



THE WELLBEING BLUEPRINT

THE SAUDI SPORTS FOR ALL FEDERATION'S PATH TO SUSTAINABLE,
INCLUSIVE, AND CLIMATE-RESILIENT COMMUNITIES

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WHO ARE WE

The Saudi Sports for All Federation (SFA) is a non-profit organization dedicated to embedding physical activity into daily life across the Kingdom of Saudi Arabia, mandated to achieve national participation levels set by Vision 2030.

Our offerings, programs and events take place in all 13 regions, inspiring participation across ages, abilities, and communities, by fostering active lifestyles and strengthening community engagement, we aim to set new leading practices in promoting health, wellbeing, and social connection through movement, physical activity and sport.

We follow the line of designing inclusive programs to address diverse needs, developing accessible infrastructure to encourage participation, and engaging communities through partnerships, campaigns, and data-driven initiatives, an approach to support our vision of becoming a "GLOBAL LEADER IN SPORTS FOR ALL".

Disclaimer: This report provides a general overview of the Saudi Sports for All Federation's current initiatives, aspirations, and areas of focus related to sustainability 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.



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

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A MESSAGE FROM OUR PRESIDENT

We Move As One. The Saudi Sports for All Federation seeks to galvanize all segments of society, bringing physical activity to the forefront of the conversation nationwide.

We Move As One. By leveraging technology, we have activated and directly communicated with millions of people in Saudi. And this medium has also allowed us to build and convey the core values of sustainability and inclusion into our programs.

We Move As One. From the furthest reaches to the urban centers, the SFA team has developed and activated partnerships, programs, policy, and physical spaces that are meant to anticipate and meet the needs of all ages and all abilities.

We Move As One. A call to action that celebrates togetherness, wellness, and a nationwide commitment to a healthier and more connected climate-resilient future.

Join the Sports for All Federation – collaborate, create, and connect. We, as a team, are waiting for you.

HRH Prince Khaled bin Alwaleed bin Talal bin Abdulaziz Al Saud

A MESSAGE FROM OUR MANAGING DIRECTOR

Since the very beginning, we have been working on introducing innovative and engaging offerings to the community that conveys the essence of embracing a healthier lifestyle.

We have seen neighborhoods come alive, individuals regain confidence, and communities reconnect with purpose!

As the Managing Director of the Saudi Sports for All Federation, I firmly believe being physically active is a powerful driver of social transformation.

To shape measurable impact, the Saudi Sports for All Federation aligned national ambitions with global standards, establishing intensity-based benchmarks to elevate physical activity across all age groups. While ensuring that community, health, and environmental responsibility progress hand in hand.

Sustainability is a natural extension of our mission, embedded across our ways of working, delivering, and most importantly, communicating. Whether by promoting active transport and zero-waste initiatives to empowering local ecosystems, fostering a culture of conscious consumption, adopting energy-efficient infrastructure.

Let this be a collective invitation to move with purpose, to design with intent, and to build a healthier, more sustainable future for all.

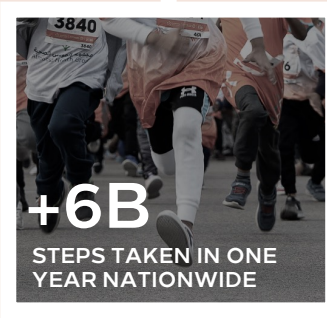
Shaima Saleh Alhusseini



THE LINES WE FOLLOW



THE STEPS WE'VE TAKEN



INCLUSIVITY & ACCESSIBILITY

SOCIAL ARCHITECTURE PILLAR

Reflecting the foundational design and delivery model behind inclusive physical activity programs across Saudi Arabia, driven by how the Saudi Sports for All Federation utilizes infrastructure and space to enable a culture of activity.

An integral component of the Saudi Sports for All Federation is building, revamping and utilizing infrastructure to bring together wellbeing, environmental responsibility, and local empowerment

A live example would be our first Dome, 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.

