



Paralympic Brand Protection NPC Team Uniform Inspection & Incident Resolution Protocol

March 2009

Asian Paralympic Committee
1ST Floor, Wisma MAB, 166-1, Jalan Tun Sambanthan,
50470 Brickfields, Kuala Lumpur
Tel: 603-2273 3034
Fax: 603-2273 6237
Email: info@paralympic.org.my

TABLE OF CONTENT

UNIFORM DESIGN PRIOR TO PRODUCTION	3
PRE-GAME INSPECTION PROCEDURE.....	3
INSPECTION PROTOCOL DURING THE GAMES	4
PRE-COMPETITION CHECK PROCEDURE.....	5
APPROACHING PARA GAMES ATHLETES.....	5
MIXED ZONE	5
VICTORY CEREMONY	6
INCIDENT REPORTING DURING GAMES TIME.....	6
DISPUTED & UNRESOLVED VIOLATIONS	7
CONCLUSION.....	7

INTRODUCTION

The athletes competing at the Asian Youth Para Games are the most recognizable ambassadors of the Paralympic Movement. Through their participation in the Asian Youth Para Games, their courageous and exciting examples may be seen around the world as inspiration to others. For this reason, it is important that athletes' uniforms, equipment and accessories convey the look and image of the Asian Youth Para Games. This will help build brand awareness for the Paralympic Movement worldwide.

The guidelines for the look of National Paralympic Teams can be found in the APC Manufacturer Identification Guidelines for the Tokyo 2009 Asian Youth Para Games (APC Guidelines). The goal of these guidelines is to enhance the visual presentation of the Tokyo 2009 Asian Youth Para Games, while balancing the interests of Asian Youth Para Games marketing partners (official broadcasters, sponsors, suppliers and licensees) with those of the NPC, OCOG and APC.

It is the collective responsibility of the Asian Paralympic Committee (APC), National Paralympic Committees (NPCs) and Organizing Committees for the Asian Youth Para Games (OCOGs) to position, build and protect the image, reputation and goodwill value of the Paralympic brand.

UNIFORM DESIGN PRIOR TO PRODUCTION

To help ensure compliance with APC Guidelines, designs for national Paralympic team emblems and uniforms were subject to review by the APC in advance of the Asian Youth Para Games. NPCs were advised to submit their National Paralympic Emblem and Asian Youth Para Games Team uniform designs electronically to the APC Headquarters for marks approval.

OCOG approval is required for permission to use of the Tokyo Asian Youth Para Games Organizing Committee (TAYPOC) trademarks (e.g. Tokyo 2009 and the Games emblem).

PRE-GAME INSPECTION PROCEDURE

Within the Asian Youth Para Games Village, the APC Secretariat has made available a team uniform inspection procedure to pre-screen athletes' and officials' uniforms for potential problems. Team uniform inspections are mandatory.

Appointments for team uniform inspections should be arranged through the APC.NPC Delegation Relations Office inside the Administration Building. The team uniform inspection office, managed by APC Secretariat, will be located next to APC.NPC Delegation Relations and TAYPOC NPC Services offices. Here uniforms are visually inspected prior to the start of the Asian Youth Para Games. The uniform inspection office is open through September 8th.

During the appointment, each NPC is expected to supply for review examples of all uniform items (formal, casual, competition and victory ceremonies) being worn by the delegation during the Asian Youth Para Games. A representative sampling of apparel, accessories and shoes for each sport is required. APC Secretariat staff will review the items submitted and provide advice and counsel to each team regarding APC Guidelines.

Please keep in mind, it is ultimately the collective responsibility of the NPCs and all accredited persons to remain in compliance with the rules at all times. These rules apply within the village and within all competition and noncompetition venues.

As ambassadors for the Paralympic Movement, it is important that all delegates look their best. They should display the approved Paralympic identity (eg, NPC emblem, Asian Youth Para Games emblem or text mark). Olympic trademarks are not allowed. Nor are national sponsor branding, sports federation emblems, government logos, clubs and other unauthorized branding.

If a problem is identified, at any point in time an APC or TAYPOC representative may request that the incident in question be corrected. Technical delegates and coaches within each sport may also request compliance. NPCs are obligated to take the necessary steps to correct rule infractions. They must render invisible all unauthorized and excessive branding including design elements associated with commercial brands. No propaganda political, commercial or otherwise is allowed. Such infractions of APC Guidelines must be brought into compliance by rendering invisible (eg, removal or tastefully covering over) the infringing trademarks and commercial design elements and all other nonconforming elements. At all times, athletes and officials are expected to maintain an image consistent with that of a Paralympian.

