

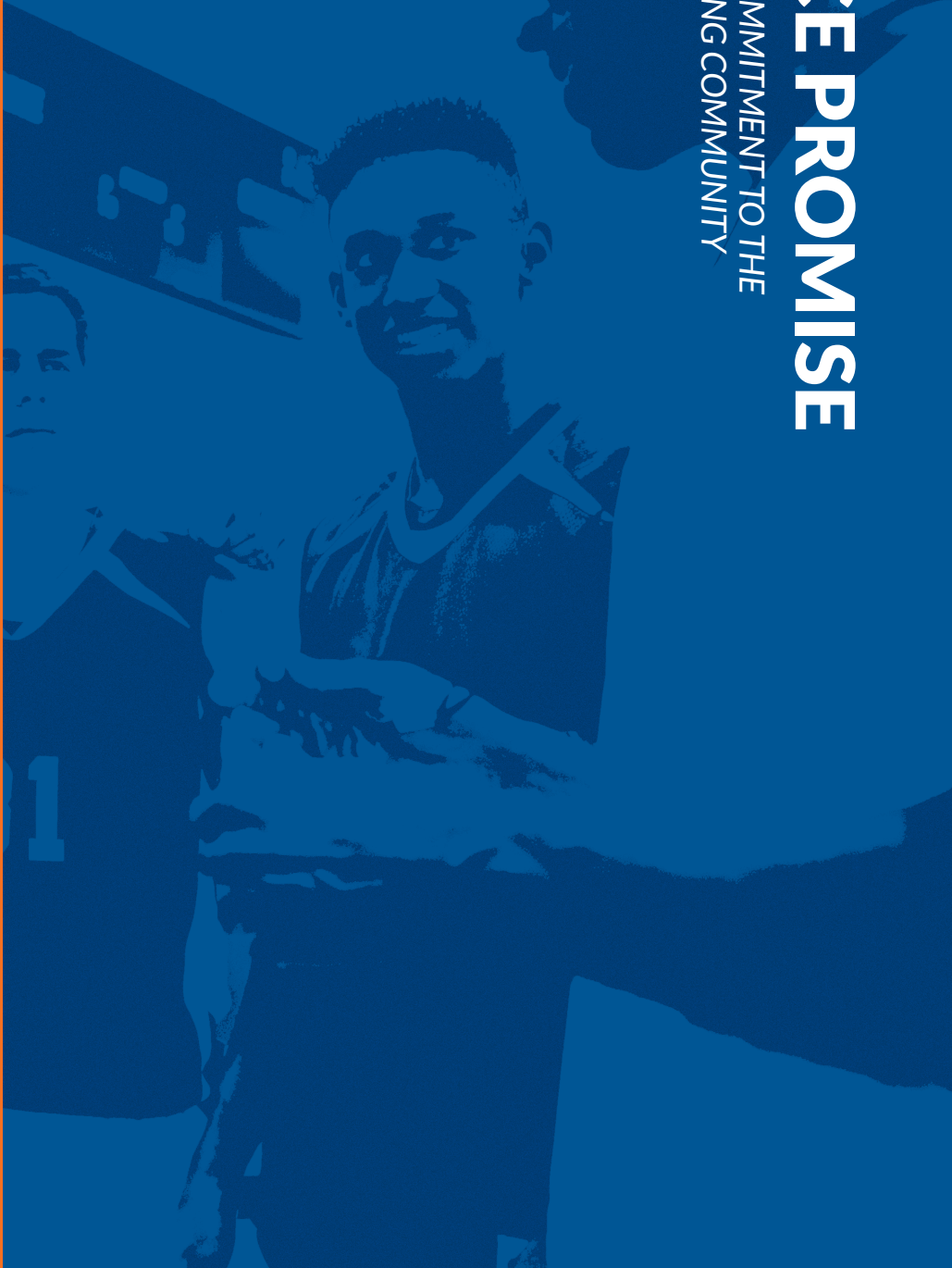


**ICCE**

International Council for  
Coaching Excellence

# ICCE PROMISE

ICCE COMMITMENT TO THE  
COACHING COMMUNITY



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# 1 ICCE's MISSION AND VISION

## - *Our beliefs*

### MISSION:

#### ***Leading and developing sport coaching globally.***

The ICCE is a not-for-profit, global organization with the mission of leading and developing sport coaching globally.

