

# WADA Global Education Conference

## Cultivating our collective creativity

27 - 29 February 2024

Palais des Festivals – Cannes, France

February 27, 2024

### Opening day

13:00 **Arrival / Networking**

13:30 **Regional and Community 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.

15:30 **Networking break**

16:00-18:00 **ADO show and tell**

Participating ADOs: United Kingdom NADO  
New Zealand NADO  
France NADO  
United States NADO  
India NADO

Mexico NADO  
Pan American RADO  
Africa Zone V RADO  
Research Team

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!

18:00 **End of ADO show and tell**

---

18:30 **Conference opening and welcome cocktail**

AFLD and representatives from France, along with WADA's President Witold Bańka officials, will welcome us to Cannes with food and drinks.

February 28, 2024

Day 1

08:00 **Arrival / Networking**

09:00 **Session 1: We are a creative collective – Theatre Debussy**

Presenters: Amanda Hudson  
Anna Martin

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.

10:30 **Networking break**

11:00 **Session 2: Empathize to understand – Theatre Debussy**

<b>Africa</b>	<b>Salle de Redaction 1 (R1)</b>
<b>Americas</b>	<b>Auditorium I</b>
<b>Asia-Oceania</b>	<b>Salle de Redaction 2 (R2)</b>
<b>Europe 1</b>	<b>Theatre Debussy</b>
<b>Europe 2</b>	<b>Salle de Presse (P)</b>
<b>Sport Movement</b>	<b>Auditorium J</b>

Moderators: Erik Duiven

Tammy Hanson

Aditya Kumar

Juliana Soares

Moonkyue Shin

Presenters: Alexis Cooper

Karri Dawson

Susan Egoavil

Dora Hegyi

Thierry Zintz

Vladyslava Kravchenko

Nina Makuc

Anna Mataure Mguni

Rika Sito

Julius Yego

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.

12:15 **Networking lunch**

Cannes Games – Get ready to play!

13:45 **Session 3: Think it through - Theatre Debussy**

Presenters: Julie Dirksen

Eva Erfle

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.

15:00 **Networking break**

Cannes Games – Get ready to play!

15:30 **Session 4: Get creative!**

<b>Africa</b>	<b>Salle de Redaction 1 (R1)</b>
<b>Americas</b>	<b>Auditorium I</b>
<b>Asia-Oceania</b>	<b>Salle de Redaction 2 (R2)</b>
<b>Europe 1</b>	<b>Theatre Debussy</b>
<b>Europe 2</b>	<b>Salle de Presse (P)</b>
<b>Sport Movement</b>	<b>Auditorium J</b>

Moderators: Julie Dirksen  
Anna Martin

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.

16:45 **Session 5: Bringing it all together – Theatre Debussy**

Presenters: Julie Dirksen  
Anna Martin  
Kady Kanouté

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.

17:30 **End of sessions**

18:30 **L'Avant-goût de la France – Salon des Ambassadeurs**

AFLD invites us to a taste of France!

19:30 **Formal dinner hosted by AFLD – Salon des Ambassadeurs**

*Salon des Ambassadeurs, Palais des Festivals*

February 29, 2024

Day 2

08:00 **Arrival / Networking**

09:00 **Session 6: Evolving further through research, policy and strategy – Theatre Debussy**

Moderator: Mike McNamee

Presenters: Tony Cunningham

Karri Dawson

Amanda Hudson

Clean sport is complex, often filled with more than one problem to solve. Thankfully, design thinking is an iterative process and can be applied to all aspects of our work – including the design of research problems, the adaptation of policy, and evolving systems through strategy.

In this session, we will share how we plan to keep evolving, what research is telling us and how it is informing our policy, the impact policy can have, and how this sets the foundation for our clean sport agenda 2024.

