



4 Week Online Certificate Course

Sport Ethics & Integrity for **Sport Stakeholders:** Emerging Issues & Response

COURSE RUNS
JULY 3 - JULY 24



COURSE FEE
CHF 590



TO REGISTER
INFO@ALSS-EDU.CH



DELIVERED ONLINE
19:30-21:30 CET



Introduction

Led by international experts in the field of sport ethics and integrity from across 5 continents, this professional development course addresses emerging integrity issues. Aiming to enhance sport stakeholder awareness and an increased ability in identifying integrity issues, the course supports familiarity of evolving global frameworks, mechanisms, available tools, legislation and best practices to improve capacity and efficiency for preventative action, investigations, and response.

The course Sport Ethics & Integrity for Sport Stakeholders: Emerging Issues and Response is a four-week professional development (every Monday two hours online) offered by the Academy of Leadership Sciences Switzerland, Zurich.

Background

The internationalisation and commercialisation of sport and its growing economic, political, and social significance represents incentives for unscrupulous actions. Further, the abuse of authority, inefficient national legislation, limited resources, and unchecked governance structures contribute to persistent worldwide sports integrity issues including corruption, safeguarding, and human rights abuses.

To address this gap the discipline of sport ethics & integrity emerged, developing professionals with improved knowledge and new, adapted skill sets to support decision making and the evolution of ethical, safer, more accessible and inclusive sport.

Although some public entities and sport integrity units are continuing their work playing pivotal roles in addressing corruption and unethical practices while improving good governance, some sport institutions possess considerable autonomy in regulating sport, and failures in handling integrity issues with diligence and care has resulted in both significant athlete harm and the ongoing permeation of threats.

Participants of this course will become familiarised with the roles, responsibilities and relationships of interconnected stakeholders and improve both their understanding and practical application of ethical reasoning alongside legal and governance principles to better critically assess, evaluate and evolve the causes, consequences and implications of various legislation, policies and practises that impact the evolution of sport integrity

Participants

This course is for governmental representatives, national sport organisations, law enforcement professionals, public authorities, NGOs, investigators, judicial authorities, prosecutors, journalists, analysts, sport governing bodies (SGBs), sports integrity managers, sport policy professionals, academics, athlete advocacy groups, and any sport stakeholders or practitioners seeking to improve their awareness and capacity in addressing sport integrity issues.

A Pragmatic Approach

Participants will be introduced to the Sport Ethics & Integrity professionals' comprehensive, interdisciplinary 360° approach which supports stakeholders to understand the important interconnection between integrity issues and global sport governance frameworks, public authorities, sport business, compliance, risk and the law. Unique to Sport Ethics & Integrity, this approach also considers the potential interplay, awareness and importance of bioethics, health, gender, human rights and beyond to support better informed response and policy.

Sessions are developed to equip participants with improved awareness of each unique issue including: its emergence, key concepts, and current gaps in legislation, governance, policy and programme, preparing participants with increased confidence to approach issues in their organisation by developing their skills to evaluate and evolve existing regulations and practise. Participants will be introduced to the tools, frameworks and resources available which support prevention and response. Each session finishes with a critical look into current global best practices.

Participants will become familiar with the role and benefit of sport ethicists and the profession, become familiarised in understanding the distinct roles of sport lawyers, law enforcement, public officials, sport integrity professionals and the need and benefit for wider cooperation amongst stakeholders in this fast-evolving field.

Finally, participants will acquire access to an international network of sport ethics & integrity professionals from over 50 nations to provide ongoing assistance in their ethical evolution through future collaboration and support.

Accreditation & Certification

The Academy of Leadership Sciences Switzerland (ALSS) is an international education institution that offers continuing education, post graduate advanced education courses, workshops, and programmes focusing on advanced studies in Leadership and Management. The ALSS also offers short professional development courses that are not credit-bearing, and do not lead to formal qualifications. All attendees who attend all four presentations for the **Sport Ethics & Integrity for Sport Stakeholders: Emerging Issues and Response** will be awarded a certificate of successful attendance by the ALSS.



Course Structure

WEEK ONE - ONE HOUR EACH

Introduction to Sport Ethics & Integrity

GARETH PARRY

The first half of session one establishes the interconnection between integrity issues and sport governance, sport business, human rights and the law, preparing participants to recognise the relevance and importance of the sport ethicists' interdisciplinary approach which supports the improved understanding and analysis of the root of integrity issues, their scale and scope, as well as the risks, roles, relationships and actors involved.

Participants will be introduced to the application of an ethical approach to support their ability to critically analyse and assess people, policy and practice in an effort to facilitate an integration of the leading tools, frameworks and resources as well as their growth towards best practice.

Human Trafficking in Sport: Prevention & Response

KADIJA RICHARDS

The movement of athletes between countries is considered normal in sport, making the identification of athlete trafficking difficult and sometimes contentious. The United Nations Office on Drugs and Crime (UNODC) defines trafficking as “the recruitment, transportation, transfer, harbouring or receipt of persons...for the purpose of exploitation” by various means.

