



الاتحاد الرياضي للتضامن الإسلامي  
Islamic Solidarity Sports Federation  
Fédération Sportive pour la Solidarité Islamique

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**ISSF Program**

**Sports Capital**  
**of the Islamic Countries**  
**(SCIC)**



2019 -2021

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(English Version)

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# ISSF Program

## **Sports Capital of the Islamic Countries (SCIC)**

### 2019 – 2021

# **General Framework**

## **Mission:**

Since its establishment in 1985, the ISSF is honored to have been created to satisfy the honest desire of the leaders of Muslim countries as expressed during the Third Islamic Summit Conference, held in Makkah Al-Mukarramah in 1981, calling for the formation of a specialized organization for the development of sport and organization of sport events in OIC member states such as the Islamic Solidarity Games.

Based on said noble and significant objectives of that establishment, the ISSF has started, and still, carrying out the tasks and responsibilities entrusted to it.

By adopting this program for the Sports Capital of the Islamic Countries (SCIC), the ISSF will definitely add another paramount and valuable sports icon to its record of achievements.

In order to execute the SCIC Program, it was officially duly adopted by HE Mr. Turkey bin Abdulmohsen AL-ALSHIKH the ISSF President on 25/7/1439H corresponding to 11/4/2018 and, then, approved during the “4<sup>th</sup> Islamic Conference of Youth and Sport Ministers” held in Baku, Azerbaijan, on 1-3/8/1439H corresponding to 17-19/4/2018 via its Resolution No. 2/4-ICYSM(s).

The ISSF wishes success to all parties involved in the adoption and implementation of this significant program.



## Objectives:

- To strengthen ties of cooperation and integrity; encourage exchange of experiences; and enter into partnerships in the field of youth and sports among the Members States.
- To enhance and consolidate ties of fraternity and amity among youths and athletes from Member States; and to apply such values to the fields of sports and youth.
- To consolidate the principles of non-discrimination based on religion, race, color or gender.
- To support the role of the Executive Bodies, National Olympic Committees (NOCs), and National Federations aimed in promoting and developing the national sector of youth and sports.
- To contribute to the implementation of sports and youth strategies and accomplish their achievable objectives.
- To urge the NOCs to disseminate the principles the Olympic Charter; and to highlight the NOC's objectives and roles.
- To disseminate the concepts and principles of sports culture and ethics; and to encourage the initiatives for serving the youths and society.
- To contribute to raising the qualifications and capabilities through training courses and workshops.
- To give opportunity to youth and sports bodies and organizations to play their role in promoting their activities and to gain more experience in sport event management and organization.
- To provide youths and athletes with opportunities to compete, contact and gain experience.

## Benefits & Gains:

### a) Benefits of the host city/country:

- Marketing the city through Media & to introduce the cultural heritage and to highlight the historical, geographic, social, sport, economical and scientific sides of the hosting city.
- Helping to create opportunities for the development, out growth and revitalization of the program of sport, tourism, recreational and cultural programs of the hosting city and the hosting country in general.





- Availing the opportunity for the sport clubs, establishments and other organizations of youth as well as the cultural and educational institutions in the Governmental and Private sectors to take part in organizing the activities of the program of the city winner of the title of “sports Capital of the Islamic Countries” and to contribute to the preparations for this big event.
- Providing employment opportunities for the young people, sportsmen/women and for the university students to be part of the preparations of the program.
- Building fraternity and friendship ties and partnership between the residents of hosting city and visitors coming from other countries.
- Stimulating refurbishing, rehabilitation and extension of the main infrastructure of the city to meet the requirements of the hosting obligations toward the Program which will lead accomplishing positive impacts and gains for the city and its inhabitants over the next many years.
- Benefiting from the revenues collected through selling the sponsorship rights, investment of the property rights, sports marketing, TV transmission, tickets and advertisements income), and using such revenues in the development of the infrastructure and to finance the activities of the Program.
- Benefiting from the expertise and the implication of communication, cooperation and consultations provided by the ISSF.
- Benefiting from the increasing demand of hotel occupancy, transportation requirements, and demands to use the sport, youth, cultural, communication and tourism facilities.
- Contributing to raising the productivity and economic capacity of the city and to push the technological progress in the city/state.

b) Benefits and roles of the youths and athletes:

- To highlight “Role Models” of youth, through the participation of elite athletes, pioneers and activists of youth.
- To demonstrate self- capacities and positive attitudes of those participating in the activities and to highlight the efforts exerted by the organizational and management groups.





