



# EU Anti-Doping conference

**EU**  
**2016**

Amsterdam, June 15, 2016



# MR DOUG MACQUARRIE

*Chief Operating Officer,*

*Canadian Centre for Ethics in Sports (CCES)*

*Chair iNADO*



# Integrity, anti-doping and ethics in sports together

*Cultivating integrity and ethics in Sport... & Trees:  
- what they have in common!*



**One generation plants the trees...**

**Another gets the shade.**



# What's ahead...

- The Canadian Centre for Ethics in Sport
- What we do
- Why we do it
- Generational change
- Connecting our work to the Code
- Why NOW is the best time for this approach...

# 1988 Olympic Games Seoul, Korea





**Canadian Anti-Doping  
Organization  
1991**



**FairPlay  
Canada  
1986**



**1995**





## **VISION**

Sport in Canada that is fair, safe and open to everyone.

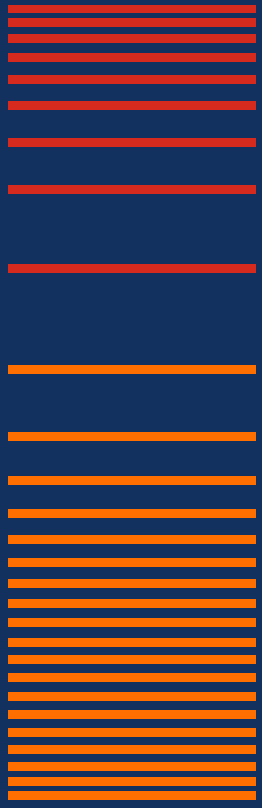
## **MISSION**

To Help Make Sport Better

## **STRATEGIC FORCES**

Advocate – Activate – Protect





ITS NOT ENOUGH

TO PROTECT

SPORT FROM THREATS...

# Information is good... but not sufficient

- Education & Information Sessions
- Online & Print Resources
- Telephone and email support
- Tools (e.g. GlobalDRO, TUE Wizard)



**45**  
**hours in the pool.**  
**minutes online.**

With a wealth of information on ethics in sport and competing drug-free, our new website should be a part of every athlete's training program. Explore [www.cces.ca](http://www.cces.ca) today.

**CCES** Canadian Centre for Ethics in Sport  
Centre Canadien pour l'éthique dans le sport

*Be true to yourself. Be true to your sport.*

# Downstream & Upstream!

## Downstream

- As an **intervention**, doping control is absolutely necessary.
- Anti-doping education is useful **secondary** prevention.

## Upstream

- The development and nurturing of ethics and integrity through a values-based, principle-driven approach is critical **primary** prevention.





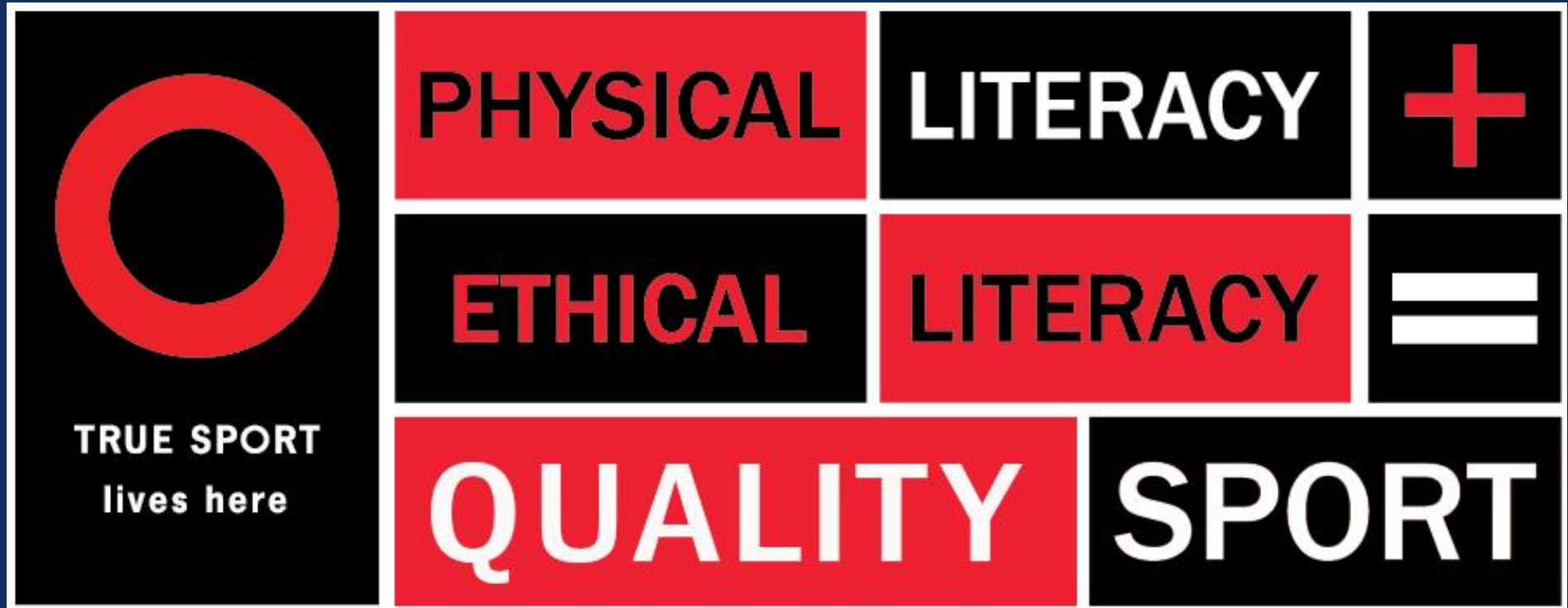
Sport is never neutral



When sport  
is good.

