



SIGA NEWSLETTER

APRIL - JUNE

2019

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Consolidation, expansion and delivery: three key words that have continue to inspire our action throughout the past three months.

A clear example of that was the landmark **Cooperation Agreement signed with UEFA** on 3 June.

Negotiated in a framework of mutual recognised and shared priorities, SIGA and UEFA have agreed to join forces to usher European football into a new era in terms of good governance and integrity. As a result of that, both parties are now working closely on the development of a series of thought leadership initiatives, including but not limited to **SIGA's White Paper on Sport Integrity**.



UEFA and SIGA sign landmark Cooperation Agreement

Significant strides were also made in America, where SIGA continues to grow steadily both in terms of influence and membership. Following the signature of a very important **memorandum of understanding with the US President's Council on Sport, Fitness and Nutrition** last January, SIGA has actioned a series of important partnerships and thought leadership initiatives both in Washington DC and New York.

On 26 March 2019, we held the fifth edition of **the SIGA Sport Integrity Forum** at the New York Athletic Club. The event caused a tremendous impact and enabled SIGA to galvanise the support of a great number of global leaders, opinion-makers and key stakeholders from the world of sport, business, law enforcement and civil society. In the margins of the Forum, Tom Brasuell was awarded with a SIGA Special Award in recognition for his life time work and achievements at Major League Baseball.

Also noteworthy was the conclusion of the international tender process related to the **SIGA Independent Rating and Verification System (SIRVS)** and the consequent award to the British Standards Institute Group (BSI). The work with BSI to design the pilot stage of this game changing initiative is now in full swing.

The Forum was followed by our **General Assembly** where important amendments to the SIGA Constitution and regulatory framework were approved, thus fulfilling delivery of our commitment to the ongoing enhancement of our internal governance policies.

On the internal front, two additional developments must be highlighted. One was the strengthening of our **Executive Committee**, with the recruitment of the former President and CEO of the US centre for SafeSport and former Executive Director of the US President's Council, Shellie Pfohl, and the former Member of the European Parliament, Emma McClarkin. The other, was the progress made in relation to the incorporation of **SIGA AMERICA**, in pursuance of the unanimous deliberation of the SIGA General Assembly, gathered in New York on 27 March.



SIGA Executive Team

On the external front, great expectations were raised by the announcement of our "**Clean Sport Initiative**", an independent, action-oriented and pragmatic initiative, fully focused on **Anti-Corruption in Sport**. We kicked this off in Lisbon on 6 June, in partnership with SIGA Members, the Portuguese National Olympic Committee and ICSS INSIGHT, with whom we are now providing training, education and capacity building to the law enforcement and judiciary in Portugal, with plans to expand this to other countries in the coming months.

Proving that we deliver what we promise, and that gender equality must be on the agenda beyond International Women's Days, we held a third **SIGA Special Session on Female Leadership in Sport**. The thought leadership event was held on 28 June, at the prestigious Sorbonne University in Paris, and coincided with FIFA Women's World Cup. There we galvanised the support of athletes and women from sport business ranging from Palestine, Doha, France, America, Canada and the UK.

Proud of what we have jointly achieved this quarter, we are ready to face the challenges ahead with strong resolve and reformist spirit. We count, as ever, on your continuous support and active engagement.




Franco Frattini
Chairman



Emanuel Macedo de Medeiros
CEO

SIGA and UEFA sign “landmark integrity agreement”



Formalising the excellent relations between SIGA and UEFA, both organisations have signed a landmark **Cooperation Agreement** on Monday 24 June at the House of European Football in Nyon.

The Cooperation Agreement was signed by UEFA President Aleksander Čeferin and SIGA CEO Emanuel Macedo de Medeiros, who expressed their joint commitment to enhance dialogue and cooperation aimed at safeguarding the long-term integrity of the football across Europe. Both organisations will work closely together to develop, protect and promote the integrity of football across the European continent, specifically in the areas of good governance, ethics and the protection of vulnerable participants. The Agreement highlights the parties’ common priorities and shared determination to implement the highest ethical standards at every level of the football industry. The document sets out a number of thought leadership projects to deliver an integrity programme of global standing. Initiatives will also encompass events, workshops, research and training on areas of common concern.

At the signing of the accord, **UEFA President Aleksander Čeferin said:**

“The challenges facing sport and society cannot be resolved by individual action.

Knowledge sharing and constructive dialogue are essential to make sure that organisations are in the best position to tackle those issues. This agreement with SIGA, a valued partner and a global leader on sport integrity, is therefore an important step in this direction”.

