

#### Emanuel Macedo de Medeiros

Global CEO, SIGA Chairman & CEO, SIGA AMERICA **Executive Chairman, SIGA EUROPE** Chairman & CEO, SIGA LATIN AMERICA

#### A message from the Global CEO

"Expansion": if there is a word that defines this year's second semester, that is undoubtedly the right one. The following examples showcase why.

n September, we successfully organized our annual landmark event, for the fourth consecutive year, the SIGA Sport Integrity Week. The 2023 edition of the world's premier Sport Integrity event saw participation from around the globe, from the Americas to Europe, from Africa to Asia, engaging industry leaders, sports enthusiasts, and integrity advocates from the entire sports ecosystem. This diverse critical mass stepped up and joined SIGA's call to action and participated in a series of impactful thought leadership events and initiatives that validated the need for SIGA's ambitious Reform Agenda for Sport. The 2023 edition covered all continents and encompassed over 35 cities from more than 20 countries, whilst engaging over 70 hosting partners, including some of the world's leading sports organizations and top brands.

The current semester saw SIGA increase its institutional recognition and global influence with the signing of an important **Cooperation Agreement with the Brazilian** Minister of Sport, underpinning their intent to adopt the SIGA Universal Standards on Sport Integrity and the SIGA

## SIGAinMotion

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Sport Integrity Insider



Independent Rating and Verification System (SIRVS). Significantly, SIGA updated the SIGA Universal Standards on Good Governance in Sport and translated these into Portuguese, with French and Spanish in the pipeline for 2024 as we expand our SIRVS activities globally. September also saw SIGA and SIGA LATIN AMERI-CA sign a large-scale Cooperation Agreement with the Brazilian Congress, through the Parliamentary Front for the Modernization of Football in Brazil, who entrust SIGA and our Latin American subsidiary with the development of *The Independent* Study on the Future of Football in Brazil the most decisive strategic initiative ever conducted in this field in Brazil.

As a testament to our consistent institutional growth, several new organisations became **SIGA Members** during this second semester, including the <u>Aspire Academy</u>, <u>São Paulo Football Club and Yduqs Institute</u>.

In August, another historic milestone was achieved when Liga Portugal became the world's first professional football league to successfully adopt the SIGA Universal Standards on Good Governance in Sport and go through SIRVS, obtaining SIGA certification.

From an internal perspective, SIGA's knowledge capital and expertise were further reinforced with the appointment of approximately 60 new global experts

to serve on its **Permanent Committees**.

This included core strategic areas, such as: Good Governance in Sport, Financial Integrity in Sport, Sports Betting Integrity, Media, Sponsorship and Sport Integrity, Gender, Race, Inclusion & Diversity, and Anti-Corruption in Sport.

SIGA continued to play a leading role in various international events, reinforcing our presence among key institutional partners. In my capacity as Global CEO of SIGA, I had the privilege of participating as a speaker in the 21st session of the United Nations Intergovernmental Working Group on the Effective Implementation of the Durban Declaration, addressing the vital topics of Anti-Racism and Human Rights. Furthermore, SIGA, in collaboration with IACA, organized a special event on "Integrity and Anti-Corruption in Sport", as part of the official agenda of the Conference of the States Parties to the United Nations Convention on Anti-Corruption.

To reinforce this growth period, a new chapter began with the commencement of a fifth cycle of the #SIGAWomen Global Mentorship Program on Female Leadership in Sport. We now have a record high of over 75 high profile global mentors ready to support the personal and professional development of women aged 24 and above from all over the world.

As ever, our commitment to positively shape the future of Sports places signif-

icant focus on the empowerment of the younger generation and providing them with the support and platforms to make a difference. This term we had the privilege of witnessing the current SIGA Youth Council present their Research Report, which shed light on what integrity in Sport signifies for young people aged 18 to 30. Our response to SIGA's Youth Council recommendation was clear and unequivocal. We encourage sports organizations to appoint representatives from this age group to committees dedicated to sports integrity, starting by... SIGA.

To conclude the year on a high note, we proudly launched the fourth edition of the **Sport Integrity Journal** during the **SIGA Anti-Corruption Week**. This edition, dedicated to the pivotal theme of **Good Governance in Sport**, featured insightful contributions from several top experts in the field.

