



NEWSLETTER

NOVEMBER/DECEMBER 2018



As the sports landscape continues to face reputational challenges, with fresh allegations of wrongdoings on a global scale, SIGA reaffirms its commitment and intensifies its efforts to enhance the standards upon which sport is governed and conducts its operations.

As this Newsletter confirms, SIGA ended 2018 on a high, concluding several important institutional partnerships, launching impactful thought leadership projects and organising key events centred around our reform agenda. In fact, if words summed up the final Newsletter of 2018, it would certainly be “partnership” and “delivery”.

Of course, we would not have such a successful year without the active support of our members and valued partners. It is therefore only fair that the last edition of the SIGA Newsletter of 2018 pays tribute to all of them. In October, in partnership with ICSS INSIGHT and the Union Internationale des Avocats, the preliminary findings of first phase of the Global Study on (football)

Club Ownership, focusing on the legal and regulatory framework, were released with resounding impact..

In November, SIGA collaborated with **Soccerex USA Conference 2018**, as its official integrity partner, meeting high-level representatives from global football bodies and the wider business industry, to further our agenda in a multi-year agreement that will be activated in 2019.

Significantly, SIGA secured a key partnership with the **National Fitness Foundation in the United States**, with the objective of safeguarding the integrity of sport and promoting youth development and child protection across the country.

The inaugural **ISDC-SIGA Good Governance Workshop** was successfully held in Lausanne, as part of our partnership with the Swiss Institute of Comparative Law in Lausanne. Best practice and governance challenges facing sport federations, leagues and clubs, was under the spot light, with a keynote speech being

delivered by Svein Arne Hansen, President of the European Athletics Association.

Following this, SIGA, in partnership with the **International Sports Convention in Geneva**, organised the **Sport Integrity and Governance Conference**. **The event brought together key players from all sides of the sporting industry, offered an excellent platform for an insightful and action-orientated discussion on a wide array of critical matters, including “Brands, Value & Sponsorship, Sports Betting Integrity” and “Good Governance in Sport” with key notes speeches from SIGA, UEFA and the United Nations.**

In December, SIGA and the United Nations Education, Scientific and Cultural Organisation (UNESCO) launched a pivotal project, **“The Business Case for Sport Integrity”**, in Paris, France, aimed at demonstrating why governments must invest in sport integrity and what is the return on investment.

REFLECTIONS OF 2018



2018 was a remarkable year for SIGA.

The opening of our head office in Geneva and representation offices in London and Brussels, the launch of several thought leadership projects, delivery of several high profile events (Sport Integrity Forums, Regional Forums, Special Sessions and Expert Summits), the development of our university network, membership, committed supporters and the launch of the international tender process for the SIGA Independent Rating and Verification System (SIRVS) testify the great progress SIGA is making to bring about the much needed reforms and strengthen the integrity of sport.

As ever, the ongoing support and active engagement of SIGA's Members and Committed Supporters is paramount to enable us to achieve these vital objectives. To all, we express our heartfelt recognition, and look forward to continue advancing our agenda in 2019.

We wish you all a restful and enjoyable seasonal break and an excellent New Year.



Franco Frattini
Chairman



Emanuel Macedo de Medeiros
CEO

SUMMARY

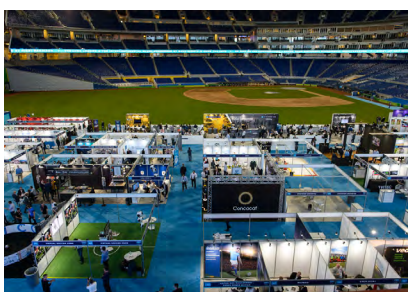
THOUGHT LEADERSHIP INITIATIVES & EVENTS



SOCCEREX 15 - 16 NOVEMBER

Following the announcement of a new multi-year partnership, SIGA played an active role at the Soccerex USA Conference, held in Miami, Florida, USA, on 15-16 November. SIGA is looking forward to shaping the integrity agenda at the forthcoming Soccerex China and Soccerex Europe in 2019.

- Soccerex China: May 23rd & 24th 2019
- Soccerex Europe: September 5th & 6th 2019



Emanuel Macedo de Medeiros' article appeared in the Soccerex Spotlight Delegate Guide - "Gambling on the Future of Sport? What needs to be done to Safeguard Sport? Read the article [here](#)

COOPERATION AGREEMENT

NATIONAL FITNESS FOUNDATION



SIGA and the United States National Fitness Foundation (NFF) formalised their collaborative relationship. The parties have entered into a long-standing partnership in the form of a Cooperation Agreement. The agreement will see each party mutually exercise, through international cooperation and a series of action-orientated initiatives, their efforts to achieving their common objective of safeguarding the integrity of sport and promoting youth development and child protection across America.

SIGA and the NFF will also work together on fundraising initiatives to support each other in achieving their mission of ensuring that all children and young athletes that practice sports can do so in a safe, healthy and trustworthy environment where integrity is pride of place.

