

**REQUEST FOR EXPRESSIONS OF INTEREST TO HOST  
WADA'S 2020 GLOBAL EDUCATION CONFERENCE**

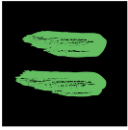
**BACKGROUND**

The World Anti-Doping Agency (WADA) was established in 1999 as an international independent agency composed and funded equally by the Sport Movement and Governments of the world. Its key activities include scientific research, education, development of anti-doping capacities, and monitoring of the World Anti-Doping Code (Code) – the document harmonizing anti-doping policies in all sports and all countries.

Under the Code, education programs are designed to preserve the spirit of sport from being undermined with the objective of preventing intentional or unintentional use of prohibited substances and methods. WADA develops and implements new programs and fosters increased interest in existing education programs worldwide.

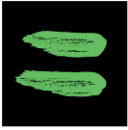
In recent years, WADA has held two, very productive, Education Conferences, which gathered anti-doping researchers and practitioners from around the world to examine emerging trends; contribute to education program development; and, examine how Anti-Doping Organizations (ADOs) can enhance their programs, while keeping the athlete at the centre of their strategies.

1. In [October 2015](#), WADA partnered with the Canadian Centre for Ethics in Sport (CCES) to hold the 2015 Values-Based Education Conference in Ottawa, Canada, where 350 participants (200 onsite and 150 via live streaming) committed to adopting the following resolutions:
  - WADA, National Anti-Doping Organizations (NADOs), Regional Anti-Doping Organizations (RADOs) and International Federations (IFs) must devote more financial and human resources to values-based anti-doping education programs.
  - Research must inform, guide and further enhance all education programs.
  - ADOs and researchers must continue to collaborate to further guide and enhance values-based education.
  - Effective values-based education and prevention programs must be implemented in order to significantly reduce doping in sport.
  - NADOs and RADOs must evaluate their anti-doping education programs and ensure that they reflect a values-based approach to enhance their effectiveness.
  - WADA must convene a follow-up conference before 2018 to examine the state of this important area of work and evaluate the progress of these resolutions.



2. In [October 2018](#), WADA partnered with the China Anti-Doping Agency (CHINADA), in collaboration with the United States Anti-Doping Agency (USADA), to hold the second Global Education Conference in Beijing, China, where, under the following priority areas aimed at advancing Clean Sport, approximately 200 participants gathered and declared that:

- Athletes
  - Athletes will remain at the centre of education programs, with educators seeking ways to engage them in the planning and implementation of such programs.
  - Stakeholders will continue to elevate and promote athletes' voices and help them engage in the Clean Sport conversation.
  - WADA's Anti-Doping Charter of Athlete Rights be acknowledged and supported; in particular that, it is the athlete's right to be educated.
- Clean Sport Education
  - The International Standard for Education is an important step forward for Clean Sport; and that, the development and implementation of this will be supported by ADOs.
  - The vital role that education, particularly values-based education, plays in Anti-Doping and Clean Sport will be promoted and advocated.
  - A more positive approach to Anti-Doping will be taken, utilizing more positive language and acknowledging that the vast majority of athletes want to compete clean.
  - ADOs will work together to provide easy access to education tools.
  - ADOs will ensure that education initiatives are evidence-based and include monitoring and evaluation.
- Innovation, Harmonization and Cooperation
  - ADOs will continue to collaborate on best practices to further resources and goals; and, advance values-based education.
  - Partnerships with other organizations (both within and outside of the Clean Sport movement) will be sought in order to advance common goals.



## **WADA'S 2020 GLOBAL EDUCATION CONFERENCE: REQUEST FOR EXPRESSIONS OF INTEREST (EOI)**

In order to advance the outcomes of these two Conferences, WADA is planning to convene the **2020 Global Education Conference**.

In the past, WADA informally sought interest from its stakeholders to host this event. However, given the event's growth and the interest it now receives -- and recognizing that hosting such events can increase organizational and city profile; as well as, have short-term economic benefits -- WADA has decided to seek EOIs so that all potential hosts have the opportunity to bid and that WADA's criteria are clearly outlined from the outset (as below).