As you will see throughout this Newsletter, the impact of our collective effort echoed around the globe, capturing the attention of key stakeholders, practitioners, and media outlets far and wide. Accordingly, we became the focal point of numerous news articles and interviews, with the SIGA Global Media Network continuing to play a meaningful role in advancing the SIGA Reform Agenda and our collective efforts to facilitate Sport's progressive evolution.

Looking ahead to next year, SIGA's stance on Sport Integrity will continue to be defined by forward motion. A constant commitment to instigate collective action and press for critical reforms is bolstered by your support, your active involvement and participation. Together, we can, and will, help create the sustainable, inclusive, and accessible vision of Sport, built upon the foundations of Integrity, that we all aspire it to be.

On this note, I wish you all a restful Festive Season and Happy New Year. See you in 2024!

> Emanuel Macedo de Medeiros Global CEO, SIGA



Top story.

## SIRVS advances with Liga Portugal's certification on Good Governance in Sport

IGA PORTUGAL has made history by becoming in August 2023 the first professional football league worldwide to attain the Bronze SIRVS Certification for Good Governance in Sport. This achievement followed a rigorous assessment of Liga Portugal's governance rules, processes, and practices by SIGA's independent audit team, certified under the Independent Rating and Verification System (SIRVS). The recognition places Liga Portugal alongside the European Rugby League Federation as trailblazers in demonstrating compliance and readiness for investments from broadcasters, sponsors, government funding, and fan support. Liga Portugal joins several other renowned sports organizations, including UEFA, committing to SIRVS, this milestone highlighting the league's commitment to transparency and good governance in a time when the sports industry faces increasing demands for reform. SIGA's Global CEO, Emanuel Macedo de Medeiros, commended Liga Portugal's pioneering role and encouraged other sports organizations to follow suit in their governance journey, aiming for higher standards and accountability.











**Expansion.** 

### SIGA welcomes new members

INCE June, the Sport Integrity Global Alliance (SIGA) has welcomed an impressive lineup of new members to its network. Joining the ranks are Aspire Academy, São Paulo FC, and Yduqs, marking a significant expansion in SIGA's membership base. These three additions join the six previously welcomed new members in 2023, which included SCML, Sports Innovation Lab, Sicredi, C6 Bank, Accord, and Passarelli. With this recent influx of members, SIGA's family has grown by nine, underlining the organization's commitment to uniting and strengthening the global sports community in its pursuit of integrity, transparency, and excellence.













IGA has solidified its leading role in Global Sport Integrity within Latin America's largest and most populous country by entering into a groundbreaking Cooperation Agreement in Brasilia with the Brazilian Congress, represented by the Parliamentary Front for the Modernization of Football. Following the signing ceremony, Emanuel Macedo de Medeiros, SIGA's Global CEO and Chairman and CEO of SIGA LATIN AMERICA, announced the launch of "The Independent Study on The Future of Football in Brazil" in collaboration with the Parliamentary Front for the Modernisation of Football, led by Congressman Eduardo Bandeira de Mello. This pioneering project, unveiled during the ongoing Sport Integrity Week 2023, garnered unanimous and enthusiastic support from the audience at the Congress in Bra-

silia. With Brazilian football facing increasing challenges and reputational issues, the Independent Study aims

"We are enthused to have signed this agreement with SIGA. New public hearings will be held, giving everyone the opportunity to participate. This is great news for Brazilian Football!"

Eduardo Bandeira de Mello
President of the Parliamentary
Front for the Modernisation of Football

to provide an independent, neutral, and rigorous assessment of the current state of football affairs in Brazil, proposing much-needed reforms for long-term, sustainable development. The study will engage all key stakeholders, from the CBF and state federations to clubs, players, coaches, sponsors, broadcasters, and fans, ensuring a comprehensive and inclusive approach.