The Dome programs are designed to promote long-term health outcomes by encouraging consistent physical activity through regular sessions and structured programs, in addition to hosting charitable events and initiatives specifically supporting participants with disabilities.

A dedicated focus and attention is given to high-risk groups, including the elderly, youth, and individuals with obesity or other non-communicable health risks, through low-impact fitness sessions and tailored health offerings.

Dammam Dome drives economic and social impact by introducing year-round events that created local employment opportunities for organizers, referees, and technical staff, supported by a full-time operations team.

From an infrastructure perspective, multiple recycling bins were installed to encourage waste reduction and raise awareness about recycling practices during events, energy-efficient lighting systems, such as LED, were added as well, upgraded HVAC equipment, and introduced regular maintenance schedules to optimize energy use across Dammam Dome facilities.

Sensor-based faucets throughout the Dome facilities to minimize unnecessary water flow and promote efficient water use. In addition to, procuring eco-friendly sports equipment and materials, including wooden benches, sustainable backdrops, and signage made from recycled materials, to reduce the environmental impact of Dome operations.

To encourage participation, Dammam Dome offered discounted rates for programs, court bookings, and daily passes, alongside tailored packages for schools and free community events, capacity-building courses, coaching certifications, volunteer training, and structured skill assessments to elevate delivery readiness.

*Prices may change due to varying factors

SOCIAL ARCHITECTURE PILLAR

A representation of inclusive community engagement is embedded within Neighborhood Clubs, an initiative that came to life in collaboration with Ministry of Education, where a selected list of school buildings in more than 20 cities, repurposed after hours to host year-round physical activity sessions, offering accessible group programs that foster widespread community participation, powered by Ministry of Sport.

Launched across urban and rural areas, Neighborhood Clubs offer a full calendar of group classes, leagues, summer camps, and local challenges, ensuring every age group, gender, and ability level can stay active close to home.

Programs range from walking clubs, youth and senior leagues, and stroller-friendly sessions to low-impact fitness classes designed for participants managing obesity or other chronic conditions, with discounted memberships, reduced court-booking rates, and free community events keep costs below market averages, opening the door for low-income families and local schools alike.

Integrated health assessments, such as the Physical Activity Test (PAT), help track participant progress and measure the effectiveness of physical activity in reducing lifestyle-related diseases.

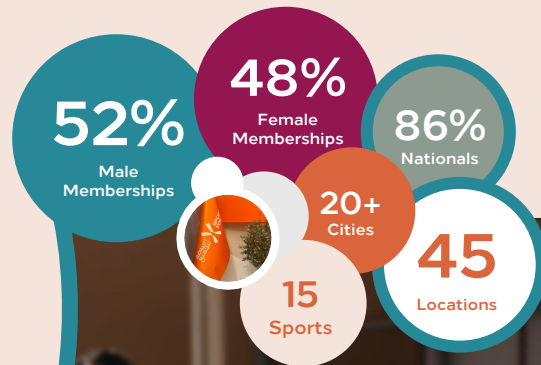
Lower rates of obesity, diabetes, and cardiovascular conditions were observed among members, with parents receiving clear updates on their children's health indicators and progress. Accessible facilities, ramps, and adaptive sports equipment have also increased participation among people with disabilities.

Female engagement represents more than 45% of Neighborhood Clubs' membership, and Saturdays are designated as Ladies' Day, with female-focused coaching schedules.

Our facilities are steadily reducing their environmental footprint, behavioral change was encouraged through the introduction of practical environmental initiatives, for instance, encouraging carpooling, and use of public transportation, or "BRING YOUR OWN BOTTLE", promoting sustainability through everyday actions.

We selectively created partnerships with local family-run business suppliers for food and beverages, while prioritizing suppliers that offer eco-friendly sports gear and recycled materials.

Encouraging Active Transportation is another important aspect of Saudi Sports for All Federation's mission, by promoting walking, cycling, and public transport to events, aiming to reduce carbon emissions while fostering healthier lifestyles among community members. Contributing to a greener environment, as well as creating a more connected and active community.



