

International
Olympic
Committee

FROM RULES TO VALUES: ADVANCING INTEGRITY EDUCATION

Vagelis Alexandrakis

Olympic Movement Unit on the
Prevention of Manipulation of Competitions

CONSV



OM UNIT ON PMC

PILLAR 1

Regulations &
Legislation



PILLAR 2

Awareness Raising &
Capacity Building



PILLAR 3

Monitoring, Intelligence
& Investigations



ROLE OF NOCS, IFS AND EVENT ORGANISERS



- Appointment of a Single Point of Contact – “SPOC”
- Activation towards 3 directions:

REGULATIONS

Adoption of rules by in line with OM Code PMC



AWARENESS RAISING

Dissemination of messages & nomination of Ambassadors



INTELLIGENCE

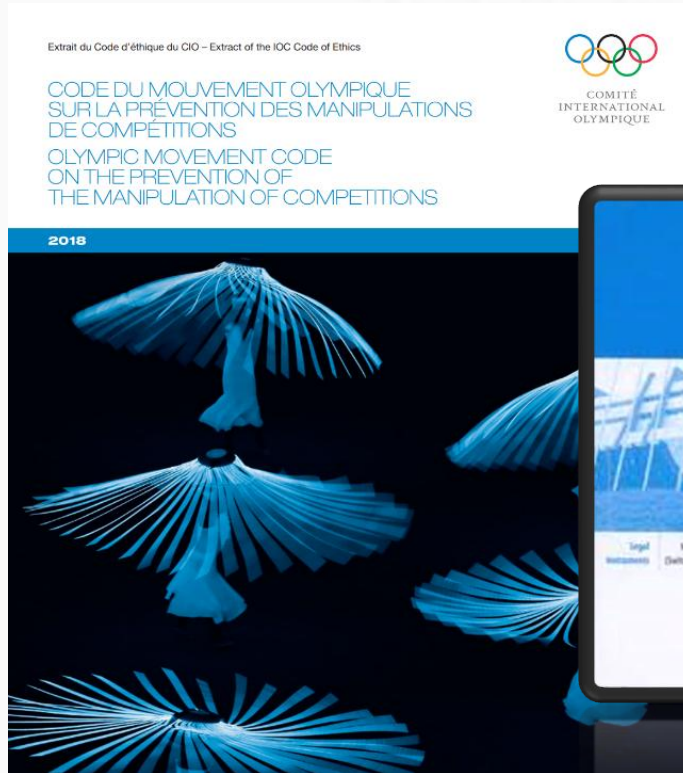
Existence of a hotline & exchanging information with IBIS – be the focal point vis-à-vis OM Unit PMC and national platform

THE OLYMPIC MOVEMENT CODE ON THE PREVENTION OF THE MANIPULATION OF COMPETITIONS



2015

2022



Access to pdf [here](#)



Access to pdf [here](#)

- OM Code PMC fully in line with article 7 of the Macolin Convention
- Compliance with the Code is compulsory for all Olympic Movement
- By NOC & NFs adopting rules in line with the Code, country is already compliant with article 7 of Macolin Convention



Article 1 Definitions

Article 3 Disciplinary procedure

Article 5 Sanctions

Article 6 Mutual recognition

Article 2 Violations

Article 4 Provisional measures

Permissible sanctions range from a warning to a life ban.

Article 7 Implementation

- Betting on one's sport
- Manipulation of sports competitions / Corrupt conduct
- Sharing of Inside information
- Failure to report
- Failure to cooperate

Model Rules for NOCs and NFs & Guidelines for Sanctions available



Model Rules for NFs

Adoption by reference

MODEL RULES

OPTION 1: IMPLEMENTATION BY REFERENCE

National Federations (NFs) may choose to incorporate the Code by reference.

