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SIGAinMotion

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Sport Integrity Insider



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Welcome to the 2nd SIGA Newsletter of 2024!

The electrifying energy of football is in the air. The **UEFA Euro 2024** is in full swing, stirring excitement, passion and anticipation in fans around the world. Identical feelings are shared across the Americas and beyond, where all eyes are now focused on the knockout stage of **CONMEBOL's Copa America**. With both tournaments opening the way to the much-awaited **Paris Olympics**, in each breath the pulse of Sport resonates, unifying communities and igniting the positive spirit of Sport worldwide. As we bask in the essence of Sport's exhilaration, let us pause for a moment and contem-

plate the journey of progress that SIGA has embarked upon over the past two months.

As this Newsletter demonstrates, June and July were marked by significant milestones that furthered our mission and broadened our independent global coalition and positive impact.

One of the highlights of this period was, undoubtedly, our **International Expert Forum on Financial Integrity and Transparency in Sport**, commonly known as **The FITS Forum**. Hosted by Winston & Strawn LLP in New York, with the invaluable support of Richard Weber (Partner of the referred to law firm, former Chief IRS - CI Officer and Chair of SIGA's FITS Committee), the Forum convened 80 leading organizations from the world of sport, government, law enforcement and global business, and culminated in the announcement of the "**New York FITS Declaration**". Summarizing the common views of the participants, this Declaration sets forth the seven critical objectives:

1. Adoption of **SIGA Universal Standards** on good governance and financial integrity.
2. Ensuring compliance through the **SIGA Independent Rating and Verification System (SIRVS)**.
3. Establishing a **Global Independent Clearing House** for financial transactions in Sport.
4. Creating a **Sport Integrity Fund** from broadcasting rights, sponsorship deals, and sports betting revenues.
5. Enhancing **legislation aimed at preventing and repressing of financial crimes** related to Sport.
6. Strengthening **financial integrity, transparency and supervision rules related to the organization of major sports events, sponsorship deals, and broadcasting arrangements**.
7. Ensuring lawful, transparent and accountable **public funding allocations to Sport**.

In addition to the FITS Forum, while in New York, I had the pleasure of

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leading the SIGA delegation that attended the **Corporate Chess World Cup**, organized by SIGA's member International Chess Federation (FIDE), and deliver a keynote during the tournament. This event provided a powerful platform to emphasize the importance of adopting SIGA's Universal Standards and SIRVS to all Organizations that wish to enhance their capabilities and validate their Governance.

In Amsterdam, **Soccerex Europe** was the ideal venue to address Football Integrity with leading industry figures. Continuing our European engagements, we had a very productive meeting with UK Sports Minister Stuart Andrew. Our discussions centred on the ongoing UK Football Governance Reform, the role of Government in implementing best practices and how SIGA can support these efforts moving forwards.

True to our action-oriented ethos, we initiated meetings of all the Permanent Committees of **SIGA LATIN AMERICA**. The engagement from top Continental experts was both infectious and inspiring, with a clear roadmap for progress established. The same happened with the **SIGA Permanent Committees**, who met during this period.

To enhance our capacity-building and regulatory framework, **SIGA** and our independent commercial arm, **SIGA SOLUTIONS**, signed a commercial agreement with **APC Compliance**, one of our newest members, to boost

integrity, transparency and accountability in sports.

In regards to growing the critical mass that supports our ambitious reform agenda and helping to facilitate the next generation of Sport Leaders, we encourage you all to explore the following opportunities, circulate these through your networks and encourage any suitable candidates to apply:

- 1). **The SIGA Women Global Mentorship Programme:** We aim to double the number of participants from 150 to 300, reinforcing our leadership in this crucial area of sports integrity. Applications are now open! [Click here for more information or to apply](#)
- 2). **The SIGA Youth Council:** We are currently encouraging young individuals to join us and pave the way for a culture of integrity in sports, following the footsteps of previous participants who have made significant impacts. Application deadline is July 5th. [Click here for more information or to apply](#)

There's no doubt that a lot has been accomplished over the past two months. But that's not all. In relation to our other projects that are all progressing extremely well, we are also proud to announce the completion of the pilot study phase of the

