



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE



ANNUAL
REPORT
OF ACTIVITIES
2 0 1 8

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INTRODUCTION

SIGA is an independent, neutral, not-for-profit, membership-based international organisation. We are not driven by any political motivation or commercial interests. Our mission is to usher sport into a new era by promoting, supporting and rating the implementation of a set of universally accepted standards on good governance, financial integrity, sports betting integrity and youth protection, across the whole sporting industry.





It has been a busy 12 months! When we joined together in Rome in January 2018 we set ourselves a bold agenda of getting our own house in order and striving forward to create new partnerships and establish global sport integrity initiatives. Since then we have opened our head office in Geneva and representation offices in London and Brussels, recruited new team members, launched several thought leadership projects, held several high profile events including Sport Integrity Forums, a Regional Forum in Kosovo, Special Sessions and Expert Summits, and created new partnerships with global champions of sport integrity. All of this and more, testifies the great progress SIGA is making to bring about the much needed reforms and strengthen the integrity of sport.

Last year I spoke about how honesty, integrity and transparency must inspire and guide our action and we have taken great steps to enshrine those values in our initiatives, partnerships and projects. I also spoke about the need for us to stand up for transparent governance and stand up to corruption. I am delighted with the progress we have made with the design and tendering process for the SIGA Independent Ratings and Verification System, the world's first-ever independent, neutral and global sport governance rating and verification system and wait in anticipation to see this rolled out in 2019. Additionally, I am delighted to announce that we will be ramping up our work on tackling corruption in

sport throughout 2019 bringing together all the right stakeholders from all the right sectors to remove this scourge from sport.

This last year has not been entirely without its sadness. It is with a heavy heart that we learned in February 2019 of the tragic passing of our dear friend and supporter, Michael Pedersen, founder of Change the Game. Michael was a strong believer in SIGA and did his utmost to ensure that our Universal Standards on Good Governance were watertight and fit for purpose. The world has lost a sport integrity champion and we will strive in 2019 to do him proud.

With that, I call upon you as a member of the SIGA community to join together in 2019 and commit to ongoing collaboration, partnership and dedication in the fight for sport integrity.

Yours faithfully,

Franco Frattini
SIGA Chairman



EXECUTIVE SUMMARY

Dear friends,

At SIGA, we are working hard to usher sport into a new era. An era where integrity is at the top. Where there are no monopolies, and the legitimacy and responsibility of each stakeholder and like-minded organisation are acknowledged. Naturally and with deserved respect.

The challenges ahead are simply enormous, and they require the active engagement of each and every one, if integrity in sport is to have a change.

Attempts to shape a global approach and move long-overdue reforms forward are being made, but, still, old territorial feelings prevail and lack of union, cohesion and collective action persist, fueling discrimination within the sport integrity movement and preventing a real, meaningful and effective change in the industry.

We have now the perfect opportunity to take action, and do it right. An opportunity to unite efforts and row to the same side: the sport movement, including FIFA and its confederations, the IOC and its NOCs, the international and national federations, the European and the US Leagues, the clubs, the payers and all key stakeholders; but also the governments and international organisations; the global sports business; and the civil society.

Working together, standing united, sharing an agenda that we fundamentally believe in, we have made possible in 2018 what many thought to be impossible. We have elected our leadership, approved our global strategy and actioned a series of reforms and thought leadership projects that are paving the way towards a brighter future for sport worldwide.

Over the past few months, we have built new bridges and created new spaces for joint solutions with so many institutions and valued partners. Looking ahead, let's strengthen our resolve and roll up our sleeves. Let's consolidate, deliver and further expand all internal and external advancements made in 2018 - together. Let's make SIGA stronger, and "Consolidate, Deliver and Expand" our reform agenda and global impact.

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. They testify to the great progress SIGA is making to bring about the much needed reforms and strengthen the integrity of sport. It is difficult to pull out just one highlight from the year, but the incredible support and momentum and growth amongst our supporter base has

been motivating, empowering and crucial to our success.

We will move fast in 2019. With three primary overarching objectives: to consolidate the internal and external progress made throughout 2018 and SIGA's institutional partnerships; to deliver SIGA's core strategic objectives, thought leadership projects and reform agenda; and to expand SIGA's geographic presence, membership base and positive influence worldwide.