EXAMPLE:

- a. These Regulations incorporate by reference the Olympic Movement Code on the Prevention of the Manipulation of Competitions of 8 December 2015 as has been revised in 2022 as well as any amendments made thereafter by the IOC;
- These Regulations specifically prohibit betting in relation to
- i. the Participant's sport; and
 - ii. any event of a multisport Competition in which he/she is a participant.
- b. Every reference to "Sporting Organisation" in the Code shall mean **[insert Sports Organisation and its affiliated organisations]** (where applicable).

COMMENT:

Incorporation by reference implies that the sports organisation fulfils all requirements with regards to the Code i.e.

Adoption by full rule-book

OPTION 2: IMPLEMENTATION BY ADOPTION

Sports organisations may choose to implement regulations consistent with the Code or more stringent than the Code.

COMMENT:

- Text in **red** is considered mandatory (directly from the OM Code PMC);
- Text in *italics* is recommended;
- It is recommended to insert the name of the federation/organisation wherever **[insert sports organisation]** is indicated.

EXAMPLE:

[Sports Organisation] Code on the Prevention of the Manipulation of Competitions

Preamble



What has to be clear in your NF rules

- Include all breaches foreseen by the OM Code PMC
- Ensure sporting-related competition manipulation are caught by your rules (“Sporting advantage is also a benefit”)
- Include a disciplinary process
- Make clear of the standard of proof (normally balance of probabilities)
- Make clear which is the 1st instance disciplinary organ
- Make clear which is the appeal disciplinary organ
- Recognition of decisions



OM UNIT ON PMC

PILLAR 1

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COOPERATIONS & CAPACITY BUILDING ACTIVITIES



- Partnership to ensure capacity building – webinars & seminars all over the world – bringing together sports organisations with LEAs, supporting the creation of national platform – relevant involvement of IFs



- Capacity-building activities and development of relevant Guides/ studies



- IOC – on behalf of the whole Olympic Movement – has an Observer status with the Macolin Convention Follow-Up Committee

RECENT CAPACITY BUILDING ACTIVITIES



Capacity Building activities: (examples)

- IOC-INTERPOL workshop in **Senegal** for 5 countries of the region (April 2025)
- **Webinar** for all Panam NOCs (June 2025)
- **Virtual** Advanced NOC Training on Intelligence & Investigations (September 2025)
- IOC-INTERPOL workshop in **Panama** for 6 countries of the region (October 2025)



ATHLETES EDUCATION





BELIEVE IN SPORT CAMPAIGN

**BE TRUE
BE YOU**
BELIEVE IN SPORT

**MAKE THE
RIGHT DECISION**



PROTECT YOURSELF AGAINST COMPETITION MANIPULATION.

KNOW THE RULES.



RULE #1

DON'T FIX

the competition and
always do your best.



RULE #2

DON'T BET

on your own sport or any
event at the Olympic Games.



RULE #3

DON'T SHARE

information about health
issues and sport tactics.



RULE #4

SPEAK UP!

If you witness or suspect
competition manipulation,
you must report it.

ioc.integrityline.org



#MAKETHERIGHTDECISION

athlete365.org/maketherightdecision



BELIEVE IN SPORT CAMPAIGN

PROTECT YOURSELF. KNOW THE RULES.

RULE #1

Don't fix
the competition and
always do your best.

RULE #2

Don't bet
on your own sport or any
event at the Olympic Games.

RULE #3

Don't share
information about health
issues and sport tactics.

RULE #4

Speak up!

If you witness or suspect competition
manipulation, you must report it.

#MAKETHERIGHTDECISION



#MAKETHERIGHTDECISION

BELIEVE IN SPORT CAMPAIGN



 Athlete 365 | BELIEVE IN SPORT

CODE OF CONDUCT

WE WILL NOT FIX
We will not fix the competition and always do our best.

WE WILL NOT BET
We will not bet on our own sport or any event at the Olympic Games.

WE WILL NOT LEAK INFO
We will not leak information about health issues and sport tactics.

WE WILL SPEAK UP
We will speak up if we witness or suspect competition manipulation.