10:00 **Networking break: Social Science Research (SSR) poster presentations.**

Presenters: Millán Aguilar-Navarro

Vassilis Barkoukis

Ian Boardley

Julia Cook

Elena García

Scott McLean

Charles Nkurunziza

Kim Nolte

Jules Woolf

10:30 **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 – Salle de Presse**

Moderator: Kangeun Lee

Presenters: Armony Dumur

Martin Yauma

Jeanne Courbe

Building the foundations of an education program requires empathy, technical skill, and thinking time. If you want to learn more, see how WADA can help, hear practical examples from ADOs, and find answers to questions about developing your education plan, then come and join us in this session.

**Session 7b: Reenergizing values-based education – Salle de Redaction 1**

Moderator: Karri Dawson

Presenters: Nina Makuc

Jay Singh

Diana Medina

Eva Erfle

Since the beginning of the ISE, there has been a push to develop values-based education programs for children in school sport. Now, it's time to evolve. In this session, let's harness our collective creativity to consider and plan values-informed initiatives for athletes at all stages of the athlete pathway.

### **Session 7c: Using behavioral science to promote clean sport values and behaviors – Salle de Redaction 2**

Moderator: Alexis Cooper

Presenter: Julie Dirksen

The real power of education is when it can develop, instill, or reinforce behaviors. In clean sport, we often focus our efforts on providing knowledge – but this is only half the story. Our focus in education must shift to developing clean sport behaviors.

This session will explore how we can use behavioral science and its related models to help us and provide recommendations for how to implement behavioral science principles into your own clean sport education programs.

11:30 **Breakout sessions 2 – Participants can attend 1 out of 3 sessions**

### **Session 8a: System building – Education for all, from playground to podium - Salle de Redaction 2**

Moderator: Sasha Sutherland

Presenters: Karen Shopland

Kangeun Lee

Matthew Perry

Renata Kopczyk

Liene Kozlovska

If we accept that values are one of our strongest allies in the protection of clean sport, and if we agree that being an ethical sportsperson should be nurtured early on in sport, then this means that clean sport education must also start young!

In this session, we will explore how to develop an education program that reaches athletes along the athlete pathway - from children engaged in school sport to elite athletes. We will share how to support each target group and what tools are available to help.

## Session 8b: Enhancing engagement through effective learning strategies - Salle de Redaction 1

Moderator: Colin Allen

Presenter: Laura Watkin

We know that developing clean sport behaviors and having athletes be able “to do” something is the goal of any education activity. So, what strategies can we use to enable learning? This session will highlight different learning strategies that can be used to engage learners and will take a deep dive into one specific technique - scenario-based learning.

## Session 8c: Nutritional supplements and unintentional doping - Salle de Presse

Moderator: Susan Backhouse

Presenters: Dora Hegyi

Kady Kanouté

Baptiste Boyer

Supporting athletes to avoid unintentional doping is where education can have a big impact. This session will provide an overview of unintentional doping risks that can be challenging for athletes and their support personnel. It will focus on one persistently problematic area, nutritional supplements. Nutritional supplements can be highly prevalent in athletes’ lives. So how can education programs embed a behavioral approach to help athletes navigate these risks, protecting them from the consequences? Come and find out!

### 12:30 **Networking lunch** - Ask an expert

Code Compliance Questionnaire:	Kelsey Martin
Behavioral Science:	Julie Dirksen
Curriculum Design:	Eva Erfle
Design Thinking:	Anna Martin
Educators & Effective Training:	Laura Watkin Colin Allen
ADEL:	Kangeun Lee
Social Science Research & Grants:	Susan Backhouse Martin Yauma
Athlete Engagement:	Dora Hegyi
Pre-Games & Event Education:	Francesca Rossi David Herbert Mairi Irvine
Accessibility in Education:	Juliana Soares

### 14:00 **Breakout sessions 3** – Participants can attend 1 out of 3 sessions



### **Session 9a: Monitoring and evaluation – how to do it, how to use it – Theatre Debussy**

Moderator: Kelsey Martin

Presenters: Amanda Hudson

Mairi Irvine

Kangeun Lee

David Muller

Monitoring and evaluation (M & E) has the potential to elevate the effectiveness and impact of an education program, which makes it important. But M & E doesn't need to be complicated; it needs to be right for your program.

