1. Welcome and Meeting Commencement:
The Chair, Kate Malliarakis (KM), opened the meeting at 9:10 a.m.

1.1. Committee Business
Former Chair of the Ethics and Education Committee, Dr. Don Vereen, was replaced by KM. Her appointment as Chair was ratified at the June 4, 2002 WADA Foundation Board meeting.

AS having accepted the position of Director, Ethics and Education at WADA, announced that she is stepping down as co-chair and member of the Ethics and Education Committee.

KM introduced Dr. Andrew Pipe (AP) as AS’s replacement as Vice-chair and member of the committee.

2. Roll Call and Review of the Agenda
Apologies from the members listed above were received.
The following additions were made to the agenda:
➢ Under Reports: add Branding (Matthias Kamber (MK))
➢ Under Athlete Passport: add USADA, add intervention from Pirjo Krouvila (PK), add intervention from MK

AS recommended that the item General Business and Other Issues remain open.

3. Approval of the Previous Meeting Minutes (13-14th October 2001)

MK requested that the Code of Ethics be added as an appendix (as it states in the text of the minutes).

**ACTION:** Marie-Claude Asselin (MA) to ensure that Code of Ethics is added to official minutes.

MK requested that updates be given on Action Items from the minutes and Ismail Jakoet (IJa) also requested a report on Action Items under point 14 regarding IADA/WADA.

The minutes from the last meeting held on October 13-14, 2002 in Lausanne were approved in full by all committee members present.

4. Updates on WADA’s General Programme and Staffing

AS gave regrets for Harri Syvalsami and reported on recent staffing activities in the Montreal office since the last committee meeting:

➢ Ms. Farnaz Khadem was hired as new Director of Communications and that she will join WADA at the end of July 2002.
➢ Currently in the process of finalizing agreement with a new Director of Science.
➢ Currently in the process of interviewing for Manager of Finance and Government Relations
➢ Two employees have handed in their resignation: Chloe Christopoulos (Project Assistant, Standard and Harmonization) and Isabelle Tornare (Manager, Communications). Ms. Christopoulos will be replaced shortly and Ms. Tornare’s position will be advertised.

Overall, it is expected that 3 to 4 senior positions will be filled by the Fall of 2002.

The Lausanne office will have 3 staff members. Dr. Alain Garnier and Ms. Christine Gueissaz will remain in the Lausanne office. Mr. Tom Dielen will join WADA as Director of IF Relations.

A tender for new regional offices in Oceania/Asia and in Africa has been posted on the WADA website.
MK requested a WADA organizational chart be circulated under other business.

**ACTION:** Marie-Claude Asselin (MA) to circulate latest organizational chart adopted by the Board to all committee members.

Gunnar Breivik (GB) asked whether the new Research Director will look after all research. AS indicated that the Ethics and Education Department is responsible for social science/humanities research and the budget considerations for that will be discussed under *Reports*.

## 5. Reports

### 5.1. World Anti-Doping Code

AS reminded committee members that a draft World Anti-Doping Code is now published on the WADA website. Articles 1, 2 and 7 are of particular interest to the Ethics and Education Committee and all members are invited to comment on those articles as well as on other articles if they wish.

MK: How could the governments ever agree on the Code unless it was presented in the form of a *convention*? If the intention is to create an international agreement, then there is a difficulty with the language used.

KM: The Code will not be a treaty. It will aim at giving governments a chance to sign (and will not be as restrictive as a convention).

PK: A formal consultation process was organized in Finland to have a common position. The Code was translated into Swedish to allow input from a larger number of stakeholders.

MK asked in which languages the Code was published. AS indicated that it was in French and English on the WADA website and that it was going to be translated into Spanish or Portuguese as part of one E-learning module. MK recommended that the Code also be translated in German.

#### a) List

AP: The List was a fundamental tool to anti-doping to identify what is banned. One of the biggest problems with having an extended list is that it includes substances that are commonly part of everyday lifestyle and is problematic for athletes. Therefore, the List must address DOPING as in performance enhancement – not health issues, legal issues, lifestyles and morals. The List must also be based on EVIDENCE (scientific or consensus of experts). The List will be reviewed by the WADA Board over the summer.

