

IPACS Benchmark Guidelines

Updated 25 January 2022, version 6

IPACS Benchmark C2 – The organisation has rules on campaigning to ensure election candidates can campaign on a balanced footing including an opportunity for candidates to present their vision/programmes

Definitions

- Campaigning for election – presentation of ideas and all other activities by candidates, and potentially by organisations they represent as well as countries they originate from, with the aim of persuading the electorate to vote for them

Please also refer to the work done by [IPACS Task Force 2 on conflicts of interest](#)

Introduction to this Benchmark and its significance

- The objective of holding fair, competitive elections is that the voting members are able to elect who they believe to be the best candidate(s) to lead the organisation; having appropriate regulations in place helps protect against risks of unfair competition or improper conduct
- It is important that election campaigning is regulated to ensure that each candidate has a reasonable and equal opportunity to make their case and member organisations or individuals are able to receive information from each candidate before choosing who to vote for
- Stakeholders both internally and externally are more likely to trust the organisation if election campaigning is fair and appropriate
- Organisations face considerable reputational risks if there are allegations about improper conduct in election campaigning

Commentary on the action to be taken

- Individuals should be able to announce their candidacy some time ahead of the elections to allow for a period of campaigning and this timeframe should be defined by the rules
- Candidates should be able to communicate their programme or manifesto in advance, for example by publishing information online
- If there is an opportunity to present in person to the electorate (for example at the General Assembly), there should be equal treatment for all candidates; this may include facilitating attendance at regional meetings
- Candidates should be required to comply with the organisation's Code of Ethics or equivalent
- Rules should be in place governing promotional activity, such as media interviews and travel for lobbying; rules should also be specific about activity that is not permitted (for example, paid advertising and subsidising the attendance of voters at the General Assembly may be prohibited)
- Staff employed by the organisation should remain neutral and should not be used by candidates for the purpose of their campaigns
- Candidates should be required to declare any conflicts of interest
- Candidates should be required to declare their budgets and sources of funding for their campaigns and, prior to the election day, make transparent how funds have been spent, including recipients
- See also Recommendations C5 (eligibility rules), C8 (conflicts of interests), D1 (election of officials), D3 (election rules), D4 (non-staff appointments), D5 (eligibility rules) and D6 (term limits)

Investment requirement – limited – putting in place appropriate rules; there may be costs associated with monitoring campaigning

Guidance according to stage of organisation

Early stage

- The organisation publishes detailed campaigning rules which explain what promotional activity is and is not permitted

- The organisation's rules permit candidates to announce their candidacy well in advance (e.g. 3 months)
- The organisation provides an opportunity for candidates to present their programmes in advance with equal treatment (e.g. CVs of all candidates circulated to the electorate, right for candidates to produce online materials, equal time slots for presentations to the General Assembly)
- The organisation's rules prohibit incumbents from using their position and the resources of the organisation in campaigning for potential re-election
- All candidates are subject to the organisation's Code of Ethics or equivalent, including conflicts of interest

Developing

- An independent, qualified individual or body, such as the Ethics Committee or an Election Committee, supervises the campaigning process to monitor compliance with the rules and has the power to impose sanctions
- The organisation's rules require candidates to provide their budget for campaigning and sources of funding to the independent oversight body

Advanced

- The organisation has an appropriate cap on expenditure for election campaigning, which is enforced

Good practice examples

International Federations (from 2020)

- UIPM - [Election campaigning rules](#), including disclosure of financing (article 6)
- FEI - A [Code of Conduct for Elections](#) is published on the website, which covers brief rules for allowed expenses - see 3.1.4, 3.1.6 and 4.8
All [election information](#) is published for General Assemblies
- World Athletics: Detailed Candidacy Rules are published among the [election documents](#), including a section on expenditure - see 8.17. Expenditure limits are in place for campaigns for Council Members and the President with monitoring by the Election Oversight Panel
- IIHF – campaigning and conduct rules - [2020 Election Document Package](#) 3.4, Appendix C, D

Overall standard among International Federations:

- 20 out of 31 IFs had reasonably detailed regulations for candidates in the 2019-20 review but only three included any reference to campaign financing

Continental Bodies

- None seen

National Olympic Committees

None seen

National Federations

- None seen

Selected references

- [ASOIF GTF Questionnaire 2019-20](#), Indicator 4.2
- [SIGGS](#) – Roadmap, Principle 4 (Democracy, Participation and Inclusivity)
- Parliamentary Assembly of the Council of Europe, [Addendum to the report “Working towards a framework for modern sports governance”](#):
 - Criterion 2.1: Regular elections of the governing bodies – The Organisation offers to the candidates standing for election opportunities to present their programme/manifesto
- International Partnership Against Corruption in Sport (IPACS): [Task Force 2 – Good practice examples for managing conflicts of interest in sport organisations](#)
- Geeraert, A. (2018). [Sports Governance Observer 2018](#). An assessment of good governance in five international sports federations. Aarhus: Play the Game/Danish Institute for Sports Studies, p.11-15:

- Principle 13: The organisation undertakes steps to ensure that elections of senior officials are open and competitive

ASOIF indicator 4.2 – scoring definitions used in the 2019-20 assessment

- 0 – No
- 1 – Some opportunity for candidates to present their programme/manifesto in advance
- 2 – Basic rules for campaigning with designated opportunity for candidates to present programme in advance with equal treatment
- 3 – Publication of detailed campaigning rules for candidates. Candidates can announce well in advance (e.g. 3 months) and present programmes, including at General Assembly
- 4 – Campaigning rules for candidates cover finances and disclosure