



International  
Olympic  
Committee

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# **AWARENESS-RAISING & EDUCATION FOR PREVENTING COMPETITION MANIPULATION**

## **GUIDELINES FOR OLYMPIC MOVEMENT STAKEHOLDERS**



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# INTRODUCTION

The purpose of these guidelines is to empower sports organisations in the delivery of awareness-raising and educational activities to prevent competition manipulation, with the constant support of the team from the Olympic Movement Unit on the Prevention of the Manipulation of Competitions<sup>1</sup>.

These guidelines are intended primarily for Olympic Movement (OM) stakeholders, in particular Single Points of Contact (SPOCs) and any other professionals responsible for Prevention of Competition Manipulation (PMC) in the following organisations.

- International Federations (IFs)
- National Olympic Committees (NOCs)
- Multi-Sport Event Organisers (MEOs)

These guidelines can also serve as basis for other sports organisations outside the OM, and as a reference for national or institutional stakeholders.

The aims of these guidelines are:

1. To empower OM stakeholders to plan and deliver awareness-raising and educational activities;
2. To set awareness-raising and educational standards for the OM.
3. To share awareness-raising and educational best practices across the OM.

As stated in Art. 7.3 of the OM Code PMC, “Sports Organisations are responsible for carrying out regular and continuous awareness-raising initiatives.” Awareness-raising and educational activities are the foundation for strengthening the OM’s preparedness against competition manipulation and are intended to inform sports people and sports workers about the risks posed by the issue and about the existing code and rules to prevent it and the possible consequences.

## ROLE OF THE SPOC

The Single Point of Contact, or SPOC<sup>2</sup>, plays a crucial role in running awareness-raising and educational activities by leading and setting the strategic roadmap or framework for their own organisation. SPOCs must cooperate closely with their colleagues in other relevant functions, such as education, athlete relations, institutional relations, communications and social media, and with their legal team, to ensure smooth internal coordination.

In addition to leading each phase of the awareness-raising and educational activities, SPOCs are also responsible for internal transfer of knowledge on PMC matters, to ensure that IF and NOC staff are trained and that a substitute-SPOC can step in if needed and keep the activities running.

If you want to get in touch with an NOC or IF SPOC to discuss ideas or share knowledge, the OM Unit PMC can facilitate contact sharing.

<sup>2</sup> The responsibilities of the SPOC include: (a) adoption of rules in line with the OM Code PMC; (b) awareness-raising activities; and (c) intelligence and case management in cooperation with the OM Unit PMC.

<sup>1</sup> Visit our webpage: [Prevention of Competition Manipulation](https://olympics.com/prevention-of-competition-manipulation) (Olympics.com)

# AWARENESS-RAISING AND EDUCATIONAL PROCESS

## AWARENESS-RAISING AND EDUCATION CYCLE

OM stakeholders, especially IFs and NOCs, have the responsibility to train and educate their own stakeholders on competition manipulation and on the OM Code PMC<sup>3</sup>. PMC awareness raising and education should be integrated in the ongoing activities, but also specifically for events, before and/or during sporting and institutional events.

Prevention of competition manipulation must be integrated into the list of regular activities to foster and consolidate awareness and prevention, and to cultivate a culture of speaking up, to report potential breaches of the OM Code PMC. It is valuable for athletes, entourage members and officials to receive periodic training on PMC, to consolidate their knowledge of the phenomenon and what to do to prevent it. To maximise resource use and allocation, it is recommended that PMC sessions be embedded into ongoing or already planned activities, that is to say, whenever there is a chance to mention the topic and provide participants with a refresher on the key concepts and rules. Such occasions can be diverse, for instance, an athletes' forum, a coaching commission meeting, a referee course, an integrity workshop or a training camp.

Events, both sporting and institutional, offer a unique opportunity to raise awareness and educate on PMC. Especially before and during sports events, it is vital to remind participants, i.e. accredited people at the event (who are therefore subject to the OM Code PMC), about the key rules and knowledge on what to do if they suspect or witness an act of competition manipulation.

## PLANNING AWARENESS RAISING AND EDUCATION

When planning awareness-raising and educational activities, an organisation should take into consideration the following components:

- a. Target group who the activity is for: e.g. roles and responsibilities, prior knowledge on the topic, age, type of sport, etc.
- b. Event preparation, if the activity is planned with a specific event in mind.
- c. Risk assessment of the sport or discipline, and the most recurrent types of manipulation and/or competition manipulation in a given country.
- d. Existing organisational strengths and capabilities, to incorporate PMC into your existing routine.

