



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE



SIGA NEWSLETTER

NOVEMBER 2019 - JANUARY 2020

Leading the Way for Sport Integrity Worldwide

www.siga-sport.com | info@siga-sport.com |  @SIGAlliance



Dear friends in Sport Integrity,

The last three months saw us conclude 2019 and commence a new chapter for 2020, with emphasis on the implementation of our reform agenda and thought leadership initiatives.

Highlights from the last two months of the year included organising our second **SIGA Expert Summit on Sports Betting Integrity** in Miami, in the margins of Soccerex USA, together with launching the inaugural **#SIGATalks**, focused on galvanising the support of the leaders of tomorrow, as well as re-activating the **SIGA Champions** through the **#StandUp4SportIntegrity** initiative. You can read more on both thought leadership events in this Newsletter.

We also officially launched the American-based Task Force focused on the development of the **SIGA Universal Standards on Youth Development and Child Protection**. The breath and clout of the organisations and experts that are engaged in this initiative is simply impressive. Check them out in the relevant section of this Newsletter.

Top priority was also given to reviewing the SIGA Universal Standards, that were first developed in 2016. This work is being carried out with the support of our delivery partner, the British Standards Institution (BSI), in order to ensure the standards are capable of being audited against. We are proud to report that this process is almost complete, and all revised universal standards will be circulated in the coming weeks, for ratification at our upcoming SIGA General Assembly, taking place on 23 March 2020. The pilot phase of SIRVS will then commence!

As this Newsletter will illustrate, we are working harder than ever to deliver what we promised and meet the mounting challenges ahead.

Today, SIGA and our credentials as independent thought leaders in the field of Sport Integrity fly high and are widely recognised.

This saw us kickstart 2020 with an impressive stakeholder outreach campaign, taking us across the United States, Middle East and Europe.

We are also working hard in the establishment of SIGA AMERICA. Its official launch will occur during our flagship thought leadership event, the SIGA Sport Integrity Forum, at the prestigious New York Athletic Club on 24 March 2020. As seats are limited, hurry up and register to secure your place!

With strategic vision, reformist spirit and the support of our growing community, 2020 promises to be a memorable year for SIGA and Sport Integrity alike. Let's continue working together and face the future with confidence. Confidence in ourselves and confidence in SIGA.

Thank you to all our Members, Committed Supporters and Partners for your ongoing support and active engagement.



Franco Frattini
Chairman



Emanuel Macedo de Medeiros
CEO



SUMMARY

THOUGHT LEADERSHIP INITIATIVES AND EVENTS | SIGA EXPERT SUMMIT, 21 NOVEMBER 2019



The second SIGA Expert Summit “A New Era for Sports Betting USA: Realities, Challenges & Solutions” was held in Miami, with the support of our Committed Supporter, Soccerex.

We gathered experts from within our membership, as well as leaders from the sports and esports industry, to dissect the hottest topic facing US Sport: Sports Betting.

SIGA brought the subject of integrity to the debate at Soccerex USA. On centre stage was the SIGA Universal Standards on Sports Betting Integrity, considered by all participants as the ultimate “silver bullet” for Sport Integrity. The participants also made a strong call for implementation of those Universal Standards by governments, operators, regulators and, of course, the sports organisations.

SIGA’s General Counsel & Senior Director, Global Partnerships, Katie Simmonds, shines a light on the challenges facing esports in relation to sports betting during Q&A with Ron Rhinegold, Director of Strategic Partnerships, Twitch.



“From my tenure at Major League Baseball, I know that athlete education is fundamental in the fight for Sports Integrity. Opening the doors to sports betting across the USA means creating a situation whereby athletes are now more vulnerable to the negative aspects of sports betting. SIGA is the global body that brings everybody together to unite around common issues to protect the integrity of sport. We want transparency and accountability and most of all we want integrity for our athletes.”