Report any form of competition manipulation that you witness or suspect via the [IOC Integrity Hotline](#).

#MakeTheRightDecision athlete365.org/believeinsport





BELIEVE IN SPORT CAMPAIGN

Fix
Bet
Leak info
Speak up

Athlete 365 | BELIEVE IN SPORT

BERNARDO OLIVEIRA OLY
WORLD ARCHERY PMC AMBASSADOR

#MakeTheRightDecision athlete365.org/believeinsport

不正をする
賭ける
情報を漏らす
声を上げる

MAKE THE RIGHT DECISION

athlete365.org/believeinsport

操纵比赛
下注
泄露信息
直言不讳

MAKE THE RIGHT DECISION

athlete365.org/believeinsport

Manipular
Apostar
Divulgar informaciones
Denunciar

MAKE THE RIGHT DECISION

athlete365.org/believeinsport

Truquer
Parier
Divulguer des informations
Briser le silence

MAKE THE RIGHT DECISION

athlete365.org/believeinsport

Манипулирование
Ставки
Разглашение
Не молчите

MAKE THE RIGHT DECISION

athlete365.org/believeinsport

العيب
المراهنة
تسريب
المعلومات
الإبلاغ

MAKE THE RIGHT DECISION

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BELIEVE IN SPORT CAMPAIGN



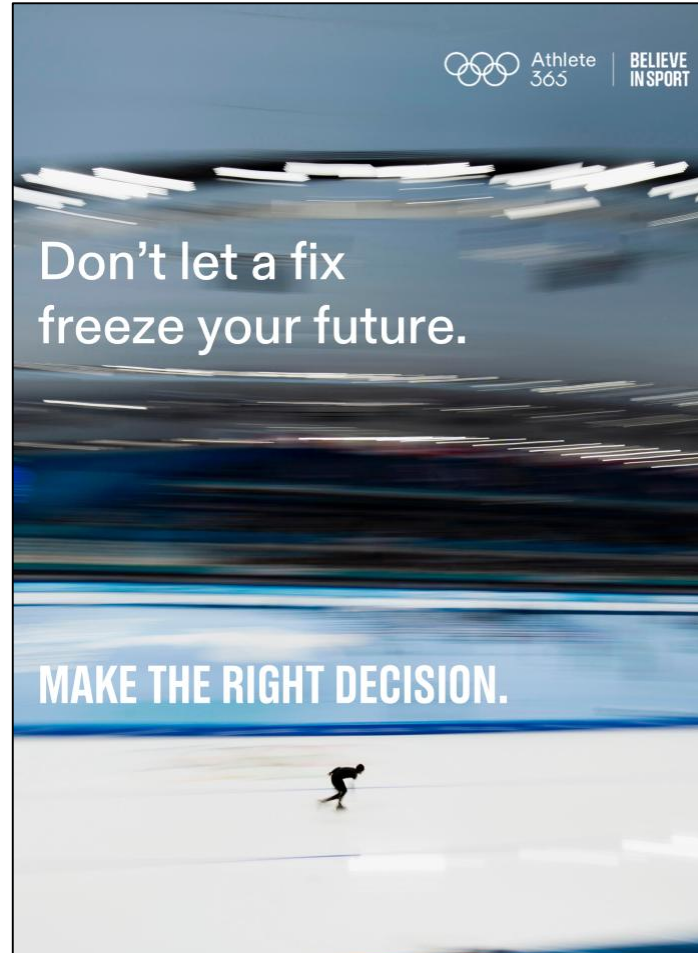
Slide clean.
Compete fair.



#MakeTheRightDecision athlete365.org/believeinsport




Don't let a fix
freeze your future.

