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Introductions



Franco Frattini
SIGA Chairman

I am delighted and honoured to have been elected as SIGA's first independent Chair. I strongly support SIGA's activities to reform sport and am proud to be part of this process.

A tremendous amount of work has been achieved to date under the leadership of SIGA Coordinator, Emanuel Macedo de Medeiros. I would like to use this occasion, not only to thank Emanuel, but also to thank all of the SIGA community, its members, committed supporters and supporters. Without you, SIGA would not be where it is today: a newly formed organisation, well respected, with a strong reputation around the world for enhancing and promoting sport integrity.

I am very aware of the challenges that sport is facing today. Sport has no borders and is a common language that speaks to everyone around the world: to both the young and the not so young generations. But the challenges are paramount, and the need for global leadership and collective action is greater than ever.

This is why we must unite our efforts and work together. Our common goals are to implement the highest of standards, protect sports values, and respect the rules and regulations that exist in the sports sector as well as the laws of the land.

Honesty, integrity and transparency should always inspire and guide our commitment. Our ambition here is to represent these values not just through good practice but as a leader by good example.

Together, acting as a united front, we are stronger. I look forward to working with SIGA during my term to usher sport into a new era.



Emanuel Macedo de Medeiros
SIGA Coordinator

The last two years in the development of SIGA have been a remarkable journey, and the last three months, covered in this Newsletter, have been no exception.

In July, we hosted the second edition of the SIGA Sport Integrity Forum, bringing together leaders from sport, global business and governments to discuss not only the challenges but, above all, the solutions facing the sports industry. We elected our first independent Chair, the eminent Franco Frattini, approved our own internal governance system, launched our "SIGA Champions" programme, enlarged our membership base and strengthened our commitment to create a united front for sport integrity.

It is only fair and natural to be proud of what we - all of us - have already achieved. SIGA has earned its place on the map, and the recognition of the whole sporting industry and beyond.

We continue to grow steadily in representativeness, legitimacy and sound, positive influence. But we won't rest on our laurels. Sport is at a serious crossroads and there is a lot to be done.

I thank all of our supporters and my dedicated team for their relentless support, and for responding to SIGA's urgent call for action. Together, we are transforming vision into ambition and ambition into achievement.

I urge the whole sporting industry to join us, so that sport can regain people's trust and keep its place where it belongs: at the podium.

New Members

At the SIGA General Assembly on 27 July, SIGA welcomed the following new members and committed supporters:



Alliance of European Football Coaches Association (AEFCA)

www.aefca.eu

The AEFCA promotes collective self-defence and solidarity of coaches, as well as the improvement of the game of football and its promotion in the light of its development programmes.



Parkour Earth

www.parkour.earth

Parkour Earth is the International Federation for Parkour/Freerunning/Art du Déplacement. It will be the custodian of the philosophy, integrity, and sovereignty of the sport, art and/or discipline of Parkour/Freerunning/Art du Déplacement internationally for and on behalf of the international community.

MEDIACOM

MediaCom

www.mediacom.com

MediaCom is one of the world's largest media agency networks. As the Content and Connections agency, MediaCom offers specialist services in digital, ROI and direct response, consumer insights and research, business science, sponsorship, and sports marketing.



SafeSport USA

www.safesport.org

The U.S. Center for SafeSport is a national nonprofit organisation providing education, resources and training to promote respect and prevent abuse in sport.



Nevada Gaming Control Board

www.gaming.nv.gov

Founded in 1955 by the Nevada Legislature, the Nevada Gaming Control Board is a state governmental agency, designed to regulate gaming throughout the state of Nevada.



Portuguese Association of Sporting Press (CNID)

www.cnid.pt

CNID (Association of Journalists of Sport) is a Portuguese professional class association whose aim is to defend, dignify, promote and assist the training of sports journalists (print, television, radio and online), camera operators and broadcasters.



Luna Global

www.lunaglobalnetworks.com

Luna Global Networks & Convergence Strategies LLC provides strategic advisory services, risk management, market intelligence, and innovative solutions.