We want to continue enhancing our levels of efficiency on all fronts to best meet our Members' needs and aspirations. To this end, we will be scaling up our engagement with Members, and Committed Supporters too, ensuring we provide top-quality visibility and networking opportunities, working hand in hand on the reform agenda and asking for their views and input on any relevant matter.

With this in mind, a key priority for SIGA this year is expanding its global footprint and working closer with our Members by scaling up our global representation, in the United States, Japan and in the corridors of power in Geneva and Brussels.

We will continue to make sure that SIGA leads by example by ensuring the SIGA Statutes are fit for purpose and we have the best internal governance and financial management practices, top quality human resources and a proactive communications and media strategy.

Finally, we will continue to be thought leaders, launching SIRVS, our independent, neutral and global rating and verification system amongst other initiatives with partners such as UNESCO. We will continue to promote diversity as a key tool in sport integrity, by scaling up our Global Mentorship Programme on Female Leadership in Sport together with a bold initiative specifically aimed at countering corruption in sport.

Last year was a great year for SIGA, and sport integrity alike. 2019 will only get better!



Yours faithfully,

Emanuel Macedo de Medeiros
CEO, SIGA



SIGA MISSION AND VISION

VISION

SIGA works towards a vision of sport played and governed under the highest integrity standards, free from any form of unethical, illicit and criminal activity, to safeguard sports values and ensure its positive impact and benefits to all citizens.

MISSION

The mission of SIGA is to provide global leadership, promote good governance and safeguard the integrity of sport through a set of universal standards operated by an independent, neutral and global body.



GLOBAL STRATEGY AND ACTION PLAN

KEY INTERNAL PRIORITIES

At the beginning of 2018, we established a number of key priorities. Our major internal priority was to put our own house in order, strengthen and short up our own governance and operations to maximise our effectiveness.

We approved SIGA's 2017 **Budget and Financial Statements**, including the accounts and independent audit report, all of which are publicly available. We established the SIGA **Fundraising** Committee and developed new fundraising opportunities. We also developed and adopted our **internal governance** rules and policies, which we are currently reviewing again to ensure they are fit for purpose so that SIGA can be an exemplar organisation for others.

We strengthened and consolidated our **human resources**, hiring executives and administrators from our Members to build up the team and therefore our potential impact. Throughout, we developed close and inclusive **relations with our Members**, Committed Supporters and members largely through our Standing Committees, numerous events and networking opportunities and through the SIGA Council meetings.

KEY EXTERNAL PRIORITIES

| Institutional Recognition

Throughout 2018, we established SIGA on the global sport integrity map, consolidated SIGA's international leadership status and critical role within the sporting industry.

SIGA signed a series of far-reaching and impactful institutional partnerships with international organisations, governments and global business, including, amongst others:

- The **US National Fitness Foundation**
- The **United Nations Educational, Scientific and Cultural Organisation** (UNESCO)
- **Soccerex**
- The **International Sports Convention**

Equally significant was the launch of the **SIGA University Global Network** and the organisation of a series of **high-level events** throughout 2018, notably the two **SIGA Sport Integrity Forums**, **SIGA Regional Summit**, as well as several **Expert Summits**, **SIGA Special Sessions** and **SIGA Debates**.

Finally, SIGA was invited to become a member of the **Sports Focal Points of International Geneva**, an informal grouping composed by the United Nations Office at Geneva (UNOG), the International Labour Organisation (ILO), UNESCO, the Office of the High-Commissioner for Refugees (OHCHR), the Office of the High-Commissioner for Human Rights (OHCHR), the World Health Organisation (WHO), UNICEF and the International Olympic Committee (IOC), amongst others. Our first meeting (the second for the grouping) was hosted by the ILO on the 10th of December 2018.

| Thought Leadership Projects

In pursuance of our mid-term strategy and in order to instigate the adoption of our reform agenda by the largest possible number of like-minded organisation and drive engagement with potential key partners, we have developed a series of thought leadership initiatives. These include:

- The SIGA Global Mentorship Programme on Female Leadership in Sport

- SIGA-UNESCO "The Business Case for Sport Integrity"

- The SIGA White Paper on Sport Integrity

- The "Sport Integrity and the UN Sustainable Development Goals"

- The ICSS INSIGHT – SIGA – UIA "Global Project on Club Ownership"

You can read more about these items in the relevant sections below.

| SIGA Independent Rating and Verification System (SIRVS)



Our final major strategy priority for 2018 was the development of SIRVS. Leading by example, we designed and launched an international public tender process and appointed an independent jury, to ensure the rigorous, independent and impartial adjudication of the implementation of SIRVS. During the course of that process, SIGA has issued the contract notice and received several expressions of interest from different organisations interested in tendering for SIRVS.

