

Anti Doping Danmark

Annual report



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Introduction

This Annual Report outlines Anti-Doping Denmark’s (ADD) key results from 2023. In addition, its purpose is to report on ADD’s strategy, framework agreement with the Danish Ministry of Culture and the project support it received from the Danish Ministry of Culture and Danish Ministry of Health for 2023.

In 2023, ADD’s Board of Directors adopted a new ADD strategy, which covers the period leading up to and including 2026. The framework agreement with the Ministry of Culture is based on this strategy and outlines ADD’s five core tasks and four development goals. The following table illustrates the progress made towards meeting these goals:

Task	Development goal	Status
Anti-doping initiatives in organised sport	1. ADD aims to protect clean athletes and the credibility of sport via education, controls and investigation.	<i>Unmet/partially met</i>
Healthy gym environments	2. ADD aims to create healthy gym and fitness environments with healthy and realistic body ideals among children, youth, gym members and people who use fitness centres to exercise.	<i>Partially met</i>
Innovation and research	3. ADD aims to ensure an innovative and knowledge-based approach to anti-doping.	<i>Partially met</i>
Good governance and international influence	4. ADD aims to apply the shared ‘Guiding Principles for the Future of Anti-Doping’ to its anti-doping work in Denmark and abroad.	<i>Achieved</i>
Athlete-centred integrity initiatives	<i>There is no agreed development goal for this task.</i>	

The extent to which the goals are considered met depends on the fulfilment of operational goals, which serve as a breakdown of the development goals. When a development goal is described as “unmet” or “partially met”, it means that not all operational goals have been achieved under that particular development goal. The initiatives being carried out under the individual development goals are all in progress but were unable to be completed in 2023. This is explained more in the descriptions of the activities throughout this report and in Appendix 1, a schematic overview of the progress towards meeting the operational goals.

ADD has set ambitious goals with the aim of achieving the best results and greatest operational impact possible. This approach means that there is an inherent risk that not all targets will be fully met. ADD would generally like to see more progress towards achieving the goals, but taking into account the premise of its ambitious approach, ADD believes that the level of achievement is satisfactory under the circumstances.

Boad of Directors and organisation

ADD is governed by a Board of Directors and an Executive Board. In 2023, two new members were appointed to the board. The Board of Directors now comprises:

- Chairperson Leif Mikkelsen, Former Member of Parliament (reappointed for 2023-2026 by the Danish Ministry of Culture)
- Bente Skovgaard Kristensen, Director, Children, Culture and Sports Administration, Brøndby Municipality (appointed for 2021-2024 by the Danish Ministry of Culture)
- Henriette Engel Brøns, Economist and Head of Finance, Rigshospitalet Centre of Diagnostic Investigation (appointed for 2023-2026 by the Danish Ministry of Culture)
- Henrik Puggaard, Attorney and Partner, Kammeradvokaten/Poul Schmith (appointed 2021-2024 by NOC Denmark and Team Denmark)
- Lars Pedersen, Consultant and Clinical Lead, Bispebjerg Hospital (appointed for 2021-2024 by the Danish Ministry of Culture)
- Ditte Roth Hulgaard, MD, PhD, Clinical Associate Professor, Faculty of Health Sciences, Department of Regional Health Research, University of Southern Denmark (appointed for 2023-2026, by the Danish Ministry of Culture on the recommendation of NOC Denmark, DGI and the Danish Association for Company Sports).

Anders V. Tinning joined the Executive Board as Vice CEO in April 2023. Anders and CEO Kim Højgaard Ravn make up the Executive Board. Following principles of transparency, Anti-Doping Denmark publishes its management's accumulated salary, which was DKK 2,107,340 including pension in 2023.

At the end of 2023, ADD's Secretariat consisted of 18 full-time staff, including the Executive Board members, plus an office assistant and a student assistant.

It would be impossible to carry out all of ADD's tasks without its team of doping control officers and fitness consultants. At the end of 2023, 34 doping control officers and 13 fitness consultants were employed on an hourly or part-time basis, equivalent to 3.5 full-time staff dedicated to doping control in organised sport and 4.2 full-time staff dedicated to control and prevention work in fitness centres. Furthermore, four doctors are still involved in the handling of Therapeutic Use Exemptions (TUE), as well as one doctor who provides medical advice in relation to ADD's advice hotline.

Professional expectations for 2024

In addition to the many ongoing tasks it carries out, ADD will pay extra attention to the areas of development and implementation in 2024. These initiatives, the most significant of which are highlighted in this section, are based on ADD's 2023-2026 strategy "A strong platform for fair sport in Denmark".

ADD will continue to reinforce its use of data and update its overall risk assessment to target doping control efforts more efficiently in organised sport, thereby ensuring an efficient and credible control programme. In support of this, ADD will continue to deliver its training programme to ensure that it reaches as many athletes, support personnel and other key actors as possible. This will include ongoing implementation of training courses for anti-doping guides and the launch of a new training and e-learning platform. ADD will also expand its collaboration and relations with the Danish Athletes' Committee with a view to increasing the athletes' involvement in ADD's work. The cooperation will involve ADD participating in selected committee meetings in which there is potential to discuss relevant topics with Danish elite athlete representatives.

In training and fitness environments, the focus will be on implementing ADD's new fitness concept, which will involve several changes to ADD's cooperation agreement with gyms and fitness centres. Some of these changes will include ADD using the dried blood spots (DBS) method to collect samples rather than taking urine samples, and a collaboration between ADD, gyms and fitness centres to deliver training to gym staff through a new e-learning module on fitness doping.

ADD has also commissioned the Danish Institute for Sports Studies to conduct research on the prevalence of fitness doping in Denmark. This study will provide insights into the extent and scope of fitness doping, as well as attitudes toward and reasons for using prohibited substances, and will therefore help ADD target its efforts more effectively in the fitness sector. The findings will also contribute to the public and political debate on fitness doping and the use of muscle-building supplements in training and fitness environments, as well as giving insight into public opinion on these issues.

ADD will also continue its work to establish a treatment and rehabilitation programme for current and former users of fitness doping substances, as many of these people experience severe side effects and have limited access to help in the healthcare system. Therefore, in collaboration with relevant stakeholders, ADD will continue its dialogue with doctors, politicians and other actors to urge them to recognise the need for national guidelines, a knowledge and competence centre and a specialised treatment programme to support this group better.

Finally, ADD will continue its focus on establishing EliteSupport as an independent service for reporting unacceptable behaviour in Danish elite sport. The supervisory obligation delegated by Team Denmark is organisationally established, but in 2024 there will be a continued focus on communicating and raising awareness of the function in relevant elite sport environments.

1. Effective anti-doping initiatives in organised sport

Capacity building in the field of education

Anti-doping initiatives in organised sport focus on educating athletes and their support personnel not only about the anti-doping rules, and how to avoid violating them inadvertently, but also the individual's role and responsibilities in anti-doping and the dilemmas they can encounter in sports environments. The overarching purpose of ADD's training programme is to achieve long-term, comprehensive and sustainable prevention of doping in Danish sport and to do this in collaboration with relevant stakeholders.

To be able to cover the vast sporting landscape in Denmark and the Danish Commonwealth, ADD continually strives to develop capacity building education and training initiatives, including e-learning courses that have a broad reach and locally-delivered training that supports anti-doping guides in the sports federations.

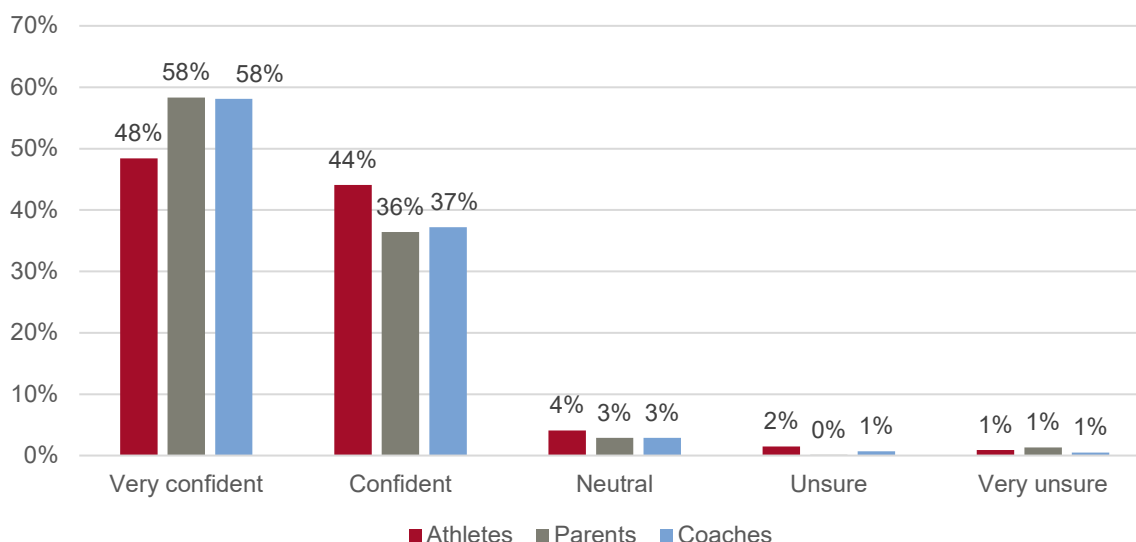
In 2023, ADD:

- trained 778 athletes, coaches, managers, physiotherapists, doctors and other relevant personnel via in-person courses
- trained 4 anti-doping guides
- trained 2,206 athletes via e-learning courses
- trained 332 coaches and managers via e-learning courses
- trained 146 parents of elite athletes via e-learning courses

The Danish Ministry of Culture's earmarked operating grant for 2022/2023 has made it possible to train anti-doping guides and develop e-learning modules for coaches, managers and parents of elite athletes. The e-learning modules were launched in April 2023.

