



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE

NEWSLETTER
JULY-OCTOBER
2018

EDITORIAL

THOUGHT LEADERSHIP INITIATIVES & EVENTS – SUMMARY



Franco Frattini
Chairman



Emanuel Macedo de Medeiros
CEO

Dear Friends,

As the world of sport, particularly football, engulfs in fresh allegations of wrongdoings at a global scale, worsening the crisis in confidence that affects the industry, SIGA reiterates its commitment and intensifies its efforts to enhance the standards upon which sport is governed and conducts its operations.

Hosted by the United Nations, our 4th **Sport Integrity Forum** gave a clear demonstration of SIGA's power to mobilise key stakeholders and instigate much-needed reforms and cultural change. The event also staged the launch of the **SIGA University Global Network** and the signature of a series of action-orientated Cooperation Agreements between SIGA and some of the world's leading universities and non-governmental organisations.

The occasion marked the kick-start of a series of thought leadership projects, such as the **SIGA White Paper on Sport Integrity** - the first-ever independent initiative of this nature to be conducted at global scale, with the purpose of identifying the status and, in particular, the threats facing sport and what needs to be done to safeguard its integrity.

Reflecting the existing excellent relations and close cooperation between SIGA and UNESCO, **"The Business Case for Sport Integrity"** is another thought leadership project that deserves highlighting. The aim of this pioneering project is to demonstrate why governments need to invest in sport integrity and what is the return on investment. The project will be officially launched on 11 December 2018 in Paris.

During the reported period, SIGA continued following a decentralised approach and a culture of close proximity vis-à-vis its Members and Committed Supporters. Our first-ever **Regional Summit on Sports Integrity**, held early September, in Pristina, Kosovo, was a prime example of that and saw leading sports organisations, senior members of Government and key stakeholders from several Balkan countries gathering together to address the most pressing governance and integrity challenges facing sport in the region to foster collective action under the auspices of SIGA.

Key partnerships were signed with influential sport events and exhibition organisers during the months of August and September: TEAMS, Soccerex and the International Sports Convention. These partnerships provide SIGA with a platform to expand and create business opportunities to

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move our reform agenda forward. A few days later, New York City hosted a unique **SIGA Special Session on “The Intersection of Integrity & the Sports Business”**. Organised in association with Mastercard and Octagon, the Session addressed pertinent topics affecting the US sporting industry and underlined very clearly that global business demands sports integrity.

On the **institutional relations** front, SIGA has continued to strengthen its relationship with a number of leading organisations, including UEFA, the US President’s Council on Sports, Fitness & Nutrition, the US Fitness Foundation, the United Nations Office at Geneva and UNESCO, as well as European Athletics,

Yours faithfully

A handwritten signature in black ink, appearing to read "Franco Frattini".

Franco Frattini
Chairman

A handwritten signature in black ink, appearing to read "Emanuel Macedo de Medeiros".

Emanuel Macedo de Medeiros
CEO

amongst many others. Noteworthy was also the official opening of our **headquarters in Geneva**, and **representation offices in London and Brussels**. On the occasion of the opening of its Brussels representation office, SIGA held a highly participated **Special Session on “The Role of the European Union in Safeguarding the Integrity of Sport”** which counted with the participation of the European Commission, European Parliament and other key partners of SIGA.

Times have been very busy for SIGA. Every day, we are getting closer to our goals, which is for sport to be safeguarded, its reputation to be restored and the trust of the public to be deserved and regained.

All this, of course, would not be possible without the ongoing support and active engagement of SIGA’s Members and Committed Supporters. To all them we express our heartfelt recognition and we look forward to continue advancing our agenda for the benefit of sport and what it truly stands for.

