



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE



SIGA NEWSLETTER

JANUARY - MID MARCH

2019

Join the conversation



@SIGAlliance #SportIntegrityForum

www.siga-sport.com

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

Within just a few weeks of 2019, SIGA had already signed a Memorandum of Understanding with the United States Government through the United States Department of Health and Human Services (HHS) and the President's Council on Sports, Fitness & Nutrition (PCSFN). Formalising a positive and longstanding cooperation, both parties have partnered with SIGA to promote sport integrity across the United States and worldwide. An excellent indicator of SIGA's growing institutional recognition and strong commitment to play a leading role at the forefront of sport integrity initiatives in America over the course of this year. In three words, 2019 is a year of consolidation, expansion and delivery. On 31 January 2019 the SIGA Council held its first meeting of the year, on the anniversary of our two-year incorporation date, to discuss and approve the 2019 Strategic Outlook & Action Plan. We have critical new initiatives planned, particularly on the Anti-Corruption front. So, watch this space and stay connected for further announcements!

We are of course, looking forward to seeing you all at the 5th edition of the SIGA Sport Integrity Forum, which will be hosted at the iconic New York Athletic Club on 26 March 2019, and the SIGA General Assembly at the Core Club on 27 March 2019. Before then, we are holding an event to celebrate and champion female leadership in sport, as part of our strategy to promote good governance in sport. This event took place on 7 March 2019 in the margins of International Women's Day. It was a continuation of the initiative we launched in 2018 in Paris to spur changes in the industry as part of SIGA's Universal Standards on Good Governance that advocate greater diversity at board level in sports organisations. A special word of thanks to our partners and committed supporters at George

In the side-lines, we are preparing for a big and bold year, holding internal meetings, amending our Constitution and internal policies, ensuring that we are well represented across the international institutional architecture, as well as progressing on our own thought leadership initiatives with UNESCO and international organisations and partners. On a final note, we were saddened to hear of the tragic passing of Michael Pederson, founder of Change the Game and true champion of SIGA since the start of our journey. There is a short tribute to Michael towards the end of this Newsletter. Michael and his legacy will live on in the work that we do in implementing the SIGA Universal Standards. In solidarity, we look forward to an exceptional year together and count on your support and active engagement in these coming months. See you next month in New York!



Franco Frattini
Chairman



Emanuel Macedo de Medeiros
CEO

SUMMARY

THOUGHT LEADERSHIP INITIATIVES & EVENTS



SIGA 2019 New Year's Reception at the Portuguese National Olympic Committee

PORTUGAL

SIGA kicked off the year with an event and reception hosted by the Portuguese National Olympic Committee, in Lisbon, on 15 January 2019. SIGA's CEO, Emanuel Macedo de Medeiros shared publicly the Alliance's 2019 strategic vision and informed the gathering that SIGA "would not concede one inch in the fight against corruption in sport". SIGA Champion and soccer youth football coach and commentator, Francisco Guimarães joined the reception and called on SIGA to continue "to mobilise young people to unite and wear the shirt of sport integrity".



UNOG THE UNITED NATIONS OFFICE AT GENEVA



Meeting of the Informal Consultative/ Third meeting of the Sports Focal Points in Geneva/ Lausanne, hosted by SIGA in Geneva



SIGA was proud to host the third informal consultation meeting for sports focal points on 24 January 2019. The group addressed a series of significant matters, including the extraordinary upcoming meeting of the Intergovernmental Committee for Physical Education and Sport (CIGEPS) in March 2019.

The group addressed a series of significant matters, including the extraordinary upcoming meeting of the Intergovernmental Committee for Physical Education and Sport (CIGEPS) in March 2019. This meeting will include contributions from Members States, UN agencies and other relevant stakeholders addressing social inclusion, global challenges in sport and grassroots sport to mega sporting events. Also discussed was the Milan4Sport Impact initiative to take place in 2020, focusing on Integrity, labour market and social inclusion. Representatives from the ILO, UNICEF, OECD, UNOG, UNESCO and more were present at the Sport Focal Points meeting

SUMMARY

THOUGHT LEADERSHIP INITIATIVES & EVENTS



Meeting UNESCO-SIGA Kick-Off of joint project: "The Business case for sport integrity"

A high-level call took place between senior figures at UNESCO and SIGA on January 30 2019 to chart the next steps for our collaboration on a research and advocacy project seeking to identify the business case for promoting sport integrity. A list of key threats to sport integrity will form the initial basis for the next phase of work, which will involve many members from across SIGAs network.