Tom Brasuell, Former Vice President, Community Affairs, MLB, President, MLB Charities / Director, Clemente Foundation



SUMMARY

“As legal sports wagering continues to expand and illegal sports wagering and match-fixing persists, there is a need for sports leagues, regulators, law enforcement and legal bookmakers to make sure they are operating effectively to combat threats to the integrity of sport and legal sports betting. SIGA promotes standards and gathers experts to assist in the effort to combat these threats – both proactively and reactively.”

Karl Bennison, Former Chief Enforcement Division, Nevada Gaming Control Board, discusses the need for cooperation between all the stakeholders



Paul Nicholson, Editor in Chief at Inside World Football leads dynamic panel including: Dale Sheehan, Director, Capacity Building and Education; ICSS, Affy Sheikh, Head of Starlizard’s Integrity Services; and Karl Bennison, Former Chief Enforcement Division, Nevada Gaming Control Board



#SIGATalks, 9 DECEMBER 2019, PRISTINA, KOSOVO

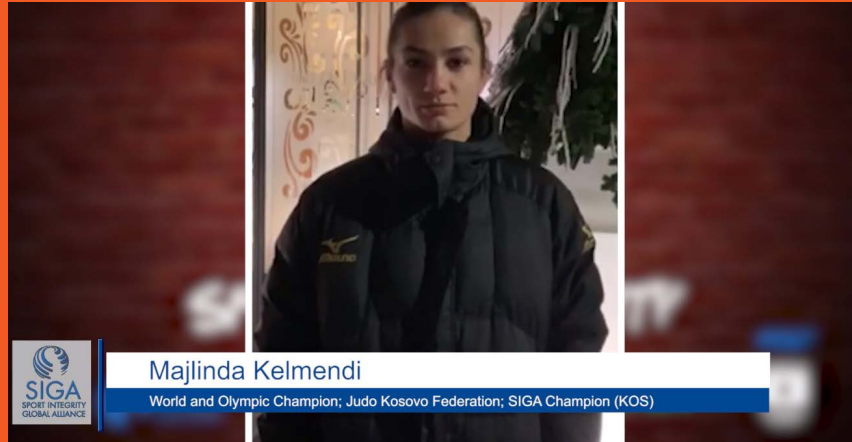


On International Anti-Corruption Day, 9 December 2019, SIGA launched its global campaign “#SIGATalks”. The objective was to mobilise the youth and encourage athletes to unite against corruption and “Speak Up for Sport Integrity.”

This included a social media campaign from SIGA Champions, including: Olympian Judo Gold Medallist, Maqilinda Kelmendi; Professional Women’s Basketball Player and Olympic and Pan American Games Medallist, Kelly Santos Muller; Legendary Olympic Marathon runner and Gold Medallist; Rosa Mota; MotoGP Champion, Miguel Oliveira; first ever British woman to win the Commonwealth Boxing Champion, Stacey Copeland, amongst others!



SUMMARY



Majlinda Kelmendi

World and Olympic Champion; Judo Kosovo Federation; SIGA Champion (KOS)



Check out the complete list of the SIGA Champions and videos here: <https://siga-sport.com/siga-champions/>

SIGA CHAMPIONS #SPEAKUP4SPORTINTEGRITY

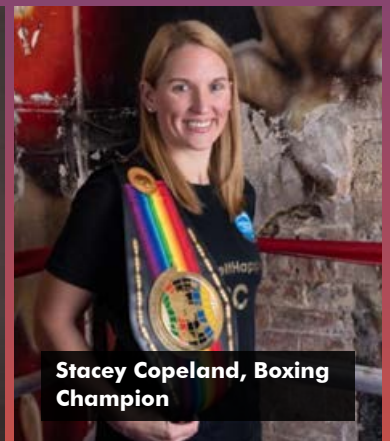
A dynamic interactive session involving athletes and young people was simultaneously live streamed on the SIGA website from the iconic National Library of Kosovo.



