

SIGA Newsletter







Emanuel Macedo de Medeiros SIGA CEO

Dear friends,

Welcome back to the SIGA Newsletter – the first in my capacity as elected CEO.

When I took office, on 31 January 2018, I promised that SIGA would lead by example. I promised that we would pursue a culture of integrity, transparency, accountability and meaningful stakeholder engagement. On the passing of my first 100 Days in office, I shared with you a detailed report, highlighting our collective achievments, agenda setting and momentum going forward. Now, delivering my promise, I render accounts on the work over the past two months, May and June 2018.

As this Newsletter will show, we continue making significant progress, on both our internal and external fronts.

The level of institutional recognition and public support that SIGA is galvanising is simply outstanding. And credit must go to all those involved.

During the past two months, we have deepened our cooperation with the United Nations Office at Geneva. A special thanks is owed to the Director General of the United Nations, Mr Michael Moller, and his team, for all their invaluable support, and for hosting us at our upcoming SIGA Sport Integrity Forum IV and General Assembly, on 26th and 27th July.



EDITORIAL

In addition to enhancing our cooperation with the United Nations, we continue strengthening our institutional relations with the European Union institutions, namely the EU Presidency, Commission and Parliament, and with the Council of Europe's organs, without slowing down our constructive engagement with the sport movement, global business community and civil society.

Special highlight must be given to a series of groundbreaking thought leadership initiatives that were officially launched over the past two months, such as:

- The SIGA Independent Rating and Verification System (SIRVS);
- The application process for the SIGA Global Female Mentorship Programme; and
- The SIGA Universities Global Network, by signing the first Cooperation Agrement with one the world's most prestigious universities, the George Washington University;

But that's not all.

In collaboration with the ICSS INSIGHT and the National Olympic Committee of Portugal, we have successfully negotiated with the Central Direction of Criminal Investigation and Action (DCIAP) of Portugal the development of a pioneering Training and Capacity Building Programme on Sport Integrity, for all judges, prosecutors and law enforcement in the country. This partnership, which we will publicly announce shortly will be the first of many to strengthen the prevention and fight against sport-related criminality.

I am also delighted to witness the progress made on the media and social media fronts. Pursuing one of our key priorities, and using only our own internal resources and the support of some of our dedicated members, our team has done, as you will agree, outstanding work. Carrying out an intense media activity, we issued a substantial number of media releases and, in just five months, doubled the numer of twitter followers. This in turn enabled us to increase SIGA's public visibility, amplify our outreach and positive influence across the media landscape and galvanise further support to our reform agenda.

I take this occasion to reiterate my thanks to all our Members and Committed Supporters, as well as to my dedicated team, for their relentless support.

I feel encouraged by the progress made. As this Newsletter will show, SIGA keeps going from strength to strength and leading the way for sport integrity worldwide.

I look forward to welcoming you all in Geneva at the Sport Integrity Forum and General Assembly, for what will be another momentous occasion for our Alliance and for Sport Integrity.

Yours frithfully,



SIGA 100 DAYS REPORT SUMMARY

























To read the full 100 Days Report, please visit http://siga-sport.net/siga-first-100-days/









Frederic Thiry, Senior Vice President Business Ethics, ADIT



Richard Caborn, Sports Consultant, Quest and former UK Sport Minister



Pedro Machado, Head of Legal Department, Bank of Portugal

Features of the Month:

SIGA launches the first ever Independent Rating and Verification System (SIRVS):

The SIRVS is a rigorous, impartial, objective and strictly independent tool to assess and rate sports organisation's level of implementation and compliance with, the SIGA Universal Standards.

On June 25th, SIGA launched an international tender process for companies and consortiums to bid for the opportunity to develop its independent rating and verification system to assess and rate sports organisations' level of implementation of, and compliance with, the SIGA Universal Standards.

SIRVS will enter into force in 2019, and its development will progress in three subsequent phases:

- -Phase 1: Pilot Projects to test SIRVS;
- -Phase 2: Sporting organisations that solicit SIRVS; and
- -Phase 3: All sporting organisations (solicited and unsolicited).

In order to ensure the aimed independence, impartiality and neutrality, SIGA decided to appoint a third party to operate the system for a period of three years, as well as an independent and highly qualified jury to conduct the tender process. The members of this jury are: (i) Richard Caborn, Sports Consultant, Quest and former UK Sport Minister; (ii) Pedro Machado, Head of Legal Department, Bank of Portugal; and (iii) Frederic Thiry, Senior Vice President Business Ethics, ADIT.

The outcome of SIGA's independent verification and rating will be published on an annual basis. This will be supported by a strong global media campaign to ensure the utmost transparency of the whole process and encourage the sports organisations to continuously enhance their standards.

