

# play true

## Protecting Whistleblowers in Sport

WADA Confidential Information Unit

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# Introduction

- The Power of Human Intelligence
- WB Protection: WADA's CIU and Speak Up!
- Future of whistleblowing in Sport

# The Power of Human Intelligence

- The power to expose abuse
- Every major I&I investigations has involved human sources
- Working with WB's is not a part-time job
- If we are going to do it, we need **TO DO IT RIGHT!**



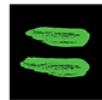
# Creation of the CIU

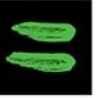
- A need to have dedicated unit to protect our most sensitive information and assets
- Manage Speak Up! Collect intelligence
- Develop WADA's Intelligence capability



# Speak Up! A Global Platform

- Website and Mobile App
- Secure (Encryption/Servers)
- Anonymity





# Protecting Whistleblowers

# WB Evaluation

- Evaluation
- Motivations  
(altruistic, financial, revenge, frustration, excitement, jealousy, fame, guilt, attention, fear etc.)
- Suitability
- It's a collaborative process



# Risk Assessment

- Risk vs Reward
- Just because you can do something, doesn't mean you should...





# Rights and Responsibilities

- WADA's WB policy
- These are the rules that govern our business.
- What you can expect from us and what we can expect from you.



# Compartmentalization

- Separation between investigation and intelligence



# WB Development Plan

- We will put together a security plan, which is tailormade to your personal circumstances.



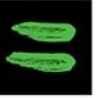
# The FUTURE of WB in Sports

- FORCE MULTIPLICATION
- ADO's need to invest in their capabilities.
- We need to build a global intel network of qualified Whistleblower Managers.
- The Payoffs are there, but this it takes a sustained effort to do it right.



# Key Takeaways

- Human Intelligence is Powerful. It's risky, but it's worth it!
- Collaborative process
- Collective Investment in building a network.



**QUESTIONS?**