Miguel Oliveira, Moto GP Champion



Kelly Santos Muller, Basketball Champion



Stacey Copeland, Boxing Champion



Majlinda Kelmendi, Judo Champion



Axel Sola, MMA Champion



SUMMARY

III SIGA REGIONAL SUMMIT, PRISTINA, KOSOVO, 10 DECEMBER 2019, PRISTINA



SIGA convened sports leaders from the Balkans to promote regional solutions for the challenges facing the region. During the third SIGA Regional Summit several leading organisations and National Olympic Committees participated and were represented at highest level, including the **Kosovo, Albania, Hungary, Romania and Montenegro.**



Each organisation spoke passionately about their commitment to sporting integrity, the importance of regional cooperation and the need to reinforce prevention against child trafficking in sport and negative discrimination. Discussions focused on learning from the mistakes of the past, working towards a greater cooperation in the region and committing to creating a safer and more inclusive environment for all, under SIGA's four pillars of good governance, financial integrity and transparency, sports betting integrity and the safeguarding of children in sport.

The Kosovo National Olympic Committee, publicly committed to adopt the SIGA Universal Standards and go through the SIGA Independent Rating and Verification System (SIRVS).



A big thank you to Besim Hasani, President of the Kosovo National Committee and his Team for hosting the Summit.



SUMMARY

SIGA SPECIAL SESSION: SPORT INTEGRITY 2020 / 2030 - THE GREATEST CHALLENGES OF THE DECADE FROM THE PERSPECTIVE OF THE SPORTS MEDIA

Marking the third anniversary of SIGA's constitution as a legal entity, SIGA initiated a wide consultation process on what will be the greatest challenges facing Sport during the current decade, and what needs to be done to safeguard its integrity.

To this end, SIGA is inviting a number of personalities, thought leaders and experts from different fields related to Sport Integrity to share their insights, projections and recommendations on the matter.

The process kicked-off in Lisbon, Portugal, on 30 January, with a SIGA Special Session on **"Sport Integrity 2020 / 2030 – The Greatest Challenges of the Decade"** focused on the perspective of the media. Other sectors will be consulted during 2020, including the sports movement, sponsors and global business, technology and innovation, as well as the next generation of leaders and the fans.

MEET THE SPEAKERS

- **Emanuel Macedo de Medeiros**, CEO, SIGA / Chairman & CEO, SIGA AMERICA
- **João Paulo Rebelo**, Secretary of State for Youth and Sport of Portugal
- **Manuel Queiroz**, President, Association of Sports Journalists of Portugal
- **Vitor Serpa**, CEO, Sports Newspaper A Bola
- **Paul Nicholson**, CEO and Editor-in-Chief, Inside World Football
- **José Manuel Ribeiro**, Director, Sports Newspaper O Jogo
- **Sérgio Krithinas**, Deputy Director, Sports Newspaper Record
- **Gianni Merlo**, President, International Association of Sports Journalists (AIPS)
- **Katie Simmonds**, General Counsel and Senior Director, Global Partnerships, SIGA
- **Rosa Pinto**, Jornalist, SIC TV
- **Cecília do Carmo**, Editorial Producer
- **António Varela**, Communications Director, National Olympic Committee of Portugal
- **João Marcelino**, Journalist, Commentator and former Director, sports newspaper Record
- **Alexandre Afonso**, Sports Director, RDP/Antena 1

Check out the agenda here: <http://bit.ly/2O0dSKk>



SIGA General Counsel & Senior Director Global Partnerships, summarises the main conclusions of the panels



Panel on Sport Integrity – Key Challenges & Game Plan for the Future



Secretary State of Youth and Sport of Portugal, Joao Paulo Rebelo opens the SIGA Special Session



SIGA CEO, Emanuel Macedo de Medeiros presents 2020 Key Priorities & SIGA Vision 2030



