



SPORTS FOR ALL
الرياضة للجميع
الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

THE SAUDI SPORTS FOR ALL FEDERATION STRATEGY

WHERE WE ENVISION BECOMING A GLOBAL
LEADER IN SPORTS FOR ALL



SPORTS FOR ALL
الرياضة للجميع
الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

TABLE OF CONTENTS

I. SETTING THE STAGE

OUR LEADERSHIP
OUR JOURNEY

II. THE REALITY OF PARTICIPATION

PARTICIPATION AND GLOBAL CONTEXT
PARTICIPATION AND COMMUNITY BEHAVIOUR

III. THE BUILDING BLOCKS OF OUR STRATEGY

STRATEGIC PILLARS
STRATEGIC MEASURES



SPORTS FOR ALL
الرياضة للجميع
الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

TABLE OF CONTENTS

I. SETTING THE STAGE

OUR LEADERSHIP
OUR JOURNEY

II. THE REALITY OF PARTICIPATION

PARTICIPATION AND GLOBAL CONTEXT
PARTICIPATION AND COMMUNITY BEHAVIOUR

III. THE BUILDING BLOCKS OF OUR STRATEGY

STRATEGIC PILLARS
STRATEGIC MEASURES

SFA takes a multifaceted approach - spanning grassroots initiatives, bilateral partnerships, and policy engagement.

We are committed to using every tool and pursuing all pathways to build a cohesive, resilient society, focused on community well-being, public health, and the infrastructure needed to sustain it for the long-term.

HRH Prince Khaled bin Alwaleed bin Talal Al Saud
PRESIDENT

From empowering local voices to designing purposeful offerings, community engagement is rooted in our core values.

We have aligned our strategic ambitions with measurable outcomes, meaningful connections, and lasting impact.

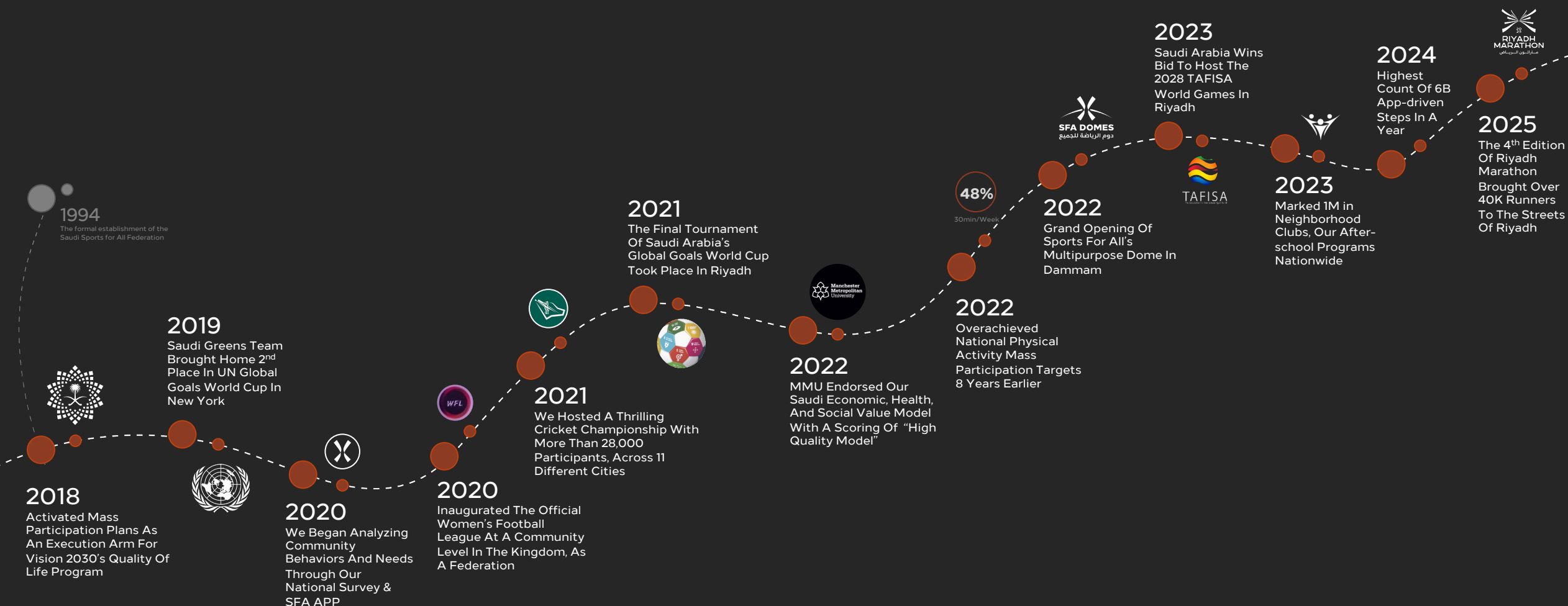
The holistic approach represents our commitment to embedding physical activity, sports, and movement as our legacy for generations to come.

