

**Company:** Ministry of Sports, Riyadh - Al Malaz

**Nomination Submitted by:** Ministry of Sports

**Company Description:** The Ministry of Sports, established in 2020 in Riyadh, leads the sports sector in the Kingdom of Saudi Arabia. It organizes activities, encourages participation, and provides state-of-the-art facilities to achieve excellence. Within the framework of Vision 2030, the Ministry stimulates community participation, improves quality of life, and supports international sporting ambitions.

**Nomination Category:** Achievement Categories

**Nomination Sub Category:** Achievement in Customer Satisfaction

**Nomination Title:** Innovative Inclusion: Empowering Deaf and Blind Fans Through a Transformed Stadium

Experience

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 189 words used.**

The **Ministry of Sports** is the government agency responsible for the development, organization, and promotion of sports in the Kingdom of Saudi Arabia. Established in 1974 as the General Presidency of Youth Welfare, it was restructured into a Ministry in 2020 to support the Kingdom's ambitious national transformation goals.

In line with Saudi Vision 2030, the Ministry focuses on increasing public participation in sports, enhancing community well-being, and positioning Saudi Arabia as a global hub for international sporting events. The Ministry oversees more than 90 national federations and nearly 200 sports clubs and is responsible for organizing, licensing, and funding events across all disciplines.

The Ministry has played a pivotal role in hosting prominent events such as the **Formula 1 Grand Prix**, **the Italian and Spanish Super Cups**, **the 2027 AFC Asian Cup**, and **the upcoming 2034 FIFA World Cup**. It also leads initiatives to promote inclusion, such as introducing women's sports and implementing accessible solutions for fans with disabilities.

Through strategic partnerships, investment in innovation, and a commitment to achieving tangible results, the Ministry has become a global leader in providing high-quality sports experiences focused on customer satisfaction.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

Since early 2023, the Ministry of Sports in the Kingdom of Saudi Arabia has launched a pioneering initiative focused on customer satisfaction for one of the most marginalized groups in sports: fans with hearing and visual disabilities. Recognizing the exclusion these groups face, the Ministry has developed and deployed two pioneering solutions: the **Tactile Simulation Panel** for blind fans and the **Sound Shirt** for deaf fans.

The tactile system allows blind fans to track the movement of the ball in real time using a magnetic floor panel with live audio feedback. The Sound Shirt, a wearable device, translates pitch sounds into synchronized body vibrations, providing deaf fans with a multi-sensory experience during match days.

Key achievements include:

- o Successful deployment during live Saudi Professional League matches in October 2024, without any technical failures and with 100% real-time synchronization.
- o Expansion to include an international event – **the Italian Super Cup (January 2025)** – where deaf fans used the SoundShirt during a globally broadcast match.
- o A satisfaction rate exceeding 90% of participants in post-event feedback.
- o Recognition from media and public institutions for setting a new standard in inclusive sports entertainment.
- o Strong partnerships with STC and accessibility organizations to ensure the sustainability of the rollout.

Supporting materials include official deployment reports ("Rehearsal Report.pdf", "SoundShirt Deployment Summary.pdf"), visual documentation, user testimonials, and media footage ("Italian Super Cup.mp4"). A public press release is also available on the Ministry's website:

1. <https://www.mos.gov.sa/en/media/news/2025/01/15/italian3>
2. <https://www.siasat.com/saudi-arabia-launches-football-experience-for-visually-impaired-fans-3163061/>
3. <https://www.spa.gov.sa/ar/w2240552>

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 211 words used.**

The Ministry of Sports' achievements are distinguished by their technical nature and humanitarian impact. While many global efforts to facilitate access to sporting events focus on physical infrastructure or basic aids, this initiative offers real-time, multi-sensory engagement for deaf and blind fans through integrated, user-centered technologies.

The combination of a haptic simulation panel for visually impaired fans and a sound jersey for deaf fans represents a global first. Unlike other programs - such as **Touch2See (Europe)** or **Newcastle United's Sound Jersey trials**— that focus on single-sensory aids or limited in-stadium testing, the Saudi initiative represents a multi-sensory, scalable, and government-backed model.

It was implemented during domestic league matches and a globally broadcasted event - **the 2025 Italian Super Cup** - enabling fans to fully engage in a live, high-pressure environment. This dual-technology solution is supported by AI-based enhancements, real-time monitoring, and future customization plans.

Compared to the Ministry's previous accessibility efforts, this initiative reflects a strategic shift from infrastructure-based support to experience-based enablement. The impact is not theoretical: over **90%** of users reported emotional satisfaction and a renewed sense of inclusion.

These achievements redefine customer satisfaction in sports - from passive facilitation to active emotional engagement - and set a standard that other global sports bodies are only just beginning to explore.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 216 words used.**

This nomination is supported by a variety of materials that provide strong evidence of the initiative's practical implementation, user impact, and strategic fit.

- o **Rehearsal Report.pdf**

This report documents the technical setup and live testing of the touch simulation panel during Saudi Professional League matches in October 2024, including camera placement, sound booth setup, and user feedback.

- o **Matchday Images files**

Includes visual documentation of accessibility areas, assistive technology used, and support team coordination at local and international events.

- o **User Testimonials files**

This report features direct feedback from deaf and blind fans, shares their impactful opinions, and confirms high levels of satisfaction and inclusion.

- o **Technical Specifications - SoundShirt.pdf**

Describes the wearable system's operating areas, signal processing, and the mechanism for converting live sound into vibration.

- o **General Press Release (via mos.gov.sa and Saudi news platforms)**

Confirms the Ministry's launch of the initiative and its role in hosting inclusive international sporting events.

1. <https://www.mos.gov.sa/en/media/news/2025/01/15/italian3>

2. <https://www.siasat.com/saudi-arabia-launches-football-experience-for-visually-impaired-fans-3163061/>

3. <https://www.spa.gov.sa/ar/w2240552>

3. [Project Stevie Submission.pdf](#)

A comprehensive proposal detailing the initiative's objectives, implementation roadmap, technologies used, stakeholder partnerships, measured impact, and alignment with Vision 2030 goals.

These materials corroborate the nomination claims and demonstrate the Ministry of Sports' commitment to redefining inclusive sporting experiences through innovation and user satisfaction.



HOW TO ENTER >

## Attachments/Videos/Links:

[Innovative Inclusion: Empowering Deaf and Blind Fans Through a Transformed Stadium Experience](#)



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