INSTITUTIONAL RELATIONS

SIGA AND BULGARIA REINFORCE DIALOGUE AND COOPERATION ON SPORT INTEGRITY



SIGA CEO, Emanuel Macedo de Mederios together with Krasen Kraleff, Minister of Youth and Sports, Bulgaria and Viktoria Slavkova, Director of European Programs, Council of Europe



BULGARIA GOVERNMENT INVITES SIGA TO SHOWCASE ITS REFORM PLANS AT HIGH-LEVEL INTERNATIONAL CONFERENCE ON MAJOR SPORTS EVENTS AND INTEGRITY

SIGA CEO PARTICIPATES ON EUROPEAN COMMISSION'S EXPERT GROUP ON SPORT INTEGRITY, (SOFIA, BULGARIA), 12 AND 13 NOVEMBER 2019



" We need to focus, not on what may divide us, but on what unites us. We need to work together in a collaborative fashion if we are serious about reforming the way Sport governs itself and conducts its affairs. There is no room for silos or egos. SIGA is open to everyone, including governments. Indeed, governments play a vital role as sport is unable to fight on its own the many complex threats it is facing. I ask all governments to join SIGA in our mission for a clean sport."

Emanuel Macedo de Mederios, CEO SIGA



INSTITUTIONAL RELATIONS



SIGA STRENGTHENS RELATIONS IN THE NEW EUROPEAN PARLIAMENT AND COMMISSION



On 11 and 12 December 2019, SIGA met with a selection of European Commission officials, Members of the European Parliament and representatives of the EU Member States. This round of meetings in Brussels was particularly timely as a new five-year EU cycle started with both the European Commission and the Parliament devising their priorities for the five years to come and building up their work programmes for 2020.

The SIGA delegation led by CEO Emanuel Macedo de Medeiros met with Tomasz Frankowski, Marc Tarabella and Theodoros Zagorakis MEP, three of the Members of the European Parliament who actively champion the launch of a European Parliament's Intergroup on Sport. SIGA reiterated its support to that initiative, highlighting the potential synergies and shared objectives between SIGA's and those MEPs, and exchanged views on how to best cooperate.

SIGA had a specific discussion on digital piracy and copyright in the sport sector with MEP Frankowski and his team.

SIGA also had an in-depth discussion on digital piracy, copyright and IP protection in the sport sector with the European Commission DG Connect's "Copyright" Unit. In that context, SIGA offered to facilitate a compromise between the EU and the US on the WIPO Broadcast Treaty.

The SIGA CEO also exchanged views with the European Commission's "Financial Crimes" Unit and met with the Head of the European Commission's "Sport" Unit, Yves Le Lostecque.

Finally, SIGA met with the sport attachés working in the Croatian and German Permanent Representations to the European Union to discuss their priorities for the Council Presidencies in 2020. Of particular relevance, in the second half of 2020, Germany will steer the discussions leading to the establishment of the Council work programme on sport from 2021 to 2023. SIGA was encouraged to provide further input over the coming months to Germany and to the Member States which will coordinate the implementation of that programme (e.g. Portugal in 2021).



INSTITUTIONAL RELATIONS

GLOBAL DIALOGUE FORUM ON DECENT WORK IN THE WORLD OF SPORT

HELD BY THE INTERNATIONAL LABOUR ORGANIZATION IN GENEVA, 20-22 JANUARY 2020



Iain Lindsay, Director of Research, Knowledge & Innovation, SIGA and Giovanni Di Cola, Deputy Director General for Field Operations & Partnerships, ILO

The inaugural tripartite forum composed selected Employer and Worker participants with representatives from all Governments also invited. In addition, representatives of official international organisations and certain non-governmental international organisations were invited to attend including SIGA, FIFA, UEFA, UNESCO, UNODC and the IOC, amongst others.

The Forum dialogue clearly demonstrated the broader need for SIGA projects and highlighted significant opportunities for specific SIGA participation moving forward. As such, post event discussions will be held to further explore future interactions for SIGA in these regards. These meetings introduced and explored potential synergies between existing and future SIGA projects, the various issues incorporated within the Decent Work debate and other pertinent priorities.

