



International Workshop Agreement

IWA 46

**Ethics and integrity in sport —
Guidelines**

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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International Workshop Agreement IWA 46 was approved at a workshop hosted by the French Standardization Association (AFNOR), in association with Ministry of Sport, held in Paris, in June 2024.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

0.1 As a political, diplomatic and economic tool, sport, is at the heart of numerous aspects of society. Sport evolves in step with societal changes and can consequently be subject to tensions that challenge the very values it seeks to promote: justice, ethics, integrity, respect, fair play and honesty.

Illegal and unethical behaviour jeopardize these values and the overall appeal of sport, whether to the general public, governments or investors. Corruption, money-laundering, match-fixing and breaches of human rights impact sport at all levels, and are likely to reduce confidence and trust in sport. For the sake of sporting values, sports organizations and relevant stakeholders should work together to combat these issues.

Combatting unethical practices in a professional manner and addressing financial and social shortcomings contributes to rebuilding trust and ensuring inclusion and equality.

This document provides guidelines on ethics and integrity for sports organizations, sports competitions and individuals. It applies to all types of organizations, including federations, professional leagues, decentralised bodies, sports associations, sports clubs, and competition organizers (private or otherwise), regardless of their size or location. This document also provides guidance on how sports organizations can limit risks relating to ethics and integrity.

0.2

The activities of sports organizations are often subject to the international codes and regulations of federations, such as the Olympic Charter of the International Olympic Committee (IOC).^[7] The IOC also requires the sports organizations it recognizes, as well as their individual members, to comply with the IOC Code of Ethics.^[8] Introduced in 1999, it is regularly updated and is an integral part of the Olympic Charter.

The IOC Code of Ethics promotes five fundamental principles:

- respect for the Olympic spirit;
- respect for the principle of the universality and political neutrality of the Olympic movement;
- respect for autonomy despite working with public authorities;
- respect for international conventions on the protection of human rights;
- protecting participants and keeping them safe.

The Code of Ethics reflects the Olympic values defended in the Charter and focuses on the notions of ethics, integrity and good governance. The Olympic Charter and Code of Ethics are mandatory for signatories. Any violation can lead to the application of sanctions, ranging from censure to revocation of the IOC's recognition of the party concerned. The National Olympic Committees and the International Sport Federations have adopted similar charters based on the IOC Charter.

NOTE 1 Some national sports organizations can also be subject to extraterritorial national laws of other countries, such as the UK Bribery Act (2010) applying in France, which uses definitions whose scope varies when applied within their territory or abroad.

NOTE 2 International conventions can also apply to sports organizations, such as those of the Organization for Economic Co-operation and Development (OECD) (1997),^[22] the Council of Europe (1989),^[23] the United Nations (2004),^[24] the European Parliament's text on an integrated approach to Sport Policy: good governance, accessibility and integrity (2017),^[25] or the Macolin Convention (2014),^[26] some of which have been transposed into the national legislation of the State parties.

0.3 At international and regional levels, organizations such as the Council of Europe play an active role in the fight for integrity in sport, as violations of regulations are tackled more effectively at a supranational level. The Council of Europe has been the driving force behind a number of initiatives, recommendations and international conventions.

To date, three major conventions have been written to improve the governance of sports organizations:

- the European Convention on Spectator Violence and Misbehaviour at Sports Events, adopted in 1985 following the Heysel Stadium disaster, which came into force in 2017;^[27-28]
- the Anti-Doping Convention of 1989, in force since 1990, which is the cornerstone of the fight against doping, integrity of sport and health of athletes;^[23]
- the Macolin Convention on the Manipulation of Sports Competitions, adopted in 2014, the aim of which is to interlink national organizations that fight match-fixing, and establish binding regulations and a framework for European sports organizations with a view to eliminating these practices. To date, seven States have ratified this Convention, which entered into force on 19 December 2019.^[26]

The Council of Europe has also drafted a series of recommendations for the sports sector, such as:

- Rec(2005)8 on the principles of good governance in sport, adopted in 2005;^[29]
- CM/Rec(2018)12 on the promotion of good governance in sport;^[30]
- CM/Rec(2011)10 on the promotion of the integrity of sport against manipulation of results, notably match-fixing.^[31]

Recommendation CM/Rec(2010)9 on the revised Code of Sports Ethics, adopted in 2010, is accompanied by an Appendix called the Code of Sports Ethics.^[32] This annex helps define sports ethics and the responsibilities of governments and sports organizations in promoting integrity in sport, based on the motto “Fair play - the winning way”.

