

Ethics

TEST RUN



ICEDERBY

Europe B.V.

**INFORMATION
BULLETIN**

SUNDAY

9th of February 2020

HEERENVEEN, NED

THIALF

This document is made to outline and ensure the Ethical Rules Icederby recognizes and respects. This provides our approach on Ethics and our approach to make a successful Test Run per agreement with the International Skating Union. With this document in mind we are convinced that we are conducting an ethically well-organized Test Run on the 9th of February.

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Ethics by the ISU

For this Test Run and the practices leading to the Test Run we do take care of the ISU rules about Ethics Declarations and Codes of Conducts prescribed by the council (marked below in **Blue**). Below will give insight in the rules and communications which are relevant for the Test Run of Icederby.

<https://www.isu.org/inside-isu/rules-regulations/isu-statutes-constitution-regulations-technical/17913-constitution-general-regulations-2018/file>

INTERNATIONAL SKATING UNION

CONSTITUTION and GENERAL REGULATIONS 2018

as accepted by the 57th Ordinary Congress
June 2018

According to Rule 125 page 131

4. Compliance with ISU Rules and the Code of Ethics

Office Holders, Officials, ISU Members, Remunerated Persons and Voluntary Persons, and eligible Skaters and Coaches, participating in any ISU activity shall comply with any applicable statutes, position descriptions, ethical declarations and **codes of conduct prescribed by the Council**. Failure to comply may result in sanctions imposed by the Disciplinary Commission in accordance with Article 25 of the Constitution.

In Regards to the Test Run the 9th of February. This tests whether the ethical rules for conducting research with persons are being complied with and issues the so-called "ethical clearance".

Furthermore, we do respect the following two communications by the ISU: SU Code of Ethics (Communication 2215 & Communication 2265)

Communication No. 2215

ISU Code of Ethics 2018

<https://www.isu.org/docman-documents-links/isu-files/documents-communications/isu-communications/19025-isu-communication-2215/file>

Communication No. 2265

ISU Code of Ethics – Requirements for acting ISU Officials - Invitation of ISU Office Holders and ISU Officials to attend Skating Competitions as Guests

<https://www.isu.org/docman-documents-links/isu-files/documents-communications/isu-communications/21534-isu-communication-2265/file>

On top of this, we do respect the Ethical rules by the IOC.

IOC « ETHICS » TEXTS COLLECTION - 2018

https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/Documents/Code-of-Ethics/2018/Code-of-Ethics-2018.pdf#_ga=2.244847811.775857421.1580829420-2108402689.1580829420

Ethical aspects of research

When conducting scientific research with the participation of individuals (e.g., interviews, surveys, observations), the researcher is obliged to adhere to a number of ethical rules. These rules have been drawn up to protect the rights of participants and are included in the Dutch Code of Conduct for Scientific Integrity.

The most important ethical rules for research with persons are:

- fully inform
- written permission
- debriefing
- confidentiality

We have submitted our research design to the ISU. Our research design is performed together with the ISU for the practical test situation. This is all summarized into a Conduct of races as published in the document: Harmonized ISU Rules Icederby Test Run_1.

We have published our documents of the Icederby 220m Track Test Run on the website www.ice1.global to fully inform all the parties who are interested or affected by Icederby.

Please, see the specific area of the website for these documents:

<http://www.ice1.global/testrun>.

Restrictions according to Test Run

Safety

Because we are having a Test Run requires that we ensure all the safety expects on the highest level. We do have a comparable medical team like ISU events in Thialf. Actually, we do have the same team: FASE www.fase-education.nl

Moreover, we do have ISU approved international Referees and international Starter as if we are holding an ISU approved Long Track Speed Skating International event. So, we have

taken care of this on the highest level. All the boarding is ISU approved and placed in consultation with Sidijk manufacturer of approved ISU boarding used internationally at every level including the Olympic Games.

Taking use of media

Per agreement with the ISU we are not allowed to do media activation for this Test Run. So, we only inform people by having allowance to get their email with permission to send them Icederby info. Or by asking them personal to inform them further.

Informing/ inviting skaters Icederby

We only have informed the skaters by informing their trainers/coachees. They informed their skaters. In rare situations we have informed the skaters by the allowance of the trainers/coaches.

Social Media Icederby

We do not use Social Media to pull people to this Test Run. After we have succeeded the Test Run we will continue with the Social Media accounts.

Media companies, journalists, reporters

In accordance to the ISU and the Test Run restrictions, we do not invite media companies, journalists or reporters.

Our Special Media party

For having a Test Run we have to respect the attendance of the skaters. The skaters are taking part of this Test Run voluntarily and we have to respect their privacy in this. Because it is a conduct of races we have to stick to this scenario. We only invite one Media company to shoot photos and to make camera recordings. We only use this material for internal use. For example, to show to future collaborations and Icederby's potential. Plus of course Icederby's on going study of doing everything possible to protect the health and safety of Icederby participants while competing on the Icederby 220m Track.

SBC Media

Our media party is SBC Media. They are well known in Ice skating the Netherlands. They provide the livestreaming for marathon skating and do the livestreaming for inline skating. They are aware of the restrictions at this Test Run. They are paid and invited by Icederby. All their photos and recorded material will only be used for internal use.

About SBC Media:

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@: info@sbcmedia.nl

With more than 20 years of being active in the offline and online media world, SBC Media has amassed a lot of knowledge when it comes to marketing through moving images. When

it comes to commercials for television or short promotional films to give your company an extra boost, SBC Media is happy to help you with this.

In addition, other Media parties are not invited and we don't make activation to spread news about the Test Run. If there still come media companies, journalists or reporters we can't deny the entrance to the general public areas of Thialf but will not have access to the infield or other similar specific Test Run function areas.

In accordance to the Test Run protocol we have determined that SBC Media is allowed to stand on the end of the straights. This is their usual position with Marathon skating and Inline skating, so we want to test this position for Icederby races. Moreover, they do have allowance to stand on the infield with their cameras. Here they do have to respect the skaters, referee and volunteers in their job. SBC is aware of the Test Run Scenario. Not invited media is not allowed to have more rights than the guests of the day. So if they come they have to stay in the main public area or in the fields of the entrance of Thialf. The operational team of Icederby is not able to provide interviews.

Overview media during Test Run:

