



THE SIGA YOUTH COUNCIL SURVEY:

New Perspectives on Sport Integrity

DECEMBER 2023

Sport Integrity Global Alliance

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Foreword

Dear SIGA Youth,

Dear friends in Sport Integrity

We stand at a critical juncture in the history of Sport, where the call for integrity, transparency and accountability has never been louder.

It is a call that demands the attention, engagement and commitment of everyone, but, above all, our collective action. As the future leaders, innovators and influencers, SIGA places the highest significance and expectations on you. Who, if not young people, has the power to press for the much-needed culture change and usher in an era of greater integrity in Sport?

It is therefore now, in this time of challenges and opportunities, that you must rise.

You, the young minds and future leaders in Sport, are the catalysts for change.

Your voice matters. Your call for integrity demands action and results. And your example can truly inspire others to follow suit.

To mobilize the youth, we know must continue doing our part. And we will!

In other words, we must educate and empower. Engage and connect. Act and lead by example.

This was precisely the intent behind the creation of the [SIGA Youth Council](#) (SYC): to provide **Young People** and **Future Sports Leaders** with the platform, the experience and the “fire power” to shape the future of Sport. This was equally the motivation behind the inclusion of a SYC representative in SIGA’s Council. It was our objective to empower young people by enabling you, the SIGA Youth, with the opportunity to discuss, develop and deliver your own projects and initiatives, with the full support of SIGA.

The SYC has delivered a range of outputs that resonated around the globe ([including the stand alone SIGA Youth Forum](#) and the Youth Forum that occurred during [Sport Integrity Week](#)).

Similarly, we are all extremely proud of the research conducted by the SYC, which, in alignment with the other SYC outputs, validated our confidence in the next generation and reassured us that the future of SIGA and Sport alike is in very safe hands indeed.

This research project, as you know it, was designed by young people, directed to young people and orientated around the core topics and themes that resonated with young people. To these ends, we applaud the efforts and dedication of the SIGA Youth Council in completing the project during the current tenure and firmly believe these objectives were met.

As such, I am delighted to confirm SIGA's commitment to implementing the recommendations that are advocated for within the SYC research project within our organization. More than that, we will call for other sport organisations to do likewise.

I would like to personally thank each and every one of the outgoing SIGA Youth Council members for your service, for your efforts, and for your dedication to Sport Integrity. As you all know, you are now a part of the SIGA family, and we will support you in every way we can during your future journey.

To conclude, I would like to invite anyone interested in following in the footsteps of these Young Sports Leaders and joining the SIGA Youth Council to contact us directly and stay tuned to the SIGA social media channels, as we are opening applications to join the Youth Council imminently for 2024.

As I said once, the journey to greater integrity in Sport is not a sprint; it is a marathon. It requires endurance, commitment, and the collective effort of all.

So, join us. Be an agent of change and the torchbearers of this movement, lighting the way for a brighter, fairer, and credible sporting future.



Emanuel Macedo de Medeiros,

Global CEO, SIGA

Chairman & CEO, SIGA AMERICA

Executive Chairman, SIGA EUROPE

Chairman & CEO, SIGA LATIN AMERICA

About SIGA

SIGA is the world's leading organization for Sport Integrity. We are creating a 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 not-for-profit global independent organization with one aim: To ensure the sport industry is governed under the highest integrity standards so that the values of sport are protected.

SIGA is the only organization to bring together sport, governments, academia, international organizations, sponsors, business, rights holders, NGOs, and professional services companies, from every region in the world, around a common cause of fostering greater integrity throughout sport.

SIGA is headquartered in Geneva, Switzerland, as a not-for-profit association, and comprises the following continental subsidiaries: SIGA AMERICA, SIGA EUROPE, and SIGA LATIN AMERICA.

For more information on SIGA, including its vision, mission, and reform agenda, please refer to the [website](#) and FAQs.

To contact SIGA regarding this research project and other inquiries, please email comms@sigasport.com.

A Welcome Message from the SIGA Youth Council

On behalf of the Sport Integrity Global Alliance Youth Council (SYC), it is our esteemed honor to share this research project. In the midst of the pandemic, the SIGA Youth Council was established in 2020 to engage young leaders to propel SIGA's reform agenda and promote Good Governance in Sport. From our inaugural Council to our current iteration, our Youth Forums and contributions throughout SIGA's governance infrastructure have manifested into this research project dedicated to the sport integrity movement.

From our first convening as a Youth Council in June 2022, it was apparent that this collective of leaders in sport was destined to make a difference. This project has blossomed into a labor of love designed to illuminate the perceptions of sport integrity among young professionals ages 18-29. In an increasingly multicultural and interconnected world, the urgency to better understand, listen, and embrace the largest demographic in modern history has never been clearer. The project required each Council member to utilize their relationships built by sport, their expertise in their own right, and their unique perspectives and insights into ultimately how to better incorporate people ages 18-29 into the policymaking process of crafting solutions on preserving integrity in sport. For these reasons, among many others, I sincerely thank the SIGA Youth Council for their efforts throughout our 18 months of collaboration and partnership.

