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Erasmus+ Programme  
of the European Union



# SafeShred

## PROJECT DESCRIPTION



FOUNDATION FOR  
SPORT INTEGRITY  
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# 1. SAFESHRED

## 1.1 What is SafeShred?

SafeShred is an [education program](#) that aims at raising awareness on issues related to ethics among the grassroots riders: they are the future of snowboarding. The topics covered are:

- Manipulation of sports competition
- Doping
- Harassment/Bullying
- Corruption
- Whistleblowing system
- Basic human rights

With this education project, the young riders will be able to understand the [basic ethical principles](#) and will be better equipped to act and react when facing these issues. They will also have a better understanding of their [basic human rights](#) regarding their sport career.

## 1.2 Why do we need a SafeShred?

Even though snowboarding has not emerged as a traditional “victim” of sport integrity issues such as match-fixing, doping, harassment or corruption as much as other exposed sports (e.g football, tennis or cricket), it does not mean that the world of snowboarding should not be prepared to tackle these issues. On the contrary, the young athletes should be educated to **recognise harmful situations and on how to prevent them.**

Actually, some cases have already been denounced in terms of bullying (Chloe Kim, Gold medalist in the Winter Olympics 2018 recently suffered racist attacks on her social media accounts) and doping (Bryant Shuey and Nikita Avtaneed, former Universiade gold medallist). Moreover, young riders are also potential targets for match-fixers since betting operators offer to bet on snowboarding.

The WSF riders are specifically vulnerable because:

- they are young,
- their social environment changes constantly, because of the frequent travels to competitions and trainings,
- the financial situation of the federations does not allow to have strong support mechanisms for the athletes,
- the relatives also lack the knowledge and experience to anticipate and face the risks that can emerge from the competitive environment,
- they are exposed to the public by press and social media, and can therefore become the subjects to cyberbullying and other threats,
- the business interest will hit strongly those who will pursue a professional career and expose them to its dangers (corruption, manipulation, doping, etc.)



## 1.3 What will SafeShred archive?

### 1.3.1 During the project

The national partners will have the opportunity to provide a comprehensive and multidisciplinary education for their grassroots riders on ethics and integrity, specifically on sport manipulation, doping, harassment and on basic human rights and whistleblowing culture. With this educational program, the participants will be able to play safe and clean and learn:

- to recognise what sport manipulation, doping, and harassment are,
- what to do if they are faced with it,
- who to approach if they encounter these integrity issues,
- how to report them safely,
- how stakeholders from other fields can help them to protect their integrity,
- what their basic human rights are.

### 1.3.2 After the project

The educational material will remain accessible and should be used by national federations in order to raise awareness among their riders after the end of the project. It will provide knowledge to the target groups on the jurisdiction of the partners and beyond: to all licensed riders under the jurisdiction of WSF. Finally, it will help the national federations to set a higher standard of integrity in their jurisdiction.

### 1.3.3 Beyond the project

The educational material will be made available to all WSF members, across Europe and beyond. Moreover, participating athletes will be empowered to act on these integrity issues throughout the rest of their career and they will positively impact their peers among the world of snowboarding and beyond.

## 2. PROJECT DESIGN

### 2.1 Who are the project partners?

Name in the Project	Official Name	Country	Role in the Project
WSF	World Snowboard Federation	Austria	Coordinator
CSCF	Stitching CSCF - Foundation for Sport Integrity	Netherlands	Content Expert
Austrian Snowboard Association	Austrian Snowboard Association	Austria	Sport Federation
Finnish Snowboard Association	Suomen Lumilautaliitto, Ruotsiksi Finlands Snowboard-Forbund RF	Finland	Sport Federation
Snowboard Germany	Snowboard Verband Deutschland EV	Germany	Sport Federation
Snowboard Italy	ASD FSI - Freestyle Snowboard Italia	Italy	Sport Federation



Swedish Ski Association	Svenska Skidforbundet	Sweden	Sport Federation
Swiss Ski	Swiss-Ski Schweizerischer Skiverband	Switzerland	Sport Federation
Ramon Llull University	Universitat Ramon Llull Fondacio	Spain	Content Expert

## 2.2 How is SafeShred designed?

Different phases have been developed for the project methodology:



The project will last **24 months** and during this period, each year has been divided into “Quarters” (1 Quarter = 3 months).