Shaima Saleh Alhusseini
MANAGING DIRECTOR





SPORTS FOR ALL
الرياضة للجميع
الهيئة السعودية للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION





SPORTS FOR ALL
الرياضة للجميع
الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

VISION '30

A GLOBAL LEADER IN SPORTS FOR ALL

TARGET '30



64%

INDICATOR
The Percentage of Physical Activity
POPULATION
≥ 18 Years Old
THRESHOLD
150 Minutes per Week

21%

INDICATOR
The Percentage of Physical Activity
POPULATION
<18 Years Old
THRESHOLD
60 Minutes per Day

PILLAR

3 GLOBAL REPUTATION & RECOGNITION

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

PILLAR

2 PIONEER IN COMMUNITY SPORTS

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

PILLAR

4 OPERATIONAL STABILITY

Elevate functional efficacy levels and operative aspects of community sports offerings

PILLAR

5 SUSTAINABILITY & INCLUSION

Incorporate environmental and inclusivity parameters across programs and activations

PILLAR

1 ACCELERATE PHYSICAL & MENTAL WELLBEING

Expand our focus on physical activity, by including mental wellbeing



SPORTS FOR ALL
الرياضة للجميع
الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

TABLE OF CONTENTS

I. SETTING THE STAGE

OUR LEADERSHIP
OUR JOURNEY

II. THE REALITY OF PARTICIPATION

PARTICIPATION AND GLOBAL CONTEXT
PARTICIPATION AND COMMUNITY BEHAVIOUR

III. THE BUILDING BLOCKS OF OUR STRATEGY

STRATEGIC PILLARS
STRATEGIC MEASURES

STEP 1. DEFINING PHYSICAL ACTIVITY & WELLBEING COMPONENTS

PHYSICAL ACTIVITY
LEVELS

PREVALENCE OF
OBESITY

PREVALENCE OF
DIABETES

PREVALENCE OF
DEPRESSION

STEP 2. SELECTING COMPARATIVE COUNTRIES (GDP, GDP PER CAPITA)

Australia	UAE	Oman	Denmark	Bahrain	US	UK
Korea	Spain	Norway	Singapore	New Zealand	Qatar	Kuwait
France	Canada	Sweden	Saudi Arabia	Finland	Luxembourg	Belgium
Japan	Netherlands	Ireland	Germany	Italy	Switzerland	...

STEP 3. CATEGORIZING COUNTRIES INTO ARCHETYPES

PREVENTION MODELS



INTEGRATION MODELS



TARGETED MODELS



PARTICIPATION MODELS



STEP 4. ORGANIZATION-BASED DEEP DIVE (MANDATE, HISTORY, FOCUS AREAS)



BENCHMARKS

Analyzing global context has shaped our strategic approach, as we study localized community programs, neighborhood participation models and volunteering mechanisms...

Critical participation drivers, event planning and interactive measurement systems informed our national monitoring key performance indicators and metrics...

Addressing different levels of engagement, generation-based insights, daily routine integration and most importantly, mass participation to talent pathways...



SPORTS FOR ALL
الرياضة للجميع
الجمعية السعودية الرياضية للجميع
SAUD SPORTS FOR ALL FEDERATION

II.

MARATHONS

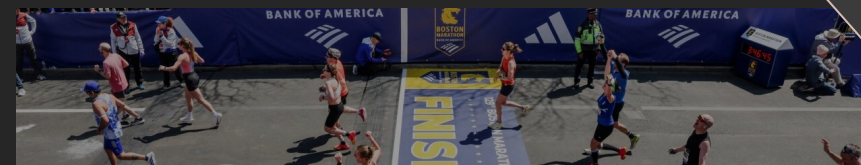
Delivering marathons globally is one of the most impactful ways to activate communities through physical activity, movement and sports at scale...

In developing the Saudi Marathon series, we benchmarked leading races such as the Boston Marathon, the Athens Marathon, the Tokyo Marathon and many more...

