

2027  
WORLD ATHLETICS  
ELECTIONS  
CAMPAIGN  
DIRECTIONS



WORLD  
ATHLETICS



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## INTRODUCTION

The Election Oversight Panel (the 'EOP') is pleased to share specific directions to Candidates seeking election onto the World Athletics Council at the 56<sup>th</sup> Congress to be held on 9 September 2027 in Beijing, China.

The Commencement Date of the Campaign Period is 1 March 2026.

Persons seeking to become Candidates must apply for vetting<sup>1</sup> as early as possible and no later than 31 March 2027.

This document consists of three parts:

- Part A deals with the Integrity and Ethical Conduct of Candidates and Delegates;
- Part B deals with campaigning, written material and public forums; and
- Part C describes the reporting requirements for candidacy expenditures incurred by Candidates.

If you have questions about the 2027 elections or these Campaign Directions, please contact [compliance@worldathletics.org](mailto:compliance@worldathletics.org) at any time.

These Campaign Directions are to be read together with:

- The Candidate Pack, which includes all key dates, including dates of the Candidates' Forums;
- The Candidate Nomination Form, that specifies the documents that Candidates will submit in order to be on the ballot.

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<sup>1</sup> [Compliance@worldathletics.org](mailto:compliance@worldathletics.org)

## PART A - INTEGRITY AND ETHICAL CONDUCT

### Conduct requirements during campaigns

Candidates and Persons seeking to become Candidates (all of whom are referred to as 'Candidates') are subject to the Integrity Code of Conduct and World Athletics' Candidacy Rules.

'Candidate' means every person who decides to nominate for election, regardless of the date of the public declaration of their candidacy, and is this covered by and is subject to all relevant rules.

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

By complying with these Rules, Candidates and Delegates will ensure they are operating within the ethical framework created for the benefit of everyone involved and World Athletics as a whole.

Not complying with the above will result in a referral to the Athletics Integrity Unit, and the Candidate's campaign may be suspended.

### Verification of eligibility by the Independent Vetting Panel

All persons seeking to become a Candidate must, as a first step, apply to the Vetting Panel to verify their eligibility. This includes Existing Officials who are currently declared eligible.

Only Candidates declared eligible will be listed in the quarterly election bulletin and be invited to participate in the various Candidates' forums that will take place in 2027.

Vetting takes time – please do not leave your application to the last minute: the Vetting Panel will not expedite reviews to cater for a Candidate's own timing or agenda.

### Conduct standards: 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 situation of a Member Federation or Area Association;*

- Acting with dignity means that Candidates should be respectful of other Candidates, their Member Federation, Area, Representatives and 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 the Area Association.*

## Candidacy expenditure

- The period covering the limit on campaign expenditure begins on 1 March 2026: the declared Commencement Date.
- Candidates may spend up to EUR 25,000 on their campaign for the role of Individual Council Member or Vice-President.
- Candidates for the roles of Individual Council Member / Vice President and President will be subject to the EUR 25,000 expenditure limit.

*The attendance of candidates for President at the President Campaign forums is covered in the Expenditure section below.*

- Candidates to the role of President may spend up to EUR 50,000.
- The EOP will require Candidates to provide financial disclosures about their campaign expenditure on a quarterly basis as of 1 March 2026, and confirmation of whether a Candidate has openly declared their Candidacy.
- The EOP also has the power to audit campaign expenditure, including requesting copies of bank account statements. This is further explained in Part C of this document.

## Existing Officials and abuse of position

- Existing World Athletics Officials must not use or leverage their role with World Athletics to favour their Candidacy.
- Existing World Athletics Officials who are seeking election and are travelling on World Athletics business are strictly prohibited from campaigning while travelling at World Athletics' expense.
- Existing World Athletics Officials are able to perform their official duties during their Candidacy, including scheduling meetings with Member Federations on a basis consistent with the ordinary course of their business as a World Athletics Official.
- When on World Athletics business, a Candidate who is an Existing Official may refer to their Candidacy in a purely factual manner. However, the promotion of the Candidacy of an Existing Official by organising or participating in meetings or events with Member Federations or other events solely or mainly for the purpose of promoting a Candidacy is not permitted.
- An Existing Official, travelling at the expense of World Athletics on World Athletics business, cannot use the opportunity of their World Athletics travel to promote their Candidacy.
- An Existing Official, travelling at the expense of World Athletics on World Athletics business, may not promote their Candidacy even if they offer to reimburse World Athletics for related travel expenses, including all costs related to flights and accommodation, subsistence and per diems; this is out of fairness to Candidates who are not currently World Athletics Officials.