SCALING PARTICIPATION PILLAR

Expanding access through technology, digital platform activations and data-informed campaigns, focused on how the Saudi Sports for All Federation leverages behavioral insight to reach the population at wider and engaging scale.

The Saudi Sports for All Federation’s strong regional presence is reflected in the ongoing success of programs like “Move with Us” and “Active”, both shaped by responsiveness to region-specific priorities, delivered across all 13 regions of Saudi Arabia.

These programs have expanded access through inclusive cycling sessions and adaptive sports formats, ensuring participation for individuals of all abilities. This consistent engagement has led municipalities to request customized and themed activations that align with local context and cultural dynamics.

Connection with the educational system is best represented within the Tennis for All program, a prime example of our commitment to skills development and capacity-building, providing training for both youth and adults, creating pathways to professional coaching certifications and employment opportunities in the sport sector.

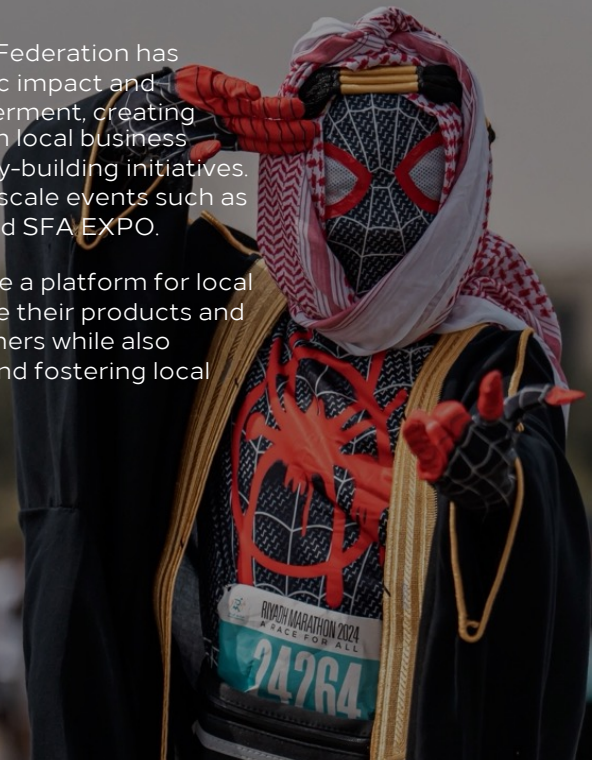
Highlighting the United Nations Sustainable Development Goals (SDGs), the Saudi Green Team launched a virtual fitness program in 2020 aimed at raising awareness through football.

This landmark initiative exemplified how sport can be a powerful tool for promoting sustainability by combining physical activity with messages focused on health, climate action, and equality.



Saudi Sports for All Federation has integrated economic impact and community empowerment, creating lasting value through local business support and capacity-building initiatives. By organizing large-scale events such as Riyadh Marathon and SFA EXPO.

These events provide a platform for local vendors to showcase their products and engage with consumers while also attracting tourism and fostering local economic growth.



SCALING PARTICIPATION PILLAR

In parallel, Sports for All mobile application enhances digital accessibility by offering virtual fitness challenges, on-demand training resources, and live-streamed classes, enabling broader engagement among individuals who may face social, physical, or geographic barriers.

A standout challenge is the “Free Plastic Steps Challenge,” which recorded over 320 million steps, encouraging daily physical activity and environmental awareness. With a target of 6,000 steps per day, the challenge promoted healthy habits while linking movement to positive community action.

Community Sports Groups, consisting of 3 or more members registered in our mobile application, were encouraged to complete the steps of the challenge by organizing groups to collect plastic waste from parks and streets.



SCALING PARTICIPATION PILLAR

Another community-centered initiative that year was the Saudi Sports for All Federation’s collaboration with the Saudi Food Bank to launch “Move to Donate”, a campaign that encouraged individuals to turn their physical activity into a meaningful act of giving, resulting in the donation of over 125,000 meals to the Saudi Food Bank.