Noting key learnings in race operations, participant experience, safety standards, sponsor integration, and most importantly, lasting community impact...

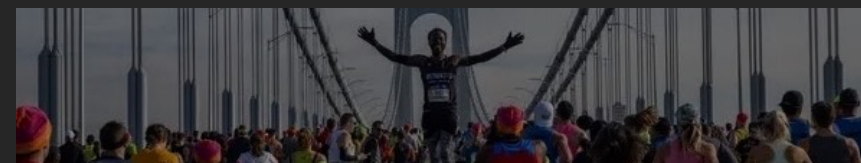
BOSTON MARATHON

Since 1897¹



NEW YORK MARATHON

Since 1970²



BERLIN MARATHON

Since 1974³



ATHENS MARATHON

Since 1972⁴



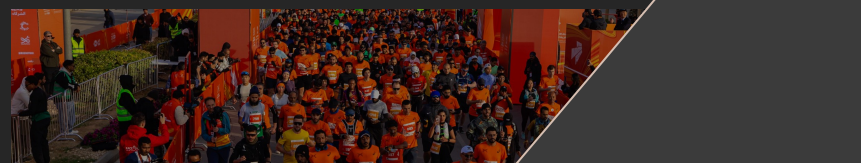
TOKYO MARATHON

Since 2007⁵



RIYADH MARATHON

Since 2022





SPORTS FOR ALL
الرياضة للجميع
الهيئة السعودية للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION



INSIGHTS

In parallel, we have invested in extensive field survey efforts since 2020 to understand KSA's community preferences, participation barriers, and evolving expectations...

Engaging directly with individuals on the ground, gathering critical insights on program design, cultural relevance, intensity levels, motivational drivers, and the role of social connection in sustaining positive engagement...

MINDSET BARRIERS

39%

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

10%

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

INACTIVITY RESPONSE

19%

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

53%

53% spend more than 2 hours browsing the internet daily

KEY DRIVERS

46%

46% of "active" survey participants highlighted health improvement

36%

36% consider enhancing physical appearance

ACTIVITY TYPES

45%

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

YOUTH SEGMENT

85%

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



SPORTS FOR ALL
الرياضة للجميع
الهيئة السعودية للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

II.

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

(U7) YOUTH SEGMENT

To redefine a strategic priority with targeted initiatives, to reach the 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 by 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

SEGMENTS

A 45-year-old has fundamentally different needs than a 12-year-old navigating peer dynamics at school, while a working parent juggling schedules would require more flexibility, opting for early morning classes, workplace wellness programs or weekend family activities...

A participation-focused approach shifts our programs from viewing physical activity as a singular, standardized definition to recognizing it as a gateway to health, social connection, and personal stories for every member of our society...



SPORTS FOR ALL
الرياضة للجميع
الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