The Prohibited List will also have a *Code of Conduct* section, but it will only come in effect once the full Code is implemented, because it is not in the IOC anti-doping scheme currently in effect.
Over the last 10 years, the majority of sanctions were related to cold medications, namely the substance pseudoephedrine found in most of them, which has never been proven to be performance enhancing. A lot of the substances on the current IOC list are not even tested for.

Donna De Varona (DD) asked whether this can be a problem: if substances are removed from the list now, to have athletes claim back their medals.

Feedback with appropriate scientific proof/support must be sought in order to add or remove substances to the current list. MK recommended that the list be circulated to this group with scientific literature behind it. This is partially done already with explanatory notes on the draft list.

As a comment on the extensive list, GB noted that athletes often use certain substances by virtue of the fact that they are on the list and therefore they associate them with performance enhancers, when they may not be.

IJa indicated that he is in disagreement with taking off narcotics from the list and also asked if a decision was made regarding creatine.

AP: The case of creatine was addressed and that it was unlikely to be on the list for many reasons: there is little scientific evidence that it is performance enhancing (although forcefully marketed as such), only a few people may benefit from taking it, and it is naturally part of a regular diet (in daily foods).

5.2. E-learning Project “True Game”

a) Overview 2001-2002 and Outlook

Jennifer Ebermann (JE) presented an overview of the project.

The next steps will include:

- New modules
- Involvement of stakeholders
- New target groups

PK asked how athletes were invited to provide feedback on the project. JE mentioned that an evaluation form was distributed on-site in Salt Lake City for athletes to comment. Also, the pilot was tested in two subgroups: University of Western Ontario students (Canada) and members of a gymnastics club (Finland). An evaluation tool is being prepared and further feedback to be gather at the presentation at the Commonwealth Games.

General feedback received from the initial evaluations included:

- Reducing seductive looks of Fair (this was done)
- Games format maybe too young for more mature athletes, but it is OK to learn “boring stuff” by playing
- Speeding up loading time
Other feedback welcome from anybody.

**ACTION**: All members to encourage young athletes to play and use it and give feedback.

PK asked who owned copyrights of the e-learning program. Could NADOs copy and translate it in local languages? AS mentioned that NADOs could indeed copy and translate it as long as it is used for education purposes and that WADA is properly recognized.

Ian Jobling (IJ) commented about the importance of finding out, through the evaluation process, if athletes persevere through the game/if so why, if they come back to the game to try to win or they just give up and get frustrated...

b) **WADA’s e-learning Strategy**

JE presented WADA’s e-learning strategy. Consideration is being given to having DVD or CD-Rom technology as part of the e-learning. This broadens the definition of e-learning to adapt to countries who offer limited internet access opportunities.

In 2002-2004 period, the intention is to create 10 new programs in 10 languages and different target groups.

Paralympic sports are not in the immediate plans as their needs are different. However, they remain very important and will have to be addressed with more attention.

Andreas Hoistad (AH) joined the meeting to update the members on the technology requirements for the e-learning program.

WADA is looking to have one platform for all Internet-based programs. This will facilitate administration. This will also ensure consistency of content, not only of format.

Section 6 of the E-learning strategy will be reviewed accordingly. E-learning will be part of the inclusive tender for a common platform.

The use of new technology and rich media may impede access by many participants around the world. He recommends that 2 versions of the program be produced, to allow for a more basic version to be used by clients with lesser technological means.

AH assured that all platform changes will not affect the end-user, it will not be noticed by athletes and data will be maintained as is). There is a necessity to look closely at NADOs’ platforms to ensure compatibility.

Passport/E-learning/WADA websites will all be accessible on all Commonwealth Games Internet Café computers.

Fan Hong (FH) asked about languages and translation. Translation is done by an external company right now and cost is not an issue. It is stressed that translating voices will be more problematic.
KM raised the question of sourcing our own funds through partnerships and JE indicated that this was not possible at this time. KM suggested that a list of potential sponsors for educational initiatives be developed.

**ACTION:** AS to develop draft policy for considering potential sponsorship options and bring up a management level.

PK suggested that NADOs help with resources – not necessarily monetary, but in experience and expertise, and maybe even translation and human resources.

AS mentioned that there was a plan for cost-sharing and program evaluation to bring together NADOs in a face-to-face meeting tentatively scheduled for August.