While staying home during the holy month, participants were asked to share a video or photo of themselves on social media including “Move to Donate” and “Your Home, Your Gym” hashtags.

The campaign reached more than 3.8 million people, showcasing the power of at-home movement to drive both health and community support.

Reflecting our forward thinking, and proactive approach to strategically scale our efforts, and strengthen the social value chain.



Through direct engagement with participants and local organizations, we discovered common barriers to physical activity, such as time limitations, lack of motivation, and limited access to suitable facilities. Insights led to launching "Don't Let Excuses Stop Your Movement" campaign.

Encouraging individuals to overcome personal and societal obstacles that prevent them from engaging in sports, and inspiring people from all walks of life to act, emphasizing that excuses should not delay movement and that physical activity is accessible to everyone, regardless of their circumstances.

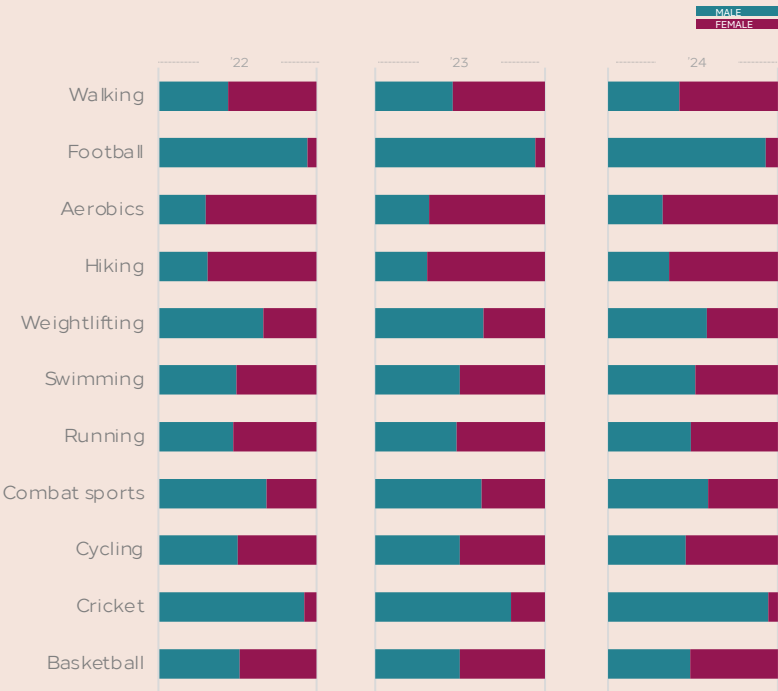




SCALING PARTICIPATION PILLAR

Establishing a strong feedback mechanism to ensure continuous improvement and responsiveness is essential at the Saudi Sports for All Federation. On monthly basis, we conduct a nationwide survey to gain deeper insights into how individuals across the Kingdom incorporate physical activity into their daily lives.

Participation rates in sports, captured through our annual field survey indicates, that among male and female survey participants, **walking** remains the most common form of physical activity. **Football** holds its place as the sport of choice among male participants, reflecting its cultural importance.



Aerobics is emerging as one of the fastest-growing activities, particularly among female participants. Its rise reflects a shift toward accessible, structured fitness formats and the growing popularity of group-based exercise environments, while **hiking** has seen steady momentum among both genders, pointing to a growing appreciation for outdoor recreation and nature-based activities, signaling a lifestyle shift toward community-driven experiences.

SUSTAINABLE ACTIVATION PILLAR

Embedding operational and procedural systems, addressing how the Saudi Sports for All Federation manages resources, procurement processes, and internal practices to maintain consistent participation across the Kingdom.

Fostering partnerships, innovation, and knowledge-sharing is core to the Saudi Sports for All Federation’s sustainable engagement and collaborative frameworks that align with global sustainability principles.

The Saudi Sports for All Federation included an element of UN Sustainable Development Goals (SDGs) as part of the competition during Global Goals World Cup (GGWCUP), a football tournament for women.

