GUIDELINES FOR THE HATTRICK INCENTIVE PAYMENT

Anti-Doping Education Guidelines

WE CARE ABOUT FOOTBALL

Why anti-doping education?

Anti-doping education is a crucial pillar in the fight against doping and is the first line of defence in protecting the rights of football players and the integrity of our sport.

UEFA's anti-doping education programme aims to prevent both intentional and unintentional doping. However, it is recognised that most football players want to compete clean, and education activities should focus on helping these players remain clean, avoid accidental rule violations, and support them in their desire for a level playing field. To protect the players, we need to work together to ensure that they have education as their first contact with anti-doping measures, rather than a test.

Due to its popularity, European football has a great deal of influence, which can be used positively to impact young people's behaviour. The goal is not therefore merely to ensure that football players throughout Europe can access relevant, high-quality anti-doping education, but also to utilise our position to promote positive attitudes towards clean sport.

WADA Code and International Standard for Education

UEFA is recognised as one of the leading team-sports organisations in the fight against doping, and continually strives to ensure that its education and testing programmes remain at the cutting edge of science and recognised good practice in all areas of prevention and detection.

UEFA follows the World Anti-Doping Code (the Code), which sets out the anti-doping rules, regulations and policies that must be followed by sports organisations worldwide. The Code is complemented by eight mandatory international standards, which contain much of the technical detail necessary for implementing the Code.

On 1 January 2021, the World Anti-Doping Agency (WADA) introduced a new International Standard for Education (ISE), which reflects the crucial role that prevention plays in ensuring a clean sports environment for all athletes. This ISE sets out the principles and minimum levels that education programmes must achieve, and outlines the roles that sports organisations and national anti-doping organisations must play in educating athletes and athlete support personnel.

Article 7.3 of the ISE states that one of the confederations' primary responsibilities is to "require National Federations to conduct Education in cooperation with the applicable National Anti-Doping Organization". It is therefore crucial for UEFA to work with our member associations to ensure that effective anti-doping education is provided for football players and player support personnel at national level. To support member associations with this task, in 2021 UEFA added funding for anti-doping education activities to the HatTrick programme.

As outlined in the HatTrick VI Regulations, to receive the funding, member associations, in collaboration with their national anti-doping organisation (NADO), are required to deliver anti-doping education activities that are designed to raise awareness, inform, instil values, and develop decision-making abilities in players and player support personnel to prevent intentional and unintentional doping.

Objectives of the UEFA anti-doping education programme

- Ensure that a player's first experience with anti-doping measures is education rather than a test
- Give players and player support personnel the information, guidance and support that enables them to make informed decisions about doping
- Protect clean footballers from accidentally committing anti-doping rule violations
- Give player support personnel the education, information and guidance to advise, educate and support their players

Requirements of UEFA member associations

- Appoint a suitably qualified member of staff to be responsible for coordinating and delivering anti-doping education activities in collaboration with their NADO.
- Ensure that players and player support personnel (medical staff and coaches) of national teams in UEFA competitions complete anti-doping education at least once every two years.
- Make all reasonable efforts to ensure that players and player support personnel of clubs in UEFA competitions complete anti-doping education at least once every two years.
- When sufficient resources are available, consider including other players and player support personnel in the anti-doping education activities.
- Ensure that all anti-doping education sessions are delivered by a competent and trained person, using appropriate materials.
- Draft an annual education plan with your NADO and submit it to UEFA by 31 July each year, as part of the HatPro application.
- Document all e-learning, webinars and face-to-face sessions and submit the names of all participants in the first part of the season to UEFA by 28 February each year, as part of the final report in HatPro.
- Document any additional e-learning, webinars and face-to-face sessions and submit the names of all participants in the second part of the season to UEFA by 31 July each year as part of your new application for the following season in HatPro.

Role of the NADO

The WADA ISE states that "each National Anti-Doping Organization shall be the authority on Education as it relates to clean sport within their respective country". NADOs also have the goal to ensure that every athlete receives education prior to their first test. It is therefore vital for you to work together with them to draft your annual education plan.

Before submitting your education plan to UEFA, please discuss it with your NADO and agree how the education will be delivered.

