



Ethic Code of Conduct

RESPECT IS THE GOAL
HATE SPEECH
THREATENS SPORT
INTEGRITY



Co-funded by the
Erasmus+ Programme
of the European Union

For more details:
visit [www.https://rights.usmacaselle.org](https://rights.usmacaselle.org)



IO6 – D6.2 Ethic Code of Conduct

A tool to disseminate the culture of tolerance and respect and be utilized by stakeholders to share values with staff, members and athletes and to undertake disciplinary decisions

IO6 – D6.2 ETHIC CODE OF CONDUCT

A tool to disseminate the culture of tolerance and respect among sports clubs and stakeholders

Edited by

IVAYLO STAMENKOV AND HRISTO DOKOV (AMATEUR SPORT LEAGUES)

Contributions by

AMATEUR SPORT LEAGUES

CA' FOSCARI UNIVERSITY OF VENICE

FAN ASSOCIATION "GENTLEMEN"

HACETTEPE UNIVERSITY

KEAN – CELL OF ALTERNATIVE YOUTH ACTIVITIES

ROSTO SOLIDARIO

USMA CASELLE

Project Reference

RIGHTS – Respect Is the Goal, Hate speech Threatens Sport integrity

Erasmus + Programme of the European Union

Lead Partner

USMA CASELLE – Sport and Youth Association [Sport Association, Italy]

Partners

Amateur Sport Leagues – [NGO, Bulgaria]

Fan association "Gentlemen" [NGO, Serbia]

Hacettepe University [University, Turkey]

KEAN – Cell of Alternative Youth Activities [NGO, Greece]

Rosto Solidario [NGO, Portugal]

Ca' Foscari University of Venice [University, Italy]



CREDITS AND DISCLAIMER

This document is the collective effort of many individuals and the partner organisations working on behalf of the project “RIGHTS – Respect Is the Goal, Hate speech Threatens Sport integrity” and every attempt has been made to ensure that the contained information is true and accurate.

Every reader and user is expressly advised to use the content and information of this document on his/her own responsibility.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

ACKNOWLEDGEMENTS

We would like to express our gratitude to all those who contributed to the development of this document, namely, to all the partner organizations that shared their experience, ideas and know-how and provided feedback on the drafts of this document.

CONTENTS

1. MAJOR AIMS OF THE CODE OF CONDUCT AND RECOMMENDATIONS TO ADOPT IT	6
2. MODELS OF ETHIC CODE OF CONDUCT	10
Ethic Code of Conduct - Coaches	10
Ethic Code of Conduct - Athletes	13
Ethic Code of Conduct - Parents	15
Ethic Code of Conduct - Media/Communicators	17
Ethic Code of Conduct - Administrators	19

1. MAJOR AIMS OF THE CODE OF CONDUCT AND RECOMMENDATIONS TO ADOPT IT

The main idea of the ethical Code of Conduct, being the last deliverable (D6.2.) of the RIGHTS project, is to propose to interested sports clubs, associations and organizations to establish clear and concrete standards, rules and responsibilities for the behaviour of the different groups of their members. By accepting and signing the Code, everyone agrees to act in the name of fair play, respect and tolerance on and outside the sports field and by their activities will not harm the reputation of the club/association and the sport as a whole.

Such a document would also provide protection to participants in sporting events from any form of hate speech, intolerance, discrimination, insults, abuse of power, conflict of interest, undue favouritism or partiality, sports betting, personal gain, propaganda and physical, psychological and sexual harassment, whether it occurs in person or online. The Code of Conduct is a widely applicable tool, as its scope includes all persons who are directly or indirectly involved with the club/association including, but not limited to, coaches, athletes, parents, media/communicators, administrators, etc. Thus, the sports and management staff in the club/association need to take responsibility and take action as soon as a violation of the Code's ethical standards is noticed.