SIGA Council Meeting

SIGA held its first Council meeting of the year in Rome on 31 January 2019 that marked the 2nd anniversary of the organisation and the first anniversary of the establishment of SIGA's internal organs. The Council reflected back on the success of 2018. Notably, SIGA getting its internal house in order as well as the successful negotiation of a number of high profile partnerships, hosting major sport integrity events as well as the launch of the international public procurement of the SIGA independent rating and verification system (SIRVS). Discussions then looked forward to SIGA's 2019 objectives of consolidation, expansion and delivery and continued growth and strengthening, both internally and externally, with thought leadership activities for the year ahead.

AFDP Global expert roundtable on situation of the Afghanistan Women's National Football team.



SIGA was represented at to the AFDP Global hosted roundtable of experts held on February 5 2019 to discuss solutions to the current situation relating to allegations of sexual abuse levelled towards senior figures in the Afghan Football Federation including the President who has been suspended by FIFA. The best interests of the players were at the core of the discussions, as well as the systemic change required to protect players, improve reporting mechanisms, establish restitution and prevent similar situations in the future. Participants included HRH Prince Ali bin Al Hussein, Kelly Lindsey, the Head Coach of the Afghan Women's National Football team and former US international, Mary Harvey, CEO, Centre for Sport and Human Rights, Moya Dodd, Executive Committee Member of the Asian Football Confederation, and Amanda Vandervort, Vice President Major League Soccer.

SUMMARY

THOUGHT LEADERSHIP INITIATIVES & EVENTS



SIGA's Global Female Mentorship Programme

SIGA's female leadership mentoring programme has commenced in earnest, with the pairing of the first set of mentees with their mentors. One such mentee is Kalisha Patel who works as a Data Analyst for Premiership Rugby. She was paired with Member of the European Parliament Emma McClarkin who has a passion for rugby and hosted an event on 19 February 2019 with the Japanese embassy to celebrate the upcoming Rugby World Cup taking place in Japan in October 2019. Kalisha was able to spend some time with Emma, attend the event as well as participate in a meeting of the European Parliament Committee on Culture and Education the next day. A special word of thanks to all mentors for their time and congratulations to all mentees that were successful in this first round of applications. Additional global mentors will be announced at the upcoming SIGA Special Session on Female Leadership in Sport on 7 March 2019 at George Washington University.



"SIGA General Counsel, Katie Simmonds and fellow SIGA Mentor, Emma McClarkin MEP with SIGA mentee, Kalisha Patel, Data Analyst, World Rugby"

SUMMARY

THOUGHT LEADERSHIP INITIATIVES & EVENTS



SIGA's Female Leadership in Sport 7 March at George Washington University

"SIGA Convened Female Leaders in Sport in the US and pledged action towards diversifying sports governance"

SIGA brought together major female figures in sport in Washington DC, on Thursday March 7th, during the SIGA Special Session entitled "Female Leadership in Sport: Making it Happen." This event was an integral part of SIGA's strategy to enhance sports governance and drive greater diversity within the industry.

Speakers from a wide range of US based sports leagues, including the National Football League, Major League Baseball, PGA Tour, National Hockey League Players' Association, amongst others shared their experiences of how they achieved success in the sport sector and inspired future generations of female leaders to pierce the gender glass ceiling.

This event was hosted by George Washington University in partnership with SIGA Member Mastercard. During the Special Session the SIGA CEO, Emanuel Macedo de Medeiros committed to having this event on a biannual basis, promoting the implementation of SIGA's Universal Standards in Good Governance across the industry and confirmed that next year's event will be held in Brazil. For more details about the event including the agenda and list of speakers please click on the following link: <http://siga-sport.net/siga-special-session-female-leadership-in-sport-washington-dc/>

SIGA PARTNERSHIPS

SIGA ENTERS INTO PARTNERSHIP WITH U.S.