### **CRITERIA TO HOST**

#### **Caveat**

As has been the case for previous Education conferences, WADA does not wish to charge participant fees<sup>1</sup>. Participants would be expected to cover the costs of their air travel and accommodation; as well as, meals outside the official program. However, all other costs are expected to be met by the hosts (refer, inter alia, to the criteria detailed below).

Sponsorships are possible; however, in order to ensure that there would be no conflict of interest for WADA and/or its stakeholders, they would require consideration/approval upfront by WADA.

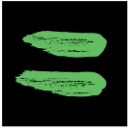
With this, WADA would ask all partners that are interested in submitting EOIs to host WADA's 2020 Education Conference to consider the following criteria and provide responses as appropriate.

#### **Official Support**

- 1) As it is important for WADA to be assured that all relevant authorities are supportive of the EOI, WADA requires endorsement from the city, province/state, country, NADO and/or National Olympic Committee (NOC) and/or locally-headquartered IF, etc. in the form of official letters of support addressed to WADA; and
- 2) A statement of the financial commitment to support the Conference.

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<sup>1</sup> In some situations, registration fees may be required; however, the decision to request fees from participants shall be made in consultation with WADA, and the reason for doing so clearly stated.



## **Organization/Management of the Conference**

- 3) Provision of a dedicated local staff to fully assist in the preparation and running of the event, i.e. a Professional Conference Organizer (PCO); and
- 4) Development and management of online registration, hotel reservation and accreditation systems, etc. in English at a minimum and potentially in a second language<sup>2</sup> of the host city. Access to the database must also be granted to WADA staff.

## **Venue Requirements**

- 5) Proposed venue with details on capacity to host plenary sessions and four workshops/breakout sessions, secretariat facilities; as well as, the ability to provide access for people with disabilities;
- 6) Conference facilities with sufficient seating for at least 350 attendees – including approximately 5% media attendance on the first day;
- 7) Plenary room for approximately 350 persons, set-up in theatre/classroom style and ISO-standard interpretation booths for the languages identified for interpretation. Refer to “Audio-Visual/Information Technology” below for more information on the interpretation component;
- 8) Up to four breakout/concurrent session rooms for approximately 75 persons each with the ability to be flexible in the set-up of the rooms, i.e. theatre/classroom/half-rounds;
- 9) A strong Wi-Fi internet connection within the meeting rooms and common areas (foyers, welcome desk, etc.); and, sufficient power voltage and outlets around the meeting tables (for charging of electronic devices, i.e. tablets, mobile phones, computers, etc.);
- 10) A large enough space (about 20ft x 20ft) in the common area for WADA’s Outreach activities;
- 11) Separate space for morning and afternoon coffee breaks and lunch (see Catering section below);
- 12) Appropriate IT/AV/sound and lighting infrastructure within the Conference venue for presentations and videos; and
- 13) Technical capability to record and live-stream the Conference.

## **Interpretation**

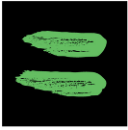
- 14) Provision of highly experienced international interpreters to cater to the international community. The Conference will be largely held in English, however interpretation for English and French is required. This may include sourcing interpreters from abroad and meeting their travel costs to the Conference. A host may also elect to source interpreters in their native language.
- 15) Provision of the technical equipment required to support the work of the interpreters.

## **Catering**

- 16) Appropriate facilities and provision of catering for participant meals (lunch and breaks) for the duration of the Conference; and
- 17) Appropriate facilities and provision of catering for a reception on the first evening of the Conference.

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<sup>2</sup> WADA’s official languages are English and French.  
12 June 2019



## **Accommodation**

- 18) Appropriate selection of hotels (different categories and price ranges; including accessible rooms) to cater for all attendees;
- 19) Full and efficient ground and transportation facilities (airport providing international connections; train station, etc.); and
- 20) Appropriate ground and airport transfers including bus shuttles to Conference facilities from the different hotels.

## **Social Events/Tourism package**

- 21) Proposals for social/cultural events for all attendees; and
- 22) Optional touring package for attendees and accompanying persons.

## **DATE OF EVENT**

WADA appreciates that potential hosts must consider their own potentially conflicting events when expressing an interest to host WADA's 2020 Global Education Conference. However, considering the WADA Events Calendar for 2020, the Agency must target late September, October or early November, with a preference for October.