### Target group

The recipients of awareness-raising and educational activities can be divided into two main groups:

- Sports people, e.g. athletes, entourage members and officials; and
- Institutional, e.g. NOCs, IFs and/or NFs, managers, local authorities and institutions, members of national platforms, etc.

IFs and NOCs should consider tailoring and customising the messaging and narrative to fit the chosen target groups, in order to make the content more understandable and better received. To do this, it is recommended that sports organisations work with the target groups, map their needs and strengths, and make them part of the learning process e.g. through consultations and surveys.

<sup>3</sup> The full text of the OM Code PMC in English, French and Spanish can be found online on this page: [Olympic Movement Code Rules & Regulations about Manipulation in Sport](#)

## Event Preparation

Mapping out the key events your organisation has jurisdiction over, or to which it is sending a delegation, is vital in order to have key stakeholders trained and to avoid missing opportunities. We encourage you to map all your events in the calendar, whether sporting or institutional, and map the key target groups attending, competing, working or officiating at the event. A further step is, with the support of your NFs, clubs and other sporting organisations, to map all relevant national events to be able to cross check with risk assessments and provide your members with support, tools and resources to run their own awareness-raising and educational activities. With the support of the host country NOC/NF and/or the OM Unit PMC, plan event-time activations, such as an awareness-raising booth for athletes, and a seminar and training for officials and other target groups.

## Risk Assessment

It is recommended that IFs and NOCs are aware of the key competition manipulation risks connected with betting markets. Knowing the level of risks for each sport or event will help prioritise awareness-raising and educational actions. A way to become familiar with risk assessment is to ask the OM Unit PMC.

Additionally, if there is a national platform<sup>4</sup> on the topic in the respective countries, they can be contacted as well for country-specific information.

## Existing organisational strengths and capabilities

A resource-efficient and practical approach to plan and deliver PMC awareness-raising and educational activities is to build on your existing capabilities and strengths and take advantage of existing events to incorporate PMC.

We encourage you to map your current best practices when it comes to awareness-raising and educational activities, together with best practices for knowledge transfer for other integrity topics, e.g. anti-doping and safe sport or even topics like dual careers.

Combining forces with other initiatives can help amplify the messaging, while optimising the use of organisational resources that are often scarce and avoiding duplication of efforts and resource allocation (e.g. an integrity booth at events, where awareness-raising activities are delivered on anti-doping, safe sport and prevention of competition manipulation). This can also help free up more time and energy to be creative and innovative with your activities and customise them to your own reality.

## MONITORING AND EVALUATING AWARENESS RAISING AND EDUCATION

When possible, planning awareness-raising and educational activities also entails planning monitoring and evaluation actions that can help better plan your activities and allocate your resources, and will give you a better understanding of the effectiveness and reach of your activities.

While we encourage each organisation to implement KPIs that are already in use in their own context, we suggest tracking both quantitative (e.g. number of activities (ongoing and before and during the event); number of participants (per target group, per sport, per discipline, etc.) and qualitative indicators (e.g. improved knowledge on the topic, measured with a pre- and post-activity survey or feedback questionnaires).

Contact the OM Unit PMC for support and survey templates.

4 A national platform is a national cooperation framework in line with article 13 of the Council of Europe Convention on the Manipulation of Sports Competitions. More information on national platforms and factsheets can be found here: [Network of National Platforms \(Group of Copenhagen\) - Sport](#)

# AWARENESS-RAISING AND EDUCATIONAL RESOURCES

The OM Unit PMC has created and made available a set of resources for OM stakeholders to help them plan and run awareness-raising and educational activities.

## RESOURCES AND ASSETS

The OM Unit PMC is constantly developing and updating learning materials, which are available for the OM stakeholders to use and customise.

### **Educational Toolbox** ([available in English](#)):

This contains ready-to-use materials, adapted to reflect different realities, as well as pragmatic recommendations. The resources include:

- Template presentations, for IFs and NOCs to customise
- Social media standard assets, to support social media campaigns
- Videos.