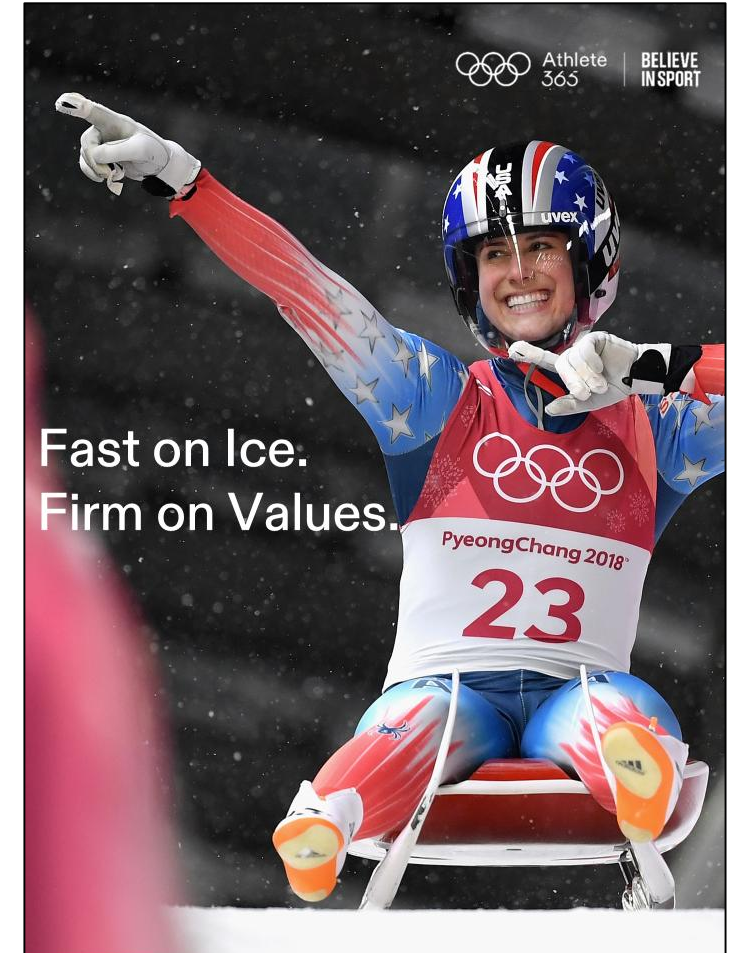


MAKE THE RIGHT DECISION.

#MakeTheRightDecision athlete365.org/believeinsport



Fast on Ice.
Firm on Values.





PyeongChang 2018
23

#MakeTheRightDecision athlete365.org/believeinsport




AWARENESS RAISING

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Topics > [Believe in Sport](#)



BELIEVE IN SPORT

Make the right decision and play your part in preventing competition manipulation. Help us maintain the spirit and integrity of sport.

What's the point of the competition if it's fixed in advance?

Competition manipulation happens when athletes intentionally underperform or lose on purpose. It's also when officials intentionally make wrong decisions affecting the competition. This may be for an financial, sporting or other advantage.



Athlete365 Believe in Sport Homepage



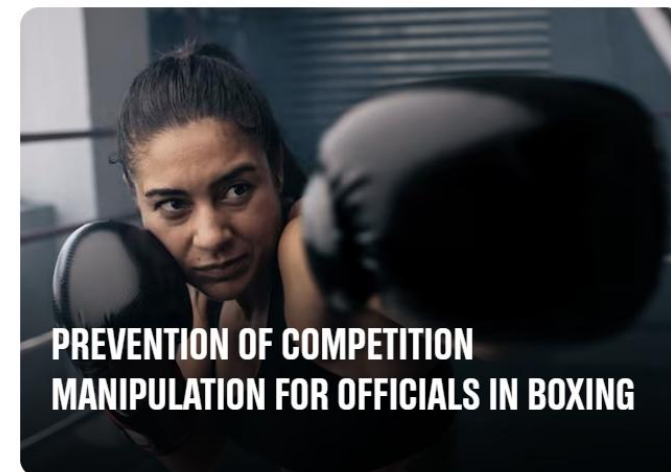
AWARENESS RAISING



Take our course on competition manipulation, as three-time Olympic gold medallist Anthony Ervin explains how we can work together to protect...



