



ISO TECHNICAL MANAGEMENT BOARD

SUBJECT

IWA on Ethics and Integrity in Sport - Guidelines

BACKGROUND

In October 2023, AFNOR (France) submitted a proposal to the TMB Secretariat for the development of an ISO International Workshop Agreement (IWA) on *Ethics and Integrity in Sport – Guidelines*.

During the two-week informal review by the TMB, many comments were received on the IWA. These comments were shared with AFNOR who revised the IWA proposal based on the feedback (see Annex 2).

AFNOR is willing to provide the secretariat for the development of this IWA.

Please find attached as annex:

- Annex 1: Proposal form of IWA on Ethics and Integrity in Sport - Guidelines
- Annex 2: AFNOR response to TMB comments (2-week informal review)
- Annex 3: SPCG Recommendation

ACTION

The members of the Technical Management Board are invited to:

- Approve the proposal for an IWA on *Ethics and Integrity in Sport - Guidelines*, and
- Allocate the secretariat to AFNOR (France)

By 20 December 2023.



PROPOSAL FOR AN INTERNATIONAL WORKSHOP AGREEMENT

A proposal for an International Workshop Agreement (IWA) shall be submitted to the secretariat of the Technical Management Board at ISO/CS (tmb@iso.org). Proposals will be referred to the ISO Technical Management Board for approval (4-week ballot).

Once the proposal for the IWA is approved by the TMB, the proposer will be requested to prepare an announcement/ invitation to the workshop, which will be circulated to the ISO members by ISO/CS. Please note that the announcement must be made at least 90 days in advance of the agreed date to allow potential attendees adequate time to plan on attending the workshop (Annex SI.3).

See the [ISO Supplement Annex SI](#) for full details of the Procedure for the development of IWAs.

Proposer

A proposal to hold an ISO workshop for the purpose of developing one or more IWAs on a particular subject may come from any source, including ISO member bodies, liaison organizations, corporate bodies etc. An organization that is not an ISO member body or liaison organization, or is not international in scope, shall inform the ISO member body in its country of its intent to submit such a proposal.

The French Ministry of Sport and Olympic and Paralympic Games, with the support of AFNOR (Association française de normalisation, the French standardization body).

Submitting this proposal for an IWA to the international standardization community represents a priority of the Ministry and Madam Minister Amélie Oudéa-Castéra, in the context of the major international event hosted by France, i.e. Paris 2024 Olympic and Paralympic Games, as publicized on the website listing the commitments undertaken and especially the desire to make a positive contribution to the legacy of the games (<https://www.paris2024.org/en/building-the-legacy-of-the-games/#creating-a-lasting-positive-impact>).

Contact details of proposer

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Title of the proposed IWA

Ethics and Integrity in Sport - Guidelines

Purpose and justification

Being a vehicle for transmission of key values such as fair play, solidarity, equality, inclusion and respect – particularly to young people – sports organizations are expected to behave irreproachably. The development of illegal, misogynistic, and unethical behaviours in sport in recent years jeopardises these values and their overall credibility, with the general public, governments or investors. Corruption, money-laundering, match-fixing, doping or the failure to respect human rights (especially around gender and sexuality) in sport have an impact on society at all levels and are likely to reduce confidence in sport and in its attractiveness. All stakeholders and sports organizations need to take action and fight against such practices in the name of sporting values, both at local and international level.

Many initiatives have been launched to reach this goal. In addition to these, ISO standardization would provide highly valuable support in harmonizing guidelines aimed at setting a high level standard of the integrity of sport. This approach has been supported by the Council of Europe, which has recommended the development of an ISO standard on governance of sports organizations (see CoE Resolution 2199 (2018)).

A first step is proposed here in the form of a workshop agreement (IWA) aimed at developing guidelines in the field of sports ethics and integrity with the following objectives:

- to define a comprehensive framework for the Sports Movement and harmonised best practices at international level;
- to engage sports organizations willingness to implement ethics and integrity policies in sport;
- to encourage cooperation at international level, particularly at public authority level.

The deliverable is foreseen to include both methodological recommendations and a toolbox of actions to be implemented in human, organizational and economic terms, irrespective of the nature of these risks and the sports organizations that refer to them. It would apply to all types of organizations, including federations, professional leagues, decentralised entities, sports associations, sports clubs, and organisers of competitions (private or otherwise), regardless of their size.