ICCE members seek to enhance the quality of coaching at every level of sport. Every day around the world, tens of millions of athletes run, jump, throw, catch, swim, play and participate in other sport activities. Every day around the world, millions of coaches help those athletes chase their dreams. The ICCE believes that international collaboration and exchange can accelerate positive change in the realm of coaching development and help these coaches give athletes around the world a chance to pursue excellence.

### VISION:

#### ***Coaches are developed and supported by sustainable and professional systems.***

The vision of the ICCE encompasses building a global community of coaching, where coaching is recognized as a profession and where skilled, qualified coaches are available to athletes and participants regardless of gender, age and physical and mental ability. This vision depends on the commitment of our members and on the belief that working together we can all get better. A message that the late Dr. Pat Duffy, one of ICCE's great leaders and founders, believed in and helped us put into practice is that being an ICCE member is not only about what you get from the organization, but equally about what you bring to the organization, and that we all get stronger when we work towards our common goals.



## OUR KEY VALUES

- *Fair play*
- *Team spirit*
- *Diversity and sustainability*
- *Transparency*
- *Innovation*

Each of these values are further developed in the sections that follow:

### EXPECTATIONS

The ICCE PROMISE applies to elected officials, employees and committee members and anyone who is representing or speaking on behalf of the ICCE.

ICCE expects our representatives to implement and embrace the ICCE PROMISE by reading, understanding and fulfilling the expectations of the ICCE PROMISE.

In addition, ICCE expects those in service for the ICCE to embrace and actively sponsor our ethics and compliance standards by communicating the values and serving as role models for appropriate conduct.

The key principles contained in this Code are further complemented by the applicable Articles of Association and Bylaws. As an ICCE representative, we encourage you to consider your actions and to ask for guidance when in doubt about certain conduct.

### ASK YOURSELF:

- *"Is it in line with the ICCE PROMISE?"*
- *"Is it legal and ethical?"*
- *"Does it reflect well on me and on the ICCE?"*
- *"Would I be happy if it appeared as a headline in a newspaper?"*

If the answer to any of these questions are no, don't do it.

## **OUR BELIEF**

***Accountability and integrity are the essential cornerstones of our organization.***

### **WHAT IT MEANS FOR US**

**WE** do what we say, and we say what we do.

**WE** have zero tolerance for corruption in our organization.

**WE** safeguard our resources, protect our assets and keep business information confidential.

**TOGETHER, WE** are committed to complying with all applicable laws and regulations under which we operate.

### **ICCE REPRESENTATIVES INCLUDE:**

- *the Executive Board*
- *appointed committees*
- *the Secretary General*
- *all freelancers and volunteers in duty for ICCE*
- *all members of executive bodies of ICCE*



## **2 FAIRPLAY AND RESPECT** *- Safeguarding integrity and accountability*

### **WHAT IS FAIR PLAY?**

ICCE adheres to the spirit embodied in the International Fair Play Committee definition of Fair Play: "Fair play is a complex concept that comprises and embodies a number of fundamental values that are not only integral to sport but relevant in everyday life.

Fair competition, respect, friendship, team spirit, equality, sport without doping, respect for written and unwritten rules such as integrity, solidarity, tolerance, care, excellence and joy, are the building blocks of fair play that can be experienced and learnt both on and off the field."

<http://www.fairplayinternational.org/what-is-fair-play->

### **RESPECTING CULTURAL DIFFERENCES**

ICCE serves member organizations around the world. ICCE believes that coaches around the world do a valuable job in peoples' lives. Through their unique skills and universality, coaches create opportunities to shape change and serve as supervisors for fostering goodwill with other social actors in the society. The cultural environment within which coaches work differs greatly across countries, and ICCE endeavors to respect and value these differences.



## **COMMITMENT TO REGULATORY COMPLIANCE**

“We are committed to complying with all applicable laws and regulations under which we operate”.

