



26th August 2022

## UKETC Principles

### **What are the UKETC Principles?**

The UKETC aims to empower its members and act as role-models to ensure a level of professionalism and consistency across key issues including safeguarding of minors, reducing online incidences of abusive behaviour, and improving diversity and equality within the esports industry, whilst ensuring that there is more opportunity for people to enjoy, engage, participate and achieve within esports.

Furthermore the UKETC Principles are there to provide best practice to aspiring members and other esports organisations.

The Principles enable collaboration with other signatories, to share best practice, learn from each other, and to work together to promote the reach and impact of the Principles, providing guidance where required.

All members of the UKETC have agreed to abide by the Principles, and it is a condition of entry for new members to become a signatory and adhere to the Principles.

The Principles may be updated from time to time, with the updated Principles being published on the UKETC website and advertised on UKETC's social media account.

Accordingly, by signing up to the below Principles each member of the UKETC hereby agrees to commit to the following:

### ***1. Develop practices to help professionalise the esports industry.***

Properly written contracts form the foundation of an organisation's relationship with its players and staff. It is therefore vital that these contracts protect both the player and the organisation in the event of a dispute. To do this, organisations should:

- **Use legally binding contracts:** Ensure that all contracts for staff and players are legally binding and where possible, verified by a qualified legal professional.
- **Educate the players:** Ensure that players understand what they are signing, both in terms of the organisation's obligations as well as the player's obligations.
- **Support and encourage questions:** Taking into account any legal or regulatory obligations, encourage or mandate players to seek third-party advice on the terms of their contract.

### ***2. Implement a safeguarding policy and actively train and educate staff and players on the importance of safeguarding.***

The esports industry is open to people of all ages. As such, we have a duty of care towards those who are vulnerable.

Each organisation signing the Principles recognises the importance of safeguarding minors in the industry. Therefore, organisations signing the Principles agree to:

- **Implement a safeguarding policy:** It is vital for all organisations to develop and implement a robust safeguarding policy. See Appendix 1 for our safeguarding principles and an example safeguarding policy from an existing UKETC member organisation which can be used by all as a template for future work.
- **Deliver staff training:** Ensure safeguarding awareness is included within training for all staff and volunteers.
- **Work with parents and guardians:** It is important for organisations to build and develop a relationship with a minor's parents or guardians and work out the best way to support that relationship and communicate with the minors.

### ***3. Actively promote a positive, inclusive and welcoming environment for all, and respond appropriately to any instances of abusive behaviour or misconduct.***

The UKETC urges organisations to do more to remove misconduct from the esports industry. By making people aware of an organisation's stance and visibly seeking feedback, this will make the community more confident to hold offenders accountable, whether this be in the online or physical environment. Members will

commit to work together where necessary in response to allegations of abuse or misconduct.

The UKETC recognises and supports the [Pledge](#) set out by AnyKey as core values which every organisation should seek to uphold. Each organisation signing the Principles agrees to:

- **Investigate any accusation:** It is crucial to thoroughly investigate through due process any accusation of misconduct levelled at a representative of their organisation.
- **Educate the offenders:** Where an incident of misconduct has occurred and been proven, the first step must always be to educate the offender on the consequences of their actions, not only to themselves, but also to their organisation and the wider community.
- **Hold offenders accountable:** Offenders who are willing to hold themselves accountable and learn from their mistakes should be given an opportunity to do so, on a case by case basis..
- **Take appropriate action where necessary:** Where offenders are unwilling to hold themselves accountable and show remorse in their attitude, the organisation will take appropriate action to remedy the situation.

#### ***4. Actively support the wider esports industry by ensuring best practice in respect of work experience, volunteering and internships.***

There has been significant discussion surrounding volunteering, work experience and internships and whilst they can be beneficial, they can also be a barrier for people to properly enter the esports industry. When offering unpaid work of any kind, organisations must:

- **Set out clear expectations from the beginning:** It is important that expectations are clearly laid out prior to the commencement of the position, including but not limited to, responsibilities of the position, expected weekly working hours, remuneration (if any).
- **Ensure the position actually offers value:** All positions must offer value to the candidate, whether through remuneration or a quantifiable benefit to their skills and experience.
- **Be transparent and honest about the role:** Where remuneration is not offered, the position should have a clearly defined structure (presented to the candidate prior to commencement) through which they can clearly understand their role and the benefits in skills and experience.
- **Help make connections:** Use the power of your platform to share candidate's stories within your community and with your wider network.
- **Facilitate a partnership approach:** Where possible connect to existing networks and partnerships who can also help the candidate.

- **Provide a reference upon completion:** Confirmation the candidate will obtain a reference or be able to reference their period with the org on their CV, LinkedIn etc.