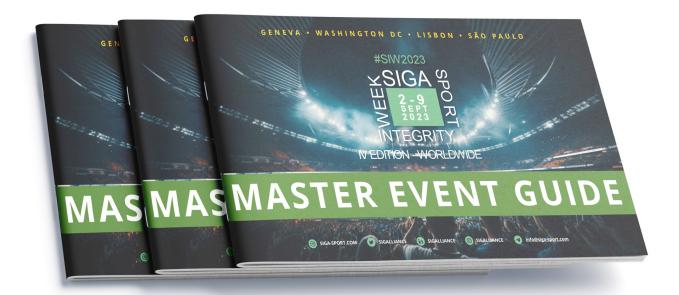
#### **Read More**





SIGA and SIGA LATIN AMERICA signs
Memorandum of Understanding with the
Brazilian Sports Ministry, with the honour
of the Minister Ana Moser representing
the ministry in person. This collaborative
effort underscores SIGA's commitment to
the Latin American region and its growing
network of individuals and organizations





**Thought Leadership Events.** 

# How SIGA is Unleashing the Power of Integrity

**INTEGRITY PORT WEEK** 2023 (SIW2023) made waves worldwide, leaving an indelible mark on the Sport Integrity landscape. With over 200,000 impressions on Twitter, a remarkable 90% increase in pageviews and 73.9% growth in new followers on LinkedIn for SIGA, SIW2023 demonstrated the global reach and impact of this landmark annual event. Spanning 35+ cities across 22 countries, it brought together over 15,000

attendees, 250+ speakers, and 170+ organizations from every continent. Key players such as Dow Jones, Liga Portugal, São Paulo FC, the Ministry of Sport Brazil, HBKU, and the Sports Innovation Lab were pivotal to its success. Noteworthy initiatives like the Football Integrity Forum, the Integrity Match in São Paulo, and the SPORT INTEGRITY FORUM LATIN AMERICA resonated deeply. These images provide only a brief snapshot of this incredible event.

## Global thought leadership events on key topics:

- Good Governance and Integrity in Sport
- Gender, Diversity and Inclusion
- The Role of Business in Sport
- Sports Betting Integrity
- The Fight Against Racism & Violence

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Youth Development & Protection



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Sport Integrity Forum Latin America, São Paulo, Brazil



Esports Integrity Forum, Pombal, Portugal



Football Integrity Forum, Porto, Portugal



Good Governance in Sport: From the Region to the World, hosted by HBKU, Doha, Qatar



Integrity Match, hosted by São Paulo, Brazil



SIGAWoW Dinner Debate, Porto, Portugal



Integrity in Sport: The (New) challenges, Porto, Portugal



SIGA Special Session on Financial Integrity in Sport hosted by Dow Jones, London, UK

Internal Governance.

# World-Class Experts Join SIGA's Permanent Committees for Sport Integrity

Sport Integrity Global Alliance (SIGA) has taken a significant step towards enhancing its global influence by appointing key figures to its newly established Permanent Committees. Comprising a distinguished group of 70 leaders and experts from diverse sectors, these committees combine to mobilise a world-class think tank that ensures comprehensive multi-industry representation. The members hail from various backgrounds, including national and international sports organizations like FIFA, UEFA, and FIFPRO,

demonstrating a strong commitment to integrity in sports. Notably, government representatives also contribute, underscoring the increasing political will to combat harmful practices and criminal involvement in the sector. In addition, the committees benefit from the valuable experience of individuals from financial and anti-corruption institutions, as well as experts in areas such as sports betting integrity and prevention of gambling addiction, collectively contributing to SIGA's mission of promoting integrity and reform in the sports industry.

These Permanent Committees are integral components of SIGA's organ-

ic structure, serving as vital pillars in shaping the organization's policies and driving best practices and integrity reforms. With their specialized focus on strategic areas, they facilitate knowledge exchange, information sharing, and expert guidance, ultimately providing invaluable recommendations to SIGA's Council and Global CEO. Together, this diverse group of leaders and experts reaffirms SIGA's commitment to promoting transparency and integrity in sports on a global scale.

SIGA PERMANENT COMMITTEES





#### SIGA PERMANENT COMMITTEES

Permanent Committee on Good Governance in Sport

Permanent Committee on Financial Integrity in Sport

Permanent Committee on Sports Betting Integrity Permanent Committee on Media, Sponsorship and Sport Integrity

Permanent Committee on Gender, Race, Inclusion & Diversity (GRID) Permanent Committee on Protection of Children and Young People in Sport

Permanent Committee on Environment, Sustainability and Social Responsibility in Sport Permanent Committee on Technology, Innovation and Sport Integrity

Permanent Committee on Anti-Corruption in Sport)

Membership.