## **ZERO TOLERANCE FOR CORRUPTION**

As ICCE representatives, we must comply with all relevant anti-corruption laws and adhere to the relevant international standards wherever we do business. Corrupt activities are not only a violation of the Code but can also result in serious violations of anti-corruption laws and personal criminal liability.

***“ICCE representatives are obliged to immediately report any potential or actual corrupt activities to appointed members of the ICCE Ethics Committee”.***

***Bribery is the offer of anything of value with the intent to obtain or retain an improper business or personal advantage for ICCE, another organisation, or an individual.***

## **NO BETTING OR MANIPULATION**

As the leading organization for development of excellence in coaching, the ICCE supports the global work against betting and manipulation in order to preserve the integrity of sports.

## **POLICY FOR GIFTS, MEALS AND ENTERTAINMENT IN THE ICCE**

ICCE do not offer or accept gifts or other business hospitality in exchange for improper business advantages. We may offer or accept reasonable meals and entertainment with a business purpose.

If someone offers you a gift that exceeds the ICCE limit of 100 Euro, politely decline and explain ICCE's policy. If returning the gift would offend the giver on the grounds of cultural norms, you may accept the gift and must discuss as soon as possible with the Secretary General (SG) or the ICCE or if it concerns the (SG) in person, contact appointed members of the Ethics Committee.

ICCE representatives must ensure that an outside party could not interpret any gift, meal or entertainment as an attempt to improperly influence a decision or gain an improper business advantage.

ICCE representatives shall not receive, offer, promise to pay, pay, or authorize the payment of a bribe to any individual, including government officials and private individuals or commercial parties within or outside of ICCE, with the intent to obtain or retain business, secure an improper business advantage or influence official actions or decisions.

If you are unsure whether a payment could be classified as a bribe or if you have any other questions regarding compliance with anti-corruption laws, you should contact ICCE's Secretary General or the ICCE or if it concerns the (SG) in person, contact appointed members of the Ethics Committee.

***Assets can be tangible or intangible, including: office supplies, employees' work products (e.g. ideas, artwork, designs, processes), ICCE trademarks, hardware and software.***

## **SAFEGUARDING OUR ASSETS**

We are all obliged to protect ICCE's assets. Use common sense when handling ICCE's assets.

## **CONFIDENTIAL INFORMATION**

During your work at ICCE, you may have access to confidential information, including; contract terms, rates or fees; employee and salary information; or other documents marked confidential. Even within ICCE and among co-workers, ICCE representatives should only share confidential information on a need-to-know basis. This obligation remains even after leaving ICCE.

***"Do not disclose any confidential information to anyone outside of ICCE, unless the Secretary General, or an appointed ICCE representative authorizes such disclosure"***

## **PROTECTION OF INTELLECTUAL PROPERTY WITHIN A CULTURE OF GLOBAL SHARING AND DEVELOPMENT**

ICCE has created a global brand recognized in many countries and organizations around the world, including an assortment of logos, designs, titles, symbols and other trademarks and copyrights. ICCE's intellectual property also includes ICCE representatives work products. For example, ideas, artwork, designs, processes or any other materials that ICCE representatives help create related to ICCE's business are the exclusive property of the ICCE.

As a global cooperative which believes we all benefit by sharing ideas and resources, ICCE is also committed to protecting the intellectual property and copyright of its partners.



## **3** THE ICCE TEAM SPIRIT *- Getting the best out of our team*

### **OUR BELIEF**

***Team spirit drives the continuous evolution of our organization and the global coaching community.***

### **WHAT IT MEANS FOR US**

**WE** actively engage in strong partnerships with coaching's diverse stakeholders, presenting the coaches perspective within an athlete centered philosophy.

**WE** promote equal opportunities, non-discriminatory working practices and guarantee a respectful workplace free from any form of harassment or abuse of power.

