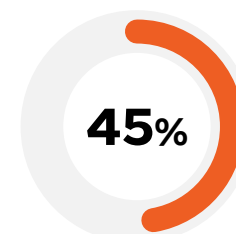


36% considers enhancing physical appearance



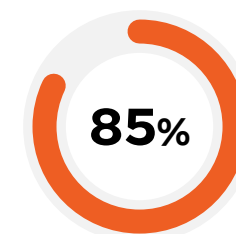
13% of the "inactive" segment prefers family activities

#### What is the most preferred activity?



45% of the "active" segment mentioned walking, at least once a week

#### Do parents impact a child's behavior?



85% of "active youth" segment highlighted that their parents are physically active as well

4

# How Will We Achieve Our Goals?

*Strategic framework, performance measures and initiatives*



## ENSURING DIFFERENT

# SEGMENTS AND GROUPS

## CAN ENGAGE IN PHYSICAL ACTIVITY ON REGULAR BASIS

## WHAT DOES BEING PARTICIPATION-FOCUSED ENTAIL? CREATING AN ACTIVE SOCIETY DEMANDS DIVERSIFYING OUR OFFERINGS

### U18 YOUTH

Inspire a generation to build physical activity habits for life and develop physical literacy

### 18-25 YOUNG ADULTS

Strengthen activity habits and create a culture around physical activity for young adults

### 26-50 ADULTS

Improve physical activity habits of adults and make it a part of everyday life

### 51+ OLDER ADULTS

Increase activity levels and promote benefits of physical activity to health and wellbeing

### YOUTH SEGMENT

To re-define a strategic priority with targeted initiatives, to reach youth segment through **family-focused events**, programs and campaigns. In addition to tailoring initiatives to leverage **urban trends** for sport

### FEMALE SEGMENT

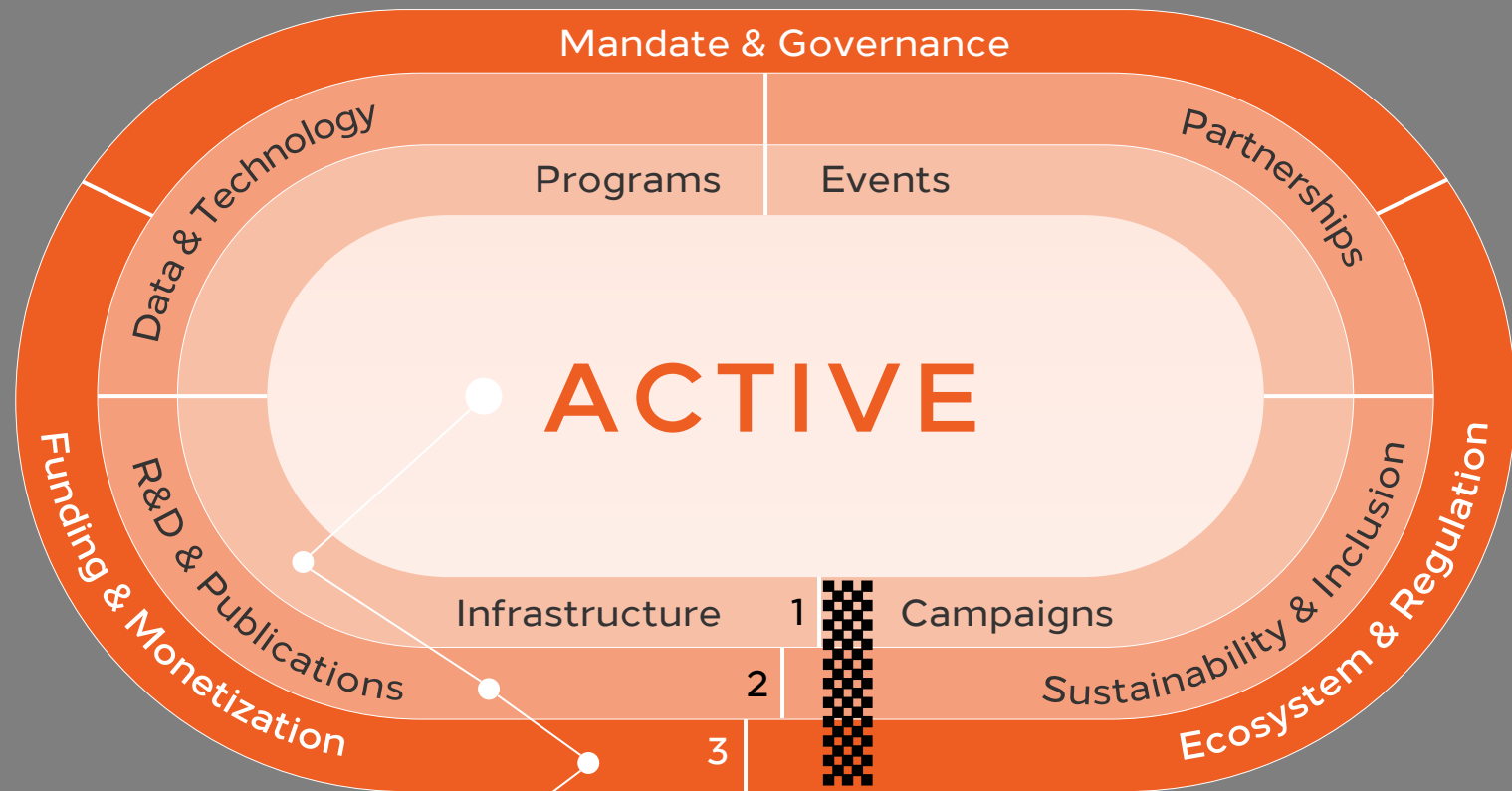
To expand our offerings through focusing on channels and motivators to reach females with **socially-based programs**, as well as corporate wellness programs, addressing **cultural** and **demographic preferences**