Year	2021				2022			
Month	01-03	04-06	07-09	10-12	01-03	04-06	07-09	10-12
Quarter	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

### 2.2.1 Phase 1: Preparation

The project begins with the **Opening Conference** (Q1 2021), which gives the opportunity for the participating organizations’ representatives to get to know each other, build a supportive network, discuss the task division and the expectations.

It is following by a **Comprehensive Research** in order to collect information (Q1-Q3 2021):

- **Desk Research:** Researching legislations and policies of the partner countries and Europe
- **Fact Finding:** Interviewing snowboarders, management of sport clubs, supporting personnel and others
- **Survey Research:** Surveying athletes to learn about their perspective, prior knowledge, trust, fears, exposure.

### 2.2.2 Phase 2: Implementation

Based on the findings of the Comprehensive Research, an **Educative Curriculum** (Q2-Q3 2021) will be developed by experts in their various fields, in order to provide a comprehensive, valid and tested material which can be passed onto the athletes. It will consist of two parts:

- **“Riders’ Guide”:** specific to the riders’ perspective and interest
- **“E-learning Program”:** covering more details on each topic so that athletes can take home and federations can use as a reference.

Note: some elements are common and generic in most ethics, sport-regulatory or sport-related criminal cases; they will be covered in the main training materials and would form the common basis of all curricula developed. Some elements differ from one country to another (e.g., legal basis, available policies, cultural differences, etc.) that might make it necessary to adapt and tailor the material to each country. Finally, the curriculum will address risk factors specific to the recipient group (young riders from the grassroots sport) such as setting boundaries and learning to recognise abusive practices from superior figures/coaches.

The experts of SafeShred will then deliver the **Training for Riders** (Q3 2021– Q2 2022) in the partner countries. Young riders will:

- be able to recognize ethics and integrity breaches,
- have an understanding how they can fight it (and why they need to),



- be confident about whom they can trust when encountering such attempts, what kind of help and support they can expect and rely on.

The extended curriculum (**E-Learning Program**) will be launched during the Project lifetime and reach the whole grassroots community all around the world: all the WSF countries will possess the developed knowledge long after the program ends, which can be delivered year-on-year to the ever-changing teams of riders.

### 2.2.3 Phase 3: Monitoring

The monitoring phase (Q3 2021 – Q2 2022) of the project runs partially parallel with the Implementation phase and will include of:

- a *continuous tracking* by the WSF of the Trainings for Riders developed at the local levels. This also allows intervention options, should the progress fall behind schedule or expected results appear unmet.
- a *collection of feedback* by surveying the participants of the training is led by the University. This will enable the project partners to assess the quality of the activities. Feedback surveys would preferably be administered online or by written questionnaires, should local infrastructure require, and will be provided to trainers and program coordinators.

### 2.2.4 Phase 4: Evaluation

In order to truly evaluate whether the project has been successful, feedback from all levels and all angles will be gathered during the evaluation phase (Q3-Q4 2022):

- before-after surveys on the trainings (see above 'Monitoring'),
- evaluation by the partners during the closing conference (see below 'Dissemination'),
- additional chapter to the curriculum with transferable learnings for the future,
- repetition of the initial research activities to provide before-after comparison.

All surveying activities are conducted by the University.

### 2.2.5 Phase 5: Dissemination

All project partners will be invited to a **Closing Conference** (Q4 2022) to discuss the project results and the potential for improvement. A Final Report will be written at the occasion (see 'Intellectual Outputs').

Other stakeholders (not direct beneficiaries of the project) will also be invited to share their input and learn about the deliveries and project findings. This should ultimately encourage new federations to use the project outcomes to develop ethics programmes within their organisation. The training material developed in SafeShred should reach an audience larger than the project consortium.