Emanuel Macedo de Medeiros, CEO of SIGA *"This agreement is an important milestone in advancing our reform agenda in the United*

States. We are honoured that the National Fitness Foundation is partnering with SIGA in the field of youth development and child protection, which is one of our core strategic areas. Next year SIGA will play a major role in the US, where we already have several members and partners with whom we work closely. We believe that through collective action we can drive the change we want to see to safeguard the integrity of sport for future generations, starting with the youth."

Clay Walker, Executive Director of the US National Fitness Foundation *"As the National Fitness Foundation embarks on a mission of expanding youth sports participation in the United States, it is critically important that we align with partners such as SIGA that are committed to promoting the highest standards in youth sports training, education and development."*

LaRhonda Burley, Vice President, Partnerships & Marketing of the US National Fitness Foundation *"The organisational missions of SIGA and NFF naturally align. We share an understanding that sports participation fosters a sense of community, develops leaders and positively impacts society..."*

We look forward to working with SIGA to advance our collective vision of safeguarding and advancing the benefits of sport for all."

ISDC-SIGA GOOD GOVERNANCE WORKSHOP

LAUSANNE SWITZERLAND - 21 NOVEMBER 2018



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



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE

In partnership with the Swiss Institute of Comparative Law in Lausanne, SIGA held its first "Good Governance Workshop" on 21 November 2018. The workshop attracted academics, leaders from European and international sports organisations. Svein Arne Hansen, President of the European Athletics Association delivered a keynote speech focusing on the governance reforms the organisation is implementing. Wider topics of discussion included best practice and governance challenges facing sport federations leagues and clubs.

Keynote Speaker: Svein Arne Hansen, President of the European Athletics Association:
"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 organisations."



Emanuel Macedo de Medeiros, CEO, SIGA *"The future of sport should not be dictated by law enforcement. It must be proactively shaped by sports organisations that want to be agents of change. Sport is facing a serious crisis in confidence: The time is to bring about reforms in the sports industry*



is now."

"Good Governance stands for democracy, conflicts of interest, proper procurement, transparency and accountability and key stakeholders engagement."

INTERNATIONAL SPORTS CONVENTION – GENEVA

SPORT INTEGRITY & GOVERNANCE CONFERENCE
5-6 DECEMBER 2018



SUPPORT FOR SIGA'S REFORM AGENDA GATHERS MOMENTUM AT THE INTERNATIONAL SPORTS CONVENTION IN GENEVA

Experts and leaders in the sports sector recognised the necessity for an organisation like the Sport Integrity Global Alliance (SIGA) to lead the way for enhanced governance and integrity in sport worldwide, and praised the role that the coalition is playing in uniting and reforming

the sporting industry. This was the central outcome of the Sports Integrity and Governance Conference, organised in the margins of the International Sports Convention 2018 (ISC 2018) in Swiss city of Geneva, in partnership with SIGA on 6 December 2018.

INTERNATIONAL SPORTS CONVENTION – GENEVA

SPORT INTEGRITY & GOVERNANCE CONFERENCE
5-6 DECEMBER 2018



THE CONFERENCE FOCUSED ON THE FOLLOWING KEY TOPICS:

- Brand Value and Sponsorship
- Sports Betting Integrity
- Good Governance in Sport

Highlights included a keynote speech from Giorgio Marchetti where the Assistant Secretary General and Director of Competition at UEFA provided an in depth analysis of the recent governance reforms UEFA has implemented, including stakeholder representation.

Giorgio Marchetti *"The growing economic element of elite football is the engine that has induced deep changes in European football governance. One of the transformations football has undergone over the last twenty years is the creation of bodies representing stakeholders . . . There is no way back. . .*

But we are absolutely convinced that the unity of the family is the only way forward possible if we want to guarantee a sound future to our sport."

David Chikvaidze Chef de Cabinet of the Director-General of the United Nations Office of Geneva, delivered a closing keynote speech stressing the importance of sport as a delivery tool of the United Nations' Sustainable Development Goals and pledged the UNOG's support to SIGA.

David Chikvaidze: *"The power of sport to shape and sustain our values is not a given. It depends entirely on whether the contest is fair. On whether fair play is respected. For sports, integrity is everything. UN Geneva found a strong partner in SIGA..."*

SIGA's vision of sport played and governed under the highest integrity standards, free from unethical, illicit or criminal activity, to safeguard sport's values."

For more information regarding the Sports Integrity and Governance conference including the agenda, please click [here](#).

UNESCO-SIGA "THE BUSINESS CASE FOR SPORT INTEGRITY"

11 DECEMBER 2018



The Sport Integrity Global Alliance (SIGA) and the United Nations Education, Scientific and Cultural Organisation (UNESCO) signed an agreement to build up **"A Business Case for Sport Integrity"**. This initiative is a key component of the implementation of the Kazan Action Plan, approved by the world sport Ministers' Conference (MINEPS VI) in 2017.