JCIC International

www.jcicinternational.com

JCIC International is a public affairs and advocacy consultancy firm established in 2011 which specialises in advocating the views of business in international forums.

A number of new applications for membership will be approved at the end of November 2017.

SIGA Champions

In July, SIGA launched its visionary "SIGA Champions" programme to ensure that world-class athletes contribute to ushering in a new era for sport by working with SIGA as Sport Integrity Athlete Ambassadors. The SIGA Champions programme embraces and values the voice of athletes who have a huge role to play and embodies the values that SIGA advocates: fair play, honesty, team work and integrity.

Legendary Portuguese Olympic gold medallist marathon runner Rosa Mota was unveiled as one of the first SIGA Champions during an official reception jointly hosted with the Portuguese National Olympic Committee in Lisbon in July. She said:

"It is an honour to be asked to be a SIGA Champion and help promote a vision I truly believe in. There is undoubtedly a lot of work

to do but I am excited to be able to play a part in taking sport into a new era. Sport is about the athletes. That is why it is important to have athletes at the heart of organisations such as SIGA. If they did not exist then the sports that athletes play, and that the millions of fans love to watch, would be threatened by corruption and a lack of integrity. I am proud to be part of this important milestone."

The initial set of SIGA Champions predominantly consists of athletes from founding SIGA member, Special Olympics, but is set to grow and diversify in the coming months to help contribute to the development of SIGA as a neutral and independent institution helping to safeguard the integrity of sport. Gilmour Borg, a 16-year-old Special Olympics athlete, joined Rosa Mota in the first group of SIGA Champions. Read Gilmour's story here.



Rosa Mota, SIGA Champion



Gilmour Borg, SIGA Champion

Institutional Relations

MINEPS VI

SIGA Coordinator, UNESCO Director for Human Rights, Sport and Youth Angela Melo, and Chief of Sport and Youth Alexander Schischlik hosted a positive joint meeting with government ministers and senior stakeholders in sport on the sidelines of the Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI), held from 13 to 15 July in Kazan, Russia.

The meeting was very productive and led the way to a series of concerted initiatives that would be carried out over the following few months. Joining SIGA and UNESCO were representatives of the Community of Portuguese Language Countries (CPLP), Ministers, Secretaries of State and other senior government representatives from the Dominican Republic, Greece, Angola, Portugal, Senegal, Mali, Guinea-Bissau, Mozambique, Kenya and the Central-African Republic. They all



SIGA at MINEPS VI in Kazan, Russia



SIGA at MINEPS VI in Kazan, Russia

reinforced their commitment to place sport integrity at the top of their political agenda and support the implementation of the Kazan Action Plan, adopted at MINEPS VI.

Medeiros also spoke at the invite-only MINEPS VI Expert Forum on Sport Integrity and featured on a panel of high-profile industry experts including the World Anti-Doping Agency (WADA).

SIGA Sport Integrity Forum 2

The second edition of the SIGA Sport Integrity Forum, held in Lisbon on 26 July, drew influential leaders from around the world to address both the challenges facing sport integrity and the most appropriate solutions. High profile and prominent speakers from sport, government, international and regional organisations, civil society, and the commercial and professional service sectors engaged in lively and informed debates on the most effective reforms needed. A short video clip from the SIGA Sport Integrity Forum will be released on the website in the coming weeks.



SIGA Coordinator



Michael Payne, Keynote Speaker



Good Governance Panel at the SIGA Sport Integrity Forum on 26 July in Lisbon



Evening reception at the SIGA Sport Integrity Forum 2

SIGA General Assembly

On 27 July, the SIGA General Assembly unanimously ratified the election of Franco Frattini, Justice and Chamber President to the Italian Supreme Administrative Court and former Vice President of the European Commission, as SIGA's first independent Chair.