## SIGA's focus: Empowering Members for a Stronger Future

024 will mark SIGA's launch of the Members Club, marking a significant shift towards fostering a stronger sense of community among its members. After years of external development, SIGA is now re-doubling its efforts to providing ever greater value to its members, aiming to make them an ever more integral part of its activities. In the pipeline are thought leadership sessions accessible to all member's staff, providing a platform for meaningful discussions and collaboration. Additionally, SIGA is actively updating the benefits of membership, ensuring that being part of this global



alliance comes with even more advantages. Stay tuned for a more engaging and rewarding SIGA experience as we strengthen our commitment to transparency, integrity, and unity in the sports industry.

#### **About**

 Are you interested in learning more about SIGA? Check the Frequently Asked Questions from our website here.

#### https://siga-sport.com/faqs/

• To become an official SIGA Member or for any additional information, please contact us at info@siga-sport.com





























































Sport Integrity Insider



**SIGA News** 

# Anti-Racism & Human Rights: SIGA calls for Sport to Accelerate Cultural Change during United Nations Session

MANUEL MACEDO DE MEDEIROS, the Global CEO of the Sport Integrity Global Alliance (SIGA), delivered a compelling address at the 21st session of the UN's Intergovernmental Working Group on the Effective Implementation of the Durban Declaration. Speaking on a high-level panel addressing "Sport and Racism" at the United Nations, Macedo de Medeiros issued a powerful call to action, urging the sports industry to lead by example. He emphasized the need for the sports sector to operate under the highest integrity standards, free from cor-

ruption, racism, and discrimination, asserting that sport has a pivotal role to play in fostering positive transformation amid a troubled world beset by numerous challenges. Highlighting instances of racial discrimination

### SIGA Universal Standards on Sport Integrity

- > Good Governance in Sport
- > Financial Integrity in Sport
- > Sports Betting Integrity
- > Youth Development and Protection in Sport

in sports, he underscored the urgent need to combat such issues vigorously, declaring that lip service is not enough. Macedo de Medeiros also shared SIGA's initiatives in the fields of Human Rights and Anti-Racism, Diversity, and Inclusion, advocating for the global sport movement to adopt and implement SIGA's Universal Standards on Sport Integrity. The address concluded with gratitude to UNOHR and appreciation for fellow panellists who joined SIGA in the quest for a more inclusive and equitable sports industry.





## The Soccer Betting Case:

Experts participation ignited: independent paper by Stefano Cavanna

The Sport Integrity Global Alliance (SIGA) announced the inauguration of a new platform dedicated to publishing independent opinion articles by high-level experts on issues related to Sport Integrity. This initiative is a testament to our commitment to fostering open, informed, and constructive dialogue in the sports sector.

Stefano Cavanna, Senior Managing Partner at ARCHé Studio Legale and esteemed Member of the SIGA Permanent Committee on Anti-Corruption in Sport, led this initiative.

#### **Read More**





**SIGA News.** 

# SIGA calls international community to enhance efforts to end corruption

in Sport

IGA held (9-15 December) the Anti-Corruption Week 2023, coinciding with the celebration of UN's International Anti-Corruption Day and the commemoration of the 20th anniversary of the United Nations Convention against Corruption. During these 7 vibrant days, Emanuel Macedo de Medeiros, SIGA's Global CEO, delivered a powerful speech outlining the organization's commitment to fighting corruption in the sports industry: he presented the concept of establishing a Global Sport Integrity Fund and called the international community to join efforts to fight against corruption during a special session held jointly by SIGA and IACA, as part of the official agenda of the Conference



of the States Parties to the United Nations Convention on Anti-Corruption, in Atlanta. During COSP, SIGA's delegation attended the Private Sector Forum and joined other discussions, always seeking to contribute to a solution-oriented debate on the most pressing challenges facing Sport.

