

Sports academies' Fair Competition guidelines

*for anti-doping activities
and the prevention of
competition manipulation*



Finnish
Center for
Integrity
in Sports
FINCIS

The Fair Competition programme for sports organisations coordinated by the Finnish Center for Integrity in Sports (FINCIS) forms a part of the responsibility programme of the entire sports community. Sports academies are covered by the Finnish Olympic Committee's Fair Competition programme and, thereby, they are committed to the jointly agreed measures of programme. In accordance with the Olympic Committee's programme, each sports academy must have operating instructions for the implementation of the programmes, which are used to concretise measures related to anti-doping work and the prevention of competition manipulation.

Sports academies play an important role in promoting clean and fair sports in their area. FINCIS, in co-operation with the sports academies that were part of the pilot group, has issued guidelines for the preparation of sports academies' operating instructions. The guidelines cover various activities, such as training, communication and contracts. The focus is on preventive measures.

Based on these guidelines, sports academies prepare their own operating instructions, taking into account the specifics of the academy and the region in question. Sports academies pick out suitable measures from the guidelines and can also develop new ones. The measures must be reflected in the sports academy's annual clock and their implementation is monitored annually as part of the sports academy's operational evaluation.

Education

The purpose of education is to ensure that all sports stakeholders have the required up-to-date information about anti-doping matters and prevention of competition manipulation, as well as the ability to make ethical choices in sport. Athletes should become familiar with anti-doping activities primarily through education and training. Sports academies must plan education measures on an annual basis, taking into account the different target groups.

Educational institutions

The sports academy contributes locally to introducing the contents to secondary schools and secondary education institutions belonging to the network using existing materials, such as the Kasva urheilijaksi and Kehity huippu-urheilijaksi training books and FINCIS' online trainings. In secondary schools, pupils focus on familiarising themselves with the content. In secondary education, it is recommended to complete FINCIS' online training and/or order training from FINCIS to ensure that athletes understand their rights and obligations as athletes in relation to the content, both in anti-doping activities and in the prevention of competition manipulation. If the sports academy co-operates with a sports institute, the training can also be ordered from the anti-doping representative of the sports institute.

**PUHTASTI
PARAS**

**REILUSTI
PARAS**

Higher education institutes

It is also important for the sports academy to reach athletes studying in higher education institutes, so that athletes understand their rights and obligations as athletes both in anti-doping matters and in the prevention of competition manipulation. There are different education methods and ways to provide information available depending on the activities of the sports academy, such as organising a joint training session on a regular basis or completing online trainings. Athletes should at least be sent FINCIS' guidance letter when the athlete joins the activities of the sports academy.

Coaches

Coaches have an important role in promoting clean and fair sports. The sports academy defines how coaches' understanding of anti-doping issues and knowledge of the prevention of competition manipulation can be increased locally. Coaches are recommended to complete online training, but it is also important to use other encounters with coaches as training and information channels (e.g. coffee and lunch breaks with the coach). Coaches are also important messengers towards local sports clubs.

Parents

Anti-doping matters are introduced at parents' evenings (e.g. information sessions, sharing materials) so that the parents know that the athlete is covered by Finland's Anti-Doping Rules and understand what this means in practice. The Kasvata urheilijaksi guide also includes content on this topic.

Officials and elected management

It is important for the sports academy to ensure that the staff and elected management are aware of anti-doping issues and the prevention of competition

manipulation as well as the guidelines concerning the sports academy. The recommended education method is the completion of online training and/or a separate training session, which may also be held by a sports academy trainer.



FINCIS services and materials (free of charge):

- Education services available by request
- Clean Win online training
- Fair Win online training
- Opportunity to participate in training sessions for training personnel intended for sports organisations organised by FINCIS
- Materials for distribution
- FINCIS' material bank on <https://suek.fi/en/>

FINCIS provides sports academies with an A4 guideline booklet that can be used to inform athletes, coaches and parents when an athlete joins the activities of the sports academy.

In addition, FINCIS themes are included in the Olympic Committee's Kasva urheilijaksi, Kehity huippu-urheilijaksi and Kasvata urheilijaksi materials.

In order to ensure the dissemination of up-to-date information, FINCIS's training materials must be used in education and training. Education and training must be either ordered from FINCIS or provided by a qualified trainer of the sports academy. FINCIS offers sports academies the opportunity to participate in training sessions for training personnel intended for sports organisations in order to gain qualifications.

Communications

Good activities need visibility. With effective communication, the sports academy keeps the matters on the agenda, so that athletes and other stakeholders do not forget about anti-doping issues and the prevention of competition manipulation. When matters are on the table, they become a natural part of the activities and value base, which helps avoid regrettable incidents. Communications also demonstrate the sports academy's value base and choices to external audiences. Different communication services and activities for sports academies are introduced below.

Communication materials

FINCIS supports the sports academy through co-operation network communication, as well as by producing and delivering materials for the use of the sports academy. The material published by FINCIS is, in principle, always public and available for use unless otherwise stated. Good communication channels include, for example, the sports academy's website and information screens. These are excellent channels to introduce FINCIS' services, for example: KAMU medicine search, ILMO sports violation reporting channel and online trainings.

Message of fair competition

There is a Golden Baton of Fair Competition circulating around in the annual sports institute seminar. Launched in 2015, the sports institute challenge campaign highlights the importance of fair play and cleanliness in sports and life. Sports academies/educational institutions that have accepted the challenge pay special attention to fair play issues during the challenge year. FINCIS offers ideas and supports the challenged educational institutions in content and communication planning and implementation.