**OM Code PMC “4 rules”:** To facilitate understanding of the OM Code PMC, which is a legal document, the OM Unit PMC has simplified the messaging into four rules, which represent the basis and fundamental concepts of any awareness-raising and educational activity. These assets are available in seven languages (Arabic, English, French, Spanish, Japanese, Russian and Chinese), and OM stakeholders can translate the four rules into their own languages to tailor the learning experience to the needs of their context.

**PMC e-learning on Athlete365** ([available in English, French, Spanish, Chinese, Arabic and Russian](#)): This provides a foundation of knowledge on competition manipulation and how to prevent it. In order to take this course, learners have to register on the Athlete365 platform.

## AMBASSADORS

Ambassadors can be used in different ways based on your context and capacity. They can actively contribute by running booths during events, and can support you throughout your annual activities, seminars, webinars and camps. They can also attend institutional events and institutional non-sporting events, to ensure that the voice of the athletes and sportspeople is always represented.

The Global Network of Ambassadors for the Prevention of the Manipulation of Competitions (“PMC Ambassadors”) is composed of active and retired athletes, coaches and officials from across all countries and Olympic sports, who work hand in hand with their respective sports organisations (IFs or NOCs) to raise awareness about competition manipulation locally, i.e. with athletes from their sport or country.

These PMC Ambassadors are trained by the OM Unit PMC and represent a unique resource for planning and delivering awareness-raising and educational activities, as they can significantly influence the outreach and impact of your efforts. You may consider engaging them in the planning phases and actively work with them to enhance and improve your educational activities. It is imperative that, before nominating a PMC Ambassador for your activities, you discuss with them about the type of engagements planned and their availability. They can be featured in social media campaigns, promotional materials or short videos, enhancing the visibility and impact of your initiatives. This approach is particularly effective when working with busy ambassadors, such as active athletes. To maximise efficiency, consider organising a dedicated session to pre-record a variety of messages—both audio and video—that can be used across your communication materials. This streamlined strategy not only saves time but also ensures a consistent and impactful presence throughout your campaigns.

As part of the Global network of PMC Ambassadors, members get the chance to exchange experiences and best practices with their fellow ambassadors. PMC Ambassadors serve a one-year term, renewable at the end of each calendar year.

- For more information about the PMC Ambassadors Programme and how your NOC and IF can get involved, please refer to our [Brochure for NOCs and IFs](#).
- To promote the programme within your athlete community, please refer to the [PMC Ambassador candidates Brochure](#).

These PMC Ambassadors are the responsibility of the nominating NOC or IF, particularly in terms of performing due diligence on the Ambassadors' background, providing opportunities for awareness-raising activities and keeping the Athlete Ambassadors active in their role.

## AWARENESS-RAISING AND EDUCATIONAL ACTIVITIES

As indicated before, events represent a unique opportunity to engage your members in a very practical way. Whether through in-person or online sessions, it is highly recommended that your delegations and event participants are aware of the key rules of the OM Code PMC.

## SEMINARS, WEBINARS AND WORKSHOPS

Seminars, webinars and workshops on PMC are a simple but effective way to raise awareness and educate both sports and institutional target groups. You may plan a one-off initiative or a series of monthly webinars, for example, addressing the various rules or areas of integrity topics.

## TAILORED E-LEARNING

While the OM Unit PMC has created a standard e-learning course on the fundamental principles of PMC, available on Athlete365 in various languages, you may want to create your own e-learning modules, tailored to your sport(s) and/or country. In this way, you can go into more detail and depth with specific topics, and you may be in a position to monitor access and completion rates and create fun and interactive quizzes to keep the learners engaged.

## EVENT ACTIVATION

Events also represent a unique opportunity because many people are going to be mobilised and present at the same time in the same place, and can therefore be reminded of PMC principles between sports sessions. A simple and effective way to do so is to plan an activation, such as a booth on site for several days or for the duration of the event. At the booth, you can have fun and engaging activities and take a moment for direct interaction with athletes and other accredited people, especially to remind them about the reporting mechanism and avenues.

## COMMUNICATIONS AND SOCIAL MEDIA CAMPAIGNS

Consider integrating PMC messaging into your social media planning, to share relevant stories and experience and remind your populations about the key rules of the OM Code PMC. You can consider creating quizzes, polls and interactive initiatives to keep your audience engaged, both during and between events.