Sport Transparency Index, a project co-financed by the European Union. This initiative, led by SIGA in collaboration with like-minded organizations, marks another step towards greater transparency in sports. [Click here for more information and explore how you can get involved](#)

Interest and recognition in all aspects of our work comes from members, partners and new organizations eager to join our coalition, as well as from the media. Recently, I was interviewed by José Manuel Delgado and Vítor Serpa for **A Bola TV**, and **A Bola**, Portugal's oldest sports newspaper, and one of Europe's most prestigious publications. This in-depth conversation, featured in this Newsletter, provides a comprehensive overview of the global landscape of Sport Integrity and positioned the role of SIGA as fundamental to the positive evolution of Sport. As I am sure you will agree, the growing interest in our work is a testament to our impact and our collective efforts.

I trust you find this Newsletter informative, inspiring and engaging. It serves, not only, as a record of our activities, but also as a testament to our commitment to continuous improvement and our collective efforts.

We are dedicated to reaching every corner of the sporting landscape and spare no effort to ensure a clean and safe sporting environment for all. We are proud and thankful that you have committed to join us in our Mission.

As always, I count on your support, and you can count on ours.

Yours sincerely,

Emanuel Macedo de Medeiros
Global CEO, SIGA



Top Story.

FITS FORUM: US Law Enforcement and Sports Industry Support SIGA's Reform Agenda

Over 80 senior representatives from sports, global business, US governmental agencies, and law enforcement gathered at the FITS Forum in New York to tackle pressing challenges in financial integrity and transparency in sports. Hosted by SIGA AMERICA and Winston & Strawn LLP, experts highlighted concerns about corruption, money laundering, and tax evasion, among other topics.

Participants unanimously supported SIGA's mission and proposed reforms, emphasizing the need for enhanced stakeholder cooperation, robust governance, regulatory frameworks, and independent oversight.

The Forum concluded with the launch of "The New York Declaration on Financial Integrity & Transparency in Sport," outlining steps for greater integrity and transparency.

Emanuel Macedo de Medeiros, SIGA Global CEO, urged participants to support SIGA's reform agenda, emphasizing the necessity of a united front to protect sports integrity. The FITS Forum's collaborative efforts and the New York Declaration mark significant progress in safeguarding global sports through the SIGA Universal Standards and SIRVS. It's time for global sponsors, governments, and sports organizations to join this movement.

Read More



New York Declaration key objectives

- Adopting SIGA Universal Standards on good governance and financial integrity.
- Ensuring compliance through the SIGA Independent Rating and Verification System (SIRVS).
- Establishing a Global Independent Clearinghouse for financial transactions in sports.
- Creating a Sport Integrity Fund from broadcasting rights, sponsorship deals, and sports betting revenues.
- Enhancing legislation to combat financial crimes in sports.
- Strengthening rules for major sports events, sponsorship deals, and broadcasting arrangements.
- Ensuring transparent and accountable public funding allocations.

[Download the New York Declaration on Financial Integrity & Transparency in Sport](#)

[Download the Event Guide](#)



Membership.

SIGA and APC Compliance Join Forces to Deliver Sport Integrity Solutions

The Sport Integrity Global Alliance (SIGA) has partnered with APC Compliance to enhance governance and financial integrity in sports organizations globally. Formalized in New York, this collaboration will leverage SIGA's Universal Standards on Sport Integrity to deliver

comprehensive services, including capacity building, regulatory framework drafting, and specialized studies. These efforts aim to support organizations in obtaining SIGA Independent Rating and Verification System (SIRVS) Certification. By combining expertise, SIGA and APC Compliance will provide audits, training, and continuous feedback to foster a cul-

ture of integrity and excellence in sports. Emanuel Macedo de Meireiros, SIGA's CEO, and Lazaros Ioannou, Director of APC Compliance, emphasize the partnership's significance in advancing transparency and accountability in the sports industry.

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WATCH EMANUEL MACEDO
DE MEDEIROS KEYNOTE



“Chess speaks a language that we all understand! And as I look at all of you, I can see the resemblance of a stylish battlefield where kings and queens, knights and pawns strive to achieve supremacy. I can see also that behind every move you make there is also a facet of our lives. Ambition, sacrifice (Which is pivotal in chess as we know), cunning (part of the game), and honour. But in the heart of this unique sport is integrity because, without integrity, there is nothing. Without integrity, there’s no global appeal; without integrity, there is no credibility; without integrity, there is no business and profitability.”

