

# ETHICS AND INTEGRITY

## Introduction

At **Uganda Athletics**, we are deeply committed to upholding the highest standards of **ethics** and **integrity** in sport.

We believe that the true value of sport extends far beyond victories, medals, or records — it lies in the character it builds, the respect it fosters, and the trust it inspires among athletes, families, coaches, officials, fans, sponsors, and the wider community.

**Integrity** is the foundation of credible competition and credible organizations. As recognized by leading bodies such as the International Olympic Committee (IOC), integrity in sport is **multi-dimensional**: it encompasses fair play on the field, ethical governance off the field, protection of clean athletes, prevention of misconduct, and the promotion of universal values such as fairness, respect, responsibility, and honesty.

When integrity is compromised — through doping, match-fixing, harassment, discrimination, corruption, or any form of unethical behavior — it damages not only individual athletes and teams, but the entire credibility of our sport. Conversely, when integrity is actively protected and promoted, sport becomes a powerful force for positive personal development, social inclusion, community building, and inspiration for future generations.

Our approach aligns with the **Fundamental Principles of Olympism** and global best practices: we prioritize **protecting clean athletes**, ensuring a **level playing field**, strengthening **good governance**, and fostering a **culture of accountability** and **transparency**.

We are dedicated to:

- Educating and empowering everyone involved in our sport to understand and live by ethical standards
- Implementing robust policies, prevention programs, and independent oversight
- Providing safe, confidential channels for raising concerns without fear of retaliation
- Continuously improving our practices through regular review, stakeholder feedback, and collaboration with national and international integrity bodies

By making ethics and integrity central to everything we do, we aim to create an environment where athletes can compete fairly, develop as individuals, and experience the joy of sport at its best — today and for years to come.

## Our Core Values and Ethical Principles

We embrace the following foundational virtues that guide behavior on and off the field:

- **Fairness** — Equal application of rules for everyone, no discrimination based on gender, race, ethnicity, religion, sexual orientation, disability, or any other characteristic; creating a truly level playing field
- **Integrity** — Honesty in all actions; zero tolerance for cheating, doping, match-fixing, or any attempt to gain unfair advantage; playing in the true spirit of the game
- **Respect** — Treating opponents, teammates, coaches, officials, volunteers, fans, and the sport itself with dignity and consideration at all times
- **Responsibility** — Personal accountability for actions and decisions; managing emotions appropriately; prioritizing health, safety, and well-being (physical and mental); owning mistakes and learning from them
- **Sportsmanship** — Demonstrating honor, humility, and grace — whether winning or losing; valuing character development and enjoyment over victory at any cost

## Athletes' and Coaches' Code of Conduct

This is the cornerstone documents outlining clear expectations. Key requirements include:

- Full compliance with the rules of the sport (both letter and spirit)
- Zero tolerance for performance-enhancing substances, banned methods, or doping
- Prohibition of any form of match-fixing, betting-related corruption, or manipulation of competitions
- Respectful, inclusive, and non-abusive language and behavior (no bullying, harassment, discrimination, or violence)
- Appropriate conduct on social media and in public — remembering you represent the organization and the sport
- Commitment to fair play, good sportsmanship, and positive role modeling
- Reporting of injuries, safeguarding concerns, or any suspected misconduct
- Support for teammates' physical and mental health; promoting a safe environment

This can be obtained from our website under downloads

All participants (athletes, coaches, officials, parents/guardians) must acknowledge and agree to this code (e.g., via digital form during registration/renewal).

### **How to Report Concerns — Speak Up Safely**

We encourage a culture where concerns are raised promptly and taken seriously.

**Report anonymously or confidentially** via: [uga@mf.worldathletics.org](mailto:uga@mf.worldathletics.org)

We guarantee:

- Protection from retaliation
- Thorough, impartial, and timely investigation (often involving independent experts)
- Strict confidentiality where requested

We collaborate with external bodies such as National Anti-Doping Agency, Sport Integrity Authority / Unit, WADA, or police when necessary.

### **Education, Prevention & Positive Inspiration**

We invest in proactive education to build a strong integrity culture:

- Mandatory annual integrity training for athletes, coaches, and staff
- Workshops on doping risks, mental health in sport, fair play dilemmas, and social media responsibility
- Videos/infographics featuring real "integrity moments" from our athletes
- Resources for parents: how to support ethical development in young athletes
- Partnerships with external experts (e.g., national integrity programs, athlete well-being initiatives)

### **Transparency & Accountability**

We demonstrate our commitment through openness:

- Annual Integrity Summary Report (number of reports received, cases resolved, education delivered, sanctions applied — anonymized)
- Independent oversight (e.g., Ethics/Integrity Committee or external audits)
- Regular policy reviews and updates based on feedback and emerging issues