SIGA, CEO Emanuel Macedo de Medeiros added:

“This landmark Cooperation Agreement ushers in a new era for sport integrity. Founded on a strong reformist spirit, this agreement will give rise to an integrity programme of global standing and embed the highest standards of ethics and governance in the game across the European continent. UEFA and its President Aleksander Čeferin continue to blaze a trail for integrity in football. This is a shared pledge and sends a powerful signal to all organizations who care about integrity in sport. Now is the time to join with SIGA and UEFA, and support our proposals to deliver ‘clean sport’ at all levels”.



SIGA CEO Emanuel Macedo de Medeiros and UEFA President Aleksander Čeferin



SPECIAL UPDATE: British Standards Institution (BSI) to develop SIGA Independent Rating & Verification System (SIRVS)



The British Standards Institution Group (BSI) was awarded the bid to develop and manage SIRVS – SIGA's Independent Rating & Verification System. This new tool will enforce and hold organizations accountable for integrity standards, and provide a scorecard of how they're managing themselves. With BSI at the helm, the new SIRVS tool will usher in a new era of enhanced governance, integrity, transparency and accountability across the sports industry.

Representing BSI, Steven Wilson, Business Development Manager, said:
"BSI is delighted to be chosen as the partner to work on implementing SIGA's Rating and Verification System. We are honored to be associated with this vital initiative and BSI looks forward to playing its part in transforming the integrity of global sports."

Support for SIRVS



"MasterCard has supported SIGA's reform agenda since the early days as we believe that from a sponsor's perspective, preserving sport integrity is integral to protecting our investments and reputation... SIGA and its independent rating and verification system will be the game changer that the sport industry needs." -
Michael Robichaud, Senior Vice President, Global Sponsorship, MasterCard



"Reputational risk keeps us awake at night... There is currently nothing out there for sponsors to evaluate their investments. We are a SIGA Founding Member and Qatar Airways is excited about SIGA's Rating System. We will use this tool when carrying out our due diligence." –

Babar Rahman, Head of Global Marketing, Sponsorships and IFE & Connectivity, Qatar Airways

SUMMARY

SPORT INTEGRITY FORUM, NYC

SIGA Sport Integrity Forum addresses critical challenges facing global sport and mobilises key US stakeholders



SIGA U.S. Sport Integrity Forum

Leaders from sport, government business and law enforcement joined forces at the inaugural U.S. SIGA Sport Integrity Forum in New York City, on 26 March 2019. The high level forum addressed the most pressing issues facing the global and US sporting industry, including ever present threats, such as corruption, money laundering and criminal infiltration, as well as sports betting integrity, youth development and child protection. This forum was the first of its kind in the US and represented a key step in transforming the industry on a global scale.

In his keynote address, Robert Capers (the former US Attorney, from the Eastern District of New York, who lead the investigations and prosecution on the so/called FIFAGate) commended SIGA's efforts to prevent and fight against corruption in sport, explaining that, ultimately, law enforcement should not dictate the future of the sports industry, but it was necessary for the US to take a stance and prevent unscrupulous individuals and organisations from eroding the public's trust and social good in sport.

[Click here to view the Event Guide](#) for more info on the agenda and the list of speakers.

SUMMARY

SIGA's III Special Session: Female Leadership in Sport

SIGA Convened Female Leaders in Sport in Paris to discuss the issues and challenges females in sport are currently facing

Coinciding with the week of the FIFA Women's World Cup quarter finals, this Special Session addressed the importance of Female Leadership in Sport, its vital role in promoting good governance and, in particular, diversity of thought in a fast, ever-evolving dynamic sector. Participants discussed the challenges facing future female leaders and the best solutions to pierce the gender glass ceiling. This was an opportunity to exchange ideas, galvanize further support to and participation in SIGA's Global Female Mentorship Programme. With this thought leadership initiative, SIGA also demonstrated that the promotion of greater gender balance, diversity and inclusiveness should not be confined to International Women's Day, but rather should be an every day priority.



SIGA Special Session Female Leadership in Sport participants

Organised by SIGA and hosted by the Sorbonne University, on Friday 28 June 2019, the session included three panels addressing:

Panel 1: Good Governance in Sport: Changing Cultures at the Top

Panel 2: Women in Sports Business: Creating Value

Panel 3: The Future: Finding Allies

For more details about the event, including the agenda and list of esteemed speakers, please click [here](#).