The principles, rules and guidelines laid down in the Code must correspond directly to the core values, mission and goals of the club/association and establish specific standards guiding all interested parties to correct ethical behaviour and decision-making. Furthermore, the tool represents a good and qualitative basis for encouraging third parties to adopt a similar Code for their specific domestic activities. The adoption of such a Code will make it easier for each club/association to build its own self-regulatory way of identifying and reporting a problem, disciplinary procedure, algorithm for solving the problem and sanctions, including creating own Discipline and Complaints Policy (See Part B from Section 4.1.1. "Adopting the RIGHTS policies" from D3.1. "Rights Narrative Guideline").

An important purpose of such a tool is to apply to members' behaviour outside of the sporting activities of the club/organization, especially when such behaviour threatens the image and reputation of the organization and the sport as a whole. Last but not least, such a tool ensures a

balance between sporting values, the rights of the individual and the general welfare of the society, which further increases the credibility of the club/association and the sport as a whole. This, in turn, will help society to inform itself and draw conclusions about the ethical and moral side of sport in the club/association. The idea of the Code of Conduct is not to be a static document and tool, but to enable its signatory members to provide feedback, make comments and supplement the guidelines and principles based on their experience, culture, theoretical background and competence.

For clubs/associations that for one reason or another have not adopted a document similar to the Code of Conduct, we recommend that the club first defines its position, sets its main goals and missions, determines which contemporary challenges in sport (e.g. hate speech, intolerance, undemocratic, racism, xenophobia, discrimination, etc.) are of utmost importance in its activities (See Part A from Section 4.1.1. “Adopting the RIGHTS policies” from D3.1. “Rights Narrative Guideline”). Only then can the club use the models for an ethical Code of Conduct, being part of the club’s own Member Protection Policy (MPP), that we have proposed which of course are of a more universal nature and can be upgraded and supplemented in accordance with the organization’s specific goals and missions. Additionally, before using the ethical Code of Conduct models, we also recommend:

- make the organization and functioning of your club/association such that all policies, practices and documents that form part of your aims and ambitions can be used in real terms and are visible and enforceable to all. One of the ways to make this happen is the Codes of Conduct, which are aimed at promoting tolerance, respect, democracy, etc. and dealing with the various negative processes in sports.
- Codes of Conduct are an efficient way of ensuring the minimum expected behaviour of all members of your club/association. Make it mandatory for all your members to agree, recognize and sign such a document at least once a year. Ensure the Code is also an obligatory addendum to the contracts made with coaches, players, media providers and other stakeholders who can influence the club's commitments stipulated in the Code with their behaviours. Ensure wide publicity and accessibility of your Code and make it immediately clear that it is based on a specific methodology for dealing with ethical and moral issues.

- a positive effect for your club/association would also be to publish as often as possible on social media and the Internet examples of respect and tolerance of your members in a real situation. Periodic disclosure of such practices is beneficial for better recognition and understanding of your organization's goals and ambitions. These can be examples both from a real game/sports environment, but also various campaigns and events of fans, official authorities, parents, athletes, etc.
- communicate consistently with all your members, including not only players/athletes, but also parents, fans, coaches, officials, etc. The communication does not necessarily have to be formal - and apart from the Internet, it can also be present and through printed materials. An opportunity for active communication is also a periodic (once or twice a year) anonymous survey about the problems and ambiguities in the activity of the club/association, not only of a sporting, but also of a moral and ethical nature.
- always keep in mind potential new members to your club/association. First, how to provide potential new members with as accessible and concise information as possible about your ethical and moral goals and ambitions – on social media, website, email, campaigns, etc. Secondly, how to introduce and engage new members to the mission of the club/association not only in terms of sporting/physical achievements. This can be achieved both with a Code of Conduct and with an information campaign, an initial lecture, and information materials such as brochures, leaflets and short guides.
- try to recognize and change some negative messages and trends in sports. For example, if there is a lack of respect and tolerance for any of the member groups of your club/association (e.g. athletes, coaches, officials), the problem should be constantly displayed publicly and highlighted through hash tags, social media, banners, etc. Focus your members' attention that the mission and ambitions of your club/association are not limited to the specific activity only on the sports field, but are of much wider societal value.
- find a way to train and improve the qualification of your members in relation not only to the physical nature of sport, but also to sport as a factor of tolerance, humanity, safety, inclusion, emotional skills, interpersonal communication, mental well-being, etc. It is especially important that the coaches and educators in your club/association understand that apart from being a good expert