SIGA ENTERS INTO PARTNERSHIP WITH U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

SIGA and two departments of the United States Government; the United States Department of Health and Human Services (HHS) and the President's Council on Sports, Fitness & Nutrition (PCSFN) announced a partnership to promote sport integrity across America and worldwide on 28 January 2019. This agreement is the first of its kind for SIGA with a U.S. Government entity and represents a key milestone in the parties' efforts to safeguard sport globally.

The partnership is a strong strategic fit, leveraging the parties' respective strengths, across three main objectives:

- Sports' positive values and social, educational, and cultural role;
- Good governance, integrity, and transparency in sport; and
- Development and protection of children and young people in and through sport.

Emanuel Macedo de Medeiros, CEO of SIGA stated: "Today's announcement is another solid step in SIGA's journey and recognition of its vital role. The relationship with the United States Government and the President's Council, now formalized, represents a powerful opportunity to instigate the much-needed reforms and restore people's trust in sport. Through our combined efforts, we are committed to encourage other governments to join us at the forefront of the fight against corruption in sport."

Holli Richmond, Executive Director of the U.S. President's Council on Sports, Fitness & Nutrition stated: "The President's Council on Sports, Fitness & Nutrition looks forward to working with SIGA on making a collective impact in the sport integrity space. There is so much to be done in the United States, not only to encourage more kids to play sports but also ensuring that they have access to the resources that keep them safe."





SIRVS INDEPENDENT JURY



Frederic Thiry

Senior Vice President
Business Ethics, ADIT



Pedro Machado

Head of Legal Department,
Bank of Portugal



Suzanne Hayden

Former Senior Adviser to
the United States
Departments of Justice and
Treasury

SPECIAL UPDATE: SIGA Independent Rating & Verification System (SIRVS)

The SIGA Independent Rating and Verification System (SIRVS) is an integral part of SIGA's ecosystem to usher sport and the wider sporting industry into a new era of enhanced governance, integrity, transparency and accountability. In a nutshell, SIRVS is the game changer that the sports industry needs. The purpose of SIRVS is to assess and rate the sporting organisations' level of implementation of and compliance with the SIGA Universal Standards. In order to ensure impartiality, SIGA decided to appoint a third party to operate the system, with SIGA retaining overall supervision and strategic control. To this end, SIGA launched an international public procurement process in June 2018 and appointed an independent Jury to carry out an analysis of the tenders from the respective bidders.

Having received an overwhelming response to the SIGA Invitation to Tender and after several months of intense work, the Jury has conducted an in-depth analysis of each bidder's response and submitted their final report to the SIGA Council on 14 February 2019. The SIGA Council have an extraordinary meeting on 1 March 2019 to make the final decision and the outcome of the SIRVS tender will be announced on 26 March 2019 at the fifth edition of the SIGA Sport Integrity Forum, held at the New York Athletic Club. This will be followed by the launch of the pilot phase.

SIGA participated in the following high profile meetings and events:

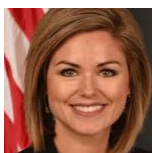
- Meeting of the Informal Consultative/ Third meeting of the Sports Focal Points of International Geneva, hosted by SIGA in Geneva.
- Networking session: Key commercial trends influencing the sports & entertainment landscape as part of Nielsen Sports' Breakfast Briefings, London 13 February.
- Reception in the European Parliament in Brussels with Emma McClarkin in collaboration with the Japanese Embassy to celebrate the upcoming Japan Rugby World Cup, February 19 2019.
- European Commission Expert Group "Integrity" (XG INT), Thursday, 21 February 2019, Larnaca, Cyprus.

SIGA UPCOMING EVENTS



Tuesday, March 26, 2019 from 09:00 to 18:00, New York Athletic Club

The SIGA Sport Integrity Forum gathers global leaders and opinion makers from the world of sport, government, business and civil society. The aim is to address the most pressing challenges facing the governance and integrity of sport, and, through collective action and an action-orientated approach, instigate the necessary reforms worldwide.