Emerging threats to sport integrity require innovative solutions, a more evolved and nuanced approach to dismantling these risks, and fresh leadership to lead the charge for all invested in a fair, clean, and inclusive sport to adopt actionable and sustainable solutions. To maintain antiquated practices and continue gatekeeping pathways to leadership throughout the sport industry would be a dereliction of duty with an inevitability of hollow solutions to expanding impediments to sport integrity. It is our hope that those with agency to pursue a more equal and fair sport adopt our recommendations and learn from those who contributed to this project.

Taylor Green, Chair, SIGA Youth Council



Project Introduction

This research project was formally conceived toward the conclusion of 2022 after a series of consultations as a Youth Council. From the initial convening as a Youth Council, the opportunity to conduct research and gain empirical insights on sport integrity from our peers was apparent. As social media metrics increasingly dictate behavior, ages 18-34 remain a globally coveted demographic to assess engagement resonance (Kailath, 2017). In the context of research pertaining to sport, there is an emphasis on discoveries among young athletes under the age of 18 and executives typically age 35 or older (Harwood et al., 2015). Despite the highly sought-after perspectives of individuals ages 18-34, there is a void of research centered on this demographic and on the various roles they occupy within the sporting landscape.

Instead of talking about young adults in sport or talking down to young sport professionals from a peer-reviewed perch, this research project was crafted *by* a collective of leaders in sport ages 18-30, with an intentional lens on the various leadership roles in sport individuals in this age group occupy. We aspire to lead by example to embark on a project that trusts emerging professionals to know what they expect out of their experiences in sport and chart their own path to determine their own definitions of sport integrity and through what means they seek to uphold said standards, policies, and procedures.

Methodology

To commence with our project, the SIGA Youth Council made the decision to design a survey as the ideal method to quickly reach large swaths of respondents with differing views. Between December 2022 and March 2023, we established a task force to design our survey. To include every member of the Youth Council could participate in this survey and to celebrate its linguistic diversity, we set the age parameters for respondents to 18-30 and translated the survey into Portuguese, Spanish, French, and Serbian. By using the languages commonly spoken among Youth Council members, we ensured we could aptly translate responses with cultural competency to accurately articulate responses that may not translate directly into English. Out of respect for respondents' privacy, including fellow Youth Council members, we decided to make the survey as *anonymous as possible*. The platform we designed and released our survey requires an email address to submit a survey entry. However, for the purposes of analyzing our results, we aggregated the data without using any data that would disclose a respondent. In a world with diminishing attention spans (Kailaith, 2017), we were cognizant of designing a survey that was not long or difficult to take part in and to inform prospective respondents of the projected time needed to thoughtfully complete the survey.

Our survey is essentially divided into three parts: Who are you? What is/are your relationship(s) to sport? How can we proceed on the topic of sport integrity? In our 1st section, we decided to offer a variety of ways for respondents to identify themselves: age, gender, nationality, ethnicity, and disability, all of which are factors that may impact an individual's relationship and access to sport and sport integrity (Harwood et al, 2015). We included options for individuals who identify as trans or gender nonbinary due to the lack of gender-inclusive language in surveys, which is in conflict with the growing number of individuals in our survey demographic who do not subscribe to the gender binary (University of Utah, 2019). We also decided to include an option for respondents to identify as having a disability due to the lack of inclusive and accessible language in surveys (CDC, 2019). The term disabled has undergone a period of reclamation within disabled communities. In academic circles, the phrase "differently abled" has been used to discuss people with disabilities. However, heeding from disabled communities, the term disabled is not inherently negative and should not connote something detrimental. As such, we decided to allow respondents to identify whether or not they have a disability. Race is often an option for participants to self-identify. The Youth Council decided not to include race in our survey due to its highly subjective nature as a social construct and in consideration that certain countries and cultures may not include race as a means to identify oneself (Steinbugler et al, 2006).