**WE** always keep a positive, supportive and constructive attitude towards all other ICCE representatives.

**WE** view existing challenges and limits as inspiration for new approaches and solutions.

**TOGETHER, WE** show leadership by demonstrating our values.

## **RELATIONSHIPS WITH OTHERS**

ICCE values its relationships with member coaching associations, confederations, international federations, academic institutions, coaches, ICCE Partners, (sponsors) and other contracting parties. We have a reasonable expectation that our contractual relationships will not involve actions contrary to the values specified in the ICCE PROMISE.

***“We treat others in the way we expect to be treated”.***

## **FAIR EMPLOYMENT PRACTICES**

The art of coaching is going on every day in every country around the world, therefore the ICCE's success depends on diversity. We strive to embrace, develop and retain a workforce service as good as possible to the community we serve.

ICCE is an equal opportunities organisation and treats all ICCE representatives equally and fairly to create an environment that encourages learning from diverse perspectives.

***“ICCE strictly prohibits discrimination in employment or employment-related decisions based on any concept of race, skin color, gender, age, national or ethnic origin, religion, ideology, disability, sexual orientation, political opinion, social status, marital status, citizenship or any other status protected by law”.***

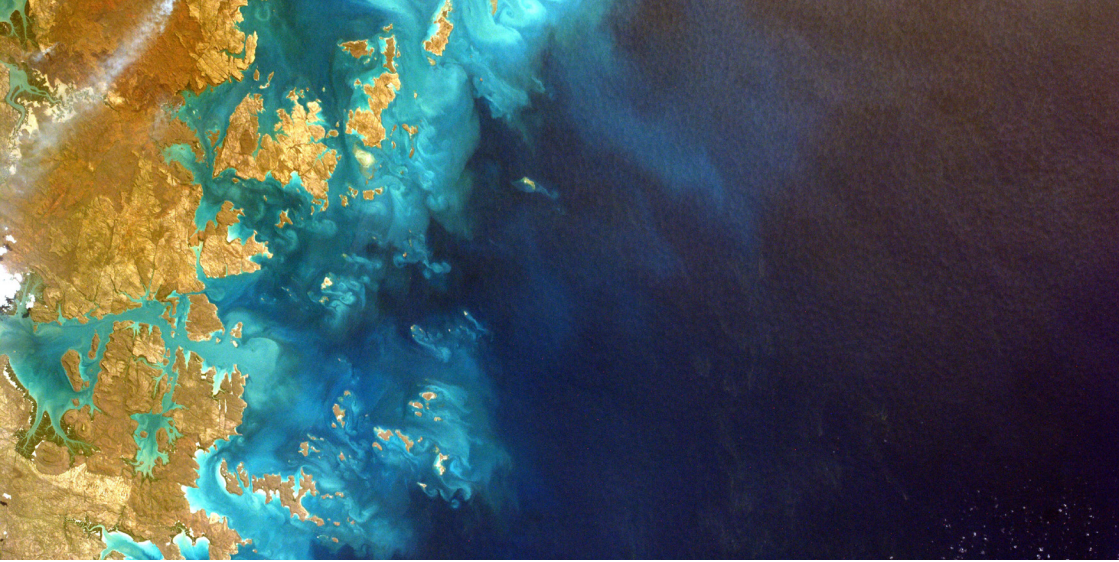
## **RESPECTFUL WORKPLACE**

All ICCE representatives deserve to be treated with fairness, respect and dignity. We endeavor to provide the proper environment and resources to promote every team member's performance and growth. Team spirit also means protecting our colleagues. We are one team, so we speak up if we witness disrespectful behavior or unfair practices.

***“ICCE expects each representative to promote a positive work environment by treating one another professionally and with mutual respect».***

ICCE will take disciplinary action, including possible termination of appointment contracts, against any ICCE representative who violates our workplace harassment policies.

***“We do not tolerate discrimination, sexual harassment or abuse of power of any kind”.***



# 4 DIVERSITY & SUSTAINABILITY

*- Contributing to a shared future*

## OUR BELIEF

***Coaching is our language to unite and promote diversity.***

## WHAT IT MEANS FOR US

**WE** are equitable for cultivating wide-ranging perspectives that reflect the world and communities which we serve.

**WE** embrace diversity and cooperate with ICCE team members and partners all over the world to create a unified team.

**WE** value gender equality while respecting the complexity of the problem for each country. We will continue to work towards improving opportunities for women coaches.

