

Implementing Provision of the IOC Code of Ethics

Directives Concerning the Election of the IOC President

Preamble

In line with the highest good governance standards applied by the IOC, the fundamental ethical principles of Olympism have to be respected by everyone within the Olympic Movement at all times, including during the entire candidature campaign.

In addition, it is essential that equality is observed amongst candidates, as well as mutual respect.

These Directives aim to ensure a degree of harmonisation in the conduct of the candidates and to prevent any excesses.

Article 1 - Scope

These Directives apply from their publication on the IOC website until the election of the IOC President by the IOC Session.

Article 2 - General conduct

All the IOC Members must observe the provisions of these Directives, as well as the provisions of the IOC Code of Ethics, at all times.

CANDIDATURE PROMOTION

Article 3 - Candidature campaign

The candidature campaign will start on the date decided by the IOC Executive Board, as provided by the Bye-law to Rule 20 of the Olympic Charter.

On such date, the list of the candidates will be made public by the IOC Chief Ethics and Compliance Officer (CECO); this list will include information on the candidates' IOC membership status.

Article 4 - Promotion

Each candidate may promote their candidature, subject to respecting the provisions of these Directives, the IOC Code of Ethics and the Olympic Charter.

The promotion of a candidature shall be conducted with dignity and moderation, and shall be done exclusively by the candidate.

Promotion means any act or action that may enhance the level of awareness of a candidature.

The promotion of a candidature for the IOC presidency shall exclude any form of advertisement (including but not limited to a paid advert in any type of media, regardless of the person/entity financing the advert).

Any type of promotion undertaken by the candidate shall respect the other candidates and shall in no way be prejudicial to any other candidate, in particular by avoiding comparisons.

The use of a communications agency shall be limited to the production of the Candidature Document.

Article 5 - Candidature Document

Each candidate may present their plans and views on the IOC presidency in the form of a written document, the Candidature Document, whatever the means of distribution.

This document shall include the information listed in the Implementing Provisions but shall not refer to any other candidate or include any form of comparison.

In order to prevent content which could be considered as unintentionally breaching these Directives, a copy of the final draft Candidature Document will be provided to the IOC CECO. When necessary, the CECO will inform the candidate with a view to finding the most appropriate solution so as to be compliant with these Directives.

This Candidature Document will be distributed as a matter of priority to all IOC Members by the candidates and published on the IOC website, at which point it may be used by the candidate for the promotion of their candidature, including during interviews with the media.

Article 6 - Use of social media

Social media is allowed for the promotion of the candidates' positions on different topics, provided that they respect the other candidates, in particular by avoiding any type of reference or comparison.

The endorsement of candidates on social media (including shares, likes and retweets) by third parties (as detailed in article 13) is prohibited; this includes the staff and employees of the above-mentioned organisations on both personal and professional social media accounts.

It is the responsibility of the candidate to proactively inform the constituents of the Olympic Movement and third parties – in particular the members of National Olympic Committees (NOCs), International Federations (IFs), National Federations (NFs) and Continental Associations, and sponsors, foundations, national embassies and other organisations – about these Directives.

RELATIONS BETWEEN THE CANDIDATES AND THE IOC MEMBERS

Article 7 - Trips

The candidates shall limit the number of their personal trips related to the election campaign, in order to avoid excessive expenditure, which could be a factor of inequality amongst them. The candidates are encouraged to contact their fellow IOC Members via virtual means.

The cost of any such trips shall be at the candidate's personal expense. The CECO must be notified of any trip planned in relation to the promotion of a candidature 10 days beforehand, so that it can be formally registered in advance.

Article 8 - Meetings

No public meeting or gathering of any kind may be organised in the framework of promoting a candidature.

Article 9 - Assistance

No assistance, whether financial, material or in kind, be it direct or indirect, shall be given to candidates by an IOC Member or by any other person or entity.

If such assistance is proposed, the candidate concerned has a duty to refuse it and to inform the CECO.

Article 10 - Gifts – Benefits

Candidates shall not, under any circumstances and under any pretext, give presents, offer donations or grant advantages of any nature or value to any IOC Member or any other person or entity.

The candidates shall not invite IOC Members to any event organised by their NOC or IF, any other person or entity, or the national embassies of their country. If such an invitation is received, the invited person has a duty to refuse it and to inform the CECO.

Article 11 - Promises

Candidates shall not make any promise or commit to any undertaking, whatever the timing of the action promised, for the direct or indirect benefit of an IOC Member, group of IOC Members, organisation, region or partner.

Any such promise or undertaking would be perceived as an attempt to adversely affect the integrity of the institution.

Article 12 - Declarations

To respect the secrecy of the vote and their fellow IOC Members, the IOC Members shall not make any public declaration to support one of the candidates or to explain their intention to vote for one of the candidates.

IOC Members may “like” the candidates’ social media content. However, it is prohibited for the IOC Members, individually or collectively, to support any type of public campaign in favour of one of the candidates, in particular through social media.