In this module, by analysing the means of trafficking, and incorporating the elements of trafficking as outlined in the UNODC Trafficking in Persons Protocol, participants will be equipped to critically examine the often common movement practices in sport through an ethical lens, while increasing their understanding of the factors that make athletes susceptible to trafficking and the conditions under which athlete trafficking may be taking place.

Through an assessment of cases, global best practice, and an analysis into legal and regulatory frameworks, this session familiarises participants with the current challenges that national sports organisations (NSOs) and sport governing bodies (SGBs) face, while supporting an improved capacity in prevention, identification and response. This course aims to help identify and discuss the overt and covert means of trafficking in and through sport, the regulatory gaps in protection that may exist, and the level of responsibility of governments, international sports bodies and other sport stakeholders.

Course Structure

WEEK TWO- TWO HOURS

Sustainability, Integrity & The Future of Sports: Implications, Barriers and Solutions.

HANNAH CAMPBELL-PEGG OLY

Sustainability education, awareness and strategy is now a necessity for the future of sport. Sustainability has become a key performance and value indicator for many entities surrounding sport from government to sponsors, and is an emerging issue for all stakeholders as the impact of climate change is altering the way sport is delivered.

With increasing requirements for sport stakeholders to improve awareness, education and contributions towards sustainable development and innovation, this module supports participants to: increase their understanding of what sustainability is, and its importance to sport stakeholders; to learn how to assess, implement and measure sustainability strategies; and finally, how to support strategic decision-making that will have a positive impact on communities, economies, the environment and the future of sport.

This session introduces participants to examine current challenges and opportunities that national sports organisations (NSOs) and other governing bodies are facing around the world while identifying growth opportunities aligned with UN's Sustainable Development Goals and ESG frameworks as we investigate tools and solutions that have been implemented across a range of sports at a global, national and local level.





Course Structure

WEEK THREE- TWO HOURS

Technology Doping & the Risk and Impact of Artificial Intelligence & New Technology on Sport: Implications, Barriers and Solutions.s

MARWAN HELLAL

The Covid-19 global pandemic has acted as a catalyst for the rapid advancement of new technologies in sport, communication, and broadcasting, with Artificial intelligence (AI) technology becoming more accessible than ever. AI has been integrated into many advantageous aspects of sport such as: in analysing biometrics of individual players, simultaneously optimising team performance, injury prevention and athlete health; it has also been used to improve the experience of fans, where AI can provide real-time recommendations for live coverage on angles, people, and plays, supporting more exciting and immersive viewing. It also can have an active role in enhancing coaching, stadium security, refereeing, and the fight against anti-doping and illegal-betting - but it also comes with potential risks.

Security breaches; athlete confidentiality and right to privacy; jurisdictional complexities and legality around the use of AI; and potential threats to inclusion and equality if AI is guided by biased inputs are some ethical challenges surrounding the usage of AI in sport. In this module, participants will be introduced to the use of AI and machine learning, wearable technology, and emerging doping technologies - while analysing risks, threats and potential impact of these advancements on the integrity, governance and regulation of sport.

As the rapid rise of new technologies outpaces the policy processes of most sports organisations, this module informs participants in understanding the ethical concerns of AI innovation, and equips them to prepare for, and respond to the use of AI. Participants will be introduced to emerging EU initiatives surrounding AI uses and applications; and this course will support participants' capacity surrounding risk assessments and strategic decision-making around new technology to ensure the implementation of AI does not undermine basic rights of athletes, and that it preserves the integrity and equality of sport competitions.

Course Structure

WEEK FOUR - TWO HOURS

Sex, Power & Corruption: Sextortion Prevention, Safeguarding & Response. Implications, Barriers and Solutions.

WHITNEY BRAGAGNOLO & YANEI LEZAMA

This module analyses a globally underexplored and under regulated safeguarding issue: the topic of sextortion in sport. Sextortion is both an act of sexual misconduct and corruption which occurs when those entrusted with power or authority abuse their positions to exact sexual benefits. Participants will be introduced to the definition of sextortion, and delve into the legal and philosophical concepts and frameworks that underpin the issue, while increasing familiarity with the legal and regulatory frameworks and gaps in protection and response that exist.

The module continues with an examination into current global sextortion cases, aiming to increase participants' awareness of the diverse actors, perpetrators, and risks to illustrate: a) the enablers that allow sextortion to arise and persist within organised sport; b) the current challenges for regulating and addressing this phenomenon; and c) the responsibility of sport stakeholders and governments to address this issue.

The final section concludes with recommendations for stakeholders to improve their education, prevention and response efforts, including guiding participants on necessary reporting mechanism considerations to achieve best practice. The content of this module is of crucial relevance for sport organisations aiming to develop and implement better mechanisms to safeguard athletes' wellbeing and comply with good governance requirements.

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Course Presenters



**GARETH
PARRY**
WALES

Gareth Parry is Managing Director of Sports Consulting Ltd, where he specialises in sports governance, ethics, integrity and event management. Parry completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI) in 2019, and also has a Masters in Social Policy from Bangor University where he previously earned a BSc in Sports Science. Parry became one of the youngest Chartered Managers in the UK in 2005, is a Trustee of the Urdd (National Cultural Charity in Wales) and Chairs their Sports and Apprenticeships Board as well as the Ynys Mon Organising Committee who have been successful in their bid to host the International Island Games on Ynys Mon in 2027.