### 5.3. Athlete’s Passport:

AS reported on behalf of Stacy Spletzer that the Passport sign-up was launched in Salt Lake City and will continue in Manchester at the 2002 Commonwealth Games.

The communication plan with registered athletes began with a mailing to athletes. There is a need to finalize an education/communication strategy to ensure that proper and regular communication is maintained with registered athletes. This will be worked out in more detail with the new communications director.

KM, reporting from a USADA meeting, asked whether WADA’s intentions were to track athletes’ whereabouts.

AS: The primary objectives when the Passport was introduced and developed through E&E were as an education/communication tool and a way for athletes to demonstrate commitment to doping free sport. Other objectives considered by other areas were, tracking athletes’ whereabouts for doping control purposes and the clearinghouse project, with a wider mandate to manage test results.

KM: WADA should come back to its original focus (educational tool and commitment to doping free sport), and that tracking and other matters be left to other organizations like NADOs.

DD: USADA has a mandatory form that athletes must fill out on a quarterly basis to indicate their intended whereabouts. Unfortunately, the athletes are being tested and often not informed of their results.

KM asked where does the Passport become mandatory (for tracking) vs. voluntary (pledge).

PK: If tracking is already done electronically by NADOs, it should be easy to transfer the data to WADA clearinghouse.
MK reported on a meeting of the Advisory Group on Education of the Council of Europe, during which the Athlete Passport was discussed. The Group made the following recommendations addressed to the Monitoring Group and to WADA:

- Especially for top level athletes is the passport a valuable tool to manage and coordinate the planning and implementation of doping control tests, the results as well as specific information.
- The pilot should be transformed to a permanent tool. For this WADA should work closer together with interested National Anti-Doping Agencies (NADOs) (e.g. entrance to the site, access to the data).
- A system of national internet based entrance portals should be developed where the top level would be the one of WADA (and the international top level athletes) and the second level the ones of NADOs (incorporating already existing internet based educational and informational tools as well as differences in culture and approaches).
- WADA and interested NADOs should team together to build such national internet portals according to standards (that still have to be developed). For this project teams like the ones with ISO / ISDC could be a solution.
- Within the passport project the existing (and not yet public available) core material should be further developed and adapted.

AS: Ethical issues are very important to consider in making the Passport a tool for tracking and a clearinghouse: athletes have to fully understand, in their own language, their rights to privacy before signing up.

Also from an educational perspective, nutriceuticals and inadvertent doping were identified by athletes as key areas where they need more information. They become immediate education needs.

At the moment, athletes sign up to the Passport solely on the education and commitment aspect. There is not as of yet a clearinghouse process in place.

AP: The Passport is a tangible expression of support to doping free sport and cannot be used as a certificate of cleanliness. The language used with relations to the Passport must be chosen carefully to reflect that. It is assumed that athletes are innocent until proven guilty.

AS said that is not always the practice or assumption in certain places and situations. The code entails "strict liability." Athletes who test negative should be able to demonstrate that they are clean.

GB: The Passport was intended to be a voluntary idealistic commitment and that it should remain just that. The mandatory tracking and testing should be the responsibility of the control side of WADA and not be linked with the Passport.

KM: The education aspect should be separated from the control.

PK: Anti-doping control can and is used as a toll for education when information is given upon testing.
GB: However, in such case, education becomes a second violin and is only done when athletes are tested.

IJo supported the concept of the Passport sign up remaining a public and moral commitment whereas the doping control is a legal issue.

PK suggested that younger target groups could be invited to take part in voluntary in education programs, until they become eligible for testing and then must sign up for the mandatory part.

MK recommended that the initial sign up be voluntary pledges and that we should wait until the system is in place for the clearinghouse to establish a second sign up phase for control.

DD: WADA needs to come up with a language that will clearly define the Passport that we want athletes to commit to, so that they do not sign up for something that they may not want yet.

AS: As things are evolving, funds are being primarily invested into testing and control, education initiatives are not yet well resourced. If the Passport is kept to only educational purposes, it may be difficult to justify the cost of maintaining it.

**ACTION FOR ALL:** Identify the meaning of the Passport; Clarify the intent of the Passport; Determine whether the education component of the Passport should be separated from doping control.