RELATIONS BETWEEN THE CANDIDATES AND THE OLYMPIC MOVEMENT CONSTITUENTS AND THIRD PARTIES

Article 13 - Neutrality

The Olympic Movement constituents and third parties, including IOC Honorary Members, NOCs, IFs, global and continental associations, IOC-Recognised Organisations, Organising Committees for the Olympic Games (OCOGs and YOGOCs), Interested Parties to host a future edition of the Olympic Games or Youth Olympic Games, Media Rights-Holders, TOP Partners, IOC commercial counterparts, foundations, national embassies and any other organisations, shall remain neutral in the election campaign.

They shall refrain from making any public declaration in support of any of the candidates in any way. In particular, the endorsement of candidates on social media, such as through shares, likes and retweets, by third parties is prohibited; this includes the staff and employees of the above-mentioned organisations on both personal and professional social media accounts.

Article 14 - Instructions

Candidates shall not accept instructions from any public or private entity or natural or legal person.

Article 15 - Undertaking

Candidates shall not enter into any form of undertaking with any natural or legal person, as this may be perceived as likely to affect the freedom of decision or action of the future IOC President.

Article 16 - Assistance

No direct or indirect assistance, be it financial, material or in kind, shall be given to candidates by any Olympic Movement constituents or by Media Rights-Holders, TOP Partners, IOC commercial counterparts or other third parties, including governments, embassies and governmental agencies.

If offered such assistance, the candidate concerned has a duty to refuse it and to inform the CECO.

RELATIONS WITH THE MEDIA

Article 17 - Interviews – Publications

Candidates may grant interviews to the media and use their official written Candidature Document.

No form of advertisement may be devoted to any of the candidates, regardless of the backer.

Article 18 - Debates

The candidates shall not take part in any public debate with each other, regardless of the organiser.

Article 19 - Media communication services

Journalists and media outlets may not be used – be it free of charge or in return for payment – to the benefit or detriment of a candidature.

RELATIONS WITH OTHER CANDIDATES

Article 20 - Respect due to candidates

Each candidate shall respect the other candidates, the IOC Members and the IOC itself.

Article 21 - Prejudice to a candidature

A candidate may not engage in any written or oral communication or any other type of representation or action likely to harm the image of another candidate or cause them prejudice.

Article 22 - Collusion

No arrangement, coalition or collusion between candidates is allowed, as this may be perceived as an intent to influence the result of the vote.

RELATIONS BETWEEN THE CANDIDATES AND THE IOC ADMINISTRATION

Article 23 - General relations

The IOC administration shall maintain strict neutrality at all times.

The members of the administration shall limit their relations with the candidates to the strictly necessary, i.e. as required by the nature of their role.

Consequently, the IOC administration is not allowed to publicly comment on any candidature in any form whatsoever, including on social media (no approval/disapproval of a candidate's message or sharing their message on a personal account).

Article 24 - Support

No support or service in relation to a candidature shall be requested from any member of the IOC administration, IOC department or other section of the IOC administration.

Article 25 - Concealed promotion

Concealed promotion in the form of technical meetings or other events is prohibited.

BREACHES OF THE DIRECTIVES

Article 26 - Obligation to report

Pursuant to Rule 16.2.7 of the Olympic Charter and to article 18 of the IOC Code of Ethics, the IOC Members and any other member of the Olympic Movement shall report to the CECO any information related to a potential breach of these Directives. This disclosure will remain confidential.

Any such disclosure of information must not be for personal gain or benefit, or be made maliciously to damage the reputation of any person, in particular that of any candidate.

Article 27 - Competent body

Any breach of these Directives shall be brought to the attention of the CECO, who will refer it to the IOC Ethics Commission, pursuant to the IOC Ethics Commission's Rules of Procedure.

Article 28 - Measures and sanctions

If there is proof of a breach of these Directives, the IOC Ethics Commission may take the following measures regarding the candidate or the IOC Member concerned:

- make observations, or
- issue a warning.

In the event of a serious breach of these Directives by a candidate or an IOC Member, the IOC Ethics Commission may make recommendations to the IOC Executive Board for possible other measures and/or sanctions, such as:

- a request for a public apology for breaching the Directives, or
- withdrawal of the right to participate in the vote, or
- exclusion from the official list of candidates.

All of the above measures and/or sanctions will be made public on the IOC website.

Article 29 - Implementing Provisions

Specific additional details on specific matters are included in the Implementing Provisions established by the CECO; if necessary, these Implementing Provisions will be amended by the CECO. The Implementing Provisions will be published.

Implementing Provisions of the Directives Concerning the Election of the IOC President

Article 1 List of the candidates

The IOC Members must declare their intention to be a candidate in a letter to the IOC President by no later than 15 September 2024.

The candidature campaign will start on the date decided by the IOC Executive Board, that is to say on 16 September 2024.

On 16 September 2024, the IOC will publish a press release to officially announce the names of the candidates running for the IOC presidency. This list will include information on each candidate's IOC membership status, as well as any other positions held in the Olympic Movement.