The General Assembly approved a series of state-of-the-art policies and regulations, including

the terms of reference of the SIGA Standing Committees, SIGA Code of Ethics, SIGA Gift & Entertainment Policy, SIGA Conflicts of Interest Policy, SIGA Anti-Bribery and Anti-Corruption Policy, and SIGA Electoral Regulations. Two new Standing Committees were also created: the Sponsorship, Media & Sport Integrity Committee and the Youth Development and Protection Committee. These policies and regulations form SIGA's internal governance system.



SIGA General Assembly 27 July 2017 in Lisbon

CPLP Ministerial Conference

The 2nd Forum of Sport of the Community of Portuguese Language Countries (CPLP) was held on 31 July in Gondomar, in the east of Portugal's Porto Metropolitan Area, to discuss the strengthening of international cooperation in safeguarding integrity in sport. The CPLP includes nine countries: Angola, Brazil, Cape Verde, Guinea-Bissau, Equatorial Guinea, Mozambique, Portugal, São Tomé and Príncipe, and Timor-Leste.

SIGA's Coordinator opened the event, which was chaired by Secretary of State for Youth and Sport João Paulo Rebelo. The keynote speaker was Director General of the Portuguese Olympic Committee and SIGA Member João Paulo Almeida, who addressed the challenges and threats to the integrity of sport and the instruments that the NOC implements with the federations in this area.



The 2nd Forum of Sport of the Community of Portuguese Speaking Countries (CPLP) in Gondomar, Portugal



Law in Sport 2017 Conference

Law in Sport Conference

Represented by Katie Simmonds, SIGA participated in the Law in Sport 2017 Conference on 8 September in London, as one of the speakers on the Governance & Anti-Corruption panel, alongside representatives from the UNODC and Sport England. She shared SIGA's vision and mission, how and why the coalition came into existence and how,

through the adoption and implementation of the SIGA Universal Standards, sports organisations can bring about long overdue reforms. She also reiterated SIGA's calls for a united front to counter the challenges facing the sports industry and encouraged other sports organisations, global businesses and governments to join our efforts and be part of the transformational change.

ACAMS Conference

On 26 September, at the ACAMS 16th Annual Anti-Money Laundering & Financial Crime Conference in Las Vegas, the SIGA Coordinator delivered an impassioned speech to leading experts from the anti-money laundering industry, regulatory agencies and law enforcement officials.

He presented a special report on key areas, including ethical standards, financial integrity and governance issues in sport. He also addressed areas such as the role of US law enforcement and regulatory authorities in the fight for integrity in sport, and made a strong call for an independent clearing house system for sport-related financial transactions as a means to prevent and combat money laundering, tax evasion and financial fraud in the sector.

The two-day international conference attracted more than 2,500 attendees from all over the world.



ACAMS 16th Annual Anti-Money Laundering & Financial Crime in Las Vegas

Other Stakeholder Outreach

During the last three months, SIGA has conducted very productive meetings with several leading organisations, all of whom are in various stages of engagement with SIGA.



FACT Coalition

On 5 September, the SIGA team met Clark Gascoigne, Deputy Director of the Financial Accountability and Corporate Transparency (FACT) Coalition in Washington DC. FACT campaigns to achieve greater

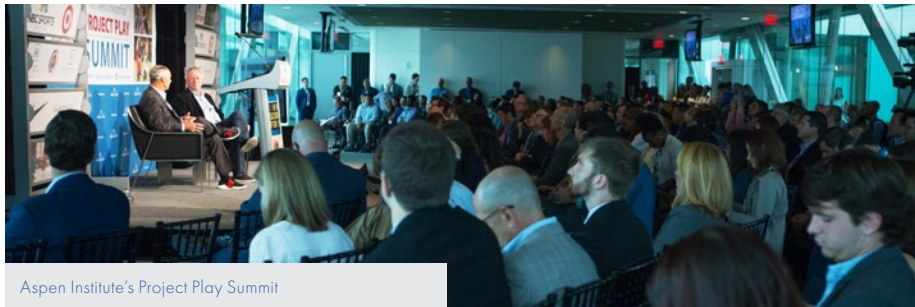
financial accountability and transparency within financial institutions, corporations and government. SIGA and FACT discussed ways to cooperate, given the shared concern relating to financial integrity and potential membership.

