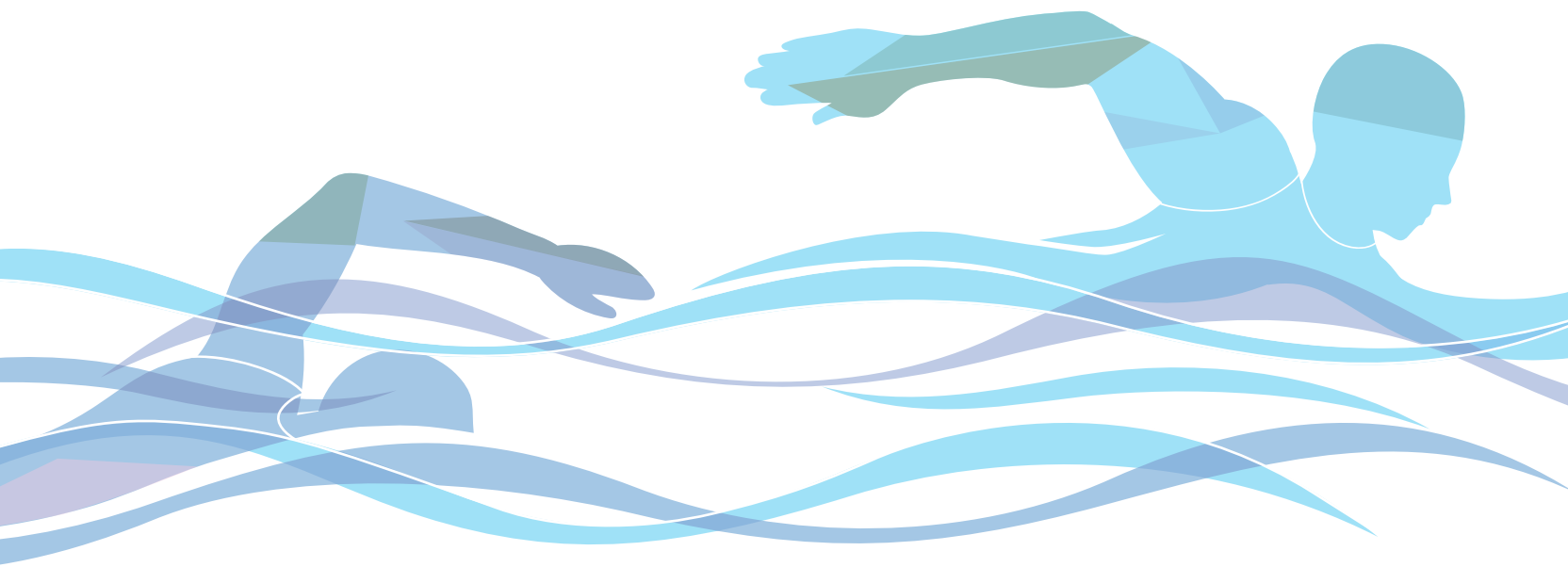




*EUROPEAN  
WEEK of CLEAN  
SPORT*

# EUROPEAN WEEK OF CLEAN SPORT

D3.1 Learning, Teaching, & Training Event Report



Co-funded by  
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# EUROPEAN WEEK of CLEAN SPORT

<b>Project name:</b>	Developing and Implementing an Anti-Doping Communication & Social Marketing Campaign: The European Week of Clean Sport
<b>Project acronym:</b>	EWCS
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## | PARTNERS |

- **CYPRUS ANTI-DOPING AUTHORITY (CYADA)** - Cyprus
- **POLISH ANTI-DOPING AGENCY (POLADA)** - Poland
- **ANTI-DOPING AUTHORITY OF PORTUGAL (ADoP)** - Portugal
- **ANTIDOPING ORGANISATION OF BULGARIA (BuINADO)** - Bulgaria
- **EUROPEACTIVE (EHFA)** - Belgium



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## 1. INTRODUCTION

This report is relevant to Task 3.3 “Learning, Teaching, and Training Event (LTTE)” of the project, which will inform the Operational Framework of the EWCS Campaign. The aim of the LTTE was to conduct interviews with relevant stakeholders, in order to identify best practices and lessons learned from related initiatives (e.g., WADA's Play True Day, UKAD's Clean Sport Week, and the European Week of Sport). Another aim of the LTTE was to identify practices related to horizontal Erasmus+ priorities, such as Equality, Diversity, and Inclusion, Digital Transformation (e.g., the use of digital technologies to communicate and support the implementation of the EWCS Campaign), and Environmental Sustainability.

