eDitorial



Emanuel Macedo de Medeiros

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

uly 1st marked the kick-off of a new, exciting, transformative era for SIGA. This quarter has been pivotal, featuring internal reorganization, strategic development and significant milestones. Key highlights include but are not limited to:

A Growing Coalition:

The period July - September has consolidated SIGA's institutional growth and reinforced the trend we have been witnessing since the beginning of the year. Having ratified the admission of 5 new members at the Annual General Assembly on 31 July. Additionally, SIGA has welcomed 11 more organisations in the subsequent period. The increasing number of members joining the world's largest Sport Integrity coalition also brought additional expertise, resources, and perspectives. The diversity of thought and experience has facilitated greater collaboration and knowledge sharing, further strengthened our collective voice, visibility and reach, as well as the credibility and influence in the Sport Industry.

A Strengthened Team:

At SIGA we firmly believe that our strength lies in the collective talent, dedication, and synergy of our team. This principle is at the core of our re-

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cent transformations and strategic initiatives. To better handle the growing complexities of the Sport Integrity landscape we have promoted several key directors and hired new talent to expand the team. This approach not only brought fresh capacities, perspectives and enhanced SIGA's daily operations, but also strengthened our ability to better service our members, meet the evolving challenges ahead and deliver our ambitious reform agenda.

SIGA Anti-Corruption in Sport Campaign Launched during Olympic Games:

The 2024 Olympic Games in Paris saw SIGA launch a comprehensive

Anti-Corruption Campaign. Building on the New York Declaration on Financial Integrity and Transparency in Sport, formalized during the SIGA FITS Forum in June 2024, the SIGA campaign emphasizes a zero-tolerance approach against corruption in Sport, advocating for stringent measures to prevent unethical practices. It calls upon Sport and the wider industry to adopt the SIGA Universal Standards on Sport Integrity and SIRVS and fosters enhanced international cooperation between sports organizations, governments, and other stakeholders to combat corruption collectively. The campaign is helping to set a global benchmark for Integrity in Sport, influencing policies and practices worldwide.



SIGAWomen 2.0 Takes Off:

Building on the success of the SIGAWomen Programme, the next evolution of our commitment to enhance Governance and promoting Gender Equity in Sport is underway. Announced during the SIGAWomen Leadership Forum on 11 September, SIGAWomen 2.0 aims to globalize our outreach, accelerate the transformative power of our programmes and maximize the impact of our collective action. It focuses on several key areas: global expansion; new and innovative programmes; thought leadership events; mentorship and development; and advocacy and policy change.

SIGAWomen Leadership Forum Kicks-Off 2nd Semester:

Hosted by FC Porto, at their home stadium, the inaugural *SIGAWomen Leadership Forum* was a remarkable success. The event brought together over 150 participants, including industry leaders, high-profile athletes and Sport Executives, united by one fun-

damental common goal: to press for good governance and gender equity in Sport. The tone was set right at the outset with FC Porto President André Villas-Boas highlighting the critical role of male allies and envisioning a future for his club with a female President at the helm. Also noteworthy was SIGA's latest research on female representation in the highest executive organs of international sports federations (28%), the formalization of key partnerships, the appointment of new SIGA Champions, and the award of a SIGA Special Recognition Award to Paris 2024 Paralympic gold medallist Cristina Gonçalves.

Momentum in Brazil and the wider Latin America:

SIGA's global expansion is gaining increasing momentum, particularly in Brazil and Argentina. Over the past quarter, we have welcomed fifteen new members of SIGA LATIN AMERICA, predominantly from the Sport Betting sector. This significant milestone underscores SIGA's

commitment to integrity in this rapidly growing sector. Brazil's sports betting industry is expanding at an unprecedented pace, and SIGA LATIN AMERICA is at the forefront of ensuring the highest integrity standards. By partnering with local stakeholders and public authorities, we are committed to promoting a culture of integrity and credibility in sports betting and wider Sport.

All Engines Go at New SIGA Youth Council

Over recent months we also welcomed a new SIGA Youth Council, composed of 18 inspiring young leaders from across six continents. This diverse group will spearhead several youth-led initiatives, reflecting SIGA's commitment to empowering the Next Generation of Leaders.

As we contemplate the strides made over the past three months, we have no doubt that SIGA is well-positioned and well-equipped to meet the challenges ahead. As we move forward, we remain steadfast in our mission to safeguard the values of Sport and ensure that it continues to serve as a force for good. Our commitment to integrity, transparency and accountability remains as strong as ever. We look forward to working with our members, partners, and supporters to create a future where Sport is governed and operated under the highest integrity standards.

Thank you for your continued support and active engagement. Together, we are shaping a future of Sport that is inclusive, sustainable and built on a foundation of Integrity.

Yours sincerely,

Emanuel Macedo de Medeiros Global CEO, SIGA



Top Story.

SIGA Women Leadership Forum Breaks New Ground

he inaugural SIGA
Women Leadership
Forum, hosted at Estádio do Dragão in
Porto and co-hosted
by FC Porto with Fun
Addict's support, marked a significant step towards gender equity in
Sport. Over 150 attendees gathered

in the exclusive VIP Box to witness SIGA's ongoing commitment to advancing female leadership and representation in the sports sector.

