



Emanuel Macedo de Medeiros

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

Promises, for us are not mere syllables strung together. They are the currency of trust.

At the beginning of the current term, shortly after my reelection as SIGA's Global CEO, I promised that 2022 -2026 would be a cycle of delivery. A cycle of relentless work and bold decisions that would pave the way towards a new era of positive transformations in Sport and the wider industry.

Rendering accounts on what we have done over the past four months, this Newsletter contains the evidence that we only promise what we can deliver, and we always deliver what we promise.

Indeed, in these past four months:

- We celebrated the 7th Anniversary of the SIGA constitution with the launch of a [commemorative logo](#), and a [special commemorative brochure](#) that shared landmarks and key testimonials from several global leaders, including the President of UEFA and CEO of World Rugby, amongst others.
- We launched and [inaugurated the SIGA Members Club](#);
- I was [officially appointed to two important new roles, with the](#)



[B20 Brazil and the European Commission](#), the latter focused on countering money laundry and terrorism financing, further consolidating SIGA's institutional recognition and global influence in promoting integrity and transparency in Sport;

- Together with our Member QSL, we played an active role [at the first ever Web Summit](#) held in the Middle East;
- We held, with resounding success and global acclaim, the

SIGA 2024 Summit on Female Leadership in Sport, bringing together over [50 high-profile speakers from 50 organisations aligned with SIGA to promote Gender Equity and Female Leadership in Sport](#), with over 250 delegates attending in person and 2500 more watching online; and

- *SIGAWomen* launched its Instagram account and [a highly impactful, interactive Masterclass](#).



In these past four months:

- We saw [200 high profile Brazilian stakeholders and sports industry leaders aligning with SIGA to discuss the future of football in the 5-time World Cup winner country, at the Inaugural Conference and Public Hearing of *The Independent Study on the Future of Brazilian Football*, a vital project commissioned to SIGA and SIGA LATIN AMERICA by the Brazilian Congress;](#)
- We further cemented our role in Latin America and Brasil in particular, by signing with [CBF a landmark cooperation agreement to promote integrity at all levels and areas of football;](#) and
- We successfully launched [SIGA LATIN AMERICA's Permanent](#)

[Committees, backed by a wealth of global leaders, top executives and renowned experts in different fields.](#)

But we have done more:

- We kick-started our long-awaited [SIGA Members Club](#) with highly successful and engaging events in [London](#) and [Sao Paulo](#);
- In regards to SIGA's thought leadership projects, we began the "pilot study" of our EU-funded and SIGA-led [Sport Transparency Index project](#); and
- We have launched the 5th issue of our [Sport Integrity Journal](#).

The fruits of our collective labour, our on-going commitment to Sport Integrity and the achievements made are

further reflected in the interest, alignments, new partnerships and - critically for our organisation – the new members we continue to attract and to cultivate. For example, [Mastercard](#), [Tata Consultancy Services](#), [EPIC Global Solutions](#), [Connecticut Sun](#) and [M&T Bank](#) joined as commercial partners. [Diario AS](#) and the [Women's Sport Network](#) joined us as media partners for our events in New York. In addition, we signed a partnership agreement with [EPIC Global Solutions](#) to collaborate to prevent Gambling-related Harm in Sport. Importantly, we have also welcomed three new full SIGA members, with [Vitoria Sport Clube](#), [LP Avvocati](#), and [APC Compliance](#) who joined the fold, with more to be announced soon.

Indeed, looking back to what we have accomplished over the past four months, I believe there is much for us to feel proud of. We owe it to ourselves and to those who support us, when the outlook is both great and not so great. For, it is often in the crucible of adversity that we discover not only on whom we can really count, but the true measure of our own mettle and the indomitable spirit of a collective that delivers on promises. It is to all those that Sidewith-SIGA that my heartfelt thanks is directed.

Together, we will continue pushing forward. Adapting to storms. Navigating detours. And recalibrating when necessary.

Together, we will continue shaping the future we all aspire towards.

Together, we will continue delivering what we promise.

Emanuel Macedo de Medeiros
Global CEO, SIGA



Top Story.

SIGA and CBF join efforts to promote Sport Integrity, and fight discrimination in Brazilian Football

ON March 13, 2024, in Rio de Janeiro, the Brazilian Football Confederation (CBF) and the Sport Integrity Global Alliance (SIGA) inked a landmark cooperation agreement, marking a pivotal step towards enhancing Brazilian

Football's integrity, reputation, and credibility. This agreement signifies CBF's commitment to placing Good Governance and Integrity at the forefront of its agenda, through a comprehensive reform process aligned with SIGA's [Universal Standards](#).