**WE** are politically and religious neutral and driven by our love for coaching.

**WE** act sustainably, obey environmental laws and utilize best practices to minimize the negative impact of our actions on the environment.

**WE** respect the diversity of coaching cultures within each sport.

**TOGETHER, WE** strive to have a diverse and inclusive team that will best reflect the vibrant global coaching community.

## **HUMAN RIGHTS**

Through global coaching activities, ICCE touches the lives of lots of people. With this global reach and impact also comes a heightened responsibility to preserve the inherent dignity and equal rights of everyone affected by ICCE's activities. ICCE works to ensure respect for all internationally recognized human rights and strives to promote the protection of these rights in all its activities.

## **GENDER EQUALITY**

Women are under-represented in coaching, and ICCE believes that there should be equal opportunities for all genders. By striving to increase the number of women coaches at all levels of the sport system we will not only create a more balanced and diverse coaching workforce and provide athletes with greater choice in the coaching available to them, we will also create a larger and richer pool of coaching talent.

## **PARTY POLITICAL- AND RELIGIOUS NEUTRALITY**

ICCE is politically and religiously neutral and does not make party political contributions, and ICCE resources cannot be used for party political activities.

***“ICCE representatives must make it clear that any personal political activity reflects their individual beliefs and not those of the ICCE”.***

## **SUSTAINABILITY**

ICCE is committed to conducting its business in a manner that takes into account the social, environmental and economic impacts of its activities and takes concrete actions to minimize the negative and maximize the positive aspects.

The ICCE is committed to conduct its business operations sustainably in the best interest of continuity of the organization's mandate.

The sustainability of the coaching profession must be maintained. The role of the coach continues to expand with increased requirements which threatens the viability of a long-term coaching career. The ICCE believes that the coach must be supported throughout their professional lifetime with the support and development to evolve in their performance.

***“ICCE representatives must assess how ICCE's activities impact on society, the environment and the economy more widely and work together to mitigate any negative impacts”.***

# 5 TRANSPARENCY

*- Thinking and acting long term*

## OUR BELIEF

***Transparency is the basis for relationships of trust and forms the foundation for the health and strength of our organization.***

## WHAT IT MEANS FOR US

**WE** listen to each other, respect our differences and recognize the aspirations of each individual. This empowers each of us to realize our potential and ambitions.

**WE** always strive for a constructive and open exchange with our stakeholders.

**WE** act as reliable ambassadors and representatives of ICCE by maintaining an excellent professional reputation.

**WE** identify potential conflicts of interest and handle them appropriately.

**TOGETHER, WE** are transparent in how we govern and grow the game, operate our business and interact with our stakeholders.



## **GOOD GOVERNANCE**

***“We are determined to reach our aspirations in the field of integrity and good governance within the ICCE administration”.***

Our commitment in this ICCE PROMISE – in addition to the governance structure, including the Articles of Association – will set the scene for a strong ethical and cultural foundation upon which ICCE can further build and strengthen the organization.

## **COMMUNICATION**

ICCE strives to maintain transparency in how we govern and grow the development of coaching, operate our business and interact with key stakeholders.

## **INTERNAL COMMUNICATION**

Creating an atmosphere of open communication allows for the flow of energy and creativity. It establishes an environment where all ICCE team members and ICCE stakeholders understand our goals and what need to be done to accomplish those goals.

***“We promote open, positive and effective communication within the ICCE”.***

### **EXAMPLES OF MAINTAINING A TRANSPARENT WORKPLACE:**

- *encourage open and candid communication between management and staff*
- *publish organization charts and reports on the internet*
- *define clear roles and responsibilities (job descriptions)*
- *share success stories on the internet*

## **EXTERNAL COMMUNICATION AND SOCIAL MEDIA**

ICCE representatives who receive a request to discuss ICCE's business with media representatives or third parties should not provide any information themselves, but instead refer the outside party to the ICCE Secretary General and/or appointed persons in the ICCE team. Communication is a profession in itself and must be handled professionally and the Secretary General is best placed to handle such requests. ICCE recognizes that ICCE team members utilize social media as vehicles for self-expression. What ICCE representatives publish externally reflects on the entire organization. Any content that ICCE team members post on social media, even when speaking in a private capacity, must be consistent with how ICCE expects them to present themselves.