We used a variety of question styles based on propensity to answer. For instance, for age, we grouped ages into multiple-choice answers; however, for self-perceived

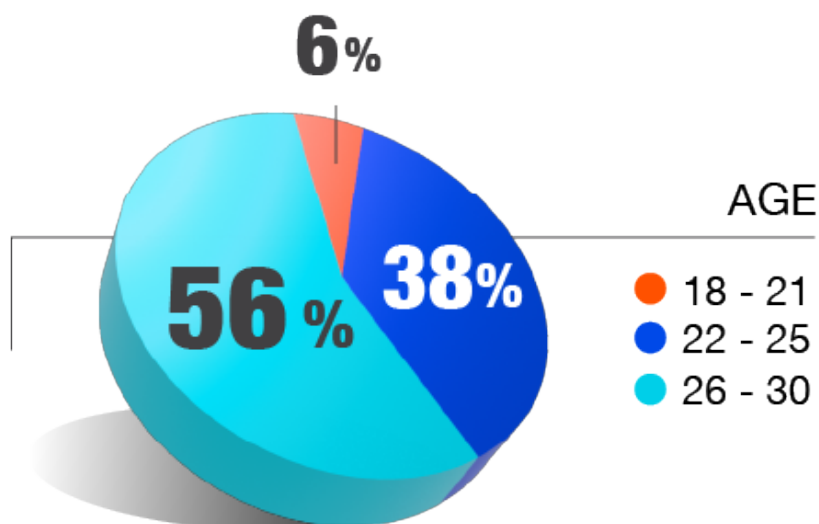
knowledge, we used a Likert scale. Surveys can unintentionally “otherize” respondents which may make them less likely to respond earnestly. For example, when asking a respondent to identify themselves, having Other as an option may evoke feelings of marginalization or abnormality (University of Utah, 2019). As a result, Not Listed was an option instead. For questions that may include intersections of involvement, for example, respondents who identify with multiple ethnicities or have different relationships to sport, we enabled responses to check all responses that applied. The second section of our survey was intended to differentiate between respondents’ immediate thoughts on sport integrity compared to their thoughts when asked for a more elaborate response. Similar to the immediacy of brand equity with a household name or logo compared to understanding the symbolism behind that name or logo.

For the final section of the survey, we wanted to empower respondents to speak for themselves and to teach us about emerging professionals’ perceptions of sport integrity. The questions are short answer, allowing respondents to offer their uninhibited, yet informed insights. In April 2023, the Youth Council released a joint press release (please see Appendix 1) to launch our global research project and survey, accompanied by social media utilizing SIGA’s extensive reach in sporting communities and the Youth Council’s networks. To ensure we allotted ample time to analyze our results, we closed the survey in June 2023. Inspired by our research question and some of the insights we were uncovering, we produced 3 panels as part of the SIGA Youth Forum held during Sport Integrity Week.

Following the publication of this paper, we anticipate entry into *Sport Integrity Journal* and presenting this project to the SIGA Executive Committee and any related entities at their discretion. As a means of accountability, we will send the findings of our project to all survey respondents and all delegates of the aforementioned Youth Forum. With purpose and collaboration, we completed a project culminating in the collective skills and expertise of the SIGA Youth Council.

Results & Analysis

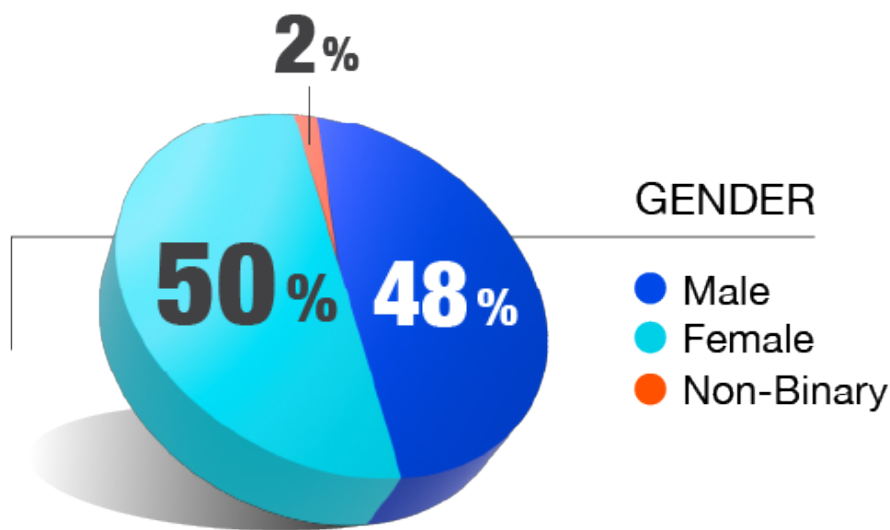
Our global research survey received nearly 100 respondents across 5 languages and various nations, cultures, and paths to sport. Out of our total responses, 77 were in English. As per SIGA's constitution, its official language of operation is English, thus most of our internal and external communication and correspondence follow suit. It is therefore reasonable to determine and acknowledge the prevalence of English as a confounding variable to the skewed amount of responses. Given that our respondents would most likely identify as young or emerging professionals, the respondents being relatively early on in their careers offers SIGA and other organizations invested in sport integrity an opportunity to offer more language-inclusive information to ensure the cause of sport integrity is equitably disseminated across SIGA's geographic footprint.