This partnership draws on SIGA's extensive experience in promot-

ing Sport Integrity across numerous global sports organizations. It aims to tackle the pressing challenges within Brazilian Football by fostering a culture of integrity, modernizing the sector, and enhancing the qualifications of its agents.

Key collaboration areas include combating threats to Football's integrity, by implementing SIGA's Universal Standards, and the Independent Rating and Verification System (SIRVS). Additionally, the partnership will focus on fighting racism, violence, and discrimination, and promoting gender equity, diversity, inclusion and accessibility.

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"This is a very important partnership to fight against all types of criminality affecting Football. SIGA operates independently, always ensuring that sport becomes cleaner and more transparent"

Ednaldo Rodrigues
President,
Brazilian Football Confederation



Brazil can no longer wait. The window of opportunity is narrow, and there is, undoubtedly, a lot of work ahead. That is why we signed this cooperation agreement with the CBF"

Emanuel Macedo de Medeiros
Global CEO, SIGA; Chair & CEO,
SIGA LATIN AMERICA



Summit on Female Leadership in Sport 2024: panel on "Driving Cultural Change: Good Governance in Sport"

For the fourth consecutive year, SIGA held the Summit on Female Leadership in Sport. Once again hosted by Mastercard at its Technology Hub in New York, the exclusive event was sold out and brought together over 250 global leaders to discuss gender equity under various facets. With participants travelling from Europe, Canada, the Middle East, and Latin America, the event celebrated a record number of partners, including tcs, EPIC Global Solutions, M&T Bank, Connecticut Sun, Diario AS, and the Women's Sports Network. The full-day programme focused on solution-oriented discussions and attracted more than 2,500 people through live-streaming. This significant attendance underscores the global sports community's recognition of gender equity as a priority.

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"Mastercard is one of SIGA's founding Members. Inclusion and gender equity are key to both SIGA and Mastercard, and that's why this relationship makes perfect sense: SIGA really focuses on driving Good Governance in Sport."

Alison Giordano

Senior Vice-President, Global Sponsorship & Consumer Marketing, Mastercard | Vice-Chair, SIGA Council



"At Tata Consultancy Services, we believe in inclusion without exception. SIGA's Summit on Female Leadership in Sport helps break down barriers for women in sports by uniting a community committed to building a future where every woman's voice is heard and journey is celebrated".

Haley Price
Head of Sports Sponsorship, North America | Member, SIGA Council



Leading the Sport Integrity Evolution, with Sarah Castro (As), Alexa Klein (NY Yankees), Jan Liebchen (M&T Bank), Kate Pratt Theobald (Liverpool FC), Kerry Rodgerson (Octagon)

"M&T is once again proud to partner with SIGA in our shared belief that equity in the sports will help the industry reach its full potential. More diverse representation at the table will significantly increase the positive influence of sports within our communities."

Jan Liebchen
Senior Vice-President, Head of Brand Activation and Sponsorships, M&T Bank



Commercialization of the Women's Game, with Jess Smith (Golden State Warriors), Casey Blossom (NESN), Juliet Slot (Arsenal), Samantha Holland (Play Fly)



"SIGA is leading the charge in dedicated discourse around integrity and gender equity in sports—two issues that are of utmost importance to me and the Connecticut Sun. Participating in the Annual Summit on Female Leadership in Sport is a great opportunity to support an organization that cares so deeply about pushing women's sports forward in all facets."

Jennifer Rizzotti
President, Connecticut Sun

ANNUAL SUMMIT ON FEMALE LEADERSHIP IN SPORT | DIGITAL & IN PERSON | HOSTED BY | SILVER PARTNER TATA CONSULTANCY SERVICES | NEW YORK | 6 MARCH 2024

PARTICIPATING ORGANIZATIONS



"Diario AS is delighted to continue our work with SIGA, serving as a media partner for their annual Summit on Female Leadership in Sport. Leading the charge for integrity and gender equity in sports, SIGA's efforts are crucial, and we are committed to ensuring their message reaches a broad audience."

Sarah Castro
Managing Director, Diario AS USA



A Recap of the SIGA Masterclass

On March 5th, Mastercard hosted the inaugural SIGA Masterclass on Female Leadership in Sport in New York City, setting a new benchmark for gender equity in sport. With the participation of leaders across multiple sectors, including Arsenal FC, Yale University, and Verizon, the Masterclass showcased SIGA's commitment to advancing women in leadership roles.