Good sport can make a  
great difference.

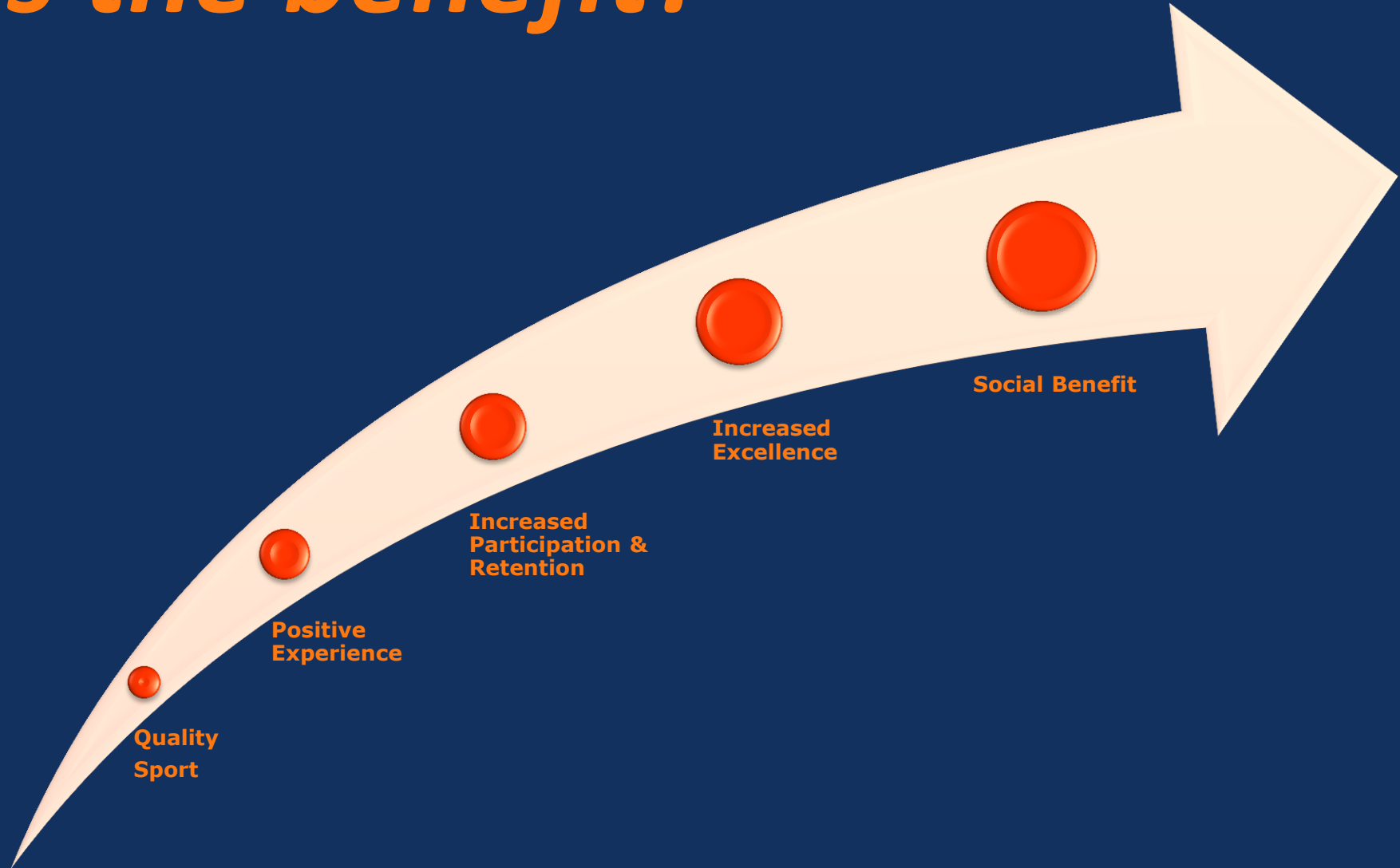
# What then is good sport?



# *What is the benefit?*



**RU**  
**2016**



# True Sport Values

Fairness

○

Excellence

○

Inclusion

○

Fun







# Principles of True Sport

Go For It

Play Fair

Respect Others

Keep It Fun

Stay Healthy

Include Everyone

Give Back



# Principles in balance



The sport experience

**Effects of pressure  
to win at  
any cost**

**Play Fair**



**Respect Others**

The sport experience

Canada established this unique approach in 2001...