The majority of our respondents were between the ages of 26-30. For example, out of the responses in English, 60% were from respondents ages 26-30, compared to just 36% of respondents ages 22-25, and only 4% ages 18-21. Of those who responded to our survey in Serbian, 100% were between the ages of 26-30. Based on responses, we can infer that the concept of sport integrity is introduced and better understood by young adults who have experience in the sport industry (education, experience, etc) rather than those in the very early stages of their careers.

In terms of gender, our survey resulted in gender parity among respondents on our survey in English, however, our results in Serbian had 66% of responses who identified as women. In our Portuguese, Spanish, and French surveys, we observe the inverse of respondents based on gender, with 59% of respondents identifying as men and 36% of respondents. When aggregating our survey results, we received two responses from individuals who identify as gender non-binary. De-

spite just two responses from outside of the traditional gender binary, this shows especially among young adults that gender is expansive with more people who identify beyond man and woman. It also highlights the lack of inclusion in survey data of nonbinary, genderqueer, and gender non-conforming individuals. However, in a traditionally male field, the gender parity in survey responses in English suggests an increase among women in positions within the sport industry with perhaps the field of sport integrity leading the way. For SIGA, this should reaffirm the importance of both the Youth Council and Global Female Mentorship Programme as groundbreaking for women, especially women ascending in their respective careers to earn leadership positions in sport.



To ensure a fundamental understanding of our definition of nationality for the purposes of our survey, we offered a simple definition - where are you from? Reflecting the international diversity of SIGA and our Youth Council, we had respondents from 17 countries across all of the versions of our survey: Algeria, Australia, Brazil, England, Ghana, Great Britain, Haiti, Hong Kong, Morocco, Nigeria, Portugal, Scotland, Serbia, South Africa, Spain, Uganda, and the United States. 37% of respondents identified as being from South Africa, mirroring the contributions and efforts of South African members of the SIGA Youth Council. Although we offered a simple definition of nationality, we recognize it enables interpretation. For example, more closely identifying with being English or Scottish rather than British or with the sovereign state of the United Kingdom. Our responses also indicate a preference in some cases for a regional attachment more so than a national identity, for example identifying one's nationality as being from Hong Kong, which is typically classified as a special administrative region, as opposed to referring to one's nationality as being from China, or another respondent disclosing their nationality as being from specifically the Eastern Cape of South Africa, rather than the nation itself.

We see a similar occurrence regarding the subjective nature of ethnicity. For the purposes of our survey, we defined ethnicity as an identity based on cultural background. We clarified our definition stating that a person's ethnicity may differ from their nationality and each respondent had the option

to list more than one ethnicity. Similar to the question on nationality, regional affinity can be evoked as a form of ethnicity, for example identifying ethnically as North African. A closer attachment to ethnicity was evident, for instance via a selection of nine ethnic groups prominently located in Eastern and Southern Africa: Lugbara, Luo, Muganda, Munyakore, Musoga, Nilotic, UmXhosa, Xhosa, and Yoruba. From historical and geopolitical context, as we navigate post-colonial drawn borders, the parameters of a nation-state may not always accurately align with ethnic boundaries, thus highlighting the importance of enabling multiple means for allowing survey respondents to identify via the means they most align with.

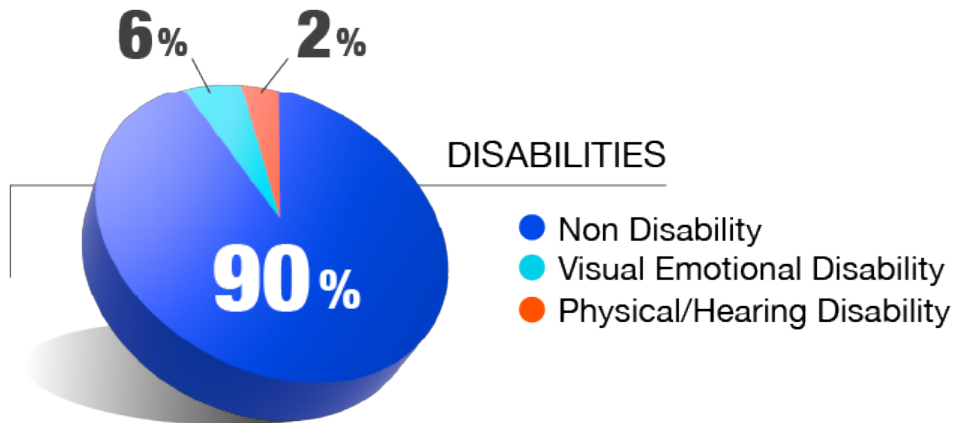
In addition to nationality, upon reflection, it was interesting to see the ways in which ethnicity was conflated with religion and race. For instance, when asked to name their ethnicity, some responses we received were Christian, African Muslim, or Arab Muslim. Other responses included White British, White Scottish, or White South African, Caucasian, White, or Black. Referring to a localized context, it is important to note that certain terms may be used interchangeably or perceived as socially acceptable in some spaces, while offensive in other spaces. For instance, in the United States, the terms Black American or African-American may refer to the same person, however, it could also include any person of the African Diaspora who is from or currently residing in the United States. Similarly, the term American is commonly tied to citizens of the United States, however in a global context can refer to any person throughout North, Central, or South America.