### VULNERABLE GROUPS

To dedicate activations driven by segment size and participation preferences, to include **people with disabilities**, and to focus on activating people at **risk of health conditions**, such as obesity or depression

# WHAT IS OUR STRATEGIC FRAMEWORK?

## A SET OF CORE ACTIVITIES, ACCELERATORS, AND ENABLERS



Athletic track symbolizes the importance of sustained and continuous efforts

### CORE ACTIVITIES

Activities with a balanced focus on events and programs, ensuring access to facilities, and carrying out campaigns aimed at both priority groups and the general population

### ACCELERATORS

Levers employed by harnessing technology and data, cultivating growth-oriented partnerships, focusing on research & development as well as sustainability & inclusion

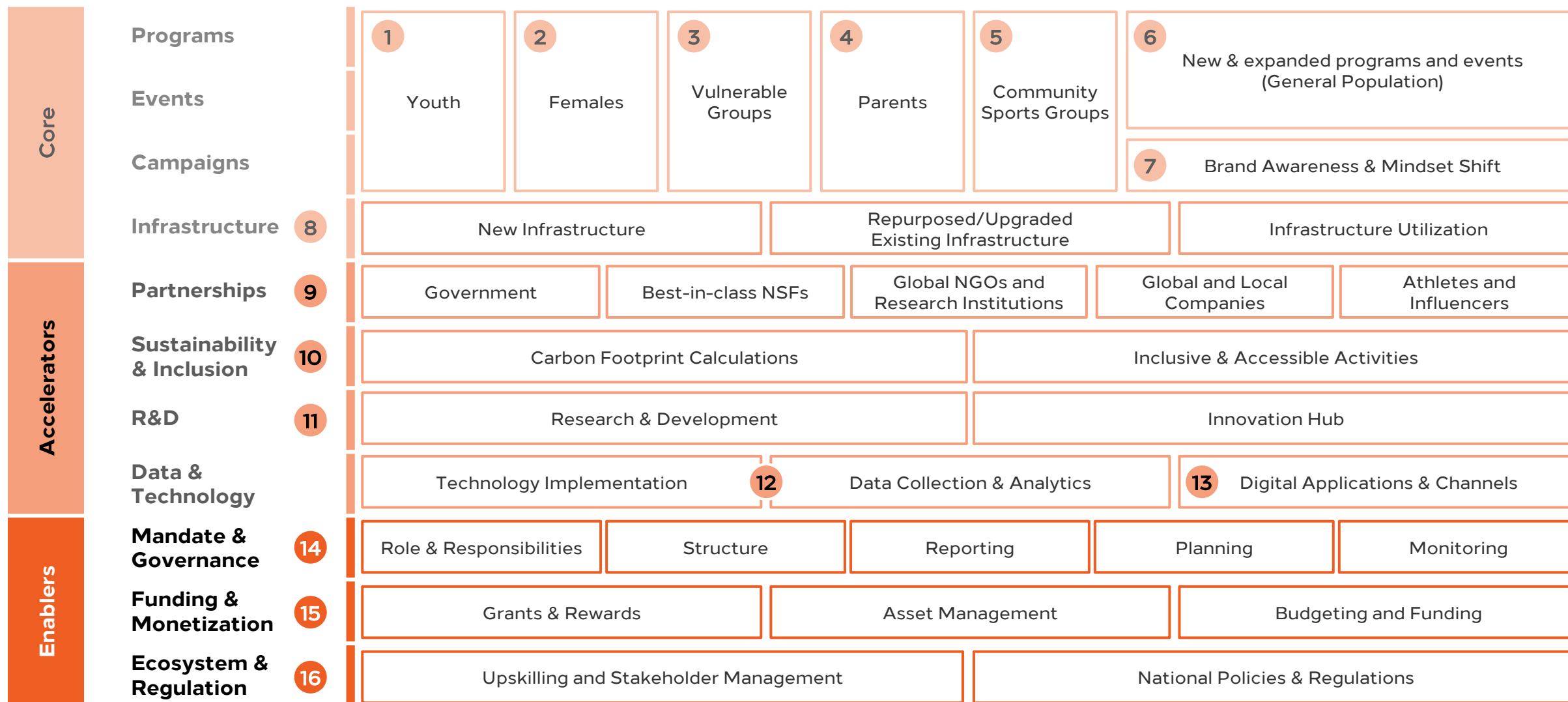
### ENABLERS

Tools to support seamless and effective execution associated with enabling mandates & governance, ecosystem and regulation, and funding & monetization