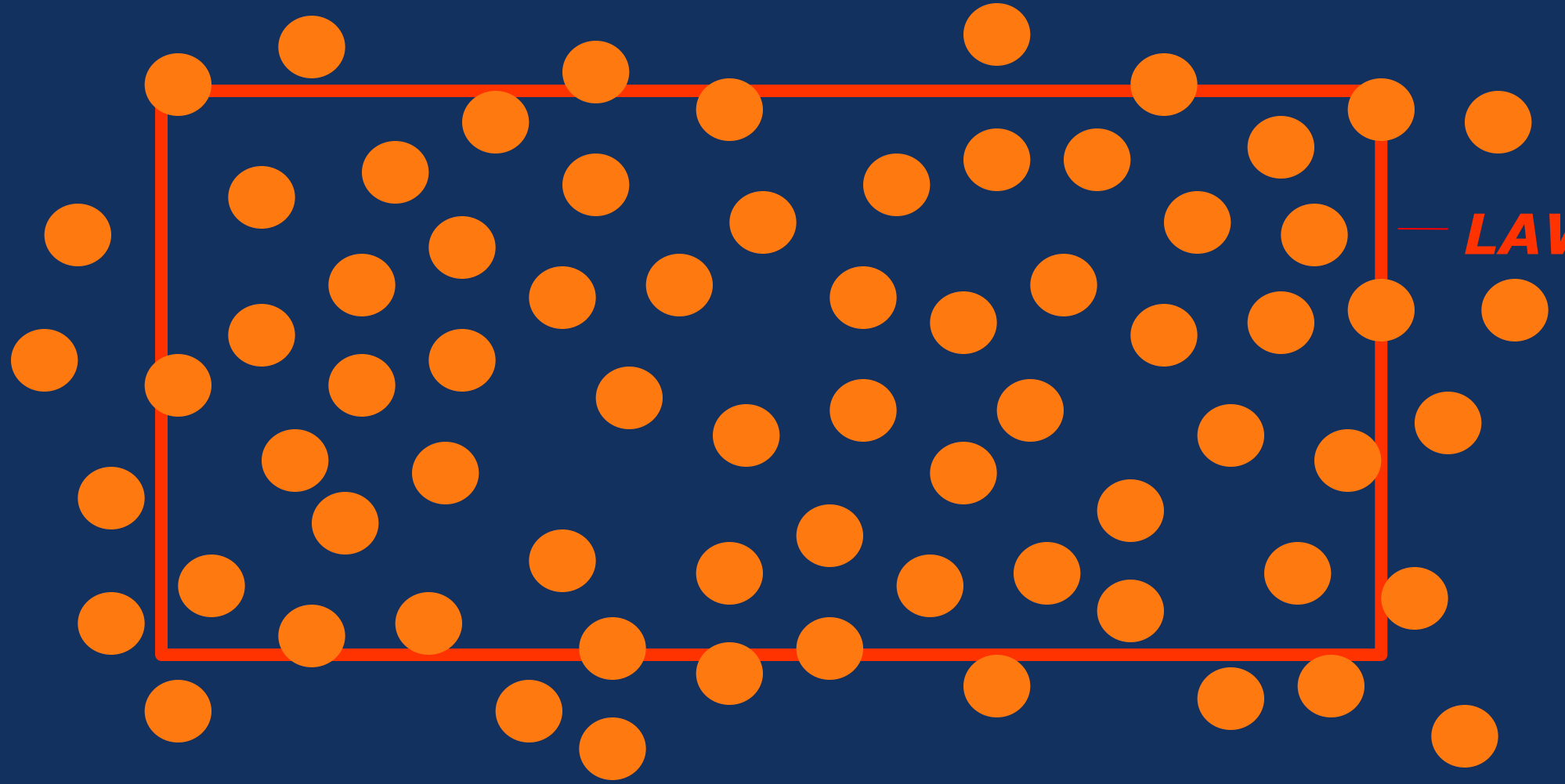
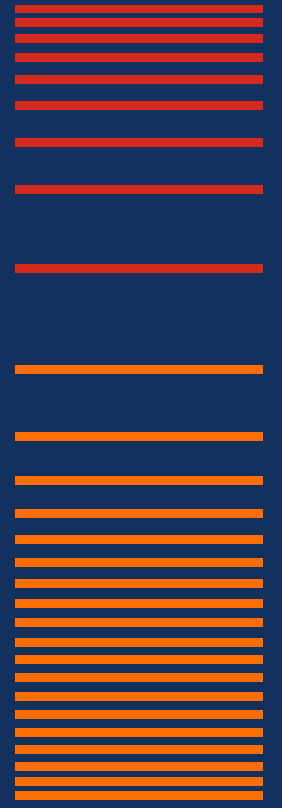
TRUE SPORT | SPORT PUR