THOUGHT LEADERSHIP INITIATIVES & EVENTS

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SPORT INTEGRITY FORUM IV,
UNITED NATIONS, GENEVA,
SWITZERLAND 26 JULY 2018



Walking The Talk: Working
Together for Real Integrity in
Sport



Good Money, Bad Money:
Financial Integrity In And Off the
Sporting Arena



Pushing for Long-Overdue
Reforms: The Role of Global
Business in Restoring Integrity in
Sport



Diversity in Sport: From
Soundbite to Reality. Now!



Sports Betting Integrity USA: The
Post-PASPA Era



The Power of Sport Beyond the
Field of Play: The United Nations
Sustainable Development Goals

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The fourth edition of SIGA's Sport Integrity Forum was a resounding success providing a platform for stakeholders to discuss and exchange ideas for best practice, and instigate reforms in areas such as good governance, financial integrity, sports betting integrity as well as youth development and child protection in sport.

This forum was hosted by the Director-General of the United Nations Office at Geneva, H.E. Mr Michael Møller who commented:

"The efforts of the SIGA Sport Integrity Forum 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 GENERAL ASSEMBLY IV, GENEVA, SWITZERLAND 27 JULY 2018

SIGA's 2nd General Assembly of 2018 met the following day with a high level delegation of SIGA Members and Supporters to address all current and upcoming SIGA activities and agreed further steps to achieve SIGA's Mission to promote and protect integrity in sport.



Amongst other decisions, SIGA's supreme body discussed, and approved by unanimity and acclamation, the independent audit report on the organisation's 2017 accounts – which are now published on SIGA's website - [HERE](#)

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ANNOUNCEMENT OF THE 2ND ROUND OF MENTORS FOR THE SIGA GLOBAL FEMALE MENTORSHIP PROGRAMME, PARIS, FRANCE 7 MARCH 2018

- 1 **Claire Furlong**, General Manager, International Cricket Council
- 2 **Emily Neenan**, Vice-President, Global Sponsorships, Mastercard
- 3 **Emma McLarkin**, Member of the European Parliament
- 4 **Helen Grant**, Member of the UK Parliament, Former Minister of Sport of the U.K
- 5 **Lisa Delpy Neirotti**, Director, M.S. in Sport Management and Associate Professor of Sport Management at George Washington University
- 6 **Maggie Murphy**, Former Senior Global Advocacy Manager, Transparency International / Co-Organiser of Equal Playing Field / Director of Public Policy & Sport Integrity, SIGA.
- 7 **Michelle Moore**, Director, Moore Development Ltd, Former Athlete, Performance Consultant,
- 8 **Sonia Sioud**, Football Agent, Essentially Group, CSM Sport and Entertainment
- 9 **Stacey Copeland**, Professional Boxer
- 10 **Tina Bille**, Independent global PR and Communications Expert. Former Head of PR and Goodwill Ambassador Programme at United Nations Programme on HIV/AIDS.
- 11 **Katharina Wegmann**, Executive Director, EY.



Following the launch of the SIGA Global Female Mentorship Programme at the SIGA Special Session "Piercing the Gender Glass Ceiling" held in Paris in March 2018, where the first team of mentors was announced, the "second team" of eleven global female mentors was announced at the SIGA Sport Integrity Forum held in Geneva on 26 July 2018.

For more details of the programme and to apply please click [HERE](#)

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1ST SIGA REGIONAL SUMMIT, PRISTINA, KOSOVO 6 SEPTEMBER 2018

Hosted by the Kosovo National Olympic Committee (NOC) in Pristina, the SIGA Regional Summit brought together influential leaders in sport, government, business and civil society to address the most pressing governance challenges facing sport in the region and foster collective action. Those present included several sports chiefs, including the Presidents and Directors General of the NOCs of Kosovo, Albania, Montenegro, Macedonia and Portugal.

for the adoption of the SIGA Universal Standards to tackle the current challenges facing sport in the Balkans. The Kosovo NOC

announced its intent to adopt the SIGA Universal Standards and this process is now underway.