# HOW WILL WE OVERCOME BARRIERS TO PHYSICAL ACTIVITY?

## OUTLINING STRATEGIC PRIORITIES AND 16 STRATEGIC INITIATIVES TO BE ACTIVATED

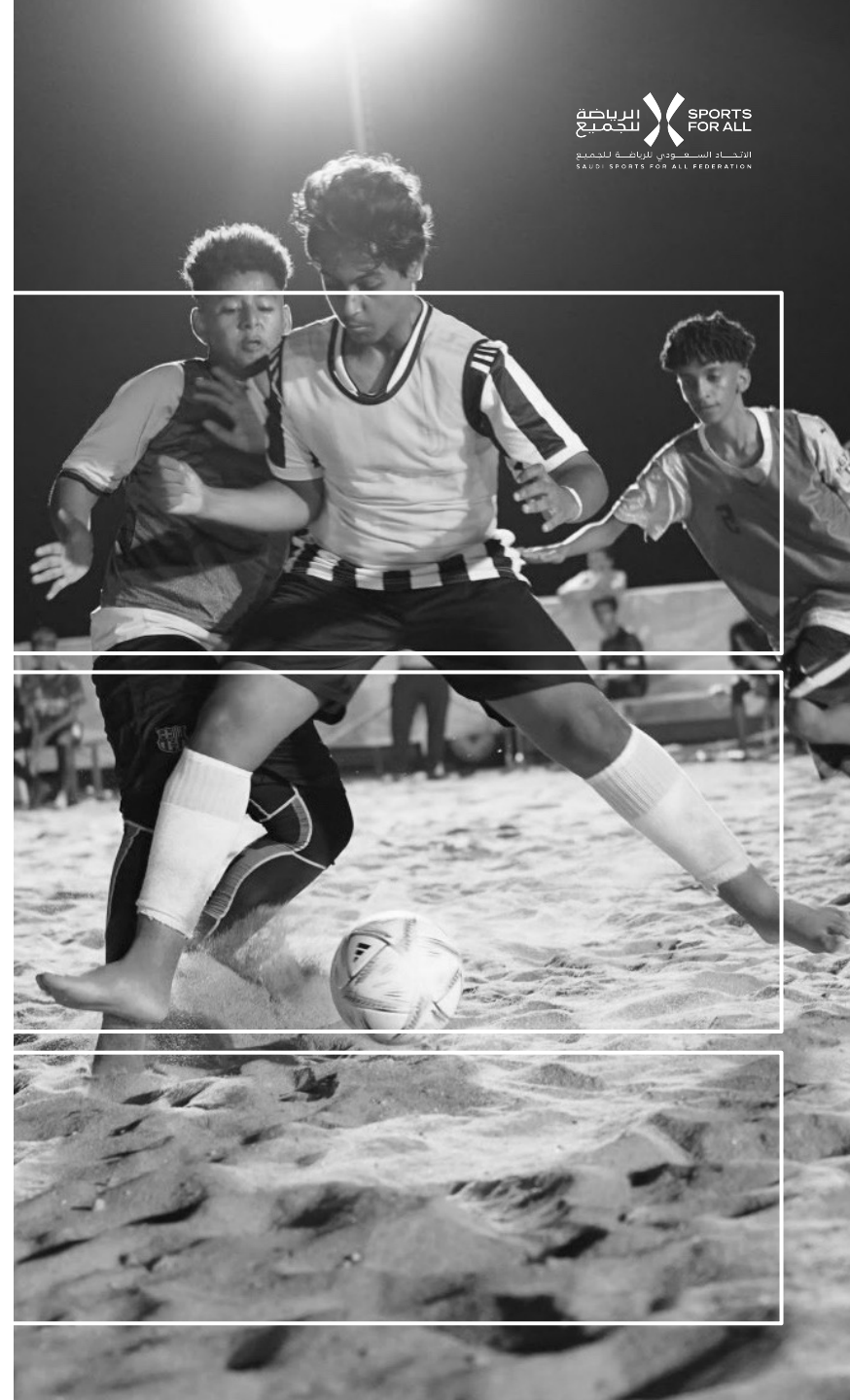


# HOW WILL WE MEASURE OUR PROGRESS?

## DEFINING KEY PERFORMANCE INDICATORS\* TO BE MONITORED

Core	Programs	% of adults (18+) who spend 150 minutes per week or more on physical activity	% of youth (U18) who spend 60 minutes per day or more on physical activity	Average time spent on sport activities per week	Number of sports with 500k weekly participants	Citizens satisfied with local sports recreation options
	Events					
	Campaigns	Number of registered community sports groups	Number of total yearly participants	Number of activators (volunteers)	Share of parents that are physically active	Social media reach for campaigns
	Infrastructure					
Accelerators	Partnerships					
	Sustainability & Inclusion	Number of partnerships activated, including global, regional or local	Percentage of activities accessible to people with disabilities	Number of activities targeting females, and percentage of active females	Number of monthly users and participants in digital platforms and applications	
	R&D					
	Data & Technology					
Enablers	Mandate & Governance					
	Funding & Monetization	Number of resources trained or mentored, such as coaches, activators or staff	Number of representations in policy orientated committees and events	Percentage of initiatives implemented in accordance with approved plans		
	Ecosystem & Regulation					

\*Non exhaustive and subject to change referencing annual review cycles





# WHAT LIES AT THE CORE OF OUR STRATEGY?

## ALIGNMENT WITH SUSTAINABLE DEVELOPMENT GOALS



**3 GOOD HEALTH & WELL BEING**

Boosting youth engagement, community sport groups, and encouraging participation of the general population