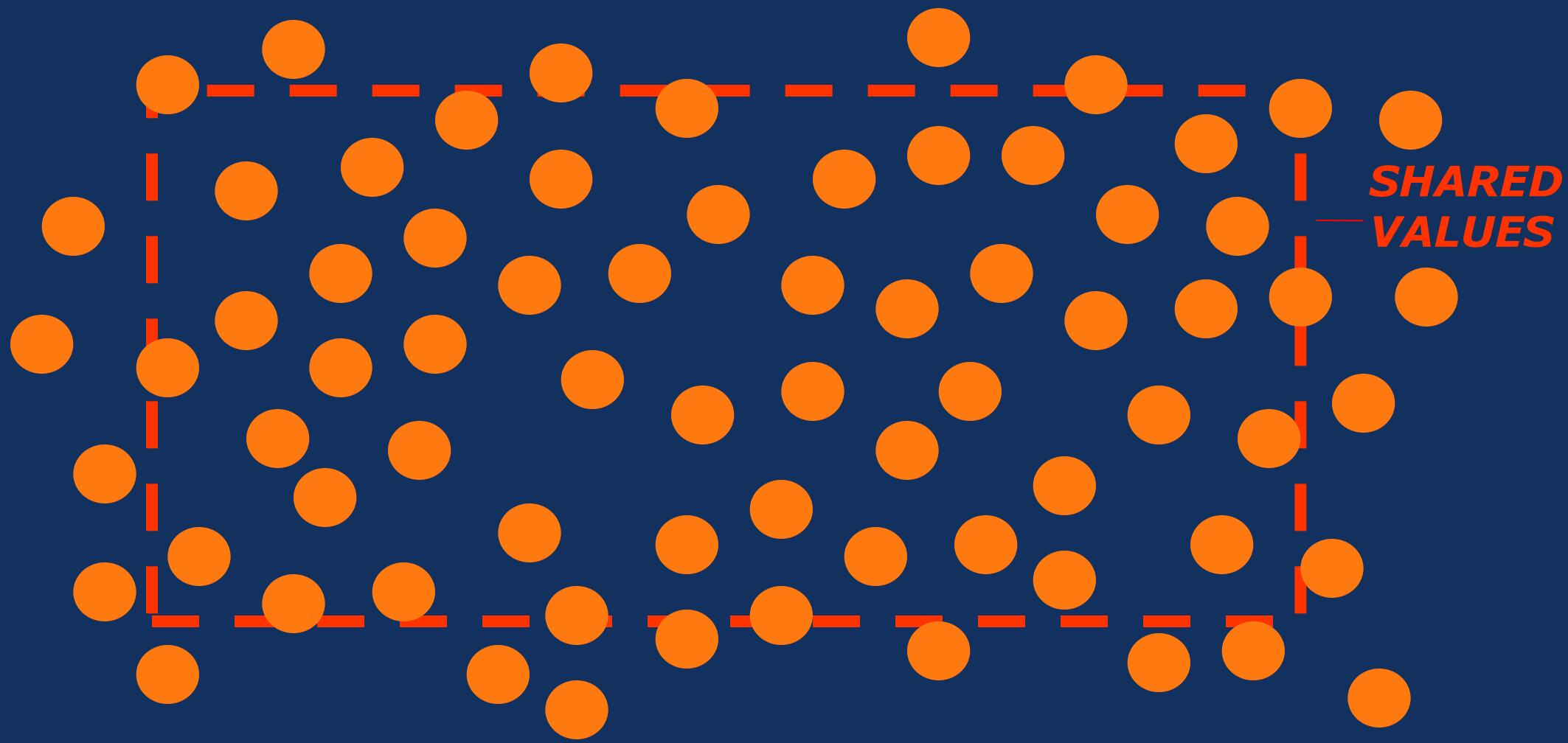
*Others are taking notice...*

*JUSTICE*

*LAWS*



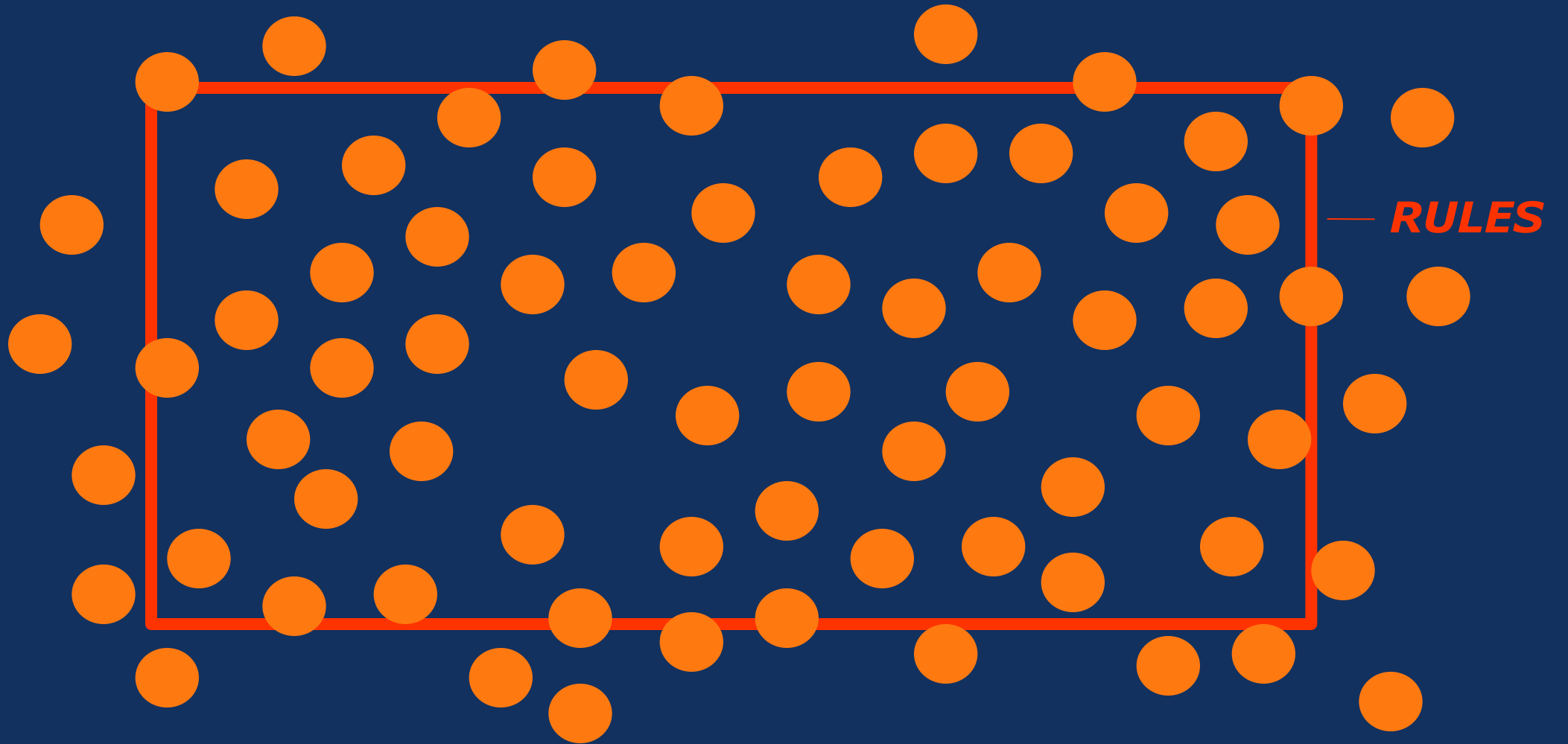
*ETHICS*



*SHARED  
VALUES*

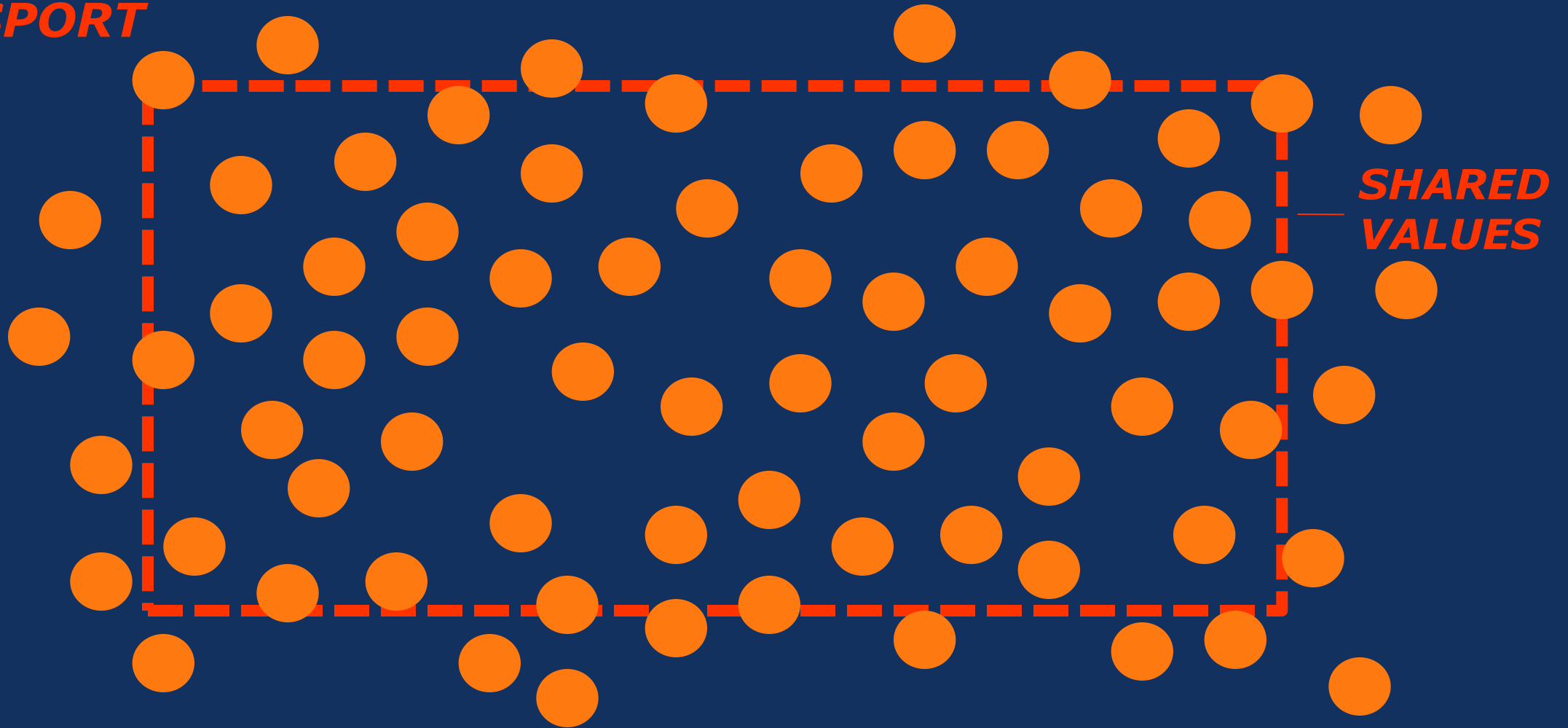


*SPORT*



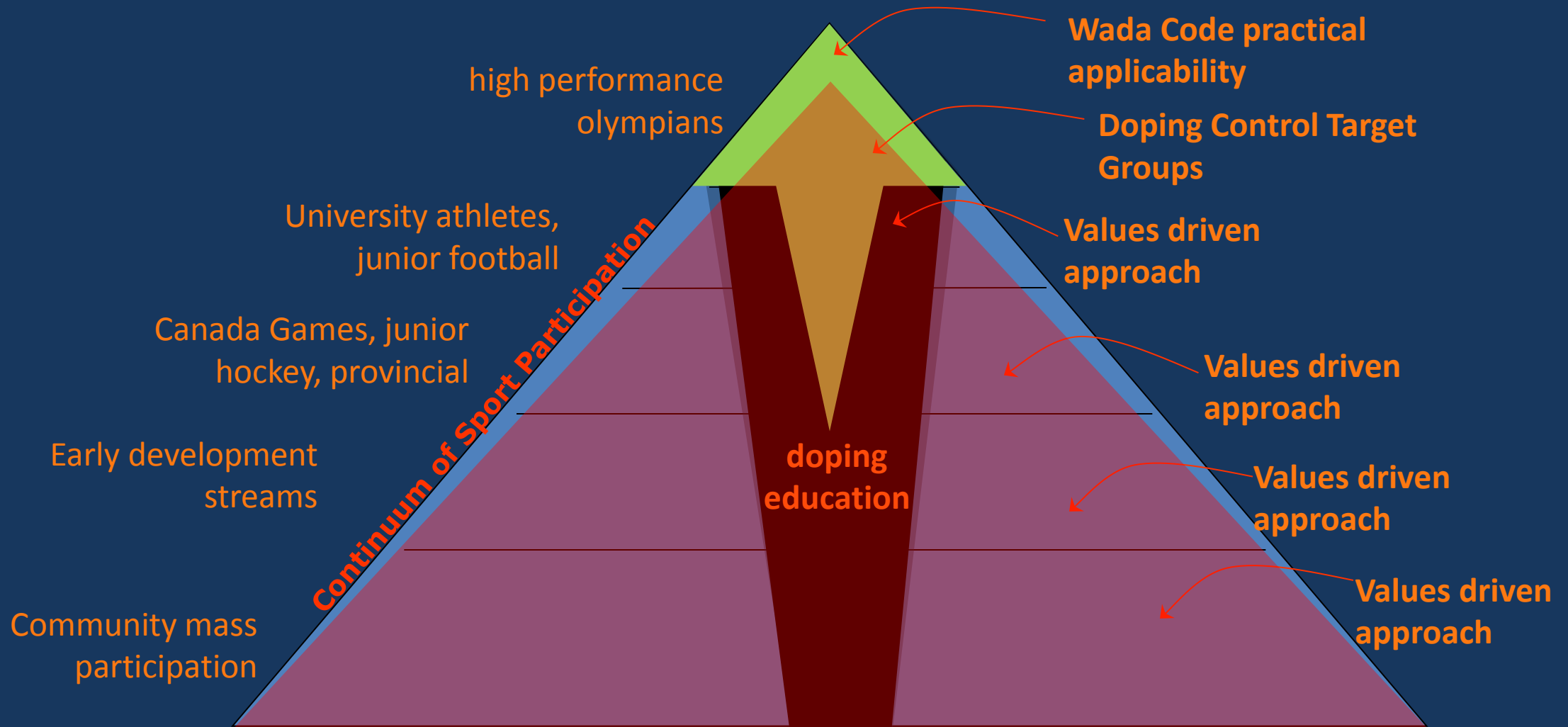



***ETHICS IN  
SPORT***





# WHY?: The road to SUCCESS IN ANTI-DOPING is paved with strong values





Good sport can happen on  
its own, naturally.

But all too often it does not.

We must nurture it – we  
must be intentional!