Additional requirements of UEFA member associations regarding players and player support personnel who take part in UEFA's youth national competitions[1]

As outlined in the Youth Competition Regulations and in circular letter 48/2023, member associations are responsible for ensuring that all players competing in the UEFA's youth national competitions have

[1] Women's Under-17, Under-17, Women's Under-19, Under-19, Futsal Under-19 championships

received anti-doping education prior to the first match of any competition and must report that it has done so to UEFA.

The guidelines instruct UEFA member associations on the delivery of these anti-doping sessions and they are strongly encouraged to follow them to ensure a consistent, confederation-wide approach.

Delivery
The member associations must organise a face-to-face session with every team in advance of their first match in UEFA's competitions. In-person instruction provides a more dynamic and engaging learning experience, allowing players to ask questions and receive immediate feedback.

Online delivery (e.g. in Zoom or Teams) or e-learning is only acceptable in special circumstances, such as if some players join their team after the education session has been held, and if the member association can ensure that all the team's players can attend. The webinars and e-learning options may also be used for repeat education, as appropriate.

In the case of e-learning courses, however, it is important to choose a reputable platform that offers high-quality educational content. Until a UEFA e-learning course is developed, WADA's ADEL, FIFA's e-learning, or programmes developed by the local NADO (in the players' native language) may be reliable options to ensure a standardised level of education for players and player support personnel.

Timing
As stated in Article 19, §5(a) of the HatTrick VI Regulations, member associations must:

- *"Ensure that players and player support personnel (medical staff and coaches) of national teams in UEFA competitions complete anti-doping education at least once every two years;"*

In practice, as the youth teams' players change every year, the member associations need to organise anti-doping education sessions every season, in advance of players' first matches in UEFA's competitions.

Duration
The face-to-face sessions should last at least 30 minutes to ensure that all the necessary topics (cf. Annex I) can be covered.

Ideally, sessions should be one hour long, to allow for more thorough discussions and to ensure that participants have ample time to raise questions and to express their thoughts and ideas.

Audience
The primary audience of the anti-doping sessions are the players in the U17/WU17/U19/WU19 and FU19 teams competing in the UEFA competitions. The U21 and senior men's and women's teams are also covered by the mandatory requirements stated in Article 19, §5(a) of the HatTrick VI Regulations.

Staff working with the players, such as coaches, medical personnel and team managers, are expected to be present during these sessions. The educator should make a list of attendees so that the participants' names, date of birth, etc. can be accurately reported to the member association's anti-doping coordinator, who will forward the information to UEFA in the HatTrick platform (HatPro).

Language
The educator must ensure that the sessions and the materials used (PowerPoint slides, handouts, etc.) are in the audience's native language.

Educators
It is important to use trained and competent educators for delivering face-to-face anti-doping education because of their expertise in creating an effective learning environment. Educators possess the knowledge, skills and understanding of the content, and can lead and engage participants in learning tasks.

The educators can be employed by the member association or the local NADO, or even be an external expert, as long as they are trained and competent in all anti-doping topics (cf. Annex I).

Cost
The member associations are encouraged to allocate HatTrick funds to these education sessions.

Announcing scheduled dates to UEFA's Anti-doping Unit
The anti-doping coordinator must announce the scheduled session dates to UEFA by 31 July each year in the education plan when they submit their HatTrick application and education plan in HatPro for the new season. If a member association is not able to meet this deadline, UEFA must be informed accordingly, along with the reason.

Any member association that does not meet the deadline or submits an incomplete[2] education plan will be asked to submit a complete education plan within two weeks. If no response is received or that member association still does not comply with the guidelines, a second notification will be sent giving a final deadline. If the member association fails to meet that final deadline, a letter will be sent to the association anti-doping coordinator, the HatTrick coordinator and the general secretary, stating that a portion of the HatTrick instalment intended for anti-doping education may be withheld.

Confirming delivery to UEFA's Anti-doping Unit
The anti-doping coordinator must confirm that the sessions have taken place, giving the names of the educator and the participants in the final report submitted in HatPro by no later than 28 February of the current season. All teams will have taken part in their first matches by the time the final report is submitted, so this should be used as the deadline for the sessions to have been completed.