One thing is to deliver this training; another is to see the effects of it. This is why ADD has invited participants of the both e-learning and in-person courses to evaluate how confident they feel about their command of the areas in which they have been trained. The results show that the participants do feel confident in these areas.

Figure 1: Average value of responses from athletes, parents and coaches



Operational goal for 2023: 8 accredited anti-doping guides.

Result: 4 anti-doping guides were accredited during 2023. The goal was not met due to cancellations being received over the planned course from the anti-doping guides.

Data-driven doping control

Doping controls are conducted to catch athletes who are cheating. They are also used to a large degree as a preventative measure, as knowing that you could be caught can have a deterrent effect. Doping controls are conducted in the most targeted and efficient way possible. During 2023, ADD had two focus areas to help optimise its efforts:

- Updating the risk assessment that guides ADD’s collection of samples with more data.
 - Key indicators that must be incorporated in the risk assessment have been identified. The implementation of these key indicators in the risk calculation will be conducted in 2024.
- Utilise open source and intelligence to conduct more targeted testing.
 - During 2023, ADD collected 53 doping samples on the basis of information gathered from publicly available data such as participation and result lists from events or intelligence. These efforts have proven effective as the tests have led to 5 doping cases being reported.

Operational goal for 2023: Update the risk assessment with further data.

Result: Key indicators that must be incorporated in the risk assessment have been identified. Due to issues with WADA’s ADAMS doping control database, ADD was unable to access relevant data that would allow the key indicators to be incorporated in the risk assessment. After a good exchange between ADD and WADA, WADA solved the problem by offering to extract data from the ADAMS system at the end of 2023, so the indicators could be incorporated into the assessment in early 2024.

Reports

A useful tool for targeting doping tests is gathering reports or similar types of information. This is why ADD strives to keep in contact with sporting environments and was especially present in 2023, thanks to the operating grant earmarked for 2022/2023 by the Ministry of Culture. ADD also endeavours to support channels where people can securely submit information if they know or suspect that someone is doping. The motto is “Say something if you see something”. In 2023, ADD received a total of 35 reports about doping in sport.

Table 1: Number of reports received about doping in organised sport in 2023

Stop Doping	Other channels	Total
27	8	35

Another method of collecting relevant information with the aim of conducting more targeted anti-doping initiatives is by collaborating with other authorities. For example, ADD has a positive and fruitful cooperation with the Danish Customs Agency whereby it uses data from the items seized by customs as a lead for conducting doping tests or to bring forward doping cases. In 2023, the Danish Customs Agency reported that it had registered the largest number of doping cases in 2022 when customs had intercepted 1,166 attempts to bring prohibited substances into Denmark. ADD initiated four doping cases in 2023 on the basis of the data it received from the Danish Customs Agency.

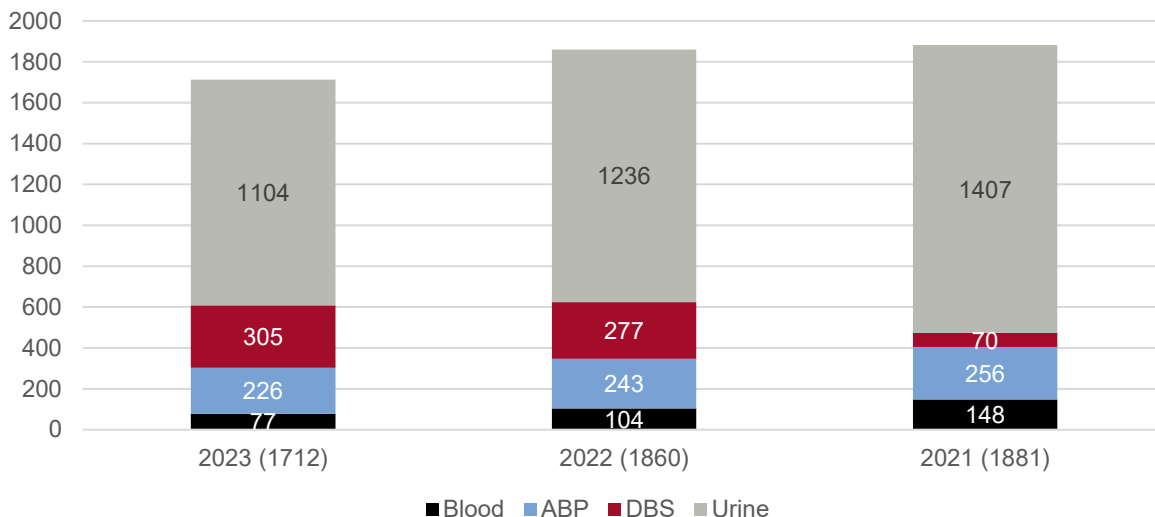
Overall sample statistics from 2023

ADD collects samples via two avenues:

- Its own programme – which is directed by a data-driven and risk-based assessment.
- Requested samples – which event organisers, national and international federations or other National Anti-Doping Organisations (NADOs).

In 2023, ADD collected 1,712 samples through its own programme and 352 requested samples.

Figure 2: Proportion of samples collected through ADD's programme

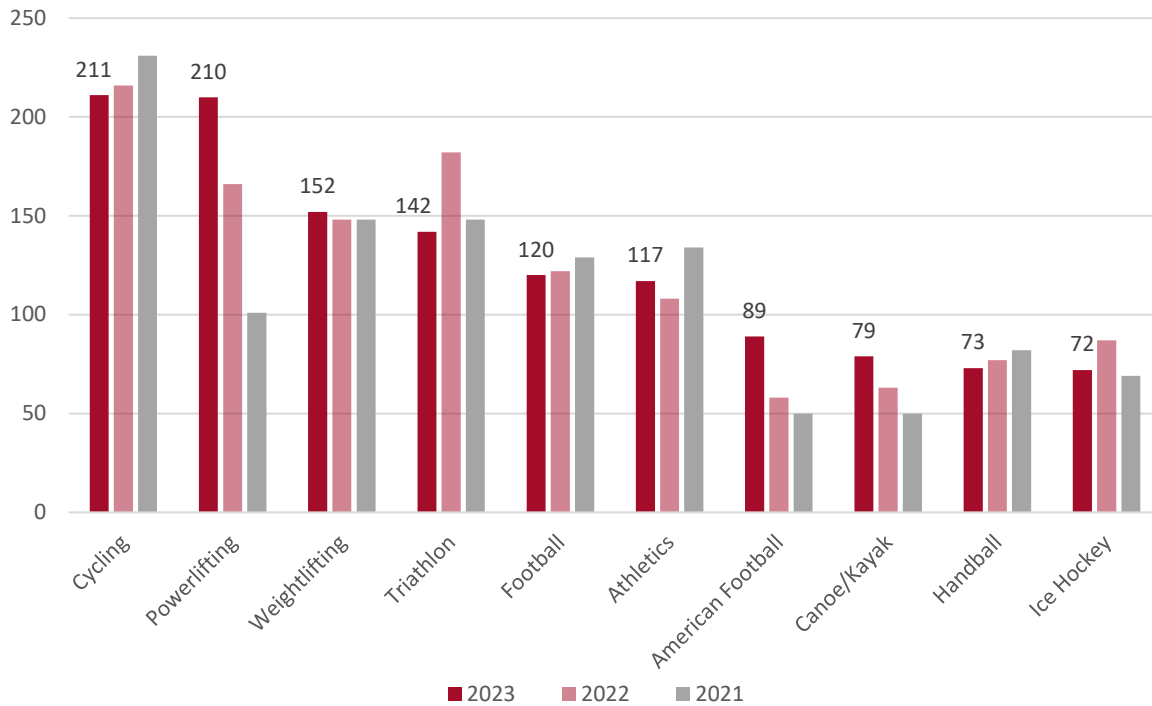


ADD collected fewer samples through its own programme in 2023 than in previous years. This corresponds with ADD's new strategy for 2023-2026, which prioritises allocating funds towards more data-driven control initiatives. A key aspect of this effort has been to employ a data analyst who can utilise ADD's data to bring even more focus to its anti-doping initiatives. The objective is to collect slightly fewer samples but increase the quality of the results by selecting the right athletes at the right time for doping control and by using the right testing methods.