**4 QUALITY EDUCATION**

Supporting in improving physical activity sessions in schools and educational institutes, in addition to upskilling coaches and teachers

**5 GENDER EQUALITY INITIATIVES**

Introducing events, programs and activities suitable for female participants in terms of preferences, interests and lifestyle

**10 REDUCED INEQUALITIES**

Launching health-tailored programs to accommodate safety measures required for physical and mental health conditions

**12 RESPONSIBLE CONS. AND PRODUCTION**

Assessing and measuring current emissions, resulted from programs and activations from an operational standpoint



# WHAT ARE THE BUILDING BLOCKS OF OUR STRATEGY?

## A LAYERED STRUCTURE CONNECTING STRATEGIC ELEMENTS AND FUTURISTIC PLANS

Vision

“A GLOBAL LEADER IN SPORTS FOR ALL”

Ambition

### ACCELERATE PHYSICAL & MENTAL WELLBEING

Expand our focus on *physical activity*, by including *mental wellbeing*

### PIONEER IN COMMUNITY SPORTS

Enable *community sports groups* growth and capacity to become a *delivery arm*

### GLOBAL REPUTATION & RECOGNITION

*Intensify* our global footprint through leading state-of-the-art *national achievements*

### OPERATIONAL STABILITY

*Elevate functional efficacy* levels and operative aspects of community sports offerings

### LEADER IN SUSTAINABILITY & INCLUSION

Incorporate *environmental and inclusivity parameters* across programs and activations

Percentage of adults (18+) who spend 150 minutes per week or more on physical activity

Percentage of youth (U18) who spend 60 minutes per day or more on physical activity

Framework

### CORE ACTIVITIES

### ACCELERATORS

### ENABLERS

Programs

Events

Campaigns

Infrastructure

Partnerships

Sustainability

R&D

Data & Technology

Funding & Monetization

Ecosystem & Regulation

Mandate & Governance

Initiatives

Projects



#HealthyActiveCommunity