SIGA participated in the first Global Dialogue Forum that discussed current and emerging issues related to the promotion of decent work in the world of sport, with a focus on working conditions of athletes, with the aim of adopting points of consensus, including recommendations for future action.

SIGA would like to congratulate all involved for a stimulating and productive debate and we look forward to our ongoing involvement on these important issues.

SIGA AMERICA



Newly formed SIGA AMERICA and the US Department of Justice strengthen dialogue on Sport Integrity. SIGA AMERICA Executive Team with Bruce Swartz, Deputy Assistant Attorney General, Criminal Division, US Department of Justice.

In November 2019, SIGA Executive Committee held a number of productive meetings in Washington DC, with the President’s Council on Sports, Fitness and Nutrition, Edelman, and Georgetown University.

Important contacts and working meetings were held in New York City in January 2020. These included Columbia University, the NBA and CSM North America to name but a few.

Additional meetings were held in Washington DC, this time with the US Department of Justice, US Department of State, and the US Department of Health & Human Services-President’s Council on Sports, Fitness and Nutrition. SIGA’s partnership with Edelman was advanced as a strategic session.

Further, the inaugural in person meeting of the Youth Development & Child Protection Task Force was hosted by George Washington University.



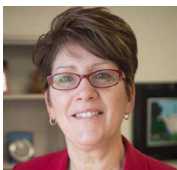
THOUGHT LEADERSHIP PROJECTS UPDATE

SIGA TASK FORCE ON YOUTH DEVELOPMENT & CHILD PROTECTION

The North American section of the SIGA Task Force on Youth Development & Child Protection met for the first time on 10 December 2019. During a first collaboration call the members of the newly formed Task Force addressed a number of critical issues and agreed the plan of action.

An in-person meeting was held in Washington DC on 23 January 2020, hosted by George Washington University

The North American section of Task Force on Youth Development & Child Protection in Sport is composed of the following members:



Shellie Pfohl
COO, SIGA AMERICA



Katherine Anderson
Youth Protection Officer,
Major League Baseball



Kymm Ballard
Board Member, Society
of Health and PE (SHAPE
America) and Asst
Professor, Campbell
University



Ju'Riese Colon
CEO, U.S. Center for
SafeSport



Lisa Delpy Neirotti
Associate Professor
& Director, Sports
Management Programs
(BBA, MS & MBA)
The George Washington
University School of
Business



Kristen Dieffenbach
President, U.S. Center
for Coaching Excellence
(USCCE), Asst Professor
of Athletic Coaching
Education, West Virginia
University, Level 1 Coach
and Instructor, USA Cycling



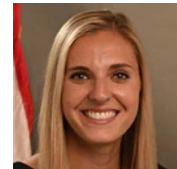
**Benita Fitzgerald
Mosley**
CEO, Laureus Foundation
USA



Jayne D. Greenberg
Project Director,
Administration for
Community Living; U.S.
Dept. of Health & Human
Services; Former District
Director of Physical
Education and Health
Literacy, Miami-Dade
County Public Schools (35
years) - 4th largest school
system in the U.S.



Wendy Guthrie
Vice President, Athlete
Safety, U.S. Olympic and
Paralympic Committee



Kristina Harder
Acting Executive Director,
President's Council
on Sports, Fitness and
Nutrition; Chief of Staff,
Office of the Assistant
Secretary for Health, US
Department of Health &
Human Services



Rebecca Khoury
Founder, The Spirit of Trust;
President & CEO, MAKO
Corporation, Canada;
Former CEO, Taekwondo
Canada; Former President
& CEO, Karate Canada



Brian Lewis
President, Trinidad
& Tobago Olympic
Committee; President,
Caribbean Association
of National Olympic
Committees



Arlene Limas
First U.S. Gold Medal
Winner in Taekwondo
(1988); Chapter President,
National Capital Area
Olympians/Paralympians;
Owner, Power Kix Martial
Arts and Fitness