## **Public statements, interviews and written materials**

- Candidates can promote their Candidacy if such promotion complies with the above standards of honesty, dignity, and moderation and rules governing conflicts of interest and gifts and hospitality.
- Existing World Athletics Officials cannot publicly endorse a Candidate.
- Similarly, Candidates cannot claim to be endorsed by any current World Athletics Officials.
- If using digital (written) material, extreme caution should be exercised in the use of pictures showing other World Athletics Officials. The EOP may direct a Candidate to remove pictures suggesting endorsement by or significant connection with another World Athletics Official in their campaign material.

## **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. Candidates should seek permission from the EOP at an early date.
- Such debates, forums or meetings should grant equal rights to each Candidate to promote themselves. This is further explained in Part B of this document.

## **No promises**

- 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) is permitted. Examples of authorised gifts include a plastic pen, a small bunch of flowers or a pin.

## **No collusion**

- Candidates should not engage in any collaboration or collusion with other Candidates with the intent to defraud or manipulate the result of the vote.
- The same applies to senior Member Federation or Area Officials who should not attempt to defraud or manipulate the result of the vote. This includes, for example, attempts to direct or induce a Candidate not to stand, to favour the election of another Candidate.

## **Obligation to report**

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

Reports can be made to [compliance@worldathletics.org](mailto:compliance@worldathletics.org).

## **Ethical Compliance education**

Candidates will be required to complete or refresh the e-learning 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 Candidates by contacting [compliance@worldathletics.org](mailto:compliance@worldathletics.org).

## PART B - CAMPAIGNING

### Digital campaign material

Consistent with World Athletics' commitment to sustainable business practices, all campaign material for the 2027 Elections will be strictly digital.

This means that:

- There will be no printouts, flyers, or manifestos in paper format allowed during the campaign.
- Candidate Profiles will be published in digital format only.
- Candidates are allowed to promote their Candidacies in person, by use of any electronic or media channels, so long as they comply with the principles of honesty, dignity and moderation set out above.
- World Athletics will set up a dedicated webpage 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.

### Candidates' videos

All Candidates are requested to submit a 2-minute video that will be uploaded to the WA candidate website page no later than 31 May 2027.

In this video, Candidates are requested to provide the following:

1. A personal introduction;
2. The position(s) for which they seek election;
3. Recent contributions as a sport administrator;
4. Vision for the future of athletics;
5. 'In the next 4 years, I aim to....'

The EOP will issue specific directions about the Candidates' videos in Q1 2027 so that the format is consistent.

### Competency Statements

The Candidate Nomination Form – Part C – is for Candidates to provide their biographical details and describe how they match the list of competencies required for the role(s) for which they are seeking election.

The EOP has asked the Nominations Panel to assist it with its review of the Competency Statements of Candidates for President. The EOP will review statements drafted by Candidates for Individual Council Member and Vice President.

The EOP/Nominations Panel will not compare, score nor assess any Candidate's Nomination Form against any other.

The purpose of the review process is to allow Candidates to refine their Competency Statement and properly disclose experience and competencies that are verifiable and fully accurate for the benefit of the Member Federations who will be making their decisions about their candidate choices prior to the September 2027 elections.

Any feedback given will be light touch only and is not intended to discourage a candidate; it is simply to enable the Candidate to submit his or her best application.

### ***Use of Artificial Intelligence***

Candidates are authorised to use AI to proofread or translate their original text. The EOP will search for content that is generated by AI without clear personal input or a thinking process and reasoning.

AI-generated content is authorised but may be flagged as such by the EOP during the draft review. It is for every Candidate to provide their own credible statements, in their own words, about their ability and competency to lead the sport.

If AI use is identified for content generation, and the Candidate decides, after review, to continue to use it, a notification of AI use will be included in the Candidate's profile on the WA website.

### **Public campaigning opportunities**

#### ***Candidates for President***

- All 6 Areas Associations have agreed to host live Candidates' Forums for persons seeking election to become the next World Athletics President. The forums will be held in the context of the upcoming elective Area Congresses taking place in 2027.
- These forums will offer a live platform for Candidates for President, attending either in-person or online. Every forum will follow the same format: 8-minute presentation by each Candidate to Area Congress delegates with no audience questions, visual aids or presentations.
- Candidates for President will be invited to address the World Athletics Congress on stage the day before the election during the World Athletics Candidates' Forum. The format will be confirmed ahead of the event.
- Only Candidates declared eligible by the Vetting Panel will be invited to attend the Candidates' Forum.

### ***Candidates for Vice-President***

- Candidates for Vice President will be invited to participate in one online VP Candidates' forum in the second quarter of 2027. Candidates will speak online for 6 minutes each.
- Candidates for Vice-President will be invited to address the World Athletics Congress on stage the day before the election during the World Athletics Candidates' Forum. The format will be confirmed ahead of the event and is expected to be consistent with the format of the President's forum.
- Only Candidates declared eligible by the Vetting Panel will be invited to attend the Candidates' Forum.