Katie Simmonds, SIGA's Global COO and #SIGAWomen Managing Director, celebrated the success of the event and highlighted the progress made over five years, urging attendees to embrace confidence and curiosity and be catalysts for change.

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Applications open for aspiring leaders in Sport

Applications are now open for the 2024/25 SIGA Women Global Mentorship Programme. Starting its sixth cycle as part of the SIGA Global Agenda on Female Leadership in Sport, this initiative seeks to develop future sports leaders and promote Gender Equity in Sport, in line with SIGA's Universal Standards on Good Governance. Women aged 24 and over can apply until July 31 for the eight-month program.

[More Info](#) 



Reform.

Independent Study on the Future of Brazilian Football launched

THE Independent Study on the Future of Brazilian Football kicked off with a significant impact at its Inaugural Conference and Public Hearing held at the Morumbi stadium auditorium brought together around two hundred participants, including industry leaders and stakeholders. Hosted by São Paulo FC, the event enabled participants to reflect and share insights on critical issues affecting football in the country.

Commissioned to SIGA by the Parliamentary Front for the Modernization of Football, the study includes



mapping Brazil's current football landscape, identifying strengths, weaknesses, opportunities, and threats, as well as recommending policy reforms for long-term solutions.

Discussions delved into the social function and economic impact of football in Brazil, including players and coaches perspectives, sponsors' views, and the critical topic of sports

betting. The conference concluded on a high note with discussions on the professionalization of Brazilian football, and a panel discussion underscored the inevitability of clubs reaching a consensus on forming a unified league.

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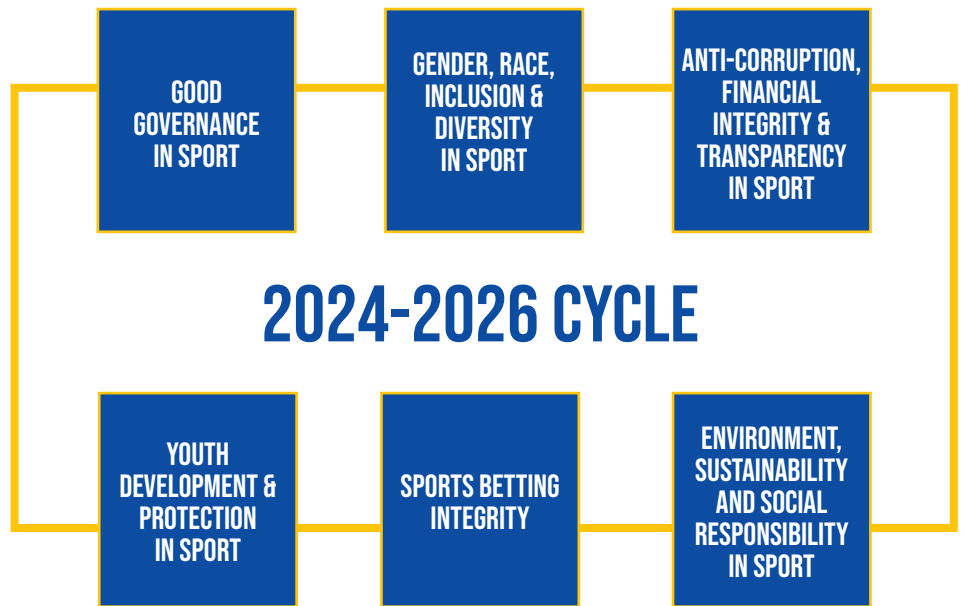


Internal Governance.

SIGA LATIN AMERICA announces first members of 6 Permanent Committees

SIGA announced in March the appointment of 30 experts to the newly established Permanent Committees of SIGA LATIN AMERICA. These committees, set to expand with additional members, already feature a distinguished array of senior executives and specialists from a variety of sectors.

Members, serving in a personal capacity, hail from prominent organizations such as Atlético-MG, CBF, the Brazilian Olympic Committee, São Paulo Football Federation, Yduqs Institute, and UN Women Brazil, among others. The Permanent Committees are vital to SIGA's infrastructure, significantly influencing policy development and the promotion of best



practices and integrity reforms across the sporting world. They are tasked with offering expert advice, proposals, and recommenda-

tions to the SIGA Council and the Global CEO, fostering a culture of knowledge exchange and strategic development in key areas.

Partnership.