During the week, the SIGA Permanent Committee on Anti-Corruption in Sport held its inception meeting, and global leaders shared insights and their views on how to combat Corruption in Sport.



eadership

**SIGA News.** 

Sport
Integrity
Journal
on Good
Governance
in Sport is out!

HE fourth edition of the Sport Integrity Journal (SIJ) has been released, focusing on the critical theme of Good Gov-

ernance in Sport.

This edition coincided with the last day of SIGA's Anti-Corruption Week 2023, and delves into new challenges and established best practices that are shaping the sports world today. It offers a comprehensive view of the current landscape and forecasts future trends in governance across short, medium, and long-term scenarios. Highlighting its rich content, this SIJ edition features exclusive interviews with the Executive-Director of Liga Portugal and team leaders from SIRVS.

Additionally, it includes diverse and insightful articles covering a spectrum of pivotal topics, providing readers with a well-rounded understand-

ing of governance in sports.





#### **Helena Pires**

Executive Director, Liga Portugal

#### **Eduardo Baraldi**

Founding Partner and Co-CEO,
ODDZ Network

#### **Christos Anagnostopoulus**

UNESCO Chairholder & Director: governance & social responsibility in sport assist | Professor in Sport Management College of Science & Engineering, Hamad Bin Khalifa University | Member, Qatar Foundation

Interview.

#### **Fernando Monfardini**

Compliance Officer and DPO, Clube Atlético Mineiro; Member of the Ethics Council, Brazilian Triathlon Confederation

#### **Pedro Cavazzoni**

CEO, Brazilian Snow Sports Confederation

#### **Paulo Marcos Schmitt**

Integrity Consultant, Brazilian Olympic Committee | Integrity Consultant, Paulista Football Federation

#### **Taylor Green**

Chair, SIGA Youth Council

#### **Tomás Macedo de Medeiros**

Co-Chair, SIGA Youth Council

#### **Roberto Armelin**

Legal and Compliance Officer, São Paulo FC

#### Luiz Rodrigo de Macedo Weinhardt

PMO, Coritiba SAF

#### Cláudia Romano

President, Instituto YDUQS | Vice-President, Grupo Educacional YDUQS

#SIGAWomen.

## Save the date for the Annual Summit on Female Leadership

HE annual SIGA Summit on Female Leadership in Sport returns to Manhattan's 5th Avenue on March 6, 2024, hosted by Mastercard at their Technology Hub for the third consecutive year. This one-day, high-level event is dedicated to enabling networking, learning, and mobilization within the global sports industry, bringing together female leaders and male allies to promote gender

equity on and off the field of play. The event underscores SIGA's ongoing commitment to closing the gender gap in sports leadership through mentorship, training, and networking opportunities.

As a key component of the SIGA Women Programme, which also encompasses the Global Mentorship Programme and Women on Wednesdays show, this Summit is a cornerstone event for leaders that are driving change and advocating for women's



involvement in sport at all levels. The 2024 edition will offer both in-person passes and a digital live-streaming option, with open registration.

**Read More** 



## Mentorship Programme kicks-off with record number of mentees

The SIGAWomen Global Mentorship Programme 2023/2024, 5th cycle, kicked-off on December 6, 2023, with over 70 mentees matched with high-level mentors. The 5th edition of the programme hits a new record participation, and spans 8 months, featuring 8 group sessions and a minimum of 6 individual bilateral sessions to offer comprehensive guidance and support.

**Read More** 



#### **Group Sessions**

6 December 2023 – Goal Setting 17 January 2024 – Leadership and Integrity

21 February 2024 - Athlete Transition 20 March 2024 - Good Governance

24 April 2024 - Sexual Harassment & Discrimination in Sport

15 May 2024 - Mental Health

12 June 2024 - Male Champions

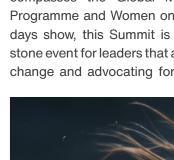
3 July 2024 – Bonus Topic to be voted on by the mentees



WOW! The SIGA Women on Wednesdays dinner debate united in September 20+ influential figures to discuss Female Leadership and Gender Equity in Sports. The dinner was powered by Abreu Advogados in Porto, by the margins of the Douro river.









