



**SIGA**  
SPORT INTEGRITY  
GLOBAL ALLIANCE



# SIGA NEWSLETTER

JULY- OCTOBER

**2019**

*Leading the Way for Sport Integrity Worldwide*



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## Dear friends in Sport Integrity,

What an active period July to October 2019 was for SIGA!

We kicked off the season by signing our first cooperation agreement with a players' union, the Portuguese Professional Football Players, the first in football and in Europe. Through this important partnership, SIGA gains a strong and experienced ally, with special focus on standard setting to promote and protect youth development and child protection in sport.

The second SIGA Inter-Regional Summit in Doha on 16 to 17 September 2019 put our reform agenda firmly on the map in Africa, Asia and the Middle East, demonstrating, once again, our convening power. This was a momentous occasion for Sport Integrity that gained huge traction in both the regional and international media. Significantly, we gained two new members: the Qatar Stars League, the first Asian football league to join SIGA, and the Washington Institute for Business, Government and Society. You can read more exciting updates from the Summit in this Newsletter.

During this period, we also made important advancements on the sports policy front, both in Africa and in Europe. We participated in the First Regional Conference of African Ministers on the Implementation of the Kazan Action Plan (KAP) in Africa Antananarivo, Madagascar, jointly hosted by our partner, UNESCO together with the African Union.

In Europe, we played an active role in Brussels during the European Week of Sport by organising an Expert Roundtable on Sport Integrity. We also made several advancements across the pond in America by engaging with several key stakeholders in preparation of the launch of SIGA AMERICA in 2020.

Certainly, the SIGA message is global!

During the quieter Summer months and during October we rolled up our sleeves to continue working with our delivery partner, the British Standards Institution, on the implementation of the SIGA Independent Rating and Verification System (SIRVS). Watch this space for impactful updates on the pilot phase of SIRVS.

We have also worked on activating our cooperation agreements with several partners, including UEFA and many more, as well as expanded our membership to Latin America with Pacto pelo Esporte, representing the sports sponsors in Brazil, formalising their SIGA Membership.

We are encouraged by the progress we are making and would like to reiterate our invitation for you to reach out to your networks and invite them to join our reform. Together we will succeed.

On this note, we are delighted to confirm that the upcoming SIGA Sport Integrity Forum VI will take place on 24 March 2020 at the New York Athletic Club, New York City. Remember to Save the Date!

We hope you all had a relaxing and enjoyable holiday season and look forward to collaborating with you in 2020. Stay tuned for exciting updates!!



  
CHAIRMAN



  
Emanuel Macedo de Medeiros  
CEO

## Thought Leadership Initiatives and Events

### SIGA Inter-Regional Summit, Doha 16 to 17 September 2019



Panel on “Global Challenges, Regional Approaches and International Cooperation” with ILO and UNICRI



Cutting edge panel on “Media Rights and Digital Piracy – A Hot Issue at the Heart of Sport Integrity” featuring beIN Sports.



Panel on Major Sports: “What is being done to ensure the highest Integrity Standards?” featuring FIFA

In 2018, we launched our Inter-Regional Summit series in the Balkans, with a thought leadership event hosted by the Kosovo National Olympic Committee. We gathered leaders from sports, governments and global business to address challenges specific to that region. This resulted in the Kosovo National Olympic Committee and other organisations in the region pledging to adopt our Universal Standards and support our reform agenda.



Panel on “Sport Integrity: A Catalyst for Development, Legacy and Peace” featuring UNESCO



Panel debate on “Female Leadership in Sport – A Call for Action”



Panel discussion dedicated to “Sport Integrity and Global Business” with senior representatives from Mastercard and Qatar Airways



This second Summit, in Doha, built on the momentum achieved and focused on the Middle East, Asia and Africa. The Summit addressed the key issues facing sport throughout these geographic regions, including an examination of the global challenges, regional approaches and the strength of international cooperation in driving integrity in sport in a combination of interactive panel discussions, keynote speeches and one to one sessions.