The aim of the recommendations issued by the Council of Europe is to encourage Member States to coordinate and take effective measures to promote the implementation of policies of transparency and conform to democratic principles in sports governing bodies, to reinforce confidence in sport and develop its role in society.

This document takes into account such international texts and initiatives, and provides aligned operational recommendations and evaluation criteria for sports organizations, to facilitate the process of integrating the principles of ethics and integrity into policies and procedures to combat unethical behaviour.

0.4 This document addresses the principles of ethics and integrity in three main areas:

- ethics and integrity of sports organizations;
- ethics and integrity of sports competitions;
- ethics and integrity of individuals.

Each of these comprises various “fields of action”, identified as being essential in terms of ethics and integrity, all of which should be taken into consideration:

- Field of action 1: Democratic principles
- Field of action 2: Financial transparency
- Field of action 3: Anti-corruption
- Field of action 4: Conflicts of interest
- Field of action 5: Whistleblowing
- Field of action 6: Manipulation of sports competitions
- Field of action 7: Doping
- Field of action 8: Mechanical and technological fraud
- Field of action 9: Violence, discrimination and incivility

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- Field of action 10: Violence in sports arenas
- Field of action 11: Safeguarding registered and professional athletes.

NOTE [Table D.1](#) provides a list of workshop contributors.

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Ethics and integrity in sport — Guidelines

1 Scope

This document provides principles and guidelines on ethics and integrity for sports organizations to enable integration into policies, procedures and activities.

These principles have three main pillars:

- ethics and integrity of sports organizations;
- ethics and integrity of sports competitions;
- ethics and integrity of individuals.

This document is intended for all types of sports organizations, including federations, professional leagues, decentralised entities, sports associations, professional and amateur sports clubs, and competition organizers (private or otherwise), regardless of their size or location.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <https://www.electropedia.org/>

3.1

wrongdoing

action(s) or omission(s) that can cause harm to the *sports organization* (3.28) or one of its *stakeholders* (3.30)

Note 1 to entry: A wrongdoing primarily refers to violations of current national or international regulations, such as fraud, corruption (e.g. bribes), discrimination, unauthorised use of public funds or resources, abuse of authority, conflict of interest, harassment, violence (including sexual violence), etc.

Note 2 to entry: Additionally, actions can also be considered reprehensible with respect to the internal rules set out, for example, in the organization's codes of conduct or in another relevant code of conduct: serious negligence, violation of the organization's governance policy or rules (particularly regarding the disclosure of conflicts of interest), etc.

Note 3 to entry: A wrongdoing also includes actions or omissions that cause harm or risk of harm to human rights, the environment, public health and safety, or safe working practices or the public interest.

Note 4 to entry: A wrongdoing or the harm resulting from it can have occurred in the past, be currently occurring or can occur in the future.

Note 5 to entry: Potential harm can be determined by reference to a single event or a series of events.

[SOURCE: ISO 37002:2021, 3.8, modified — definition and notes to entry have been updated so that it is relevant to a sport context.]

3.2

actor in the competition

person who can directly or indirectly influence the running and result of a *sports competition* (3.8)

3.3

doping control officer

person authorized by the competent authorities to carry out doping controls on athletes

3.4

whistleblowing

reporting of *wrongdoing* (3.1) by a *whistleblower* (3.24) who has reasonable belief that the information is true at the time of reporting

Note 1 to entry: A report of a wrongdoing can be verbal, in person, in writing or in an electronic or digital format.

Note 2 to entry: To facilitate the handling of whistleblowing, it is preferable that the identity of the whistleblower be known. However, in order to protect whistleblowers, it is expected that wrongdoings can be reported anonymously.

[SOURCE: ISO 37002:2021, 3.10, modified — definition and note 2 to entry have been modified; note 3 to entry has been deleted.]

3.5

prohibited association

act of using the services, paid or unpaid, of any athlete support personnel who is the subject to a disciplinary, administrative or criminal sanction in connection with an anti-doping rule violation

Note 1 to entry: The Prohibited Association List, as established by the World Anti-Doping Agency (WADA), lists the bans imposed on athletes and their support personnel who have committed anti-doping rule violations are subject.

3.6

money laundering

act of concealing the origin of illegally acquired money by reinvesting it in legal activities

EXAMPLE Money laundering from tax fraud is the reintroduction of money concealed from the tax authorities back into the economic circuit.

3.7

World Anti-Doping Code

official document harmonizing the anti-doping policies, rules and regulations of *sports organizations* (3.28) and public authorities throughout the world

Note 1 to entry: The World Anti-Doping Code is accompanied by eight international standards designed to harmonize different areas of anti-doping: testing and investigations, laboratories, therapeutic use exemptions, list of prohibited substances and methods, protection of privacy and personal information, code compliance by signatories, education, and results management.