Other terms that are frequently viewed as interchangeable regionally are Hispanic or Latino(a)(e)(x). For the purposes of this project, we are careful to distinguish respondents who identified ethnically as Latino(a) and have heritage in Latin America, from those who identified their nationality as being from Spain. Given the prevalence of respondents from South Africa, we also would like to note that concerning ethnicity, the term colored was listed. In that country's contemporary context, colored may refer to a person who is multi-ethnic (Bradfield, 2019). However, in a North American context, given the history of this term, it has an offensive denotation. In the spirit of transparency and global collaboration, we seek to offer a robust analysis of survey responses within an informative context.

87% of respondents did not identify as having a disability. However 2% identified as having a hearing disability, 3.9% identified as having a physical disability, 5.2% identified as having a sight disability, and 6% identified as having an intellectual or psychological disability. To respect the privacy of respondents, we did not inquire whether they identify with having an intellectual or psychological disability and we did not have the capability to allow respondents to write in a specific disability or classification of disability. In our survey in Portuguese, a respondent identified with a disability not listed. For the aforementioned reason, we did not inquire which disability or the classification of disability they identify with.

When asked about respondents' relationship to sport, most had multiple relationships with sport, which only heightens the necessity of a multi-faceted strategy for sport integrity. Most respondents identified themselves as spectators (45%), followed by former athletes and sport industry professionals (27%). We observed parity in responses to our survey in Serbian, with respondents' rela-

tionship to sport split evenly between identifying as current athletes, sport industry professionals, and sports executives. We can surmise that individuals who played sport as a form of recreation or non-elite play still sought to continue their relationship in a professional sense off the playing field.



Based on the number of respondents to the SYC inquiry, we found that ‘Sport Integrity’ at first glance was connected to words such as Equality, Ethics, Fairness, Honesty, Inclusion, Justice, Respect, Rules Against Corruption, Safety, Sportsmanship, Transparency, Trust, and Upholding Values. These word connections are what Sport Integrity is often perceived to be and in a general sense is associated with. When asked to further expound upon respondents’ personal definitions, their responses presented as elaborations of their initial inclinations of sport integrity. For example, when asked for a definition of sport integrity, responses included *fair play* instead of only fair or fairness, *safety for all* instead of merely safety, *freedom from unethical practices or ethical conduct* instead of simply the terms free or ethics, and *upholding and championing values* as opposed to solely upholding values. Many responses featured recurring themes of standards, access, maintaining, and preservation, which can imply that the power of sport is something tangible and is worth preserving.

The general understanding is that the young leaders who answered our survey – current and former athletes, coaches, spectators, industry professionals and executives, academics, and sports enthusiasts with other important roles – consider themselves to have a good knowledge of the concept of sport integrity and its adjacent implications, given that in most answers, those surveyed rated themselves a 4 on a 1 to 5 scale, regarding the self-assessment of the knowledge question. This is seen as relevant for more than one reason because it shows that even individuals who identify as being somewhat well-versed in sport integrity can still recognize there is more to learn on the subject as our collective understanding of sport integrity continues to evolve.

Likewise, almost 100% of those surveyed share the view of this Youth Council that youth have a pivotal role in the future of sport and that we are the custodians to spur change in favor of more integrity in sport. These pledges to influence change must be paired with practical suggestions, asking for organizations to equip their younger members with tools to affect change, such as giving them a voice, a stage, or a role to speak up their perspectives, incentivize meaningful and age-inclusive meetings so that mentorships and knowledge transference between the different generations is made possible.

Additionally, in a note to SIGA and every organization involved in sport, the future leaders in sport shared what they feel would be the best ways to allow everyone to be better informed about Sport Integrity's challenges, needs, and ways for Integrity become a more mainstream topic and subject to higher concern from everybody. In light of this, ideas were suggested such as (i) appointing youth representatives for each organization's committees; (ii) better school and club programmes and conferences addressing ethics and safeguarding in Sport, with theoretical and practical examples; (iii) Integrity debates and coaching workshops; (iv) More effort from the media reporting examples of organizations working for Sport Integrity and their necessity for the future of Sport; (v) Publishing easy-to-understand and quick-to-read articles on social media; and other valuable examples.