Check out the Event Guide here. [EVENT GUIDE](#)

*Panel on "Championing Sport Integrity on the Field of Play" featuring the Qatar Stars League and Aspire Academy*



## Keynote Speeches included, amongst others:



**Mohamed Hanzab**  
Chairman & CEO, ICSS  
Group/Vice Chairman,  
SIGA



**Sheikh Nasser bin Hamad bin  
Nasser Al Thani**  
Chief Business Officer, Ooredoo



**Salam Al Shawa**  
Senior Vice President  
Marketing & Corporate  
Communications, Qatar  
Airways



**Emanuel Macedo de  
Medeiros**  
CEO, SIGA



**Franco Frattini**  
Chairman, SIGA



A special note of thanks to our valued partners, including ICSS and Qatar Airways that were our Co-Hosts, together with Supporting Partner, Ooredoo and contributing partner, the Qatar Chamber of Commerce, for their invaluable support.



## NEW MEMBERS JOIN SIGA

SIGA continues to gain new members and we are delighted to welcome the following new members from Central America, Latin America and the Middle East:



**SIGA CEO, Emanuel Macedo de Medeiros welcomes Hanan Balan, CEO, Qatar Stars League to SIGA**



**James P. Moore, Founder & CEO, Washington Institute for Business, Government and Society formalises Cooperation Agreement and Membership of SIGA**



**Daniela Castro, CEO, Pacto pelo Esporte, representing the major sponsors in Brazil becomes SIGA Member**



## SIGA Standing Committee on Sports Betting Integrity – 4 September 2019

SIGA convened a high-level meeting of its Standing Committee on Sports Betting Integrity to discuss the challenges facing the sports industry as well as solutions. Experts from the following organisations participated:

- Starlizard Integrity Service
- Sorbonne University
- Fundacao Gertulio Vargas
- FIFA
- Portuguese National Olympic Committee
- ICSS INSIGHT
- Quest
- ICSS
- Nevada Gaming Control Board



## SIGA Expert Roundtable – 25 September 2019, Brussels

In September 2019, during the European Week of Sport, SIGA hosted a high-level Expert Roundtable on “The EU and Sport Integrity- Priorities for 2019 to 2024.”

With the support of the Croatian MEP Rosa Tomasic, who hosted the event at the European Parliament, SIGA brought together EU Parliamentarians, senior representatives from the European Commission, including the Head of the Sport Unit, Yves Le-Lostecque, and executives from the world of sport, business and civil society for a multi-stakeholder discussion on the future of Sport Integrity in Europe.



*Speakers from SIGA Expert Roundtable hosted at the European Parliament*



*SIGA Expert Roundtable at the European Roundtable*

Presentations were delivered by Sean Kelly MEP and Ondrej Kovarik MEP, Yves Le-Lostecque, Head of the EU Sports Unit at the Commission, as well as from Sport. Mark Lichtenhein, fresh from Solheim Cup success, represented the Ladies European Tour and Sports Rights Owners Coalition. Priorities raised included, tackling corruption, anti-money laundering, engaging law enforcement, match-fixing, ticket touting, good governance, Intellectual Property Rights and digital piracy.

Other topics included, increasing participation in sport, tackling racism and making sport more inclusive, balancing the commercial relationship with sport and making sure the protection of the reputation of sport, and that of its sponsors, remains intact and as pure as it can be.

## SIGA EXPERT ROUNDTABLE

**The EU & Sport Integrity: Priorities 2019 to 2024**

25 September 2019, 16:00 - 18:00

**Room ASP A1H1, European Parliament, Brussels**



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23 - 30 September



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EUROPEAN WEEK OF SPORT



## SIGA participates in first Regional Conference of African Ministers

At the invitation of UNESCO, SIGA participated in the first ever Regional Conference of African Ministers. The event was part of the implementation of the Kazan Action Plan (KAP) in Africa, and took place in Madagascar's capital city, Antananarivo. The Regional Conference was co-hosted by UNESCO to engage the African Union in the implementation of the United Nations Sustainable Development Goals through the KAP and Sport.