***5. Routinely review performance and identify ways to improve and take positive action.***

Promoting equality and reducing discrimination and toxicity is an ongoing process and requires a cohesive approach which is routinely reviewed and measured. Therefore, organisations signing the Principles agree to:

- **Monitor and evaluate:** Evaluate yourself and your organisation on a regular basis in order to track your progress. As part of your evaluation ask players, employees and volunteers: 'What are we doing well?' and 'What can we do better'.
- **Involve participants in any reviews:** Build on the experiences of players, employees and volunteers and involve them when reviewing performance.
- **Source good practice:** Take time to look at similar organisations, and leaders even outwith the esports sector, and identify what they are doing to engage and support their players, employees and volunteers.
- **Keep up to date with new guidelines:** Actively participate with the UKETC to keep updated.

## Appendix 1

### Safeguarding Principles and Example Policy

#### WHAT IS SAFEGUARDING?

Safeguarding is an umbrella term which refers to the process of ensuring the health and wellbeing of children, young people and adults at risk. In this regard, safeguarding forms part of UKETC's commitment to raise standards and awareness in UK esports.

UKETC Organisations are committed to preventing the abuse, bullying, harm, harassment and neglect of children, young people and adults at risk through a 'five R approach':

- We act with due consideration towards the **R**ights of children and adults at risk who interact with our organisations (and their parents and guardians).
- We accept **R**esponsibility for children and adults at risk who we interact with.
- We create an atmosphere of **R**espect for self and others. This includes encouraging those under our care to be mindful of their physical and mental health - for example, by eating healthy foods, maintaining a work-life balance, sleeping well, and maintaining healthy relationships.
- We encourage and provide a framework for **R**eporting of safeguarding concerns, and will respond proactively to reports we receive.
- We address **R**isks proactively which, if left uncontrolled, might result in harm to the health or development of children, young people or adults at risk (especially in physical and digital environments that we control)

#### WHAT IS A CHILD/ ADULT AT RISK?

A child is any person under 18 years of age.

An adult at risk is any person who is:

- aged 18 years or over and
- at risk of abuse or neglect because of their needs for care and support

#### EXAMPLE ORGANISATION SAFEGUARDING POLICY - Fnatic

Fnatic – a founding organisation of UKETC - has two safeguarding policies: our 'Children and Young People Safeguarding Policy' and our 'Adults at Risk Safeguarding Policy' (together, the Policies).

The function of the Policies is to:

- Outline safeguarding risks facing children, young people and adults at risk
- State Fnatic's approach in relation to safeguarding
- Assign responsibility for safeguarding processes within Fnatic
- Assist in the proactive management of safeguarding risks
- Guide and protect Fnatic's staff and contractors if a safeguarding incident occurs

You can download all Fnatic's Policies, as well as a "2021 Esports Safeguarding Insights Article" [HERE](#).

If you have any questions or would like copies of the policies in different formats please contact [Safeguarding@fnatic.com](mailto:Safeguarding@fnatic.com) or [Stuart.Brown@fnatic.com](mailto:Stuart.Brown@fnatic.com).

## **Signing the UKETC Principles**

### **Who can become a signatory?**

Any esports organisation that is:

- a registered legal entity in the United Kingdom;
- committed to improving equality and reducing discrimination and toxicity within the esports industry; and
- committed to ensuring that there is more opportunity for people to engage, participate and achieve within esports.

### **By becoming a signatory your organisation will:**

✓ have a better understanding of how to improve equality and reduce discrimination and toxicity within the esports industry, and how you can apply the knowledge from being involved in the Principles to your organisation.

✓ have the opportunity to promote your involvement in Principles and use the UKETC logo on relevant publications.

✓ have access to UKETC network to engage with other signatories, share best practice, to work collaboratively and learn from each other.

### **In order to become a signatory your organisation must:**

1. Create an action plan for your organisation;
2. Complete a declaration of support detailing your actions and return it to [uketc@britishesports.org](mailto:uketc@britishesports.org)
3. Promote your involvement in the UKETC and the Principles through partners, relevant stakeholders, and online; and
4. Be actively involved in the UKETC network.

Following submission of your declaration of support your organisation will be a signatory for two years.

### **What happens at the end of the two years?**

At the end of the two years your organisation will be invited to repeat the process and re-submit a declaration of support with updated actions.

**Founding Signatories**

26th August 2022

  
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Endpoint

Wouter Steijffers  
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Excel Esports

Patrick Sattermon  
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Fnatic

  
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FUTWIZ

  
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Guild Esports

  
.....  
LDN UTD

  
.....  
London Royal Ravens

Simon Cliff  
.....  
Man City Esports

Scott McMillan  
.....  
Method

  
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MNM Gaming

  
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Resolve

  
.....  
Vexed Gaming

Michael Moriarty  
.....  
Wolves Esports