## 2.3 Project Timeline

Phase	Project step/delivery	Lead	2021 Q1	2021 Q2	2021 Q3	2021 Q4	2022 Q1	2022 Q2	2022 Q3	2022 Q4
1. Preparation	Opening Conference	WSF								
	Comprehensive Research	Desk Research	University							
		Fact-finding Missions	CSCF							
		Surveying Research	University							
2. Implementation	Curriculum Development	CSCF								
	Trainings for riders	WSF								
	E-learning Program	CSCF WSF								
3. Monitoring	Monitoring of the effectiveness of trainings - Surveys	University								
	Evaluation activities	CSCF University								
4. Evaluation	Dissemination of training material	CSCF WSF								
	Dissemination of E-learning Program	CSCF WSF								
5. Dissemination	Closing Conference	WSF								



### 3. PROJECT MEETINGS

Due to Covid restriction measures across Europe, the time and place of the activities will be adjusted over the project period taking into account the opinion of the partners.

N°	Activity/Event	Hosting Organisation	Place	Time	Participants	Description
1	Opening Meeting	WSF	Austria	Q1 2021	All partners	Official opening of the project. Partners will: - introduce themselves, their organization, the activities, history and experience, - discuss of the project details, roles, responsibilities, quality assurance and KPIs, expectations and deliveries, timelines, - discuss the visibility strategy and communication and the way forward, - cover common administrative aspects as necessary (Documentation, Administration requirements, budget, etc.)
2	Fact-finding missions & Interviews	Austrian Snowboard Association	Austria	Q1 - Q3 2021	5 to 10 local stakeholders	3 experts (from CSCF and WSF) will visit every Partner Country, they will: - interview the sport officials and riders (from grassroots and senior snowboard) of the partners organisation regarding the integrity situation in their country. They will interview other national stakeholders who are relevant in this domain in order to gather as much and comprehensive information on ethics and integrity as possible, - collect information on personal knowledge, experience and feelings on the implemented measures, key issues not having been implemented, national and international co-operation, - collect legislation, regulations and available statistics (sport, betting, related crime statistics, and administrative information).
3	Fact-finding missions & Interviews	Finnish Snowboard Association	Finland	Q1 - Q3 2021	See Above	See Above
4	Fact-finding missions & Interviews	Snowboard Germany	Germany	Q1 - Q3 2021	See Above	See Above
5	Fact-finding missions & Interviews	Snowboard Italy	Italy	Q1 - Q3 2021	See Above	See Above
6	Fact-finding missions & Interviews	Swedish Ski Association	Sweden	Q1 - Q3 2021	See Above	See Above
7	Fact-finding missions & Interviews	Swiss Ski	Switzerland	Q1 - Q3 2021	See Above	See Above
8	Interim Follow-up Meeting & Curriculum Development Workshop	Snowboard Germany	Germany	Q3 2021	All partners	Project partners will first look back on previous achievements and milestones of the project, as well as the upcoming tasks and responsibilities of the second half. Then, during the workshop, the experts will draft the backbone of the curriculum. The curriculum will follow a modular fashion, to be able to custom tailor it to the various countries' and target groups' specifics.
9	Closing evaluation meeting	Swiss Ski	Switzerland	Q4 2022	All partners	The content experts will discuss the learning points of the entire project, their presence is thus essential. Representatives of the partner organizations are also invited to present their perspective and take on the project.



## 4. INTELLECTUAL OUTPUTS (IOs)

Intellectual outputs are the *project deliverables* -the *project tangible results* as described in the grant application and evaluated by the European Commission. Only their good delivery and high quality will lead to the transfer of funding from the European Commission to the WSF, and ultimately to the project partners.

