

What is True Sport

Sport is an integral part of Canadian society that has the potential to deliver a wide range of benefits and positively influence the lives of participants. But it takes a positive experience that is based on shared values to realize sport's full potential.

As a network leader in values-based sport, the Canadian Centre for Ethics in Sport (CCES) promotes **True Sport** to give people, communities, and organizations the means to leverage the benefits of good sport from a platform of shared values. These shared values should be at the heart of all policies, practices, and programs to ensure positive experiences.

Activating the [True Sport Principles](#) – on and off the field of play – will contribute to a positive shift in sport culture that reflects Canadians' stated desire for sport experiences that are based on the values of fairness, excellence, inclusion, and fun.

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