- To contribute to urging all segments and categories of the society to participate in the activities, including the elderly people, women, children and those of special needs.....etc.
- To help in the process of dedicating the values & principles of the fair play, perseverance, self- esteem, respecting the others and the team work spirit.
- To encourage the sport programs and youth activities at the universities, schools and institutions and to stimulate the physical fitness and stamina and weight control.
- To encourage avoiding the use of doping and any other banned substances or adopting any behavior which may be harmful to body, health, psychology or fair play; and to encourage reliance on the exercises and healthy sport nutrition.

## **I. Program Outline:**

### **1- Mechanism for announcing and sending invitation by ISSF:**

The ISSF, through its relevant authorities, shall, in accordance with its schedule, launch an invitation requesting the stake holders to submit candidacy to host the Program of the program of the "Sports Capital of the Islamic Countries (SCIC)" and shall announce accordingly in the Media and other communication platforms. The ISSF shall:

- Extend a letter of invitation to all the Ministers of youth and sport at the Member States, with a copy thereof to the NOCs in their countries (Annex No. (2) List of Member NOCs), unless there are exceptions, accompanied with a complete file of the documents of the Program and will include The General Framework/Outline of the Program and the Application form and other documents.
- Media advertisements and communication platforms should be made through the related authorities in the ISSF once upon the launching of the Program, and one frequent base in conjunction with extending the invitations or whenever needed.
- The ISSF shall apply the following guidance timetable to launch the Invitation requesting those interested to submit their applications and will report and announce the results accordingly:



**(Guidance Sample)**

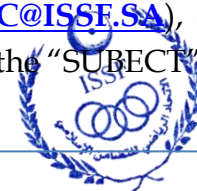
- ❖ Phase 1: Announcement and invitations for submitting the bids.
  - (On..... date) an intensive advertising campaign to promote the Program.
  - (On ..... date) invitations to the Member States.
  - (On..... date) deadline for receiving the biddings, by the Program Secretariat.
  
- ❖ Phase 2: Applications' evaluation and selection.
  - (On..... date) evaluating the applications by the Advisory/Consultative Committee.
  - (On..... date) decision to be is taken by the ISSF to choose the sports capital(s).
  
- ❖ Phase 3: Reporting & Announcing the result:
  - (On..... date) to inform, officially, the city(s) winner of title
  - (On..... date) signing on the MOU and carrying out intensive announcements/advertising on the media.

## **2- Mechanism for completing and submitting the hosting application documents & standards of evaluating the nominations:**

### a) Completing and submitting the applications:

The city applying to host the Program shall:

- Use the attached Application Form (Annex No. 01), paying full respect to the regulations mentioned in the Application Form, avoiding unnecessary details/ long descriptions and taking into consideration that the Committee will not disregard the improper filled in or incomplete applications and the applications that are received beyond the deadline specified by the ISSF
- Send the Nomination Form, after being dully filled in (as an attachment) to the following e-mail address ([SCIC@ISSF.SA](mailto:SCIC@ISSF.SA)), and to mention the name of the hosting city, in the line of the "SUBJECT".





- Attach the documents specified at the “Introduction” of the Nomination Form using one of the official languages valid at the Secretariat General of ISSF.
- Abide by the condition specifying that sending the Nomination Form and the relevant documents to the above-mentioned e-mail address prior to the deadline as specified by the ISSF.

b) Studying and evaluating the applications:

Application will be studied and evaluated by the ISSF taking into consideration all their projects, programs and partnerships facilities by adopting the following evaluation criteria:

- To ensure the balance of regional, geographic representation of the Member States. Accordingly, the specialized committee will not give priority to the nominations of other cities of the same country if one of these cities has already won the title as a Sport Capital of the Islamic Countries during four consecutive years.
- The preference will be always given to the country organizing the next Islamic Solidarity Games if it applies for hosting the Program of the “Sports Capital of the Islamic Countries (SCIC)” and on condition that the application satisfies all the conditions and criteria exclusively for the year of the Games.
- The events and activities should be specially designed for implementation during the period allocated to the winning city and should have long-term benefits and revenues on the Organizations, Institutes, stakeholders as well as on the society in general.
- A general Plan should be drawn for the expected expenditures, and strategies to secure funding resources should be adopted.
- It should be taken into consideration the degree of local, regional and international participation in the Program, including the participation of the professional, specialized and non- governmental organizations. The expected impact of the Program should also be taken into consideration.
- The volume and quality of the activities to be performed the host city in cooperation with the specialized organizations of sports, youth and







culture and concerned organizations working in the field of sport marketing and investments of sponsorships and the rights.