TABLE OF CONTENTS

I. SETTING THE STAGE

OUR LEADERSHIP
OUR JOURNEY

II. THE REALITY OF PARTICIPATION

PARTICIPATION AND GLOBAL CONTEXT
PARTICIPATION AND COMMUNITY BEHAVIOUR

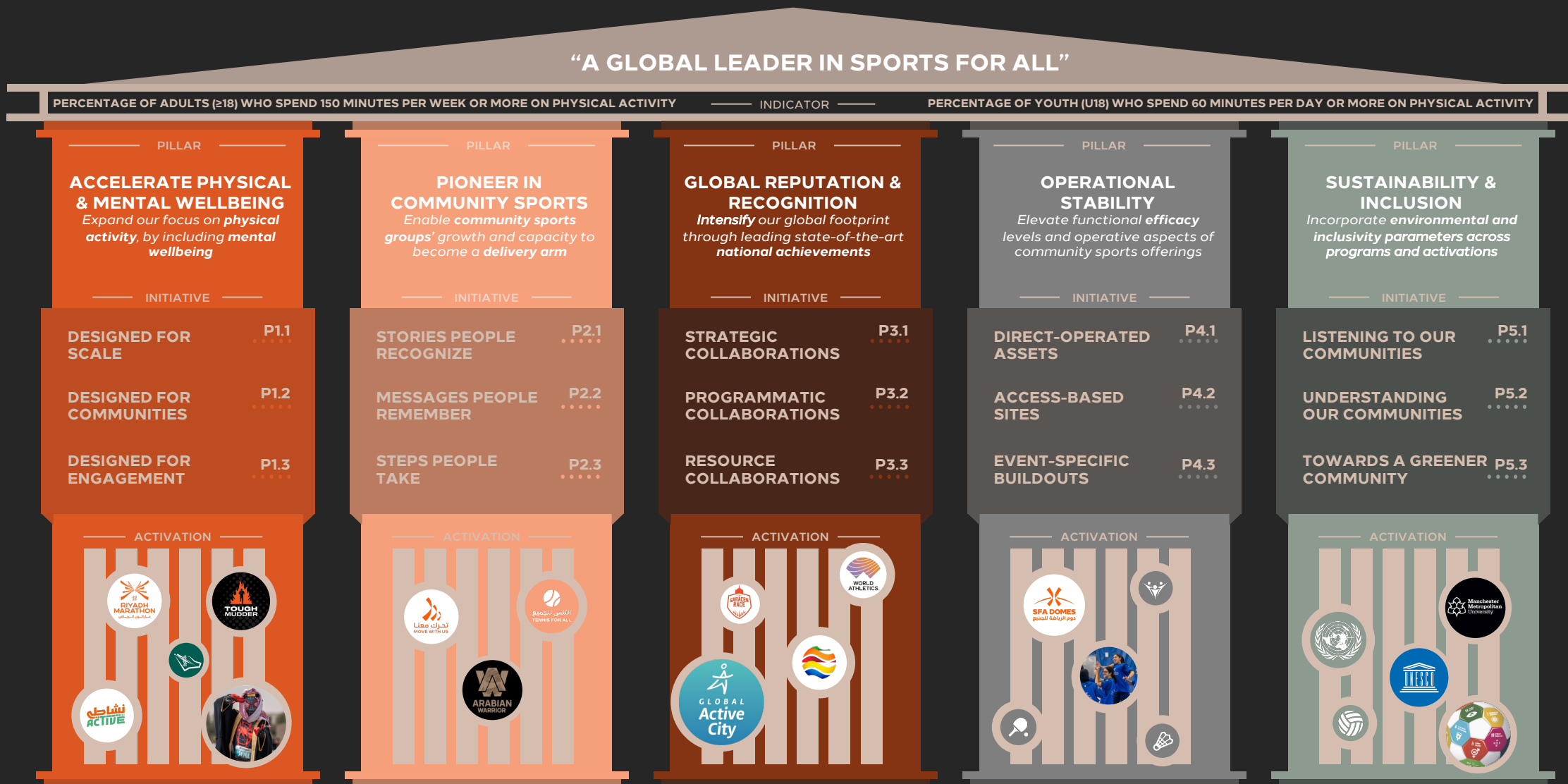
III. THE BUILDING BLOCKS OF OUR STRATEGY

STRATEGIC PILLARS
STRATEGIC MEASURES



SPORTS FOR ALL
الرياضة للجميع
الهيئة السعودية للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

OUR STRATEGY HOUSE ANCHORS OUR LONG-TERM VISION TO BECOME “A GLOBAL LEADER IN SPORTS FOR ALL”



HOW WE BROUGHT MOVEMENT TO LIFE ACROSS THE NATION AND ADDRESSED EVERY COMMUNITY WE SERVE



- N NATIONAL
- S STRATEGIC
- O OPERATIONAL

P1.1

DESIGNED FOR SCALE

KEY OBJECTIVES

KEY INDICATORS

National programs and offerings to reach broader population segments simultaneously through large activations, structured to create visible impact and drive widespread participation. Our marathons bring together participants from all walks of life, celebrating physical activity and community running, with more than 86,000 individuals taking part in Riyadh Marathon since its first edition.

Increase total yearly participants across all programs and activations to expand national reach and support population-level physical activity.

Deliver an engaging marathon experience that improves runner satisfaction, safety, and positive sentiment.

Translate participation at scale into measurable improvements in health, productivity, and quality of life over time.

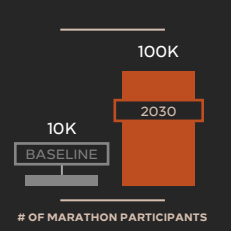
- # of participants engaged in SFA activations
- % of adult (≥18) participants (of total yearly participants)
- % of youth (U18) participants (of total yearly participants)
- % of female participants (of total yearly participants)
- Full Marathon Label (World Athletics Label Road Races)
- # of Riyadh Marathon registrations per year

PILLAR

ACCELERATE PHYSICAL & MENTAL WELLBEING
Expand our focus on physical activity, by including mental wellbeing

INITIATIVE

KEY TARGETS



P1.2

DESIGNED FOR COMMUNITIES

KEY OBJECTIVES

KEY INDICATORS

Tailored programs and offerings to specific cities and regions within the Kingdom of Saudi Arabia, an example would be "Active" series introducing events in cities and beaches, where beach tennis and sailing are included. "Move with Us" series covered 10 different cities, including Al-Ula, Jazan, Medina, Hail, Riyadh, Al Khobar, Jeddah, Al-Ahsa, Al Bahah, and Abha.

