

WADA Global Education Conference

Cultivating our collective creativity

27 - 29 February 2024

Palais des Festivals – Cannes, France

Objectives:

- To introduce innovative problem-solving strategies that will help in the development of education programs.
- To enhance participants' abilities to plan, implement, monitor, and evaluate their education programs.
- To provide opportunities for participants to explore current topics in anti-doping as well as the latest findings in social science research.
- To provide meaningful networking and collaboration opportunities for participants.
- To collect feedback about the International Standard for Education (ISE) from stakeholders.
- To provide a hands-on environment where participants can learn by doing.

February 27, 2024

Opening day

– 12h30 **Arrival / Networking**

– 13h00 **Regional conversations**

Education can be highly contextual. What holds true for one country or region may be entirely different for another. It's useful to connect with those who offer education within our context so we can identify unique challenges and benefit from each other's experience in order to find solutions.

Building on the success of the regional conversations held at the last Global Education Conference, WADA looks forward to facilitating open and insightful conversations within regions. We invite you to come ready to share and learn from one another as we, too, look forward to learning from you.

– 15h00 **Networking break**

– 15h30 **ADO show and tell**

What better way to enhance your education toolbox than to see what your colleagues are up to? In this show and tell, your fellow ADOs have the time and space to share useful tips and tricks, innovative ideas, and more!

– 17h30 **End of ADO show and tell**

– 18h30 **Welcome cocktail and opening ceremony**

AFLD and representatives from France, along with WADA officials, will welcome us to Cannes.

February 28, 2024

Day 1

– 08h00 **Arrival / Networking**

– 09h00 **Session 1: We are a creative collective**

Education is an integral part of clean sport. As such, we want to offer the best program possible – one that grows and develops and continues to meet the needs of learners. At times, this may mean getting creative and finding solutions to problems as they arise.

Design thinking is a human-centered approach that allows us to focus on the learners while identifying areas of improvement and testing creative solutions to problems. In this plenary session, we will be introduced to this creative process to see how it can help us enhance our education programs.

– 10h30 **Networking break**

– 11h00 **Session 2: Empathize to understand**

To be able to design effective education programs, it's important to understand those we are designing for. Who are our learners? What does their life look like? What challenges do they face? What will support them in their learning?

In this hands-on session, it's time to listen and reflect. Supported by athletes and regional representatives, we will work together to consider the needs and experiences of those we are designing education programs for while participating in an empathy mapping exercise.

– 12h00 **Networking lunch**

WADA Games – Get ready to play!

- 13h30 **Session 3: Think it through**

Having empathized and developed a holistic understanding of our learners, we can now define a problem that needs solving, brainstorm ideas, and prototype and test possible solutions.

In this plenary session, our design thinking facilitators will teach us about these key steps of the designing thinking process using a clean sport example.
- 14h30 **Networking break**

WADA Games – Get ready to play!
- 15h00 **Session 4: Get creative!**

Now it's our turn! With this human-centered creative process in our toolkit, it's time to use design thinking to brainstorm, create and test solutions related to clean sport education.

In this hands-on session, we will get (metaphorically) messy as we work together and apply the design thinking process.
- 16h00 **Session 5: Bringing it all together**

At the end of a productive day, it's important to take time to review and reflect.

In this session, we will highlight key messages and connect what has been shared through the first day of the program.
- 17h00 **End of day 1**

AFLD invites us to "*Parfums de France*" (A taste of France!)
- 19h30 **Formal dinner hosted by AFLD**

February 29, 2024

Day 2

- 08h00 **Arrival / Networking**
- 09h00 **Session 6: Understanding further through research**

Clean sport is complex, often filled with more than one problem to solve. Thankfully, design thinking is an iterative process. So, as new problems arise, it's possible to go back and empathize further, allowing us to understand the athlete's experience in a more holistic way.

Examining social science research is one way to empathize further. It can provide us with key information that can be vital to developing education programs that lead to clean sport behaviors.

In this session, we will learn about the power of social science research and look at inadvertent doping to discover what needs to be considered when planning educational interventions.

- 10h00 **Networking break**
Social science research poster presentations

- 10h30 **Breakout sessions 1 – Participants can attend 1 out of 3 sessions**
Session 7a: Education foundations – Understanding the fundamentals of building an education program and writing an education plan.
Session 7b: Reenergizing values-based education.
Session 7c: Applying behavioral science to clean sport curriculums.

- 11h30 **Breakout sessions 2 – Participants can attend 1 out of 3 sessions**
Session 8a: System building – Education for all, from playground to podium.
Session 8b: Enhancing engagement through effective learning strategies.
Session 8c: Nutritional supplements.

- 12h30 **Networking lunch**
Ask the expert booths

- 14h00 **Breakout sessions 3 – Participants can attend 1 out of 3 sessions**
Session 9a: Monitoring and evaluation – how to do it, how to use it.
Session 9b: GLDF 4 Clean Sport – Enhancing the skills and competencies of anti-doping practitioners.
Session 9c: Partnerships.

- 15h00 **Breakout sessions 4 – Participants will be able to choose 1 out of the following 4 sessions.**
Session 10a: ISE revision – topic A
Session 10b: ISE revision – topic B
Session 10c: ISE revision – topic C
Session 10d: ISE revision – topic D

- 16h00 **Networking break**
Social science research poster presentations

- 16h30 **Session 11: The future is bright!**
In this session, we will highlight all that has been achieved over the Conference and shed light on what's to come in clean sport education in the future.
Kady Kanouté, Chair of WADA's Education Committee and our hosts, AFLD, will provide us with closing remarks.

- 17h15 **End of day 2**