## SUPPORT FOR ACTIVITIES

The OM unit PMC is available to work with you to plan and deliver your activities, train ambassadors and your staff and colleagues, and clarify any questions or doubts. Regular capacity-building webinars are planned throughout the year to provide additional insights and support.

Email address: [believeinsport@olympic.org](mailto:believeinsport@olympic.org)

# FINAL TAKEAWAYS

## TAKEAWAYS FOR IFS, NOCS AND MEOS

1. Assess and map:
  - a. Target groups relevant to your organisation (e.g., athletes, referees and judges, ITOs, entourage, team delegations, etc.)
  - b. Events calendar, both sporting and institutional (e.g. athletes' and coaching commission meetings, annual congress, member federations' capacity-development initiatives, delegation briefings, etc.), that could represent an opportunity to raise awareness both pre-event and onsite.
  - c. Existing training and educational opportunities where PMC can be incorporated.
  - d. Risks related to your sport or region, in consultation with the OM Unit PMC.
2. Explore existing educational tools provided by the OM Unit PMC and customise them to effectively engage your target audiences.
3. Appoint an ambassador, or make use of existing ambassadors of the OM Unit PMC, to support you in your awareness-raising initiatives and campaigns.
4. Plan ongoing awareness-raising and educational activities based on your calendar of events.
5. Contact the OM Unit PMC for any support.

The OM Unit PMC is always present to accompany you and to support you in all phases of planning, delivery and evaluating, and to clarify any questions or doubts. Regular capacity-building webinars for SPOCs and Olympic Movement stakeholders are planned throughout the year to provide additional insights and support.

**Get in touch, we're here to help!**

Send us an email at: [believeinsport@olympic.org](mailto:believeinsport@olympic.org).



# ANNEX — BEST PRACTICES

## SEMINARS, WEBINARS AND WORKSHOPS

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### IVORY COAST OLYMPIC COMMITTEE

Activity	Workshop (when the relevant rules were adopted by the NOC at its General Assembly)
Target group	National Federations, athletes, officials and entourage members from all Olympic sports.
Description	Within the framework of the General Assembly adopting the rules, high-level officials of NFs, together with athletes, entourage members and officials from all sports, came together and via a training session delivered by the NOC SPOC heard about the relevant risks and rules in relation to the prevention of competition manipulation.
Learnings	The adoption of the rules by the NOC provided very good momentum for such training. It is recommended that NOCs find such occasions that can trigger the interest of the athletes and entourage members.

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### IIHF — INTERNATIONAL ICE HOCKEY FEDERATION

Activity	Workshop
Target group	Athletes and Officials
Description	<p>The IIHF is deeply committed to promoting integrity and prioritises education for athletes and the broader IIHF community. At the start of each season, the IIHF Integrity team conducts a comprehensive risk analysis to develop a tailored education plan for the year. Recognising the unique opportunity to engage with the youngest age group under its jurisdiction, the IIHF has prioritised educational initiatives for all U18 Championships across all divisions.</p> <p>During every IIHF U18 tournament—both men's and women's—the Integrity team delivers in-person education sessions to each team individually. Each 45–60-minute session covers the IIHF's four Integrity Pillars: <b>Anti-Doping, Competition Manipulation, Abuse and Harassment, and Ethics</b>. The sessions are designed to be interactive and incorporate real-world examples to make the content more relatable and impactful.</p> <p>Through these efforts, the IIHF underscores its unwavering commitment to fostering integrity and ethical conduct across all levels of the sport.</p>
Learnings	<p>These sessions are tailored to address specific needs, which may vary based on prior interactions, challenges within the team's federation or country, or other relevant factors. Importantly, the team sessions are exclusively for players, ensuring a private environment where athletes can ask questions and engage more comfortably.</p> <p>In addition to educating athletes, the IIHF conducts separate sessions for officials participating in these events. The organisation also expands its outreach through educational opportunities at high-performance camps, development camps and various IIHF-hosted seminars and workshops.</p>

## TAILORED E-LEARNING

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### CANADIAN OLYMPIC COMMITTEE