Expand geographic reach by ensuring SFA activations take place across a wider number of regions and cities.

Evaluate inclusivity by measuring how many programs or events are adapted or designed to accommodate participants with disabilities.

Increase the total number of engaged volunteers (activators) in community sports programs and yearly activations.

- % of programs and activations delivered annually
- # of countries engaged in SFA activations
- # of activators (volunteers) in SFA activations
- activator-to-participant ratio (volunteers)
- # of (U7) participants (of total yearly participants)
- # of non-Saudi participants (of total yearly participants)

DESIGNED FOR SCALE

P1.1

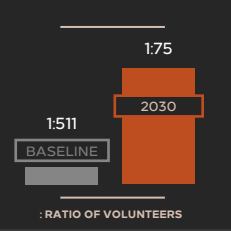
DESIGNED FOR COMMUNITIES

P1.2

DESIGNED FOR ENGAGEMENT

P1.3

KEY TARGETS



P1.3

DESIGNED FOR ENGAGEMENT

KEY OBJECTIVES

KEY INDICATORS

Experience-led activations that integrate sport, entertainment, and cultural elements to stimulate excitement and sustained involvement, to differentiating community sport offerings through memorable moments. For instance, SFA hosting an NFL athlete in a one-day youth camp to promote engagement and participation in American football within the Kingdom of Saudi Arabia.

Increase physical activity and community engagement by creating gamified and location-based offerings, activations.

Design a seamless and smooth end-to-end participant journey, integrating touchpoints upfront to provide an intuitive, consistent, and frictionless experience.

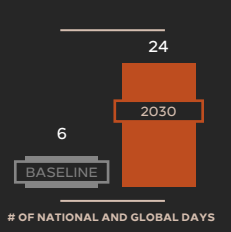
Institutionalize people-centric practices, engagement, and leadership behaviours that support retention, performance, and organizational culture.

- # of national days and creative concepts activated
- # of global days and creative concepts activated
- % of adherence to user journey design checklist
- % participant repeat engagement rate
- # of eligible resources trained or mentored (activators and staff)
- % of parents as participants (of total yearly participants)

ACTIVATION



KEY TARGETS



EXTENDING OUR DIGITAL PLATFORM TO REMOTE AREAS, ENABLING ACCESS BEYOND PHYSICAL LIMITS AND REALITY

	STORIES PEOPLE RECOGNIZE	KEY OBJECTIVES	KEY INDICATORS		KEY TARGETS
P2.1	A great example would be “MOVEMENT IS THE START” campaign which showcased inspiring stories of those who chose to make a difference, dedicating their efforts to building a healthier community. Tapping into how our ancestors had extraordinary capabilities and adapted to the harsh realities of life, relying entirely on various activities such as walking, running, and riding camels and horses.	Use inclusive, innovative and scalable physical activity platforms to foster social connection, trust, and a shared sense of community belonging. Boost community engagement and encourage participants to document their favourite activities, and most inspiring moments. Publish a collection of narrative stories, such as Success Spotlights, Member Journeys, or Local Heroes.	# of community engagement campaigns delivered # of narratives collected per month % published content brand compliance rate % uptime rate across digital platforms # of practice or coaching sessions conducted # of ambassadors engaged in SFA activations	PILLAR PIONEER IN COMMUNITY SPORTS Enable community sports groups growth and capacity to become a delivery arm INITIATIVE	7 12 2030 BASELINE # OF NARRATIVES COLLECTED
P2.2	A recent approach to address awareness is high-impact narratives that use intelligent symbolism and refined storytelling to leave a lasting impression, such as “Don’t let movement end up in museums.. Move and #MoveYourWorld campaign, positioning movement as a contemporary necessity rather than a forgotten artifact.	Strengthen brand storytelling by celebrating a series of achievements, milestones and participants’ journeys. Track communication performance by measuring reach, engagement, and audience understanding across internal and external channels. Convert marathon momentum into sustained physical activity by driving post-event retention, engagement and digital presence.	# of awareness-raising campaigns delivered # of social media reach (collective) # of social media reach (per program or activation) # of views across digital channels (collective) # of views across digital channels (per program or activation) # of gamified activations	STORIES PEOPLE RECOGNIZE P2.1 MESSAGES PEOPLE REMEMBER P2.2 STEPS PEOPLE TAKE P2.3	1 6 2030 BASELINE # OF GAMIFIED ACTIVATIONS
P2.3	SFA’s digitally enabled participation model allows individuals of all abilities and schedules to engage in daily, weekly, monthly or seasonal step-based challenges, such as end of year challenge, move your summer step, and other national activations. Offering flexible, location-independent participation while promoting sustained patterns of movement, supporting longer-term behavioral momentum.	Increase digital engagement by capturing a higher volume of verified steps through SFA’s digital platforms, supporting active lifestyles at scale. Increase the proportion of active community sports groups (CSGs) to strengthen grassroots engagement and sustain year-round participation. Expand SFA’s international footprint by increasing the number of countries engaged annually through collaborations and activations.	# of registered community sports groups (cumulative) % of active registered community sports groups (cumulative) # of community sports groups members # of community sports groups competitions # of steps captured via SFA digital platforms # of steps challenges launched via SFA digital platforms	ACTIVATION تحرك معنا MOVE WITH US الرياضة للجميع SPORTS FOR ALL ARABIAN WARRIOR	3B 45B 2030 BASELINE # OF STEPS CAPTURED

