

AGREEMENT EAC-2012-0552

ANNEX I

DESCRIPTION OF THE ACTION

Title of the Project: Keep rugby onside: promoting integrity in rugby

Beneficiary: International Rugby Board

Partners:

Fédération Internationale de Rugby Amateur – Association Européenne de Rugby/ France

Fédération française de Rugby/ France

Nederlandse Rugby Bond/ The Netherlands

Federação Portuguesa de Rugby/ Portugal

Deutscher Rugby Verband/ Germany

Česká Rugbyová Unie/ Czech Republic

Private third party providing co-financing as stated in the application:

Six Nations Limited/ Ireland

European Rugby Cup Limited/ Ireland

General and specific objectives that the action aims to achieve:

With the growth of professional and amateur sport coupled with greater access to these sports via traditional and new media, there has been a marked increase in sports betting worldwide, facilitated through easier access to gambling facilities, most notably online. There are considerable performance and financial pressures on athletes and others involved in the practice of sport and the sporting world acknowledges that there is a greater risk to the integrity of sport should illegal betting and match-fixing take hold.

As the international governing body for Rugby Union, the IRB has identified five core values which characterise Rugby around the world: discipline, respect, integrity, passion and solidarity. These core values underpin our role to preserve and promote our sport.

The proposed action *Keep Rugby Onside: Promoting Integrity in Rugby* has been designed with the European Council's Conclusions on Combating Match Fixing in mind i.e. strengthening cooperation amongst relevant actors at EU and international level and is in line with the Commission's task to test transnational projects in support of the prevention of match fixing.

Coordinated and driven by the IRB, the general objective of the campaign is the prevention of match-fixing in Rugby through the education of identified groups (including elite and youth players, from the men's and women's game, coaches, referees, match officials and administrators) on the threats posed by match-fixing, how to recognise approaches, reporting mechanisms, disciplinary procedures, actions underway by relevant authorities and how to get help if you have been affected or suspect the integrity of a match or the sport has been compromised.

Specifically, the action will engage key and selected stakeholders from the European Rugby family (i.e. regional associations, national federations, clubs, players, officials, backroom staff, broadcasting and commercial partners and supporters) to maximise the awareness, reach and impact of the programme through the active participation, contribution and feedback from selected national (IRB Member Unions of France, Portugal, Germany, Czech Republic and The Netherlands) and transnational (FIRA-AER) partners across the EU.

Mindful that the current regulatory systems in relation to match-fixing differ across the EU, partners will benefit from the sharing of best-practices and adopting these as they relate to their specific environments.

Key indicators as to the success of the action and associated impacts are expected to include;

- Greater involvement by action partners in helping address match-fixing at the domestic and

transnational level;

- Uptake by other European Rugby federations in match-fixing education programmes and awareness campaigns;
- New information leading to the identification of those involved in match-fixing;
- Improved support networks for those with problems related to match-fixing;
- Agreement of best practice guidelines at concluding seminar for wider dissemination across Rugby and other sports; and
- A reduction in the number of cases of match-fixing in Rugby.

the stakeholder management group and representatives from the action's partners, likely attendees would also include third party funding partners, EU Preparatory Action officials, experts from the EU Good Governance Working Group, IOC staff and representatives from sporting bodies dealing with integrity etc.

Each strand will reinforce to Rugby stakeholders key messages regarding match-fixing, gambling and integrity, highlighting the dangers involved and how to address these.

Specifically, Strands One to Three of the action will include education and awareness- raising on match-fixing incorporating:

- what constitutes privileged/inside information (e.g. player injuries, selection), the need not to disclose it and to be careful that people within or around their circle do not exploit their access to information for match-fixing or gambling purposes
- how they may be approached by corrupters in a Rugby context (e.g. during tournaments, in stadia, airport lounges, bars etc.)
- rules in relation to match-fixing and gambling on Rugby
- reporting obligations (who, how and when)
- potential consequences and penalties for breaches including failure to report (sanctions, bans, termination of contracts, withdrawal of sponsors etc.)
- steps taken by Rugby federations to monitor and address match-fixing
- a help section to educate in relation to problem gambling and support available
- a quiz to test user recollection of key facts

The action will be implemented both virtually online and physically in the jurisdictions of the identified IRB Partners for the action (see Section 4: *INFORMATION ON THE PARTNERS* above) within the EU. Provision has been made for translation of materials into key languages based on final make-up of partners and funding available.

