

2022 – 2025 TAFISA Board of Directors Election

Candidate Nomination

Please return this form by **Thursday, 10th March, 2022** to:
TAFISA Office
Hostatostraße 2, 65929 Frankfurt am Main, Germany
Fax: +49 (0) 69 393 59925, Email: info@tafisa.org

Office Use Only

Date Received:

Valid Application
 Invalid Application

Signed:

1 – Candidacy for the position of

Please check as applies

President Board Member President or Board Member

Candidate's name: Khaled bin Alwaleed bin Talal AlSaud

2 – Personal Details of the Candidate

Title
(e.g. Mr, Ms, Dr, Prof): His Royal Highness

First Name: Khaled

Surname: AlSaud

Date of Birth: _____

Country: Saudi Arabia

Email: tmelzewawi@sfa.sa

Phone: NA

Mobile: +966 544707070

Postal Address: _____

Main Occupation: President of the Saudi Sports for All Federation

Photo

Please secure a recent
passport size photo here.

3 – Role Within Nominating National Member of TAFISA

Name of Nominating Organisation
(TAFISA Member): Saudi Sports for All Federation

Position within organisation: President

Number of years in that position: 4 years

Special contributions to Sport for All in this role:

1) The shift in Physical Activity Levels in KSA:

SFA was mandated with two Quality of Life initiatives, as part of the wider National Vision 2030, to increase the levels of physical activity among Saudi citizens and residents in the Kingdom from 13% to 40% by 2030. Since its establishment, SFA has supported its mandate through activating people and places and motivating the KSA community to participate in physical activity through programs and events, digital enablement, and raising awareness. SFA has commissioned a national survey in measure physical activity as exercising at least once a week for at least 30 minutes at moderate intensity. Through this survey, SFA is able to not only track physical activity participation rates, but also understand how different segments of society perceive physical activity, what are their barriers, and what do they consider to be motivators. Through the data and insights generated, SFA tailors its programs and events to compliment the motivators and eliminate the barriers. Today, physical activity participation rates have increased by 19.2% from 2019 to 2021, one of our many proud achievements as an organization, and personally for me as president.

2) The SFA Strategy and Approach:

I believe that when it comes to community sports, in terms of solutions and support, we needed to build our strategy on the “one size does not fit all” idea. The 5-year strategy ensures that all SFA interventions are tailored for each stage of a participant’s lifecycle; from youth, to young adults, adults, and older adults. SFA has revamped its organizational structure, priorities, and ways of working to fit into and work within the strategy. Within each segment, SFA understands that different sub-segments require different types of support, such as the young adult females, older adult males, young people of determination.

SFA delivers its support through onboarding a team with passionate and determined individuals, strategic partnerships who share common values with SFA, and its digital platforms (SFA Website and SFA application).

3) Community Activation during the Pandemic:

The Covid-19 pandemic has impacted a lot of countries and communities across jobs, mental health, physical wellbeing, and other substantial damages to the economy as a whole. Community Sports as a sector is no exception to the challenges associated with the pandemic; gyms were closed down, people were restricted to their homes during lockdown, and more importantly people lost that sense of motivation. It was a challenging time for us at SFA, with all of our planned activations being on-ground events. In my role as president, I had to make sure that we work with the circumstances and not against it, and so our team had to think quickly. We put together a team to enable our digital platforms to continue to motivate physical activity, we created at home challenges on our app, we offered online fitness sessions with certified trainers, we tried to keep up the momentum and not fall short of our targets. SFA was able to innovate and design virtual solutions in an exceptional time frame, shifting our programs virtually while keeping the community active. We have activated more than 161,000 participants across different segments and ages through programs, campaigns, and the launch of the SFA APP. According to our National Survey, participation rates had increased during the pandemic, we took key learning from understanding the reasons behind the shift and continue to apply them today.