SafeShred Intellectual Outputs are the following:

N° IO	Type	Lead	Delivery	Participants	Description
1	Research findings <i>Desk research and surveys</i>	WSF & University	Q1-Q3 2021	All partners	Compilation of the separate reports developed during the desk research: - desk research: background, history, literature on the relevant program countries and their previous steps taken regarding sport ethics, - surveying : stakeholders, future training participants for their expectations, current experience, fears, perceived risk and exposure to different integrity issues and related criminal attempts Separate report will compute the findings of the fact-finding missions by the experts: knowledge cannot be collected only from desk research. The fact-finding interviews are the most effective way to get to know the experience, knowledge and feeling of the athletes, sport officials, policy makers, law enforcement officers involved in this domain.
2	Research findings <i>Fact-finding missions</i>	CSCF	Q1-Q3 2021	All partners	The original version will be written and English and translated into the languages of partners. The Riders' Guide is the curriculum developed for the ultimate recipients of the project: the riders This is the main material delivered by project trainers to the target audiences. The Guide will include: - Written content material – distributed electronically - (set of) Presentations to deliver to the target audiences - (set of) electronic accesses (sites, apps) that the athletes can trust as safe whistleblowing pathways / where they can ask for support in case of need
3	Riders' Guide	CSCF	Q2-Q3 2021	All partners	The E-learning program will give the opportunity to provide trainings for not only the riders involved directly in SafeShred but beyond: it will be developed for all the riders under the jurisdiction of World Snowboard Federation to have a basic knowledge on ethics and integrity.
4	E-learning program for the riders	CSCF & WSF	Q3 2021 Q4 2022	All partners	The Interim report will conclude all the activities performed during the first part of the Project. Its conclusions will form a basis for the Partners (including the Coordinator) to propose adjustments of the implementation of the project in case of need – the interim report will help to steer the Project.
5	Interim Report	WSF	Q2 2022	All partners	An up to 20-30-minute survey to be filled out directly after the trainings. The surveys will use standardized items, in order to enable a results comparison across training areas, and potentially open the possibility to re-run the process in the future (outside of the current project scope).
6	Evaluation of the effectiveness of trainings	University – ISL - CSCF	Q3 2021 Q2 2022	All partners	At the end of the Project, during the Closing evaluation meeting, the partners and content experts will evaluate the project activities, openly discuss the experience and outcome of the phases to draw the final conclusion and findings. The report will include: - Written report - Set of presentations - The final version of the E-learning Program (as appendix) - The final version of the Riders' Guide and its presentations (as appendix)
7	Project evaluation report	WSF	Q4 2022	All partners	



## 5. COMMUNICATION

### 5.1 External Communication

#### 5.1.1 Objectives

Professional and regular communication will be designed to:

- Promote the project, its partners and funders;
- Raise awareness of the project results and impact;
- Bring attention to the topic of ethics and the needs and objectives of the project;
- Promote key messages that shall inspire and educate the world of snowboarding to take action on ethics.

#### 5.1.2 Brand Identity

A visual brand identity will be developed to ensure that project activities, outputs and communication are cohesive and attractive. The visual brand identity and toolkit will include a logo, brand guidelines, typography, social media templates and document templates.

Moreover, WSF and its partners will carefully follow the Erasmus+ communication guidelines **to promote the Erasmus+ Programme and to recognise the invaluable support of the European Union**. The logo is available on the website of the [EACEA](#) and must be visible on all communication related to SafeShred:

#### 5.1.3 Partners Communication

The visibility of the project also depends on the commitment of partners to:

- Share the promotion material created by WSF to inform the target groups and the wider public, which will be published on a dedicated page of the [WSF website](#).
- Exploit their networks and dissemination channels, including their websites, social media channels, contact lists, meetings and events, etc.
- Where possible, create press releases, media opportunities, give interviews and invite the media to encourage external coverage.

### 5.2 Internal Communication

As the leading and coordinating partner, WSF has appointed two contact persons to the management of EQUIP.

- Boris Kilvinger, Project Manager Erasmus+: [boris@worldsnowboardfederation.org](mailto:boris@worldsnowboardfederation.org)
- Floriane Poncet, Project Coordinator: [floriane@worldsnowboardfederation.org](mailto:floriane@worldsnowboardfederation.org)

Moreover, a [shared platform](#) was created to collect data and share all project-related documents, including administrative and presentation material.