in a particular sport, they are also responsible for the mental, emotional and ethical part of the sport both within and outside your organization. That is why they must: be the initiators of such communication; best know and understand their athletes, including outside training activities; consider whether their athlete needs specialist help (e.g. medical or psychological) or support from other stakeholders (e.g. parents, relatives, support staff); not least be able to motivate and raise the self-esteem of the athletes.

- find opportunities for your club/association to be able to provide full-day activities for as wide a range of age groups as possible, not just to be attractive during specific sport/physical activities. Such possibilities are setting aside play areas for children and parents or facilities for adults where they can spend more time and build memories and experiences related to your organization. Such an approach will bring your members even closer to your ethical and moral views and goals.

- make it possible for your club/association to offer membership to foreigners and/or migrants, including those of different races, religions or beliefs, ages and not sufficiently speaking your language. Have open dialogues on the topic with all representatives of your organization - administrators, coaches, parents and if necessary, look for volunteers. Use this opportunity to improve intercultural dialogue and acceptance of the different - facts very important in the fight against some modern sporting trends such as hate speech, racism, intolerance, xenophobia, etc.

The Code of Conduct models presented below are of a recommendatory nature and represent the views, understandings and competencies of the partners in the RIGHTS project. Any club/association/organization willing to adopt such tools is free to supplement the ethical standards in accordance with its particular visions, missions, priorities and goals. The proposed models of Codes of Conduct can be used as a reference point by all sports clubs at grassroots level, but also for amateurs and professionals, as well as public authorities, NGOs, educational institutions, etc. When using the models, you can simply insert the logo, emblem, name or more important information you think about your club/association and if necessary adapt the models to your own needs and missions.

2. MODELS OF ETHIC CODE OF CONDUCT

Ethic Code of Conduct – Coaches

Act within the rules and the principle of fair play and do not allow situations that may give an unfair advantage to your competitors.

Instil in your players that the rules of the game and ethical norms are also their responsibility, not only on the sports field, but also in life, education, work.

Be respectful and considerate of officials, referees, fans and parents.

Encourage players to treat opponents with respect and respond to success and failure in a dignified manner.

Get to know yourself constantly, apply in your practice and regularly improve your personal and professional skills through your own research and all kinds of public policies, qualifications and good practices for respect and tolerance in sports and not using unhealthy or prohibited foods, drinks and medicines.

Don't be afraid to share with the club/association when you feel that your personal qualities are insufficient or exhausted and you need retraining or a temporary withdrawal from coaching.

Try to find a balance in training athletes between their individual social, emotional, intellectual and physical needs.

Your main goal is to achieve safety, protection, a secure future and the prevention of lasting physical and mental consequences for your athletes, and the training activity must be tailored to the age, readiness, experience and physical and psychological abilities of the athletes.

Set high personal standards and create a positive trustworthy and impartial image of your sport and the coaching profession, including appearance, no smoking, no alcohol, no gambling before and during coaching, etc.

Do not allow excessive closeness, befriending or intimacy with individual players beyond what is necessary for the profession, as this can lead to accusations, tension, jealousy and resentment.

Be the person your players can rely on, trust and talk to about ethical issues.

Be an example by respecting the privacy of all participants in sports and treating them as an individual and fairly and sensitively, regardless of their gender, origin, ethnicity, religion, sexual orientation and political affiliation or any basis proscribed by law and respect everyone's right to self-determination.