This initiative aims to encourage women around the world to play sports, described as the “World Cup for Community Good,” as it brings together many women from all over the world, united by a passion for sporting activity and a drive to create a sustainable social impact.

The Saudi Sports for All Federation took part in the first Peace and Sport Middle East Forum, held in Riyadh, Saudi Arabia. It underlines the Kingdom’s commitment to sport and physical activity.

Participation in panels related to amplifying inclusive governance and activation practices, such as RAISE Global Sports Conference in London, WISH conference in Qatar, and Expo 2020 Dubai at the “Women in Sport” conference, highlights our focus on transparency, collaboration, and learning from global best practices and key elements of sustainable development.

Signing the collaboration agreement to host TAFISA World Games in Riyadh 2028 marks a significant milestone in advancing Saudi Arabia’s position as a global hub for inclusive and community-centered sports. Reflecting a long-term vision to sustainability in development, anchored in principles of international cooperation, community wellbeing and infrastructure planning.

Foundational work is already underway, including multi-stakeholder coordination, initial venue design, and early-stage planning to ensure efficient resource use and alignment with national development strategies.

Peace and Sport, an international, neutral and independent organization based in Monaco, aims to deploy the intentional use of sport to foster inclusion and peace.

A memorandum of understanding has been signed with Peace and Sport, focusing on social cohesion and well-being, reflecting principles of local community engagement.



SUSTAINABLE ACTIVATION PILLAR

At the Saudi Sports for All Federation, internal operations incorporate sustainability and responsible practices anchored by transparency and resilience. This commitment begins with our annual planning process, which ensures that each department articulates a clear set of objectives, KPIs, and performance targets that align with long-term impact and strategic ambitions.

Our planning framework embeds forward-looking aspirations and environmental considerations, for instance, how Marathons are actively engaging families and support networks of participants. From sustainable event logistics to community-led recycling stations, these touchpoints turn large-scale activations into opportunities for raising environmental awareness.

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The current workforce plan prioritizes equal opportunity, inclusion, and continuous capability building. We are proud to witness a steady increase in female participation across leadership, coaching, and program delivery roles, not only within the Saudi Sports for All Federation, but within the community sports groups we engage via our digital channels.

Professional development remains a cornerstone of our employee engagement methods. Offering structured and growth-oriented options that include technical upskilling, leadership development, and e-learning modules.

These opportunities are extended beyond our direct employees to include community members, such as teachers, or local trainers, leveraging a “train-the-trainer” model to build capacity across multiple sectors.

We encourage staff to join global conferences and events as part of our commitment to continuous learning and sustainable growth. Participation is based on relevance and potential impact, not solely job titles, promoting cross-sector collaboration, a culture of shared knowledge, and collective insight.

We offer flexible work arrangements, celebratory townhalls, and wellness initiatives that foster a supportive, inclusive, and engaged workplace—reinforcing our commitment to healthy working conditions and a positive organizational culture.