For more information on SIRVS, including the timetable, please refer to the SIGA website at: https://siga-sport.net/sirvs/

TIMETABLE FOR THE SIGA SIRVS TENDER PROCESS:

| ACTIVITY |
|--|
| Issue of Contract Notice |
| Deadline for Expressions of Interest |
| Issue of ITT to all expressing an interest |
| Deadline for clarification questions (Clarification Deadline) |
| Jury to respond to clarification questions |
| Deadline for submission of ITT responses by potential suppliers (Tender Response Deadline) |
| Notification of award decision |
| Contract start date |

DATE / TIME

Monday 25 June 2018 Monday 16 July 2018 Wednesday 18 July 2018 Friday 17 August 2018 Friday 14 September 2018 Friday 26 October 2018 Tuesday 4 December 2018 Target Date: Monday 14 January 2019



Global Mentorship Programme for Aspiring Female Leaders in Sport

Initially announced at a special session in Paris on the eve of International Women's Day, earlier this year, SIGA set in motion the launch of a worldwide, actionorientated mentorship programme to support and encourage future female leaders in sport to reach their potential. Open to women aged 24 or over, the programme is designed to promote future leaders in sport and foster greater diversity within the industry, as advocated by SIGA's Universal Standards on Good Governance. Teaching vital leadership skills and creating invaluable experiences, the programme will see the chosen candidates spend one business week with their assigned mentors.

The application process is now open. The first group of mentors selected by SIGA will play a crucial role promoting the development of women in sport. The "first team" of eleven mentors come from a number of diverse backgrounds from across the sport industry, including media, legal, sports federations, global business, political, sports administration and NGOs. A "second team" of eleven mentors will be announced during the SIGA Sport Integrity Forum in Geneva on 26th July 2018 during the panel session dedicated to "Diversity in Sport."

For more information on the Global Female Mentorship Programme and to apply, please visit http://siga-sport.net/sigas-gender-equality-in-sport-initiative/.





Jane Lute, President and CEO, SICPA North America and Former U.S. Deputy Secretary of Homeland Security, who is one of SIGA's Global Female Mentors:

"Sport is a vital activity that touches every person everywhere. Women and girls have been active participants in individual and organized sport as long as it has existed, but the full benefits of this participation has been denied or too hard won. We demonstrate clearly that we value our girls as much as our boys when we give them the same opportunities to strive and excel in life. With greater numbers of women in leadership positions at all levels of sport, we can help achieve this aim."

Ling-Ling Nie, Chief Compliance Officer & Assistant General Counsel at Panasonic Corporation of North America, who is one of SIGA's Global Mentors:

"I am personally committed to building leaders from a variety of backgrounds and experiences and providing education, mentoring, and support to further that goal. I am therefore so delighted to be one of SIGA's Global Mentors.



Institutional Relations & Stakeholder Outreach

Expert Summit on Sports, Betting, Integrity & Media 8 May 2018, Porto

On 8 May 2018 SIGA held the Expert Summit on Sports Betting, Integrity and Media in Porto, Portugal, with demands for multi-discipline partnerships, stronger regulation, meaningful co-operation between sport and government agencies and better communication of the threat to the sport and betting industries.

Central themes were the need for stronger transnational involvement to create a fully regulated solution, ensuring matchfixing is treated as a criminal offence, and cohesive government regulation across national borders. Underpinning much of the debate was the need for more and better information, cooperation and sharing of intelligence both between stakeholders and to the media. The international Expert Summit brought together high-profile sports leaders and industry experts, law makers, law enforcement, sports governing bodies, EU and Portuguese politicians, as well as journalists and civil society leaders.



Emanuel Macedo de Medeiros, CEO of SIGA:

"Vast sums of money are being invested in the sports betting industry with little to no oversight. The existing regulatory framework is simply ineffective. There is an urgent need to address this and overcome what is perceived as paralysis or a blockage of the system."



Becky Harris Chairwoman of the Nevada Gaming **Control Board (NGCB)**

Prior to the Summit, SIGA held the first meeting of its newly formed Standing Committee on Sports Betting Integrity, in Porto, which agreed to:

- review the SIGA Universal Standards on Sports Betting Integrity;
- promote research into key issues in Sports Betting Integrity;
- encourage and work with SIGA Members and Committed Supporters to adopt and implement the SIGA Universal Standards on Sports Betting Integrity;
- reinforce and improve awareness and understanding of the issues around Sports Betting Integrity;
- showcase and create opportunities for innovative Sports Betting Integrity products and solutions;

 examine and advise on a framework for a Sports Betting Integrity Tax.