<b>Activity</b>	Free online education course “Understanding Competition Manipulation”, including latest updates from the Olympic Movement Code on the Prevention of the Manipulation of Competition and national policy.
<b>Target group</b>	Athletes and support personnel participating in the Gangwon 2024 Winter Youth Olympic Games in January, followed by all members of Team Canada at the Paris 2024 Olympic Games.
<b>Description</b>	<p>A cooperation between the Canadian Olympic Committee (COC) and the Canadian Centre for Ethics in Sport (CCES).</p> <p>The 15-minute interactive course currently provides participants with an overview of what competition manipulation is, the risks of competition manipulation, and how to prevent it.</p> <p>Participants who take the course will come away with a better understanding of the rules around competition manipulation and sports betting, which include: not betting on your own sport or sport on the programme of a multi-sport Games in which you are taking part, not manipulating a competition, not sharing confidential information and the obligation to report any attempt to manipulate a competition.</p> <p><a href="#">COC and CCES Extend Their Collaboration to Prevent Competition Manipulation in Canada and Internationally by Developing Educational Resources   Canadian Centre for Ethics in Sport</a></p>
<b>Learnings</b>	Working with your national stakeholders towards such e-learning gives further credibility to the tool and further motivates sportspersons to go through it. E-learning like this has to remain short in terms of duration, and be to the point and user-friendly for athletes.

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### FIVB — FÉDÉRATION INTERNATIONALE DE VOLLEYBALL

<b>Activity</b>	Tailored e-learning course for the volleyball community.
<b>Target group</b>	Players, entourage members and officials.
<b>Description</b>	<p>The FIVB e-learning course on competition manipulation was implemented in 2019 and has since been a mandatory requirement for all players who are intending to compete in any international FIVB competition.</p> <p>The purpose of the course is to help athletes understand the topic of manipulation and how it could impact them in the sport of volleyball. This is part of a broader initiative by the FIVB’s education team focusing on integrity topics also including anti-doping and safeguarding.</p> <p>Upon completion, participants are issued with a certificate valid for an Olympic cycle.</p> <p><a href="#">Prevention Of Competition Manipulation – FIVB</a></p> <p><a href="#">FIVB E-Learning Course On Prevention Of Competition Manipulation (youtube.com)</a></p>
<b>Learnings</b>	In total, over 25,000 users have completed the course and it is great to see that the course has reached people from all around the world, spanning different generations and regions. The oldest participant, from Finland, was born in 1943; and the youngest, from China, was born in 2008. We are looking to update the course in the future, after aligning with our confederations.

## PRE-EVENT ACTIVITIES

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### JORDAN NATIONAL OLYMPIC COMMITTEE

<b>Activity</b>	Regular activities on an ongoing basis and before sending a delegation to multi-sport events.
<b>Target group</b>	Athletes of all levels, entourage members, officials, general public and young reporters.
<b>Description</b>	Over recent years, regular sessions are organised prior to each multi-sport event the NOC takes part in, including the Olympics. Sessions are organised throughout the Olympic cycle. So far 40 JOC employees, 420 elite athletes and 570 NF athletes' entourage members have been reached by activities. Activities are also organised as part of the relevant programmes, including more than 200 national coaching certification programmes, 40 young reporters programmes and 200 youth programmes by the Ministry of Youth.
<b>Learnings</b>	Raising awareness on this topic is not complicated. It requires thinking of existing programmes and including sessions. Using current structures can have a great impact. Also, NOCs are recommended to include in their routine an awareness-raising session before sending a delegation to any multi-sport event.

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### PAKISTAN OLYMPIC ASSOCIATION

<b>Activity</b>	2024 Pakistan Integrity Workshop - PMC presentation.
<b>Target group</b>	National Federations, athletes and support staff attending the Paris 2024 Games.
<b>Description</b>	Full-day workshop including all relevant matters (doping, prevention of competition manipulation and safeguarding).
<b>Learnings</b>	Such a workshop, notably with the support of the OM Unit PMC, can maximise the impact when it comes to awareness-raising among athletes and entourage members. NOCs can be recommended to organise such a workshop, covering relevant topics, in advance of sending a delegation to multisport events.

