

2023
COUNCIL
ELECTIONS
CAMPAIGN
GUIDELINES



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Introduction

The Election Oversight Panel (the “EOP”) is pleased to share specific guidelines about the 2023 Council Elections.

This document consists of three parts:

- **Part A** deals with the Integrity and Ethical Conduct of Candidates and Delegates;
- **Part B** provides campaigning guidelines for the 2023 elections; and
- **Part C** describes the reporting requirements for candidacy expenditures incurred by Candidates.

If you have questions about the 2023 elections or these campaign guidelines, please contact elections2023@worldathletics.org at any time.

Part A - Integrity and Ethical Conduct

Conduct requirements during campaigns

Candidates and Persons seeking to become Candidates are subject to the Integrity Code of Conduct and World Athletics Candidacy Rules.

The Integrity Code of Conduct also applies to Delegates attending the Congress.

By complying with the standards set out in the Code and Rules mentioned above, Candidates and Delegates will ensure they are operating within these Rules and the ethical framework created for the benefit of everyone involved.

Not complying with the above will result in a referral to the Athletics Integrity Unit and the Candidate's campaign will be suspended. Depending on the nature of the case, Candidates may be provisionally suspended which will result in their name being removed from the ballot.

Acting with honesty, dignity, and moderation

- Acting with honesty means that Candidates should tell the truth and provide information that is accurate and verifiable.

Not acting with honesty means, for example, making statements that are knowingly false, misleading, or not true, about the state of affairs of a Member Federation or Area Association.

- Acting with dignity means that Candidates should be respectful of other Candidates, their Member Federation, Area Association, Representatives and Voting Delegates, and World Athletics.

Not acting with dignity means, for example, making public or private statements verbally or in writing that can cause harm to the image of another Candidate.

- Acting with moderation means that Candidates should conduct their campaign in a way that is appropriate and proportionate.

Not acting with moderation means, for example, spending above the campaign budget thresholds set by World Athletics.

Candidacy Expenditure

- Candidates may spend up to EUR 25,000 on their campaign for the role of Council Member or Vice-President. Candidates to the role of President may spend up to EUR 50,000. The period covering the limit on campaign expenditure began on 1 July 2022 the declared Commencement Date.
- The EOP will require Candidates to provide financial disclosures about their campaign expenditure. The EOP also has the power to audit campaign expenditure, including requesting copies of bank account statements. This is further explained in the "Financial Disclosure" section of this document.

Existing Officials and abuse of power

- Existing Officials must not use their role with World Athletics to favour their Candidacy against other Candidates.

Public Statements, Interviews and Written Materials

- Candidates or persons seeking to be Candidates can promote their Candidacy if such promotion complies with the above Principles of honesty, dignity, and moderation.

Debates, Forums and Meetings

- Candidates can only attend debates, forums or meetings held for the sole purpose of promoting their Candidacy, when authorised in advance by the EOP. Such debates, forums or meetings should grant equal rights to each Candidate to promote themselves. This is further explained in the “Campaign Guidance” section of this document.

No promises

- Candidates for, or Persons proposing to be Candidates, cannot make a promise to act (directly or indirectly) for the specific benefit of any individual or Member Federation if elected to office.

No gifts / benefits

- Only the exchange (directly or indirectly) of gifts of nominal value (this means, no value, for example a plastic pen, a small bunch of flowers or a mug) is authorised between persons proposing to be Candidates and persons voting in the elections.

No collusion

- Candidates or Persons proposing to be Candidates should not engage in any collaboration or collusion with other Persons proposing to be Candidates with the intent to defraud or manipulate the result of the vote.

Obligation to Report

Everyone subject to World Athletics Integrity Code of Conduct, including Candidates to elections and Delegates attending the Congress, is under the obligation to report potential breaches of the Rules.

Reports can be made to the Compliance & Risk Officer, on compliance@worldathletics.org, or directly to the Athletics Integrity Unity, on info@athleticsintegrity.org.

Ethical Compliance education

Candidates for World Athletics elections will be required to complete the eLearning course on ethical compliance developed by World Athletics. A Certificate of Completion will be required for the nomination to be validated.

Access to the course will be granted to Persons seeking to become Candidates by contacting compliance@worldathletics.org.

Part B – Campaign Guidelines

Digital Campaigning

The EOP supports World Athletics' commitment to sustainable business practices. As a result, the EOP wishes to inform all Candidates and Persons seeking to become Candidates that campaign material for the 2023 Elections will be strictly virtual.

This means that:

- There will be no print-outs, flyers, or manifestos in paper format allowed during the campaign.
- Candidate Profiles will be available in digital format.
- Candidates and Persons seeking to become Candidates are allowed to promote their Candidacy in person, by use of any electronic or media channels, if they comply with the Principles of honesty, dignity and moderation set out above.
- World Athletics will set up a dedicated section on its official website where all Candidate information will be available.
- The Official Candidate list and Candidate Profiles will be circulated to the Membership via circular in advance of the Congress elections.

Live forum for Candidates to Vice-President and President positions

Candidates for the position of Vice-President and President will be invited by the EOP to participate in a forum during the voting information session that will precede the Congress on 16 August 2023 to present their Candidacy.

The forum will be moderated by the Chair of the EOP. Member Federations will be invited by

circular to submit suggested questions in writing in advance of the forum and the EOP will then determine what questions to ask the Candidates.

Candidates will have a set time to present themselves and will then answer questions asked by the EOP based on the suggestions of Members. To ensure fairness and control over the limited time available for the forum, there will be no questions taken from the audience attending the forum.

Part C – Financial Disclosure

Campaign Period and Expenditure

As previously indicated by Circular M/28/22 dated 1 June 2022, the Campaign Period started on 1 July 2022.

Candidates and Persons seeking to become Candidates are required to keep track of their expenses (including any receipts or equivalent) related to their Campaign or Candidacy. The EOP may audit expenditure incurred at any time.

Each Candidate must track and record the following information concerning campaign expenses: (1) the source and total amount of all funds used in support of their Candidacy; (2) nature of each expense; and (3) the bank account statements and other supporting documents concerning the expenses.

Each Candidate and Persons seeking to become Candidates should record every campaign expenditure including travel, meals, and accommodations, campaign promotion, professional services, etc. related to the promotion of their Candidacy.

Candidate Nomination Forms and Expenditure

When submitting their Nomination Forms, Persons seeking to become Candidates will be required to provide the full amount spent on their Candidacy to date and since 1 July 2022. This amount will be included on their Candidate profile.

Regular Disclosure of Campaign Expenditure

Once the EOP approves the nomination of a Candidate, this Candidate will be under the obligation to report their Campaign Expenditure by using the reporting tool developed by World Athletics for this purpose. The expense report tool will be made available by January 2023.

If you incur an expense equal to or above EUR 2,500 (excluding airfares), please record it in the tool and report it immediately to the EOP. Failure to do so may affect an assessment of your honesty and integrity and result in an investigation by the EOP.