It is worth noting that more and more samples are being collected through the Dried Blood Spots (DBS) method in ADD's programme. ADD collected its highest number of DBS samples in 2023, with 305 tests being taken. This is because DBS is a very efficient method of screening many athletes at the same time. Several larger controls were conducted throughout 2023, including the European Powerlifting Championships and the Functional Fitness Challenge held during the Danish Championships Week.

The first step is collecting the sample. The second step is choosing how to analyse it. Specialised analyses of selected tests are an integrated aspect of ADD's doping control programme. Therefore, ADD carried out 331 sport specific analyses of samples in 2023. The purpose of conducting specialised analyses is to ensure intelligent testing, so that athletes from different sports are tested for the most relevant substances commonly detected in their sports discipline. These specialised analyses are also a WADA requirement, as outlined in the document Technical Document for Sport Specific Analysis (TDSSA).

Figure 3: The ten most tested sports in organised competitive sport in 2022



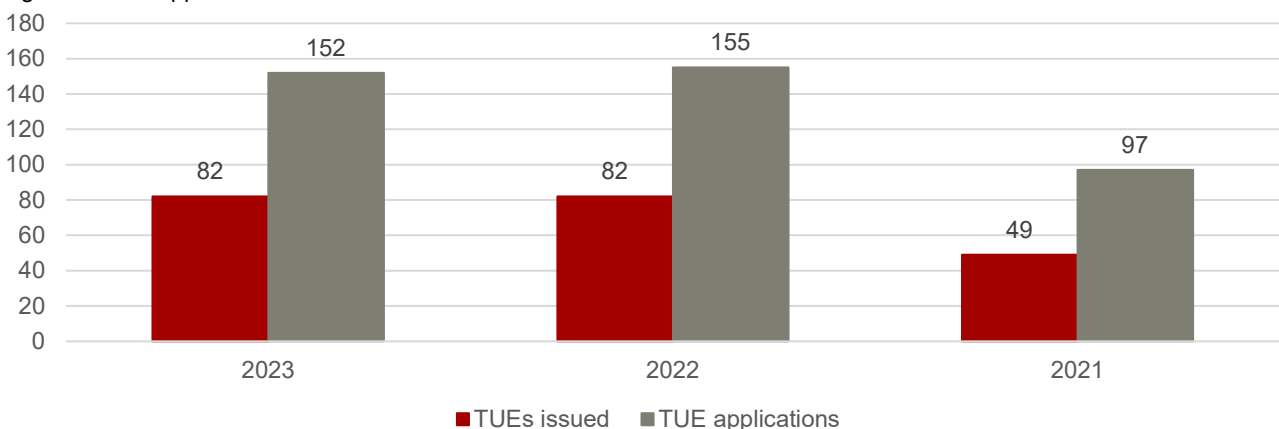
In 2023, American football and canoe/kayak replaced swimming and rowing in the top ten list of tested sports.

Please visit our website for a more comprehensive overview of the statistics, which include a tally of samples collected from organised competitive sport, categorised by gender, sport, in- and out-of-competition tests, as well as the type of sample taken.

Therapeutic Use Exemptions (TUE)

If an athlete needs to take substance that is on the prohibited list for medical reasons, they need to obtain a Therapeutic Use Exemption (TUE). ADD received 152 TUE applications in 2023, of which 97 were forwarded to the TUE Committee, which approved 82 applications and declined 15. ADD thereby issued 54% of the TUEs that were sought. This is consistent with international statistics.

Figure 4: TUE applications made and TUEs issued



For more information about TUE, please visit our website where you will also find an overview of the types of medicines for which the athletes sought exemption.

The Danish Championships Week

Anti-doping work is an important and integrated aspect of championship events like the Danish Championships Week, as they aim to ensure the event's integrity.

Statistics from the Danish Championships Week included:

- 17 active doping controllers
- 159 tests in 11 different federations
- 1 test of a record-holder (Danish record in women's discus)
- 4 doping cases

2023 was the first year in which ADD could collect samples during a functional fitness competition, which is a new discipline led by GymDanmark. ADD's presence was a good opportunity to gain visibility and raise awareness of anti-doping efforts. These efforts resulted in four cases being reported out of the 32 athletes tested. See Table 2 for more information.

An additional method was applied to the testing of cyclists, which was to use Athlete Biological Passports (ABP) to screen for blood doping among the largest Danish UCI Continental team. There were no cases reported from the 29 tests conducted in cycling.

Doping cases in organised competitive sport

ADD reports doping cases in accordance with two sets of regulations: the national anti-doping regulations and the doping regulations for recreational sport. The national anti-doping regulations apply to organised competitive sport.

Fifteen doping cases were reported in 2023 due to violations of the national anti-doping regulations. There was a rise in cases involving the use or attempt to import hard doping substances such as steroids in comparison to previous years.

Table 2: Organised competitive sport cases reported under the national anti-doping regulations in 2023

Nr.	Sport	Test type	Sex	Violation	Case prosecuted
1	Boxing	Urine	Male	Ostarine (SARM; muscle-building)	4-year suspension
2	Kickboxing	Urine	Male	Cannabis	2-year suspension
3	Functional Fitness	Urine	Female	Oxandrolone (anabolic steroid; muscle-building)	4-year suspension
4	Functional Fitness	Urine	Male	- Oxandrolone and boldenone (anabolic steroids; muscle-building); - Enobosarm/ostarine (SARM; muscle-building); - GW1516 (metabolic modulator; speeds up metabolism and burning of fat)	4-year suspension
5	Functional Fitness	Urine	Male	Terbutaline (asthma medicine; bronchodilator agent and muscle strength enhancer)	2-year suspension
6	American Football	DBS	Male	Trenbolone (anabolic steroid; muscle-building)	4-year suspension
7	Weightlifting	Refused to submit sample	Male	Refused to submit sample when invited for doping control	Pending Doping Tribunal hearing
8	Weightlifting	Refused to submit sample	Male	Refused to submit sample when invited for doping control	Pending Doping Tribunal hearing
9	Weightlifting	Intelligence	Male	Attempt to import	Pending Doping Tribunal hearing
10	Weightlifting	Intelligence	Male	Attempt to import	Pending Doping Tribunal hearing
11	Darts	Urine	Male	- Tamoxifen (selective oestrogen receptor modulator) - Hydrochlorothiazide (diuretic)	Pending Doping Tribunal hearing
12	Functional Fitness	Urine	Male	Oxandrolone (anabolic steroid; muscle-building)	4-year suspension
13	Wrestling	Urine	Male	Testosterone (anabolic steroid; muscle-building)	Pending Doping Tribunal hearing
14	Powerlifting	Urine	Male	GW1516 (metabolic modulator; speeds up metabolism)	Pending Doping Tribunal hearing
15	Wrestling	Urine	Male	Buprenorphine (opioid)	Pending Doping Tribunal hearing

The cases marked “Pending Doping Tribunal hearing” have been presented to the Doping Tribunal but have not yet been processed by the tribunal. The Doping Tribunal’s decisions on the cases are updated regularly on ADD’s website and will be published in next year’s annual report. The following table shows cases that were reported in 2022 but sanctioned in 2023 after the 2022 Annual Report deadline.

Table 3: Doping cases reported in 2022 and sanctioned in 2023 after the 2022 Annual Report deadline

Sport	Test type	Sex	Violation	Case prosecuted
Volleyball	Intelligence	Male	Attempt to import	4-year suspension
Athletics	DBS	Male	Trimetazidine (improves heart function)	4-year suspension
Rugby	Urine	Male	Drostanolone and methenolone (anabolic steroids; muscle-building)	4-year suspension

Danish athletes are also tested by organisations other than ADD, such as international federations that either carry out the testing or refer the athletes' tests to other anti-doping organisations. This applied to the case below, where the athlete was tested abroad.