### 5.4. Independent Observers

JE presented an update of recent activities of the IO programme and an overview of plans for the next few months.

MK requested information on how events were chosen for the IO programme and asked whether WADA should only cover major events and have a training program for NADOs IO to cover for the secondary scale events.

In light of the EC no longer funding WADA, the list of events will be revisited (and reduced). At the moment, for the smaller events, WADA is invited by the IF or organizing committee. For larger events, WADA approaches IF or the organizing committee.

IJa questioned which aspect of doping control will become a priority to WADA. If it is called an Audit, then it must look at all aspects all the time - not randomly or by "spot checks" as is it done now. He also commented on the choice of Independent Observers and their competencies and wondered if is was adequate to ask a legal expert to observe a sample collection process.

JE agreed to discuss with Casey Wade to reconsider using the term “audit”. She explained that IO experts are assigned to tasks that they specialize in, and in many cases they have cross-expertise that is well complemented by the IO training program.
IJa: The current IO training programme is a “crash course” that is insufficient.

**ACTION:** IJa to send an email to Casey Wade to express his concerns regarding the IO programme and copy all committee members.

Rob Donovan (RD) asked about the process for IO reports. JE indicated that once final, it was submitted to the organizing committees with recommendations.

AP: Seeing how many errors or bad practices were observed by IOs in recent events, it was disturbing to imagine how badly it was done in the absence of IOs.

GB: The IO is controlling the controller, which can only improve the quality of the standards and contribute to quality development. JE mentioned that the presence of IOs in Tunis, as an example, was essential for the progress and transparency of the doping control process.

KM: A list of events for IO program should be circulated so that consideration can be given to have education initiatives at the ones where IOs are not present.

MK: WADA should coordinate a program to enable NADOs to observe lower level competitions.

### 5.5. Youth Awareness and Education Programme

AS: The Youth Awareness programme is headed by the Communications Department but the educational content is the responsibility of Ethics and Education.

Youth Awareness manager has expressed concern that other On-site operations, such as the IO programme, have had better resources.

The next two events that WADA plans a presence at are the Tour de France and the Commonwealth Games.

RD: Being involved with Health Promotion programs at home, he is always looking for evaluation tools to get feedback, improve program, or justify funding for program and that he will try to work with Stacy to develop a questionnaire for the Commonwealth Games.

AS identified a concern expressed by Stacy that Passport sign up and Awareness has to compete for time or attention of the athletes. Having an on-site (as opposed to another time) evaluation tool reduces even more the time spent by the athletes learning about WADA programs.

PK: The Awareness programme recently organized in Africa was aimed at NOCs and governments, not at youth. The goal was to promote quality anti-doping programs, rather than promote doping free sport to participants.
AS suggested that a proposal for such awareness program aimed at NOCs and governments be put by writing in order to get the proper attention.

FH: It is important to use role models that are recent champions because athletes have a short term memory. Also, an effective cost-saving measure is to use local athletes/champions to promote education programs at Games and events.

AS: Stacy Spletzer is working on developing a pool of athletes to act as spokespersons and role models, but that the process was slow and difficult.

FH: NOC could help by recommending one or two athletes.

AP recommended to start thinking about the next generation already, to aim at junior world championships. The impact of recent champions would be even greater than with the current high level athletes.

IJa: South Africa is targeting athletes 20 years and under, instead of targeting games/events. He wondered whether WADA should start targeting countries with heavy doping history.

DD: Partnerships with governments should include an education curriculum component in health or physical education. Also, the IOC athletes’ commission can provide resources in the form of spokespersons and role models to spread the word about clean sport.

IJa agreed and pointed out that some IFs of non-Olympic sports, also stakeholders, should also be invited to provide role models.

5.6. EU Call for Proposals 2002-2003:

a) Athlete’s Passport

No new item to add from section 5.3.

b) E-learning – see item 5.2b.

No new item to add from section 5.2b

c) Education Campaign development

AS: EU has also announced a new funding component under the title of Education Campaign and that there is potential for WADA to obtain funds for a pilot or seed of an initiative related to our Communication Strategy. AS will be having discussion with the new Communications director about the potential for this kind of project. WADA will have until the end of September to submit a proposal to the EU. The content of the proposal is open for discussion and everyone is invited to comment.