92% of Canadians felt that  
good sport could have a  
positive impact on our kids.

*As the twig is bent, so grows the tree.*

*Alexander Pope*



Instill character in our kids



Son, one day you will appreciate the truly important things in life.



Thanks, Dad!




Dr. Alex Iñiguez

Mighty oaks from little acorns grow.



Increase our opportunities for  
excellence



*9 of 10 Canadians still believe that sport, based on the True Sport Principles will **positively shape** the character of Canadian youth.*

*Moreover **65%** of Canadians believe the **ABSENCE** of the True Sport Principles would have a **HARMFUL** impact on participants.*

When sport  
turns bad.

*Appearing sound on the  
outside, a tree can rot  
from the inside and,  
without warning, crash  
to the ground.*



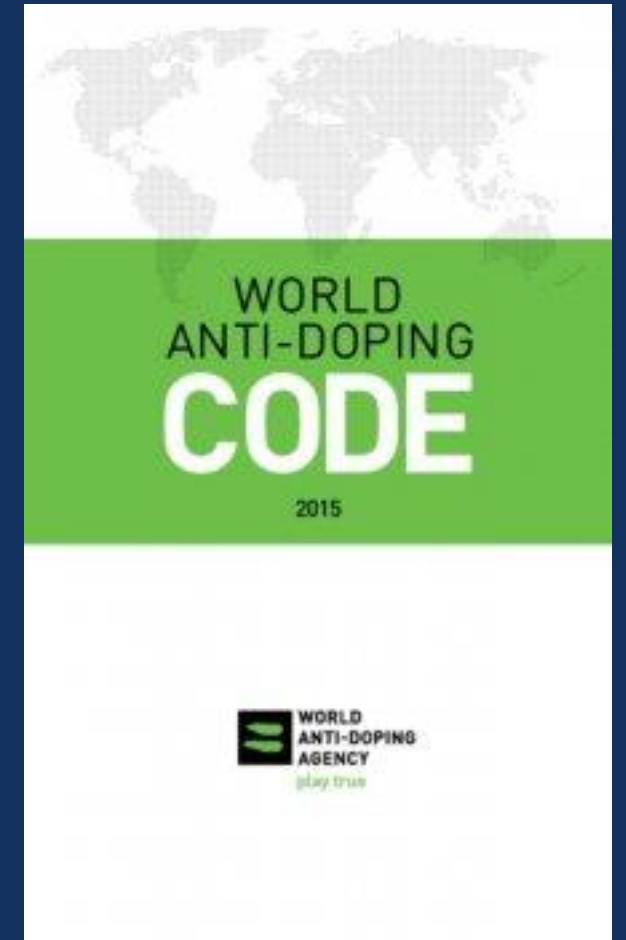




## CODE ARTICLE 18: EDUCATION

### 18.1 Basic Principle & Primary Goal

“...to preserve the **spirit of sport**...  
The primary goal of such programs is prevention.”