You can read about these items in the relevant sections in this Annual Report of Activities.

Our progress with regards to our strategic priorities in 2018 has built a platform for our new strategic direction for 2019. We have three **primary overarching objectives for 2019:**

1

To consolidate the internal and external progress made throughout 2018 and SIGA's institutional partnerships.

2

To deliver SIGA's core strategic objectives, thought leadership projects and reform agenda.

3

To expand SIGA's geographic presence, membership base and positive influence worldwide.



THE GROWTH OF SIGA IN 2018

NEW MEMBERS & COMMITTED SUPPORTERS

SIGA admitted new members including Mastercard, Qatar Airways, Stockholm University, Starlizard integrity Services, Octagon, and ACAMS. SIGA also welcomed a number of new Committed Supporters, including European Sponsorship Association, IBLF Global, Swedish Athletics, George Washington University, Inside World Football, the Nevada Gaming Control Board, Sporting Equals and Supporters Direct. These new partners demonstrate how SIGA continues to attract committed industry leaders from across the world of sport.



OPENING OF HQ IN GENEVA AND OFFICES IN LONDON AND BRUSSELS



SIGA CEO, Emanuel Macedo de Medeiros & Former Director for Youth & Sport at the Directorate-General Education & Culture, European Commission, Antonio Silva Mendes open the SIGA representation office in Brussels

The Sport Integrity Global Alliance (SIGA) held a **Special Session on “The Role of the European Union in Safeguarding the Integrity of Sport”** in Brussels to launch the opening of its new Representation Office during the European Week of Sport. Our seat office in Geneva is now up and running, and our London office was established in the heart of Westminster, opening in September 2018.

HOW TO JOIN SIGA?

We invite you to hear this call to action and engage with us to help lay the foundations for a deeper level of integrity, transparency and good governance throughout sport.

To become an official SIGA Member, please contact SIGA at info@sigasport.com.

All SIGA Supporters agree with the principles set out in the **SIGA Statement of Intent**.

Join the conversation

 [@SIGAlliance](https://twitter.com/SIGAlliance) [#SportIntegrityForum](https://twitter.com/SportIntegrityForum)
www.sigasport.com



SPORT INTEGRITY FORUMS

Twice a year, SIGA hosts a dedicated Sport Integrity Forum featuring lively, interactive and highly-informed panel discussions from a variety of industry experts. Each Forum gathers over 100 leaders from the world of sport, government, finance, business and civil society to address the most pressing governance and integrity issues facing the sports industry. The Forums provide 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 and protection of minors in sport.

SPORT INTEGRITY FORUM III (30 JANUARY 2018, ROME)

Held at the Italian National Olympic Committee, the third edition of the forum identified solutions and determined the most effective reforms required to address the grave problems facing the international sports movement. SIGA received messages of support from a number of high-profile and prominent leaders including His Holiness Pope Francis and UEFA President Aleksander Čeferin at the third edition of the Sport Integrity Forum.



Emanuel Macedo de Medeiros, CEO, SIGA



Delegates at the Sport Integrity Forum



Message from His Holiness Pope Francis



Panel Session 1: Kicking Corruption Out of Sport



Panel Session 2: Athletes: Champions and Role Models



Panel Session 3: Sponsorship, Brand Value and Reputation



Panel Session 4: Club Ownership, Players' Transfers, Financial Flows and Tax Havens moderated by Amanda Davies, Sports Anchor, CNN



Panel Session 5: Sports Betting Integrity



Panel Session 6: Protecting Minors in Sport

Link to official video:

<https://www.youtube.com/watch?v=tVL-O8UpAeg>



SPORT INTEGRITY FORUM IV (26 JULY 2018, GENEVA)

Hosted by the Director-General of the United Nations Office at Geneva, His Excellency Mr. Michael Møller, the fourth edition of the Sport Integrity Forum, staged the signature of a number of new Cooperation Agreements between SIGA and some of the world's leading universities and non-governmental organisations, as well as the announcement of its second group of SIGA Global Female Mentors.