Communication campaigns

The international Play True Day is celebrated annually in April. On this day, sports academies can raise anti-doping issues in their communications, for example, through a social media campaign. Clean sports and national campaigns are also recognised internationally. The International Anti-Corruption Day is celebrated on 9 December. This is a good day for the sports academies to raise issues related to the prevention of competition manipulation in their communications. FINCIS will inform the contact persons of the sports academies about these days in advance so that action can be taken in time.

Information stands

Sports academies can request a free information stand for their events from FINCIS. Information about anti-doping activities, the prevention of competition manipulation as well as other FINCIS' tasks are shared at the information stands. Before the event, it is agreed with the event organiser what kind of ancillary activities are planned.

Crisis communication

In spite of well-managed operations, sports academies must be prepared for crises and crisis communication. In the Fair Competition guidelines, an entry of crisis communication should be included, which defines, for example, who is responsible for crisis communication, who belongs to the group and who is a potential commentator. Co-operation with FINCIS and possibly with other stakeholders is central to crisis communication.

Codes and contracts

Athletes, coaches and other support persons are obliged to comply with the national anti-doping rules, sport-specific rules, as well as the rules related to various top-level competitions and events. Athletes and their support persons are obliged to know the rules and regulations that apply to them, as well as other contracts and commitments they have made.

Below are examples of contract entries that the sports academy can use when preparing its contracts or encouraging their partners to use them. It is important that the entries include both anti-doping matters as well as sections related to manipulation of sports competitions. Another option is that instead of contracts, the sports academy makes commitments with all its stakeholders (see template in Appendix 1). In this case, the sports academy can easily ensure that all their stakeholders are within the scope of the current rules.

An athlete/coach/other support person undertakes to comply with the ethical principles of sports in their activities. An athlete/coach undertakes to comply with Finland's Anti-Doping Rules and the Anti-Doping Code of the International Olympic Committee and the international federation of the sport and to co-operate with anti-doping organisations in investigating anti-doping rule violations.

An athlete/coach/other support person also undertakes not to participate in any kind of manipulation of sports competitions. If an athlete/coach suspects or detects manipulation of sports competitions either proposed to themselves or otherwise, they undertake to immediately inform the employer and the Finnish Center for Integrity in Sports (FINCIS). An athlete/coach/other support person undertakes not to bet on close subjects, as well as not to share inside information with third parties.

Doping control

Doping tests may be performed during training sessions at the sports academy. The sports academy should inform the personnel of the different training sites, so that the tests can be carried out in good co-operation. The doping test group arrives almost always unannounced. In order to perform the tests smoothly, a test facility closed to third parties is always required (<https://suek.fi/en/anti-doping-activities/dopingcontrol/instructions-for-competition-organisers/>). The person responsible for the training is expected to have a positive attitude towards doping control, to possibly assist the test group, for example, with the facilities or athletes to be drawn for the test and to assist the athlete selected for the test, if the athlete so wishes.

Actions to be taken in case of suspected manipulation of sports competitions

The sports academy's website should contain a link to the reporting channel and/or a person to whom suspected manipulation of sports competitions can be reported (for example, a link to FINCIS' ILMO Service or the contact person of the sports academy's Fair Competition programme). The contact person will report any incidents to the Chief Investigative Officer of FINCIS, who will advise on the progress of the case. If necessary, FINCIS will refer the matter to the National Platform, which will decide on any further measures. The parties will be informed of the end of the hearing or its possible follow-up.

The sports academy's contact person for the Fair Competition programme

The sports academy must appoint a responsible person who coordinates the planning and implementation of the Fair Competition guidelines and, if necessary, updates them. This person acts also as the contact person for FINCIS. FINCIS must be informed of the change of contact person.



Tasks of the sports academy:

- Establish operating instructions specific to the sports academy
- Plan and implement education and training measures
- Coordinate communications within its sports academy network
- Take matters related to anti-doping and manipulation of sports competitions into account in contract processes
- Report potential doping or manipulation of sports competitions violations to FINCIS and help resolve the cases if necessary



Tasks of FINCIS:

- Help the sports academy to implement the Fair Competition guidelines
- Provide material, services and support in education and communication
- Communicate current matters
- Develop policies for the use of the sports academy

You can always contact FINCIS. Together, we can design materials and campaigns that everyone can use.

Report suspected sports violations

Everyone has the right to report if they suspect doping, manipulation of sports competitions, spectator safety violations or other ethical violations related to sports. You can report the unethical activities such as harassment of a sports stakeholder in the ILMO Service, anonymously or with your name. The content of the report is processed confidentially. All information received is analysed for the need for possible further actions. Interfering with violations helps protect sports and ensure that all athletes' starting points are equal and safe.



APPENDIX 1

COMMITMENT

I undertake to comply with the fair play principles of sports, Finland's Anti-Doping Rules and the Anti-Doping Codes of the International Olympic Committee and the international federation of the sport in my activities and to co-operate with anti-doping organisations in investigating anti-doping rule violations.

I also undertake not to participate in any kind of manipulation of sports competitions. If I suspect or detect manipulation of sports competitions either proposed to myself or otherwise, I undertake to immediately report this to

(here the name of the sports academy)

and to the Finnish Center for Integrity in Sports (FINCIS). I also undertake not to bet on close subjects, as well as not to share inside information with third parties.


Date, signature and name in block letters




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