***“Only specifically authorized ICCE representatives may use social media to speak on ICCE's behalf”.***

## MANAGEMENT OF RECORDS

In the course of our daily operations, we generate large volumes of business records – information that ICCE creates, receives and/or maintains as evidence of a legal obligation or business transaction. We must maintain, retain and destroy ICCE's business records in accordance with applicable legal and regulatory recordkeeping requirements.

***“ICCE representatives are responsible for making sure, all business records, information and accounts are clear, truthful and accurate”.***

## PRIVACY

ICCE protects the privacy and security of personal data entrusted to us. ICCE collects and uses personal information only for lawful purposes and complies with the applicable laws when transferring personal information across international borders.

***“ICCE representatives should limit access to personal data to the strict minimum necessary and prevent unauthorized persons from accessing any such information”.***

### COMMON EXAMPLES OF PERSONAL DATA INCLUDE:

- *bank account numbers*
- *social security numbers*
- *home addresses*
- *medical records*
- *employment files*

## KEEPING SPORT FREE FROM DOPING

ICCE has a duty to work against doping and support the WADA code and to promote a clean sport globally.

## CONFLICTS OF INTEREST

A CONFLICT OF INTEREST MAY ARISE WHEN PERSONAL INTERESTS, ACTIVITIES OR RELATIONSHIPS AFFECT AN INDIVIDUAL'S RESPONSIBILITIES AND LOYALTY TO ICCE.

Each of us should avoid – where possible – situations that conflict with the interests of the ICCE. ICCE prohibits its representatives from using their position for improper personal gain. The appearance of impropriety can be just as damaging to ICCE's reputation as an actual conflict.

***“If you believe there may be a conflict of interest, whether actual, perceived or potential, you must immediately contact the ICCE Secretary General or the ICCE president if it concerns the SG”***

### HOW TO DETERMINE A CONFLICT OF INTEREST?

Ask yourself:

- “Could my personal interests interfere with those of ICCE?”
- “Could it appear to be a conflict to others, inside or outside of ICCE?”
- If unsure, seek guidance from the ICCE Secretary General.

### EXAMPLES OF CONFLICTS OF INTEREST

- **Outside employment:** you or a close relative are employed by, provide services for or receive payment from a supplier or partner with whom you, as an employee is actively working for.
- **Financial interests:** you or a close relative have a substantial investment or other financial interest in a ICCE business partner, and you have an active working relationship or responsibility towards this ICCE business partner.
- **Personal relationships at work:** you supervise or are supervised by a relative, or you – are considering hiring a close relative as a supplier.
- **Corporate opportunities:** you take personal advantage of a business opportunity that ICCE may also have an interest in (unless ICCE has already been made aware of and declined the opportunity).



## **6 INNOVATION** *- Opening new horizons*

### **OUR BELIEF**

***Every single day, many new opportunities arise to move our organization forward and to promote and grow coaching globally.***

### **WHAT IT MEANS FOR US**

**WE** keep our organization successful by growing the global coaching community and leveraging new business/project opportunities.