SIGA, delivered a presentation on how to unify and further develop international standards on Sport Integrity and invited the African governments to participate in the SIGA- UNESCO joint project "The Business Case for Sport Integrity," aimed at encouraging government to invest in sport integrity.

SIGA are looking for global partners to participate in this joint initiative to deliver impactful research, gathering valuable data to deliver real results.

We met a host of African countries, including ministers as well as NGOs and universities who wish to participate in this project. With our partner countries, we hope to conclude this important project by the end of 2020.



*SIGA's Emma McClarkin joins the discussion during UNESCO's event in Madagascar*



## SIGA America



SIGA AMERICA was officially incorporated in the United States on 17 July 2019 and will provide strategic leadership and promote the highest governance and integrity standards across sport in America.

SIGA AMERICA headquarters is established in Washington, DC and partnerships are growing steadily across the country as

# INSTITUTIONAL RELATIONS

ethics and integrity principles become more prominent in the American sports landscape. An advisory board is being established and resources secured to fully operationalise and implement SIGA’s mission in the United States.

Amongst other activities, SIGA AMERICA Special Advisor Shellie Pfohl participated in the National Roundtable on Safeguarding Children and Prevention Education, hosted by the McCain Institute for International Leadership and the US Department of Health and Human Services (HHS). The day featured speakers including SIGA Council member, Cindy McCain and HHS Assistant Secretary for Administration for Children and Families, Lynn Johnson. Speakers representing international organizations, U.S. Congress, federal and state agencies and nonprofit organisations presented solutions to trafficking and exploitation of children, including effective prevention education.

Shellie also attended the U.S. President’s Council on Sports, Fitness and Nutrition (PCSFN) annual meeting. At the meeting the National Youth Sports Strategy was released.



*SIGA Council Member, Mrs Cindy McCain opens Symposium*



This document “provides policymakers and key decision makers in youth sports programming with actionable strategies to increase awareness of the benefits of participation in sports, increase participation in sports, monitor and evaluate youth sports participation, and recruit and engage volunteers in youth sports programming.” SIGA is proud to partner with the PCSFN in advancing youth sport in America.



*Mrs Cindy McCain, Member of SIGA Council*



# MEMBERS FEATURE

Starting from this edition, we have added a “Members Feature” into the SIGA Newsletter, providing SIGA Members with the opportunity to showcase the great work they are doing in the field of Sport Integrity.

First up to feature in this inaugural section, is longstanding SIGA Member, Starlizard Integrity Services for the role they played in relation to a match fixing case that led to a landmark judgment in the field of Sport Integrity. The recent decision of the Court of Arbitration for Sport (CAS) in July 2019 was unprecedented and led to the dismissal of the appeal of the Albanian club Skenderbeu against their 10-year ban from UEFA competitions and a record 1 million Euros fine. Using key technical evidence submitted by Starlizard Integrity Services, together with expert evidence given in court, the decision by CAS was certainly a win for Sport Integrity!

Check out the UEFA press release: [PRESS RELEASE](#)

If you would like to showcase your work, please email [katie.simmonds@siga-sport.com](mailto:katie.simmonds@siga-sport.com)



*Court of Arbitration for Sport (CAS)*

**starlizard**  
integrity services

## SIGA CEO receives Honorary Award for exceptional services rendered to Sport

Emanuel Macedo de Medeiros was distinguished with the highest award by the Portuguese Football Association of Ponta Delgada in his home island (St Michael, Azores, Portugal). The Honorary Membership Award and Diploma was conferred to the SIGA CEO for exceptionally relevant services rendered to international, European and national football. With a 26-year career at the highest level of professional football, Emanuel played a leading role at club, league and international organisations, including 7 years as Director Legal of a Portuguese Premier League Club and nearly 6 as General Director of the Portuguese League, before founding and being elected CEO of the European Professional Football Leagues for a decade and the World League Association until 2014.

