



GOOD GOVERNANCE AND ETHICS

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ORIGINAL TEXT IN ENGLISH

Mr Ndiaye, Chairman of the International Olympic Committee (IOC) Ethics Commission, mentioned in his introduction that ethics and good governance are the foundation of the entire Olympic Movement. The Olympic Charter sets the governance for the IOC; and in 1999, the IOC Ethics Commission set the standards of a desired Code of Ethics for the whole Olympic family. The IOC is responsible for dissemination and support, and emphasising the importance of good governance and a code of ethics to the stakeholders. Stakeholders include everyone involved in and affected by sport from the IOC down to club level athletes and volunteers.

ARE THE STAKEHOLDERS KNOWLEDGEABLE ENOUGH?

From the comments and contributions to this Congress from the Olympic family and public, there seems to be a lack of understanding of good governance and a universally accepted code of ethics in sports. Some National Olympic Committees (NOCs) and National Federations (NFs) feel that sports administrators may not be knowledgeable enough regarding governance and ethics in the Olympic Movement. Worldwide diverse languages and cultures add to the complexity of the problem.

WHAT ACTIONS COULD BE TAKEN BY THE IOC?

Utilisation of a universal code of ethics would be ideal, but ensuring it conforms to every culture could be difficult. The IOC could start with the existing Code of Ethics and ask all countries to review it and amend it to fit their own culture-based ethical principles. Analysis and compilation of these various amendments to the proposed universal code could result in an IOC Code of Ethics that would satisfy most countries.

- Establish an easy-to-access website and handbook that clearly describes a universal code of ethics – the ethical standards and requirements of the Olympic family members – along with practical examples of proper and improper actions for each ethical requirement.
- Include on the IOC website and handbook, good governance information – a condensed version of the Olympic Charter – emphasising

ing those areas that could be most misunderstood, misinterpreted or ignored.

- Prepare the information and website in multiple languages, in addition to French and English, to make it easier for more countries to understand the nuances of good governance and the Code of Ethics.
- Utilise the IOC website and the internet as a platform for the exchange of ideas and practices for all stakeholders. Concepts, principles, implementation and execution can easily be shared online with stakeholders around the world enabling dissemination and giving them the opportunity to support and encourage a higher level of governance and ethical standards among themselves.
- Develop and focus on better ethics and good governance programmes and raise standards of training for the various stakeholders through IOC Olympic Solidarity. It is true that the Olympic Solidarity Programme does try to educate the participating NOC officials in good governance and ethical behaviour, but possibly not enough time is allocated to that subject, or that portion of the Programme is not presented clearly or thoroughly enough.
- Determine a way of measuring ethics and good governance performance and compliance, taking into consideration the cultural and organisational differences among the stakeholders.

ATHLETES

Make a special effort to contact and communicate with the athletes. Being a part of the Olympic family carries with it responsibilities, and utilisation of the internet should make the difficult job of education easier by reaching participating athletes, coaches and sports officials who face decisions involving drugs, gambling and other forms of cheating.

NOCs

The NOCs should be the first to follow the best practices of good governance. Not too long ago, the IOC tried to have all NOCs bring their laws and bye-laws into compliance with the Olympic Charter, and had difficulty obtaining compliance from many countries. This project could be resurrected and used to determine which NOCs need to revise their statutes and to work with them to effect the changes needed.

Once there is NOC compliance, they can help the IOC by delivering good governance and ethics practices to their staff and NFs. The International Federations (IFs) could also do this for their member federations; however, I believe the NOCs are better suited because of similar language and culture.

OTHER CONSIDERATIONS

Since good governance and a code of ethics are so closely linked in the Olympic Movement, the combined programmes make great sense. However, once they are established practices for most stakeholders, how does the IOC audit or measure compliance while allowing these stakeholders to be independent and autonomous organisations? Is this a job the IOC can or should do? Can the IOC enforce the best practice of the stakeholders' governance and ethical behaviour?



These questions, along with the other recommendations on good governance and ethics presented here, could be addressed by one of the working groups that will follow up after the IOC Congress.