Sessions will be organised around existing domestic and cross-border competitions and events (including meetings, training camps etc. where possible) to maximise attendance and minimise additional travel.

Methodology to be followed

Guiding Principle

In achieving the action's core objectives (i.e. to educate on and create awareness of the key issues in relation to match-fixing in European Rugby), the guiding principle and theoretical focus is on early diagnosis of integrity issues and seeking to prevent rather than cure match-fixing at all levels of Rugby across Europe.

Resource Management

In designing the methodology for the programme, the IRB is mindful of the limited resources and capacity of some Members to undertake such a programme on their own. As such, the IRB's role is to undertake the majority of the work to produce the materials for the action, with input from partners as necessary, and make these resources available to partners so that they may use them as required. Partners will also be responsible for

promoting the programme to all their national stakeholders (clubs, coaches, schools etc. as appropriate).

Provide Tailored and Targeted Information

Through the provision of clear and relevant information to stakeholders, it is expected that those involved in European Rugby will be better informed of the issues around match-fixing. This in turn will help them adopt suitable preventative policies and take the correct actions if they encounter any attempts to influence the outcome of a match or competition.

Feedback and Evaluation

Prior to the launch of the action, partners will be requested to fill-out a brief questionnaire to ascertain existing knowledge and experience of integrity issues in their jurisdiction as well as outlining any existing measures in place. Following the rolling out of the programme, partners will be requested to provide updates on activations in their jurisdiction and feedback as to how the programme is being received and recommend any changes that might be made. A formal evaluation by all partners will take place prior to the conclusion of the programme and feed into the discussion of the concluding seminar.

Action Reach

The selection of partners from across Europe as well as the European regional association for Rugby Union will provide the action both with a targeted and widespread reach. While the intention is to make the action open and visible to all, two specific groups have been identified as most at risk i.e. elite and youth players, and will provide the main focus for the action. This approach has proven successful in the propagation of key messages given the greater influence they currently or will have over other players and supporters.

Action Promotion

Through the inclusion of FIRA-AER as a partner to the project, the programme will be promoted across all 27 EU Member States and beyond. All participants will be encouraged to act as ambassadors for the action and disseminate information to peers and/or direct them to relevant support networks. The IRB will also make use of existing traditional and new media channels to promote the action throughout its duration.

Based on learning over the course of the action, including feedback from partners and participants which will be distilled into good practice guidelines at the concluding seminar, it is intended to make the action's findings available to other sporting bodies as appropriate.

Additionally, it is hoped the action will serve as a model for others wishing to educate their stakeholders on match-fixing and integrity issues.

Project management

Organisation of the action:

Should the application be successful, partners will be contacted in advance of the action start date to determine the existing landscape in relation to match-fixing in their jurisdiction (not limited to Rugby) and any issues or concerns they wish to specifically address. This feedback will be taken into account when designing the four core strands detailed above.

Project Team:

The project will be managed by a stakeholder group who will plan, implement and monitor the programme at regular intervals and as appropriate. This group will comprise staff from the Legal, Technical Services, External and Member Relation and Finance departments at the IRB and will also have partner input and representation.

Implementation:

Using the schedule outlined at 2(a) below, the implementation of the action will commence with the production of materials to be used on the dedicated web site and educator resources for use at face-to-face meetings around identified events (tournaments, meetings etc.). As mentioned above, the stakeholder group will supervise the

action's implementation and address any issues as they arise. In terms of risk management, it is envisaged that there is little risk involved in the implementation of the action given the partners' responsibilities and the IRB's role in managing the production of resources. The schedule will allow for some flexibility in the event of any unforeseen delays arising.

Subcontracting:

The majority of work will be undertaken internally with the IRB with the exception of any filming and the hosting of the dedicated website, both of which will be undertaken by our long-term partners at Sport Development company.

Arrangements for monitoring/supervision of the operation and risks involved in its implementation:

As detailed above, the stakeholder group will supervise and monitor the implementation of the action on a regular basis and as required. Partners have been advised of their role to disseminate and promote the action to their affiliates in their jurisdiction while the IRB is responsible for the production of materials relating to the action. Potential risks are limited to delays in the production process and these have been mitigated against through the planning and implementation schedule allowing a degree of flexibility. Regular contact with and supervision of the partners and suppliers should minimise the potential for any risks to arise. Additionally, partners will be provided with a communications plan led by the IRB to assist in clear communications to/ between stakeholders thus reducing the risk of any potential misunderstanding.

Duration of the project: from 01/01/2013 to 31/12/2013