4) Female Participation and Enablement in KSA:

I believe that female participation in sports is a key pillar for our support and strategy. Not only because women represent approximately 50% of the total population of the Kingdom of Saudi Arabia, but they are role models for our next generation. Female participation in physical activity in KSA has increased over the years. There are a number of external factors such as Covid-19 related ones that raised awareness on the importance of health, wellbeing, and physical activity, and internal factors in which SFA has contributed to enabling female gyms, raising awareness, and influencing policy change. Below are some key examples of programs and events held by SFA that were impactful in the way females, and even the wider community, perceived and understood female participation

- **Women's Community Football League:** The first female community football league, in which SFA has played a proactive role in publicizing and assembling sports groups by holding this event in partnership with the KSA Ministry of Sports and the Quality of Life program. The event attracted a total of 24 teams from three major cities in the Kingdom: Riyadh, Dammam, and Jeddah with their players ranging in age from 17-30 years of age.
- **Global Goals World Cup:** SFA has hosted the very first GGWCUP in KSA in 2021. The 5v5 community football tournament was catered to female youth with the overall objective to empower females to promote the UN Sustainable Development Goals (SDGs) through sports. The event attracted 26 all-female teams advocating for social and environmental sustainability, with team KAFO from Jeddah, who played for SDG 5: Gender Equality won the Saudi Tournament, qualifying for the finals which were held in Iceland and claiming second place amongst all 8 competing teams. Since the announcement of the event and the marketing effort surrounding it, teams from all over the kingdom had themselves initiating their own campaigns, educating their community members about the event, and the selected sustainable development goal. During the event, embassies set in KSA had also attended, including the embassies of Denmark, Belgium, Germany, and the Netherlands. The total number of spectators was 1,944 including both males and females.

5) Youth Participation and Enablement in KSA:

Through SFA's effort to continuously collect data and insights related to sports participation, a number of challenges were identified that hinder youth participation in sports in accordance with the targets set by WHO. A number of key challenges identified were related to the inclusion of physical activity within schools and universities. Through a strategic partnership and close collaborations with the Ministry of Education, the Saudi Universities Sports Federation, and the Saudi School Sport Federation, SFA has activated a program to integrate Physical Education (PE) teachers and practitioners with the tools necessary to activate schools for physical activity participation for the KSA youth; including after school programs, and physical activity tests to help measure and monitor activity levels. When it comes to the young adults segment, SFA has established partnerships with universities across KSA to work closely together to enable the creation and activation of Community Sports Groups (CSGs), which are the key drivers to motivate students and staff members to participate in sports.

6) Community Sports Infrastructure Enablement in KSA:

One of the key challenges within the sports ecosystem is the availability of facilities, even more so, within community sports. According to findings from the SFA National Survey, most participants associate barriers to participating in sports with the availability, affordability, and accessibility of sports facilities. During my presidency at SFA, one of the key pillars of my work is focused on unlocking those doors to both private and public spaces either through partnerships, incentives, or programs and events that activate specific places. Some of the key examples of our work related to activating places are listed below:

- **Multipurpose Sports Facilities (Domes):** SFA is in the process of building and operating domes that are of high quality and affordable for the wider community. The first three domes are allocated to the three major cities in KSA, and we plan on not only launching more domes in the future, but also showcasing the success of such facilities from a business model perspective to invite the private sector to play in this market. My goal here is to make such facilities accessible and affordable, we are all sports for all and everyone should have equal opportunities to be able to participate.
- **Public Parks:** Through a partnership with the KSA Ministry of Municipal, Rural Affairs, and Housing, SFA has worked on activating 3 parks across 3 cities in KSA. The parks are a pilot for what is planned to be a program that will scale across the 13 regions in KSA.
- **Neighbourhood Clubs:** In partnerships with the Ministry of Education, SFA has utilized and activated 12 Neighbourhood Clubs to become community centres, for youth and their families, designed with regular recreational sports activities.