Key highlights included the SIGA Special Recognition Award and the nomination of two new SIGA Champions. FC Porto's President André Villas-Boas captured attention with his bold vision of a future female president for the club, demonstrating the vital role of male allies in promoting gender equity.

The event also unveiled a groundbreaking study on female representation in sports federation roles, hosted insightful debate panels, and formalized a Memorandum of Understanding with the Portuguese Players' Union to protect and empower female athletes.

Watch VOD







Panel - How is the Rise of Women's Sport Improving Sports Governance and Changing the Game for Women and Girls

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Panel - Force Multipliers: Leveraging Mentorship for Gender Equity and Sustained Success



Panel - The Domino Effect: How can Sport Learn from other Sectors



Fireside chat with Shelley Zalis





Panel - Building the Brands: Promoting and Marketing Women's Sport

Top Story.

Portuguese Football Players' Union Joins Forces With SIGA to Advance Women's Football Careers

SIGA uring the Women Leadership Forum, an important milestone the continued partnership between SIGA and the Portuguese Players' Union (SJPF) was marked with the signing of an addendum to the existing Cooperation Agreement. This ceremony was attended by key figures, including Emanuel Macedo de Medeiros, SIGA Global CEO,

Joaquim Evangelista, SJPF president, Julie Kassap, SIGA Women Managing Director, and Matilde Fidalgo, SJPF ambassador, and professional footballer.

This agreement reaffirms the commitment of both organizations to promoting the highest standards of governance and integrity in women's football. The addendum highlights key areas of collaboration, including the development of dual careers for women in football, post-career

opportunities, and mentorship in female leadership within sports.

SIGA and the Portuguese Players' Union have a long-standing history of working together on initiatives that foster integrity and leadership in Sport, further strengthening their commitment to diversity, inclusion, and female empowerment across the football landscape. This renewed partnership is another step toward a more equitable and sustainable future for women in sports.





uring the SIGAWomen Leadership Forum in Porto SIGA presented its latest survey on female representation in the highest executive organs of International Sports Federations. The findings show promising yet gradual progress in gender equity across sports leadership.

The survey analyzed 31 International Federations and revealed an

increase in women holding top executive roles:

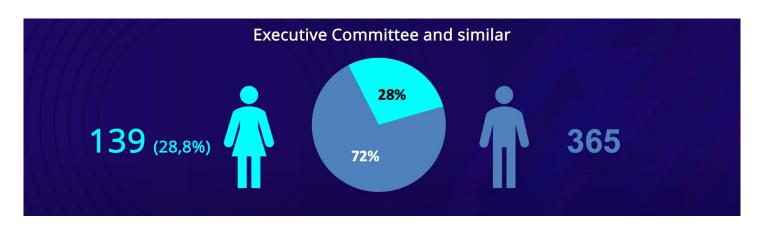
2019: 18.3%2021: 17.8%2023: 26.9%2024: 28.8%

Despite the gains, a gap remains in achieving full gender parity. Of the 206 National Olympic Committees (NOCs), only 11.65% are led by women. The survey ranked federations by their success in fe-

male representation, with the best achieving up to 57.14% women in leadership roles, while others strug-

gle with as little as 13.51%.

While progress is evident, the survey emphasizes that the journey toward gender equity in sports governance is far from complete. Continued advocacy and reform are essential to achieving equal opportunities for women in sports leadership.



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Top Story.

Celebrating Female Leadership: SIGA Honors Cristina Gonçalves and Filipa Martins

t the SIGA Women
Leadership Forum,
SIGA honored two
extraordinary women who exemplify
leadership through
Sport. Cristina Gonçalves, a Boccia
player and two-time Paralympic gold
medalist, received the prestigious
SIGA Special Recognition Award,
SIGA's highest honor. Represented
by Aida Duarte and Mariana Macha-

do, Cristina joins a distinguished group recognized by SIGA for their contributions to sport integrity.

Cristina and retired Portuguese gymnast Filipa Martins also joined the SIGA Champions programme, where they will promote sports integrity and female leadership. SIGA's Global CEO, Emanuel Macedo de Medeiros, praised their inspiring examples and thanked them for their contributions to sport and society.



SIGA Special Recognition Awards

Franco Frattini, Former SIGA Chair

Michael Robichaud, Former Senior Vice-President, Global Sponsorships, Mastercard

José Manuel Constantino, Former President, Portuguese National Olympic Committee



SIGA CHAMPIONS

Arlene Limas, Taekwondo, USA

Axel Sola, MMA, France

Ben Gollings, Rugby, England

Cameron Myler, Luge, USA

Chloe Morgan, Football, England

Cristina Gonçalves, Boccia, Portugal

Filipa Martins, Gymnastics, Portugal

Francisco Guimarães, Football, Portugal

João Tralhão, Football, Portugal

Kelly Santos Muller, Basketball, Brazil

Louis Saha, Football, France

Kylla Sjoman, Football, Canada

Lucy Shuker, Wellchair Tennis, UK

Majlinda Kelmendi, Judo, Kosovo

Miguel Oliveira, Moto GP, Portugal

Rosa Mota, Marathon, Portugal

Stacey Copeland, Boxing and Football, England

Tabata Viana, Football, Brazil

Telma Monteiro, Judo, Portugal

Yanet Maria Acosta, Basketball, Colombia







Top Story.