## SIGA Youth Council recommendation for all Sports organisations

HE SIGA Youth Council has successfully concluded its "Survey Research: Perceptions of Sport Integrity," and the insightful findings are now available for download on the SIGA website. The survey results highlighted a noticeable gap in education and knowledge sharing within the 18-25 age group invested in sports. Interestingly, nearly all respondents recognized the pivotal role young adults can play in driving change within the industry. In response, the SIGA Youth Council has recommended that international institutions consider appointing at least one representative from this demographic to key committees dedicated to sports integrity.

#### **Sport Transparency Index** registration open

The Sport Transparency Index, led by SIGA through its European subsidiary SIGA EU-ROPE, has officially opened registration for all Sport Stakeholders. This groundbreaking project, co-funded by the European Commission under the Erasmus+ program, aims to safeguard the sports industry by assessing clubs, leagues, national associations, and international governing bodies using universally applicable criteria related to integrity and transparency.



Co-funded by



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Initiatives.

# First SIRVS roundtable for Sponsors

N a proactive step towards promoting transparency and accountability in the world of sports sponsorship, SIGA hosted its inaugural SIRVS Virtual Roundtable for Sponsors on November 27th. During this informative session, SIGA introduced the essential concept of SIRVS (the Independent Rating and Verification System). Participants gained valuable insights into the various SIRVS services available to sports organizations as

part of their governance journey. The roundtable discussion emphasized how SIRVS can be a valuable asset to sponsors, offering a robust tool to increase accountability, measure the tangible commitment to Good Governance and Integrity, and safeguard their financial and reputational investments in the sports they support.

To join us for the next roundtable meeting and learn more about how SIRVS can benefit your brand, please reach out to info@siga-sport.com.





Elevate your career with the SIGA Executive Education Certificate in Good

Governance in Sport, presented in partnership with Lunex University. This programme will equip you with the tools to identify opportunities for elevating governance standards, proactively addressing issues, and improving organizational performance. Delivered fully online, it accommodates your busy schedule and enables you to pursue your dream career in sports governance. Join the next generation of sports leaders and become a catalyst for positive change in the world of sports integrity by enrolling now. Your future in sports governance starts here!

**Enroll today** 





## Discussing Match-Fixing at i955 FM Trinidad and Tobago radio station

Emanuel Macedo de Medeiros, Global CEO of the Sport Integrity Global Alliance (SIGA), Chairman and CEO, SIGA LATIN AMERICA, has raised alarm bells about the pervasive threat of match-fixing in the world of sports, emphasising that no country, region, or Sport is

immune to its influence. Speaking in a recent interview with radio i955fm, Macedo de Medeiros referred to a specific incident in Trinidad and Tobago as just the tip of the iceberg, underlining the gravity of the issue that involves billions of dollars and often organised

crime. He stressed that to protect Sport Integrity, it is imperative to acknowledge the reality and take immediate action by implementing robust licensing processes for betting operators and prioritising training, education, and capacity building.

Click to listen





Media.

# SIGA's CEO interview with A BOLA Portuguese newspaper and TV channel

IGA's Global CEO Emanuel Macedo de Medeiros was interviewed for the Portuguese daily A Bola newspaper and A Bola TV. In a 45-minute talk he was asked about the disclosure of Liga Portugal's SIRVS certification process and financial transparency, among many other critical topics.dedicated to sports integrity.

**Highlights** 





Check some highlights on SIGA's website

#### **COMING SOON**



SIGA FRANCO FRATTINI Award

> 31 January 2024 Rome, Italy



SIGA Executive Certificate on Good Governance in Sport - Launch

February 2024
TBC



SIGA LA / FPMF: Inaugural Conference of the Independent Study on the Future of Brazillian Football



26 February 2024 São Paulo, Brazil

SIGA Summit on Female Leadership in Sport 2024



6 March 2024 New York, USA





Members Club Launch Event

March 2024 Paris

Sport Integrity Week 2024





SIGA LATIN AMERICA

SIGA LATIN AMERICA São Paulo FC: Il Integrity Match



(11-17) November 2024 São Paulo, Brazil

SIGA GRID Awards 2024

11-17 November 2024





**Anti-Corruption Week** 

7-13 DECEMBER 2024