"It is a great honour for the Kosovo NOC to host the first SIGA Regional Summit in Pristina and invite neighbouring NOCs to share best practice in accordance with the reforms advocated by SIGA. The SIGA Regional Summit provides a unique opportunity for the National Federations in Kosovo and neighbouring areas to hear from local and international experts on the subject of sport integrity."

Panel discussions focused on best practices in good governance and sports betting integrity, the future of sport with respect to financial integrity, transparency and international cooperation as well as gender equality, diversity and the prevention of violence and abuse in sport. The participants shared diverse perspectives on pragmatic actions and called





SPORTS BETTING FORUM - TEAMS' 18 CONFERENCE, LOUISVILLE, KENTUCKY, USA 3-4 OCTOBER 2018

SIGA hosted the first-ever SIGA Sports Betting Forum held in the United States, at TEAMS '18 Conference & Expo, promoting a high level and impactful discussion on the main challenges facing sports betting and proposed measures to safeguard the integrity of the game in the post-PASPA era.

Tim Schneider, Founder & Chairman, Sports Division, TEAMS, stated:

“TEAMS' 18 was pleased to feature a core of programming on sport betting in conjunction with SIGA. Sports event rights holders and destinations across the US are interested in how legalized sports betting will change the landscape of sports in the future and we look forward to continuing to provide educational programming on this important topic.”



Sport Betting in the USA in the post PASPA Era - Challenges, Opportunities & Regulatory Models



Solutions for Global Challenges: The SIGA Universal Standards on Sports Betting Integrity



Protecting the Integrity of US Sports Competitions in the Face of New Revenue Streams



TEAMS' 18 Conference Closing General Session



Open to all key stakeholders, including leagues, players' unions, rights holders, betting operators, regulatory authorities, law enforcement and destination representatives, the SIGA Sports Betting Forum was sponsored by Sportradar, Don Best Sports and Inside World Football. During the three day thought leadership event, SIGA shared its international experience and reform agenda with key stakeholders within the US sports betting industry.

Check out the agenda and press release for future information - [HERE](#)

UNITED NATIONS  NATIONS UNIES

SIGA SPECIAL SESSION - "THE ROLE OF THE EUROPEAN UNION IN SAFEGUARDING THE INTEGRITY OF SPORT", BRUSSELS, BELGIUM 26 SEPTEMBER 2018

Coinciding with the European Week of Sport, this SIGA Special Session marked the launch of SIGA's new Representation Office at the House of Sport. Senior representatives from the

European Commission, UNESCO, La Liga, Starlizard, ICSS INSIGHT, Quest, Sport & Citizenship, the Federation of European Sports Goods Industry and several member organisations of the

House of Sport, as well as ESSA, Sportradar and several EU member-States were amongst the other distinguished participants and supporters of SIGA's initiative. Notable contributors included:



Marisa Fernandez-Esteban,
Deputy Head of the Sport Unit at
the European Commission

"Last year 16 million people participated in events across Europe as part of the European Commission's drive to promote active living during the European Commission's Week of Sport. Good governance is a pre-condition for providing financial support to sports governing bodies. Achieving good governance is an ongoing process and is fundamental for sport."



Richard Caborn,
Former UK Minister of Sport

"Do not underestimate the power of Europe to develop sport integrity. As a former Minister of Sport in the UK, I understand how sport can be used to deliver what other departments could not: education; health and social inclusion."



Antonio Silva, former Director in the
Directorate-General of Education &
Culture in the European Commission

"I commend SIGA for the hard work over the last three years. You have created a remarkable framework for sports integrity and the European Commission has the good intentions – now is a time for synergies and collaboration between both".



SIGA SPECIAL SESSION - "THE INTERSECTION OF INTEGRITY & THE SPORTS BUSINESS", NEW YORK, USA 15 OCTOBER 2018



A second SIGA Special Session, supported by Mastercard and Octagon brought together representatives from US sport, global sponsors, media outlets, leading universities and sports participants to discuss the intersection between integrity and the sports business.