Emanuel also served as member of the UEFA Professional Football Strategy Council (2007-2014), FIFA Football Committee and EU Social Dialogue between 2007 and 2014. Currently he is a member of CAS, the OECD Task Force on Countering Illicit Trade, the World Economic Forum’s PACE and several European Commission’s Expert Groups, besides serving as the first ever elected CEO of SIGA.



*Fernando Gomes (President of the Portuguese FA and Vice President of UEFA and FIFA) congratulates Emanuel Macedo de Medeiros (SIGA CEO)*

# SPORT INTEGRITY FORUM

## SIGA SPORT INTEGRITY FORUM VI, 24 MARCH 2020, NEW YORK






Register now to secure your place and early bird discount: [Early Bird Discount](#)



*“As the governing body for football in Europe, we have a major responsibility to protect the long-term integrity of football, prevent the scourge of match-fixing, champion good-governance at every level and enhance positive values in the game. Together with SIGA and other stakeholders attending the Sport Integrity Forum, we are united by a common ambition and a genuine commitment to do more and better to ensure the healthy evolution of sport for the generations to come. Working collaboratively with all relevant private and public bodies, including national governments, is the way forward to make tangible and sustainable progress.”*



Mr Aleksander Čeferin,  
UEFA President

Social Media	July 2019	August 2019	September 2019	October 2019
 Tweets	17	17	103	17
 Tweets Impressions	80.7K	69.4K	161K	53.7K
 Profile Visits	433	244	1,515	248
 Mentions	22	12	133	15
 New Followers	19	16	63	19

# CALENDAR OF UPCOMING EVENTS

- **11-12 Nov 2019 – European Commission’s Expert Group on Sport Integrity Sofia, Bulgaria**
- **12-13 Nov 2019 – Bulgaria Government Conference on Major Sports Events and Integrity, Sofia, Bulgaria**
- **21-22 November 2019 - Soccerex USA, Miami, USA**
- **21 November 2019 - SIGA Expert Summit, Sports Betting USA, Soccerex USA, Miami, USA**
- **26 November 2019 - Training & Education: Portuguese Law Enforcement**
- **09 December 2019 – “#SIGATalks”, Pristina, Kosovo**
- **10 December 2019 – III SIGA Inter-Regional Summit, Pristina, Kosovo**
- **10 December 2019 - SIGA Task Force, Universal Standards on Youth Development and Child Protection in Sport, Washington DC, USA**
- **30 January 2020 - SIGA Special Session on “Sport Integrity 2020 – 2030 -The Greatest Challenges of the Decade – through the lenses of the Media”, Palacio Foz, Lisbon**
- **17 -18 February 2020 - World Congress: Global Leadership and Anti-Corruption in Sport, Rome, Italy**
- **24 March 2020 – Official Launch of SIGA AMERICA, New York, USA**
- **24 March 2020 - SIGA Sport Integrity Forum VI, New York Athletic Club, New York**
- **25 March 2020 – SIGA General Assembly, New York**



## **SIGA PRESS RELEASES**

<https://siga-sport.com/press-releases/siga-and-the-portuguese-players-union-sign-cooperation-agreement-2/>

<https://siga-sport.com/press-releases/siga-welcomes-confirmation-of-new-european-commission-and-looks-forward-to-action-oriented-cooperation/>

<https://siga-sport.com/press-releases/kosovo-olympic-committee-to-go-through-siga-independent-rating-system/>

## **Press Coverage – Highlights**

[http://www.sportspromedia.com/quick\\_fire\\_questions/siga-uefa-fifa-soccer-integrity-governance-emanuel-medeiros-interview](http://www.sportspromedia.com/quick_fire_questions/siga-uefa-fifa-soccer-integrity-governance-emanuel-medeiros-interview)

<https://www.gulf-times.com/story/641964>

<http://www.qatar-tribune.com/news-details/id/172633>

<https://www.gulf-times.com/story/641942/PM-meets-SIGA-chairman>

<http://www.insideworldfootball.com/2019/09/23/qsl-becomes-first-asian-league-join-siga-integrity-body/>

<http://www.insideworldfootball.com/2019/10/28/brazils-pacto-pelo-esporte-becomes-member-siga/>