In case of conflict or discussion, try to: decentre your point of view, withhold an immediate judgment, use empathy and active listening (which means to be interested in understanding more than answering), relativize and be willing to negotiate your meanings and values.

Communicate and collaborate with other sports and professions in order to achieve the highest quality of the coaching - an important example in this regard is communicating with medical personnel for the diagnosis and treatment of physical and psychological problems of individual athletes.

Take responsibility for your athletes' behaviour on and off the field.

Discuss with the athletes what they believe to be the core values related to the ethical and moral side of sport and set goals to achieve these values.

Do not make inappropriate, mocking or offensive jokes or sexually themed jokes to individual sports participants.

Do not allow the leakage of confidential or personal information or such contrary to the ethical interests of the club/association, by necessarily reaching an agreement with the club/association exactly what is classified as confidential information.

Be loyal and responsible and don't cover up any other non-club/association coaching commitments.

Be patient, because it will take time for the athletes to begin to accept your physical, technical, tactical and ethical requirements.

Do not contact other players with the aim of joining your team before you have made contact with their current club.

Avoid the potential creation of conditions for a conflict of interest: bribes, gifts, privileges, personal relationships with an athlete and any kind of unfair advantage.



Do not engage in any form of sports betting related to your organization's activities.

You must declare to the club/association if you have been convicted of a crime, regardless of whether it is related to your coaching activity.

I agree to abide by this Code of Conduct!

Name:

Signature: Date:

Ethic Code of Conduct – Athletes

Play and train in accordance with the rules of your sport and the rules of fair play.

Try not to respond promptly and thoughtlessly to the hate speech or intolerance towards you.

Discuss the problem with your captain, teammates, coach or officials.

Do not use violence, physical intimidation, threats, hate speech or other methods to gain an unfair advantage.

Have respect and esteem for players and members of other teams not only before, but also during and after the game.

Cheer and welcome the presentation of individual and team awards, whether the awardees are teammates or opponents.

Accept with dignity and without unnecessary emotions not only the victory, but also the loss.

Help as much as you can in case of injuries to your teammates or opposing players.

Respect the privacy, dignity and rights of opponents and do not threaten their safety.

Respect all participants in sports, regardless of their gender, origin, ethnicity, religion, sexual orientation, etc. and refrain from comments and behaviour that belittle and demean others.

In case of conflict or discussion, try to: decentre your point of view, withhold an immediate judgment, use empathy and active listening (which means to be interested in understanding more than answering), relativize and be willing to negotiate your meanings and values.

Do not harass or injure other club/association members, athletes or opponents and do not take or damage other people's property.

Don not spread rumours, lies, or insulting, false or prejudicial information about other sports stakeholders.

Practice sports honestly and honourably and without the use of alcohol, drugs, doping and other prohibited substances.

Respect the decisions of referees, officials and administrators.

Do not use insults to officials and referees as a consequence of irresponsibility for your wrong actions.

Comply with the instructions of coaches and management staff as long as they do not conflict with the Code.

Accept and abide by the rules and procedures of the club/association regarding events and competitions in which you represent it.

Appreciate all good results and performances, whether they are from your teammates or the opposing team.

Refrain from any sporting, moral or ethical actions that would bring the sport into disrepute.

Give maximum effort during training and matches even when the set goals have already been achieved.

Do not participate in any form of sports betting related to your club's activities.

I agree to abide by this Code of Conduct!

Name:

Signature: Date:

Ethic Code of Conduct – Parents

Encourage child/children to play by the rules of the game.

Support, encourage and praise your child and help him enjoy sports.

Do not use hate speech or vulgar, sexist or discriminatory insults and expressions during training session or a sports match.

Make sure your child understands the essence, goals and ideas of the Code of Conduct.

Do not force your child to play a sport for your pleasure if he does not want to.

Respect the decisions of the coaches, referees and officials and raise your children to do the same.