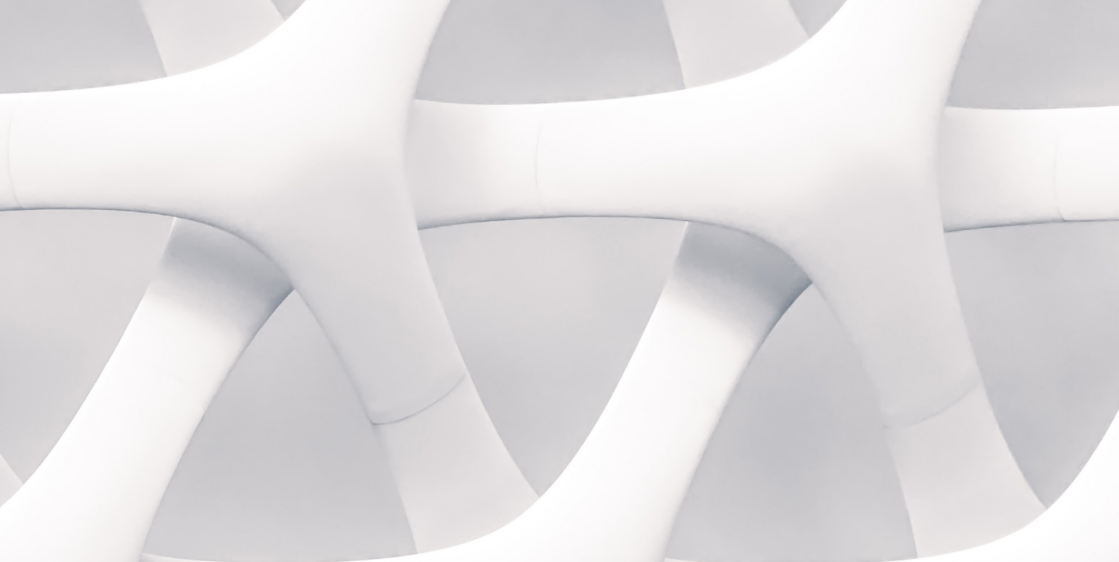
**WE** are motivated by ideas and opportunities to set a clear focus and decisively implement only the most promising and valuable concepts.

**WE** remain curious and open to new ideas and challenges ahead.

**WE** embrace the constant evolution of the coaching community.

**WE** celebrate the diversity of our global community and will build and grow from our diverse cultural perspectives.

**TOGETHER, WE** drive the future of coaching.



## **LEADING THE WAY FORWARD**

ICCE will guide the global coaching community in a rapidly changing world – one with opportunities, risks and responsibilities that have never been more challenging.

ICCE has incorporated in their strategic plan for 2017-2021 to made great strides to embrace themes that are of importance to the global coaching community. The four strategic areas that ICCE is focusing on are;

### **1. Building Coaching as a Profession**

*Vision: Coaching is recognized as a blended professional area*

### **2. Giving Coaching a Strong Voice**

*Vision: Coaching is appropriately represented in all relevant fields*

### **3. Supporting Coaching Development Systems**

*Vision: Coaching systems around the world have the required tools and support at their disposal to strive for continuous development*

### **4. Develop the organization**

*Vision: ICCE is in possession of the right structures and resources to support the three other strategic priorities*

# 7 FINAL PROVISIONS

## OFFICIAL LANGUAGE

This Code is issued in English language. In the case of any discrepancy in the interpretation of the different language texts of the ICCE PROMISE, the English text shall be authoritative.

## DEFINITIONS

For the purpose of the ICCE PROMISE, the terms set out below are defined as follows:

1. **ICCE:** International Council for Coaching Excellence.
2. **Representatives:** The Executive Board, appointed committees, the Secretary General, all freelancers and volunteers in duty for ICCE and all members of executive bodies of ICCE.
3. **ICCE events:** any event, including but not limited to ICCE Conference, Council or committee meetings, as well as any other event that is within ICCEs authority or organized by ICCE.
4. **Ethics Committee:** refers to the Ethics Committee in the ICCE PROMISE and includes appointed Members by the ICCE board

NB: Terms referring to natural persons are applicable to both genders. Any term in the singular applies to the plural and vice-versa.

## APPLICABILITY IN TIME

The ICCE PROMISE applies to conduct whenever it occurred, including before the enactment of the ICCE PROMISE. An individual may be sanctioned for a breach of the ICCE PROMISE only if the relevant conduct contravened the ICCE PROMISE applicable at the time it occurred.