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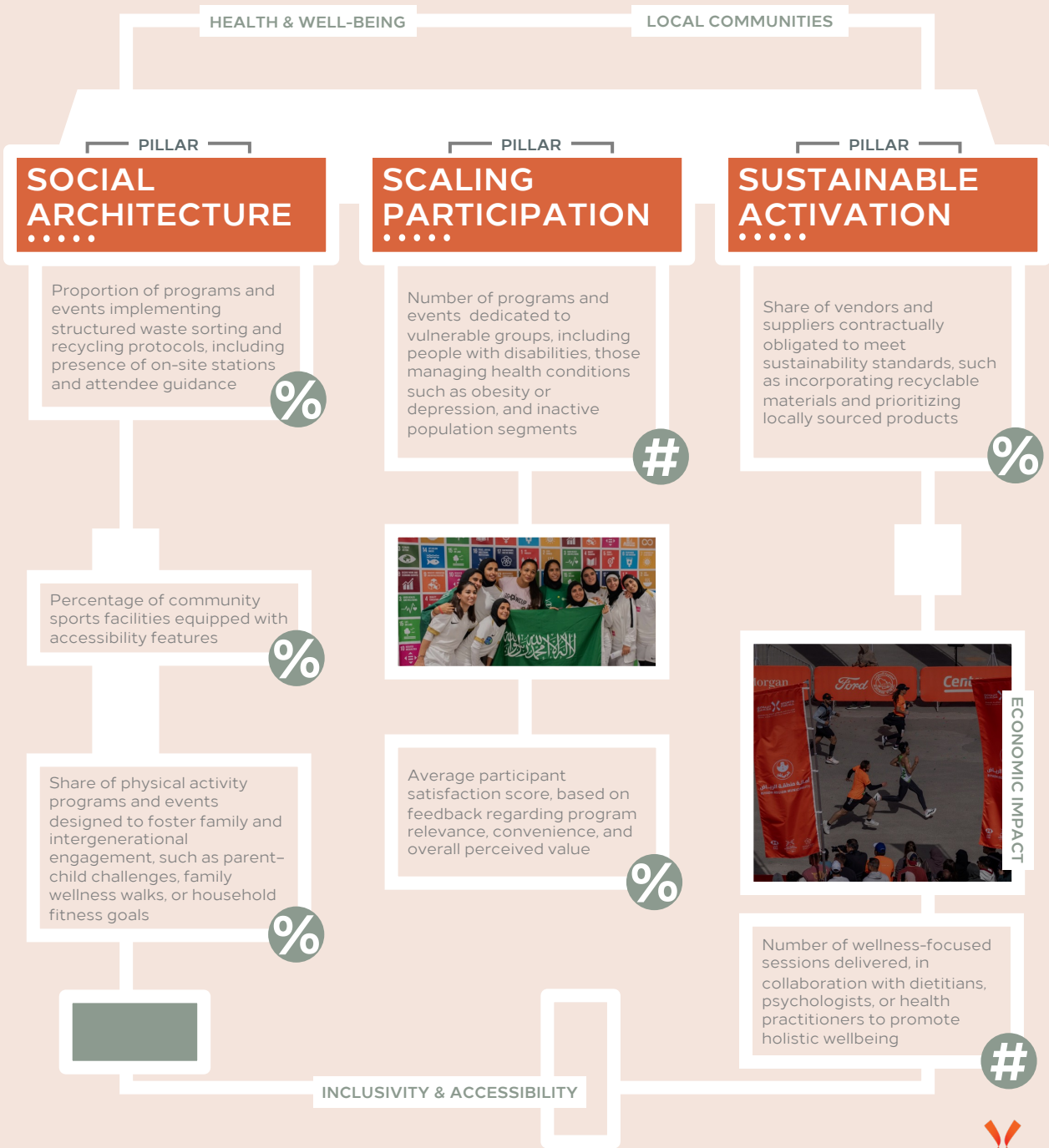
Supplier management and procurement practices are guided by a balanced evaluation metric in compliance with national regulations and guidelines.

Addressing supplier's prior experience in similar or relevant projects, financial stability, and clear understanding of delivery requirements. Plus, technical qualifications and expertise, the efficiency and coherence of proposed methodologies and approaches, as well as the originality and practical value of any innovative solutions presented.

THE ROAD AHEAD

Outlines the Saudi Sports for All Federation’s forward-looking vision to embed sustainability at the core of every program, event, facility, and partnership, driven by increasing nationwide physical activity levels within Saudi Arabia.