The EWCS consortium organised the LTTE on May 15th - 16th 2023 in Warsaw, Poland, in the context of the EWCS project's 2nd Transnational Partners' Meeting. The LTTE involved individual interviews, conducted online, with the following stakeholders:

- UK Anti-Doping (UKAD)
- World Anti-Doping Agency (WADA)
- EuropeActive
- Council of Europe's Rapporteur on Gender Equality of the Special Committee on the World Anti-Doping Agency (CAHAMA) and Chair of the Drafting Committee on Gender Equality in Anti-Doping (GECA)
- UEFA

Each stakeholder was represented by one or more persons serving as interviewees and, providing information about the design, implementation, communication, and evaluation of their campaigns. In particular, UKAD discussed the Clean Sport Week, WADA discussed the Play True Day, EuropeActive discussed the European Week of Sport, and UEFA discussed RESPECT. All interviewees provided information about gender equality and environmental sustainability issues, as well as the use of digital technologies during the communication and implementation of the respective campaigns. The Rapporteur on Gender Equality of the Special Committee of the Council of Europe on the World Anti-Doping Agency (CAHAMA) and Chair of the Drafting Committee on Gender Equality in Anti-Doping (GECA) provided further insights and guidance about relevant measures to integrate Equality, Diversity, and inclusion principles within the EWCS Campaign.

The present report was compiled by Professor Lambros Lazuras (external expert), who also conducted the interviews during the LTTE. The report presents the key findings and implications that derived from the LTTE interviews, as well as the reflections of the EWCS consortium on the interviews are presented below, in Section 2. The specific schedule of interviews and the name of interviewees, and the interview questions, are respectively shown in Appendices A and B.

## 2. LTTE INTERVIEWS: KEY FINDINGS, REFLECTIONS, & IMPLICATIONS FOR THE EWCS CAMPAIGN

Key Findings from the LTTE Interviews	Reflections & Implications for the EWCS Campaign
<p data-bbox="188 541 653 574"><i>Identifying &amp; Involving Target Groups</i></p> <p data-bbox="188 621 978 690">Existing campaigns have targeted different groups from diverse backgrounds, including:</p> <ul data-bbox="218 720 739 1103" style="list-style-type: none"> <li>• Athletes and exercisers</li> <li>• Coaches and other Athlete Support Personnel</li> <li>• Personal trainers</li> <li>• Students</li> <li>• Educators</li> <li>• Parents</li> <li>• Sport stakeholders, such as sport federation officials or representatives from the fitness sectors.</li> </ul> <p data-bbox="188 1133 1008 1242">Depending on the focus of the campaign, athletes across different levels and types of sport (e.g., international-level, national-level, recreational athletes) are targeted.</p> <p data-bbox="188 1272 1052 1381">The selection of target groups represents an important strategic decision for the design and successful implementation and evaluation of a campaign.</p>	<p data-bbox="1227 621 2117 849">In each country, EWCS partners may target groups that are: a) accessible, b) motivated to participate, and c) willing to be involved in the campaign in different roles (e.g., learning about anti-doping or the health risks of doping by volunteering to support a relevant presentation in a school; generating and sharing social media content: why is clean sport important for you?).</p> <p data-bbox="1227 895 2082 1004">Note: Accessibility should not be equated with convenience, because this may limit the diversity of the target groups represented in the campaign.</p> <p data-bbox="1227 1050 2093 1159">The diversity of the target groups involved represents an important factor for the success of EWCS campaign. It is, therefore, important to address as many and as diverse groups as possible.</p>

### *Identifying & Selecting Key Stakeholders*

Identifying and selecting key stakeholders is at least as important as selecting target groups. The reason being that stakeholders can serve as key partners with an active role in the implementation of the campaign. In some cases (e.g., European Week of Sport, EWoS) local stakeholders may be involved in the design of the campaign, by contributing decisions about campaign activities.