Be on good terms with and respect your child's coach and coaching staff, and communicate with them regularly about its physical and emotional development.

Along with physical development, develop in your child qualities such as teamwork, tolerance, respect and dignity.

Keep in mind above all your child's interest, effort, participation and responsibility without focusing only on the result.

Talk to your child constantly and listen to him about what you both want to achieve through the sport, not just in the purely physical sense of the sport.

Do not allow verbal threats, hate speech and rude behaviour by young people, regardless of which part of the sports participants they are addressed to.

Encourage youth to respect and appreciate coaches and club/association officials.

Congratulate before, during and after the matches all individual and team participants, regardless of the outcome of the match and the result.

Support and encourage the participation of young people in all kinds of training and practical events aimed at fair play, respect, tolerance and ethical norms in sports.

Respect the rights and dignity of all young people, without any kind of discrimination.



In case of conflict or discussion, try to: decentre your point of view, withhold an immediate judgment, use empathy and active listening (which means to be interested in understanding more than answering), relativize and be willing to negotiate your meanings and values.

Encourage your child's sports development to be in an environment free of doping, alcohol, tobacco, drugs and other prohibited substances.

Communicate regularly with the club/organization and express your opinion about its activities.

Keep in mind that your behaviour affects not only your child, but also all other children in sports activities, including their parents.

Be responsible for your behaviour not only face-to-face but also online.

I agree to abide by this Code of Conduct!

Name:

Signature: Date:

Ethic Code of Conduct – Media/Communicators

Continuously improve and adapt your knowledge and skills and use and apply in your work up-to-date rules, regulations, trends and technologies directly related not only to the specific sports activity, but also those aimed at the role of sports as a phenomenon against hate speech, intolerance, disrespect, discrimination, etc. and building public trust in sport.

Respect the rights of free expression and the dignity of all participants in sports activities, by not allowing any kind of discrimination in your behaviour, conversations, texts and actions.

Prepare yourself not only physically but also mentally, have a good appearance and most importantly have a moral and ethical behaviour that matches the standards of your profession.

Be fair, impartial, consistent, objective and accurate in all communication activities, as such may be not only of a sporting nature, but also of an ethical and moral nature.

Observe, maintain and spread basic principles for sports communication and media such as integrity, neutrality, professionalism, discretion, tact, tolerance, respect, transparency, reliability and fairness and non-improper use of other's texts and deliverables by abiding the copyright and other intellectual property laws.

Support giving publicity to the cultural, ethical and moral side of sport on a par with that of physical/sporting activities only.

Avoid potentially creating conditions for conflict of interest and unethical communication: bribes, gifts, privileges, personal relationships with athletes and any kind of benefits.

Be able to take responsibility for all your actions, regardless of whether they are of a purely sporting or moral-ethical nature.

Be a responsible advocate for the profession and maintain and promote an ethical approach not only during coverage of sporting events, but also at forums, conferences, events, online appearances, social media, etc.

Be honest, fair and accurate in keeping and providing sports statistics.

Promote honesty, integrity and trustworthiness among your colleagues by not allowing incorrect, untrue, malicious and mocking rumours, misleading information or the suppression of facts about other interested parties in the sport and, if possible, resolve conflict situations in a discreet manner without necessarily giving them publicity.

Do not allow the leakage of confidential or personal information or such contrary to the ethical norms of the club/association, for example, distribution of offensive and defamatory photos and information, children's photos without parental consent, etc.

For all actions and information related to children and minors ensure communication with/through their parents.

Monitor constantly, be ready to react and correct in time any kind of false, incorrect, abusive or offensive information directed at the club/association.

If necessary with the agreement of the club/association accept a disclaimer stating who you work for or with whom you are affiliated and that your communication actions are your personal opinion and do not officially commit the club.

Always seek and consider feedback from all club/association members and stakeholders in order to improve awareness of the club's activities and mission.