The upcoming SIGA Sport Integrity Forum on 26th July will include a panel session dedicated to Sports Betting Integrity featuring a keynote speech from Becky Harris, Chairwoman of the Nevada Gaming Control Board (NGCB), one of SIGA's Committed Supporters.





SIGA Recognition Award -Portuguese Sports Journalists (CNID)

29 May 2018, Lisbon

On 29 May 2018 SIGA was distinguished with the "Recognition Award" by the Portuguese sports journalists' representative body, CNID (Association of Sports Journalists of Portugal).

The public acknowledgment of SIGA's leading role in the field of sports integrity took place this week during a highly participated event held in the Portuguese northern city of Braga, ACES 2018 European capital of sport.

Speaking on behalf of CNID, President Manuel Queiroz said



"We signed SIGA's declaration of principles on sport integrity for a positive and trusted sport. Given the serious threats that sport is confronted with, it is our duty to underline the importance of SIGA's mission and actively support its reform agenda. Today, on behalf our members, we express our recognition to SIGA, and reaffirm our commitment to stand for the core principles that SIGA is pursuing for betterment of sport."

SIGA CEO meets Secretary of State of Youth and Sport of Portugal, João Paulo Rebelo. 12 June 2018, Lisbon





Lisa Delpy Neirotti, Director, M.S. in Sport Management and Associate Professor of Sport Management at George Washington University:

"This cooperation stems on the shared vision of SIGA and the GWU Sport Management programme to ensure a bright future for sport with safe and fair participation for all athletes, guided by leaders who know and practice good governance.

Money should not corrupt sport but help expand programmes to benefit more people. Sport is a powerful tool for positive change if used correctly."

SIGA and George Washington University sign pioneering Cooperation Agreement 14 June 2018, London

On June 14th, SIGA signed a new cooperation agreement with the illustrious George Washington University (GWU) in the United States of America. The new agreement between the organisations is the first of its kind for SIGA with an academic institution that will begin the 'SIGA University Network' as the Alliance unites with other leading institutions from across the globe. Watch this space for more announcements with other leading opportunities.

The aim of this network is to develop a series of joint initiatives in the field of sport governance and integrity including Masters level curriculum on Sports Integrity, thought leadership, research on a wide number of key topics and other initiatives of common interest.



SIGA CEO meets Director of the School of Transnational Governance of the European University Institute of Florence, Miguel Poiares Maduro 17 June 2018, Lisbon



European University Institute

SIGA CEO meets Director of the School of Transnational Governance of the European University Institute of Florence, Miguel Poiares Maduro, in Lisbon. Both organisations started official negotiations with a view of establishing a Cooperation Agreement.

Breakfast Debate - European Parliament -A United Front for Sport Integrity 20 June 2018, Brussels



Hosted by the Intergroup on Sport, several Members of the European Parliament, including Marc Tarabella, Bogdan Wenta, Norbert Neuser, as well as senior representatives from the European Commission and the world of sport, addressed the current integrity challenges facing the industry and expressed support to SIGA's reform agenda.

Bogdan Wenta, Member of the European Parliament and Vice-Chair of the European Parliament's Intergroup on Sport, and host of the event, stated:



"As a former handball player, coach and manager, I am very much aware of the importance of fair play, both during the game and in sports management. The manipulation of sporting events demoralises athletes and discourages audiences. This is why the European Parliament Sport Intergroup provides a forum for exchange between the different stakeholders and means of support for proper regulations ensuring integrity and good governance in sport. We are willing to collaborate with SIGA in moving forward a reform agenda for better governance and enhanced integrity across the industry."

SIGA meets with Sport & Citizenship and FESI at The House of Sport.

20 June 2018, Brussels



Federation of the European Sporting Goods Industry







SIGA homages António Silva Mendes, former Director for Youth and Sport of the European Commission for his vital role in the development of SIGA

20 June 2018, Brussels



SIGA CEO meets with Director General of the United Nations Office in Geneva, Mr Michael Møller, to deepen collaboration in preparation of SIGA Sport Integrity Forum 22 June 2018, Geneva



SIGA CEO meets Director of Acuris, Paul Volley 25 June 2018, London



Inaugural Meeting of SIGA Standing Committee on Sponsorship, Media & Sport Integrity

26 June 2018, London

Leaders in sport, governance, integrity, media and sponsorship gathered for the kick off meeting of SIGA's Standing Committee on Sponsorship, Media and Sport Integrity.