7) Global Partnerships:

One of the key pillars of our strategy is to enable strategic partnerships that share the same values and are willing to contribute to the physical activity targets, ambitions, and the overall quality of life that comes with it. With our commitment to that contribution, SFA has collaborated with several global entities including:

- **TAFISA:** Since the signing of the partnership between SFA and TAFISA, SFA has played an active role and had implemented the CLC program for the first time in KSA. SFA has also hosted the Global Active City Workshop with different stakeholders from Riyadh City, participated in the virtual TAFISA World Games that took place in 2021, and shared the Saudi experience in Sports for All through several panels organized by TAFISA.
- **World Health Organization (WHO):** SFA has sponsored the event “Walk the Talk: The Health for All Challenge”, a fun run/walk that brought together over 4,000 people from all over the world in celebration of health and wellbeing. The event, which took place on the eve of the United Nations General Assembly (UNGA) in NYC in September 2019, brought together around 4000 people from all over the world for a celebration of health. The following year, in June 2020, SFA had signed an MoU with the WHO under the shared objectives of ensuring SFA’s inclusion in the forward trajectory of the adoption of physical activity as a mainstay worldwide, and to be included as well in the wider global movement while gleaning best practices from other nations, sharing the Saudi model of increasing participation in sports.

4 – Other Positions, Contributions and Achievements in the Field of Sport for All and Physical Activity (Optional)

Please describe any of your further contributions and achievements in the Field of Sport for All and Physical Activity (this may include current and past positions or roles within other organisations, publications...)

- Advisor to the Minister of Sports for the Kingdom of Saudi Arabia and owner of three main initiatives for the Ministry of Sports: Active People, Active Places, Expat Initiative

- Board Member of the Saudi Arabian Olympic Committee

- Board Member of the Saudi Universities Sports Federation

- Member of the Executive Committee of the Health in All Policies Committee

5 – Command of English (working language of TAFISA)

Please check as applies

- Fluent English speaker
- Limited English speaker
 - I confirm that I have the intention to improve my English within a year if elected
 - I confirm that I have staff at disposal to support me carry out my BoD duties in English

Other fluently spoken languages:

6 – Attendance at Board Meetings and General Assemblies

Please confirm by checking the boxes

- I confirm my willingness to attend TAFISA Board of Directors Meetings (2 – 3 times per year) and TAFISA General Assemblies (once every two years)

- I confirm that costs associated with travel to Board Meetings and General Assemblies will be borne by the Board Member themselves or their organisation, unless otherwise stipulated by the TAFISA Board of Directors

7 – Dedication to TAFISA

Please confirm by checking the box

- I confirm that, if elected, I will be expected to actively support and contribute to TAFISA and its initiatives, including:
 - Promoting TAFISA and its initiatives locally and internationally,
 - Encouraging membership,
 - Supporting coordination of (local) events and programs, e.g. World Challenge Day, World Walking Day, World/Regional Sport for Games, World Congress, Certified Leadership Courses, etc,
 - Contributing to TAFISA publications, including newsletters, and the website,
 - Identifying and fostering relationships with potential sponsors and partners, and
 - Supporting other countries.

8 – Benefit to TAFISA

Please describe, in a few words, how you intend to support TAFISA's growth and development if elected, as well as any special benefits that you may bring to TAFISA:

With KSA being the leading country in the Arab World, I am committed to being an active member in promoting TAFISA's mission and growth within Arab countries by promoting TAFISA membership to our neighbouring countries, inviting Arab countries to TAFISA events that will take place in the Kingdom and advocate for Arab countries to join and contribute to the Sports for All movement regionally and globally. Additionally, we will continue at the Saudi Sports for All Federation in being an active member of TAFISA by continuous sharing of knowledge with other members, hosting TAFISA programs and events in the Kingdom.



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9 – Attachments

Please check as applies

Official letter of support from nominating National Member of TAFISA (**Compulsory**)

Other: _____

Other: _____

10 – Any Other Comments

Please confirm by checking the box

I hereby accept and agree that the personal information as disclosed in this form can be made public to the TAFISA Membership and available to view online via the TAFISA website.

Signature of the
candidate:

Date: **Thursday, March 10th,**
2022