Emanuel Macedo de Medeiros
Global CEO, SIGA

Membership.

Powerful call to action during FIDE’s Corporate Chess World Cup

Emanuel Macedo de Medeiros delivered a powerful Keynote at the International Chess Federation (FIDE) World Corporate Chess Championship.

Among other ideas, SIGA’s CEO emphasized the key role of adopting SIGA Universal Standards on Sport Integrity & going through #SIRVS in ensuring that FIDE is fit for purpose and has Integrity right at the top.

SIGA’s member event took place in New York City (15-17 June) and brought together teams from around the globe, to compete not only for victory but also to showcase strategic prowess and teamwork.





Internal Governance.

SIGA LATIN AMERICA Permanent Committees kick-off work with dedicated Week

Early May saw the commencement of the SIGA LATIN AMERICA Permanent Committees Week, with nearly 50 global leaders, executives, and specialists beginning their 2024-2026 terms.

The committees will focus on areas such as Good Governance, Gender, Race, Inclusion, Diversity, Anti-Corruption, Financial Integrity, Sports Betting Integrity, Youth Development, Protection, Environment, Sustainability, and Social Responsibility in Sport. Additionally, a new committee on Sponsorship,

Media, and Integrity will be announced soon.

The diverse members hail from sports organizations, governments, international bodies, judicial authorities, media, universities, and civil society, including notable Brazilian and Latin American sports entities like Atlético MG, the Brazilian Olympic Committee, and São Paulo FC. These committees play an essential advisory role in promoting best practices and reforms to uphold integrity in sports.

[Read More](#)



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THE BROCHURE](#)



Thought Leadership.

Global Mentorship Programme aims to double participations

The current edition of the SIGA Women Mentorship Programme is progressing well and is nearing its conclusion. In May, mentees attended a digital session on Mental Health, followed by a penultimate session in June focusing on Male Allies. This session featured contributions from Emanuel Macedo de Medeiros, Global CEO of SIGA, Roberto Fiore, Partner at LP Avocatti, and SIGA member, and Katie Simmonds, COO of SIGA and Managing Director of the SIGA Women Programme.

Looking ahead to the 2024/2025 cycle, applications are now open for aspiring female leaders, aged 24 and over, who wish to be mentored by successful executives. After hosting 75 mentees and 75 mentors this year, we aim to double these numbers in the upcoming fifth cycle. If you want

to participate as a mentee or mentor, don't hesitate. Submit your application today. If you are a company interested in supporting the initiative and sponsoring the administrative costs for mentees, join us.

[Learn more and apply](#)



An overview

- * 8 x Group Digital Workshops
- * Pairing with one of the #SIGAWomen Global Mentors for up to 6 bilateral sessions
- * Digital Pass for the Summit on Female Leadership in Sport 2025; and Sport Integrity Week events
- * Opportunity to contribute to #SIGAWomen initiatives
- * Access to high profile global senior leaders in Sport
- * Opportunity to network with global peers
- * Opportunity to apply for an internship at SIGA
- * Digital Certificate



Thought Leadership.

Youth Council application period extended

The Sport Integrity Global Alliance (SIGA) recently extended for one week the application period for the third class of the SIGA Youth Council (SYC). The new deadline is now July 5th. Established in 2020, the SYC engages youth in SIGA's reform agenda, promoting Good Governance in Sport and providing a platform for young leaders to voice their opinions on Sport Integrity. The new 18-month term begins in July 2024, with milestones including the appointment of leadership roles and hosting a youth-driven event during Sport Integrity Week. Members can contribute to various projects and will develop leadership skills, set strategic goals, expand their network, and apply for internships. This initiative is open to individuals aged 18-29 who are passionate about Sport Integrity and Good Governance reform.

[Click for more info](#)




[Watch Keynote](#)


Expansion.

Discussing Integrity at Soccerex Europe

Emanuel Macedo de Medeiros, SIGA Global CEO, and Katie Simmonds (COO) took centre stage in the discussion on Integrity and Good Governance in Sport, during Soccerex Europe held on May 30th and 31st in Amsterdam. Emanuel Macedo de Medeiros de-

livered a powerful opening speech in which he identified the biggest threats to Sport, as well as showcased the solutions to those. Katie Simmonds then participated in a panel debate on the subject.