Table 4: International case concerning a Danish athlete

Sport	Test type	Sex	Violation	Case prosecuted
Cycling	Refused to submit sample	Male	Refused to submit sample when invited for doping control	6-month suspension

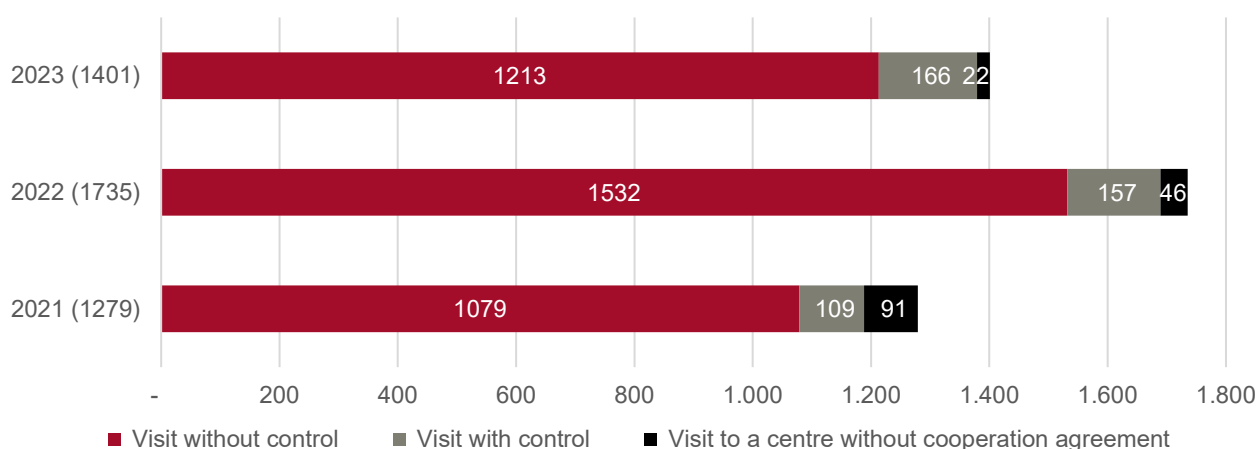
This case was handled by the Italian National Anti-Doping Organisation and sanctioned by the Doping Tribunal in Italy. The athlete appealed the case and received a reduced sanction from two years to six months.

2. Healthy gym environments

The Fitness Concept

ADD's Fitness Concept is founded on the principle that ADD's fitness consultants are visible in the gyms and fitness centres that have cooperation agreements with ADD. ADD's fitness consultants maintain ongoing dialogue with staff and members about the prevention of doping and carry out controls when relevant with a view to removing potentially unhealthy and inappropriate role models from gym environments. In 2023, ADD made a total of 1,401 visits to commercial and recreational (association-based) fitness centres. This initiative is supported by the Danish Health Authority via the funding pool for preventative health care and health promotion (2021-2023).

Figure 5: Number of visits to Danish gyms and fitness centres – commercial and recreational



ADD conducted fewer visits than in 2022 due to temporary vacancies in the fitness consultant cohort during the year. The distribution of the 166 visits conducted with doping controls was as follows:

- 160 were conducted in commercial gyms and fitness centres
- 6 were conducted in a recreational (association-based) fitness centre.

The doping cases made in commercial and recreational fitness centres will be described in the next section.

Doping cases

Table 5: Cases in commercial gyms and fitness centres in 2023

	Selected	Refused to submit a sample	Positive test	Breached sanction	Total cases
Men	175	66	48	4	118
Women	5	0	2	0	2
Total	180	66	50	4	120

The figures show that 65% of the gym members who were selected for doping controls in 2023 were suspended either as the result of a positive sample or because they refused to participate in doping control. Commercial gyms and fitness centres suspend members in accordance with their membership conditions, whereby it is mandatory to participate in doping controls in centres that have a cooperation agreement with ADD.

In 2023, there were 110 visits made to recreational fitness centres in total. Seven of these visits involved members being selected for doping control.

Table 6: Recreational fitness centre members selected for doping control in 2023

	Selected	Refused to submit a sample	Positive test	Breached sanction
Men	7	3	1	4
Women	0	0	0	0
Total	7	3	1	4

Four cases were brought forward in accordance with the doping regulations for recreational sport and these are labelled with the discipline “Fitness association” in the table below. There were two more cases reported in accordance with the doping regulations for recreational sport, which are also listed in the table below. The first involved a powerlifter who had attempted to import substances that are prohibited according to the doping regulations. As the powerlifter does not compete, his case was handled in accordance with the doping regulations for recreational sport. The second case involved a gymnast who had violated their sanction by training in a commercial fitness centre that has a cooperation agreement with ADD. He will receive a new sanction as an extension of his current sanction.

Table 7: Cases reported in accordance with the ‘Doping regulations for recreational sport’ in 2023

Nr.	Sport	Test type	Sex	Violation	Case prosecuted
1	Fitness association	Urine	Male	Ligandrol (SARM; muscle-building)	2 + 4 years
2	Fitness association	Refused to submit sample	Male	Refused to submit sample when invited for doping control	2 + 4 years
3	Fitness association	Refused to submit sample	Male	Refused to submit sample when invited for doping control	2 + 4 years
4	Fitness association	Refused to submit sample	Male	Refused to submit sample when invited for doping control	2 + 4 years
5	Powerlifting	Import	Male	Attempt to import	2 + 4 years
6	Gymnastics	Breach of sanction	Male	Breach of current sanction	2 + 4 years

Table 8: Recreational doping cases reported in 2022 and sanctioned in 2023 after the 2022 Annual Report deadline

Sport	Test type	Sex	Violation	Case prosecuted
Kickboxing	Refused to submit sample	Male	Refused to submit sample when invited for doping control	2 + 4 years

The length of the sanction is determined by the type of sports facility and its associated anti-doping regulations. Members of gyms and fitness centres with ADD cooperation agreements or recreational fitness centres will receive a two-year suspension from those facilities plus a four-year suspension from recreational sport organised under NOC Denmark and DGI’s umbrellas.

Data-driven efforts

In 2023, ADD cooperated with 382 commercial gyms and fitness centres as well as all of the recreational (association-based) fitness centres run in affiliation with NOC Denmark, DGI and the Danish Association for Company Sports. Resources and in-person visits are allocated to the recreational fitness centres on the basis of a risk assessment. In addition to the risk assessment, ADD also uses the reports it receives to target its efforts, such as through the ‘Stop Doping’ hotline, where people can report their knowledge, observations or suspicions of doping to ADD. In 2023, ADD received a total number of 194 reports of prohibited substance

use in gyms and fitness centres. This increased from the 103 reports received in 2022, which may be due to the fitness consultants promoting the hotline more often when they visit the centres – both in general and in connection with receiving concrete information.

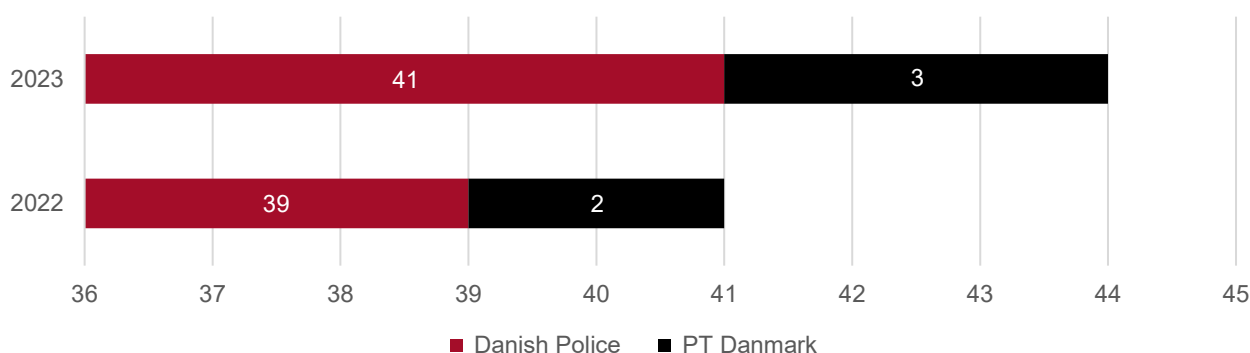
Table 9: Number of reports of fitness doping received in 2023

	Stop Doping	Other channels	Total
Fitness	149	45	194

Collaboration with the Danish Police and PT Danmark

ADD’s Fitness Concept has been rolled out to other venues than commercial and recreational gyms and fitness centres over time. For example, it is currently being implemented in police training facilities at police stations and at police academies, as well as among personal trainers who work for the organisation PT Danmark.

Figure 6: Number of visits to other venues



Updates made to the Fitness Concept

In 2023, ADD worked on implementing new cooperation agreements with gyms and fitness centres that enhance efforts across a number of areas:

- ADD will from now on conduct targeted doping controls with the new ‘Dried Blood Spot’ testing method, which is a gender-neutral, faster and less intimidating method than the urine test.
- ADD will deliver educational materials in the form of e-learning for staff and volunteers, and offer professional development presentations to larger groups of centre employees so that they can become better equipped to take on the task of creating the conditions that lead to healthier gym environments.
- ADD will take over the management of doping cases with a view to enhancing and regulating the quality and transparency of this work.

The new agreements have been signed with the Danish Fitness & Health Organisation (DFHO) and the majority of gyms and fitness centres that have an individual agreement with ADD. The implementation of the updated fitness concept is therefore considered successful.

In 2023, ADD had cooperation agreements with 382 gyms and fitness centres, compared to 397 in 2022. The four percent decline is partly due to the closure of a fitness chain and partly because some centres did not wish to enter into the new cooperation agreement with ADD.

Operational goal for 2023: To implement the updated Fitness Concept (cooperation agreements), including communication efforts targeted at municipalities and parents

Result: The Fitness Concept has been implemented, as new cooperation agreements have been signed. As the preparation of the new Fitness Concept required more time than expected due to some external factors, the implementation fell later in the year, which is why the communication efforts targeting municipalities and parents have been postponed until 2024-2025.