The Standing Committee advises and supports the SIGA Council and CEO on matters concerning the relationship between sport integrity and the sports business sector, with focus on sponsors, broadcasters and other key commercial stakeholders. Co-Chaired by Mastercard's Senior Vice President of Global Sponsorships, Michael Robichaud, and Panasonic's Chief Compliance Officer and Assistant General Counsel, Ling-Ling Nie, the meeting focused on the main problems and challenges facing sport integrity, as well as the development of key strategic priorities.



The Committee's discussion focused around areas of impact aligned to SIGA's four core areas of good governance, financial integrity, sports betting integrity, and youth development and protection of minors – the core principles around SIGA's Universal Standards. By means of immediate steps, the Committee will

develop a two (2) year strategic action plan to propel reforms in the sports industry. This will be shared with the wider SIGA community at the upcoming SIGA General Assembly, taking place on 27th July 2018 in Geneva, hosted by the United Nations.

A Lunch-Debate followed the meeting, with participation of representatives of several other organisations. The topic of tax evasion in sport took central stage, as well as criminal infiltration of sports club ownership, match-fixing, the importance of board diversity in sports organisations, as well as a greater need for transparency and accountability across the sports industry as a whole.





SIGA DEBATES

Sport integrity matters.





The next meeting of the SIGA standing Committee on Sponsorship, Media and Sport Integrity will take place in New York City the week commencing 8 October 2018.

Reflecting on the outcome of SIGA's Standing Committee meeting, Ling-Ling Nie, Chief Compliance Officer and Assistant General Counsel at Panasonic:

"It was a great pleasure to participate in the inaugural meeting of the SIGA Standing Committee on Sponsorship, Media & Sport Integrity. I congratulate SIGA on leading the effort to engage the companies and stakeholders who provide sponsorship to the sport industry on the importance of accountability and integrity. I look forward to further dialogue on shaping the strategy that will help protect this industry and the organizations who support it."

Alan Gilpin, Chief Operating Officer the World Rugby and Head of Rugby World, Cup:

"World Rugby is pleased to support SIGA and the continued drive to protect and enhance the integrity of sport. Integrity is a core value of World Rugby and is central to our sport on the field, and the governance of our sport off the field. Working with SIGA and valued partners such as Mastercard and Heineken in this area allows us to ensure that fairness, transparency and integrity are at the heart of growing the global rugby family."

Philip Patterson, Vice President, Regional Business Lead at Octagon:

"Octagon were delighted to be part of the SIGA debate on the challenges facing media, sponsorship and sport integrity. Accountability and transparency are of vital importance to us as an agency - it reflects our values and the way we do business but it also allows us to be at the forefront of facilitating change in the industry as well as provide the best counsel to our clients who also have am increased interest in this area."



Toby Hester, Director of the European Sponsorship Association (ESA):

"The European Sponsorship Association is committed to supporting the eradication of bribery, corruption, match fixing, drug taking related cheating and defending the rights of young people in sport. As such ESA has pledged its support to SIGA and will work in support of delivering its goals through our membership and across our industry in Europe."

Gianni Merlo, President of the International Sports Journalists' Association (AIPS):

"I think that it is an important initiative and this group of experts in the different fields can give a tangible contribute to the cleanup, the work that this group can carry out can be really useful. The problem of transparency is common to society as a whole, not just to sport, but sport is an important stage for real change. Sport can be, or rather it must be educational. The task of removing all the shadows from sport is not easy, but it is not impossible either. It's just a question of will."

SIGA CEO participates in Public hearing of the Parliamentary Assembly of the Council of Europe regarding the creation of a European Inter-Parliamentary Alliance on Sport.



27 June 2018, Strasbourg



UPCOMING SIGA MEETINGS & EVENTS

Dates for your diaries

>> 26 July 2018 (09:00 to 18:00):

SIGA Sport Integrity Forum, United Nations Office

>> 26 July 2018 (19:00 to 21:00):

SIGA Official Reception, United Nations Office at Geneva

>> 27 July 2018 (09:00 to 13:00):

SIGA General Assembly, Geneva

>> 04-05 September 2018:

SIGA Regional Summit, Pristina, Kosovo

>>> w/c 24 September 2018:

SIGA Event – European Week of Sport

>> 04 October 2018:

SIGA International Conference on "Sports Betting Integrity USA" in partnership with TEAMS 18 CONFERENCE & EXPO, Louisville, US

>> w/c 8 October 2018:

Second Meeting of the SIGA Standing Committee on Sponsorship, Media and Sport Integrity and Expert Summit on the same subject, New York City/ Washington DC

>> 31 October 2018:

SIGA – ICSS INSIGHT – UIA Expert Summit on Financial Integrity, Porto, Portugal

>> 21 & 22 November 2018:

Second Meeting of SIGA Standing Committee on Good Governance, hosted by the Institute of Comparative Law, Lausanne

SIGA Dinner Debate on Good Governance, Lausanne

SIGA Workshop for Sports Federations on Good Governance, hosted by the Institute of Comparative Law, Lausanne

>> 6 December 2018:

SIGA Sport Integrity and Governance Conference in partnership with the International Sports Convention (ISC)





SIGA SPORT INTEGRITY FORUM IV – GENEVA, 26th July, United Nations Office at Geneva

The fourth edition of the SIGA Sport Integrity Forum, will take place at the United Nations Office at Geneva on 26 July, engaging influential leaders from around the world to address both the challenges facing sport integrity and the most appropriate solutions.

Mr. Michael Møller, Director General of the United Nations Office in Geneva will open the forum talking about the importance of the social function of sport. The opening speech will be followed by a combination of one to one discussions and panel sessions with prominent speakers from the world of sport, government, international and regional organisations, civil society, and the commercial and professional service sectors addressing the following broad topics:



- Governments, International Cooperation and Sport Integrity
- Good Governance & Financial Integrity in Sport
- Sports Betting Integrity
- Diversity in Sport
- Sport and the UN Sustainable Development Goals

Please refer to the SIGA website for further information on the agenda including the list of speakers
To register for the Forum, please visit

https://sportintegrityforum.eventbrite.com.

Message in support from Mr Michael Møller, Director General of the UN Office at Geneva



"Sport is a powerful tool to promote peace and achieve development objectives. Sport is about integrity, tolerance and respect. It teaches perseverance, teamwork and fair play. It is open to everyone and empowers women and young people. It facilitates mutual understanding across generations and geographies, uniting the people of the world. These characteristics of sport are also reflected in the work of the United Nations who also promotes universal values that transcend cultural and social backgrounds, languages and religions. This is why the United Nations is committed to harnessing the power of sport. The 2030 Agenda for Sustainable Development recognizes sport as "an important enabler of sustainable development"

"In this spirit, the efforts of the "SIGA Sport Integrity Forum IV" on 26 July 2018 in Geneva to highlight the unparalleled ability of sport to support peace, foster innovation and drive development are to be welcomed. By exploring the importance of integrity, the Forum will promote insights that are relevant beyond sport: respect for integrity — a universal commitment to "play by the rules of the game" — is indispensable to establish trust in the multilateral order and support the success of the United Nations. It is a vital precondition for achieving a better and more peaceful world."



SIGA COMMS & MEDIA

Members of the SIGA Team ensured our Coalition's robust online presence through regular updates to our website, social media postings and press releases.

In May and June 2018, SIGA released the following 9 press releases, which were picked up by national and international media outlets including Inside World Football, Around the Rings, Inside the Games, Sport TV and RTP, among others:

Anti-match fixing specialists demand regulation, co-operation and shared information

http://siga-sport.net/press-releases/anti-match-fixing-specialists-demand-regulation-co-operation-and-shared-information/

SIGA's Preliminary Statement on US Supreme Court's Ruling http://siga-sport.net/press-releases/sigas-preliminary-statement-on-us-supreme-courts-ruling/

SIGA hails significant progress towards reform agenda http://siga-sport.net/press-releases/siga-hails-significant-progress-towards-reform-agenda/

Portuguese Sports Media Awards SIGA http://siga-sport.net/press-releases/portuguese-sports-media-awards-siga/

SIGA and George Washington University sign pioneering Cooperation Agreement http://siga-sport.net/press-releases/siga-and-george-washington-university-sign-pioneering-cooperation-agreement/

SIGA launches Global Mentorship Programme for Aspiring Female Leaders in Sport http://siga-sport.net/press-releases/siga-launches-global-mentorship-programme-for-aspiring-female-leaders-in-sport/

SIGA mobilises European Union institutions and calls for a United Front on Sport Integrity

http://siga-sport.net/press-releases/siga-mobilises-european-union-institutions-and-calls-for-a-united-front-on-sport-integrity/

SIGA launches Tender Process for Sport Integrity Rating and Verification System (SIRVS)

http://siga-sport.net/press-releases/siga-launches-tender-process-for-sport-integrity-rating-and-verification-system-sirvs/

Sponsors and Media Support SIGA's Reform Agenda http://siga-sport.net/press-releases/sponsors-and-media-support-sigas-reform-agenda/

Since our General Assembly in Rome on 31 January 2018, SIGA has doubled the number of Twitter followers, reaching 903 in July 2018.





2018 IN NUMBERS

903 followers

3.8k impressions per day

803

693
retweets

946