SIGA's Universal Standards were also addressed, with Youth Development and Child Protection being the most selected across the different surveys at 78%, closely followed by Good Governance suggesting that the youth has a consensus on the need for more protection of the younger generations while applying better governance policies. This also may demonstrate that young professionals ages 18-30, perhaps due to proximity to youth and their early careers in sport, are most closely aligned in protecting our most vulnerable age demographic by implementing proper procedures and policies. Financial Integrity and Sports Betting Integrity were also at the top of the agenda given the survey answers, which translates into the need for higher financial supervision of sport stakeholders and more awareness of the increasing and worrisome numbers of unsupervised youth and teens using betting platforms.

In our survey, we highlighted all of SIGA's Committees with a high level of meaningfulness and importance. The Permanent Committee on Gender, Race, Inclusion, and Diversity (GRID) and the Youth Council had the most selections in the survey while Ethics was the third most voted. In terms of the biggest threats to Sports Integrity and consequently, to the future of the Sport, respondents illuminated a landscape where a Lack of Equity, Diversity, and Inclusion was seen as the biggest threat to Sports with 63% of the selections, followed by a 57% of choices tie between Lack of Governance & Compliance and Financial Malpractice, with a worthy mention of Violence, Harassment and Abuse, as well as Match Fixing and Manipulation with nearly 20% of those surveyed selecting them. In an increasingly multicultural and interconnected, particularly amongst the key 18-30 age demographic, expanding efforts to ensure sport integrity is and remains an equitable endeavor. Even so, it is important to emphasize that all the challenges presented in the survey (beyond the *supra* mentioned, Behavior Misconduct, Digital Piracy, Lack of Media Transparency, Inadequate Safeguarding, Sportswashing, Lack of Mentorship, Unregulated Advances in Technology and Equipment, and Lack of Educational Opportunities) present a threat to Sport Integrity and the sustainability and free access to Sport.

Opportunities for Future Exploration

As scholarship and best practices progress and as future iterations of the SIGA Youth Council move forward with their reform agenda, we anticipate this project can be refined to better understand and include emerging professionals in crafting robust and effective sport integrity policies. We also recognize that time constraints, conflicting group schedules, and the inherent and cumbersome nature of human error offer opportunities for improvement and future exploration.

Given SIGA's firm stance on gender parity *in leadership roles* in sport, exploring the implications of gender in sport integrity from an empirical standpoint beyond the Global Female Mentorship Programme and Youth Council may serve as a north star to determine precisely where efforts in gender equity are excelling and where more concerted efforts are needed. Although we decided not to inquire about race in this project due to its nature as a social construct not rooted in scientific veracity, in no way do we seek to dismiss the real-world effects of racial discrimination or discourage others interested in this research from potentially using race as a variable. Further studies examining how these blurred lines and shifting identities impact an individual's relationship to sport and sport integrity may offer key insights not explored through our project.

Recommendations and Concluding Remarks

The world's most popular sport, football, has over 3 billion fans, more than users on Facebook or followers of Christianity. The power of sport, to our global benefit or detriment is undeniable. Thus, to take the mantle of working in sport integrity is a noble responsibility taken with care. To quote SIGA Youth Council member Sid Kohli, sport integrity is only ever in the public zeitgeist when there has been a failure to uphold a set of standards. Scholars and practitioners should be held accountable to model positive reinforcement and have the same intellectual curiosity and rigor for examples of individuals and organizations upholding sport integrity as we have for those who exhibit corruption and malfeasance.

It is our sincere hope to contribute to the scholarship and praxis of sport integrity both from an accurate and proactive standpoint and normalize the discourse on the subject. The conclusion of our survey requested respondents to list fellow organizations excelling in the sport integrity space. Over 40 organizations were listed. A programmatic theme of SIGA is to be action-oriented. In that spirit, this report of our research projects is accompanied by a series of recommendations to consider adopting for all organizations invested in sport integrity. More collaboration and less competition with these organizations to join forces in building upon these recommendations can serve as a lasting legacy of this project.

Based on our survey results, it appears there is a void in education and knowledge sharing among those invested in sport ages 18-25, yet nearly all respondents agreed that young adults have a role in influencing change. Therefore, we propose that SIGA and other international institutions consider appointing *at least* one representative from this demographic to key committees dedicated to sport integrity. In the case of SIGA, better utilizing the skills and expertise of the Youth Council by appointing members to Permanent Committees is a welcomed beginning to equipping young professionals with the tools to affect change. Better utilizing social media to meet emerging professionals where they are to publicly declare SIGA's Universal Standards and share initiatives that speak directly to them. This key demographic is at a time when educational opportunities serve as currency for job advancement. SIGA has the potential not only as a global repository for sport integrity policy but also as an educational vessel for emerging professionals to acquire credential tutelage in their respective journeys in sport. This pedagogical resource can also serve to host mechanisms for compliance for officials and executives in sport, especially those interacting with historically marginalized and vulnerable groups in sport.