OUR EARLY AND SUSTAINED INVESTMENT IN A MULTI-YEAR COLLABORATION NETWORK IS DRIVING COMMUNITY IMPACT

P3.1	STRATEGIC COLLABORATIONS	KEY OBJECTIVES	KEY INDICATORS	PILLAR	KEY TARGETS		
	High-level alliances that shape direction, credibility, and national vs global alignment, including ministries, global bodies, regulatory entities or reform programs. Driving influence, reputation, long-term impact, or policy alignment.	Maintain and manage policy-driven partnerships, such as WHO, TAFISA, NGOs, government, local players, or global brands.	Activate cross-sector partnerships to expand reach, capability, and shared ownership of outcomes.	Position KSA as a credible global host by seeking long-term memberships in relevant international, regional and national networks.	# of memberships and representations (cumulative) # of memberships and representations (national) # of memberships and representations (regional) # of memberships and representations (international) # of global hosting visitors (TAFISA) # of sector-based scenario and options analysis conducted	GLOBAL REPUTATION & RECOGNITION Intensify our global footprint through leading state-of-the-art national achievements	70K 2028 0 BASELINE # GLOBAL HOSTING VISITORS
P3.2	PROGRAMMATIC COLLABORATIONS	KEY OBJECTIVES	KEY INDICATORS	INITIATIVE	KEY TARGETS		
	Co-designing and delivering programs, events, services, or activations, including private sector partners, community or educational institutions. Driving reach, participation, expertise, operational scale, or community impact.	Enrich SFA's IP library through strategic partnerships that enable relevant acquisition, adaptation, or reuse of sport and community engagement concepts.	Combine diverse expertise, resources, and perspectives to create collaboratively.	Ensure collaborations, agreements, and partnerships are strategically aligned, governed, and outcome-driven.	# of collaborations and partnerships (cumulative) # of joint initiatives delivered within a reporting period # of co-branded activations delivered within a reporting period % collaboration-based participants (of total yearly participants) # of licensed and co-developed concepts (cumulative) # of co-creation sessions conducted (cumulative)	STRATEGIC COLLABORATIONS P3.1 PROGRAMMATIC COLLABORATIONS P3.2 RESOURCE COLLABORATIONS P3.3	35% 2030 10% BASELINE % COLLABORATION PARTICIPANTS
P3.3	RESOURCE COLLABORATIONS	KEY OBJECTIVES	KEY INDICATORS	ACTIVATION	KEY TARGETS		
	Focusing on financial support, in-kind contributions, talent, technology, or operational capability, including sponsors, service providers, tech or logistics partners. Allocating funding, assets, tools, infrastructure, or service delivery support.	Develop a structured commercial inventory, including naming rights, visibility assets, digital spaces, program or activation rights.	Improve cost efficiency across programs and activations by reducing the cost per participant annually through community-led offerings.	Establish partnership governance standards, performance scorecards, reporting cycles, and contractual compliance mechanisms.	# of agreements and associations (cumulative) % of value generated through resource collaborations # of mega organizations activated (cumulative) # of steps in mega organizations activations (cumulative) # of participants in mega organizations activations (cumulative) % cost per participant reduction (capped)	GLOBAL Active City WORLD ATHLETICS	8 2030 1 BASELINE # OF ORGANIZATIONS ACTIVATED