Meeting with US President's Council on Fitness, Sport & Nutrition (PCFSN)

SIGA has been able to count on the support of the US PCFSN since 2016. The SIGA Coordinator met Deputy Executive Director Shannon Feaster and Director of Sports Initiatives Ebony Andrews whilst participating in the Aspen Institute's Project Play Summit in Washington DC on 6 September.



SIGA Special Session with the US PCFSN
18 May 2017 Washington DC



Aspen Institute's Project Play Summit

Aspen Institute's Project Play Summit

SIGA Coordinator participated in the Aspen Institute's Project Play Summit on 7 September in Washington DC. More than 350 leaders at the intersection of youth, sport and health attended the event.

SafeSport USA Board Meeting in Washington DC

SIGA Member and US Centre for SafeSport President and CEO Shellie Pfohl invited the SIGA Coordinator to participate in its Board Meeting in Washington DC on 8 September. Top of the agenda was education, development and protection of minors in sport, a new addition to SIGA's core strategic areas.



Shellie Pfohl, CEO of US Center for SafeSport

BT Sport

On 20 September, the SIGA team met Jamie Hindhaugh, COO of BT Sport. This was a second meeting between both organisations, who have shared views on a number of fundamental issues, including on SIGA's development plans and upcoming initiatives, as well as on the leading role that broadcasters play within the sporting industry.



SIGA Coordinator with Jamie Hindhaugh, COO of BT Sport



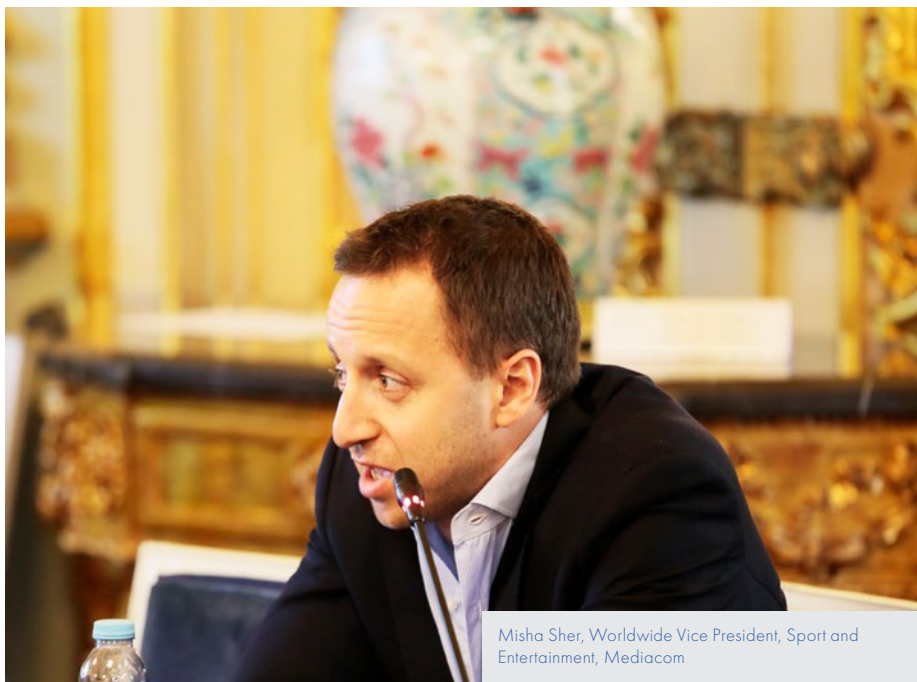
OECD

On 22 September, in Paris, the SIGA Coordinator met with Nicola Bonucci, OECD Director for Legal Affairs. The OECD has supported SIGA since the group first met in New York on 2 November 2015, and is

actively engaged in SIGA's reform agenda and initiatives. The SIGA Coordinator and Nicola Bonucci addressed a number of matters of common interest and reaffirmed their mutual willingness to intensify the collaboration on the anti-corruption front.