Regardless of age, the available scholarship on sport integrity is overwhelmingly from the positionality of those who do not identify as disabled, as evident in our research. If our collective contributions in theory and in practice are inaccessible and do not include disabled communi-

ties, our efforts to preserve and maintain sport integrity will perpetually ring hollow. Actively listening to, learning from, and including disabled voices in every stage of crafting effective sport integrity procedures must be adhered to ensure a more inclusive sporting landscape.

To quote journalist Adam Serwer, recognition precedes enlightenment. In order to resolve an issue, we must be clear that the issue exists. Although sport integrity is a somewhat malleable subject destined for change, in order for Universal Standards to be recognized globally, they must be enforced globally. Like most industries, sport is not exempt from its cohort of gatekeepers resistant to change. With the differences in age inevitably are differences in approaches regarding the pace of change. The grudge match between evolution and revolution as a matter of reformation has been a constant struggle within organizations which admittedly will not be resolved through our research. This reality does not dilute the urgency for critical reflection to meet this inflection point throughout global sport. Despite the growing pains of necessary change, we invite all invested in a better sports world for all, to leave our literal and proverbial comfort zones, be willing to push the envelope and widen the table, and commit to reaffirming our collective efforts to sport integrity.

Acknowledgments

This paper would not be possible without each person who responded to our global survey and who answered our call in pursuit of integrity in sport. As noted, the 18-30 age demographic is often sought after to measure social media resonance after an idea, concept, or policy is introduced. Yet, our input prior to or during the process of creating these same ideas, concepts, or policies feels less than desired. Despite this, young professionals from around the world decided to offer their insights for action needed to improve sport integrity. For this, we sincerely thank them. As a testament to the long-term investment SIGA in putting into emerging leaders in sport, we would like to thank CEO Emanuel Macedo de Medeiros, COO and Managing Director of the SIGAWomen Global Female Mentorship Programme, Katie Simmonds, Director of Communications and Media, Nuno Perestrelo, Permanent Committee on Gender, Race, Inclusion, and Diversity Co-Chair, Karin Korb, and Senior Director of Research, Knowledge, and Innovation, Dr. Iain Lindsay, for their welcomed support and guidance to bring this project to fruition. Lastly, on behalf of SIGA and its Youth Council, we thank every entity devoted to sport integrity and ensuring a fair, clean, accessible, and inclusive playing field for all.

Appendices

Appendix 1

SIGA and SIGA Youth Council Global Research Project Joint Press Release **MEDIA RELEASE**

SIGA and SIGA Youth Council Launch Global Research Project

Research is aimed at better understanding young adults' perceptions of Sport Integrity

Geneva, 24 April 2023

The Sport Integrity Global Alliance (SIGA) and the [SIGA Youth Council](#) (SYC) are pleased to jointly announce the launch of a research project that endeavors to better understand young adults' perceptions of the term sport integrity as well as to assess how [SIGA's Universal Standards](#) and other initiatives resonate with individuals ages 18-30. To engage with young professionals worldwide, the Youth Council will collaborate with SIGA, its [Members and Committed Supporters](#), [Media Partners](#), and the [SIGA University Network](#) (SUN) to distribute this survey in the hopes of reaching as many young people as possible from around the globe.

The survey will inquire about what Sport Integrity means to respondents, which initiatives SIGA is advancing that most align with young adults, and which initiatives are opportunities for improvement, evolution, and continued exploration. Reflecting the linguistic diversity of the SIGA Youth Council and in a proactive effort to make the survey as globally accessible as possible, the survey is available in English, Spanish, Portuguese, French, and Serbian. The Youth Council will utilize SIGA's extensive network to distribute a report analyzing findings from the

project, highlighting the triumphs of SIGA's initiatives concerning young adults and what areas of focus SIGA should better engage with emerging leaders. The Youth Council anticipates publishing its findings during *Sport Integrity Week 2023* in September 2023, coupled with a summary report in [Sport Integrity Journal](#).

In anticipation of the project launch, SIGA Youth Council Chair, Taylor Green, commented: *"From our first convening, it was apparent this was a group of leaders striving to make a difference. Organizations frequently discuss young adults without asking about their views or*

including them in crafting initiatives. We hope to gain new insights about young adults' relationship with Sport Integrity and how SIGA can accelerate its efforts to authentically engage with individuals at such an impressionable time in their lives".