## Fundamental Rationale for the World Anti-Doping Code

“...to preserve the intrinsic value [the spirit of sport] ... reflected in **values** we find in and through sport, **including**:

- Ethics, fair play and honesty
- Health
- Excellence in performance
- Character and education
- Fun and joy
- Teamwork
- Dedication and commitment
- Respect for rules and laws
- Respect for self and other Participants
- Courage
- Community and solidarity

... the Code requires each Anti-Doping Organization to develop and implement education and prevention programs...”



Its not easy making a path... it takes intention, perseverance and time.

You can't sow an apple seed and expect to get an avocado tree. The consequences of your life are sown in what you do and how you do it.


Tom Shadyac

Photo: Central Path

This work will take a generation.



Lance Armstrong... just lying  
around!




Demonstrating that culture CAN be created... both **positive** and **negative!**

**"I want to tell  
it to people who think  
that dopers are bad, irredeemable people.  
I want to tell it so people might focus their energy  
on the real challenge: creating a culture that tips people away from doping..."**

*Tyler Hamilton*

*The Secret Race: Inside the Hidden World of the Tour de France: Doping, Cover-ups, and Winning at All Costs.*

**CU**  
**2016**



*The best time to plant  
a tree was twenty  
years ago...*

*The second best time  
is now.*

*Chinese Proverb*

Photo: Empty Benches Wallpaper





# MR HARRI SYVÄSALMI

*Secretary General,*

*Finnish Center for Integrity in Sports (FINCIS)*

# Background initiatives

## Organisational steps

1. Cooperation network with relevant stakeholders from 2011
2. Feasibility study on the rearrangement of sports ethical administration in Finland by Lauri Tarasti
3. Recommendation on rearranging ethical issues in sport by a governmental committee
4. Recommendations on Anti-Doping Co-operation with Authorities by a governmental committee
5. Initiative on a new organization on ethics in sport government and ADO/Ethical issue



# Finnish Advisory Board for Integrity in Sport/Government

- Monitors and develops joint activities with sports (incl. athletes/players), betting operator and public authorities
- Keeps track on international co-operation
- Makes recommendations and initiatives
- *A sub-committee functions as the National Platform referred in the Convention on Manipulation of Sport Competitions*





# Members of the Advisory Board

## **Public authorities:**

- Ministry of Education and Culture
- Ministry of Justice
- Office of the Prosecutor General
- Police Department of the Ministry of the Interior
- National Police Board
- National Bureau of Investigation

**Operator:** Veikkaus Oy (national lottery)

## **NGOs:**

- Save the Children Finland (dep. The Finnish League for Human Rights)
- Valo ry (Finnish Sport Federation)
- Finnish Sports Association of People with Disabilities
- The Finnish Football League
- Finnish Professional Footballers Association
- Finnish Football Association
- Finnish Ice Hockey Association
- Finnish Basketball Association
- Finnish Tennis Association

**Chair:** Heikki Halila, professor

**Secretariat:** Ministry of Education and Culture/Sports Division



# National Platform in Prevention of Manipulations of Sports Competitions

## ***Develops:***

1. Monitoring system
2. Rules in sports
3. Overall national action plan

## ***Coordinates:***

- Sharing of relevant information to the fight against manipulation

## ***Cooperates:***

- With relevant stakeholders at national and international levels  
(incl. other national platforms)



# National Platform in Prevention of Manipulations of Sports Competitions

**Chair:** Harri Syväsalmi, FINCIS

**Members:**

- FINCIS
- Ministry of Justice
- Office of Prosecutor General
- National Police Board
- National Bureau of Investigation
- Veikkaus Ltd (National Lottery)
- Valo ry (Finnish Sports Federation)
- Finnish Professional Footballers Association
- Finnish Football Association



Chair of the Advisory Board + secretariat

# FINADA New Organisation 2016

- Finnish Center for Integrity in Sports FINCIS implementation of the governmental policy
- Finnish Anti-Doping Agency FINADA can be used as auxiliary business name
- FINADA is used in doping controls and material connected to doping control
- New resources has been allocated to FINCIS



# Finnish Center for Integrity in Sports FINCIS

- Private association/NGO
- For implementation of the international conventions (Council of Europe Conventions on Anti-Doping, on Manipulation of Sport Competitions and on Spectator Violence; International Convention on Anti-Doping (UNESCO))
- Prevention of doping, manipulation of sports competitions and promotion of integrated safety, security and service approach at sport events by education and information means
- Promoting research



# Finnish Center for Integrity in Sports FINCIS

## ***Anti-Doping***

- Updating and implementation of the Finnish Anti-Doping Code
- Responsibility of doping control in Finland
- Investigation of Anti-Doping rule violations ***in sports***