A friend in the mirror (Spejlven)

ADD is working with the National Eating Disorder and Self-Harm Association (Landsforeningen mod spiseforstyrrelser og selvskade – LMS) on a project called 'A friend in the mirror' (Spejlven), with the ambition of communicating a realistic and healthy body image children and youth and boosting their self-esteem. The project started in January 2022 and is supported with funds from the Nordea Foundation, the Danish health insurance association Sygeforsikringen 'danmark' and the Danish Health Authority's pool for preventative health care and health promotion.

By 31 December 2023, 131 'A friend in the mirror' workshops had been delivered to 6th grade students, which means that 3,253 students have been taught by a facilitator from 'A friend in the mirror'. In addition to these workshops, 424 supporting adults (teachers, school staff, etc) and 1,061 parents and guardians also received 'A friend in the mirror' training.

As part of the project, ADD and the National Eating Disorder and Self-Harm Association have developed an e-learning programme for youth and adults who work with children. In 2023, 298 association coaches and fitness instructors completed the e-learning programme 'Youth, body image and wellbeing' (Unge, krop og trivsel). The e-programme is shared with NOC Denmark, which has published it on its online learning platform to make it easier for federations to include it in their overall course and educational materials for junior sport coaches.

ADD has worked with Skole-OL ('School Olympics') to produce educational materials based on 'A friend in the mirror' for grassroots sport courses on body image, encompassing self-respect and self-esteem, ideals and diversity, and body confidence. See the publication (in Danish only) 'Kropslig trivsel - Et undervisningsmateriale med fokus på kropslig trivsel i idrætsundervisningen'.

In addition, ADD has undertaken a range of communication initiatives to draw attention to how motivating youth to shower after playing sports, both at school and in their clubs, can lead to a more realistic body image and better wellbeing.

Operational goal for 2023: For 350 junior coaches to complete the e-learning programme 'Youth, body image and wellbeing' (Unge, krop og trivsel).

Result: 298 junior coaches completed the e-learning programme 'Youth, body image and wellbeing' (Unge, krop og trivsel). The goal was not met because the target turned out to be too ambitious. In the future, the aim will be to introduce the programme into more federations' junior coach training courses and out into clubs/associations, which is expected to increase the use of the programme.

Treatment available

ADD worked throughout 2023 on bringing more priority to the treatment offered for substance abuse and harm caused by paraffin oil injections. Based on the DR documentary series 'Deadly Dream Bodies' ('Dødelige Drømmekroppe'), which drew attention to the issues, ADD initiated a collaboration with the

specialist doctors that are on ADD's medical panel to bring more attention to the area and discuss potential solutions.

On 8 November 2023, ADD was invited, alongside a range of experts specialising in steroid abuse and harm caused by paraffin oil, to an expert hearing hosted by the Danish Parliament's Health Committee on treatment available to steroid and paraffin oil users. As a follow-up to the hearing, ADD, Rigshospitalet, Herlev-Gentofte Hospital, Odense and Aarhus University Hospitals and KABS Rusmiddelbehandling (substance abuse treatment) drafted a proposal for a model for a national specialist centre for the treatment of people who abuse doping substances and those who have experienced harm from paraffin oil injections.

3. Innovation and research

In 2023, ADD allocated a total of DKK 1,119,641 to research, which was distributed between three projects that are described briefly on ADD's website. ADD has also been interested for some time in discovering the prevalence of fitness doping and has therefore commissioned a study in this field.

The following projects were completed during 2023. The findings and how they have been disseminated are outlined briefly here.

- Doping Agents in Denmark

This research project, which consists of three sub-projects, aims to gather more information on doping substances used in Denmark. The first part of the project involved developing methods of detecting prohibited substances in wastewater sources from different locations. This method has the potential to be used in the future to give general insight into the types of doping substances used in Denmark and, more specifically, where they are being used. In the second part of the project, the prevalence of doping substances was studied among victims and perpetrators who had been involved in violent crimes. The findings from the first two sub-projects are not yet published but are expected to be published in 2024. In the third part of the project, the research group analysed 764 doping products seized by the police in relation to their country of origin, the active pharmaceutical ingredient (API) stated on the packaging and their quality. The project is the first of its kind in Denmark and found that the products came from 37 countries, the majority based in Asia and Europe. A significant proportion of the products contained androgenic anabolic steroids, but up to 34% of the products contained no or an incorrect API relative to the one stated on the product. The conclusions from this sub-project were published in June 2023 in the journal 'Drug Testing & Analysis' 'Do you see what you get? The illicit doping market in Denmark—An analysis of performance and image enhancing drugs seized by the police over a 1-year period'.

The projects methods and findings have been disseminated by various media, including national newspapers such as Kristeligt Dagblad and Jyllands-Posten.

Operational goal for 2023: Results from all completed research projects are disseminated.

Result: One research project was completed. The project and its results to date have been disseminated in national media.

Further development of anti-doping, training and prevention methods

Innovation is a prerequisite for ongoing, specialised anti-doping work. Anti-doping is a field that is constantly developing its methods as a response to those who wish to cheat. This is why ADD must also keep developing its doping control, training and prevention methods.

In the endeavour to continuously develop its doping control methods, ADD has started working on expanding its DBS analytical sample menu in collaboration with the WADA-accredited laboratory in Norway, so that it will be possible to detect even more substances in the future via this new and supplementary test method. The project is made possible by funds from the Ministry of Culture's earmarked operating grant for 2023/2024.

To further develop its training and prevention methods, ADD worked on training plans with 43 sports federations during 2023.



Operational goal for 2023: To expand ADD's DBS analytical sample menu in collaboration with the laboratory.

Result: This work is in progress, but the WADA-accredited laboratory with which ADD collaborates in Norway has not yet completed the project. This completion is expected in the first quarter of 2024.

Operational goal for 2023: Develop training plans with 62 sports federations.

Result: ADD has developed training plans with 43 sports federations. It is also in contact with six federations about their training plans and has reached out to six more federations without a response. ADD is yet to establish contact with seven sports federations, after which it would have approached all 62 federations. The target has not been met because it has been more time consuming than expected to establish contact with all of the federations and engage them in the anti-doping work.

4. Good governance and international influence

ADD's international focus in 2023 was on the following three topics.

Athlete involvement

Involving athletes in the anti-doping process is an international trend and an important aspect of ensuring quality and trust in the work being done to combat doping. ADD has therefore prepared a background report describing the Danish context and international experiences in the field. Against this background, and with input from relevant stakeholders, ADD has developed a model for athlete involvement in Danish anti-doping work, which consists of two aspects:

1. Reinforcing the cooperation with the Athletes' Committee

The Athletes' Committee represents active elite athletes in Denmark. What strengthening the cooperation means in practice is that from 2024 ADD will participate in the Athletes' Committee's meetings at least once a year, when opportunities arise to discuss relevant topics with representatives of Denmark's elite athletes.

Ongoing consultation and knowledge sharing between ADD, the Chair of the Athletes' Committee and the project manager will happen in parallel, and it is intended to expand this exchange to other members of the Athletes' Committee who have a particular interest in anti-doping and integrity work. The athletes are also included in relevant national and international meetings, conferences and so on.

2. Ad hoc involvement of athletes

In addition to its formalised collaboration with the Athletes' Committee, ADD will consider ad hoc involvement of athletes in developing concepts and projects within specific areas of ADD's expertise, as well as in processes to change anti-doping regulations and other activities. Attention will also be paid to building relationships with athletes who have a particular interest in supporting the development of anti-doping work in Denmark.

This model has been approved by ADD's Board of Directors and will be implemented in 2024.

Operational goal for 2023: Define and prepare a strategy to involve athletes in ADD's work

Result: The strategy for the athletes' involvement has been prepared and approved by ADD's Board of Directors.

World Anti-Doping Code and International Standards Update Process

WADA's World Anti-Doping Code is updated periodically. The process towards revising the Code, which will be adopted in 2025 and implemented by 1 January 2027, has now begun. In 2023, ADD identified the points that it, and Denmark as a whole, will propose for the update process in collaboration with NOC Denmark and the Danish Ministry of Culture.

WADA has prepared so-called 'Concept Papers' in which areas proposed for consideration when updating both the World Anti-Doping Code and the International Standards are described. ADD has given its feedback and has raised other topics it believes WADA should include in the update process.

As a member of the Council of Europe's Advisory Group and as vice-chair of the Advisory Group on Education in the field of anti-doping, ADD has also contributed to drafting a coordinated European response to WADA in the first round of consultations.

Operational goal for 2023: Define the points ADD will raise and advocate for in the World Anti-Doping Code and International Standards Update Process

Result: ADD has given feedback on WADA's Concept Papers and has raised additional topics.