It is crucial that those requirements be specially designed for the Sports Movement, on the one hand, as it is characterized by the diversity of sports organizations (size, public or private statute, amateur or professional) and by the transnational nature of the challenges they face and, on the other hand, because key issues of public interests are at stake (public health, gambling, public procurement, civil engineering, etc.). The specific nature of sport shall be considered in order to ensure the success of this initiative. A publication in time for the Paris 2024 Olympic and Paralympic Games would enable these requirements to be widely promoted.

A careful review of existing ISO technical bodies points out the absence of a technical committee that could fully host the development of an ISO deliverable on ethics and integrity at the present time. Therefore, based on experience, it appears appropriate to first establish an IWA to promptly discuss and share guidelines on these topics. Once the IWA is published, its promotion and upgrade into an International Standard would be considered and could be proposed to an appropriate standardization technical body.

Draft Scope

This document defines the main principles, guidelines and actions to be implemented by the sports organizations with respect to ethics and integrity.

These principles are defined around the following three pillars:

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

This document is intended for all types of sports organizations such as, but not limited to: federations, professional leagues, decentralised entities, sports associations, professional and amateur sports clubs, and organisers of competitions (private or otherwise), regardless of their size.

The purpose of this document is to encourage and help sports organizations to address integrity issues via:

- the adoption of policies and procedures;
- the operational implementation of these procedures;
- the monitoring and checking of these same procedures.

Contribution to Sustainable Development Goals (SDGs):

These guidelines would contribute to the following goals:

Goal 3: Good health and well-being "Ensure healthy lives and promote well-being for all at all ages"

Goal 4: Quality education "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all"

Goal 5: Gender equality "Achieve gender equality and empower all women and girls"

Goal 8: Decent work and economic growth "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all"

Goal 10: Reduced inequality "Reduce income inequality within and among countries"

Goal 11: Sustainable cities and communities "Make cities and human settlements inclusive, safe, resilient, and sustainable"

Goal 16: Peace, justice and strong institutions "Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels"

Meetings

No participation fees will be requested from those who participate in the workshop; however, the participants will be expected to cover their own expenses.

Face-to-face meetings will be organized. Connection via Zoom will be provided for those who would be unable to attend.

The workshop language will be English.

Action plan

Following ISO TMB approval, the IWA's provisional development plan will include the following stages:

1) Workshops

The IWA workshops will aim at building consensus for the draft text of an IWA. It is envisaged that this can be achieved through 3 workshops:

- One Kick-off Meeting;
- One workshop detailing the 3 main parts of the document;
- One conclusive workshop.

2) Consultations

A draft IWA will be circulated to participants before each workshop for comments. All feedback received will then be compiled in preparation of the following workshop to address major comments, concerns and objections, if any.

3) Publication and Distribution

The final text of IWA will be submitted to ISO for publication after the final workshop. ISO members may market and promote the document through their regular channels. ISO will hold the document's copyright.

Timetable

Steps	Description/Details	Estimated dates
Consultation on the draft		February 2024
Workshop 1 One Day	Kick-off Meeting Discussion on the structure of the draft	March 2024
Consultation on the draft		March/April 2024
Workshop 2 Day 1 Day 2 Day 3	Ethics and integrity of sports organizations Ethics and integrity of sports competitions Ethics and integrity of individuals involved in sports	April 2024
Consultation on the draft		April/May 2024
Workshop 3	Closing meeting	May/June 2024
Publication		July 2024

Does the proposed IWA relate to or impact on any existing work in ISO committees?

Yes No

Please list any relevant documents and/or ISO committees

Possible relevant existing ISO committees:

There is no direct link identified to any other work and/or committee.

Nevertheless, the subject of ethics and integrity in sport is at the crossing point of different topics such as: good governance, fight against corruption, whistle-blower protection, and could refer more generally to corporate social responsibility.

ISO/PC 337 *Guidelines for the promotion and implementation of gender equality*

ISO/TC 309 *Governance of organizations,*

ISO/PC 250 *Sustainability in event management,*

ISO/TC 260 *Human resource management,*

ISO/TC 262 *Risk management,*

these technical committees develop standards which give general frames, but the IWA targets the specificity of Sport.

ISO/TC 83 *Sports and other recreational facilities and equipment,* but the IWA is not linked to sports equipment.

Relevant existing documents:

Every effort would be made to ensure that this IWA is complementary to existing work and is not in conflict or competing ISO deliverables.