SIGA Signing Ceremony of Cooperation Agreements



Panel Session 1: Walking the Talk: Working together for Real Integrity in Sport



Panel Session 3: The Role of Global Business in Restoring Integrity in Sport



Panel Session 4: Diversity in Sport, From Soundbite to Reality. Now!



Panel Session 5: Sports Betting Integrity USA, The Post Pasma Era



Panel Session 6: The Power of Sport Beyond the Field of Play, The United Nations SDG's

Link to official video:

<https://www.youtube.com/watch?v=g3VRrI5ZIBo>



SIGA GENERAL ASSEMBLY

The SIGA General Assembly is SIGA's supreme body and consists of all SIGA Members. Meetings of the SIGA General Assembly are held twice a year at a time decided by the SIGA Council. The General Assembly is an opportunity for the SIGA Council to ratify important policy decisions and legislative regulations, welcome new members and discuss future initiatives needed to protect the integrity of sport.

31 JANUARY 2018, ROME



Emanuel Macedo de Medeiros addresses the General Assembly

The SIGA General Assembly approved Emanuel Macedo de Medeiros as CEO by acclamation following his election by the SIGA Interim Council on 11 January 2018. The Assembly also elected the new SIGA Council, including the Vice-Chairs, by acclamation. SIGA outlined the strategic priorities for 2018, which included the addition of Youth Development and Protection of Minors as a new pillar of SIGA alongside Good Governance, Financial Integrity and Sport Betting Integrity.



SIGA CEO & Chairman address the General Assembly

SIGA elects CEO and Internal Organs at General Assembly



SIGA INTERNAL ORGANS

Appointed by unanimity at the SIGA General Assembly in Rome on 31 January 2018



Franco Frattini
Chairman, SIGA



Emanuel Macedo de Medeiros
CEO, SIGA

Vice Chairs



Hanzab Mohammed
Chairman/CEO
/ICSS



Michael Robichaud
Senior Vice President
Mastercard

Members



Brian Lewis
President
Canoc/TTOC



David Luna
President & CEO
Luna Global
Networks



Rick McDonell
Executive Director
ACAMS



Eddie Marshbaum
Director of Sport
Integrity
Quest



Densign White
CEO
IMMAF

Co-Opted



Salam Al Shawa
Senior Vice President
Marketing and Corporate
Qatar Airways



Cindy McCain
Chair of the Board of
Trustees
McCain Institute



Angela Melo
Director - Division of
Ethics, Youth and
Sport
UNESCO



Shellie Pfohl
(Independent)



SIGA SPECIAL SESSIONS

GOOD GOVERNANCE IN SPORT, PIERCING THE GLASS CEILING (7 MARCH 2018, PARIS)

Held at Maison de l'Amérique Latine, Paris, this special session provided a platform to discuss the challenges and opportunities in the fight for gender equality in sport and included testimonies from a number of leading women including Angela Melo, Director Policies and Programmes at UNESCO. The session marked the launch of the SIGA Female Global Mentorship Programme to support and encourage future female leaders in sport to reach their potential.



Anne-Laure Bonnet, Journalist,
BeIN Sports



Ebru Köksal, UEFA Consultant &
Senior Advisor at J. Stern & Co



Sonia Soud, Football Agent,
Essentially Group, CSM Sport &
Entertainment

YOUTH DEVELOPMENT IN SPORT: COUNTERING ABUSE & TRAFFICKING OF MINORS (26 APRIL 2018, MIAMI)

A wide and diversified network of leading organisations, sports bodies, linguistic blocks, universities, NGOs, law enforcement agencies and social influencers came together in April at Miami Dade College, Florida, USA, to join SIGA in a powerful call for action against abuse, smuggling and trafficking of children and young people in sport.



Panel Session 1: Changing the Game, Countering Abuse of Children in Sport



Panel Session 2: Protecting Children and Young People, Countering Smuggling and Trafficking Children



Panel Session 3: Protecting Children and Young People in the Pathway to Elite/Professional Sport

THE ROLE OF THE EUROPEAN UNION IN SAFEGUARDING THE INTEGRITY OF SPORT (26 SEPTEMBER 2018, European Week of Sport, BRUSSELS)

This Special Session launched the opening of SIGA's new representation office. Senior representatives from 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.