This text will be shared with all the candidates shortly ahead of publication.

Following this publication, the IOC Chief Ethics and Compliance Officer (CECO) will contact each candidate individually to provide, if needed, any clarification with regard to the Directives.

Article 2 IOC official event

The candidates will be invited by the IOC to present to the IOC Members their candidatures, plans and views on the IOC presidency, as expressed in their respective Candidature Documents.

This oral presentation will take place during a specially dedicated IOC meeting, to which all the IOC Members will be invited.

This meeting, exclusively reserved for the IOC Members, will take place in Lausanne (Switzerland) between 20 and 24 January 2025. The specific conditions for this oral presentation will be established at a later stage.

Article 3 Candidature Document details

At any time after the list of candidates has been officially published, each candidate can produce their Candidature Document.

This document must be in written form; each candidate will decide whether this is to be in printed and/or electronic format.

In order to ensure transparency, the document shall include, on the first page, the following elements:

- biographic elements – at least the candidate's date of birth and the membership specificity (Individual Member, NOC/IF President, Athletes' Commission member, etc.),
- the maximum duration of their term, and
- all their interests as disclosed in the IOC Members' Interests Register.

Official IOC photos can be used for illustration; however, these photos may not include any other IOC Member or any other person, even if the IOC Member or person concerned has approved such publication, as this would give the perception of support.

No form of video message is allowed.

Any form of comparison between the candidates is prohibited.

In order to avoid any misunderstanding of the Directives, the candidates will share the final draft version of the text with the IOC CECO, in the strictest confidence, at the latest seven days before it is to be made public.

After the above-mentioned review, the electronic version of the Candidature Document will be published on an IOC-dedicated webpage along with the official list of candidates.

Article 4 Use of social media

Pursuant to article 6 of the Directives, the candidates may exclusively use their individual social media accounts to promote their candidature on the basis of their Candidature Document. In particular, no social media campaign is allowed to be set up via their institutional social media accounts or via the institutional social media of the sports entity they are linked to, or via their business account.

No videos shall be used, and no mention of the other candidates or comparison with any other candidates shall be made.

No photo of another IOC Member or any other person, even if the IOC Member or person concerned has approved such publication, is permitted, as this would give the perception of support.

The IOC Members may “like” the candidates' social media content. However, the IOC Members, individually or collectively, shall not support any public campaign in favour of one of the candidates, including through social media.

At all times, and especially when using social media, each candidate shall respect the other candidates, the IOC Members and the IOC itself.

Article 5 Candidates' trips to promote their candidature

Pursuant to article 7 paragraph 2 of the Directives, and in order to avoid excessive expenditure or any factor of inequality, the candidates are encouraged to contact their fellow IOC Members via virtual means.

If the candidates have to travel to promote their candidature, these trips shall be at their personal expense and not at any third party's expense.

A minimum of 10 days prior to the trip departure date, the IOC CECO must be notified of the trip so that it can be formally registered. This notification will remain confidential.

Article 6 Gifts, benefits and promises policy

In the framework of the Directives, no gift or token of friendship (whatever the value) shall be proposed or offered to the IOC Members. Only the official Candidature Document shall be distributed.

No donations or any type of advantages of any nature shall be offered or granted by a candidate to any IOC Member or any entity, in particular those in which an IOC Member may hold an interest.

No invitation to any event, whether this includes transport and/or accommodation or not, shall be proposed by a candidate to the IOC Members, including sports events, and including if the event is organised by the candidate's NOC, IF, Continental Association or national embassy, or any other entity. If such an invitation is received, the invited person has a duty to refuse it and to inform the CECO.

Article 7 Candidates' promotion team

For the production of the Candidature Document, the candidates may decide to be supported by a communications expert or a communications company at their personal expense.

To avoid the risk of any perceived conflict of interest, communications companies linked to the IOC must not be used by the candidates.

To avoid unfair competition, the candidates shall not use the communications service of a company acting for their personal company or for a government agency, or the services of their NOC or IF communications teams.

For reasons of transparency, and to avoid any type of conflict of interest or perception thereof, the names of the support personnel and the company shall be provided to the CECO when the list of the candidates is published. The CECO shall be immediately notified of any change to the names of the support personnel/company. This list of names will remain confidential.

Article 8 Disclosure of a potential breach of the Directives

In the event that an IOC Member or any person within the Olympic Movement witnesses any action which might be in breach of the Directives, this must be immediately disclosed to the CECO through the appropriate means.

The CECO remains available for the IOC Members, including the candidates, and any person within the Olympic Movement, for any explanation or interpretation of the Directives.

These exchanges will remain confidential.

Article 9 Beginning of term of office

The term of office of the elected IOC President will begin on 24 June 2025, allowing the newly elected IOC President to leave any previous office or position, and in order to facilitate a smooth transition between the current IOC President and the newly elected IOC President.

Article 10 Official version

The text of the Directives and the Implementing Provisions has been officially approved in English and French. A translation in Spanish is provided to facilitate understanding.