## ***Manipulation of sports competitions***

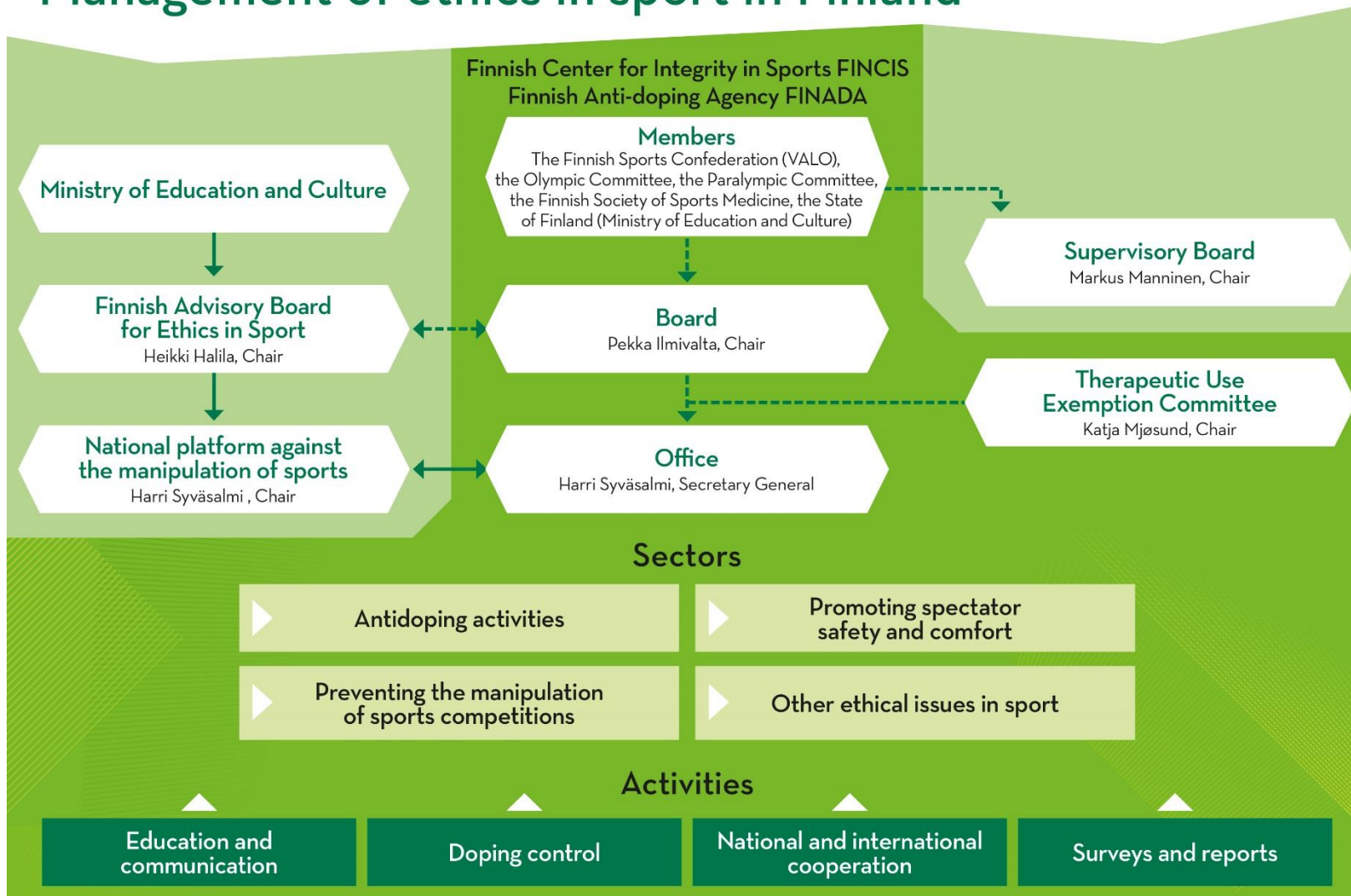
- Prevention activities
- Clearing house for issues of manipulation of sports competitions
- Investigations of violations ***in sports***

## ***Safety, security and service at sports events***

- Preventive activities
- Records of entrance prohibition/spectator violence/open
- Investigation of violations ***in sports***



# Management of ethics in sport in Finland









# PANEL DEBATE

Mr Doug MacQuarrie

*Chief Operating Officer, Canadian Centre for Ethics in Sports (CCES),*

*Chair iNADO*

Mr Harri Syväsalmi

*Secretary General, Finnish Center for Integrity in Sports (FINCIS)*

Mr Marcellin Dally

*Secretary General, International Convention against Doping in Sport*



# Sir CRAIG REEDIE

*President of WADA*



**2016**

Anti-Doping Conference – June 15, 2016 - Amsterdam



# MR PHILIPPE MUYTERS

*Flanders Minister of Work, Economy, Innovation  
and Sport,*

*Member Foundation Board of WADA,  
on behalf of EU*



# MR TIBOR NAVRACSICS

*EU-Commissioner Education, Culture, Youth and  
Sport*

**EU**  
**2016**

Anti-Doping Conference – June 15, 2016 - Amsterdam



# Panel Discussion

Sir Craig Reddie, President of WADA

Mr Philippe Muyters, Flanders Minister of Work, Economy, Innovation and Sport, Member Foundation Board of WADA, on behalf of EU

Mr Tibor Navracsics, EU-Commissioner Education, Culture, Youth and Sport



# MR BAS VAN DEN DUNGEN

*Director General Curative Care*

*Ministry Health, Welfare and Sport*

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Amsterdam, June 15, 2016



# CLOSING

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# Anti-Doping conference

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# DEPARTURE BOATS

*17:45h – Amsterdam Central Station*

*18:00h – Amsterdam Central Station*

*18:15h – Amsterdam Central Station*

*18:30h – Amsterdam Central Station*



**Thank you for  
your attendance**

*Anti-Doping conference*

*Amsterdam, June 15, 2016*

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