Parliamentary Assembly of the Council of Europe, Hearing of Committee on Culture, Science, Education and Media

On 22 September, new SIGA Member, MediaCom, represented by Misha Sher, Worldwide Vice President, Sport and Entertainment, participated in a joint hearing on "Does brand image push for better governance? Reactions of sponsors, sports business and broadcasters to the recent wave of scandals in sports." Misha Sher participated in the hearing in his dual capacity with Hans-Willy Brockes, Managing Director, ESB Marketing Network AG, Switzerland and Matthias Remund, Director of Switzerland's Federal Office for Sport and an expert in sport sponsorship.



Misha Sher, Worldwide Vice President, Sport and Entertainment, MediaCom



State of Nevada Gaming Control Board (GCB)

In February 2017, SIGA's Katie Simmonds presented SIGA's vision and mission to the esports community at the ESIC's "The Future of Esports in Nevada Summit". Building on the resulting relationship, on 27 September 2017, the SIGA Coordinator and Katie Simmonds met with AG Burnett and Kirk

Bennison, respectively Chairman and Chief of the Enforcement Division of the State of Nevada Gaming Control Board, to discuss future collaboration in relation to SIGA's Sports Betting Integrity agenda.

As a result of this meeting, the State of Nevada Gaming Control Board will become a SIGA Committed Supporter.



Heineken

On 4 October, the SIGA Coordinator met with Heineken's Director of Global Sponsorship, Hans Erik Tuijt. The parties agreed that sponsors play a key role in sport and must be at the forefront of the efforts

to safeguard its reputation. Heineken has partnerships across a range of relevant sports, including F1, UEFA Champions League and Rugby World Cup. SIGA invited Heineken to be a member of the SIGA Standing Committee on Sponsorship, Media and Sport Integrity.

FIFPro

On 4 October, the SIGA Coordinator met with Theo van Seggelen, Secretary General of FIFPro. The constructive meeting enabled both parties to share views on a number of pressing football matters, including the international players' transfer system, financial sustainability of

football clubs, protection of young players, match fixing and sports betting fraud. They also discussed the need for a robust club ownership regulatory reform and the establishment of an independent clearing house to ensure the much-needed financial integrity in sport, in general, and football, in particular.



SIGA Coordinator with Theo van Seggelen, Secretary General of FIFPro



SIGA at Leaders in Sport Conference on 5 October 2017 in London

Leaders In Sport Conference

SIGA participated in the annual Leaders in Sport conference in London on 5 October and had meaningful meetings with several organisations, including but not limited to:

- CONCACAF
- UK Premier Basketball League
- FC Girondins de Bordeaux
- US National Lacrosse League
- European Club Association
- Asian Football Confederation

UEFA

SIGA Coordinator met with UEFA's President, Aleksander Čeferin, at the House of European Football in Nyon, Switzerland, on 10 October.

Held in a spirit of mutual respect, the meeting heralded the start of a close dialogue at the highest level and constructive cooperation between the European football's governing body and SIGA on matters of common concern, including financial integrity and transparency in football, sports betting integrity, youth protection and sports governance.



SIGA Coordinator with Aleksander Čeferin, President of UEFA



ESPN

On 12 October, the SIGA team met Charly Classen, Vice President and General Manager of ESPN EMEA, to discuss the significance of the broadcasters in joining SIGA and supporting its reform agenda.

Goldman Sachs

On 18 October, José Manuel Barroso, Non-Executive Chairman of Goldman Sachs, hosted the SIGA Coordinator at the headquarters of the financial institution in London.

The SIGA vision and reform agenda, with emphasis on good governance and financial integrity, was the centrepiece of the highly successful meeting.

José Manuel Barroso was President of the European Commission (2004-2014), and Prime Minister of Portugal (2002-2004) and Minister of Foreign Affairs before that.



