



“SHAPING AN ANTI-DOPING SYSTEM THAT IS FIT FOR THE FUTURE”

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**TACKLING DOPING IN SPORT
LONDON, UNITED KINGDOM
8 MARCH 2017**

Introduction

Good morning. It is a pleasure to be here with you today at, what is, certainly a pivotal time for WADA and Clean Sport. Tackling Doping in Sport, which is one of the anti-doping calendar’s premier events, always manages to attract leading figures from around the world, and indeed attracts significant media attention. This year is no different, particularly in light of the events of the past nine months.

As a global community, 2015 and 2016 were consumed by high profile doping scandals, which, without question, represented a tumultuous period for international sport. Twelve months ago, when we found ourselves post-Pound Commission and pre-McLaren Investigation, there was much talk of anti-doping being at a cross roads...

Today, following months of debate and dialogue, we have shifted from reaction to action, having collectively chosen a path forward that will define the future of anti-doping for years to come.

I am proud to say that, alongside our partners, WADA is working very hard to shape an anti-doping system that meets the needs of clean athletes and is truly fit for the future.

An Anti-Doping Movement that is Fit for the Future

More than ever, the global anti-doping community is mobilized to build on its experiences and successes to create a stronger, more independent WADA and anti-doping system.

As most of you know, the latter half of 2016 saw Summits of National Anti-Doping Organizations, a WADA Think Tank meeting, Olympic Summits, a European government sport ministers meeting, a resolution passed by the Council of Europe and athlete input.

WADA was engaged and listened to the views and proposals, and subsequently, at its meeting in Glasgow in November 2016, the WADA Foundation Board – which is made up of 50 percent sport and 50 percent governments – reached a consensus on a series of recommendations. We believe that these recommendations will strengthen WADA to fully assume its leadership role, in partnership with its stakeholders, and make a step change in the fight against doping worldwide.

Most importantly, the recommendations that were approved, and as a result the direction that we've taken, has the backing of clean athletes.

And so, what will this step change look like...?

- The WADA Foundation Board agreed that **WADA's investigations and intelligence-gathering capability needed to be enhanced**. This work has already begun, with the arrival of our new Chief Investigative Officer, Gunter Younger – a high-profile German investigator who joined WADA from Bavaria's Cybercrime Division after a long and varied career with Europol and Interpol in particular. Gunter's department – which runs entirely independently of WADA Management – is growing from two to six people. When at full strength, it should help the Agency make significant headway in detecting and deterring doping. Of course, it goes without saying that the investigations over the past two years have proven how effective investigative work can be to the protection of clean sport.
- **WADA's 'Speak Up!' (Whistleblower) Program** has been approved, and I am pleased to say will be launching over the coming days. As the last couple of years have shown, informants and whistleblowers are invaluable to anti-doping, and so we deemed it important to formalize their role (in the anti-doping process) through the introduction of a Program and supporting Policy.

We recognize that speaking up against doping is a courageous and bold act that is not done lightly. By introducing the Program, we are encouraging informants and whistleblowers to come forward with information regarding doping; and, commit to providing them with the assurance that they need to make that decision. 'Speak Up!' is underpinned by the necessary legal framework to guarantee whistleblowers' confidentiality and safety, and it further demonstrates how highly we value their information, intelligence and conviction.

- **Compliance** is one of, if not the biggest priority for WADA in 2017. Following introduction of the 2015 World Anti-Doping Code, WADA's focus has been to oversee implementation of the rules in line with the Code. However our priority now is to ensure that all Signatories have quality and effective programs in line with the requirements of the Code.

This is why WADA has developed a new ISO-certified Code Compliance Monitoring Program, which will be the most thorough review of anti-doping programs that has ever taken place. Through a three-pronged approach of questioning, investigating, and identifying deficiencies, the Compliance Monitoring Program intends to raise the standards of the entire clean sport

community; and, in turn, reinforce athlete and public confidence in the standards of anti-doping work.

At the heart of this enhanced Compliance Monitoring Program is: the Code Compliance Questionnaire – sent out last month to all National Anti-Doping Organizations and International Federations with the aim of helping us better evaluate the current state of Signatories' anti-doping programs. The Questionnaire will be complemented by an Audit Program, which will be conducted by trained individuals from WADA and other external anti-doping experts.

As part of this Compliance Monitoring Program, WADA will also gather information through other sources such as: our Anti-Doping Administration and Management System (known as ADAMS), Investigations and other intelligence. The aim of the Program is to ensure that all Anti-Doping Organizations operate quality and effective programs in line with the Code and International Standards; and that, as part of this process, we educate Signatories regarding what constitutes an improved anti-doping program.

We believe however, as a Community, that the Compliance Monitoring Program will only be effective if it is supported by a meaningful, predictable and proportionate sanction system. And this is why we were pleased that, at our November 2016 Foundation Board meeting, the Board endorsed, in principle, a graded sanctioning framework for non-compliance that was put forward by WADA's independent Compliance Review Committee (CRC).

One thing we learnt from the public response to the doping crisis in Russia, and from the tone of athlete and public opinion in the weeks and months that followed, was that there was a growing appetite for a system that would clearly, consistently and predictably set out the consequences for non-compliance by WADA Signatories. We learnt that such a system would have to replace the fragmented approach that the McLaren investigation highlighted. Ultimately, it would allow WADA to fulfill its regulatory role; and, it would ensure appropriate consequences for wrongdoing.