ISO 37000:2021 *Governance of organizations – Guidance with a definition on ethic behaviour*

ISO 37001:2016 *Anti-bribery management systems – Requirements with guidance for use*

ISO 37002:2021 *Whistleblowing management systems – Guidelines*

ISO 37301:2021 *Compliance management systems – Requirements with guidance for use with a definition proposed on compliance culture*

ISO 26000:2010 – *Guidance on Social Responsibility*

ISO 20121:2012 *Event sustainability management systems – Requirements with guidance for use*

ISO/TS 17033:2020 *Ethical claims and supporting information – Principles and requirements*

AFNOR SPEC S50-020 *Ethique et intégrité du sport – Lignes directrices*

International Olympic Committee (IOC), Basic Universal Principles of Good Governance of the Olympic and Sports Movement, 2008

International Olympic Committee (IOC), Basic Universal Principles of Good Governance of the Olympic Movement, 2022 - Extract of the IOC Code of Ethics.

Council of Europe, Recommendations for core common criteria in sports governance (appendix to Resolution 2199 (2018))

UNODC, Safeguarding sport from corruption, Conference report, 2019

Council of Europe, Guidelines on sport integrity, 2020

Council of Europe, European Sports Charter –Ethics and sport in Europe

UNESCO Kazan Action Plan, 2017

<p>OECD Recommendation on Public Integrity Tackling bribery in sport: an overview of relevant laws and standards (IPAX) Ethics and sport in Europe (EPAS) WADA Code of Ethics Ethics in standards (BSI Consumer & Public Interest Network)</p>
<p>Relevant stakeholders (list of organizations that may be interested)</p> <ul style="list-style-type: none"> • Sports ministries • Foreign affairs departments • Law enforcement (at national and international levels) • Customs (re. trade of doping substances) • Concerned judicial authorities • National data protection offices/officers • Anti-corruption authorities • Anti-doping authorities • Betting regulation authorities • National authorities, including regulatory authorities for gambling • Local authorities • International organizations (e.g. UNESCO, UNICEF, UNODC, OECD, Interpol, Council of Europe) • International, national or local sports organizations such as: <ul style="list-style-type: none"> - International Olympic and Paralympic Committees (IOC, IPC) - National Olympic and Paralympic Committees - International and/or national sports federation (e.g. FIFA) • Athletes/coaches/referees representatives • Lotteries and other gambling organizations (e.g. ULIS) • Sport integrity agencies • Sponsors. • Charities(e.g. Women in Sport)
<p>Member body willing to act as secretariat</p> <p>AFNOR</p>
<p>Number of meetings to be held (if more than one is envisaged) and proposed dates</p> <p>Number of meetings : 3 (1 kick-off meeting, 1 workshop of 3 days for the 3 main topics, 1 concluding workshop) Target date for end of work : July 2024</p>
<p>Annexes are included with this proposal (give details)</p> <p>An annex is attached with the table of contents and schematic overview of the published national guidelines AFNOR Spec S50-020 Sport’s Ethic & integrity – Guidelines</p>



Annex

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6.2. Field 9 – Fight against violence, discrimination and incivility

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6.4. Field 11 - Safeguarding the legal and social situation of registered and professional sportspersons

—— 7.Communication

7.1. General


7.2. Definition of a communication strategy

Annex A — Methodology for integrating the principles of ethics and integrity into the sports organization

Annex B — Tables for implementation of fields of action

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Clause 1 - Scope		Clause 2 - Terms and definitions		
Clause 3 - Integration of ethics and integrity principles into sports organizations				
				
Clause 4 - Ethics and integrity of sports organizations				
DA1 - Respect for democratic principles	DA2 - Financial transparency	DA3 - Fight against corruption	DA4 - Prevention of conflicts of interest	DA5 - Management of whistleblower reports
Clause 5 - Ethics and integrity of sports competitions				
DA6 - Fight against the manipulation of sports competitions	DA7 - Fight against doping		DA8 - Fight against mechanical and technological fraud	
Clause 6 - Ethics and integrity of persons				
DA9 - Fight against violence, discrimination and incivility	DA10 - Fight against violence in sports arenas		DA11 - Safeguarding the legal and social situation of registered and professional sportspersons	
Clause 7 - Communication				
Annexes A to D				



AFNOR responses to consolidated feedback form TMB consultation on a proposed IWA on ETHICS AND INTEGRITY IN SPORT - GUIDELINES

BSI

1. The proposal states that the IWA should be relevant to amateur sports clubs, etc. Grassroots sports operate on a very different model from professional sports, and are largely maintained by volunteers who are held to professional standards. Therefore, a mechanism for grassroots sports to be involved through the process should be considered.

[AFNOR] The proposal is indeed targeting all types of sports, including grassroots sports. It will be important to check that the IWA is applicable and adapted to this specific type of sport.