Katrina Piercy
LCDR, U.S. Public Health
Service, Physical Activity
and Nutrition Advisor,
Office of Disease
Prevention and Health
Promotion, U.S. Department
of Health and Human
Services



Clay Walker
Executive Director,
National Fitness
Foundation





THOUGHT LEADERSHIP PROJECTS UPDATE

I SIRVS

SIGA is working closely with our partner, the British Standards Institution (BSI), to review each of the SIGA Universal Standards. The purpose is to amend the language to ensure each standard is capable of being audited against and ensure consistency. As such review is being concluded, all three standards are shared with SIGA Members as part of the internal consultation processes.

The SIGA Universal Standards were created in 2016 as a result of expert task forces and are widely acknowledged to be best in class, specifically tailored to respond to sport's needs. No other independent assessment of sports governance exists, and this will be an instrument to instigate true cultural change.

The SIGA Universal Standards are a living document, to be regularly updated as best practice evolves and the implementation of these standards is the cornerstone of SIGA's governance reform.

Implementation of the SIGA Universal Standards is key and we are launching the pilot phase later this year and will announce the pioneering sports organisations who will be the first sports organisations to go through SIRVS.

Stay tuned for the announcement of the first ever organisations to go through SIRVS!



I WHITE PAPER ON SPORT INTEGRITY

The SIGA White Paper on Sport Integrity marks the first time that Sport Integrity, in all its dimension, will be addressed in an independent, multi-stakeholder and comprehensive manner on a global scale. It 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
- Promote and protect the integrity of sport worldwide

As such, we are currently finalising the stakeholder participants and will announce the academic leads for the various research strands at the upcoming launch event that will take place in late April 2020 in Brussels.



MEMBERS FEATURE

FRENCH SPORTS MINISTRY OFFICIALLY ANNOUNCES DECISION FOR MMA TO BE HOUSED UNDER FRENCH BOXING - MMA GOVERNING BODIES RESPOND



The International Mixed Martial Arts Federation (IMMAF) and the Comité Français de Mixed Martial Arts (CFMMA) welcome the official announcement by the Ministry of Sport, on 7 February, of its decision for MMA to be legalised in France under the auspices of the French Boxing Federation.

IMMAF President, Kerrith Brown commented:

“The official announcement by the French Sports Ministry is a crucial step on the path to creating a dynamic MMA structure in France. IMMAF will continue to supply constructive support and advice to all the MMA stakeholders.”

IMMAF Board Director and CFMMA Co-President, Bertrand Amoussou said:

“After many years of commitment and hard work by MMA activists in France, it is a major milestone that the Sports Ministry has recognised our sport. We are now looking forward to working hard, and in a unified way, to ensure that the structures set up to govern MMA work as well as possible.”

The decision concludes a tender launched by the Ministry of Sports in 2019 to decide under which federation the sport’s governance would be developed to enable the legalisation of MMA in France. In France, by law, all sports must be governed within the structures of a government recognised federation and meet specific administrative criteria over a number of years. The interim housing of MMA within a comparative sport’s structures has allowed the Minister of Sport to fast-track the legalisation and regulation of MMA, while MMA’s stake holding organisations within the country are still in a developmental phase.

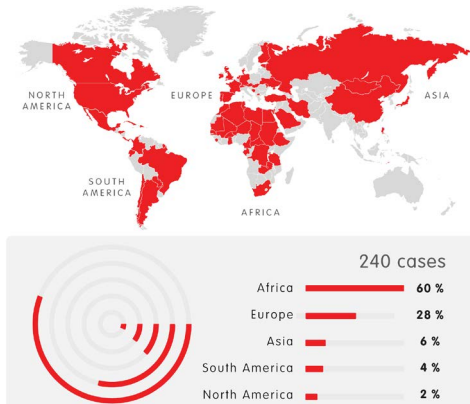


The ICSS created a whistleblower hotline inspired by the theme of the movie “Field of Dreams: if we build it, people will come.” So far we have 240 cases of reported integrity incidents and growing. 80% of reported cases are soccer-related.