Get ready for the Youth Olympic Games with our interactive learning course.



Take the prevention of competition manipulation for officials in boxing course to find out more and how to protect yourself and your sport.



Athlete365 PMC E-Learning Course



AWARENESS RAISING



BELIEVE IN SPORT

PREVENTION OF COMPETITION MANIPULATION INTERNATIONAL FEDERATIONS DIRECTORY

05 Aug 2024



Find out what your IF is doing to prevent competition manipulation through our directory below. If you witness or suspect competition manipulation, you have a responsibility to report it. You can use the IOC Integrity Hotline during and outside of the Olympic Games.

WINTER INTERNATIONAL FEDERATIONS

FEDERATION INTERNATIONALE DE SKI (FIS)

[FIS | Ethics & Competition Manipulation](#)

[FIS Rules PMC](#)



Athlete365 PMC IF Directory

EVERYTHING YOU NEED TO KNOW



VIEW ALL



BELIEVE IN SPORT

What is competition manipulation?



BELIEVE IN SPORT

What are the risks related to sports betting?



BELIEVE IN SPORT

Why people manipulate competitions?



FREQUENTLY ASKED QUESTIONS

What happens when I report?



BELIEVE IN SPORT

The Role of Entourage



PMC AMBASSADORS

☐ IOC Believe in Sport Ambassadors

- Selected and appointed by OM Unit PMC for an Olympic Games cycle

☐ Global Athlete Ambassadors

- Selected and appointed by and for the NOCs/IFs
- Trained and briefed by OM Unit PMC

☐ Real Life Testimonies



PMC AMBASSADORS

Global network of PMC Ambassadors

Process and Support:

- PMC SPOCs to appoint Ambassadors
- OM Unit PMC to onboard, connect and train ambassadors

Training and Resources:

- 3 Email updates per year
- 3 Webinars per year (1 global, 2 per continent)
- 1 in-person event per Olympic cycle

Next intake deadline: 31 March 2026





IOC BELIEVE IN SPORT AMBASSADORS

- Ambassadors appointed by OM Unit PMC
- 4-year voluntary role
- OM Unit PMC responsible for training and activation



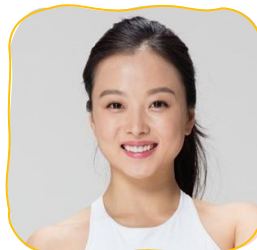
BELIEVE IN SPORT AMBASSADORS 2025 – 2028



Jane CLAXTON
Field Hockey
Australia



Kady KANOUTE
Basketball
Mali



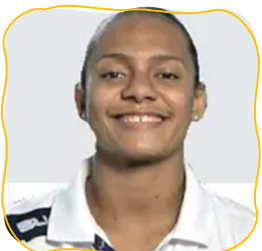
Yura MIN
Figure Skating
Republic of Korea



Esra GÜMÜŞ
Volleyball
Turkey



Mark FRASER
Ice Hockey
Canada



Matelita BUADROMO
Swimming
Fiji



Khotso MOKOENA
Athletics
South Africa



Ayako ROKKAKU
Baseball
Japan



Dominik WINDISCH
Biathlon
Italy



Arthur ZANETTI
Artistic
Gymnastics
Brazil

AMBASSADORS AROUND THE WORLD



REAL LIFE TESTIMONIES

Real and authentic story telling from athletes
own experience with manipulation





AWARENESS RAISING

E-LEARNING MODULE

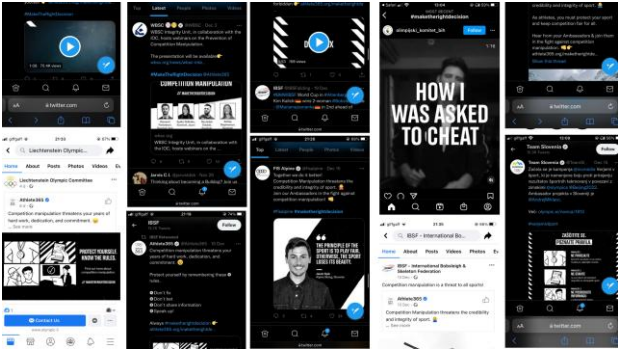


You train hard every day to reach your goals. You want to be a faster, stronger and better boxer.