Richard Caborn, Former Sports Minister, UK Parliament addresses delegates



Katie Simmonds, General Counsel, SIGA



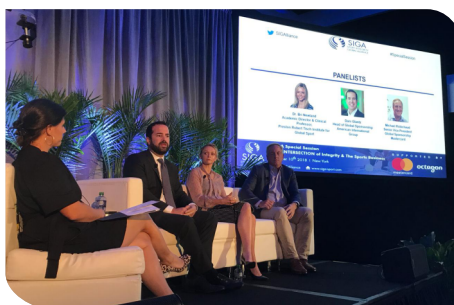
Maria Luisa Fernandez Esteban, European Commission addresses delegates

THE INTERSECTION OF INTEGRITY & THE SPORTS BUSINESS (10 OCTOBER 2018, NEW YORK CITY)

A unique SIGA Special Session, held at Chelsea Piers, New York, USA in association with 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 Session 1: Sports Betting, Sponsorship & Integrity



Panel Session 2: Youth Protection in Sport



Panel Session 3: Defining Good Governance & Compliance in Sports



SIGA REGIONAL SUMMITS

SPORTS INTEGRITY: CHALLENGES, SOLUTIONS AND REGIONAL COOPERATION (5 SEPTEMBER 2018, KOSOVO)

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 Director Generals of the NOCs of Kosovo, Albania, Montenegro, Macedonia and Portugal.



Delegates at the Regional Summit

Emanuel Macedo de Medeiros, SIGA's CEO, address delegate during the Opening Session



Panel 1: Best Practice on Good Governance in Sport



Panel 2: Best Practice on Sports Betting Integrity



Panel 3: The SIGA Universal Standards: Ushering Sport into a New Era



SIGA EXPERT SUMMITS

SPORTS BETTING INTEGRITY & MEDIA (8 MAY 2018, PORTO)

Organised by SIGA in partnership with the National Olympic Committee of Portugal and the National Club of Sports Press (CNID) as well as the daily newspapers A Bola, O Jogo and Record and Portugal's public radio station Antena 1, the SIGA Expert Summit on Sports Betting, Integrity and Media closed 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.



Emanuel Macedo de Medeiros SIGA CEO addresses delegates at the Expert Summit



Expert Summit at the National Olympic Committee of Portugal



Katie Simmonds, SIGA General Counsel addresses delegates at the Expert Summit



THOUGHT LEADERSHIP PROJECTS

THE BUSINESS CASE FOR SPORT INTEGRITY



SIGA and the United Nations Education, Scientific and Cultural Organisation (UNESCO) signed an agreement in December 2018 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.



Emanuel Macedo de Medeiros, SIGA CEO & Nada Al-Nashif, Assistant Director General for Social & Human Sciences

SIGA WHITE PAPER ON SPORT INTEGRITY

SIGA developed a proposal for establish a global partnership to develop a comprehensive analysis of the state of sport integrity. The White Paper will identify the major threats to sport integrity, identify the vulnerabilities of the existing regulatory frameworks, provide global leadership, long-term strategic vision and foster the development of a robust regulatory framework to enhance standards upon which sports organisations govern themselves and operate and promote and protect the integrity of sport worldwide.

FEMALE GLOBAL MENTORSHIP PROGRAMME

Initially announced at a Special Session in Paris in March on the eve of International Women’s Day, SIGA set in motion the launch of a worldwide, action-orientated 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 sporting 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.



SIGA Global Female Mentors meet in the margins of the SIGA Sport Integrity Forum IV hosted by the United Nations Office at Geneva

Female Global Mentorship Programme

| | |
|----|--|
| 1 | Katje Steinhilber, Director of Sports Governance and Financial Integrity, ICSS RIGHT & SIGA team |
| 2 | Angela Webb, Director Policies and Programmes of UNESCO |
| 3 | Ung-Ling Ma, Chief Compliance Officer & Assistant General Counsel, Panasonic |
| 4 | Shelley Pflatt, CEO Safe Sport USA and former Executive Director of the United States President's Council for Fitness, Sport & Nutrition |
| 5 | Patricia Moyano, Lawyer, President of the Association of International Football Lawyers & Member of Women in Sports Law |
| 6 | Ilana Kalked, LEBA Consultant & Senior Advisor at J. Stern & Co |
| 7 | Patricia Costantini, Founder, Equisport |
| 8 | Karen Webb, Mass Executive Director and Chief of Staff at ICSS and former VP Marketing, Corvus CC |
| 9 | Assunta Knott, Secretary General of the Trinidad & Tobago National Olympic Committee |
| 10 | Anne-Laure Bonnal, Journalist, Bull Sports |
| 11 | Hana Laha, President & CEO of the Council on Cyber Security and former US Assistant Secretary for Homeland Security |