ENHANCING EFFICIENCY ACROSS ASSETS AND FACILITIES TO DELIVER CONSISTENT AND RELIABLE EXPERIENCES

	DIRECT-OPERATED ASSETS	KEY OBJECTIVES			KEY INDICATORS					
P4.1	Assets under SFA's operational control, managed year-round with direct authority over programming, maintenance, service quality, and planning. Such as SFA Domes, a multi-purpose facility located in Dammam, Saudi Arabia, designed to be fully accessible and welcoming, with an entry price of SAR 25 for a daily pass*, allowing a wide range of community members to engage in physical activity.	Deliver year-round activations across SFA assets, integrating seasonality, themes, global and national days.	Apply International space/stadium design standards to optimize zoning, circulation, accessibility, crowd flow and multi-sport adaptability.	Enhance membership utilization by improving daily participation rates, ensuring members actively engage with facilities and programs throughout the year.	# of memberships across SFA programs and activations	% of active memberships across SFA programs and activations	% of (≥18) memberships across SFA programs and activations	% of (U18) memberships across SFA programs and activations	# of direct-operated assets, constructed and activated	# of asset and facility maintenance and inspection rounds
P4.2	Existing facilities that SFA temporarily activates or uplifts through short-term agreements, leveraged to extend reach with minimal asset commitments. Such as SFA Centers, to promote a healthy lifestyle sports, education and recreation, operating 4 days/week, 4 hours/day between 3PM-10PM. Focusing on public spaces, schools and neighborhoods since 2021.	Integrate sensory-friendly design and communication tools, across programs and activations to support comfortable, accessible participation.	Define operating models, access rules, staffing, programming schedules, volunteer support and reporting mechanisms	Build and maintain a centralized database of access-based facilities, parks, and spaces (location, capacity, availability, and usability status)	# of locations and spaces activated annually	# of regions/provinces captured via SFA activations	# of cities captured via SFA activations	# of registered users in SFA's application (cumulative)	% of active registered users in SFA's application (cumulative)	# of locations and spaces in SFA's application (cumulative)
P4.3	Purpose-built, temporary physical environments created to support major events or seasonal activations, enabling large-scale experiences. Such as the Riyadh Marathon, as it relies on race infrastructure constructed specifically for the event, covering the full 42 km, 21 km, 10 km, and 4 km routes, supported by interim build-outs such as start and finish zones, race village areas, and medical and refreshment stations.	Provide intuitive wayfinding, engaging amenities, defined race and recovery areas, and inclusive access for all participant groups.	Explore formats, environments, and narratives that prioritize comfort, safety, and progression for our participants.	Operate Interim racetracks, villages and support stations to maintain runner readiness, safety, and on-course continuity and service coverage.	% of themed programs and activations delivered by city	% of themed programs and activations delivered by region	% of themed programs and activations delivered by distance	# of track and venue safety inspection rounds conducted	# of track and venue readiness inspection rounds conducted	# of interim build-out wayfinding inspection rounds conducted

PILLAR

OPERATIONAL STABILITY

Elevate functional efficacy levels and operative aspects of community sports offerings

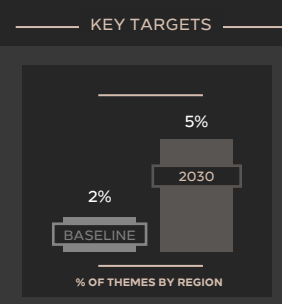
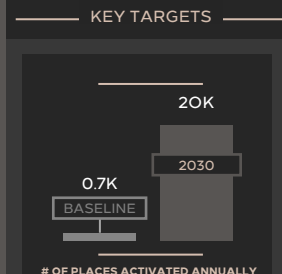
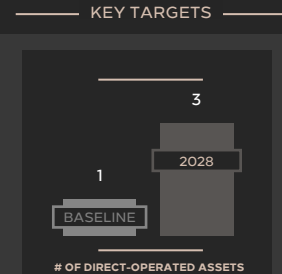
INITIATIVE

DIRECT-OPERATED ASSETS P4.1

ACCESS-BASED SITES P4.2

EVENT-SPECIFIC BUILDOUTS P4.3

ACTIVATION



OUR GROWING RESEARCH FOOTPRINT IS SHAPING STRONGER AND MORE CONCISE BEHAVIORAL INSIGHTS

P5.1

LISTENING TO OUR COMMUNITIES

The National Survey: We've been assessing the behavioral aspect of Saudi Arabia's insights associated with physical activity preferences, barriers, triggers and much more through our National Survey.

