

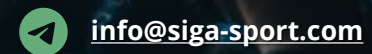
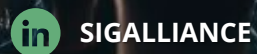
GENEVA • WASHINGTON DC • LISBON • SÃO PAULO

#SIW2023

WEEK SIGA SPORT  
INTEGRITY

2 - 9  
SEPT  
2023

IV EDITION - WORLDWIDE



## ABOUT SIGA

SIGA is the world's leading organisation for Sport Integrity.



We are creating a whole new landscape for the sports industry by delivering independent global rating and certification for world Sport to ensure it is governed and operates under the highest integrity standards: **The SIGA Universal Standards.**

Funded by our Members, SIGA is a non for profit global independent organisation. We pursue one vital aim: To ensure sport is governed under the highest integrity standards and its reputation is protected.



## OUR 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.



## OUR 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.



# SPORT INTEGRITY WEEK 3.0

**Sport Integrity Week is entering a new era: Stage 3.0!** After 2 fully digital editions, and one in-person edition in Portugal, we are moving forward, towards the future!

**Sport Integrity knows no boundaries**—it's an unstoppable force that transcends borders. As we venture into Stage 3.0, our impact is not confined to a single region or nation. Together, we are taking Sport Integrity to the global stage, forging a future where Integrity and Transparency prevail.

During SIW2023, we extend a warm invitation to all like-minded organisations: Join us in this momentous movement towards a brighter, more accountable sporting world. Together, let's inspire action, ignite change, and build a legacy of integrity that resonates with athletes, fans, and stakeholders alike.

**SIW2023: Uniting for Sport Integrity—Together, We Can Make a Difference!**



# SIW2023 HOSTING PARTNERS – 26 JULY 2023 ANNOUNCEMENT



# SPORT INTEGRITY WEEK AROUND THE WORLD



# PRELIMINARY CALENDAR OF EVENTS\*

## SATURDAY 2 - SEPTEMBER



- **Sport Integrity Opening ceremony** (São Paulo, Brazil)

## SUNDAY 3 – SEPTEMBER



- **Educating for Ethics Through Sport** (Hosted by Em Busca de Uma Estrela and São Paulo FC, São Paulo, Brazil, Cotia Training Centre)

## MONDAY 4 - SEPTEMBER



- **Sport Integrity Forum Latin America** (Hosted by SIGA LATIN AMERICA, São Paulo, Brazil)



- **Sustainability & Integrity – the most pressing challenges** (Hosted by CF “Os Belenenses”, Lisbon, Portugal, Restelo Stadium)



- **Laws and rulings & Sport Integrity** (Hosted by Kausa Advogados, Lisbon, Portugal)



- **Sport Integrity Match** (Hosted by São Paulo FC & SIGA LATIN AMERICA, São Paulo, Brazil, Morumbi Stadium)



- **Sports Management Podcast Special Edition** (Gothenburg, Sweden)



- **Webinar session on “Multi-club Ownership”** (hosted by Abreu Advogados, Lisbon, Portugal)

*\*Venues, time and new events to be announced soon. Stay tuned!*




# PRELIMINARY CALENDAR OF EVENTS\*

## TUESDAY 5 - SEPTEMBER

-  • **Whistleblowing and Integrity** (Hosted by Portuguese Sports Foundation, Lisbon, Portugal)
-  • **Debate on The State of the Nation** (Hosted by SIGA AMERICA, New York City USA)
-  • **Luncheon: Global Brands & Sport Integrity** (Hosted by SIGA AMERICA, New York City USA)
-  • **Special Session: Sports Betting Integrity** (Hosted by SIGA AMERICA)
-  • **SIGA Youth Forum** (Hosted by SIGA Youth Council)
-  • **Fans Care About Sport Integrity** (digitally Hosted by Sports Innovation Lab, Boston, USA)
-  • **Supporting Coach Integrity' Forum** (Hosted by USCCE, Morgantown, WV, USA)

## WEDNESDAY 6 SEPTEMBER

-  • **Conference on Sport Integrity** – (digitally hosted by Diario AS, Madrid, Spain)
-  • **MoU Signature: SIGA EUROPE / Municipality of Pombal** (Pombal, Portugal)
-  • **Conference on ESports Integrity** (Hosted by World Esports Consortium & CM Pombal, Pombal, Portugal)
-  • **SIGA Women Lounge** (Porto, Portugal)
-  • **Sports Career Podcast Special Edition** (Hosted by Ed Bowers, Sports Career Development; Digital; available 8:00 am BST)



# PRELIMINARY CALENDAR OF EVENTS\*

## THURSDAY 7 SEPTEMBER

-  **Football Integrity Forum** (SIGA High-Level Conference: Hosted by Liga Portugal, Thinking Football Summit, Porto, Portugal)
-  **Good Governance in Sport: From the Region to the World** (Hosted by HBKU, Doha, Qatar)
-  **Sports Law & Justice International conference** (Hosted by RBMS Law firm, Porto, Portugal)
-  **International Meeting for Equality: comparative experiences against racism** (Roundtable hosted by Racing Club, Avellaneda, Argentina; 18:00 local time)