Panel 1: **"SETTING THE STANDARDS FOR SPORTS BETTING INTEGRITY IN THE USA"**

addressed the impact of the US Supreme Court's decision earlier this year to overturn the Professional and Amateur Sports Protection Act (PASPA). The panel included representatives from the United States Tennis Association, Professional Golf Association Tour, Octagon and SIGA.



Panel 2:
"YOUTH PROTECTION IN SPORT"
included senior representatives from Major League Baseball, Sports Innovation Lab, four-time Olympic Champion Angela Ruggiero and Octagon. Following a video message from Shellie Pfohl, Executive Director of the US Centre for Safe Sport, the panellists dug into the details of how to protect young people in sport on the back of a number of recent scandals in the US.



Panel 3: **"DEFINING GOOD GOVERNANCE & COMPLIANCE IN SPORT"**

comprised of senior representatives from global business, Mastercard and AIG, together with the Preston Robert Tisch Institute for Global Sport. Panellists discussed how sport could continue to merit the trust of the global business community and consumers around the world.

Within the margins of this Special Session, the second meeting of the SIGA Standing Committee on Sponsorship, Media & Sport Integrity met to devise a work plan and strategy for 2019. Similarly, the inaugural meeting of the SIGA Standing Committee on Financial Integrity met at the Mastercard New York Offices to strategise the priorities for 2019 and beyond.

SIGA MILLENNIALS MATTER PODCAST WASHINGTON DC, USA 20 SEPTEMBER 2018

SIGA held another installment of its Millennials Matter Podcast in partnership with George Washington University sharing the views of millennials, who will drive forward the change and progress we need to promote and protect integrity in sport. Key areas of discussion surrounded **"Sport & the UN Sustainable Development Goals"**.

Speakers on the podcast included:

Seren Fryatt, Founder and Executive Director of L.A.C.E.S

Dr Hajar Abulfazl, Former Captain of Afghanistan Women's National Football Team

Bethany Rubin Henderson, Executive Director of DC Scores

Melissa Otterbein, Professional tri-athlete and masters student at George Washington University



Lisa Delpy Neirotti, Associate Professor & Director, Sports Management Programmes at George Washington University who hosted the podcast commented:

"Millennials have grown up with a strong sense of service and giving back. It is part of their DNA. Millennials have also experienced that power of sport and want to ensure others benefit as they have."



SIGA PODCASTS

[@SIGAlliance](https://twitter.com/SIGAlliance)

www.siga-sport.com



All SIGA podcast can be found on this [LINK](#)

INSTITUTIONAL RELATIONS



SIGA PARTICIPIED IN THE FOLLOWING HIGH PROFILE MEETINGS AND EVENTS:



- Meeting with UEFA President, **Aleksander Čeferin**: 12 September 2018



- Annual General Meeting of the US President's Council on Sports, Fitness & Nutrition, **Holli Richmond**, Executive Director: 21 September 2018

- G20 Sport and Corruption Side Event to the Anti-Corruption Working Group held in Paris: 10 October 2018
- EU Experts Group on Integrity, Palermo: 11 – 12 October 2018
- High-Level Panel Session addressing Child Trafficking in Sport: 16 October 2018
- Meeting with the Parliamentarians at the Georgian Parliament: 17 October 2018



- Emanuel Macedo de Medeiros meets with Monseigneur **Melchor Sanchez de Toca** at the Vatican, Rome, 24 October 2018

NEW GLOBAL PARTNERSHIPS



ISC, GENEVA, SWITZERLAND
6 DECEMBER 2018

SIGA and the International Sports Convention (ISC) signed a partnership agreement in August 2018 to place Sport Integrity and Governance at the top of the agenda of the upcoming International Sports Convention 2018. As the recognised Integrity Partner, SIGA has organised a dedicated Governance & Integrity Sports Conference with a stellar line up including Keynote Speakers:



Emanuel Macedo de Medeiros
CEO, Sport Integrity Global Alliance (SIGA)



Giorgio Marchetti
Assitant Secretary General and
Director of Competitions, UEFA



David A. Chikvaidze
Chef de Cabinet of the Director-
General, United Nations (Geneva)

Further information regarding confirmed speakers and the agenda can be found at the following [LINK](#)



SOCCEREX USA CONFERENCE, MIAMI, USA

SIGA announced in October a new multi-year partnership with Soccerex, one of the two most significant and influential event organisers in the world of football. It started with the event Soccerex USA 2018 which was held on 15 and 16 November in the Marlins Park in Miami.

All information including the agenda can be found via the following [LINK](#)

SIGA members can receive complimentary passes to Soccerex events. Please contact info@siga-sport.com

SWISS INSTITUTE OF COMPARATIVE LAW



Institut suisse de droit comparé
Schweizerisches Institut für Rechtsvergleichung
Istituto svizzero di diritto comparato
Swiss Institute of Comparative Law

The Swiss Institute of Comparative Law and SIGA are working together to deliver the ISDC-SIGA Good Governance Workshop in Lausanne, Switzerland, on 21 November 2018.

This workshop will discuss the best practice and governance challenges facing sport federations leagues and clubs. We are grateful to Svein Arne Hansen, President of the European Athletics Association, who will deliver a Keynote Speech at the workshop.

To register and check out the agenda, please click on the following [LINK](#).



Keynote Speaker Svein Arne Hansen, President of the European Athletics Association says ahead of the workshop:

“The development of sport in the 21st century is impossible without the development of our governance arrangements. Appropriate structures, accountability and transparency are essential for the credibility and success of any sports organisation”

All information regarding the workshop, timings and agenda and how to register may be found on the [LINK](#).

UPCOMING SIGA MEETINGS & EVENTS



DATE	MEETINGS & EVENTS
21/11/2018	ISDC-SIGA Good Governance Workshop 2018, Lausanne, Switzerland
22/11/2018	SIGA Standing Committee on Good Governance, ISDC, Lausanne, Switzerland (9:30 to 12:00 CET)
03/12/2018	SIGA Standing Committee on Financial Integrity (via conference call) (15:00 to 17:00 CET)
05/12/2018	SIGA Standing Committee on Sponsorship, Media & Sport Integrity, Geneva, Switzerland (15:00 to 17:30 CET)
06/12/2018	Sport Integrity & Governance Conference - International Sports Convention, Geneva, Switzerland
11/12/2018	Launch of SIGA-UNESCO Joint Project "The Business Case for Sport Integrity", Paris, France
31/01/2019	Second Anniversary of SIGA's constitution as a legal entity
07/03/2019 (TBC)	International Women's Day, SIGA Special Session, Washington DC, USA
26/03/2019 – 28/03/2019 (TBC)	SIGA Sport Integrity Forum "V", SIGA General Assembly, New York, USA





SOCIAL MEDIA - TWITTER

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



SIGA PRESS RELEASES

SIGA Sport Integrity Forum
Sport Integrity Forum Michael Møller – Sport Integrity Forum
Sport Integrity Forum
Sports Betting Forum – TEAMS '18
International Sports Convention – Partnership Agreement
Regional Summit
SIGA Special Session & Opens Representation Office
Sports Betting Regulations in the US
Special Session – New York
SIGA & Soccerex Sign New Partnership
Global Study into Football Club Ownership

SPORTS BETTING FORUM PRESS COVERAGE

Gambling.com
Inside World Football
Sport Travel

NEW YORK SPECIAL SESSION PRESS COVERAGE

Around The Rings
Inside World Football

FITS GLOBAL STUDY ON FOOTBALL CLUB OWNERSHIP

Inside World Football
Around the Rings
Publico
Maisfutebol



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