The Participant Survey: SFA rigorously assesses the performance, satisfaction, and impact of its programs and events, to understand participant engagement and preferences.

Measure interaction frequency, clustering, and connectivity to understand how behaviours change and evolve.

Monitor physical activity levels among parents, signalling intergenerational influence and role modelling within families.

Capture community needs, motivations, and barriers through continuous feedback, data, and on-ground insight.

% of physical activity for 150 minutes per week (≥18) N

% of physical activity for 60 minutes per day (U18) N

of on-ground survey rounds across Saudi Arabia O

of respondents captured through on-ground survey rounds O

% of change in format-oriented interest per survey round O

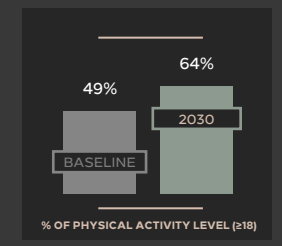
% of change in activity-oriented interest per survey round O

PILLAR

SUSTAINABILITY & INCLUSION

Incorporate environmental and inclusivity parameters across programs and activations

INITIATIVE



P5.2

UNDERSTANDING OUR COMMUNITIES

Research & Collaboration: SFA actively engages in collaborations with diverse institutions (universities, research centers, and hospitals etc.).

Knowledge Exchange Commission: Facilitating a two-way process where knowledge, expertise, and resources are collaboratively shared with SFA partners to generate mutual social, cultural, and economic benefits.

Translate insight and trend analysis to redesign programs and activations that reflect our community's evolving expectations.

Engage with universities and research centres to exchange insight, explore evidence, and inform program design.

Map frequent patterns where movement defines daily routines, preferences and capabilities.

of survey results consolidated, analysed and reported O

of universities and research centres engaged O

of research-based initiatives and collaborations (cumulative) O

of policy-based initiatives and collaborations (cumulative) O

% of participant satisfaction score (collective) S

% of participant satisfaction score (per program or activation) S

P5.1

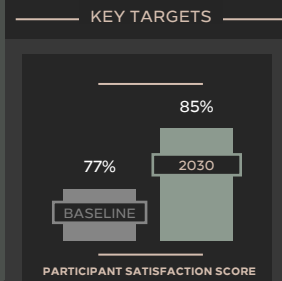
LISTENING TO OUR COMMUNITIES

UNDERSTANDING OUR COMMUNITIES

TOWARDS A GREENER COMMUNITY

P5.2

P5.3



P5.3

TOWARDS A GREENER COMMUNITY

UN Sustainable Development Goals: SFA included an element of UN SDGs as part of Global Goals World Cup (GGWCUP), a football tournament for women, to encourage women around the world to play sports, described as the "World Cup for Community Good".

Environmental Impact: Our facilities are steadily driving behavioral change, encouraged through carpooling or "BRING YOUR OWN BOTTLE."

Analyse structural, social, and economic circumstances that contribute to physical activity among females, youth, older adults, and different communities.

Increase representation in national and global discussions on volunteerism, physical activity, health, and community engagement.

Embed sustainability principles across strategies, initiatives, and decision-making to enrich SFA's societal value.

of volunteer-focused interventions embedded O

of sustainability-focused interventions embedded O

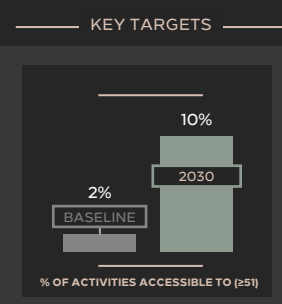
of identified awards and accreditations (cumulative) S

% of activities accessible to older adults (≥51) S

% of activities accessible to people with disabilities S

% of activities accessible to people with health-risk issues O

ACTIVATION



#HealthyActiveCommunity



Disclaimer: This document provides a general overview of the Saudi Sports for All Federation's current initiatives, aspirations, and areas of focus related to its corporate strategy and community engagement. It is not intended to signal affiliation with, endorsement of, or alignment to any third-party agendas or directions. While it reflects our ongoing efforts toward continuous improvement, it does not constitute a guarantee, promise, or legal obligation to undertake specific actions or achieve particular outcomes. All forward-looking statements are based on current assumptions and may change due to evolving priorities or contextual factors.