The primary purpose of the partnership is to foster a meaningful increase of government investment in the promotion and protection of sport integrity. Announced by Nada Al-Nashif, Assistant Director-General of UNESCO and Emanuel Macedo de Medeiros, CEO of SIGA, the long-term partnership was officially launched at UNESCO's headquarters in Paris 11 December 2018 at a VIP reception that attracted several high level delegates from governments, as well as the private sector.



Emanuel Macedo de Medeiros, CEO of SIGA *"Governments acknowledge that sport pursues a mission of public interest. It has the potential to positively shape, influence and enrich society, communities and individual lives. It can act as a catalyst for economic development, create revenue streams, employment opportunities and technological advances. UNESCO and its member States aim to foster the due government investment in the promotion and protection of sport integrity."*

Nada Al-Nashif, Assistant Director-General for Social and Human Sciences, UNESCO: *"Sport integrity is not mainly a matter of compliance with standards for elite competitions but*



an important vector for citizenship, justice and security. We are pleased that SIGA accepted our proposal to use its collective intelligence and convening power to carry out this project of a 'Business case for investing in sport integrity'.

Full details of the new agreement can be found [here](#)

GLOBAL STUDY ON FOOTBALL CLUB OWNERSHIP

SPECIAL FEATURE



Union Internationale des Avocats
International Association of Lawyers
Unión Internacional de Abogados



A global study undertaken by SIGA's founding member ICSS INSIGHT, in partnership with the International Association of Lawyers (UIA) and the Sport Integrity Global Alliance (SIGA) published its preliminary findings released from independent global study *"Legal, Financial and Integrity Aspects of Club Ownership in Football"*

A general lack of effective oversight and due diligence and weak regulatory framework on club ownership and investment are the overall conclusions of the first phase of the study conducted by a team of lawyers from 25 countries, including top football nations, provided a robust and independent diagnosis of the legal landscape relating to football club ownership in their respective jurisdictions.

Preliminary findings include:

- While 83% of countries have an obligation under national legislation to disclose club owners/investors' identities,
- only the UK, Netherlands, Spain and Switzerland have some kind of structure/ process with a role to monitor and control
- Publically available information regarding full ownership and investment structures is only available in Belgium, the Ukraine and in the UK
- Only five countries (Brazil, the UK, France, Portugal and the Ukraine) require by law the obligation to fully disclose club owners/investors in both professional and non-professional football clubs
- 64% of countries require information on club ownership structure for only the professional top two level divisions
- Where countries have disclosure obligations that apply to full ownership structure, the majority are not able to identify the ultimate

beneficial owner of the club. Only 39% of the countries monitoring club ownership are able to track the ultimate beneficial owner with limitations

- England and Italy are the only two countries that have a 'fit and proper person' testing requirement in place for club owners/investors. The majority, 70% of countries surveyed, do not have such validation process in place
- Only three countries (France, Italy and Switzerland) have a dedicated registry body to deal with club ownership

Full details of the findings can be found [here](#)

INSTITUTIONAL RELATIONS

- Meeting with Ross Brawn, Managing Director of Motorsports, Formula 1, 7 November 2018
- Meeting with Sporting Equals, 7 November 2018
- Young People's Perceptions of Sport Integrity - Loughborough University, 11 November 2018
- International Sports Chamber of Commerce - The Business of Brands in Sport & Entertainment, 12 November 2018
- Launch of the National Sports Governance Observer, Play the Game, Leuven, 13 Nov 2018
- EU Sports Integrity Expert Cluster Meeting, December 4 - 5 2018
- Second meeting of the Sports Focal Points of International Geneva, 10 December 2018
- Meeting with Carson Ingle, Charity Brands Consulting, 11 December 2018
- Sporting Chance Forum, 12 - 13 December 2018

UPCOMING SIGA MEETINGS & EVENTS



DATE	MEETINGS & EVENTS
31/01/2019	Second Anniversary of SIGA's constitution as a legal entity
11/02/2019	Regional Summit: Doha, Qatar
7/03/2019	International Women's Day SIGA Special Session, Female Leadership in Sport, Washington D.C, USA
26/03/2019 – 27/03/2019	SIGA Sport Integrity Forum V and SIGA General Assembly, New York

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.

NOVEMBER 2018



Tweets

135



Tweet impressions

135K



Profile visits

2584



Mentions

149



New followers

73

DECEMBER 2018



Tweets

83



Tweet impressions

109K



Profile visits

1,425



Mentions

44



New followers

59

1270

TWITTER FOLLOWERS (17 DECEMBER 2018)

SIGA PRESS RELEASES

UNESCO-SIGA “The Business Case for Sport Integrity”
ISC Geneva, Sport Integrity and Governance Conference
Cooperation Agreement with National Fitness Foundation
Global Study on Football Club Ownership

PRESS COVERAGE- GLOBAL STUDY ON FOOTBALL CLUB OWNERSHIP

[Inside World Football](#)
[Around the Rings](#)
[Publico](#)
[Maisfutebol](#)

PRESS COVERAGE – UNESCO-SIGA “THE BUSINESS CASE FOR SPORT INTEGRITY”

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[Inside world football](#)
[Sportcal](#)



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