## FRIDAY 8 SEPTEMBER

-  **Conference on Women's Sport** (Hosted by EBU & EUROVISION, Geneva, Switzerland)
-  **Sport: A field of play for the Gender Equity match** (Hosted by Kausa Advogados, Lisbon, Portugal)
-  **The Impact of Transparency on countries' success in elite Sport** (digitally hosted by Notre Dame University, Zouk Mosbeh, Lebanon)
-  **SIGA Special Session on Financial Integrity & Transparency in Sport** (Hosted by Dow Jones, London, UK; 10:00-12:15 local time)

## SATURDAY 9 SEPTEMBER

### OTHER EVENTS

-  **Liga Portugal's Matchday for Integrity 1-4 Sep**
-  **Daily Interviews on Integrity - GOLO FM and GOL FM 4-8 Sep**

*\*Venues, time and new events to be announced soon. Stay tuned!*





# #SIW2023 KICK-OFF SPORT INTEGRITY MATCH, HOSTED BY SÃO PAULO FC 4 SEPTEMBER 2023



Foto: Lancel

**Venue: Cícero Pompeu de Toledo Stadium, Morumbi**

**2 mixed teams – men and women - no referee.**

Diversity and Respect = Integrity

We are all different, and we respect each other.

“The Integrity Match proves that we can change anyone's mindset to respect integrity in sports, preserving the exciting unpredictability of game results and promoting fair play.”

Sports show us that it's not only possible but also natural to embrace diversity respectfully and include everyone. By doing so, we reject all forms of prejudice, like racism, sexism, and any kind of exclusion of those who are different.”

**ROBERTO ARMELIN, Legal Director, and Compliance Officer, São Paulo FC**



# WHY PARTNER WITH #SIW2023?



## MAKE AN IMPACT

Position your brand at the heart of Sport Integrity.



## NETWORK

Showcase and learn best practice in global sports policy regarding diversity and inclusion.



## SHOWCASE THOUGHT LEADERSHIP AND BEST PRACTISES

Be recognized as global industry experts. Share knowledge, insights, and experiences during the event. Take the stage as a thought leader and contribute to shaping the future of #SportIntegrity.



## INFLUENCE DECISION MAKERS

Gain access to influential stakeholders in the sports industry. This can lead to new business opportunities and help to build relationships with key decision-makers in the industry.



## JOIN THE MOVEMENT

Embrace the opportunity to be part of a global movement for change.



## TAKE ACTION

Use SIW2023 to implement tangible measures that enhance integrity.



## EXPLORE CUTTING EDGE SOLUTIONS

Discover innovative tools, technologies, and strategies that are reshaping the landscape of #SportIntegrity. Gain a competitive edge by staying ahead of the curve.



## INSPIRE THE NEXT GENERATION

Be a role model for aspiring athletes, sports administrators, and future leaders. Inspire them to uphold the highest standards of integrity, fair play, and sportsmanship.



# 1 WEEK DEDICATED TO SPORT INTEGRITY



The Most Influential Leaders



All Sports



All Continents



Thought leadership



Leading the Way for Sport Integrity Worldwide



Action-Oriented Discussions



Global Hybrid Event



All Key Stakeholder Groups



SIGA-SPORT.COM



SIGALLIANCE



SIGALLIANCE



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info@siga-sport.com

# SPORT INTEGRITY WEEK PREVIOUS EDITIONS

2020



2021



2022



## TOP 5 AUDIENCES



UNITED KINGDOM



UNITED STATES



ITALY



FRANCE



PORTUGAL



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# POLITICAL AND INSTITUTIONAL ENDORSEMENTS



We have seen over the years the words transparency and integrity have meaning, but there is no real action. SIGA is correctly trying to rectify that, so I felt it was my duty to contribute. We need to change the mentality and I feel like as I'm starting individually as an entrepreneur it made sense to partner with SIGA.

**Louis Saha**  
SIGA Champion; International Football Legend; Founder & CEO AxisStars



We have adopted in the G20 Anti-Corruption Working Group Acti-vity an action plan considering Sport as an emerging risk. I want to thank SIGA for all its efforts and for including corruption in Sport in the multilateral agenda as an emerging issue.

**Giovanni Tartaglia Polcini,**  
Chair of the G20 Italy AntiCorruption Working Group; Chair, SIGA Council



I welcome SIGA's proposal to put in place Universal Standards on Sport Integrity and an Independent Rating and Verification System (SIRVS), which will be very useful to restore people's trust in Sport.

**Lorenzo Salazar,**  
Deputy Chair of the OECD Working Group on Bribery in International Transactions, General Prosecutor, Naples Appeal Court, Contact Point, EUROJUST:



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.

**Aleksander Čeferin,**  
UEFA President



SIGA's efforts to create and implement certification programme are key to the accountability that is required across sport to create the mechanism that allows sport to have specific & quantitative standards that put us all accountable to some benchmarks.

**Jessica Berman,**  
Commissioner, NWSL



We're committed to working with organizations like SIGA to bring diverse perspectives to the table to unlock powerful ideas that open up the world's possibilities to women -in sport and across industries.

**Alison Giordano,**  
Senior Vice President, Global Sponsorships & Consumer Marketing, Mastercard



# SIGA MEMBERS, COMMITTED SUPPORTERS & PARTNERS

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