AP: It is much easier to make the case for testing, however, the answer to doping issues is not in technology, it is in building a drug-free culture in sport. Education has to be better at making its case to obtain funding. Few people challenge the new techniques, new testing procedures, new
instruments, or new tests because they lack the knowledge to do so. They are always ready to request tangible and measurable results for education programs.

RD proposed to elaborate a plan for a public service announcement (PSA) to promote WADA.

AS agreed that it was good timing to respond to that as the education strategy is taking form with the new Communications Director coming on board.

GB: How much WADA should focus on anti-doping vs. on ethics? How much money should be put towards catching 2% of the athletes (cheaters) vs. education to create a culture of values (e.g. joy of sport), to help 98% of athletes (who want doping free sport)?

MK: The Education strategy should aim at creating the culture/changing the values. Prevention is an aspect that comes later on.

DD suggested to explore the potential of the IOC Celebrate Humanity Campaign to draw support from broadcasting networks.

IJo: The PSA could explain the logo and its meaning (therefore introducing WADA values).

PK: It is problematic not to have a concrete product to show for education (in testing, they have a number of tests performed). There needs to be a campaign to the WADA Board to promote the importance of education. Also, NADOs can help to evaluate the effects of WADA campaigns.

RD: Everything that is done in education should have a built-in evaluation process.

5.7. Education Strategy

AS: The education strategy is now ready to move to the next step. It is time to turn into concrete projects and programs for WADA to launch in the near future.

RD suggested that the strategy needed to be streamlined and cleaned up to eliminate redundancy and make it easier to understand from an outsider.

AS: Discussion and further development of the education strategy will continue by email consultation.

**ACTION:** MA to update the committee contact list and send all members.

5.8. Budget:

a) **Financial Year 2001**

AS: Figures for 2001 were presented.
b) **Financial year 2002 and beyond**

AS: The time frame to finalize the budget for 2003 is the end of August. E&E needs depend a lot on EU funding and if it does not come through, decisions must be made as to what to ask the WADA Board for.

JE: EU is not interested in funding travel expenses. The focus has to be on the educational aspects.

AS: Help is needed to properly build the budget.

MK: Figures for the next year’s budget proposal can be built from detailed actual figures from previous years.

PK: The budget planning should start with the ideal project in mind (as if unlimited funding was available). Adjustments, to bring it down to a realistic proposal, can then be made by allocating a priority rank to certain aspects of the project.

KM asked whether it was possible to tag to or adapt already existing programs.

RD: The Education/Communication Strategy together with the Education Strategy form the basis for an education campaign.

AP: The project needs to be fast-tracked.

A working group on the development of an Education/Communication campaign was struck: AP, RD, DD, IJo, NA, to communicate with Farnaz Khadem and Stacy Spletzer.

**ACTION**: MA to coordinate the working group on Education/Communication to produce some concrete proposal.

GB: What kind of campaign, content, quality must WADA put out there to make a first impression and maintain a positive image of WADA? External expertise will have to be brought in.

PK cautioned that when outsourcing for a campaign, WADA must keep absolute control on content, even though it may be produced by experts.

IJo: An excellent opportunity for education is the world conference – organize workshops and presentations on education initiatives.

AS: The focus of the world conference is to get the buy-in on the Code and by adding elements to it, it may diffuse the attention.

RP: There may be a possibility of tagging a half day to the conference to discuss educational implications of implementing the Code (at level 3), as a sidekick or as part of the official program.

KM: The buy-in will be more difficult from governments than from the sport community. There could be a pre-conference event at an IICGADS meeting to start education and raise awareness in the hope to help build consensus.
5.9. Research for the Ethics Review Process and Policy

Christiane Ayotte is in charge of the research grant approval for scientific research.

MK asked whether interdisciplinary research projects could also be supported.

AS: E&E has to design a strategy to allocate funding for social research by the end of August. FH will lead the project. That was to be discussed in the next item on the agenda.

GB: The areas in which WADA is reviewing the research proposals must be specific and well communicated, so that researchers do not use WADA's review as a stamp of approval of the whole project, in case an issue arises.