## PRE-EVENT ACTIVITIES

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### WORLD TAEKWONDO

<b>Activity</b>	Raising Awareness Against Competition Manipulation: The World Taekwondo Coach-Referee Joint Training Camp for Paris 2024.
<b>Target group</b>	Coaches and Referees.
<b>Description</b>	<p>In May 2024, World Taekwondo hosted the Coach-Referee Joint Training Camp for the Paris 2024 Olympic Games at Taekwondo won (also known as Taekwondo Park), the federation's recognised central training centre in Muju County, Republic of Korea. The event brought together 32 coaches from 58 Member National Associations and 26 international referees from 26 countries, all of whom participated in the Paris 2024 Olympic Games. This camp provided a unique opportunity to strengthen collaboration, enhance technical knowledge, and raise awareness about ethical practices ahead of the Games.</p> <p>The three-day camp addressed critical elements of preparation for Paris 2024, with a particular focus on competition integrity and safeguarding measures, including:</p> <ul style="list-style-type: none"><li>• Field-of-Play Technology and its contribution to the fairness and transparency of the sport.</li><li>• Athlete Safety and Medical, equipping participants to prioritise athlete well-being and respond effectively to emergency situations.</li><li>• Integrity Education, delivered by the WT Global Integrity Unit (GIU), featuring online contributions via videoconference from the IOC's OM Unit PMC and the IOC Safe Sport Unit.</li></ul> <p>The GIU, together with the IOC, worked to reinforce key messages on the prevention of competition manipulation and shared practical resources, emphasising the IOC's Code of Conduct and the four key rules.</p> <p>The session also highlighted the importance of using integrity hotlines provided by both WT and the IOC for reporting and addressing issues related to competition manipulation.</p>
<b>Learnings</b>	This training camp was not just about preparing for the Paris 2024 Olympic Games; it was also about reinforcing the principles of integrity and athlete safety that form the foundation of taekwondo. Through collaboration with the IOC, we were able to empower our participants with the knowledge and tools to combat competition manipulation effectively.

## EVENT ACTIVATION

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### FIH — FÉDÉRATION INTERNATIONALE DE HOCKEY

<b>Activity</b>	FIH Junior Women's Championships – PMC Activation.
<b>Target group</b>	Athletes, Entourage members and Officials.
<b>Description</b>	<p>At the Junior Women's Championships, the FIH launched an educational campaign at the competition venue to raise awareness about competition manipulation. Participants, including athletes, were invited to learn about the issue, ask questions and explore the PMC Code of Conduct.</p> <p>In addition, a workshop for Team Captains, led by IOC Believe in Sport Ambassador Maria Consuelo (Chile), provided an in-depth discussion on the rules and risks of competition manipulation. This session was aimed at ensuring participants understood the topic's importance and could effectively communicate key messages to their teams.</p>
<b>Learnings</b>	<p>It was great to see so many young athletes and officials going through the educational booth. For most of them, this was their first contact with the topic of competition manipulation, and the interest and response were very positive. They all highlighted the importance of fighting any kind of manipulation and were keen to spread this message across the entire hockey community.</p> <p>As a recommendation, we would suggest the booth be installed in the pathway between the drop-off area and the changing rooms, which means that everyone has to pass by the booth.</p>

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### PANAM SPORTS

<b>Activity</b>	Pre-event webinars; Awareness-raising booth during the event.
<b>Target group</b>	CdMs, athletes and support staff.
<b>Description</b>	<p>Two webinars were organised prior to the Panam Games 2023, one in EN and one in ESP. More than 30 NOCs (SPOCs and CdMs) were targeted in total. CdMs were asked to pass on relevant information to the delegation members.</p> <p>During the Games a booth was set up. The OM Unit PMC team, with the support of a number of local ambassadors, were able to raise awareness among the athletes and entourage members.</p>
<b>Learnings</b>	<p>Integrating such activities within your planning of your event is crucial. If you cannot organise a separate event for CdMs, consider adding an agenda item on PMC at regular CdM meetings.</p> <p>The booth at the Games is an excellent way to reach athletes. In general, try to use the OM Unit PMC.</p>