SIGA and EPIC Global Solutions to partner on Gambling-related harm services

SIGA, through its business development arm SIGA SOLUTIONS, has established a strategic partnership with EPIC Global Solutions to enhance sports gambling practices, and prevent gambling harm. Emanuel Macedo de Medeiros, Global CEO of SIGA, alongside Paul Buck, CEO of EPIC Global Solutions, signed the partnership's

deal, with the eyes on delivering advanced training, education, and capacity-building initiatives tailored towards mitigating gambling-related risks and promoting responsible gambling behaviors across the Sport industry.

SIGA and EPIC will offer consultancy services to enhance commercial betting partnerships, marketing strategies, and overall governance and integrity within sports organiza-

tions. By integrating these services, SIGA and EPIC Global Solutions are committed to creating a safer gambling environment, thus preserving the integrity and reputation of sports while protecting athletes, executives, fans, and other stakeholders from the potential adverse effects of gambling.

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Paul Buck

Founder and CEO, EPIC Global Solutions

"EPIC are pleased to be furthering our existing relationship with SIGA in a bid to ensure that a reduction in both gambling-related harm and Sport Integrity issues can go hand-in-hand. We look forward to sharing our expertise with an ever-growing audience."

Emanuel Macedo de Medeiros

Global CEO, SIGA

"The need for concerted action is greater than ever and the time for this action is now. Leveraging the combination of SIGA's knowledge and EPIC's expertise, we are set to embark on a transformative journey that will deliver the necessary solutions to safeguard Sport."

COMING SOON



FITS FORUM America
13 June 2024
NEW YORK



SIGA Women
Mentorship Programme
October 2024
GLOBAL



Sport Integrity Week 2024
11-17 November 2024
GLOBAL



SIGA Anti-Corruption
Week 2024
December 2024
ROME

JOIN OUR GLOBAL MOVEMENT
info@siga-sport.com



Expansion.

3 new members join efforts with SIGA

2024 has been marked by the growth of SIGA's member base. From January to March, the largest coalition in the field of sport integrity welcomed the Cypriot organization APC Compliance, the Italian law firm LP Avocati, and

the Portuguese professional club Vitória Sport Clube.

After welcoming Accor, Aspire Academy, C6 Bank, Passarelli, Santa Casa da Misericórdia de Lisboa, São Paulo FC, Sicredi, Sports Innovation Lab, and Yduqs in 2023, the first months of 2024 already point to another year of significant growth.



Expansion.

Emanuel Macedo de Medeiros elevates SIGA's global impact with new appointments

IN February, SIGA announced that its' Global CEO, Emanuel Macedo de Medeiros, was appointed to influential new roles with B20 Brazil and the European Commission.

For the fourth consecutive year, Emanuel Macedo de Medeiros joins B20's task forces, this time within the B20 Brazil Integrity & Compliance Task Force. Emanuel's tenure at the Integri-



ty & Compliance Task Force has seen participation under the Italian (2021) and Indonesian (2022), presidencies. In 2023, under In-

dia's presidency, Emanuel Macedo de Medeiros served as a member of the Task Force on Inclusive Global Value Chains for Resilient Global Trade and Investment.

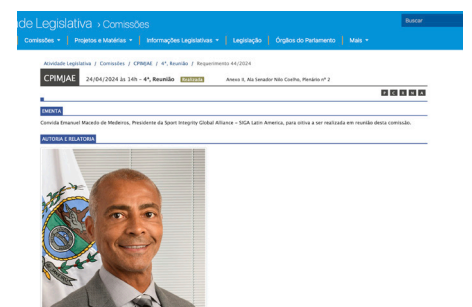
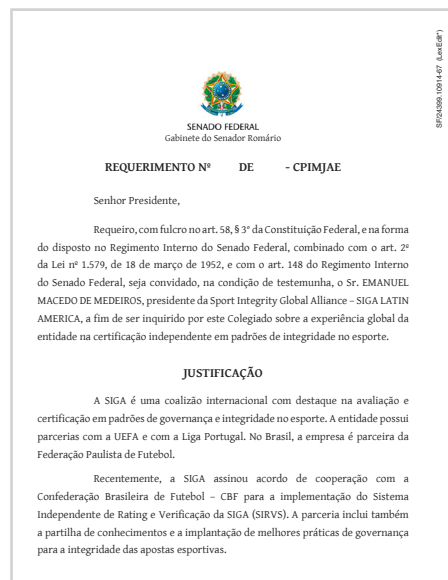
In a significant move towards combating financial crime within the EU, Emanuel Macedo de Medeiros has also been invited by the European Commission Directorate-General for Financial Stability, Financial Services and Capital Markets Union to serve as a designated representative in the Supra-National Risk Assessment (SNRA) process. This role speaks to SIGA's commitment to financial integrity in sports, aligning with efforts to enhance Anti-Money Laundering frameworks and ensuring a transparent, accountable, and ethical sport ecosystem.