3.8

sports competition

sports event, tournament, match or encounter, that can result in a ranking, and which is organized in accordance with the rules established by a *sports organization* (3.28) or its affiliated organizations or, where applicable, in accordance with the rules of any other competent sports organization

3.9

conflict of interest

situation of actual, potential and perceived, interference between, the function exercised within an organization and an individual interest or an interest linked to a function exercised in another organization, in such a way that this interference influences or appears to influence the loyal exercise of the function on behalf of this organization

Note 1 to entry: Conflicts of interest can concern all members involved in a sports organization, regardless of their status or decision-making capacity.

Note 2 to entry: Both direct and indirect interests should be considered, for example the interests of a third party (parent, spouse, associated or dependent people or groups).

Note 3 to entry: Financial and other types of gain resulting from a conflict of interest can be subject to criminal law.

3.10 corruption

behaviour constituting a breach of the obligations of probity and integrity in the performance of functions, whether voluntary or not, that can give rise to disciplinary or criminal sanctions, or both

Note 1 to entry: Corruption can involve all stakeholders in a sports organization, regardless of their status or decision-making capacity.

Note 2 to entry: In a more restrictive sense, the criminal offence of corruption differs from other breach-of-probity offences, such as influence peddling, extortion by public officials, favouritism, misappropriation of public funds and unlawful acquisition of interest.

3.11 courtsider

gambler, or accomplice of a gambler, who attempts to transmit in real time, in any form, information relating to the *sports competition* (3.8) in progress, in order to place bets on the outcome of the competition before the close of online betting, thereby increasing their chances of financial gain

Note 1 to entry: This practice can be considered illegal, contravening any applicable regulations (e.g. sports betting, data transmission).

3.12 cyber violence

aggressive and intentional act perpetrated by an individual or group using digital media against one or more victims

3.13 professional ethics

set of duties imposed on certain categories of individuals in respect of their behaviour and actions towards others and the environment

3.14 doping

administration or use of chemical substances or medical procedures defined by ad-hoc organizations in order to increase the physical and/or mental performance of an athlete or an animal

Note 1 to entry: The list of prohibited substances and methods is drawn up each year by the World Anti-Doping Code and is included in national regulations as appropriate, or by national anti-doping organizations. Therapeutic use exemptions can also be issued on an individual basis.

3.15 sports arena

sports facility, whether covered or not, designed to host *sports competitions* (3.8), which are open to the public

3.16 chaperone

duly trained official, authorized by the sample collection authority to carry out specific tasks during a doping control

3.17 ethics

body of values, encompassing all the moral principles governing behaviour

Note 1 to entry: Ethics in the context of sport encompasses a number of values that sport should embody, including self-respect, equal opportunities, self-improvement, respect for others, the health of participants, friendship between peoples and the quest for excellence.

3.18

mechanical and technological fraud

mechanical and technological modifications to the sports equipment used, including the *sports arena* (3.15), with the aim of artificially improving an athlete's sporting performance, and in breach of the material, technical and technological rules laid down by international and national federal sports organizations

3.19

governance of sports organizations

system by which a *sports organization* (3.28) makes and implements decisions in pursuit of its objectives

[SOURCE: ISO 26000:2010, 2.13, modified — term and definition have been modified so they are relevant to a sport context.]

3.20

Registered Testing Pool

pool of athletes identified as high priority, respectively, at international level by international federations and/or at national level by the relevant national anti-doping organization, and who are subject to focused in-competition and out-of-competition testing

3.21

ultras

supporters' group

category of supporters, organized in the form of an association, who actively or even fanatically support their favourite team

3.22

top management

persons who control the *sports organization* (3.28) at the highest level, responsible for managing it in accordance with its statutes and the rules in force

Note 1 to entry: These people have the power to organize, allocate resources and represent the entity, which gives them a decisive role in implementing measures to promote respect for ethics and integrity.

Note 2 to entry: The steering committee, general assembly, the board of directors and the executive committee generally make up the top management of organizations with associative status.

3.23

sport integrity

principle of consistency between the values embodied by sport and the attitude adopted in practice by its players and institutions

Note 1 to entry: It also aims to ensure that behaviour complies with applicable regulations.

3.24

whistleblower

person who discloses or reports a fact that brings to light illegal or dangerous behaviour threatening the integrity of the *sports organization* (3.28) or its members

3.25

official

individual who performs a formal supervisory role regarding the application of federal sports regulations during local, national or international *sports competitions* (3.8)

EXAMPLE Judge, referee, jury, race steward.