SUMMARY

SIGA's III Special Session: Female Leadership in Sport



"1 in 4 Americans believe we will colonise Mars before we achieve gender equality in Fortune 500 leadership. At @athletesforhope, we seek to change that by educating & accelerating women into decision-making positions in sport."

Ashleigh Huffman, Global Director of Gender Equality, Athletes for Hope



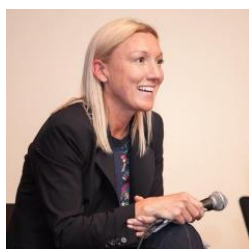
A cultural shift in mindset within institutions: a way out of the "tick-box trap" and the future of good governance."

Sarah Solémalé, MA Governance Services Manager, FIFA



"We have a significant role to play in shaping the next generation of female leaders. Now is our time to press for change and extend a helping hand to the future leaders of tomorrow. If you are a female leader in the sports industry, join the SIGA Global Female Mentorship Programme. Together we can create more opportunities for women. From the ground, Up to the very top. This should be our legacy."

Katie Simmonds, General Counsel and Senior Director, Global Partnerships, SIGA



"Having more women in football will drive better business decisions, build a positive culture, and develop a safer and more inclusive community for all who participate in the game."

Amanda Vandervort, Board Member AFDP Global / Former Vice President, Fan Engagement, Major League Soccer

SIGA Delivers Training, Education and Capacity Building to Portuguese Law enforcement

SIGA, the world's leading coalition on sport integrity, will provide training, education and capacity building on sport integrity to Portuguese judges, prosecutors and law enforcement agents. Developed in association with SIGA members, the Portuguese Olympic Committee and ICSS INSIGHT, the initiative was announced during a joint international conference hosted by the Judiciary Police of Portugal, in Lisbon, on 06 June 2019

Opening the conference, the SIGA CEO, **Emanuel Macedo de Medeiros**, stated: *"Sport is vulnerable to criminal activity – that's a fact! To pursue its mission to the fullest, law enforcement needs specific training, expertise and resources. This is why SIGA and our members are partnering with Law Enforcement, in Portugal and all over the world. Today, we gave a fundamental first step and set in motion a wider strategy to root corruption and the growing threat of transnational organised crime out of sport."*

Sharing his international experience, **Giovanni Tartaglia**, **Magistrate and Legal Advisor of Foreign Ministry of Italy**, clarified: *"Sport corruption is organised crime. The mafia want to create the cultural acceptance of corruption in society and the acceptance of corruption in sport. The risk of corruption can be significantly reduced through the adoption and implementation of integrity guidelines, such as the SIGA Universal Standards."*



International Conference on Anti-Corruption in Sport

Concluding the event, **José Manuel Constantino**, **President, National Olympic Committee of Portugal**, commented: *"The integrity of sport is at stake. These threats facing the sporting industry go beyond the current means and resources of law enforcement. The National Olympic Committee of Portugal has made considerable endeavours to implement a sport integrity programme that overcomes the current vulnerabilities of the system. The "zero tolerance speech" must give room to concrete actions to prevent and fight against criminality associated with sport. That is a collective responsibility."*

Mohammed Hanzab, **Chairman and CEO, ICSS**, stated: *"I commend you for hosting this forum which willingly unites us to work together on an international and domestic level. . . .The vision and the experience of Portugal in the field of anti-corruption in sport, have represented an extraordinary contribution to the work conducted by the ICSS since our establishment, work that has led to the production of key international tools, frameworks and coalitions, such as the Sport Integrity Global Alliance (SIGA) of which both the ICSS and the COP are active and founding members."*



SIGA's Executive Committee

Shellie Pfohl and Emma McClarkin join SIGA's Executive Committee



SIGA Executive Team

(L-R Emma McClarkin, Emanuel Macedo de Medeiros SIGA CEO, Shellie Pfohl, Katie Simmonds General Counsel and Senior Director, Global Partnerships)

Shellie Pfohl, former Executive Director of the US President's Council on Fitness, Sport and Nutrition and CEO of the US Centre for SafeSport, and Emma McClarkin, former Member of the European Parliament, have joined the SIGA Executive Committee, on 3 June 2019.

Shellie Pfohl will undertake the role of Special Advisor for SIGA AMERICA, a new subsidiary that is currently being established focused on bringing SIGA's reformist vision and integrity proposals to the United States, one of SIGA's strategic priorities for 2019.