1st Team SIGA Female Mentors

SIGA UNIVERSAL STANDARDS

The SIGA Universal Standards have been presented and shared to a wide variety of key influential audiences throughout 2018. The Standards are a living document so that they can be adapted to reflect the changing nature of threats to sporting integrity. The Standards are each under review to ensure they remain fit for purpose and leading the way globally. A fourth set of SIGA Standards, on Youth Development and Protection are in the pipeline.



SIGA INDEPENDENT RATING & VERIFICATION SYSTEM (SIRVS)

SIGA INDEPENDENT RATING & VERIFICATION SYSTEM



In June, SIGA launched an international tender process for SIRVS, inviting 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 adjudicated by an independent and highly qualified jury.

SIRVS is what the sponsors and those that invest in sport are demanding to give them the certainty that their investments are protected from the risk of reputational damage.

The tender process attracted several proposals which were analysed by the SIRVS Jury with the successful tender announced at the SIGA Sport Integrity Forum V - New York, USA, March 2019. The contract will begin immediately after, with the pilot phase. For more details on SIRVS, please visit the SIGA website - <https://siga-sport.net/sirvs/>



Frederic Thiry,
SIRVS Jury
Member



Suzanne
Hayden, SIRVS
Jury Member



Pedro
Machado, Jury
Member



INITIATIVES

UNIVERSITY GLOBAL NETWORK, JULY 2018

Launched in July, the SIGA University Global Network is a coalition of global leading universities whose objective is to develop a series of joint initiatives in the field of sport governance and integrity including developing Masters level curricula on Sports Integrity, thought leadership projects, research on a wide number of key topics and other initiatives of common interest. SIGA actively promotes educating the next generation of future leaders in the sports industry on the importance of sport integrity. Universities included in the network include:

- **George Washington University**
- **The High Institute of Law and Economy of Spain (ISDE)**
- **The Institute of Legal and Political Sciences**
- **The High Institute of Economic, Finance and Fiscal Law of the Law School of the Lisbon (University)**



SIGA University Global Network

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MILLENNIALS MATTER PODCASTS, SEPTEMBER 2018



SIGA held another instalment of its Millennial Matter Podcast in September 2018 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. The topic of discussion surrounded "Sport & the UN Sustainable Development Goals".

Podcast moderated by Maggie Murphy at George Washington University

SIGA CHAMPIONS PODCASTS, SEPTEMBER 2018

In 2018 SIGA continued to build a network of highly influential current and former athletes to act as ambassadors for the organisation. Known as the "SIGA Champions", our athlete ambassadors are crucial in helping generate awareness about SIGA and the role it is playing in safeguarding the integrity of sport. SIGA embraces and values the voice of athletes that have a huge role to play and embody the values SIGA advocates: **fair play, honesty, team work and integrity.**

During the inaugural SIGA Regional Summit in Kosovo in September 2018, **Majlinda Kelmendi, Kosovo's first-ever Olympic gold medal winner**, was appointed SIGA Champion. She said:

"I strongly support SIGA's work to make sure that sport can be protected and safeguarded against those who do not believe in the principles of fair play and fair competition. As an Olympic gold medallist, I know how hard athletes and players work. We need to be supported to do this, not challenged by poor governance or corruption or people who lack integrity."



GLOBAL PARTNERSHIPS

Throughout 2018, SIGA strengthened its relations with its current coalition members and committed supporters and cultivated new partnerships to broaden SIGA's message.

TEAMS

TEAMS'18 Conference



International Sports Convention



Soccerex- United States

PARTNERSHIPS

SIGA signed partnership agreements with;

The **United Nations Educational, Scientific and Cultural Organisation (UNESCO)**, with whom in December 2018 we have launched the thought leadership project "The Business case for Sport Integrity", a key component of the implementation plan of the so-called Kazan Action Plan approved by the sports ministers of UNESCO's member countries;

Soccerex, one of the world's most prestigious and influential sports business event organisers, with whom, in 2019 and as Soccerex's Integrity Partner, we will hold international events in Portugal (Soccerex Europe), China (Soccerex China) and United States (Soccerex USA).