Dr Iain Lindsay, Senior Director of Research, Knowledge and Innovation at SIGA added: *"At SIGA we believe that it is fundamental to empower the next generation of Sport Integrity Leaders to encourage them to play an active role in shaping the future as they envision it to be. This was the overarching mandate for the SIGA Youth Council. It is a testament to their convictions, capacities, and their proactive nature that this SIGA Youth Council has launched this research project to better capture the key insights and perspectives of the World's Youth concerning Sport Integrity. The results will not only be informative and insightful in their own right but they will enable SIGA to grow and evolve to build upon this insight as we continue to support the Youth Council with their endeavors. I would encourage all that read this to share the survey links as widely as possible to ensure as many young people as possible have the opportunity to participate."*

Links to access the survey can be found here in the following languages:

English: <https://bit.ly/41e1dao>

Spanish: <https://bit.ly/43CMbfS>

Portuguese: <https://bit.ly/3GGXYjB>

French: <https://bit.ly/3MLnAzz>

Serbian: <https://bit.ly/3KCUOhN>

Appendix 2

SIGA Youth Council Survey

(in English)

Greetings,

On behalf of the [Sport Integrity Global Alliance \(SIGA\)](#) and the [SIGA Youth Council](#), we thank you for your interest in completing this survey. This survey is designed to learn more about young adults' perceptions of sport integrity, specifically, how SIGA can create opportunities and better reflect the interests of the next generation of Sport Integrity Leaders.

This survey is entirely voluntary. There are no required questions and if there are any questions you do not feel comfortable answering for any reason, you do not have to answer them. By completing this survey, you consent to your responses being securely stored by the Sport Integrity Global Alliance.

If there are any questions or concerns about accessibility or reasonable accommodation to complete this survey, please contact the SIGA Youth Council at sigayouthcouncil@gmail.com.

This survey is expected to take at most 10 minutes to complete.

Again, we thank you for your willingness to complete this survey and for assisting us in better including young adults regarding the pressing matters of sport integrity.

Best,

The SIGA Youth Council

Demographic Information

The first few questions will acquaint us with who you are while protecting your privacy.

Age (you must be between 18-30 to complete this survey)

- 18-21
- 22-25
- 26-30

Gender

- Man
- Woman
- Transgender Man
- Transgender Woman
- Non-Binary
- Not Listed
- Prefer Not to Say

Nationality (where are you from?)

Ethnicity (a simple definition of ethnicity is an identity based on cultural background; your ethnicity may differ from your nationality and you may list more than one)

Are you a person with a disability? (a simple definition of a disability is a condition that limits a person's movements, senses, or activities; check all that apply)

- Yes, a hearing disability
- Yes, a sight disability
- Yes, a physical disability
- Yes, an intellectual/developmental disability
- Yes, a psychological or emotional disability
- No
- Not Listed
- Prefer Not to Say

Questions on Sport Integrity

The following questions will assist us in better understanding your perceptions of sport integrity, specifically SIGA, its Universal Standards, and other initiatives. Please answer to the best of your ability.

What is your relationship to sport? (check all that apply)

- Current athlete
- Former athlete
- Coach
- Spectator
- Sport Industry Professional
- Sports Executive
- Sports Media Member
- Academic studying sports (as a student or scholar)
- Not listed

What is the first idea(s) that comes to mind related to sport integrity?

The term **sport integrity** is subjective. SIGA summarizes sport integrity as safeguarding values toward a vision of sport free of unethical, illicit, and criminal activity, and ensuring the positive impact of sport benefits all citizens. What is **your** definition of sport integrity?

On a scale of 1-5, how well do you feel you understand issues regarding sport integrity?

Do you believe young adults have a role in influencing change in sport integrity?

- Yes
- No

If yes, how can young adults influence change in sport integrity?

[SIGA's Universal Standards and Implementation Guidelines](#) are living documents to help drive positive change in sport integrity. They are the result of expert research, consultation, and

evolving best practices that reflect the realities of global sport.

SIGA's Universal Standards address four vital components: **Good Governance, Financial Integrity, Sports Betting Integrity, & Youth Development and Child Protection.**

Please select the Universal Standards component(s) that is most important to you (check all that apply).

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

SIGA is composed of a variety of [committees](#) designed to assist in accomplishing its mission of sport integrity. Please select the committee topic(s) that is most important to you (check all that apply).

- Youth
- Gender, Race, Inclusion, and Diversity
- Ethics
- Audit and Compliance
- Media and Sponsorship
- Technology
- Sustainability

Sport's significant economic impact and growth trajectory present many challenges. Which challenge(s) poses the greatest threat to sport integrity? (check all that apply)

- Lack of governance and compliance
- Behavior misconduct
- Financial malpractice
- Match fixing and manipulation
- Digital piracy
- Lack of media piracy
- Lack of equity, diversity, and or inclusion

- Inadequate safeguarding
- Violence, harassment, and or abuse
- Sportswashing
- Advances in technology/equipment
- Lack of mentorship
- Lack of educational opportunities

How can SIGA help to ensure young adults are better informed on key sport integrity issues?

Do you know of other organizations dedicated to sport integrity? If yes, please list them below.

What initiatives should SIGA consider implementing to serve young adults more effectively and raise awareness of sport integrity?

Thank you very much for completing this survey! Your answers will assist SIGA in ensuring young adults' issues and concerns are included in future policies, strategies, and initiatives. If you have any questions, please contact us at sigayouthcouncil@gmail.com

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