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Brazilian Senate calls for SIGA expertise on Match-Fixing and Sports Betting

The Brazilian Senate's Parliamentary Inquiry Commission (CPI) on Match Fixing and Sports Betting has invited Emanuel Macedo de Medeiros, Global CEO of SIGA, to participate in a special hearing following the CPI's broader investigation into match-fixing allegations involving Brazilian football's players, officials, and betting entities. This request, initiated by Senator and former football player Romário de Souza Faria, aims to leverage SIGA's expertise in the independent certification of Sport Integrity standards. Romário highlighted



SIGA's international role in setting and certifying standards for good governance and integrity in sports, noting its significant contributions and partnerships with organizations such as UEFA, Liga Portugal, and the CBF.

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Membership.

SIGA Members Club advances in London and São Paulo

THE Sport Integrity Global Alliance (SIGA) successfully launched its SIGA Members Club on January 31, 2024, in London, marking a pivotal moment in its mission to promote integrity within the sports industry. This innovative initiative was designed to provide a platform for members to showcase their efforts towards shaping a better sporting environment, fostering awareness, col-

laboration, and alignment among stakeholders across various sectors. The inaugural session, coinciding with the 7th anniversary of SIGA's legal incorporation, was held as a lunch debate and focused on the pressing issue of "The Future of Football."

Expanding its reach to Latin America, SIGA introduced the SIGA Members Club - Chapter Brazil in São Paulo, bringing together influ-

ential leaders from sports, government, compliance, and sponsorship to commit to sports integrity and good governance. The event, led by co-chairs Roberto Armelin and Chantal Pillet, outlined the core principles for membership, emphasizing the desire for transformative impact, humanity, courage, and an unprejudiced stance on sports integrity.

New dates for meetings in other parts of the world, such as the United States, Portugal, and France, will be announced soon.



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Global Leaders celebrate SIGA's 7th Anniversary

ON the 7th anniversary of SIGA's constitution (31 January 2024), SIGA compiled a commemorative brochure that seeks to narrate the journey of these past 7 years through the perspectives of our partners and committed supporters. It includes testimonials from seven esteemed figures in the industry, each playing a significant

role in SIGA's history: Aleksander Čeferin, President of UEFA; Alan Gilpin, CEO of World Rugby; Alison Giordano, Senior Vice-President of Global Sponsorships & Consumer Marketing at Mastercard; Lord Jonathan Marland, Chairman of the Commonwealth Enterprise and Investment Council (CWEIC) and Investment Council; Mohammed

Hanzab, Chairman of the International Centre for Sport Security; Pedro Proença, President of European Leagues; Taylor Green, Chair of the SIGA Youth Council. Additionally, the brochure features a curated selection of the numerous supportive messages SIGA received, and a concise timeline of our key achievements.

[Download now!](#)



Publications.

Sport Integrity Journal #5 is out!

ON April 30th, SIGA launched the fifth edition of the Sport Integrity Journal (SIJ), dedicated to celebrating Female Leadership in Sport. This edition aligns with the recent

2024 Summit on Female Leadership in Sport, and the close of Women's History Month, highlighting SIGA's dedication to promoting the roles of women in Sport. Featuring contributions exclusively from high-level female sports leaders, this issue includes results from the SIGA Women Glob-

al Mentorship Programme survey and an interview with Athena Constantinou, Managing Director at APC Compliance, the latest SIGA member.

SIJ #5 not only reflects the pivotal discussions from the Summit on Female Leadership but also stands as a testament to the importance of female perspectives in shaping the future of sports governance.

As we commemorate Women's Month, SIGA invites everyone to explore the insights and join the SIGAWomen global movement, furthering our commitment to good governance in sport.



[Download SIJ](#)





The Sport Transparency Index project has been devised to support integrity interventions at the most fundamental level. It will benchmark Sport Stakeholders against universal transparency Indicators and provide knowledge exchange to enable positive change.



SPORTINDEX

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them



Expansion.