Knowledge-sharing activities

ADD's knowledge is in demand internationally. The staff in ADD's secretariat are part of many specialist forums and international working groups and offer their professional expertise to ensure fair competition across borders. These working groups are not listed here. Rather, we mention specific knowledge-sharing activities that ADD accommodated throughout 2023:

- Anti-Doping Norway's MODOC training (digital anti-doping system)
- Presenting at the iNADO conference on Good Governance. The iNADO Institute of Anti-Doping Organizations is a consortium of national anti-doping organisations.
- Presenting to the University of Texas in Austin about ADD's work in general.
- Knowledge exchange visit by Anti-Doping Norway's management.
- Knowledge exchange visit by the Estonian anti-doping authorities.
- International data group presentation on data processing and analysis.
- Group of Copenhagen presentation on how to act on match-fixing alerts.
- Presenting to the Canadian Center for Ethics in Sport on investigation.
- Forensic training for police on doping (two presentations).
- Presenting to Sport Integrity Australia on the use of data in the fight against doping.
- Presenting ADD's work to the Danish Customs Agency.
- Presenting to Team Denmark on EliteSupport and anti-doping work.
- A joint Nordic presentation for ADIIN (Anti-Doping Intelligence and Investigations Network) on collaborating with other smaller national anti-doping organisations and strengthening each other's work.
- Presentation at Nordic Clean Fitness conference on the Fitness Concept, A Friend in the Mirror and the work being done to establish a treatment programme.
- Training of anti-doping controllers from the Faroe Islands (two courses).
- Presentation at U.S. Anti-Doping Agency's Science Symposium on doping in cycling.
- Presentation at NAPMU seminar on the Athlete Biological Passport. NAPMU (the Nordic Athlete Passport Management Unit) is a Nordic cooperation.

5. Athlete-centred integrity initiatives

The work of several national anti-doping organisations has evolved in recent years, as they have been given new and broader integrity-focused tasks that stretch beyond anti-doping work. This allows for more independence in the handling of integrity issues in sport, more opportunities to create synergies across the specialist areas that integrity in sport encompasses, and combining these efforts can facilitate and simplify the target group's access to help, thereby ensuring a more athlete-centred approach.

ADD's tasks have similarly evolved over time beyond preventing cheating with prohibited substances in organised sport to contributing to the fight against unacceptable behaviour and match-fixing and preventing the use of doping in gyms and fitness centres.

Match-fixing

As a member of the National Platform Against Match-Fixing, ADD took part in one strategic and one operational meeting in 2023. It was also part of the working group that is preparing a new SWOT analysis. ADD also participated in two international Group of Copenhagen meetings, presenting how a nation can respond to reports of match-fixing, as well as the international Competition Manipulation Symposium 2023. EliteSupport

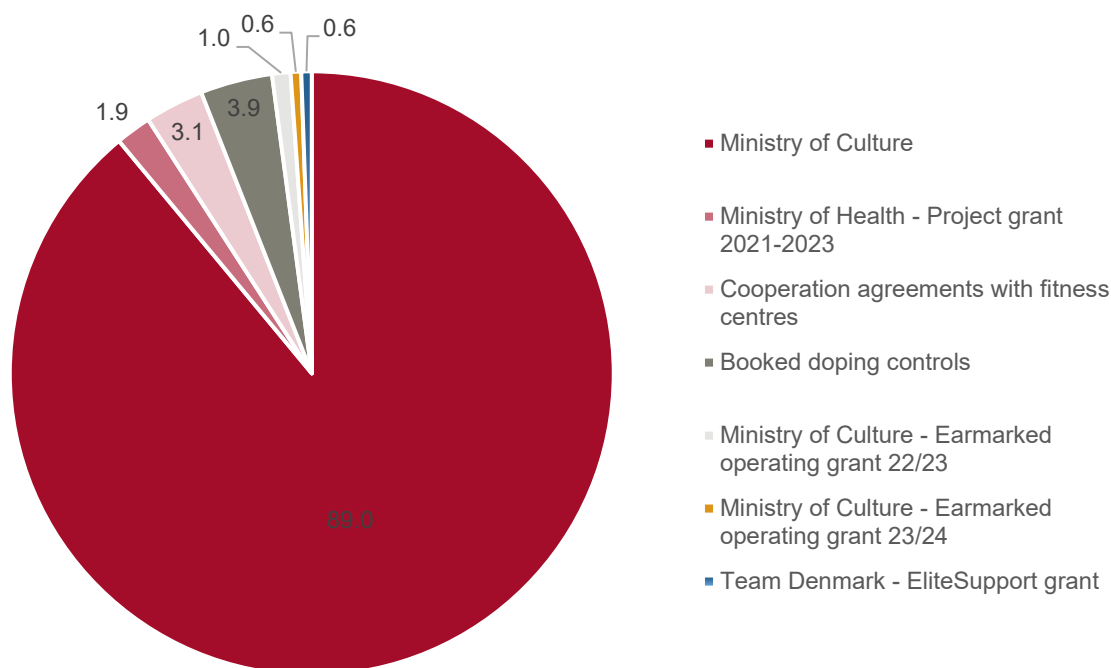
On 1 June, the independent service called EliteSupport, which handles reports of unacceptable behaviour in Team Denmark's elite sport system, went live. This is a task and function that Team Denmark has delegated to ADD to ensure an independent and quality service. During 2023, three reports were made to EliteSupport, which resulted in two investigations. As two of the reports referred to the same case, all of the reports received in 2023 drew attention to incidents that needed further investigation. None of the cases were submitted to Team Denmark's Board of Directors in 2023, as their investigation had not been completed by the end of the year. Team Denmark's Board of Directors makes the final decision on the cases based on the 'Code of Ethics for Danish Competitive Sport'.

EliteSupport has collaborated with Team Denmark to promote this service through a joint campaign featuring videos in which Team Denmark athletes encourage their peers to use the service to "say something if they know something". These videos are published on Anti-Doping Denmark's YouTube channel.

6. Finance

ADD's total income in 2023 was DKK 31.4 million (DKK 29.8 million in 2022), which includes an operating grant of DKK 28 million from the Danish Ministry of Culture. The remaining income consists of project support from the Danish Ministry of Culture and the Danish Ministry of Health, doping control contracts made with event and tournament organisers, and cooperation agreements with gyms and fitness centres, the police and PT Denmark.

Figure 7: Distribution of ADD's income in %



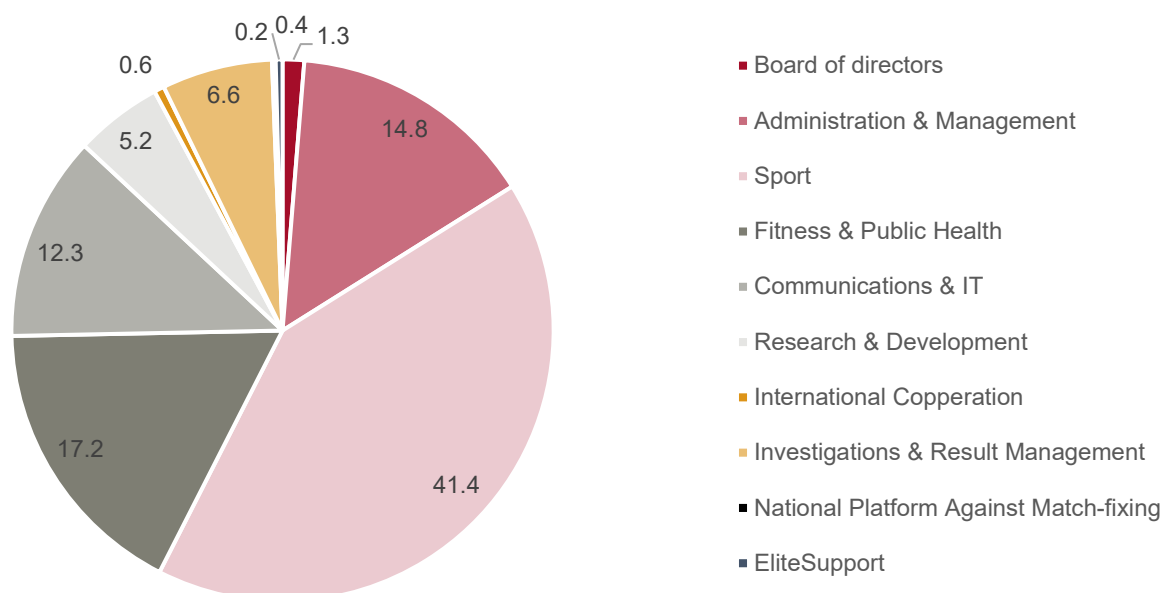
ADD's income from cooperation agreements with gyms and fitness centres was slightly lower in 2023 than in 2022, because there was a drop in the number of centres that had cooperation agreements with ADD. ADD also received less income from requested doping controls in 2023 than in 2022, as ADD had received a record number of requests to collect samples in 2022 and the demand had stabilised in 2023. Team Denmark's grant for EliteSupport is new, as it delegated part of its monitoring obligation (in the form of running the reporting service portal) to ADD. Team Denmark compensates ADD for taking on and carrying out this task and this is described in greater detail in the section on 'EliteSupport'.