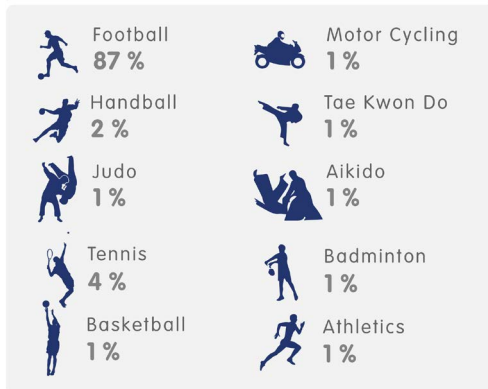
The ICSS Sport Integrity Hotline has demonstrated, in a short period of time, the need for an independent entity to combat corruption and enhance integrity in sport. The Sport Integrity Unit of the ICSS looks forward to sharing best practices with SIGA and its Members to continue the quest in securing sport from all external elements which have a desire to exploit it. One of the major challenges has been the exchange of information and materials with organizations and sport governing bodies. Through entities such as SIGA, international and regional cooperation continues to be enhanced. We will continue to use this platform to enhance and promote cooperation.

Antony Fresno Eyssette wins a match for France in the 2019 IMMAF World Championships

REPORTED CASES BY REGION



REPORTED CASES BY SPORT



REPORTED CASES BY TYPE



Disclaimer: This figure portrays a general overview of reported cases into the SIU Sport Integrity Hotline worldwide, across sports and different misconduct/crime types, over a two-year reporting period. These figures are purely estimates. This infographic is for informational purposes only. For further information, please contact info@theicss.org. © 2019 Sport Integrity Unit, ICSS. All rights reserved.

The Sport Integrity Hotline confidentially receives and manages allegations of misconduct, abuse and any integrity violations in sport. The Sport Integrity Hotline is backed by a world-class, independent, third party ethics and case management provider that operates a global 24/7/365 reporting hotline and case management system in over 220 languages.



Do you have a sports-related integrity case that you are concerned about and worried about confidential reporting? Contact: 24/7 Sport Integrity Hotline | Toll Free +1-866-921-6714
<https://www.integritycounts.ca/org/sportintegrityhotline>



UPCOMING THOUGHT LEADERSHIP EVENTS

WORLD CONGRESS: GLOBAL LEADERSHIP AND ANTI-CORRUPTION IN SPORT, 17 TO 18 FEBRUARY 2020



SIGA SPORT INTEGRITY FORUM VI, 24 MARCH 2020



FEB	FEB	Rome, Italy
17	18	World Congress on Global Leadership and Anti-Corruption in Sport

FEB	FEB	Kuala Lumpur, Malaysia
26	28	Asian Football Confederation’s Club Licensing Annual Seminar






MAR	New York Athletic Club, NYC, USA
23	<ul style="list-style-type: none"> • Official Launch of SIGA AMERICA • SIGA General Assembly

MAR	New York Athletic Club, NYC, USA
24	SIGA Sport Integrity Forum VI

APR	OR	APR	European Parliament, Brussels, Belgium
21		22	Launch of White Paper on Sport Integrity



SOCIAL MEDIA TWITTER

Social Media Twitter	November 2019	December 2019	January 2020
 Tweets	39	67	23
 Impressions	98k	84.9k	42.6k
 Profile Visits	421	569	288
 Mentions	19	42	13
 New Followers	9	16	27

SIGA Press Releases

SIGA WELCOMES CONFIRMATION OF NEW EUROPEAN COMMISSION AND LOOKS FORWARD TO ACTION-ORIENTED COOPERATION

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

KOSOVO OLYMPIC COMMITTEE TO GO THROUGH SIGA INDEPENDENT RATING SYSTEM

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