2. The proposer should also consider elements like para sport. The UK developed a Consumer and Public Interest Network brochure on “Ethics in standards” ([here](#)), which contains some key consumer issues with regards to accessibility and inclusion.

[AFNOR] The UK document will be distributed to members of the IWA for consideration. It is also added in the list of “relevant documents” in the proposal, as well as ISO/TS 17033:2019, mentioned in the UK document.

3. There is no reference in the main text to gender equality, the rights of women and girls, or to misogyny, but the proposal references SDGs 5 (gender equality) and 10 (inclusion). It is essential any guidelines or standard specifically reference gender and equality, especially given the recent and current affairs coverage of sport. This plays out in ongoing gendered health inequalities and abuse of women and girls. Suggest updating “Purpose and Justification” text to read:

“Being a vehicle for transmission of key values such as fair play, solidarity, **equality, inclusion**, and respect – particularly to young people – sports organizations are expected to behave irreproachably. The development of illegal, **misogynistic**, and unethical behaviours in sport in recent years jeopardises these values and their overall credibility, with the public, governments, or investors. Corruption, moneylaundering, match-fixing, doping or the failure to respect human rights, **especially around gender and sexuality, in sport** have an impact on **society** at all levels and are likely to reduce confidence in sport and in its attractiveness.”

[AFNOR] Respect of gender equality, the rights of women and girls, or the fight against misogyny are also targeted. The “purpose and justification” has been corrected according to the UK proposal.

We suggest including Women in Sport (UK) or international alternatives as relevant stakeholders.

[AFNOR] This example has been added, as well as the “charities” as relevant stakeholders.

JISC

- It seems that this document will be used by the Olympic host, or organizer, thus it is better to invite the stakeholders related to Olympics or sports and not whole stakeholders.

[AFNOR] The objective is to communicate and promote this document during the Olympic and Paralympic games, but not only for an application of this document during these games, but widely after them in all types of structures. Therefore, the participation of all types of relevant stakeholders is important.

- IWA might be too weak or less famous document to invite IOC or Olympic committees of the member countries to use it. Thus, in order to develop more effective IWA for its use, it is recommended to promote the IWA broadly after its publication.

[AFNOR] It will be indeed important to include a proper communication plan. The Olympic Games and Paralympic games are a perfect timing to communicate on it.

- If IOC or other related organizations want to use a more effective document, it is recommended AFNOR to consider a higher consensus level document at TC/SC.

[AFNOR] This is a first try of ISO standardization of these concepts. According to the results achieved (document published, application by organizations), it will be important to consider the relevance of developing another ISO deliverable such as an International Standard.

- Since there are some regulations and best practices already exist in some countries, maybe the organizations can refer to these documents only without developing IWA.

[AFNOR] Indeed, many initiatives have been launched, but this ISO standardization would provide highly valuable support in harmonizing guidelines aimed at setting a high level standard on ethics and integrity in sport. This approach is supported by the Council of Europe, which has recommended the development of an ISO standard on governance of sports organizations (see CoE Resolution 2199 (2018)).

- It is highly recommended to ask TC 262, TC 309, TC 159 and TC 83 for their comments how to process this IWA.

[AFNOR] The objective is not to develop a deliverable within a TC at this stage, an IWA is the best way to develop and publish these guidelines in a timely manner. After its publication and if relevant, the upgrade into an International Standard will be considered. The appropriate standardization technical body will be sought, including from among the TCs mentioned. Meanwhile, any information from these TCs will be welcomed. We have already exchanged with ISO/TC 83 and TC 309.

DIN

- Ethics is a very complex field with a great diversity of aspects and implications all over the world which are differently seen in different countries and cultures.

[AFNOR] We agree with this statement, which justifies the relevance of ISO standardization (global relevance and need of harmonized definition/guidelines)

1. The topic addressed by the IWA proposal seems to overlap with certain aspects of the work of other TCs, like e. g. ISO/TC 309 “Governance of organizations” and ISO/TC 83 “Sports and other recreational facilities and equipment”. Within the proposal the proposer answered on the question whether or not the “proposed IWA relates to or impact on any existing work in ISO committees” with “no”. But this needs to be further to be considered and the following proposed actions to be taken:
 - the proposer should consult all relevant TCs as mentioned in advance of starting any work in order to get to know what these TCs have already implemented in their standards concerning the consideration of ethics and integrity etc. or are about to do so. A double standardization (even as IWA) should be avoided.

[AFNOR]. The work programmes of the relevant ISO/TCs listed in the form, have been consulted before sending the form (titles and scopes).