[Watch panel Session](#)


In June, Vinicius Sousa dos Santos, Director of Institutional Relations and Strategic Partnerships, SIGA LATIN AMERICA, participated as a speaker on the panel discussion on “Football: a platform for mobilizing society for the SDGs”, held by CONAFUT in São Paulo, Brazil.

COMING SOON

JULY

17

📍 * Signing Ceremony of MoU with CD Santa Clara

📍 * SIGA Members Club -

Dinner Debate

Ponta Delgada, Azores

18

📍 * Public Announcement of the SIGA YOUTH COUNCIL 2024/2026

SEPTEMBER

12-14

📍 * Football Integrity Forum - SIGA Europe

📍 * SIGAWomen Dinner Debate

Porto, Portugal

OCTOBER

26

📍 II Integrity Match

São Paulo, Brazil

28/29

📍 II Sport Integrity Match (in partnership with São Paulo FC)

São Paulo, Brazil

📍 Signing Ceremony of MoU between SIGA, SIGA LATIN AMERICA & General Controller Office of Brazil

São Paulo, Brazil

📍 Public Audience

The Independent Study on the Future of Brazilian Football

📍 SIGA Members Club –

Chapter Brazil – Dinner Debate

NOVEMBER

11-17

📍 Sport Integrity Week 2024

Global

DECEMBER

📍 SIGA Anti-Corruption Week 2024

TBD

📍 Franco Frattini Award

TBD

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Institutional Relations.

High-level meeting with the UK Sports Minister

On May 22, SIGA was officially received by the United Kingdom Sports Minister Stuart Andrew. The meeting had the participation of SIGA's Global CEO Emanuel Macedo de Medeiros, SIGA's COO Katie Simmonds and the co-chair of Siga Europe Advisory Board, Lord Jonathan Marland. The most pressing challenges of Sport in the country have been discussed, including the creation of the Independent Football Regulator. SIGA's Universal Standards on Sport Integrity, and the SIGA Independent Rating & Verification System generated interest, and bridges for effective collaboration were established.



Institutional Relations

SIGA calls for reform in Brazil

Emanuel Macedo de Medeiros, Global CEO of SIGA, stressed the urgent need for reforms in Brazilian legislation to better support youth development and training clubs. Speaking at a Public Hearing on Training Clubs in Brazil, co-hosted by Senator Eduardo Bandeira de Mello and various sports organizations, Macedo de Medeiros highlighted the complexity and inadequacy of current laws. With 31 years in sports management, he noted the disparity between Brazil's 778 professional clubs and only 56 certified clubs. He called for increasing these numbers and improving governance standards, emphasizing youth development as a core pillar of SIGA.

[Read More](#)


SIGA in the News.

Emanuel Macedo de Medeiros extensive interview with A Bola

Emanuel Macedo de Medeiros, Global CEO of SIGA, discussed the state of Sport Integrity in an extensive interview with Portuguese media outlet A Bola. He highlighted how the FIFAGate scandal revealed systemic corruption, prompting SIGA to establish Universal Standards in four key areas: Good Governance, Financial Integrity, Sports Betting Integrity, and Youth Development & Protection. Macedo de Medeiros stressed the importance of integrity in Sport for maintaining competitive balance and societal value. He called for rigorous regulation, especially in combating racism and match-fixing, and urged

all stakeholders to embrace SIGA's standards to ensure sports' ethical future.


[Read More](#)


Sport Transparency Index.

Pilot study phase completed

The Sport Transparency Index project has recently completed the pilot study phase which saw over 80 Sport Organisations assessed in accordance with the Index methodology. The project partners will soon be completing the validation assessment of the Index methodology criteria and begin the final assessment of over 450 Sport Organisations from across Europe. The final version of the Sport Transparency Index will be released in 2025.

The outcomes of this ground-breaking project will work to improve standards by shining a light on current capacities and concurrently creating the means to facilitate positive change through associated education, policy recommendations and knowledge exchange initiatives and we look forward to bringing this to fruition and engaging with all likeminded stakeholders throughout the process.

[REGISTER TO BECOME INVOLVED](#)

[Watch the interview](#)