If the final report is incomplete[3], the anti-doping coordinator and HatTrick coordinator will be notified of any outstanding delivery of anti-doping education, and the member association will need to confirm that it will be delivered within two weeks. If no response is received or the member association still fails to comply with the guidelines, a second notification will be sent giving a final deadline. If the member association fails to meet the final deadline, a letter will be sent to the anti-doping coordinator, the HatTrick coordinator and general secretary, stating that a portion of the HatTrick instalment intended for anti-doping education may be withheld.

[2] The education plan does not schedule education for the mandatory target groups (all the national youth teams due to compete in UEFA competitions)
[3] The member association failed to educate all the national youth teams within the first part of the season

Application form of the following season
If any additional activities were organised after the final report was submitted by 28 February, the anti-doping coordinator must submit the details of these additional education activities/sessions along with the complete list of names, dates of birth, teams, etc. of the educated players and player support personnel. The Anti-doping Unit will follow up on the member associations that have not complied with this requirement and ask them to submit it within two weeks.

How to complete the HatPro application form

Member associations that wish to apply for HatTrick funding for anti-doping education activities must submit an education plan that has been prepared with their NADO.
Applications need to be submitted in HatPro by no later than 31 July. All documents should be completed in English.

The HatPro application form has been designed to fulfil the requirements of the WADA ISE. Each section should be completed as described below.

MAIN INFORMATION

Project objectives

In this section, please describe the overall aims of your anti-doping education programme. This should be a simple statement that sets out the purpose or intention of your education plan. It can be inspired by the UEFA objectives (see above) or can be more targeted to your specific country.

Description of the project

List your specific objectives over the next 12 months. These should be measurable and time-specific. For example:

- 100% of the national team doctors will have completed the WADA e-learning course for medical professionals within the next 12 months.
- 100% of the players in the national youth squads will receive a face-to-face education session within the next 12 months.
- 100% of the players in the clubs qualified for UEFA competitions will have received an education session from their team doctor using the UEFA education materials within the next 12 months
- One of our national team doctors will complete the NADO educator training course before the end of the season.
- A social media campaign will be launched, supported by the national team prior to the EURO qualifiers.
- Links to the WADA prohibited list and NADO e-learning curse will be published on the association's website by the end of the year.

Contacts

A contact person for anti-doping education needs to be provided by each member association. If the contact changes from the one originally provided, the association needs to inform UEFA's Anti-doping Unit as soon as possible by email to antidoping@uefa.ch.

Financial parties

Tick the 'Anti-doping education activities' box and insert up to '€10,000'. You can request up to €10,000 per season under this financial incentive.

As stated in the HatTrick VI Regulations, you may also request up to €10,000 for anti-doping education activities, which will be deducted from the €80,000 incentive allocated for good governance projects. If you would like to do so, you will also need to tick the 'Good governance projects' box and insert up to €10,000. You can request up to €10,000 per season under this financial incentive. See figure 1 below.

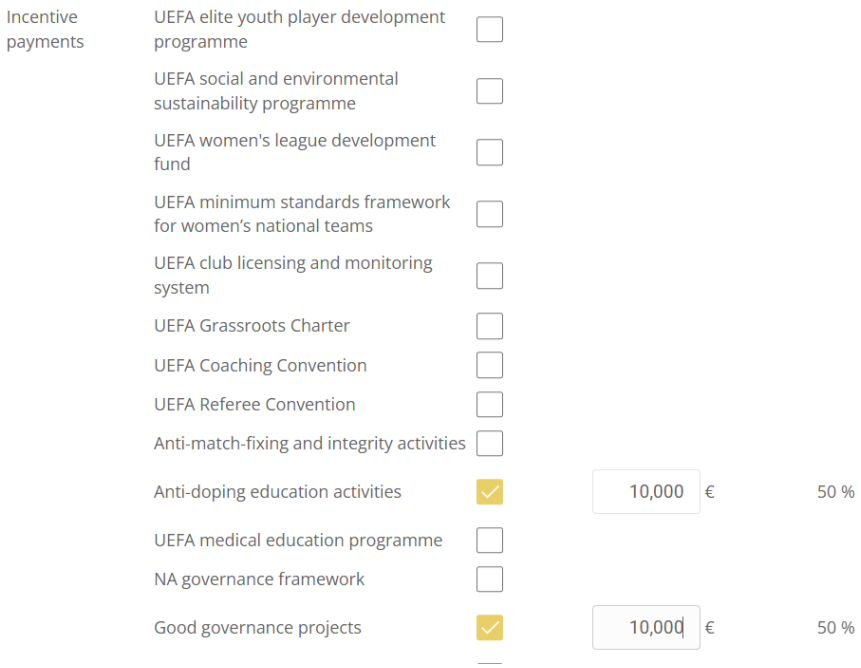

Figure 1 – HatPro form for anti-doping education activities

If you request an additional €10,000, you need to inform UEFA within one business day, in an email to antidoping@uefa.ch and copy to governance@uefa.ch. We strongly encourage you to discuss this matter with your colleagues in charge of the HatTrick good governance project beforehand.