Take the prevention of competition manipulation for officials in boxing course to find out more and how to protect yourself and your sport.

SOCIAL MEDIA CHANNELS



WEBINARS



ENGAGEMENT BOOTHS



WORKSHOPS





ACTIVATION OPPORTUNITIES

COMPETITIONS



World cups and championships



Youth events



National/regional competitions



Multi-sport events

INSTITUTIONAL



Annual and governance meetings



Athlete commissions or Player representatives forums



Briefings and trainings for Coaches and ASPs



Briefings and trainings for Referee & Judges



GAMES-TIME ACTIVATIONS



Institutional Activations

- Pre-competition team briefings
- Pre-competition ITO briefings
- Chef de Mission/Team manager sessions



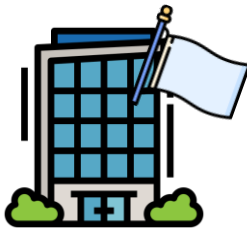
Athlete & ASP Activations

- Engagement booth
- Quizzes, games and giveaways
- Ambassador interactions





PRE-GAMES ACTIVATIONS



PRE-GAMES CAMPAIGN	ATHLETES	COACHES AND ASP	REFEREES & JUDGES	NATIONAL FEDERATIONS
E-Learning	✓	✓	✓	✓
Webinars	✓	✓	✓	✓
Social & Digital Media	✓	✓	-	-
Training Sessions	✓	✓	✓	✓
Team Briefings	✓	✓	-	✓
Posters, Flyers	✓	✓	✓	✓

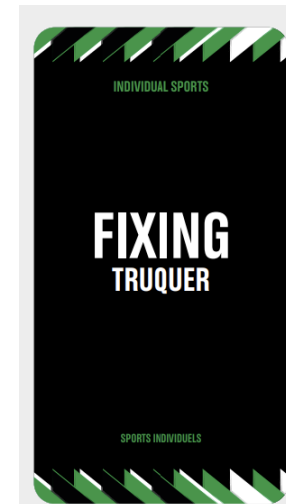


Recommended Activity



Optional Activity

GAMES ACTIVATIONS



1. Spin the wheel
2. Pick a question card
3. Exchange with the Ambassadors onsite
4. Leave with a better understanding and a fantastic Olympic giveaway!





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365

BELIEVE IN SPORT





SPOC ENGAGEMENT

Single Points of Contact (SPOCs)

- PMC SPOCs act as the focal contact point at their respective sport organisation, across all pillars
- OM Unit PMC works to support the SPOCs in delivering awareness raising activities, but also in delivering education and capacity building for the SPOC network
- In addition to regular opportunities for digital communication between SPOCs, IF SPOCs also have an in-person forum every two years.
- NOC SPOCs are invited to in-person capacity building workshops during Olympic events and regional multi-sport events.



NOC SPOC WORKSHOP (PARIS 2024)



IF SPOC WORKSHOP (LAUSANNE 2025)



Do's



Don'ts

THE DO'S AND DONT'S





WHAT WORKS WELL

- Think simple!
- Short workshops/activities, stay to the point! Explain what the phenomenon is about, what are the risks and what are the rules, where they can report.
- Use videos, use athlete ambassadors
- Booths with goodies and gamified activities
- The power of social media!
- Make it fun!
- Don't start from scratch!





WHAT DOES NOT WORKS WELL

- Avoid too long workshops
- Avoid unnecessary information unless you receive such questions
- Avoid long brochures/booklets with too much text



THANK YOU