- The capabilities of the applicant city to organize and implement the programs in addition to possessing the minimum infrastructure of stadiums and facilities to accommodate execution of the activities and events of the Program.
- The elements or points that can enhance approving the application of the city, such as a prominent position or an influential role or contributions of the city, especially in the fields of sport & youth and in areas of history, culture, science, literature, art, tourism and economy in general.
- Compatibility and harmony with the non-discrimination principles based on religion, color, race or sex as provided in the ISSF Status and in the Universal Declaration of Human Rights, must be mentioned.
- The contents of the “letter of Commitment” & the type of “Support” to be provided by the Mayor of the or the city’s Senior official that will indicate the role that the Mayor or city’s Senior official will play to adopt the program and will show the efforts to be exerted by the city and its authorities to harness suitable resources and all potentials available at its governmental departments, organizations and public and private sector companies to ensure the success and effectiveness of the Program.

### 3- Supervisory and Regulatory Structure:

The Supervisory and Regulatory tasks of the Program shall be as follows:

- The **ISSF** shall establish the following two structures for this purpose, as detailed Annex No.3, The Supervision & Regulatory Framework of the Program:
  - A Consultative/ Advisory Committee, and
  - The Program Secretariat (designated for communication).
- The **City/ Country**, shall establish the Organizational, executive structures, whose functions are as following:





- a. The Supreme Organizing Committee:  
It is better to be headed by the Mayor or the Governor of the winning city, or by the concerned Minister or one of the personalities whom the city deems able to allocate and direct all capabilities and potentials towards the best organization and implementation of the Program of the city winning the title.
- b. The Office of Organizing Committee, and the Subcommittees:  
The composition of the office and the subcommittees should represent a comprehensive representation of the different Governmental and Private Sectors as well as other Civil Organizations particularly those involved in sport, youth, culture, tourism, services.... etc.
- c. The National Coordinator of the Program(direct contact with the ISSF):  
The National Coordinator shall be appointed, and all his information shall be reported in the application submitted by the city.

#### **4- Commitments and Contributions:**

- a) Obligations of the host city, in case of its winning the title:
  - Formation and appointment of the Supervisory, Organizational and execution structures, as mentioned above:
  - Appointment of the National Coordinator, as an official contact with the ISSF.
  - Preparation of the Logo of the “Sport Capital of the Islamic Countries (SCIC)”, and to have the approval of ISSF thereon.
  - All documents, publications, advertisements and banners appearing in the venues of competitions/activities of the Program and in the streets and public places must bear the logo of the Islamic Sports Solidarity Federation (ISSF) in addition to the logo of the Sport Capital City (after being approved by the ISSF).
  - Preparation and implementation of a complete set of media advertising materials to promote and publicize the Program during the first/ week of the Program, and throughout the year of the title such as the pamphlets, brochures, posters, banners, video clips, advertisements .... etc., in cooperation and coordination with the ISSF.





- Preparation of an introductory material and a film to introduce the winning city of the “Sport Capital of the Islamic Countries (SCIC)” to distribute to the Media means, and to put in the website of ISSF and on all other Communication Platforms or Entities interested in the Program.
- To specify the official launching day of the program as well as the closing date of the year of the title, in coordination with the ISSF.
- Scheduling the activities to be held during the Occasion and to abide by implementing the schedule throughout the year of the title. The first week of the Program shall be a very active week of activities and shall witness active participation of ISSF in celebration of the “the Capital of Sport”.
- The Organizing Committee should prepare a practical schedule of activities for the period prior to start of the program, then during the Period of events & activities as from the start of the program until the closing day.
- The Commitments of the authorities of the city to facilitate all the “Check-ups, Follow-ups and Overseeing Procedures” that may be conducted by the ISSF.
- In case the performance and works of the city, does not meet the expectations of ISSF, the Advisory Committee may recommend the withdrawal of the title of the city any time during the period of “Check-ups, Follow-ups and Overseeing Procedures”, after a notice of one month.
- To provide the ISSF with the following:
  1. A provisional “Progress Report” of the activities to be carried out during the first six months of the year of the title.
  2. A final “Report of Activities” held throughout the year of the title, within 3 months of the closing date of the Program.
  3. A complete copy of all films and photographic materials of the activities & events carried out throughout the year of the title.
- To extend the invitations to the ISSF to attend and participate in the major activities of the Program of the “capital of Sport”.
- To take necessary steps and arrangements to facilitate issuing entry visa to the country, to facilitate the entry procedures and to arrange for





the accommodation, transportation and communications for all invited guests, attendants coming from outside the country to participate in the activities of the Program.