It is also important that sufficient planning time is allocated when organizing such a Conference; and therefore, planning ideally starts at least one year prior.

## **EVENT OWNERSHIP**

In terms of event 'ownership', WADA would be fully responsible for the content of WADA's 2020 Global Education Conference. The Agency will of course actively cooperate with the host to ensure that the Conference reflects the commitment agreed with the host. WADA will establish a structure to support the decision-making, planning and cooperation with the host at all levels.

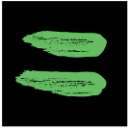
The roles and responsibilities will be outlined in an agreement (see Agreement section below).

## **AGREEMENT**

It is not intended that the above encompasses all aspects of the Conference planning. After the successful host is awarded the event, WADA would propose a formal agreement that would set out the terms and conditions that would govern the cooperation between WADA and the selected host city/country.

## **NON-ELIGIBILITY TO HOST WADA EVENTS**

It should be noted that EOIs will not be considered by World Anti-Doping Code Signatory countries that do not adhere to the UNESCO International Convention against Doping in Sport; and, by Code Signatory organizations that are currently deemed non-compliant with the Code and/or that have not paid their annual contributions to WADA.



## SUBMISSION

WADA kindly asks that all EOIs are submitted, in writing, in English and/or French; and, that they include:

- the name of the Local Organizer (host), the names of the members of the Local Organizing Committee (LOC) and the local secretariat/PCO if known;
- the goals of the potential host vis-à-vis the event;
- the proposed dates noting any potential advantages or disadvantages with them;
- the venue;
- an estimated budget, showing the estimated number of participants, registration fees (if applicable<sup>3</sup>), sponsorship income and all other income and expenses - please contact WADA's Events Manager (see contact details below) to receive a template budget;
- a draft Conference project timeline, and;
- the degree of involvement expected from WADA's staff (e.g. support in registration, payments, communication, promotion etc.).

Any deviation from the criteria above should be specifically highlighted. Such advance information would allow appropriate discussion and decision-making by WADA and reduce later misunderstandings.

In terms of deadline, EOIs must be e-mailed to the following by **Friday, 26 July 2019 at 17:00 Montreal time**:

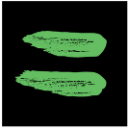
Ms. Catherine MacLean  
Director, Education and Communications  
World Anti-Doping Agency  
Email: [catherine.maclean@wada-ama.org](mailto:catherine.maclean@wada-ama.org)

With a cc to WADA's Events Manager: [anais.rodriquez@wada-ama.org](mailto:anais.rodriquez@wada-ama.org)

Please direct all queries in relation to the above process to Ms. Rodriguez.

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<sup>3</sup> In some situations, registration fees may be required; however, the decision to request fees from participants shall be made in consultation with WADA, and the reason for doing so clearly stated.



## **AWARDING THE HOST**

All EOIs received will be reviewed by WADA and a summary will be compiled that tracks each EOI against the criteria.

In the event that any additional information or clarification is required, WADA's Events Manager will contact the potential host.

The summary will be evaluated by the Director of Education in collaboration with a nominated internal Steering Group on which she sits; and, the final decision will be taken by WADA's Director General following consideration of the Steering Group's recommendation.

## **SITE VISIT**

A site visit may be conducted before awarding the Conference in order to ensure that the EOI fulfils the necessary criteria. This cost would be met by WADA.

## **TIMELINES**

<b>Action</b>	<b>Deadline</b>
Potential host/s to submit EOIs to WADA	By Friday, 26 July 2019
WADA to review EOIs and to compile a summary	By Friday, 9 August 2019
WADA to request any additional information from potential host/s	Potential host would have two weeks to respond
WADA to finalize summary and Steering Group to formulate recommendation	Within two weeks of WADA having received additional information
WADA to conduct site visit	If required
WADA DG to take decision and host to be advised that they have been awarded hosting rights of the Conference	Normally, within 6-8 weeks of the 26 July deadline

***WADA wishes to thank all potential hosts in advance for expressing interest in hosting WADA's 2020 Global Education Conference – an event that will contribute to strengthening anti-doping education worldwide.***