## EVENT ACTIVATION

### OCA

<b>Activity</b>	Pre-event webinars, awareness-raising booth and network of PMC officers.
<b>Target group</b>	CdMs, athletes and support staff, and NOCs.
<b>Description</b>	<i>The OCA traditionally organises CdM webinars specifically on the topic for CdMs prior to its Games (in 2023 before the Asian Games, a specific webinar on investigations and intelligence was also organised). For the Asian Winter Games 2024, the OCA, with the “safeguarding the Asian Games” project, created a network of PMC officers (similar to NOC SPOCs), who were well educated with the support of the OM Unit PMC and ready to follow up with a case if needed. An awareness-raising booth was also run during the Asian Winter Games by the OCA SPOC and one of the Believe in Sport ambassadors from the region.</i>
<b>Learnings</b>	<i>The booth at the Asian Winter Games was a good example of cooperation between the OCA SPOC and the OM Unit PMC’s Believe in Sport ambassador programme. At the same time, the development of the network of PMC ambassadors (in line with the NOCs’ SPOC network) further educated NOC SPOCs on how to react and support the follow-up of non-compliance incidents during the Asian Games.</i>

## COMMUNICATION AND SOCIAL MEDIA CAMPAIGNS

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### SRI LANKA NATIONAL OLYMPIC COMMITTEE

<b>Activity</b>	Regular posts on the NOC's social media account.
<b>Target group</b>	Athletes, entourage, coaches, officials and general public.
<b>Description</b>	<p>Via the NOC's social media, regular posts are shared referring to the rules, videos which are part of the Believe in Sport toolbox and the communications campaign of the Unit. In addition, the NOC has developed a very detailed subsection on the website, which includes a wide range of Believe in Sport tools, link to the rules and a quote by the PMC ambassador.</p> <p><a href="#">Prevention of Manipulation of Competitions</a></p>
<b>Learnings</b>	<p>Using social media is an easy and impactful way to reach a large audience of both sports-persons and the general public. It is actually very easy to create such content, as the tools provided by the OM Unit PMC, including videos/Code of Conduct, etc., can be posted directly. Using the local language of the country can also naturally enhance the impact and understanding.</p>

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### UCI — UNION CYCLISTE INTERNATIONALE

<b>Activity</b>	Digital and print assets.
<b>Target group</b>	Athletes, Entourage, Officials.
<b>Description</b>	<p>In its ongoing efforts to educate its athletes and the wider cycling community, the UCI developed a campaign ahead of the Paris 2024 Olympic Games, specifically designed to address the issue of competition manipulation and reinforce the four key rules of the Code of Conduct. To ensure the message was engaging and resonated with the audience, the UCI customised available materials by incorporating its branding elements and enhancing the visual appeal of the campaign.</p>
<b>Learnings</b>	<p>By customising materials to reflect our sport, we can enhance the effectiveness of our communication, and keep it synchronised to our other campaigns. The use of compelling posters and relevant imagery made the campaign more impactful and helped our athletes and officials connect with the content, while reinforcing clear and consistent messaging about integrity and ethical behaviour.</p>

## AMBASSADORS

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### AMBASSADOR'S ENGAGEMENT BY WORLD ROWING AND THE LITHUANIAN NOC

<b>Activity</b>	<b>World Rowing</b> World Rowing Integrity Booth, with Ambassador Saulius Ritter OLY.
	<b>Lithuania NOC</b> Pre-YOG PMC Workshop for Lithuania delegation, with Ambassador Saulius Ritter OLY.
<b>Target group</b>	<b>World Rowing</b> Athletes, ASP and National Federation representatives
	<b>Lithuania NOC</b> Athletes and entourage members prior to sending a delegation to multi-sport events
<b>Description</b>	<b>World Rowing</b> The World Rowing Integrity Booth is an in-person interaction opportunity to raise awareness on competition manipulation, as well as other integrity matters such as safeguarding and anti-doping, through different activities carried out by World Rowing ambassadors and experts.
	<b>Lithuania NOC</b> Before sending a delegation to any Games (including Olympics, European Games) the Lithuanian NOC organises a workshop for their delegation, including athletes and support staff. PMC ambassador, Saulius Ritter OLY, is involved by delivering a presentation.
<b>Learnings</b>	<b>World Rowing</b> The Integrity Booths allow us to lightly address important issues with our athletes directly on the field, where they feel most at ease.
<b>Ambassadors remarks</b>	<p>It's a huge privilege sharing about the Prevention of Competition Manipulation Programme with athletes and its impact on the integrity of our sport. Engaging with athletes during World Rowing events and on NOC athlete meetings has been incredibly rewarding, as their reactions often highlight how meaningful and important these discussions are.</p> <p>Many expressed curiosity and understanding of their responsibilities, and I believe such programmes are invaluable in fostering a culture of trust and respect in sport.</p>