Emma McClarkin, SIGA's new Director for Global Sports Policy, is a highly skilled political communications leader with vast experience in international affairs. During her two terms as Member of the European Parliament (2009-2019), Emma performed remarkable work and developed high level relations with several Governments, EU institutions, international institutions, as well as industry and civil society, including sport.



Shellie Pfohl, Special Advisor SIGA America



Emma McClarkin, SIGA Director for Global Sports Policy

Soccerex China



SIGA participated in the following high profile meetings and events:

- UNESCO Intergovernmental Committee for Physical Education and Sport (CIGEPS) Extraordinary Session (Geneva Switzerland 28-29 March)
- Clue Software's Sport Integrity Seminar (8 May 2019, Twickenham Stadium, London)
- SOCCEREX China (22-24 May 2019) Image 15 & 16
- International Conference on Sport Integrity (Lisbon, Portugal, 06 June 2019)
- International Bar Association Annual Conference (Paris, 25 June 2019)

- US President's Council on Sports, Fitness and Nutrition
- United States Olympic Committee
- Monumental Sports and Entertainment
- US Department of Health and Human Services, Office on Trafficking in Persons
- National Fitness Foundation
- Athletes for Hope
- George Washington University
- Major League Baseball
- National Football League
- Lead Dog / CSM
- Ketchum

In pursuance of the SIGA General Assembly's unanimous resolution to set up SIGA AMERICA (New York, 27 March 2019) a series of constructive meetings have been held with a number of key stakeholders and relevant authorities. Within this context, the SIGA and members of his executive team met with several US based organisations and key stakeholders, both in New York City and Washington D.C, between 10 and 19 June 2019, such as:

- Equality League
- Troika Mission
- MRI/ Simmons








UNESCO CIGEPS Extraordinary Session, Geneva Switzerland

SIGA UPCOMING EVENTS

Date	Meetings & Events Sep - Nov 2019
2-4 Sep 2019	Standing Committee & Technical Workshops on Youth Development & Child Protection (Porto and Lisbon, Portugal)
5-6 Sep 2019	<p>Soccerex Europe (Oeiras, Lisbon, Portugal)</p> <p>Speakers include industry leaders from: FPF, UEFA, FIFA, SEVILLA, Portuguese Football Federation plus many more</p> <p>NOTE: Thanks to the cooperation agreement negotiated by SIGA, SIGA Members (with settled membership fees) are entitled to complimentary passes to the event. To register your details contact: events@siga-sport.com</p>
09 Sep 2019	SIGA – UNESCO Expert Summit on “The Business Case for Sport Integrity” (Madagascar) *
15-17 Sep 2019	SIGA Interregional Summit (Doha, Qatar)
14-17 Oct 2019	<p>Global Gaming Expo G2E, presented by American Gaming Association (Las Vegas, Nevada, USA),</p> <p>SIGA Standing Committee on Sports Betting Integrity (Las Vegas, Nevada, USA)</p>
21-22 Nov 2019	<p>Soccerex USA (Miami, Florida, USA),</p> <p>SIGA Standing Committee on Youth Development and Child Protection in Sport (Miami, Florida, USA)</p>
04-05 Dec 2019	CLEAN SPORT – Independent Anti-Corruption Initiative - World Congress & Launch Event (Rome, Italy) *

Stay tuned for possible updates via Circular Letter and / or social media.

Social Media - Twitter

Social Media Twitter	March 2019	April 2019	May 2019	June 2019
 Tweets	195	4	13	84
 Tweets Impressions	211,000	57,200	31,400	161,000
 Profile Visits	2,204	442	214	1,826
 Mentions	175	25	14	193
 New Followers	108	29	13	62

SIGA Press Releases

<http://siga-sport.net/press-releases/siga-and-uefa-sign-landmark-integrity-agreement/>
<http://siga-sport.net/press-releases/siga-delivers-training-education-and-capacity-building-to-portuguese-law-enforcement/#>
<http://siga-sport.net/press-releases/sports-corruption-criminal-infiltration-sports-betting-are-hot-topics-addressed-by-experts-at-groundbreaking-siga-forum/>
<http://siga-sport.net/press-releases/shellie-pfohl-and-emma-mcclarkin-join-sigas-executive-committee/>
<http://siga-sport.net/press-releases/sports-corruption-criminal-infiltration-sports-betting-are-hot-topics-addressed-by-experts-at-groundbreaking-siga-forum/>

Press Coverage - Highlights

<https://www.isportconnect.com/uefa-signs-a-cooperation-agreement-with-siga/>
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<https://www.sportindustry.biz/news/industry-shorts-2026-olympics-uefa-publicis>
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