As different interviewees (e.g., UKAD, WADA) remarked, the early engagement of key stakeholders is another important element of a campaign.

Diversity of stakeholders is also important because it contributes to increasing the overall reach and impact of campaigns to a wider range of groups.

Lastly, stakeholders with more extended networks are preferable because they can utilise their networks to recruit participants.

The strategic selection of stakeholders in each country will contribute to the successful design, implementation, and communication/dissemination of the EWCS campaign.

Indicatively, relevant strategic stakeholders may include:

- Athlete commission or athlete groups.
- Sport federations or national sport governing bodies.
- Coaches or coach associations/networks nationally and internationally (e.g., International Council for Coaching Excellence/ICCE).
- Universities, colleges, and schools.
- Communication and media partners (to support media coverage and wider communication of the EWCS campaign in their networks).

### *Types of Activities & Best Practices*

Most of the organisations involved in the LTTE interviews relied heavily on digitally delivered campaigns, given their potential to be widely communicated across larger groups of people and across countries in a cost-effective and timely manner.

The identification and selection of campaign activities represents another important element of the national plans for the design and implementation of the EWCS campaign.

In certain cases, such as EWoS, physical/face-to-face activities can also take place to engage different groups of the community. The campaign activities and messages should be consistent with the needs and interests of the target groups involved.

Campaign activities are commensurate to the resources allocated.

Almost all interviewees highlighted the importance of early planning and design of the campaign activities.

The use of digitally delivered campaign activities should be considered in the design and implementation of the EWCS campaign. However, to be consistent with the grant proposal, it is advisable that a mix of activities may be used in the implementation of the EWCS, including both digital and physical ones.

Campaign activities must be selected strategically, considering their feasibility, financial viability, and resources given in each partner country.

The EWCS partners may jointly identify and select campaign activities with members of their target groups and key stakeholders that will be involved in the campaign.

### *Identifying and Involving Volunteers*

In most cases, volunteers are identified from existing networks of the key partners or stakeholders involved in the campaign.

From the perspective of Equality, Diversity and Inclusion it is important to ensure that volunteering is based on equal access and opportunities.

EWCS partners may decide, together with key stakeholders in each country, which volunteer groups can be feasibly recruited and what their role will be.

Volunteering is variable and may be determined by a range of factors, such as the type of the campaign (e.g., digital vs. physical), the activities involved (e.g., resources required, tasks involved, nature of activities), and the resources available (e.g., if volunteers sign up for participation/support of the campaign).

	<p>It is advisable that volunteering opportunities reflect equality, diversity, and inclusion principles (e.g., equal access of volunteering opportunities to both males/females, opportunities for the volunteering of athletes with impairments).</p>
<p><i>Monitoring and Evaluation Indicators</i></p>	
<p>Digital traffic and related analytics represent the most relevant and widely used success indicators of campaigns. This includes, but is not limited to, number of social media followers; frequency of using campaign content in social media, such as reposting, liking, and sharing; number of visits to the campaigns' website.</p>	<p>Digital traffic indicators and analytics may be used to determine the success of the EWCS campaign.</p> <p>In line with the grant proposal, however, the EWCS campaign will also utilise quantitative indicators from surveys during physical, onsite activities (e.g., satisfaction ratings and feedback forms), as well as qualitative indicators that will be derived from interviews with the key stakeholders that will be actively involved in the EWCS campaign.</p>
<p><i>Promotion and Communication Aspects</i></p>	
<p>There was consensus for the use of positive, genuine and authentic, and personally relevant campaign messages. At the same time, this messaging should be inclusive and avoid evoking social and political division.</p>	<p>Positive messaging is emphasised for the wider promotion and communication of the EWCS campaign.</p> <p>Messages cannot address the needs and interests of all target groups.</p>



Social media and digital communication is of paramount importance. All the campaigns discussed during the LTTE event had a digital communication plan/strategy that involved the use of different social media platforms and digital tools.