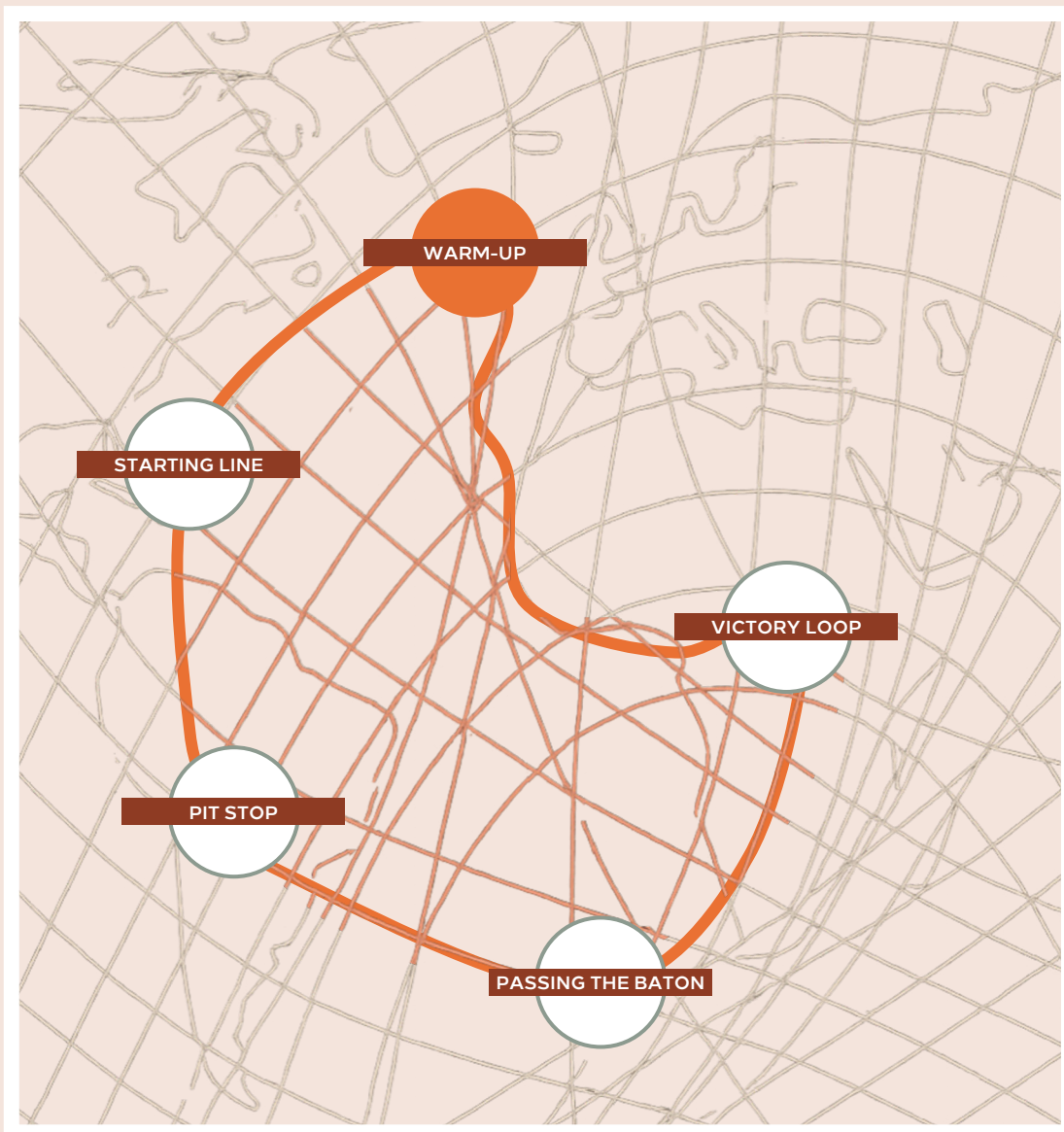
Moving forward, the Saudi Sports for All Federation is introducing a set of sustainability indicators to be measured on a recurring basis to ensure transparency, accountability, and continuous improvement. Designed to track our performance across the 3 pillars of the Wellbeing Blueprint, in reference to internationally recognized tools and frameworks.



THE ROAD AHEAD

JOIN OUR PARTNERSHIP MARATHON TO CREATE HEALTHIER, MORE ACTIVE COMMUNITIES

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COLLABORATION STARTS HERE
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