Holli Richmond
Member of the House of Lords of the
United Kingdom, Chairman,
QUEST Former Commissioner of the
United Kingdom's Metropolitan Police



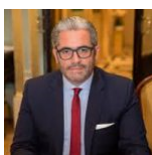
Holli Richmond
Former United States
Attorney for the Eastern
District of New York and co-
leads Arant Fox's Government
Enforcement & White Collar
practice



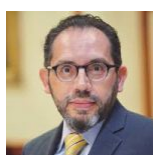
HRH Prince Ali Al Hussein
Founder
AFDP Global



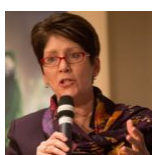
Michael Robichaud
Senior Vice President
Global Sponsorship
Mastercard



Emanuel Macedo de Medeiros
CEO
Sport Integrity Global Alliance



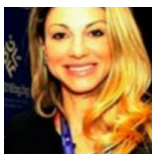
Pablo Quinones
Former Deputy Chief
of the Fraud Section,
US Department of Justice
and Founder, Quinones Law PLLC



Shellie Pfohl
Former Executive Director of
the US President's Council
on Sport, Fitness and Nutrition
and US Center for Safe Sport



Tak Kosugi
Senior Manager for Global
Initiatives, Marketing &
Communications



Viktoria Slavkova
Director of European
Programs, Projects and
International



Franco Frattini
SIGA Chairman



Hristo Stoichkov
Soccer Legend
(Bulgarian national team
and FC Barcelona), Best
European Soccer Player
1994, current sports
commentator at
Univision

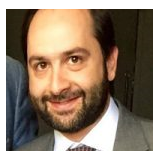


Jill Gregory
Chief Marketing Officer
NASCAR

SIGA UPCOMING EVENTS



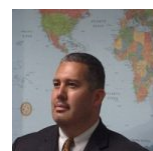
James B. Rafferty
President,
New York Athletic Club



Felipe Sigolo
Executive Secretary,
Ministry of State and
Citizenship of Brazil



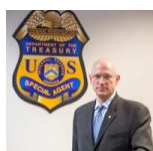
Donald Fehr
Executive Director,
National Hockey League
Players' Association



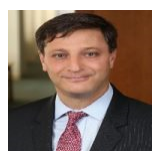
David Luna
President & CEO,
Luna Global Networks /
former Chairman of the OECD's
Task Force on Countering
Illicit Traffic and
Senior Director of the
United States, State Department



Jane Lute
Former Assistant
Secretary, Homeland
Security / Board
Member, ICSS



Richard Weber
Former United States
IRS Criminal
Investigation Chief



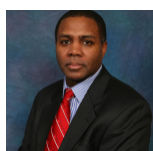
Paul Tuchmann
Former Assistant United States
Attorney in the Eastern District of New
York, and former Deputy Chief of the
Public Integrity Section and co-Chair
of the FIFA Task Force



Ellen Lafferty
Head of Anti-
Corruption & Bribery,
United States HSBC



Ben Jacobs
Commentator & Presenter,
ESPN FC



Tom Brasuell
Former Vice President,
Community Projects,
Major League Baseball



Patrick Hughes
Founder & CEO,
Fantasy League



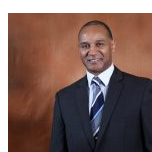
Cadric Jones
New York Athletic Club / former
Director of Youth Football,
NFL / former New England Patriots
player



Charles H. Baker
Co-Chair,
O'Melveny Sports
Industry Group



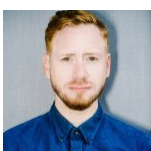
Lord John Stevens
Member of the House of Lords of the
United Kingdom, Chairman,
QUEST Former Commissioner of the
United Kingdom's Metropolitan Police



Densign White
CEO,
International Mixed Martial Arts
Federation



Daniela Castro
Executive Director,
Pact for Sport, Brazil



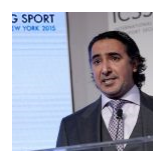
James Allan
Director,
Strategy & Planning, Traka Mission