In certain cases (e.g., Play True Day), social influencers were recruited to support the cause and widely disseminate the campaign message.

Traditional media communication (e.g., TV and radio) may also be relevant in certain cases (e.g., UEFA campaigning<sup>1</sup>), but the main emphasis is on social media-based promotion and communication.

The EWCS partners and their stakeholder groups may jointly identify and decide (as part of their national plans) the messages to be used in each country for the promotion and communication of the campaign.

Successful promotion and communication of the EWCS also rely on the strategic use of existing networks (e.g., athlete-to-athlete communication, communication via coaches and sport federations, media communications).

Given the range, diversity, and nature of different social media platforms, the EWCS partners may strategically identify and select the most relevant messages to be communicated via the respective media (e.g., pictures via Instagram; short videos via Twitter; promotion to professional organisation via LinkedIn).

Where relevant and feasible, social media influencers may be used for the wider promotion and communication of the EWCS campaign, provided that these influencers abide by the values and principles of the EWCS campaign and the European Commission position on doping (e.g., being 100% against doping, non-controversial public figure, etc.). This is another element for consideration in the development of the national plans for the EWCS campaign.

<sup>1</sup>Note: UEFA already maintains collaboration with TV corporations, therefore, making it potentially easier to promote the campaign through this medium.

Lastly, it is advisable that the EWCS campaign uses common key messages across countries (e.g., “Keep Cool, Play Clean”) and positively framed priorities (e.g., celebrating clean sport).

### *Equality, Diversity, & Inclusion Aspects*

Equality, Diversity, and Inclusion (EDI) represents an important campaign theme. In some cases, campaigns may focus on EDI more explicitly (e.g., UKAD on impaired athletes and clean sport), or EDI may emerge naturally by engaging a diverse group of athletes (e.g., WADA’s Play True).

EDI measures can be taken to support the inclusion of people with disabilities as well as positive intergenerational interactions and cooperation.

In practical terms, this means that athletes with impairments are provided with the opportunity to participate in the EWCS campaign as volunteers, participants, and/or role models and communicators (e.g., sharing posts or inspirational stories relevant to clean sport).

Different measures can be taken to ensure that gender equality and other EDI aspects are integrated in the different stages of the EWCS campaign, including:

- Providing opportunities for the equal participation of males and females in the EWCS campaign (e.g., as volunteers, participants, or communicators/social media influencers).
- Developing communication messages and using language that are inclusive and gender neutral.
- Tackling gender stereotypes and norms by representing more women in traditionally male-dominated sports (e.g., combat sports, football).
- Integrating gender equality in the campaign products and outputs (e.g., develop and share with key sport stakeholders a guide for gender-inclusive clean sport).
- Providing opportunities for the participation of athletes from diverse ethnic backgrounds.
- Providing opportunities for the participation of athletes with impairments.

Accordingly, the EWCS campaign may support intergenerational learning and collaboration. For instance, involve older athletes who share their experiences or stories relevant to clean sport with younger ones, or support other campaign activities.

#### *Environmental Sustainability Aspects*

This is an important and relevant aspect to address in campaign development, but it is less relevant to digitally delivered campaigns or campaigns that do not involve physical/face-to-face activities.

Environmental sustainability represents a horizontal element of the EWCS campaign that can be effectively addressed through different actions, especially in relation to physical, onsite activities. Relevant measures include:

- Reducing the level of waste during the implementation of onsite EWCS campaign activities.
- Using, where relevant and possible, recyclable materials and avoiding or reducing the use of plastic.
- Avoid activities that involve travelling with private cars or other vehicles.

