

ANTIDOPINGNORWAY

Mission, vision & values of conduct | Strategic plan 2020-2023



STRATEGIC PLAN 2020–2023

Anti-Doping Norway (ADNO) shall be the preferred organisation for anyone fighting against doping in Norway.

Doping control, independent investigation and prosecution within the realm of organised sport are particularly important. ADNO also wants to strengthen a culture of healthy and clean exercise in all training environment. A larger focus on prevention and doping control activities in environment more susceptible of doping shall be given priority.

Organised sport has the main responsibility to prevent use of doping substances amongst its members.

ADNO shall cooperate with organised sport and at the same time actively encourage and provide expertise in anti-doping. We shall present attractive and relevant anti-doping programs and initiatives in a professional manner. ADNO believes it is essential to influence attitudes focusing on the importance of not winning at all costs. We believe in the importance of the athlete's voice, both nationally and internationally.

ADNO acknowledges its significant position within Norwegian organised sport and in international anti-doping work.

We intend to maintain and strengthen this position in a forceful and competent manner. Greater expectations and requirements to what we shall deliver have increased. Consequently, we need to furnish our organisation with renewed competence and knowledge as well as seeking mechanisms for measuring the effect of the work being carried out.

MISSION

Anti-Doping Norway strives towards clean sport and a doping free society. We want to protect the real winners and promote a healthy training environment.

**CLEAN SPORT.
EQUAL OPPORTUNITIES.**

VALUES OF CONDUCT

SEE POSSIBILITIES
CREATE COMMITMENT
PURSUE KNOWLEDGE
BE RELIABLE
SHOW RESULTS
SHARE CHALLENGES





PROMISES

PROMISE 1

We shall have a world leading doping control program

1. Our work shall be based on intelligence throughout the organisation
2. We shall cooperate with the police to detect doping at the top level in sport
3. Doping Controls shall be carried out focusing on athletes and environments more susceptible for doping
4. We shall ensure that athletes receive fair and impartial legal proceedings
5. We shall cooperate with the WADA accredited Laboratory in further development and implementation of analysis and test methods
6. We shall be a driving force in the work towards an independent doping control program for animals participating in competitions where strength and endurance are of significance



PHOTO: MARTIN SLOTTIMO LYNSTAD / PARAGON FEATURES



PROMISE 2

We shall be a driving force of preventive anti-doping programs

1. We shall make it easy for national federations, sports bodies and clubs to pursue efficient preventive anti-doping programs
2. We shall increase competence and awareness amongst athletes and support personnel
3. We shall encourage athletes to engage and be voices for clean and fair competitions
4. We shall direct attention to the use of performance enhancing medication

PROMISE 3

We shall improve the quality of international anti-doping efforts

1. We shall promote good governance in international organisations managing anti-doping
2. We shall promote and contribute in the development of autonomous and independent national anti-doping organisations
3. We shall labor for a strong and independent WADA
4. We shall promote fair and open proceedings using independent hearing bodies
5. We shall contribute in the efforts of securing the quality and scope of WADAs monitoring role
6. We shall be a driven force in the efforts of ensuring that national and international anti-doping work is organised in a manner avoiding conflict of interest

PHOTO: NYT/CHANG LEE/NTB SCANPIX





PROMISE 4

We shall be a leading force in the work towards a clean and healthy training culture

1. We shall have an interdisciplinary cooperation with municipalities and counties
2. We shall increase the competence on doping and anti-doping efforts amongst students and relevant experts
3. We shall promote healthy perspectives related to body, health, exercise and dietary supplements
4. We shall advance the antidoping programs for fitness centres and ensure its use
5. We shall prevent doping use in groups susceptible for doping as well as contribute to the exposure of doping in these groups
6. We shall offer a full antidoping program in accordance with the World Anti-Doping Code and the International Standards to all environments organising sports competitions
7. We shall contribute to relevant anti-doping research
8. We shall advocate doping as a societal issue in international fora

PROMISE 5

We shall be a progressive, professional and transparent organisation

1. We shall secure efficient working processes by pursuing and using digital solutions
2. We shall ensure a securely entrenched quality system for all critical working processes
3. We shall advance the organisation by securing appropriate and relevant competence for the future anti-doping work
4. We shall have forward leaning, accessible and focused communication
5. We shall be an appealing workplace with an organisational culture promoting solidarity, prosperity and progress
6. We shall promote and secure the use of adequate programs and tools

PHOTO: CARINA JOHANSEN/ANTIDOPING NORGE



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MISSION

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VISION

Clean sport. Equal Opportunities.

VALUES OF CONDUCT

See possibilities

Create commitment

Pursue knowledge

Be reliable

Show results

Share challenges

PROMISES

We shall have a world leading doping control program

We shall be a driving force of preventive anti-doping programs

We shall improve the quality of international anti-doping efforts

We shall be a leading force in the work towards a clean and healthy training culture

We shall be a progressive, professional and transparent organisation