TEAMS, with whom we ran the first-ever SIGA Sports Betting Forum at the TEAMS '18 Conference & Expo, promoting a high level discussion on the main challenges facing sports-betting and proposing measures to safeguard the integrity of sport. This was a 1-year partnership.

The **International Sports Convention**, agreed to put Sports Integrity and Governance at the top of their annual agenda in Geneva, 05-06 December following a partnership with SIGA.

COOPERATION AGREEMENTS

SIGA signed a cooperation agreement with **George Washington University (GWU)** in June 2018, to lay the foundations for the development of the SIGA University Network. 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.

**THE GEORGE
WASHINGTON
UNIVERSITY**
WASHINGTON, DC

A partnership with **Sporting Equals** was launched at the Sporting Equals British Ethnic Diversity Sports Awards 2018 with a view to establishing the highest standards when it comes to diversity and inclusion in sport with particular emphasis on ensuring the boardrooms of sports bodies around the world are more inclusive.

Sporting Equals
Promoting ethnic diversity in sport & physical activity

MEMORANDUM OF UNDERSTANDING



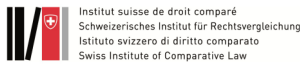
SIGA signed a MoU with the **US National Fitness Foundation**, the United States sports-related fundraising arm, created by resolution of the US Congress seven years ago. The partnership will see each party mutually exercise, through international cooperation and a series of action-orientated initiatives, their efforts to achieving their common objective of safeguarding the integrity of sport and promoting youth development and child protection across America.

In 2018 we developed strong links with the **United States President's Council on Sport, Fitness and Nutrition**, with whom we signed a Memorandum of Understanding in January 2019.



INSTITUTIONAL RELATIONS

We are proud to have continued to develop strong relationships with institutions and partners from a broad range of sectors, including partnering with Mastercard and Octagon on our major event on "The Intersection of Integrity and the Sports Business" in New York in October to running a practical workshop on Good Governance in Sport with the Swiss Institute of Comparative Law in Lausanne. We have attended and spoken at a number of global events, including Intergroup on Sport events at the European Parliament, the Sporting Chance Forum held at UNESCO in Paris, and a special G20 Anti-Corruption Working Group meeting on tackling corruption in sport, hosted by the OECD.



INTERNAL ORGANS UPDATE

The SIGA Council convened three times over the course of 2018, charting out the strategic direction for SIGA and taking necessary decisions relating to internal governance.

SIGA has **5 Standing Committees**:

- SIGA Standing Committee on Good Governance** convened twice during 2018. The inaugural meeting took place in Paris in March, with a discussion on the terms of reference for the group, with a second meeting taking place after the workshop on good governance hosted by ISDC.
- SIGA Standing Committee on Financial Integrity** held their inaugural meeting in New York in October 2018, in the side-lines of the Special Session on the intersection of integrity and sports business. The Committee discussed the terms of Reference and the development of a strategic plan for this area of work.
- SIGA Standing Committee on Sports Betting Integrity** convened in Porto in May 2018
- SIGA Standing Committee on Youth Development and Protection** convened once in 2018. Standing Committee members joined together in April in Miami Dade University to discuss next steps in the development of a SIGA strategy on youth development and protection. A new set of SIGA Standards on the issues are in development and will be completed in 2019.
- Standing Committee on Sponsorship, Media and Sport Integrity** was established in 2018, and held its first meeting in London on 28 June 2018 alongside a Dinner Debate. It will advise and support 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. The Committee is developing a two-year strategic action plan to propel reforms in the sports industry. A second meeting took place in New York City on 9 October 2018.

In addition, during 2018, a Fundraising Committee was established to develop and oversee our fundraising strategy.

HOW TO JOIN SIGA

We invite you to hear this call to action and engage with us to help lay the foundations for a deeper level of integrity, transparency and good governance throughout sport.

To become an official SIGA Supporter, please contact SIGA at info@sigasport.com

All SIGA Supporters agree with the principles set out in the SIGA Statement of Intent

JOIN THE CONVERSATION

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www.sigasport.com