## APPENDIX A. SCHEDULE OF INTERVIEWS

Time	15.05.2023
11:00 - 12:00	LTTE Interview 1 – UKAD <ul style="list-style-type: none"> <li>• Harriet Purcell, UKAD Head of International and Stakeholder relations</li> <li>• Alex Simmons, UKAD Communications Manager</li> </ul>
12:00 - 12:30	<i>Reflection on LTTE Interview 1</i>
13:30 - 14:30	LTTE Interview 2 – EuropeActive <ul style="list-style-type: none"> <li>• Kevin Haddad, EuropeActive Projects &amp; Programmes Manager</li> <li>• Anna Miškovičová, EuropeActive Communications &amp; Campaign Officer</li> </ul>
14:30 - 15:00	<i>Reflection on LTTE Interview 2</i>
15:00 - 16:00	LTTE Interview 3 – WADA <ul style="list-style-type: none"> <li>• Catherine MacLean, WADA Director, Communications</li> <li>• Mariam Diaby, WADA Senior Manager, Communications &amp; Digital Marketing</li> </ul>
16:00 - 16:30	<i>Reflection on LTTE Interview 3</i>
Time	15.06.2023
9:00 - 09:30	LTTE Interview 4 – Gender Equality Project CoE TDO <ul style="list-style-type: none"> <li>• Shafag Huseynli, Rapporteur on Gender Equality of the Special Committee of the Council of Europe on the World Anti-Doping Agency (CAHAMA) and Chair of the Drafting Committee on Gender Equality in Anti-Doping (GECA)</li> </ul>
09:30 - 09:45	<i>Reflection on LTTE interview 4</i>
09:45 - 10:30	LTTE Interview 5 – UEFA <sup>2</sup> <ul style="list-style-type: none"> <li>• Peter Klomp, UEFA Head of Reputation &amp; Engagement Communications</li> </ul>
10:30 - 11:00	<i>Reflection on LTTE interview 5</i>

<sup>2</sup>UEFA provided their responses to the interview questions in writing because their representative could not attend the scheduled live online interview session.

## APPENDIX B. INTERVIEW QUESTIONS

### **Questions for UKAD, WADA, EuropeActive, & UEFA**

**Q1.** A. Which are the key target groups of your campaign<sup>3</sup>? B. What guidelines or specific actions are used to implement the campaign in the target groups? If there are relevant guidelines, are you willing to share them with the EWCS consortium?

**Q2.** A. Which are the key stakeholders you collaborate with for the implementation of your campaign? B. How are they involved in other stages of the campaign (e.g., design, delivery, and evaluation, etc.)?

**Q3.** A. What type of activities do you implement in your campaign? B. Are there any good/best practices you could refer to?

**Q4.** How are volunteers recruited and used in your campaign?

**Q5.** A. How do you monitor the implementation of your campaign? B. What indicators (quantitative, qualitative, or both) are used for this purpose?

**Q6.** A. How do you evaluate the outcomes and impact of your campaign? B. What indicators (quantitative, qualitative, or both) are used for this purpose? C. If there is a relevant report, are you willing to share this with the EWCS consortium?

**Q7.** A. How do you promote and communicate your campaign (e.g., through social media)? B. Are there any good practices that you can share?

**Q8.** How do you address equality, diversity, and inclusion in your campaign?

**Q9.** What measures do you take to address the environmental impact (or related dimensions) of your campaign?

**Q10.** Is there anything else you would like to share with the EWCS consortium, not covered above?

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<sup>3</sup> Campaigns were defined specifically for each partner (i.e., Clean Sport Week for UKAD; Play True for WADA; European Week of Sport for EuropeActive; RESPECT for UEFA)

***Questions for the Rapporteur on Gender Equality of the Special Committee of the Council of Europe on the World Anti-Doping Agency (CAHAMA) and Chair of the Drafting Committee on Gender Equality in Anti-Doping (GECA)***

**Q1.** How would you define gender equality, in the context of a clean sport campaign?

**Q2.** Which are the most important gender equality aspects that we should be aware of in designing and implementing the EWCS campaign?

**Q3.** What practices can we use to sufficiently integrate gender equality in the EWCS campaign?

**Q4.** What indicators (quantitative, qualitative, or both) could be more relevant for assessing gender equality in the EWCS campaign?

**Q5.** How can we address gender equality aspects with EWCS volunteers?



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