### ***Candidates for Individual Council Member***

- Candidates for Individual Council Member declared eligible by the Vetting Panel will be invited to participate in one of multiple online Council Candidate forums in the first quarter of 2027. Candidates will speak for 3 minutes each.
- In Beijing, on the day of the Candidates' live forum for President and Vice Presidents, the names and pictures of all Candidates for Individual Council Members will be displayed on the screen for Delegates to take note.

### **Directions:**

- A Candidate seeking election for multiple positions (Council and Vice President and President, or Council and Vice President, or Council and President, or Vice President and President), may only speak at one of the Council, Vice President, or President forums.
- In other words, a person seeking election for multiple positions may only decide to attend the dedicated forum for only one position and limit their address to that specific position (and may only factually refer to the other positions they are contesting).

## PART C - CAMPAIGN EXPENDITURE

### *Campaign Period and Expenditure*

As previously indicated by Circular, the start date of the Campaign Period is 1 March 2026.

Candidates are required to keep track of their expenses (including any receipts or equivalent) related to their Campaign or Candidacy and submit them on a quarterly basis. The EOP may audit expenditure incurred at any time.

Each Candidate must track and record the following information concerning campaign expenses: (1) the source of all funds used in support of his or her Candidacy; (2) the nature of each expense; and (3) the bank account statements and other supporting documents concerning the expenses, such as expense receipts.

Each Candidate should record every campaign expense including travel, meals, and accommodations, campaign promotion, professional services, etc., related to the promotion of their Candidacy.

Expenditure limits apply from 1 March 2026 until the day before the elections.

The Candidacy Rules set the maximum amounts to be spent by Candidates during their campaign as follows:

- EUR 25,000 for Candidates for Individual Council Member and Vice President;
- EUR 50,000 for Candidates for President.

The EOP has already communicated to the Council and Congress that for Candidates who choose to run for the President position, and any other position (Vice President and/or Council Member), the lower campaign expenditure amounts will apply (EUR 25,000).

Notwithstanding the above, the EOP acknowledges the increase in the cost of travel since these limits were set in 2019. The EOP further acknowledges that the 6 Presidents forums to be held at each Area Congress will affect the travel budget of Candidates for President, should Candidates wish to attend Area Congresses in person.

The impact will be proportionally greater on the Candidates who wish to run for both Vice President and President.

In this respect, for Candidates running for both Individual Council Member/Vice President and President, the EOP will allow an additional EUR 12,000 in the campaign expenditure budget, strictly for the purpose of attending the President's forums at the Area Congresses. This add-on budget will be in addition to the EUR 25,000 cap which remains in place and to cover the costs of personal attendance at the Forums, including airfares, accommodation and ground transportation.

- Candidates using the addition EUR 12,000 will be required to account for that expenditure specifically against each Area Congress attendance. These funds cannot be mixed with or be used to extend the EUR 25,000. If the full amount of EUR 12,000 is not used for this purpose the balance is foregone.

- For Candidates only seeking election as President, the cap of EUR 50,000 remains in place as it is largely sufficient to cover attendance at all 6 events.

For the 2027 elections, campaign expenditures must be provided to the EOP on a quarterly basis from 1 March 2026.

Candidates will receive access to the Expenditure Reporting tool upon request, by contacting [compliance@worldathletics.org](mailto:compliance@worldathletics.org).

The EOP will publish specific guidance on campaign expenditure before the first quarter report is due in June 2026.

Starting June 2026, the EOP will publish a quarterly Elections Bulletin informing all Member Federations of relevant campaign information, including the names of eligible Candidates who have declared themselves, quarterly campaign expenses and when applicable, other relevant information about the campaign.

The EOP will also issue specific notices and directions to Candidates, to cover specific topics of interest.

Candidates who declare their Candidacy to the EOP post 1 March 2026 are required to retroactively declare all campaign expenditure from 1 March 2026, independently of the date they declare their Candidacy to the EOP.

Candidates who overspend their Campaign Budget (noting the directions above for those Candidates who opt to use the additional EUR 12,000 for Area Congress attendance) without the prior approval of the EOP, or fail to accurately report their expenses, will be referred to the Athletics Integrity Unit and their campaign may be suspended while an investigation takes place.

## FURTHER EOP DIRECTIONS, GUIDANCE AND ASSISTANCE

The EOP will publish a quarterly bulletin to all Member Federations to share relevant information about the campaign. The EOP will also issue specific notices and directions to Candidates, to cover specific topics of interest.

The EOP is here to help and looks forward to being of assistance – please contact [compliance@worldathletics.org](mailto:compliance@worldathletics.org) if you have any questions.