Financial tracking

This box is not mandatory and you can leave it blank.

Milestones

- 31 July – Submit the application form and education plan drafted in collaboration with your NADO, including the details of any additional education activities completed in the second half of the

previous season and the complete list of names, dates of birth, teams, etc. of the educated players and player support personnel.
- 28 February – Submit the final report with names of players and player support staff educated in the first half of the season.

SPECIFIC INFORMATION

Analysis of the current situation

In this section, outline what current anti-doping education activities are being conducted in football in your country (delivered by your association, your NADO or another organisation).

Speak to your clubs, and to your national team contacts to find out what anti-doping education is currently being provided for players and player support personnel. It may be that team doctors or other internal staff are already delivering education. If so, find out who is delivering it, what materials they are using, and how regularly it is being delivered.

What resources (financial, human, material) do you have, or can you access, for anti-doping education? Documenting available resources is important so you can capitalise on them when running your education programme.

It is crucial to analyse the current situation before developing your education plan in order to maximise your efforts and minimise duplication.

Target group of players and player support personnel

In this section please tick who will be part of your 'education pool'.

If your country has the following teams, it is mandatory for them to be part of your education pool.

National youth teams	U17, WU17, U19, WU19, U21, U19 futsal
National A teams	Men's and women's football and futsal

If any of your club teams have also qualified for UEFA's competitions, you should also make all reasonable efforts to include them in your education pool.

Club teams qualified for UEFA competitions[4]	Men's Champions League Women's Champions League Europa League Europa Conference League Youth League Futsal Champions League

[4] There is a box at bottom in which you can enter the names of clubs you intend to educate.

Furthermore, when establishing your education pool with your NADO, you may decide that it is possible to include a larger pool of players or player support personnel.

If so, utilising the player pathway, as described above, identify who else you could include in your education pool, taking account of the following:

- Educating along the player pathway
- Who the minimum requirement includes
- Who is a priority
- Who you may not be able to reach and why
- How you can plan to reach a broader audience in the future

Educators

Trained and competent educators are needed for delivering face-to-face anti-doping education because they have the expertise needed to facilitate effective learning. Educators possess the knowledge, skills and understanding of the content, and can lead and engage participants in learning tasks.

The educators can be working for your association or the local NADO, or even be external experts, as long as they are trained and competent in all anti-doping topics (cf. Annex I).

In this section, please specify if the educators are working in your association or NADO. If you tick 'other', please specify in the text box which organisation they are working for.

NADO collaboration

Describe what contact you have had with your NADO and whether it is going to help you with delivering the education programme. How will responsibility for delivery be shared? For example:

- The NADO and national association had two meetings to prepare the education plan.
- The NADO will provide the education material and the national association national team doctor will deliver education sessions.
- The NADO is responsible for monitoring the completion of the WADA e-learning course for national A team players.
- The NADO will provide a qualified educator to attend national team training camps and the national association is responsible for ensuring players attend the sessions.

Education action plan

Please complete and upload the UEFA Anti-Doping Education Action Plan Template that can be found in 'Documents'. If you have completed a different education plan template with your NADO, please forward it to antidoping@uefa.ch for approval before uploading.

On the template list all the activities you are going to deliver in order to meet your objectives. Be realistic about what you can do within your context and with your resources. Work within your means to deliver the most appropriate education activities possible.