I agree to abide by this Code of Conduct!

Name:

Signature: Date:

Ethic Code of Conduct – Administrators

Provide a safe, tolerant, moral-ethical and hospitable environment for holding sports events.

Ensure maximum awareness, openness and accessibility for sport in your club/association for all possible target groups.

If possible, provide all your members and stakeholders with training and educational programs to identify and prevent negative sporting trends such as hate speech, intolerance, discrimination, undemocratic behaviour, etc.

Be theoretically and practically prepared and informed about what to do in a timely manner if a problematic or conflict situation of an ethical and moral nature arises.

Make sure that the sports and training process, rules and equipment in your club/association allow a favourable cultural environment that contributes to the high moral, ethical and tolerant importance of sport.

If possible, appoint a well-experienced person in a position in your club/association to manage and make decisions on all complaints or concerns relating to the ethical and moral side of the sport (similar to a club ombudsman).

Don't be afraid to use volunteers - they are often more motivated and can contribute to the equally important non-sporting and non-training activities of your club/association.

Organize the activities of the club/organization in such a way that all members respect fair play, and not necessarily victory at any cost and by all permitted and prohibited means.

Provide various ways to report negative from an ethical and moral point of view processes in the activity of your club/association, for example through links "Contact Us" or "Help".

Provide Codes of Conduct to all club members and related stakeholders (players, coaches, parents, administration, etc.) and encourage them to sign, follow and put into practice.

Use your authority to take action against fans who engage in inappropriate and intolerant behaviour towards coaches, players, referees and other officials.

At least once a year organize special days, for example for parents, fans, etc., to raise awareness of the role and importance of these target groups for the ethical and moral part of sport in your club/organization.

At least once a year provide some reward for good behaviour in sports, which will be very motivating especially for children and youth.

Provide awareness to coaches and parents that youth and children's sports are not only about competition, but also about participation, fun and enjoyment of the sport.

Discuss with the coaches the importance of all children/youth in the club being given the opportunity to play at the sporting events, regardless of their ability.

Be a model of behaviour for the other members of the club/organization – focus on positive, supportive, stimulating and tolerant messages.

Introduce internal rules to prevent the use of unhealthy or prohibited substances, foods, drinks, etc., some of which can often be seen as a source of hate speech, discrimination and intolerance in sports.

Ensure that the players in your club/association can also be a coach, referee or administrator (role play) in certain cases and thus participate in the planning, decision-making and evaluation of the organization's activities.

Respect the rights and dignity of all participants in sports activities, without any kind of discrimination.

In case of conflict or discussion, try to: decentre your point of view, withhold an immediate judgment, use empathy and active listening (which means to be interested in understanding more than answering), relativize and be willing to negotiate your meanings and values.

Do not engage in any form of sports betting related to your organization's activities.

Listen to and take into consideration all recommendations, opinions and criticisms from parents, athletes or other interested parties.



Take seriously all suspicions, advice and opinions about unethicity and intolerance in sport in your club/association and be ready to respond to all of them and move them along the established procedure for solving problem situations.

Provide training for coaches and educators in child protection and abuse prevention and be prepared to refer to the appropriate national institution in case of suspected child abuse.

Make public good examples not only of sporting achievements, of positive and well-intentioned behaviour, but also examples of negative, aggressive and intolerant behaviour.

Never use your power, position and authority for personal gain.

I agree to abide by this Code of Conduct!

Name:

Signature: Date:



Project Partners



USMA CASELLE ASD



ROSTO SOLIDARIO



HACCETPE UNIVERSITY



AMATEUR SPORT LEAGUES



FAN ASSOCIATION "GENTLEMEN"



KEAN



CA' FOSCARI UNIVERSITY OF VENICE



Co-funded by the
Erasmus+ Programme
of the European Union

For more details:
visit [www.https://rights.usmacaselle.org](https://rights.usmacaselle.org)