Come and learn some helpful M & E techniques and see how this can give you insight into the effectiveness of your education program and, in some cases, demonstrate its impact.

### **Session 9b: GLDF 4 Clean Sport – Enhancing the skills and competencies of anti-doping practitioners - Salle de Redaction 2**

Moderator: Erik Duiven

Presenters: Mike Earl

Annemarie Haahr Kristensen

Vanessa Hobkirk

Aditya Kumar

Youmna Saikali

Anti-doping is a new “industry” with a mix of disciplines and people from various technical backgrounds operating together. To bring the movement forward to a recognized profession, it is key to harmonize and enhance the skills and competencies of the people working hard for clean sport.

In this session, we will present a collaborative initiative that invests in the learning and development of anti-doping practitioners. Come and discover how you can benefit from it and use existing resources in your own context!

### **Session 9c: Partnerships - Salle de Redaction 1**

Moderator: Gobi Nair

Presenters: Venera Abdulla

Catherine Coley

Rebecca Lee

Thomas Rossier

Jules Woolf

In a world with limited resources, what better way to enhance our education efforts than to work together? Come see what other ADOs have achieved through partnerships and explore how we can continue to grow and develop the clean sport education agenda as a collective.

15:00 **Breakout sessions 4 – Participants will be able to choose 1 out of the following 4 sessions.**

Presenters: Colin Allen  
Erik Duiven  
Aditya Kumar  
Anna Mataure Mguni

**Session 10a: ISE revision – topic A – Salle de Presse (P)**

The clean sport education world changed in 2021 when the first ever International Standard for Education was born! It was the most advanced policy development in education in the history of the World Anti-Doping program. So, what's next?

Come and find out! Help us continue the evolution of the role of education in clean sport. Participants will be able to engage and contribute to the update of the next version of the ISE.

**Session 10b: ISE revision – topic B - Salle de Redaction 1 (R1)**

The clean sport education world changed in 2021 when the first ever International Standard for Education was born! It was the most advanced policy development in education in the history of the World Anti-Doping program. So, what's next?

Come and find out! Help us continue the evolution of the role of education in clean sport. Participants will be able to engage and contribute to the update of the next version of the ISE.

**Session 10c: ISE revision – topic C - Salle de Redaction 2 (R2)**

The clean sport education world changed in 2021 when the first ever International Standard for Education was born! It was the most advanced policy development in education in the history of the World Anti-Doping program. So, what's next?

Come and find out! Help us continue the evolution of the role of education in clean sport. Participants will be able to engage and contribute to the update of the next version of the ISE.

**Session 10d: ISE revision – topic D – Auditorium I**

The clean sport education world changed in 2021 when the first ever International Standard for Education was born! It was the most advanced policy development in education in the history of the World Anti-Doping program. So, what's next?

Come and find out! Help us continue the evolution of the role of education in clean sport. Participants will be able to engage and contribute to the update of the next version of the ISE.

16:00 **Networking break** Social Science Research (SSR) poster presentations.

Presenters: Cornelia Blank  
                  Julie Demeslay  
                  Anne-Marie Elbe  
                  Isaac Lockett  
                  Philip Hurst  
                  Daniela Lux  
                  Mark Troxler  
                  Shuge Zhang  
                  Galiya Zhumabayeva  
                  Ian Boardley / Vassilis Barkoukis

16:30 **Session 11: The future is bright! – Theatre Debussy**

Presenters: Olivier Niggli  
                  Amanda Hudson  
                  Kady Kanouté  
                  Catherine Coley

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.

Olivier Niggli, WADA's Director General, Kady Kanouté, Chair of WADA's Education Committee and our hosts, AFLD, will provide us with closing remarks.

17:15 **End of day 2**