SIGA Coordinator with Jose Manuel Barroso, Non-Executive Chairman of Goldman Sachs

HSBC



On 19 October, the SIGA team met several senior executives of HSBC, including Bill Susinski, Global Head of Engagement, Financial Crime Threat Mitigation; Paul Jevtovic APM, Regional Head of Financial Crime Threat Mitigation, Asia Pacific; and Gill James, Senior Manager, Reputational Risk, to discuss the important role that banks and financial institutions can play in SIGA's reform agenda.

European Week of Sport 2017

Showing an exceptional convening power, SIGA mobilised 16 European-based organisations in a series of joint initiatives carried out within the ambit of the European Week of Sport 2017.

These initiatives included publishing a statement of support on SIGA's website and Twitter, demonstration videos from SIGA partners Parkour Earth and the International Mixed Martial Arts Federation (IMMAF), shared

through SIGA's social media channels to promote both sports to a wider audience. Further initiatives were forthcoming from other SIGA Supporters including the Benfica Foundation, Cyprus Sport Organisation, ICSS INSIGHT, National Olympic Committee of Portugal and Special Olympics.



European Week of Sport 2017

#BEACTIVE

SIGA Podcast: Millennials Matter

Inspired by the European Week of Sport 2017 #BeActive campaign, on 20 September, the SIGA Coordinator invited a group of passionate millennials to discuss some of the most pressing issues in sport.

Named "Millennials Matter – SIGA Podcasts on Sport Integrity", this is an initiative that will

continue on a monthly basis. Two podcast sessions were released on 25 September and 23 October, and several others are already in the pipeline.

The participants included Hayley Bennett from Kick It Out, Nick Dawes from JTA, John Goodyear from Pivot Sport, Eddie Marshbaum

from QUEST, Dexter Tate and Jade Beason from MediaCom, and Katie Simmonds and Agata Olko from ICSS INSIGHT.

SIGA values young people and the key role they play in instigating a new culture within the sporting industry, where integrity comes first.



SIGA Millennials: Dexter Tate, John Goodyear, Agata Olko, SIGA Coordinator, Katie Simmonds, Eddie Marshbaum and Nick Dawes



#BEACTIVE



SIGA Millennials: Dexter Tate, Hayley Bennett, Jade Beason, Agata Olko, Katie Simmonds and SIGA Coordinator

SIGA Stats



TWITTER

276,000
impressions

200+
tweets

5,500
profile visits

200
new followers



WEBSITE

5,500
unique visitors

Elections

Following the election of the SIGA Independent Chairman by the ad interim Council and ratification by the General Assembly (GA) on 27 July, the ad interim Council has decided to call for elections for the remaining members of the SIGA internal roles for the term 2018/2022, in accordance with the SIGA Statutes and the Electoral Regulations, as approved at the GA.

Following a Circular Letter from the SIGA Coordinator to the SIGA Members and

Committed Supporters, the electoral process opened on 9 October. The following SIGA internal roles that will be subject to appointment, election and ratification are:

- The Council (including its five Vice-Chairs);
- The Chief Executive Officer;
- The Standing Committee;
- The Ethics Committee; and
- The Audit and Compliance Committee.

The above appointments are advertised on the SIGA website

<http://siga-sport.net/siga-roles/>

together with the process

<http://siga-sport.net/siga-elections/>

Upcoming SIGA Events

SIGA Special Session and Meeting of the ad interim Council

(Geneva, 28 Nov 2017, 09:00 – 12:30)

SIGA Special Session

(Paris, 1 Dec 2017, 09:00 – 11:00)

SIGA ad interim Council Meeting

(Washington DC, 18 Jan 2018, 09:30 – 12:30)

SIGA Youth Forum

(Rome, 29 Jan 2018, 14:00 – 18:00)

SIGA Sport Integrity Forum

(Rome, 30 Jan 2018, 10:00 – 18:00)

SIGA Official Cocktail Reception

(Rome, 30 Jan 19:30 – 21:30)

SIGA General Assembly

(Rome, 31 Jan 2018, 09:00 – 13:00)

To register your interest in any of the above events, please email info@siga-sport.com