Patricia Ginesiere
Legal Counsel,
Leverage Agency



Joe Favorito
Director, Industry Relations,
Columbia University Sports
Management



Mohammed Hanzab
Chairman & CEO,
International Centre for Sport Security
(ICSS)

SIGA UPCOMING EVENTS



Rod Buckingham
Director of Security,
Canadian Football League



Bill Ordower
Executive Vice President & General
Counsel,
Major League Soccer



Pedro Trengrouse
Professor of Law,
Gertulio Vargas University, Brazil



JF Cecillon
CEO,
AFDP Global



Shimon Cohen
Director of Communications,
AFDP Global



Norma Bastidas
Ultra-athlete/Women's Rights Activist,
Ultrarunwild



Theo van Seggelen
Secretary General,
FIFPro



Fernando Veiga Gomes
President,
Sports Law Commission,
Union Internationale d'Avocats (UIA)



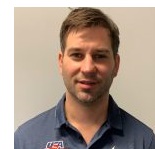
Cameron Myler
Clinical Assistant Professor, New York University Tisch
Institute of Global Sport
Four-time luge Olympian, 7-time US National Champion, II
World Cup medals,
Lawyer, arbitrator with the Court of Arbitration for Sport



Phaidra Knight
USA Rugby Player of the Decade,
World Rugby Hall of Fame and
decorated international rugby player,
lawyer, entrepreneur, motivational
speaker and sports media talent



Francisco Guimarães
Youth Soccer Coach / SIGA Champion











Richard Hansen,
ADM Regional Manager, USA Hockey



SIGA UPCOMING EVENTS

Date	Meetings & Events March- April 2019
20-21 /3/ 2019	OECD Global Anti-Corruption & Integrity Forum, Paris
27 /03/ 2019	SIGA General Assembly, The Core Club, New York (09:00
28-29 /03/ 2019	Meeting of CIGEPS, UNESCO, Geneva, Switzerland
8-9 /4/ 2019	European Union Sport Forum, Bucharest

SOCIAL MEDIA TWITTER

January 2019 SUMMARY		February – March 2019	
			
TWEET	TWEET IMPRESSEIONS	TWEET	TWEET IMPRESSEIONS
705	127,000	33	504,000
			
PROFILE VISITS	MENTIONS	PROFILE VISITS	MENTIONS
705	23	564	46

SIGA PRESS RELEASE

MARCH 2019

[SIGA enters into partnership with U.S Department of Health and Human Services](#)

[SIGA Convenes Female Leaders in Sport in the US and pledge action towards diversifying sports governance](#)

PRESS COVERAGE

[Inside World Football: SIGA signs key integrity partnership with U.S. Department of Health and Human Services](#)

[I Sport Connect: SIGA & U.S. Government Announce Integrity Partnership](#)

[AFDP Global Founder, HRH Prince Ali Bin Al-Hussein of Jordan convenes roundtable to discuss sex abuse allegations surrounding women's football in Afghanistan.](#)

[Record: Combate aos parasitas do desporto](#)

TRIBUTE TO MICHAEL PEDERSEN



We were deeply saddened and shocked to hear of the passing of Michael Pedersen, founder of M INC. › Change the Game, former Head of the World Economic Forum Partnering Against Corruption Initiative and a lifelong social justice champion who devoted his life to a better world.

As many of you know, he was an early champion and supporter of SIGA, Co-Chair of the Good Governance Standing Committee, and had a strong hand in the drafting of the SIGA Universal Standards on Good Governance, sharing his extensive expertise and knowledge.

The SIGA family will miss him. He always believed that we should be exemplary and would not settle for second best. He himself was exemplary, a leader, and with it, brilliant in mind, generous, humble and a good friend.

His tragic passing came as a result of a heart attack at the young age of 43 is a reminder of the importance of family, friends, community and the common values that we are all bound by.

We send our deepest condolences to his family, especially his parents Karen Marie and Jorgen Pedersen.