3.26

technical operator

person responsible for preparing, maintaining and checking the conformity of sports equipment, in accordance with federal sports regulations

3.27

sports competition organizer

natural or legal person under private law, other than a sports federation, that organizes *sports competitions* (3.8) open to license holders in a discipline, and/or to which the relevant federation authority has delegated the authority

3.28

sports organization

body that governs and promotes a sport, and/or organizes *sports competitions* (3.8)

Note 1 to entry: The term “sports organization” encompasses the various statuses that exist, such as sports associations, private sports companies and public sports institutions.

EXAMPLE National/international federations, leagues, clubs.

3.29

sports betting

monetary wager on the progress and/or outcome of a *sports competition* (3.8), where gamblers' potential winnings depend on the accuracy of their predictions

Note 1 to entry: The nature of sports betting varies from sport to sport and can include various parameters relating to the competition, such as the score (final or intermediate), the players and the winning team.

3.30

stakeholder

individual or group that has an interest in any decision or activity of an organization

Note 1 to entry: Stakeholders can be external and internal. External stakeholders are natural and legal persons who are not part of the organization but are involved and have a link to, relationship with or interest in the *sports organization* (3.28) or could have an impact on it. Internal stakeholders are a group of individuals who are part of the sports organization.

EXAMPLE 1 External stakeholders include the organization's public or private partners, service providers, suppliers, associations and members.

EXAMPLE 2 Internal stakeholders include elected representatives, employees or volunteers working on behalf of the sports organization.

[SOURCE: ISO 26000:2010, 2.20, modified — note to entry and examples have been added.]

3.31

Athlete Biological Passport

programme that monitors selected biological variables specific to the athlete that indirectly reveal *doping* (3.14) through changes in those variables

Note 1 to entry: This electronic monitoring is implemented exclusively via the *Anti-Doping Administration and Management System* (3.37).

3.32

athlete support personnel

person involved, including but not limited to coaches, therapists, sports directors, agents, team personnel, team officials, medical or paramedical staff who work with and care for athletes in the preparatory phase of a *sports competition* (3.8), or during the competition itself

3.33

national platform for the fight against the manipulation of sports competitions

group of *stakeholders* (3.30) that acts as a hub for the gathering, collating and sharing of relevant information to combat match fixing, for promoting cooperation between relevant national and international stakeholders, and for raising awareness about this subject among those involved in sport

Note 1 to entry: The tasks of the national platforms are listed in Article 13 of the ECTS 215 Macolin Convention.

EXAMPLE In France, the national platform for the fight against the manipulation of sports competitions is chaired by the French Ministry of Sport.

3.34

democratic principle

form of governance in which power is exercised by all members of a community, either directly or through their elected representatives

3.35

point of contact

delegate

designated person responsible for carrying out and coordinating the implementation of a mission within the *sports organization* (3.28) relating to his/her field of competence and who interfaces with the public authorities and/or private organizations

EXAMPLE Single points of contact (SPOC) in the field of the prevention of the manipulation of competitions.

3.36

steward

person responsible for the reception, seating and safety of the public in *sports arenas* (3.15)

3.37

Anti-Doping Administration and Management System

web-based management system for sharing information between organizations involved in anti-doping operations (partners and athletes), enabling the centralisation of doping control-related information such as analyses results, therapeutic use exemptions (TUEs) and Anti-Doping Rule Violations (ADRVs)

3.38

financial transparency

accessibility of information relating to financial decisions and activities affecting the organization, its *stakeholders* (3.30) and willingness to ensure clear, accurate, timely, honest and complete disclosure

Note 1 to entry: The principle of transparency does not require to disclose exclusive information, nor does it involve the provision of information of a confidential nature or that would contravene legal, commercial, security or personal privacy obligations.

3.39

vulnerable person

person who is:

- (a) under the age of 18;
- (b) aged 18 or over, unable to take care of themselves or protect themselves against harm or exploitation, due to age, illness, trauma or disability, or any other reason; or
- (c) aged 18 or over but has experienced or is experiencing poor mental health outcomes, either as a result of the incident in question, due to their life experiences, or as a result of societal factors, including but not limited to individuals from diverse backgrounds facing disproportionate mental health impacts

4 Integration of ethics and integrity principles

4.1 General

The sports organization should consider ethics and integrity in all of its activities and decisions. The related issues should be taken into account at the highest level, and incorporated into the organization's overall strategy.

Integrating ethics and integrity principles into all aspects of a sports organization requires top management's commitment and understanding at all levels of the organization.

The sports organization should establish processes to integrate the principles into all policies, strategies, structures and activities, to enable it to become an integral part of the organization's culture.