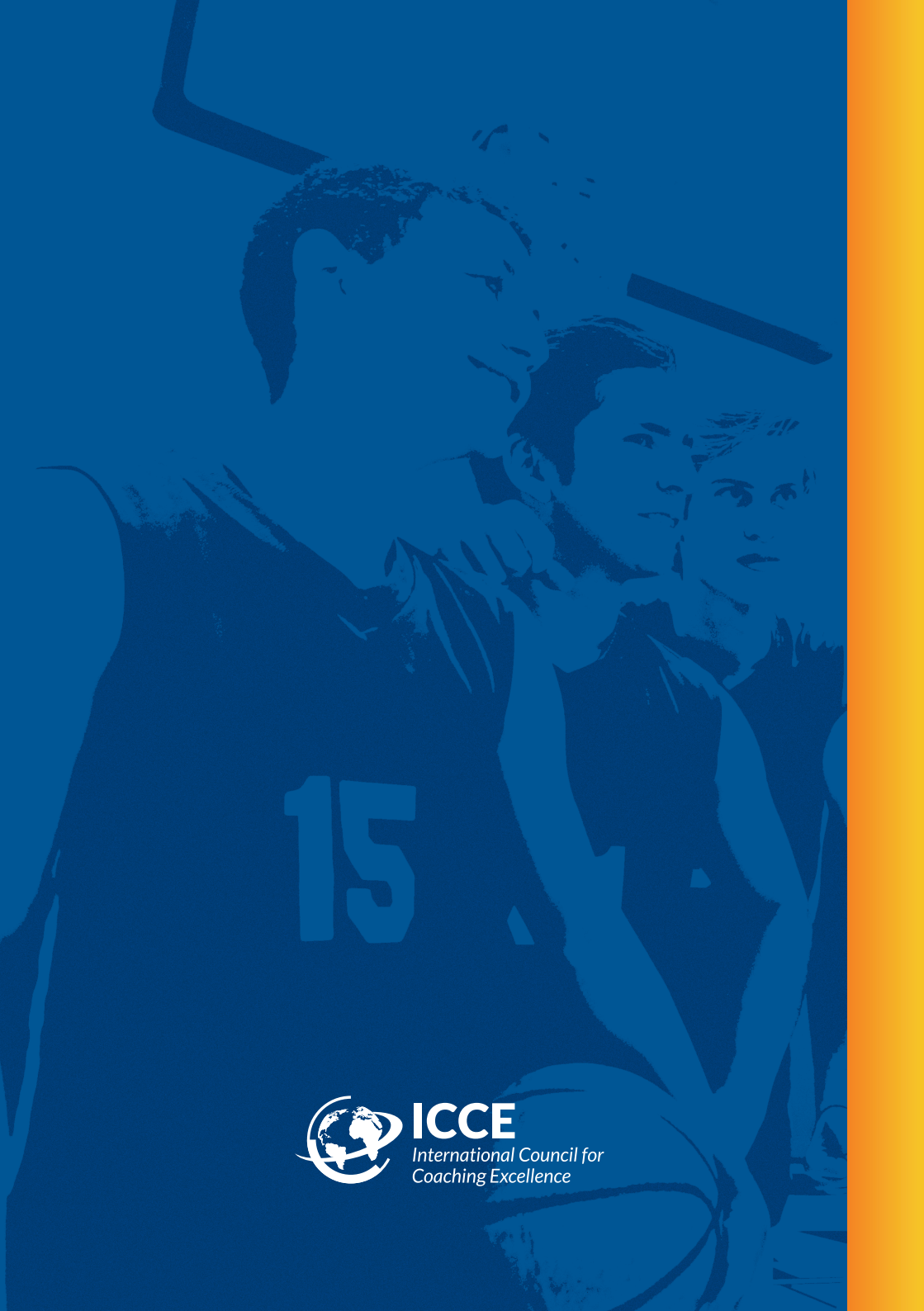
## OMISSION OF THE ICCE PROMISE

If there are any omissions in the ICCE PROMISE with respect to procedural rules, and in case of doubts regarding the interpretation of the ICCE PROMISE, appointed members of the Ethics Committee shall decide in accordance with ICCE custom.

## ADOPTION AND ENFORCEMENT

1. The ICCE EXECUTIVE BOARD adopted the ICCE PROMISE on XX. XX. 2019.
2. The ICCE PROMISE comes into force on XX. XX. 2019.





**ICCE**

*International Council for  
Coaching Excellence*