



INTRODUCING

# I RUN CLEAN™

**Starting in 2018, completing the I RUN CLEAN™ programme will be a mandatory eligibility criterion for competing in European Athletics' championship events.**

I RUN CLEAN™ is European Athletics' state-of-the-art anti-doping education programme and knowledge base, which has been developed with input from athletes, sport officials, educationalists and doping control experts and is meant to supplement and support the programmes offered by federations, national anti-doping agencies and other organisations.

The fun to use, interactive I RUN CLEAN™ e-learning platform will help athletes, and others who love the sport, to play their part in the fight against doping.

## WHAT ARE THE AIMS OF I RUN CLEAN™ ?

The main aim of I RUN CLEAN™ is to help athletes understand their personal values, how they relate to sport and how they contribute to good decision making. As more and more build their own solid ethical frameworks, the culture of clean sport will be strengthened.

I RUN CLEAN™ also aims to provide reliable information that will help users understand the issues around doping in sport and the regulations that must be observed to compete fairly.

Finally, I RUN CLEAN™ is a tool to help national athletics federations communicate their commitment to the fight against doping and promote the sport.

## WHO SHOULD DO THE I RUN CLEAN™ PROGRAMME?

I RUN CLEAN™ is for you.

The main target group, of course, is athletes of all ages and performance levels – school-aged to Masters, grassroots to elite – in the 51 countries served by European Athletics.

But anyone who would like to know more about making athletics a doping-free sport is welcome to log on to [www.irunclean.org](http://www.irunclean.org) and complete the programme.

If you love athletics you are invited to make the I RUN CLEAN™ pledge by earning your diploma.



## WHAT ARE THE COMPONENTS OF I RUN CLEAN™?

The I RUN CLEAN™ programme consists of eight interactive modules that can be accessed through your computer, tablet or smart phone.

The modules include self-explanatory video and text as well as questions to confirm your understanding.

The whole programme will take 30-40 minutes, but you do not need to complete all the modules in one go.

Each module also contains links to an expert-curated knowledge base that will help you learn more about any of the topics that might interest you.

## WHAT HAPPENS WHEN I COMPLETE THE I RUN CLEAN™ PROGRAMME?

When you have finished all eight modules, you will be able to download your I RUN CLEAN™ diploma, which will include your unique certification number.

This diploma represents your pledge to observe athletics' anti-doping regulations and compete fairly – to run, jump, throw or walk clean.

Everyone who completes the I RUN CLEAN™ programme will immediately be linked to their social media accounts and encouraged to share the fact that they are playing their part in the fight against doping with their friends and followers.

## HOW CAN I GET MORE INFORMATION ABOUT I RUN CLEAN™?

Find out everything by logging on to the I RUN CLEAN™ platform at [www.irunclean.org](http://www.irunclean.org)

## IS THE I RUN CLEAN™ CERTIFICATION NUMBER NEEDED TO COMPETE IN A EUROPEAN ATHLETICS CHAMPIONSHIPS?

Yes. Starting with the 2018 European Athletics U18 Championships in Győr/HUN, each athlete's I RUN CLEAN™ certification number must be input to the entry system by their national federation's Team Manager.

Elite athletes are required to communicate their certification number to their national federation.

This requirement will be applied to subsequent European Athletics age-group championships and by 2020 all athletes will be required to complete the I RUN CLEAN™ programme.

## IS IT NECESSARY TO COMPLETE I RUN CLEAN™ IF I HAVE ALREADY DONE ANOTHER ANTI-DOPING EDUCATION PROGRAMME IN MY OWN COUNTRY?

To be eligible to compete in European Athletics championships, the answer is yes.

Athletes want a level playing field, and this includes knowing that all their competitors have been exposed to the same values and information about what is fair and what is not.

Those who have already worked with other anti-doping programmes will find that I RUN CLEAN™ provides an interesting new perspective.

And they will be proud to be part of an international effort to keep their sport clean and fair.