This work is ongoing under the leadership of our independent Compliance Review Committee. Once such a framework would enter into force, the system would ensure that meaningful, predictable and proportionate sanctions in cases of non-compliance, would be applied in accordance with the Code. We believe that it would deter organizations from straying into non-compliant territory in the future. It would involve development of an appropriate legal instrument – possibly even a new International Standard for Compliance. Above all, this graded sanctioning framework, which will continue to involve considerable stakeholder consultation over the coming months, would directly answer the loud athlete call for stronger, more meaningful consequences for non-compliance. With this, we as the anti-doping community can say, with conviction, that we've served them well.

- Secondly, a **WADA Working Group on Governance Matters** with governance experts, members from government, sport, NADOs and, importantly, the athlete community, too, has been established to reinforce “the independence of anti-doping from sports organizations and national governments” and to study ways to strengthen WADA’s governance structure. WADA’s hybrid sport-government (or private-public) model is unique, but can we improve it further, and if yes, how can we make it stronger and adapted for the future?
- Thirdly, a **Working Group to review WADA’s strengthened laboratory accreditation process** was formed and has begun its work. It is important to note that the Agency has continually reinforced its quality assessment processes for its laboratory network in recent years. Indeed, the significant number of laboratory suspensions in the last 15 months was a direct result of this enhanced monitoring process, which includes a more stringent External Quality Assessment Scheme (EQAS) and more frequent laboratory site visits by independent experts and WADA personnel.
- Our Foundation Board agreed to continue **to evaluate the potential establishment of an Independent Testing Authority**, which was a request made by the Sport Movement at the Olympic Summit last October. If introduced, this body would remove anti-doping operations from the hands of some sporting bodies, and in doing so remove the conflict of interest, perceived or otherwise, between promoting and policing a sport. A committee was established to further explore this idea, and its work is ongoing.
- We continue to **further enhance the Anti-Doping Administration and Management System (ADAMS) and WADA’s broader security**; particularly, in light of last year’s brief spear phishing attack by Russian cyber espionage group ‘Fancy Bear’, which led to them releasing batches of confidential athlete data regarding Therapeutic Use Exemptions (TUEs) on their website. The group illegally obtained the data from an account in (ADAMS) that was created especially for the Rio 2016 Olympic Games.

The broader ADAMS was not compromised in the attack.

What we have learnt through this unfortunate situation, however, is that a security system is only as good as the human factor, and that we all must be alert to suspicious, targeted behavior aimed at undermining the work of the clean sport movement. We remain confident in our systems, and we continue to take the safety of athletes’ data extremely seriously.

- We are further developing the **Athlete Biological Passport** through increased monitoring analysis and research into new biomarkers. It is worth noting that the ABP is now used by many international sports federations and countries. We must continue to expand the potential of this tool.
- Increasing the amount of **anti-doping education** being conducted globally is another strategy for us to focus on. By education, I am talking about *values-based education*. Education programs that are developed through research

and provide athletes with the tools they need to make the right decision when faced with doping; that is to say sticking to their values and believing that doping has no place in their sport.

How do we do this? We need the support of National Anti-Doping Organizations, Governments, International and National Sport Federations and researchers. We need the leaders of these organizations to invest in education and to place equal importance on it as they do for testing. We need to make a concerted effort to reach the youth to instil these values. We need to engage governments to promote the values of sport and doping-free sport in schools, in communities and within sporting organizations.

- We also continue our important work towards **the re-compliance of the Russian Anti-Doping Agency, RUSADA**. Whilst RUSADA has made some progress, since being declared non-compliant in November 2015, there remains significant work to be done. Above all, we are working to ensure that RUSADA can demonstrate that its processes are truly autonomous and independent from outside interference, and in turn reinforce athlete and public confidence in the Russian anti-doping system. WADA has had two international experts stationed in Moscow since March 2016 to encourage this independence, and to ensure that there is an effective testing program for athletes both inside and outside Russia during the period of non-compliance. A full roadmap was agreed for RUSADA, and the ball remains firmly in their court as it relates to the time necessary to meet the requirements.

Some of you may have seen last week that Russian President Vladimir Putin publically admitted that Russia's anti-doping system had failed and urged his country to heed the demands of McLaren Investigation, which we read as an encouraging sign of progress.

For those of you travelling to Lausanne for WADA's Symposium next week, I will be providing further information regarding how the Russian testing program has progressed on that occasion.

In light of these priorities, the Agency will bring together the global anti-doping community at a 2019 World Conference to review the progress that has been made, and, potentially to approve an updated World Anti-Doping Code that will formalize the necessary changes.

Conclusion

In closing, I would add that WADA is optimistic about these priorities and is energetically undertaking the necessary measures; including, articulating the budget that we believe would be required to fulfill this increased mandate. It has long been accepted that USD 30 million is simply not enough – I hope you would agree that this has never been truer.

I would also urge all of our partners, all of you, to continue to contribute ideas, to continue to embrace the enhanced anti-doping system that we have agreed to put in place.

I am confident that, together, we will build on 2016 and ultimately, emerge as a stronger, more effective, community that is truly fit for the future and able to secure athletes' dreams.

Thank you.
