Guidelines on how the athletes' entourage can support athletes

Introduction
As the role of the athletes’ entourage becomes more significant within the Olympic Movement, it is imperative to establish guidelines that govern the conduct expected from every member of the athletes’ entourage. It is the responsibility of each sports organisation to establish appropriate rules to govern the conduct of athletes’ entourage members. These rules should reflect the minimum standards set out in these guidelines for how the athletes’ entourage can support athletes.

Definition of the athletes' entourage
The athletes’ entourage consists of individuals directly involved in an athlete's life, including coaches, managers, representatives, agents, medical professionals, members of sports organisations, sponsors, technical officials, lawyers, parents and family members, and friends, who provide essential support and engage in interactions on and off the field of play, encompassing relationships crucial to the athlete’s overall well-being and success.

General principles
- The athletes’ entourage must respect, uphold and promote ethical principles, including those contained in the Olympic Charter, the IOC Code of Ethics (including the Olympic Movement Code on the Prevention of the Manipulation of Competitions) and the World Anti-Doping Code.
- The athletes’ entourage must act in the best interests of the athletes and respect their moral, physical and psychological integrity.
- Special care and consideration must be given to children (all those under the age of 18, as per the United Nations Convention on the Rights of the Child (UNCRC)).
- Members of the athletes' entourage should possess adequate qualifications to work in their respective fields, validated through licences, certificates or diplomas, especially when required by the International Federation (IF), National Olympic Committee (NOC) or any national sports organisation.
- Members of the athletes' entourage should possess at least a minimum level of safeguarding knowledge and shall request relevant education from the sports organisation responsible should they lack this knowledge.

Integrity
- The athletes' entourage shall act in good faith and demonstrate the highest level of integrity, including:
- Avoiding situations of perceived or actual conflicts of interests, by proactively disclosing any professional or personal relationships that could give rise to such risk, through the appropriate means;
- Fighting against any form of bribery and taking decisive and appropriate action against any form of cheating or corruption in sport;
• Rejecting any form of doping, and complying with the World Anti-Doping Code and supporting its programmes;
• Abstaining from any form of betting or promotion of betting activities related to the athlete’s sport, as set out in the Olympic Movement Code on the Prevention of the Manipulation of Competitions;
• Promoting safe sport best practices and prohibiting all forms of harassment and abuse, as well as behaviours that could reasonably be considered physically, emotionally or culturally abusive against or towards athletes;
• Standing against and reporting any form of harassment and abuse, neglect, abuse of power, trust, influence or authority, bullying, or any other behaviour that would reasonably be considered abusive amongst or towards individuals;
• Refraining from making or sharing comments or images that could reasonably be considered inappropriate, demeaning or indecent, or that could place athletes or other participants at risk of physical, emotional or reputational damage.

Confidentiality
The athletes’ entourage must respect:
• Confidentiality, including the content of their contract/nature of their relationship and personal information; and with regard to inside information, including non-public information and data obtained through their position within the athletes’ entourage, within the rules of the relevant sports organisation.

Transparency
The athletes’ entourage must:
• Clearly define their interactions within the relevant populations, preferably through a written contract where applicable. It is recommended that sports organisations provide standardised contract templates;
• Be transparent about their personal and professional background, especially in areas that could affect the relationship, including but not limited to doping, safe sport and financial matters.

Sports organisations have a responsibility to inform athletes about their rights and responsibilities, including their right to participate in sport in safe and supportive environments, as well as the legal means available to resolve any disputes.

Responsibility and accountability
The athletes’ entourage must:
• Always act with due diligence and prioritise the best interest of the athlete;
• Ensure that contractual relationships with athletes are based on balanced conditions, including fair financial terms and professional liability insurance;
• Always respect the moral, physical and psychological integrity of the athlete and the other athletes’ entourage members;
• Respect, adhere to and promote the rules and regulations of the sport, and encourage the athlete to behave accordingly;
- Keep the athlete fully informed about all dealings done and arrangements made on their behalf;
- Comply with best accounting practices and make available full and accurate accounts and records to the athlete and, where applicable, the relevant authorities;
- Comply with the principles set out in the Basic Universal Principles of Good Governance within the Olympic Movement.

**Climate of care**
The athletes’ entourage must foster a climate of care that prioritises the athlete’s physical, mental and emotional needs, including:

- Recognising the athlete as an individual and being aware of when they may need support;
- Promoting and encouraging the active participation of athletes at all levels of decision-making processes for factors that may affect them and their athletic careers;
- Providing support systems and resources to help athletes cope with stressors, such as the pressures of competition and public scrutiny;
- Providing athletes with sufficient education about, and making them sufficiently aware of, their rights and responsibilities;
- Encouraging help-seeking through open communication, empathy and understanding within the athletes’ entourage and between the athlete and their support network.

**Sanctions**
Any violation of the regulations established by a sports organisation by a member of the athletes’ entourage should be subject to sanctions. Sports organisations are responsible for establishing the terms of the sanction and the disciplinary procedures.

**Athletes’ responsibility**
- Athletes have a duty to act responsibly by choosing the members of their entourage carefully, exercising due diligence and negotiating contracts with fair conditions.
- Athletes are also responsible for respecting and upholding the principles outlined in the Athletes’ Rights and Responsibilities Declaration, ensuring that their rights are protected and respected, and that they fulfil their responsibilities. It is also recommended that Athletes’ Entourage members also respect and uphold these principles.
- Athletes are also strongly encouraged to report concerns about harassment and abuse suffered by them, or other athletes in their environment, whenever possible, provided that such reporting does not put them or others at risk of further harm.