The activities could include for example:

- Face-to-face education
- Webinars
- E-learning, e.g. online courses on WADA's Anti-Doping Education and Learning platform ADEL
- Event-based education (e.g. outreach booths)
- Branding and promotional activities, e.g. logos, slogans, PowerPoint templates and use of consistent colours, advertising, marketing and publicity activities
- Communication campaigns, e.g. stakeholder mailouts, website banners, social media posts, use of hashtags, email signature banners, communication with reporters
- Social media campaigns, e.g. posts on Twitter, Instagram, Facebook or TikTok

As mentioned above, it is mandatory for member associations to ensure that players and player support personnel (medical staff and coaches) of national teams in UEFA competitions complete anti-doping education at least once every two years. For youth national teams, this must be face-to-face education and, as players change every year, sessions must be organised for these teams every season. These sessions must be outlined in the education plan.

Update on any activities organised between March and July in the last season[5]

Please update the education action plan template that was submitted in the final report with any additional activities that took place after 28 February. Please ensure that you update the second tab of the education plan with the names of all players and player support personnel who completed an education session or a recognised e-learning course last season.

Cost breakdown

Please explain how the HatTrick financial support is going to be spent.

- Funding can be requested for delivering high-quality anti-doping education sessions and developing educational materials for players and player support personnel.
- Associations can also request funding for other anti-doping education activities, such as communication campaigns, branding and promotional activities, social media campaigns, e-learning courses, etc.

As outlined above, please note that an annual incentive of up to €10,000 is allocated to each UEFA member association for its anti-doping education activities at national level. Exceptionally, each member association may request up to an additional €10,000 incentive for anti-doping education activities, which will be deducted from the €80,000 incentive allocated for governance projects. If you request any of the good governance incentive for anti-doping purposes, a clear justification should be provided in the relevant section.

If the delivery of the education action plan is financed by any additional sources, please describe how this funding will be spent. This 'additional sources' section is not mandatory, but it is interesting for us to have a broader oversight of how the project is being financed.

[5] This section will be displayed from the 2025/26 season.

Additional €10,000 request

As noted in the HatTrick VI Regulations, you may request up to an additional €10,000 for anti-doping education activities, which will be deducted from the €80,000 incentive allocated for good governance projects. If you would like to request €10,000 in addition to the annual incentive allocated to each UEFA member association, you will have to tick 'Yes' on the following questions:

"Our association would like to request an additional €10,000 for our anti-doping education activities, which will be deducted from the €80,000 incentive allocated for good governance projects."

If you answered yes to this question you will have to confirm the following:

1) I have informed the HatTrick good governance manager of our association that I have requested an additional €10,000, which will be deducted from the €80,000 incentive allocated for good governance projects.
2) I confirm I have communicated or will communicate this information within one business day after submitting our application to UEFA's Anti-doping Unit (antidoping@uefa.ch) with governance@uefa.ch in copy.
3) In the 'Main information' tab, I confirm I have ticked the 'Anti-doping education activities' box and inserted up to '€10,000' and ticked the 'Good governance projects' box and inserted up to '€10,000'.

Final report

Please update the education action plan template with a review of the activities completed. Please ensure that you include the names of all player and player support personnel who have completed an education session or a recognised e-learning course since the application form was submitted.

Please also complete or tick the following in the final report:

- Teams and player support personnel educated
- Number of players and player support personnel educated
- Any challenges you have had in completing the project
- Any improvements you intend to make next season
- Details of the relationship with the NADO
- Any feedback to the UEFA Anti-Doping Unit
- A clear cost breakdown of how the HatTrick financial support has been spent. This needs to be as comprehensive as possible, with a clear financial breakdown.

Contacts

If you have any questions regarding the programme or these guidelines, please email us at anti-doping@uefa.ch

Annex 1

Definition of anti-doping education

WADA's International Standard for Education, provides the following definition:

- *"Anti-Doping Education is the delivery of training on anti-doping topics to build competencies in clean sport behaviours and make informed decisions."*

The topics that need to be addressed in anti-doping education are stipulated in Article 5.2 of the ISE:

- Principles and values associated with clean sport
- Athletes', athlete support personnel's and other groups' rights and responsibilities under the Code
- The principle of strict liability
- Consequences of doping, for example, physical and mental health, social and economic effects and sanctions
- Anti-doping rule violations
- Substances and methods on the prohibited list
- Risks of supplement use
- Use of medications and therapeutic use exemptions
- Testing procedures, including urine, blood and the athlete biological passport
- Requirements of the registered testing pool, including whereabouts and the use of ADAMS
- Speaking up to share concerns about doping

All these topics and the content should be tailored to the target audience's needs.

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