- By submitting the application to host the Program of the “Sport Capital of the Islamic Countries (SCIC)”, the city involved undertakes to sign a Memorandum of Understanding that shall include the main lines of working for the Program throughout the year of the title.
- To cover the costs of full accommodation (housing & living) and transportation of the ISSF delegations visiting the “Sport Capital City”.
- To cover the costs of airline tickets of the “Sport Capital City” delegations visiting the Headquarters of ISSF.

b) Obligations of the ISSF:

- Establishing the Supervising System of the Program that consists of the Consultative/ Advisory Committee and the Secretariat committees.
- Contribution of, at least US \$40.000 (forty thousand US Dollar) to be paid by the ISSF as a financial support over the period of the year of the title for the costs of implementing some certain activities of the ISSF & for the costs as some participants and VIP personalities invited from Islamic countries (i.e. as agreed upon with the organizing committee).
- Allocating one celebration week of the program to be kicked off on the same day of launching the Program of the “Sport Capital of the Islamic Countries (SCIC)” at the hosting city.
- The ISSF celebration week will be carried out in full coordination with the Organizing Committee in the winning Capital City and the ISSF shall specify a set of “youth & sport” activities and training courses to be held within that celebrating week.
- Participation, with the Organizing Committee, in preparing for the launching and closing ceremonies of the Program.
- Preparation of the General Guidance Program of the activities of the Program.
- To Prepare the Medals and Souvenir materials that document the Program.





- To assist the winning city in the process of planning and implementation of activities prior to the launching of the Program of the “Sport Capital of the Islamic Countries (SCIC)”. A team, from the ISSF will identify and evaluate the entire preparatory works.
- To participate in the preparation of the International Programs and to attract some experts and international speakers as per the type of activities and in coordination with the Organizing Committee.
- To participate in the Promotion Campaign as well as in the process of preparing advertisements and publications of the Program in parallel and integration with the campaign of the winning city.
- To prepare the MOU to be signed and make it ready for signature by both parties in a special ceremony to be held in the winning city to announce – for the first time- the name of the winning city of the title. Attached is the “Annex N0. (4) A sample of the MOU”.
- Covering the cost of full accommodation & transportation of the delegations of the city winning title, which visit the Headquarters of ISSF.
- Covering the airline tickets of the ISSF delegations visiting the winning city of the “Sport Capital City Program”.

### **5- Guidebook for the events and activities:**

The candidate city, upon preparing the schedule of activities of the Program, may use the Guidance Program of Activities & Events detailed in the attached Annex No. (5) without fully committing itself to it. However, the Candidate City may add other activities of local nature (i.e. of sports, popular & social activities).

### **6- Financial Rights and Obligations:**

Since the financial obligations, expenditures, income volume, funding sources and sponsorships revenues cannot be defined in advance due the factors that may determine and control each case due to the type of activity implemented and its ability to attract funding & marketing sources and the investments of property rights), the diversity of efforts exerted by both parties in the field of



sport marketing & promotional investments, and the method of managing these works and the manners adopted in allocating the profits thereof. Details of this subject matter will be, temporally, postponed and discussed later on after signing on the **MoU** by the city winning the title.

## **II. Preparation and completion of the Host City Application:**

Application Form has been developed and should be used and should abide by the clarifications, guidelines and conditions mentioned in each paragraph to assist the applying city to submit its application that will meet the conditions and criteria required. Attached is Annex No. (1) "Sample of Application Form".



### **Contact information**

**General Secretariat of the Islamic Solidarity Sports Federation  
(Secretariat of SCIC Program)**

P. O. Box 330999, Riyadh 11373, Kingdom of Saudi Arabia

Tel. No. +966(11)2810895

Fax No. +966(11)4822145

E-mail Address: [SCIC@ISSF.SA](mailto:SCIC@ISSF.SA)

[www.issf.sa](http://www.issf.sa)





❖ **Annexes:**

- Annex No. (1) Sample of Bidding Form.
- Annex No. (2) List of Member NOCs.
- Annex No. (3) Supervision & Regulatory Framework of Program.
- Annex No. (4) Sample of **MoU**.
- Annex No. (5) General Guidance Program of Activities & Events.

[WWW.ISSF.SA](http://WWW.ISSF.SA)