INSPECTION PROTOCOL DURING THE GAMES

Within each venue, the TAYPOC Venue Marketing Manager (VMM) has oversight responsibility for brand protection and clean venue compliance. Within each zone (locker room, field of play, mixed zone, medals stand, etc), TAYPOC Venue Function Managers (VFM) are responsible for making sure their functional areas are in keeping with APC Guidelines. Throughout the Games they will remain vigilant for possible rule infractions. At anytime that a TAYPOC representative, a Technical Delegate (TD) or APC staff observe a uniform or equipment rule infraction, they are expected to report it through the chain of command, following proper brand protection protocol.

Before taking part in the competition or any ceremonies, noncompliant uniforms, equipment and accessories must be in keeping with APC Guidelines. The VFM working in cooperation with the VMM may offer assistance. This is usually done by taping over the offending violation. Responsibility for co-ordinating TAYPOC staff within the venue lies with the Venue Director. From within TAYPOC Headquarters the managing director of each function shares responsibility. Additionally, the APC Secretariat will have a roaming team to support and oversee TAYPOC's brand protection and clean venue efforts. This process of cross-functional integration of brand protection means the TAYPOC's workforce shares responsibility for brand protection across all functions.

To help ensure that TAYPOC and the APC address the enforcement of the APC Guidelines in a consistent and appropriate way that respects athletes' and officials' rights while also addressing APC Guidelines, all parties must act in accordance with the following protocol.

PRE-COMPETITION CHECK PROCEDURE

1. The designated TAYPOC venue sport representative is responsible for checking (visually screening) all competitors and officials prior to entering the field of play.
2. All athletes and officials are subject to visual inspection in the call room or locker room, if there is no call room (eg, athlete preparation area, Zone 2).
3. If a problem with an athlete or team official is identified, the designated TAYPOC sport representative may request that the situation be corrected. When dealing with athlete rule infractions, it is recommended that the TAYPOC venue sport representative communicate the problem to the coach or an NPC official rather than approach an athlete directly.
4. If an athlete or team official conforms to the rules, they may proceed. The TAYPOC representative that identified the alleged violation is expected to continue to monitor and report all such rule infractions through proper channels.
5. If the problem is not resolved, the Technical Delegate (TD) for that sport should be promptly apprised of the situation. If the TD affirms that the person in question has not properly conformed to APC Guidelines, the TD is expected to advise the head coach or team leader, who in turn can counsel the athlete. The TD has the authority to preclude the athlete from competing by restricting entry into the field of play, if the person in question does not voluntarily comply with APC Guidelines. If the TD makes the decision to prevent an athlete or a team official from entering the field of play, he/she must inform the TAYPOC sport manager and APC Secretary General immediately. They in turn should relay this information to APC.

APPROACHING ASIAN YOUTH PARA GAMES ATHLETES

Conversations with athletes and NPC Officials regarding the APC Guidelines shall be conducted in a manner that does not interfere with the performance of individual sports competition. TAYPOC representatives should refrain from approaching Asian Youth Para Games athletes in any manner that might cause an athlete to become upset, frustrated, angry, or distracted from the competition in any way. For this reason, it is best to involve the sport TD on sensitive situations. If the situation cannot be resolved amicably resolved, it will likely escalate to a higher level (see “Unresolved Incidents”).

MIXED ZONE

No hardware (sport or adaptive equipment) may be taken by athletes into interview areas, with the exception of the mixed zone where it is used only as an egress from the field of play. In no case shall equipment, clothing, accessories or any branded item worn or used by an athlete, official or any other accredited participant be brought into, or through, the mixed zone with unauthorized or excessive branding, or for that matter any kind of propaganda (commercial, political or otherwise).

If an infraction does occur, the situation must not be addressed in front of the media. If a violation is suspected, it is important to obtain evidence of the alleged rule infraction (eg, digital photograph, witness statement, branded item in question) so that the incident can be addressed. Those not caught prior to entering the mixed zone may be addressed after the fact. Any violation of the APC Guidelines in the mixed zone should be communicated quickly through the proper channels. APC Secretariat needs to be made aware so that a

proper response can be prepared. Along with supporting evidence, a brand protection incident report should be filed identifying the person, team, date, time, location and a detailed description of the alleged rule infraction.