Sport Transparency Index meeting in Athens

THE Sport Transparency Index project has reached a pivotal milestone with its third in-person meeting in Athens, Greece, signifying the transition from foundational efforts to the indexing phase for European Sport Organisations. Hosted by the International Olympic Truce Centre

(IOTC), this meeting marks the conclusion of the first year and the initiation of a comprehensive evaluation of transparency levels across European sports stakeholders. The project, led by SIGA EUROPE and funded by the European Union's Erasmus+ programme, aims to objectively assess transparency using universally applicable integrity indicators, thereby setting the stage

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for enhancing standards through education, policy recommendations, and knowledge exchange.

For more details, or to follow the project's developments, interested parties are encouraged to visit the [Sport Transparency Index website](#).




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Thought Leadership.

SIGA ignites discussion on Sport Integrity and Economic Development in the Azores

SIGA and Ponta Delgada Municipality hosted on 19 April a dinner debate on Economic Development, International Relations and Sport Integrity, with the participation of Emanuel Macedo de Medeiros, Global CEO, SIGA; Pedro Nascimento Cabral, Mayor of Ponta Delgada; and Lord Jonathan Marland, Chairman of the Commonwealth Enterprise and Investment Council and member of SIGA EUROPE's Advisory Board.

The thought leadership event mobilised 50+ leaders, representing major sports associations, business organisations and social movements. Emanuel Macedo de Medeiros, Global CEO of SIGA, calling upon sport, business, and civil society leaders to champion a culture of integrity, transparency, and accountability in sports. He urged stakeholders to actively support SIGA's reform agenda, underscoring the urgency of collaborative action to preserve sports' reputation and foster systemic change.

Mayor Pedro Nascimento Cabral of Ponta Delgada underlined the city's strategic initiatives aimed at boosting economic growth through increased investments and sustainable tourism, while Lord Jonathan Marland spoke about the Azores' natural beauty and its potential role in global sustainability discussions. Addressing the crucial issue of corruption in sports, Lord Marland declared Sports Integrity as foundational to the industry, emphasizing SIGA's vital role in combatting mismanagement and corruption.



Lord Marland, Deputy Chair, SIGA EUROPE Advisory Board and Pedro Nascimento Cabral, Mayor of Ponta Delgada, SIGA Member



Emanuel Macedo de Medeiros, Global CEO, SIGA

KATIE SIMMONDS, SIGA's Global COO, highlighted the organization's crucial efforts in combating corruption within the sports sector, at the "2024 Global Anti-Corruption & Integrity Forum", held in Paris as part of the OECD Anti-Corruption Week. During the panel "Acting Together Globally to Eradicate Corruption", Simmonds detailed SIGA's zero-tolerance stance

Thought Leadership.

Championing Anti-Corruption in Sport at OECD Forum

towards corruption. She underscored the importance of SIGA's Universal Standards on Sport Integrity and the establishment of the world's first independent rating and verification system for Sport – SIRVS – as key tools in deterring unethical practic-

es and promoting good governance across sports organizations.

This session emphasized the collaborative strategies essential for fostering a culture of integrity, showcasing how SIGA's initiatives are leading the charge against corruption in sport.

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March 26th, Nuno Perestrelo, SIGA's Director of Communications & Media, moderated the Business at Play Event, organized by the non-for-profit Sports Embassy, and hosted by Viseu Municipality and, Académico FC. Discussions were held on the most pressing topic of career transitioning, dual careers for athletes, and how Sport has a positive impact on the corporate environment.

SIGA in the News.

SIGA's initiatives under Global Media Spotlights

THE first months of 2024 have seen SIGA enjoying extensive media coverage for its initiatives, marking a period of significant visibility and impact. Among the highlights, Diario AS USA served as the media partner for the Summit on Female Leadership in Sport, broadcasting the event through live streaming and conducting a pre-event feature interview with Katie Simmonds, SIGA's Global COO. Post-event, Katie Simmonds engaged in a discussion with Qatar's Alkass TV channel, which had also interviewed Emanuel Macedo de Medeiros, SIGA's Global CEO, days before. Medeiros's global outreach extended from participation at the Web Summit in Doha, with interviews by [Beln Sports](#), to addressing the future of football in [Brazil on CNN Brasil's Esportes S/A](#), and speaking of the role of Sport in the Azores social and economic development with [TSF Radio and Açoriano Oriental](#) interviews. Following SIGA's cooperation agreement with the Brazilian Football Confederation, the partnership got global attention, with media outlets across Brazil, Portugal, the USA, England, Qatar, Malaysia, and more.