Parry developed the first Governance and Leadership Framework for the sport sector in Wales whilst employed as Governance Lead for Sport Wales in the early 2010s and his recent commissions include governance reviews of the International Ice Hockey Federation (IHF), all the National Governing Bodies of Sport in Wales, as well as "Reviewing the Sport Integrity Landscape across the United Kingdom for UKAD. Parry is a keen sportsman, having played football at national level (Wales, UK) and in recent years is focusing on completing 4/6 of the World Marathon Majors. He is currently working as an Inspector with North Wales Police.



**KADIJA
RICHARDS**
JAMAICA

Kadija Richards is an Analyst and Investigator with the Athletics Integrity Unit, focusing on non-doping integrity concerns including age manipulation and safeguarding. Richards completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI) in 2019, and also has a Masters of Science in Sports Studies from Miami University, where she was a varsity tennis player.

A Sport Psychology Consultant by profession, Richards has worked with numerous Jamaican national teams and international athletes, and was awarded the Prime Minister's Medal of Appreciation for Service to Jamaica for her services as Sport Psychology Consultant to the Jamaican delegation at the 2008 Summer Olympics in Beijing. Richards has also lectured on Sport Psychology and Sports Governance at several universities including the University of West Indies, the University of Technology, Jamaica, and the International University of Monaco.

Course Presenters



**HANNAH
CAMPBELL-PEGG**
OLY
AUSTRALIA

Hannah Campbell-Pegg, OLY is an Australian dual Winter Olympian in the sport of Luge and the President of Australia's Luge governing body, Luge Australia Inc. Campbell-Pegg is the current Chair of the newly formed International Luge Federation Sport Integrity Commission. Campbell-Pegg completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI) in 2021, where she examined the perception of sliding sports facilities negative legacy making recommendations to sliding sports facility managers, International Luge Federation and International Bobsleigh and Skeleton Federations regarding positive legacy findings. Campbell-Pegg is currently a PhD candidate at the University of Canberra, Australia, where she is researching the impacts of climate change on winter sports and is a sessional lecturer in the areas of Integrity, Ethics & Law and Leadership in Sport.



**MARWAN
HELLAL**
EGYPT

Marwan Hellal is a licensed Pharmacist, lecturer and PhD Candidate at Western University in Canada (Health Sciences), having completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI) in 2019, and a BsC in Pharmacy and Biotechnology from the German University of Cairo in 2014. Hellal is a member of the Executive Board of the International Centre for Olympic Studies (ICOS) and also works as a Production Editor within the institute. Hellal's previous roles include Doping Control Officer for the United States Anti-doping Agency (USDA) & UFC. Outside of anti-doping and artificial intelligence, his research interests, extensive publications and teaching experience intersect with social justice issues on ethics and fair play in sport and Olympic studies. Hellal has a background as an elite swimmer, and a World Masters silver medalist in 2017.

Course Presenters



YANEÍ LEZAMA
MEXICO

Yaneí Lezama graduated from Law School at the National Autonomous University of Mexico (UNAM). With an LLB (cum laude) degree, she has 7+ years of experience working on research and analysis of jurisprudence and legislation applied to highly specialised fields including immigration, foreign trade, access to information, and currently, analysing how sport legislation frameworks can accurately reflect the value of sport and safeguard athletes' welfare. Lezama's professional career has developed in multicultural environments that prioritise service to society. As a former elite athlete (volleyball), her research focuses on sport's unique power as a tool for individual flourishing, social development, and the safeguarding of athletes' wellbeing. In her latest research collaboration, she developed the conceptual and legal framework supporting the first empirical and global study of sextortion in sport. Currently in the fourth and last term of the Erasmus Mundus Joint Masters in Sports Ethics and Integrity, (MAiSI), she is developing her dissertation on the topic of institutional duty of care owed to student-athletes.



WHITNEY BRAGAGNOLO
CANADA

Whitney Bragagnolo is a safeguarding, governance & anti-corruption consultant and PhD candidate with 9+ years of international experience in the public and private sector in risk mitigation, sport governance, intelligence, law enforcement & sport integrity. Bragagnolo was responsible for the first empirical and global study of sextortion in sport, where data from 49 countries across the world supported the first investigation into the corruption phenomenon via the experiences of grassroots to elite level athletes, and sport career professionals.

Aiming to support improved legislation and policy, Bragagnolo's research provides evidence and explanations for sport federations, sport governing bodies, sport authorities and other key stakeholders on how leadership can embed preventive anti-corruption and safeguarding initiatives into short and long-term planning. Bragagnolo is the founder of the world's largest sports ethics social education platform, organised with Sport Ethicists, Olympians and Phd Researchers called "The Sports Ethics Examiner. She completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI) in 2019. Bragagnolo has been active in the international Brazilian Jiu Jitsu circuit since 2011.