Ethics is mentioned in the project ISO 37200 *Guidance for the prevention, identification and response to human trafficking, forced labour, and modern slavery* from ISO/TC 309. The committee has been contacted and the document added to the list of “relevant documents”

The other ISO/TCs have been informed about the proposal during the informal consultation via their standardization body. No initiative has been mentioned.

- the sentence under “Purpose and justification” that states “A careful review of existing ISO technical bodies points out the absence of a technical committee that could host the development of an ISO deliverable on ethics and integrity” should be reconsidered when we talk about going for standards. Here, e. g ISO/TC 83 could be considered for the IWA’s development into a standard. Or ISO/TC 309 “Governance of organizations” when a standard on integrity should be developed, thus moving from a sector specific to a sector agnostic approach with the goal of drafting a standard that is applicable to all types of organizations not just sports.

[AFNOR] The “Purpose and justification” of the proposal has been modified to clarify that no ISO/TCs could host the work at the present time, considering their actual scope or structure. This is another argument to justify the relevance to develop an IWA, perfect deliverable to respond to urgent market requirements.

2. A distinctive value proposition of the IWA must make clear how the IWA could contribute to ethics and integrity beyond the contents of both ISO 37000 and ISO 26000 standards, which are applicable to all types of organizations.

[AFNOR] The IWA will be aligned with ISO 37000 and ISO 26000. But by addressing sport-specific issues with the stakeholders involved in Sport, this will allow to go further into sport-specific needs such as match-fixing, doping or the failure to respect human rights in sport.

ANSI

ANSI has researched relevant US stakeholders and has conducted outreach to them for their input during this TMB informal review of the AFNOR proposal for an IWA on guidelines for ethics and integrity in sport. Responses that ANSI has received from US stakeholders have been positive and this would be a very worthwhile project for ISO. For such a document to be available and benefit key upcoming events such as the 2024 Summer Olympics, an IWA would be the best way to develop and publish these guidelines in a timely manner. Furthermore, there is no current ISO committee that would be an appropriate to develop such guidelines. It must be noted that ISO/TC 83 relates specifically to sports and recreational EQUIPMENT, and therefore its scope and expertise is not related to other aspects of sports such as ethics and integrity or sustainable sports event management as the TMB decided in 2022.

[AFNOR] Thank you for this support to the proposal, and for the analysis aligned with our own.

TPM Consultation

No substantive comments were received on this proposal for an IWA. However the following suggestions were made:

- The proposal should mention WADA, which has a code of ethics too (WADA Code of Ethics | World Anti Doping Agency (wada-ama.org))
- UNICEF might also be an interesting stakeholder to consider

[AFNOR] The different suggestions have been added to the form.

IEC Consultation

Secretariat's note: We received no comments from IEC, as they did not see a link with their standardization work.

[AFNOR] Thank you

SPCG Consultation

Secretariat's note: Please find below the Draft SPCG recommendation. The final version will be shared with the proposer after the end of the 2-week review period (2nd of November).

- We suggest informing the following ISO committees of the IWA as they might have an interest in the work:
 - ISO/TC 309 Governance of organizations
 - ISO/TC 83 "Sports and other recreational facilities and equipment"

[AFNOR] ISO/TC 309 and ISO/TC 83 have been informed about the proposal by their own standardization body and we have also exchanged with them.

ISO/TC 309 sent information about how ethics and integrity is dealt in their different standards. Information has been added to the form.



SPCG/191
2023-11-01

SPCG – Standardization Programme Coordination Group

SPCG Recommendation on ISO/TMB proposal (from AFNOR) for an International Workshop Agreement (IWA) on ‘Ethics and Integrity in Sport - Guidelines’.

Ref.: [\(SPCG/189\)](#): ISO/TMB proposal (from AFNOR) for an International Workshop Agreement (IWA) on ‘Ethics and Integrity in Sport - Guidelines’.

The IEC SMB/ISO TMB/ITU-T TSAG Standardization Programme Coordination Group (SPCG) thanks ISO/TMB for sharing the proposal from AFNOR for an International Workshop Agreement (IWA) on “Ethics and Integrity in Sport – Guidelines”.

SPCG has reviewed the content of the proposal and identified the following:

- We suggest informing the following ISO committees of the IWA as they might have an interest in the work:
 - [ISO/TC 309 Governance of organizations](#)
 - [ISO/TC 83 “Sports and other recreational facilities and equipment”](#)

The SPCG kindly requests ISO/TMB to take into consideration the provided information.

Thomas Korssell

SPCG Chair
IEC/ISO/ITU Standardization Programme Coordination Group