RP: Regarding the strategic planning, it will be hard for E&E to get funds allocated to Ethics and Education. Be specific with programs, expected outcomes, expenditures, and be ready to fight for it and defend it before the Board.

5.10. Research for Educational Projects

AS: This discussion took place during the previous item. Members interested in getting involved in designing the research strategy should approach FH after the meeting.

5.11. The Communication Strategy within Education

Was discussed as part of previous agenda items.

6. Updates:

6.1. Banbury Conference

AS: Transcripts of the audio-taped presentations have been completed and will help in preparing the document (report) to address the issues and outline the content for WADA. AS will be reviewing the transcripts in detail to write the report.

GB: Detection methods are possible. In general, the outcome of the conference is very positive and optimistic.

AP: The conference is a proof that WADA is ahead of the curve in some aspects.

MK: A conference on gene transfer will be held in Switzerland to discuss similar issues.

AS: The Banbury conference will not lead to formal proceedings. This was conditional to some specialists accepting to talk freely about their research and new developments.
IJo expressed concern regarding the representation at the conference, not geographical but in terms of expertise. Little and few were social sciences specialists.

AS: The Health, Medical and Research Committee developed the participants list. If there is a next time, consideration should be given to include more social scientists or even a separate meeting.

6.2. Out-of-Competition Testing (OOCT)

AS: The responsibility of the OOCT lies with the Standard and Harmonization Department. The discussion of OOCT is meant to be an update and look at tracking issues from an ethical perspective.

IJa: OOCT should be defined and broken down more specifically to clarify out-of-season vs. training camp testing, clarify pre-competition testing around the arrival in the village and the official opening of the event, etc.

PK: WADA testing program should be concentrated on countries or regions that do not have a NADO performing OOCT. WADA should then help them develop a testing system.

AP: Testing is an essential component to prove that the educational program is efficient. In some sports, WADA will be the only “honest” organization to run tests and catch cheaters.

GB: There are two ways to run anti-doping programs: 1. Fair and blind: educate all people and test a representative sample. 2. Wise use of limited funds: target groups at risk and focus education and testing on them. In education, the target groups should be the 13-15 year-old general population. In testing, the target athletes should be 18-22 year-old males and the 35-40 year-old veterans.

RD: The issue for E&E is to see that some of the money going to testing be moved towards education initiatives. Testing is and will be done whether WADA exists or not.

AS: Testing and education should not be presented as a dichotomy. The importance of education.

KM: In detailing the education strategy, we must stick to the facts and have evidence to support our claims if they are questioned.

7. General Business and Other Issues

| ACTION | MA to send all members a draft organizational chart of WADA and the WADA branding documents. |

RD: Motion to remove all pictures showing tobacco advertisements from WADA’s walls: Adopted unanimously.
IJo: Motion to congratulate WADA on office, facilities and hospitality. A nice touch would be to add captions to the pictures.

RD, AP, IJo, NA, and MK will meet next to brainstorm on Education/Communication strategy.

FH, GB, YK, PK, (IJa?) and AS will meet next to begin work on research strategy.

8. Next meetings

August 21, 2002 (tentative) NADO coordination and evaluation of e-learning & passport

December 3, 2002: Full day of committee meeting in Montreal, Canada.

December 2, 2002: Sub-committees can schedule a half day meeting if required.

**ACTION:** MA to confirm meeting space availability and send out invitation.

9. Closure of the meeting

The meeting was adjourned at 16:15 p.m.

Minutes Prepared by: Marie-Claude Asselin
Date: July 19, 2002

Minutes approved by: Angela Schneider
Date: September 27, 2002
## SUMMARY OF ACTIONS

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Ref.</th>
<th>Action</th>
<th>Action By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>3</td>
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</tr>
<tr>
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</tr>
<tr>
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<td>5.2 a)</td>
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</tr>
<tr>
<td>4</td>
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<td>5.2 b)</td>
<td>Consider potential sponsorship options and bring up a management level</td>
<td>A Schneider</td>
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<tr>
<td>5</td>
<td>Independent Observers</td>
<td>5.4</td>
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</tr>
<tr>
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<td>5.7</td>
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</tr>
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<td>7</td>
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</tr>
<tr>
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</tr>
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</tr>
</tbody>
</table>