



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

EXCELLENCE IN SUSTAINABILITY

This category recognises organisations, events, or initiatives within the Middle East sports industry that have demonstrated exemplary commitment to sustainable practices. Judges will evaluate entries based on the scope, effectiveness, and innovation of sustainability measures, whether through environmental stewardship, responsible resource management, community involvement, or social impact programmes.

Submissions should highlight tangible outcomes, such as reduced carbon footprints, improved waste management, increased awareness of sustainability issues, or enhanced social responsibility initiatives.

Key considerations include measurable progress toward set sustainability goals, stakeholder engagement (including fans, partners, and local communities), and the ability to inspire broader change within the sports ecosystem. Entrants are encouraged to provide data, case studies, and testimonials that showcase how their dedication to sustainability has delivered meaningful, long-term benefits.

Applicants must have operated in one of the listed Middle Eastern countries between January 1, 2025 and December 31, 2025, implementing sustainability measures.

JUDGING CRITERIA

This category will be judged on the effectiveness and innovation of sustainability initiatives, including the originality of approaches and integration across operations or programming.

Evaluation will consider tangible outcomes, such as measurable reductions in waste or emissions, and the extent to which initiatives have increased awareness or promoted social responsibility.

Judges will also assess engagement with fans, partners, and communities, as well as the long-term benefits and influence of the initiative across the sports industry.

ENTRY DETAILS

Organization Name

(Max 8 words | 40 characters)

Submitted By (full name)

(Max 8 words | 40 characters)

Submitted By (title)

(Max 8 words | 40 characters)

Email Address

(Max 40 characters)

Website

UPLOAD URL

Name visible on screen for shortlisting

This will appear on screen and on the winners trophy (Max 8 words | 40 characters)

ENTRY FORM

1. Overview (200 words)

a. What is the sustainability initiative?

Include the organisation(s) involved, the key environmental or social objectives, and the timeline of the initiative (200 words)

b. Why should you win this award?

2. Strategic Goals and Objectives (200 words)

What were the primary goals and shared objectives of the sustainability initiative?

How did these align with the strategic priorities of the organisation(s) and the wider sports industry in the Middle East?

3. Innovation and Creative Execution (150 words)

How did this initiative go beyond traditional sustainability practices?

Describe any innovative or creative elements, including new technologies, processes, or approaches that set it apart from conventional sustainability efforts.

4. Engagement and Stakeholder Impact (150 words)

How did the initiative engage key stakeholders, including fans, partners, employees, or the wider community?

Provide details on awareness campaigns, educational programs, events, digital activations, or other initiatives that connected with audiences and promoted sustainable practices.

5. Alignment and Collaboration (150 words)

How did the initiative demonstrate alignment between stakeholders, partners, or internal teams?

What unique contributions did each party bring, and how did collaboration enhance the overall impact of the sustainability effort?

6. Measurable Results and Outcomes (150 words)

What were the tangible outcomes of the initiative?

Provide data on metrics such as reduced waste, lower emissions, resource efficiency, audience awareness, or social responsibility impact.

7. Case Studies and Testimonials (150 words)

Provide case studies, client or community testimonials, or third-party endorsements that showcase the success, effectiveness, and impact of the sustainability initiative.

8. Challenges and Solutions (150 words)

What challenges or obstacles did the initiative face during planning or implementation?

How were these challenges addressed and overcome to ensure successful outcomes?

9. Legacy and Long-Term Impact (150 words)

What lasting impact has this sustainability initiative had on the sports industry or community in the Middle East?

How did it drive meaningful, positive change beyond the initiative period, and what potential does it have for replication or scalability?

SUPPORTING DOCUMENTS REQUIREMENTS

1. Initiative Case Study (1 page)

Achievements, strategy, execution, innovation and results.

UPLOAD OPTION

2. Testimonials

Maximum 2 – Can be written quotes or video testimonials.

UPLOAD OPTION

3. Logos

1x EPS or AI vector logo

1x hi-res JPEG/PNG (300dpi)

UPLOAD OPTION

4. Main Video for Shortlisting

1x Video hi-res max 60 sec/100 MB Rights-cleared for publication

UPLOAD OPTION