ADD's total expenditure amounted to DKK 31.5 million (DKK 28.6 million in 2022) and can be broken down into the following expense categories:

Board of Directors	0.4 (0.4)	million kr.	(note 1)
Administration & Management	4.7 (3.9)	million kr.	(note 2)
Sport & Recreation	13.0 (13.5)	million kr.	(note 3)
Fitness & Public Health	5.4 (5.2)	million kr.	(note 4)
Communication & IT	3.9 (3.7)	million kr.	(note 5)
Research & Development	0.6 (0.2)	million kr.	(note 6)
International Cooperation	0.2 (0.2)	million kr.	(note 7)
Investigation & Case Management	2.1 (1.4)	million kr.	(note 8)
National Platform Against Match-Fixing	0.1 (0.1)	million kr.	(note 9)
EliteSupport	0.1 (0.0)	million kr.	(note 10)

The table above shows that ADD spent slightly more on ‘Administration and Management’ in 2023 than in 2022, which reverts to the same expenditure level as in 2021. On the other hand, ADD spent less funds on ‘Sport and Recreation’ compared with 2022 due to the extraordinary number of doping controls requested that year, which stabilised in 2023, as mentioned above. There was more expenditure associated with ‘Fitness and Public Health’, due to the slight increase in the number of fitness consultants and greater costs for analysis due to the need to conduct more specialist analyses than usual. A greater amount was spent than originally budgeted for on the ‘Communication and IT’ line, primarily because the costs for EliteSupport were originally recorded here. ADD allocated much more funds to ‘Research and Development’ than in 2022, as it distributed a historically low amount of research funds in 2022 due to fewer relevant applications being submitted. The unallocated funds from 2022 were distributed in 2023 instead, and a conference on fitness doping was also organised. A much greater amount of funds was allocated to ‘Investigation and Case Management’ than in 2022, as employing an analyst and purchasing equipment to support their work was a priority in 2023.

Figure 8: Distribution of ADD’s expenditure in %



Budgeted versus actual expenditure

The budgeted and actual expenditure differed by an over-expenditure of DKK 541,000. This amount includes deviations that occurred on separate budget lines:

- The ‘Administration and Management’ line exceeded the original budget, which was mostly due to a regulation of holiday allowance obligations and the expenditure of a one-off remuneration for 2023.
- The ‘Sport and Recreation’ line went over the original budget as it was prioritised to conduct more DBS controls that were not included in the original budget, there were more controls requested than originally budgeted for, and there was a higher inflation of analysis and freight costs for samples than expected. The ‘Fitness and Public Health’ line was lower than budgeted, as vacant fitness consultant positions meant that fewer expenses were generated than originally budgeted for. In addition, two prevention projects – development of the e-learning platform and an initiative for youth at risk – were postponed until 2024.
- The ‘Communication and IT’ line fell under the original budget, as the initial costs outlined for EliteSupport were included in this budget line. The updates planned for ADD’s medication app are also expected to be completed in early 2024 rather than 2023.

- The 'Research and Development' line exceeded the original budget, as the budget was increased by the unused funds carried over from the 2022 budget line. These funds were distributed in 2023.
- The 'Investigation and Case Management' line went under the original budget, due to delays in employing a data analyst.
- The 'EliteSupport' line exceeded the proposed budget, as this budget line was not added until the agreement with Team Denmark had been finalised and the service had become a reality (from 1 June 2023).

The budgeted result for the year was DKK -391,000, whereas the actual result for the year was DKK -65,000. The deviation is primarily due to a higher operating subsidy than budgeted for due to the extraordinarily high inflation during 2022. The result means that the equity at the end of the year was DKK 2 million, which is satisfactory given the size of the organisation and the activities it carries out.

EliteSupport

Team Denmark pays ADD an annual fixed basic payment for managing EliteSupport. This primarily covers the expertise and IT features that ADD can provide as an independent organisation. This expertise includes investigation, law, quality control, IT, security, management, dissemination/communication, elite sport insight, and target groups and integrity-related issues in a sports context. ADD is responsible for setting up and maintaining the necessary technical requirements, such as IT licences and running a web-based and telephone-based hotline, surveys and analytical tools, informational security settings, quality control systems, etc. The service demands that human competences and technical solutions are present, up-to-date and available to act when reports are received, which is why a duty of availability is included in the agreement. In addition to the annual fee, Team Denmark pays a variable fee to cover the handling of cases. The amount is calculated according to the actual time spent and other costs related to the case. The payment is made when the investigation is handed over to Team Denmark's Board of Directors for their approval. No cases were handed over to Team Denmark's Board of Directors in 2023.

Financial outlook for 2024

In accordance with the Danish 'Law on the distribution of profits and proceeds from lotteries' (Act No. 1532, 19 December 2017), ADD receives a share of the profits from Danske Lotteri Spil A/S and dividend from Det Danske Klasselotteri A/S. ADD received additional earmarked operating grants from the Danish Ministry of Culture to the value of DKK 0.6 million in 2022/2023 and DKK 0.6 million in 2023/2024, which has allowed ADD to prioritise more development initiatives in the field of anti-doping. The earmarked operating grant for 2023/2024 has been partly used for activities in 2023 and will be used to fund more activities in 2024. ADD expects to receive a similar amount as an earmarked operating grant 2024/2025, which is budgeted for in the 2024 forecast.

In 2023, ADD applied for a new three-year grant from the Ministry of the Interior and Health of Denmark for the period 2024-2026 to help combat doping in gyms and fitness centres, and this anticipated revenue is also included in the 2024 budget.

Annual account for 2023

Accounting practices applied

Anti-Doping Denmark's annual report for 1 January-31 December 2023 has been prepared in accordance with the same accounting practices as the previous year and is presented in accordance with the Ministry of Culture's Executive Order no. 1701 of 21 December 2010, chapters 2 and 6.

Income statement

All income and expenses are recorded on an accrual basis. The income statement is organised by activity.

Balance sheet

Receivables

Receivables are recorded at nominal value. This value is reduced when items are written off to account for expected losses.

Liabilities

Liabilities are measured at net realisable value corresponding to nominal value.

Grants for research and development activities

Grants for research and development activities are recognised as expenses at the time of the grant.

Fixed assets

Fixed assets are fully expensed at the time of purchase.

Annual account

In DKK 1000	Note	Actual 2023	Budgeted 2023	Actual 2022
Income				
Ministry of Culture (KUM), operating grant		27,957	27,516	25,958
Grant Ministry of Health (SUM) 2021-2023	1	600	600	600
Cooperation agreements with gyms and fitness centres		989	1,078	1,051
Requested doping controls		1,213	707	1,688
Grant KUM - Earmarked operating grant 21/22		0	0	222
Grant KUM - Earmarked operating grant 22/23	2	309	50	291
Grant KUM - Earmarked operating grant 23/24	3	178	600	0
Team Denmark Grant – EliteSupport		175	0	0
Other income		7	10	12
Total income		31,428	30,561	29,822
Expenses				
Board of Directors	4	406	400	400
Administration & Management	5	4,660	4,510	3,903
Sport and Recreation	6	13,042	12,047	13,511
Fitness and Public Health	7	5,412	5,988	5,189
Communication & IT	8	3,863	4,172	3,682
Research and Development	9	1,646	1,142	189
International Cooperation	10	191	147	153
Investigation and Case Management	11	2,077	2,450	1,420
National Platform Against Match-Fixing	12	69	96	143
EliteSupport	13	127	0	0
Total expenses		31,493	30,952	28,590
Annual result		-65	-391	1,232
Disposition of results				
Transferred to equity		-65	-391	1,232

Balance

In DKK 1000

	Note	Actual 31.12.2023	Actual 31.12.2022
ASSETS			
Current assets			
Receivables, accounts receivable			
Receivers, debtors		485	386
Prepaid expenses		38	65
Receivables, miscellaneous		640	0
Receivables total		1,163	451
Cash and cash equivalents		6,255	5,359
Total current assets		7,418	5,810
TOTAL ASSETS		7,418	5,810
LIABILITIES			
Equity			
Equity, beginning of year		2,128	896
Transferred result		-65	1,232
Total equity		2,063	2,128
Liabilities			
Short-term liabilities			
Suppliers of goods and services		2,299	1,887
Grants received in advance:			
- Danish Ministry of Culture - General grants		0	0
- Danish Ministry of Culture - Earmarked operating grant 21/22		422	309
- Danish Ministry of Culture - Earmarked operating grant 22/23			
- Danish Ministry of Health		0	0
- Other grants received		0	0
Holiday pay liability		720	540
Other payables		1,914	946
Total short-term liabilities		5,355	3,682
Total liabilities		5,355	3,682
TOTAL LIABILITIES		7,418	5,810

Notes

1. Grant SUM 2021-2023

Fitness consultants
(Jr. nr. 03-9999-362)

In DKK 1000	Budget 2021	Actual 2021	Budget 2022	Actual 2022	Budget 2023	Actual 2023
Danish Ministry of Health (SUM) grant						
Preventative health care and health promotion	600	600	600	600	600	600
Expenses						
Project management	307	365	307	335	307	335
Travel and transport	523	252	523	372	523	359
Services including consultancy etc.	1,893	2,097	1,893	1,996	1,893	2,043
Total expenses	2,723	2,714	2,723	2,703	2,723	2,737
Net/Refinancing	-2,123	-2,114	-2,123	-2,103	-2,123	-2,137

Expenses are included in note 7.