VICTORY CEREMONY

1. The designated TAYPOC VFM (eg, Victory Ceremony representative) is responsible for checking athletes prior to the Victory Ceremonies.
2. This visual screen of the athletes should take place at the Victory Ceremonies staging area before athletes are allowed to proceed to the victory podium.
3. A visual inspection of each athlete shall include but need not be limited to a review of clothing worn under warm-up suits. Athletes may be asked to empty their pockets to display for review anything carried within. This process will be carried out tactfully, respecting at all times the rights of the athletes. Athletes will not be allowed to bring to the Victory Ceremonies shoes that are not being worn. Nor are they allowed to carry sports bags or flags onto the victory podium. Inappropriately, conspicuously or provocatively marked wheelchairs and other adaptive equipment are not allowed. No Olympic marks of any kind shall be allowed.
4. When a problem is identified, the athlete should be made aware of the breach and may be advised on how best to comply with the rules. If the athlete voluntarily cooperates rendering invisible the infringing items, he or she will be allowed to participate in the Victory Ceremony.
5. If an athlete refuses to abide, the TAYPOC Victory Ceremonies' manager must be advised and must not proceed with the ceremony until the situation is corrected. If the athlete disagrees, a representative of the athlete's team — ideally, the head team official must be contacted. Those who successfully violate the rules for any reason, commercial, political or otherwise, may be subject to sanctions after the fact. Such sanctions could include revocation of the athlete's medal.
6. If the situation is corrected in time, the athlete may continue with the ceremonies.
7. If a resolution of the perceived problem is not achieved, the following steps must be taken:
 - a. The TD at the venue must be apprised of the situation. The TD will advise the athlete of the gravity of the situation.
 - b. If the TD affirms that the athlete in question has not complied with APC Guidelines, the TD should immediately advise the head team official and the athlete. The TD should stress that the athlete is not allowed to march to the Victory podium if he/she does not abide by the rules. If in the judgement of the TD, the decision is made that an athlete should not be allowed to participate, the TD must inform the APC Secretary General and TAYPOC Venue Sport Manager immediately.

INCIDENT REPORTING DURING GAMES TIME

Any accredited person is able to report to TAYPOC or APC Secretariat an observed Brand Protection violation. When submitting a Brand Protection incident report, it is advisable to

also submit evidence of the alleged violation in the form of a digital image and eye-witness statement so that appropriate action may be taken.

APC Secretariat shall advise TAYPOC Marketing of incident reports brought to its attention. The TAYPOC's Venue Marketing Managers are expected to submit daily brand protection incident reports to the Brand Protection Functional Area Command at TAYPOC Headquarters. These reports will be compiled and summarized at headquarters and made available to APC Secretariat for review.

DISPUTED & UNRESOLVED VIOLATIONS

Brand protection incidents that have not been satisfactorily resolved at a venue level will escalate through the chain of command from venue communications and the VMM or VFM to the Functional Area Command, where TAYPOC marketing management will get involved. If an issue is not resolved at that level, it will be addressed through the MOM, a joint APC/TAYPOC Marketing Operations Meeting/Teleconference. Those issues not successfully resolved in a timely manner by the joint efforts of the APC Secretariat and TAYPOC Marketing staffs will escalate to the Main Operations Centre (MOC) and Games Operations Centre (GOC) level.

If a brand protection issue (eg, uniform violation) is still unsolved at that level, the alleged incident can be brought before the APC Board of Executives for review and decision. The decisions of the APC Board of Executives regarding these matters shall be final.

CONCLUSION

Each of us must do our part to champion the cause of the Paralympic Movement. "The Paralympic brand serves to promote the awareness, acceptance and appreciation of the rights and potential of persons with a disability through the courageous and inspiring examples demonstrated by Asian Youth Para Games athletes and Asian Youth Para Games".

Unauthorized branding, propaganda and other violations of APC Manufacturer Identification Guidelines could potentially jeopardize the image and reputation of the Paralympic brand. Violations of APC Guidelines, particularly egregious commercial violations, threatens the rights of Asian Youth Para Games marketing and broadcast partners and the financial support they provide to the Asian Youth Para Games.

Without in-kind products and services and the financial support provided by the generosity of our Asian Youth Para Games marketing and broadcast partners, the Asian Youth Para Games would not be possible. Actions that "ambush" Asian Youth Para Games partners or in any way tarnish the image and reputation of the Paralympic brand and the Paralympic Movement have the potential to diminish brand equity and devalue the Games.

APC strongly encourages voluntary compliance to avoid potential problems. Voluntary co-operation by NPCs will help protect the integrity and goodwill of the Asian Youth Para Games and the athletes that participate.