2. Earmarked operating grant 2022/2023

(AIF80.2022-0002)

In DKK 1000	Budget total	Actual 2022	Actual 2023	Actual total
Danish Ministry of Culture (KUM) grant				
Promoting integrity in sport	600	291	309	600
Expenses				
E-learning	350	126	257	383
Anti-doping guide training	97	98	0	98
Athlete interviews	153	67	65	132
Total expenses	600	291	322	613
Net/Refinancing	0	0	-13	-13

Expenses are included in notes 3, 4 and 8.

3. Earmarked operating grant 2023/2024 (AIF80.2023-0001)

In DKK 1000	Budget total	Actual 2023	Actual 2024	Actual total
Danish Ministry of Culture (KUM) grant Promoting integrity in sport	600	178	0	178
Expenses				
Development of e-learning platform and new online courses	270	0	0	0
Delivery of research conference	100	101	0	101
Awareness-raising campaigns for EliteSupport	60	77	0	77
Further development of MODOC	116	0	0	0
Development of DBS analysis method	54	0	0	0
Total expenses	600	178	0	178
Net/Refinancing	0	0	0	0

Expenses are included in notes 6, 9 and 13

In DKK 1000	Actual 2023	Budget 2023	Actual 2022
4 Board of Directors			
Honorarium	363	372	356
Meetings and travel	41	26	42
Insurance	2	2	2
	406	400	400
5 Administration & management			
Gager	3,298	3,220	2,674
Meetings and travel	33	29	59
Representation	0	4	0
Office team	173	162	139
Rent	629	600	552
Bank and insurance	141	127	226
Legal and consultancy services	213	200	106
Accounting and auditing	152	150	125
Professional development	21	18	22
	4,660	4,510	3,903

In DKK 1000	Actual 2023	Budget 2023	Actual 2022
6 Sport and Recreation			
Gager	3,987	4,072	4,124
Meetings and travel	181	159	191
Doping controllers	2,652	2,329	2,931
Professional development	205	225	108
Doping controls (materials and equipment)	1,330	889	995
Prevention (materials and equipment)	279	336	244
Analysis	4,064	3,722	4,615
Therapeutic Use Exemptions (TUE committee)	146	106	97
NAPMU cooperation	198	209	206
	13,042	12,047	13,511
7 Fitness & Public Health			
Gager	2,033	2,056	1,980
Meetings and travel	78	91	88
Doping controllers	2,541	2,766	2,449
Professional development	113	120	69
Doping controls (materials and equipment)	117	142	208
Prevention (materials and equipment)	59	290	12
Analysis	471	523	383
	5,412	5,988	5,189
8 Communication & IT			
Gager	2,531	2,634	2,283
Meetings and travel	12	6	13
Professional development	20	5	36
External communication	422	701	434
Internal communication and information security	878	826	916
	3,863	4,172	3,682
9 Research and Development			
Research grants	1,637	1,125	401
Meetings and travel	11	17	7
Reimbursed research grants	-2	0	-219
	1,646	1,142	189

In DKK 1000	Actual 2023	Budget 2023	Actual 2022
10 International cooperation			
Meetings and travel	133	93	100
INADO membership	58	54	53
	<u>191</u>	<u>147</u>	<u>153</u>
11 Investigation and Case Management			
Gager	1,674	2,112	1,206
Meetings, travel and office team	150	152	100
Professional development	40	70	0
IT	213	116	114
	<u>2,077</u>	<u>2,450</u>	<u>1,420</u>
12 National platform against match-fixing			
Gager	68	70	137
Meetings, travel and office team	1	26	6
Professional development	0	0	0
IT	0	0	0
	<u>69</u>	<u>96</u>	<u>143</u>
13 EliteSupport			
Case-related expenses	0	0	0
External support	0	0	0
Dissemination	127	0	0
	<u>127</u>	<u>0</u>	<u>0</u>

Appendix 1: Operational goals 2023

Development goal	Milestones/key indicators	2020	2021	2022	Goals for 2023	Progress	Justification
1. ADD aims to protect clean athletes and the credibility of sport via education, controls and investigation	1.1 Apply a targeted, data-driven approach to training, controls and investigation				Update risk assessment with further data	<i>Unmet</i>	Key indicators that must be incorporated in the risk assessment have been identified. Due to issues with WADA's ADAMS doping control database, ADD was unable to access relevant data that would allow the key indicators to be incorporated in the risk assessment. After a good exchange between ADD and WADA, WADA solved the problem by offering to extract data from the ADAMS system at the end of 2023, so the indicators could be incorporated into the assessment in early 2024.
	1.2 Deliver capacity building in the area of education and training in collaboration with federations, municipalities, etc.			0	8 accredited anti-doping guides	<i>Unmet</i>	4 anti-doping guides were accredited during 2023. The goal was not met due to cancellations being received over the planned course from the anti-doping guides.
Key indicators	a. Number of samples collected through ADD's own programme	1,691	1,885	1,901		1,712	
Key indicators	b. Number of cases presented in accordance with the national anti-doping regulations	6	16	9		15	
2. ADD aims to create healthy gym and fitness environments with healthy and realistic body	2.1 Consolidate, expand and continuously develop a relevant Fitness Concept				To implement the updated Fitness Concept (cooperation	<i>Achieved</i>	The Fitness Concept has been implemented, as new cooperation
						<i>Unmet</i>	

<p>ideals among children, youth, gym members and people who use fitness centres to exercise</p>					<p>agreements), including communication efforts targeted at municipalities and parents</p>		<p>agreements have been signed. As the preparation of the new Fitness Concept required more time than expected due to some external factors, the implementation fell later in the year, which is why the communication efforts targeting municipalities and parents have been postponed until 2024-2025.</p>
	<p>2.2 Develop education and prevention programmes for children and youth in sport and training environments</p>				<p>For 350 junior coaches to complete the e-learning programme 'Youth, body image and wellbeing' (Unge, krop og trivsel)</p>	<p><i>Unmet</i></p>	<p>298 junior coaches completed the e-learning programme 'Youth, body image and wellbeing' (Unge, krop og trivsel). The goal was not met because the target turned out to be too ambitious. In the future, the aim will be to introduce the programme into more federations' junior coach training courses and out into clubs/associations, which is expected to increase the use of the programme.</p>
<p>Key indicators</p>	<p>c. Number of visits carried out in gyms and fitness centres</p>	<p>1,418</p>	<p>1,279</p>	<p>1,701</p>		<p>Fitness: 1,401 Police: 41 PT DK: 3 Total: 1,445</p>	
	<p>3.1 Enhance the dissemination of results from research projects supported by ADD</p>				<p>Results from all completed research</p>	<p><i>Achieved</i></p>	<p>One research project was completed. The</p>

3. ADD aims to ensure an innovative and knowledge-based approach to anti-doping					projects are disseminated		project and its results to date have been disseminated in national media.
	3.2 Further develop doping control methods				To expand ADD's DBS analytical sample menu in collaboration with the laboratory.	<i>Unmet</i>	This work is in progress, but the WADA-accredited laboratory with which ADD collaborates in Norway has not yet completed the project. This completion is expected in the first quarter of 2024.
	3.3 Further development training and prevention methods				Develop training plans with 62 sports federations.	<i>Unmet</i>	ADD has developed training plans with 43 sports federations. It is also in contact with six federations about their training plans and has reached out to six more federations without a response. ADD is yet to establish contact with seven sports federations, after which it would have approached all 62 federations. The target has not been met because it has been more time consuming than expected to establish contact with all of the federations and engage them in the anti-doping work.
Key indicators	d. Research grants allocated in DKK	1,094	1,098	402		1,119,641 kr.	

Key indicators	e. Number of projects supported by allocated research funds	6	5	2		3	
4. ADD aims to apply the shared 'Guiding Principles for the Future of Anti-Doping' to its anti-doping work in Denmark and abroad	4.1 Increase athlete involvement in ADD's work				Define and prepare a strategy to involve athletes in ADD's work	<i>Achieved</i>	The strategy for the athletes' involvement has been prepared and approved by ADD's Board of Directors.
	4.2 Strengthen the World Anti-Doping Code in accordance with its principles				Define the points ADD will raise and advocate for in the World Anti-Doping Code and International Standards Update Process	<i>Achieved</i>	ADD has given feedback on WADA's Concept Papers and has raised additional topics to consider in the update process.
Key indicators	f. Number of knowledge-sharing activities carried out: visits, presentations given, etc.	0	2	10		19	
Key indicators	g. Number of reports submitted to 'EliteSupport'			0		3	

Reliable sport
Healthy training