SIGAWomen Leadership Forum: Behind the Scenes





























Membership.

Expanded Influence With 11 New Members Globally

Sport Integrity Global Alliance (SIGA) welcomed in July-September its members. newest the Portuguese National Association of Football Executives (ANDIF) and TrueClinic, further solidifying its global coalition dedicated to promoting integrity in Sport. ANDIF, with a network of influential football executives, and TrueClinic, a leader in sports medicine and athlete welfare, joined SIGA's mission to

uphold its Universal Standards on Sport Integrity.

Additionally, SIGA LATIN AMERICA expanded its influence with the addition of nine Brazilian sports betting operators, reinforcing its commitment to integrity in the region's rapidly growing sports betting industry. The new SIGA LATIN AMERICA members are: Aposta 1, Bateubet, Empresa X (Tropino), H2 Licensed, Lindau Gaming Brasil, Pixbet, SevenX Gaming (Bullsbet), Sortenabet Gaming Brasil, World Sports Technology do Brasil.





Internal Governance.

Restructuration advances with eyes on growth and impact



SIGA kicked off the second semester with an internal reorganization marked by the strategic expansion of several areas, including the SIGA Women Programme.

To capitalize on new opportunities and achieve core objectives like business development, revenue growth, and member base expansion, SIGA has appointed Dr. lain Lindsay as Global COO, and secured a Senior Director of Business Development. Additionally, key promotions within the organization further strengthened its operational capacities. In line with its commitment to promoting gender equity, SIGA welcomed Julie Gülsev Kassap as the new Managing Director of the SIGA Women Programme. Julie's mission is to drive forward SIGA's agenda for female leadership and broader GRID reform.





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Internal Governance.

2024 Global Strategy Unanimously **Endorsed at General Assembly**

Sport Integrity Global Alliance concluded its 2024 Annual General Assembly with unanimous approval of its global strategy, action plan, and budget. The global members reaffirmed their support for SIGA's ambitious

reform agenda.

Led by Giovanni Tartaglia Porcini, Chair, and Emanuel Macedo de Medeiros, Global CEO, the AGM highlighted a period of growth, reorganization, and strategic impact.

The meeting also ratified the admission of five new members, further strengthening SIGA's influ-

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ence. Emanuel Macedo de Medeiros celebrated the progress and looked forward to a transformative year, emphasizing that SIGA is growing at fast pace.

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Helia Asghari Totmaj



Table tennis coac.., Club I Impact **An ager, Rising Stars



Benouzekri Ph.D. student, Tofail's University and the



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Shamala Senior Sports Account Executive & Freelance Graphic Designer



Reginalda Obara

Internal Governance.

SIGA Youth Council: A Promising Start

In July 2024, SIGA proudly announced the establishment of the SIGA Youth Council (SYC), comprising 18 talented members selected from across the globe. These young leaders bring a wealth of knowledge and experience from various sectors of the sports industry, offering a diverse and holistic perspective to drive the Council's work forward.

Over the first three months, the SYC has been hard at work laying the foundation for several exciting initiatives. One of the key

developments is the creation of the SYC Action Plan, which will document the strategic direction for the Council's projects and activities. This comprehensive plan, soon to be made public, will outline our approach to addressing key issues related to sports integrity and youth engagement.

The SYC is already deep into the logistical planning and initial development stages of several impactful projects. One of the highlights includes the Youth Forum, which will take place during SIGA's

Sport Integrity Week. This event will serve as a platform for young voices to contribute to the global conversation on integrity in sports. More details will be shared in the coming weeks.

The first three months have been an exciting and productive start for the SYC, and we look forward to continuing our collaboration with SIGA to promote integrity and transparency in sports. Stay tuned for further updates.

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Expansion.

SIGA Launches Campaign to Fight Corruption in Sport

IGA has launched durthe Paris-2024 Olympics a comprehensive Anti-Corruption in Sport Campaign. Building on the SIGA FITS Forum that was held in July in New York, co-hosted by Winston & Strawn LLP, this global initiative tackles pressing issues threatening modern sport, including corruption, money laundering, and tax evasion, and outlines actionable solutions and strategies to address these challenges. The campaign calls on all stakeholders to sign the New York Declaration on Financial Integrity & Transparency in Sport, and #SideWithSIGA in the fight against corruption.

Emanuel Macedo de Medeiros, SIGA's Global CEO, emphasized the critical nature of this campaign as global attention turned to major Read and sign



sporting events like the Olympics and Paralympics. "Safeguarding the Integrity of Sport has never been more crucial," he stated, urging a unified, global response to the threats facing the sports industry.

The campaign was developed with the support of the SIGA Permanent Committee on Anti-Corruption in Sport, and aims to create a strong, cohesive coalition of stakeholders committed to the fight against criminal infiltration in Sport. The full list of signatories will be showcased during SIGA's International Anti-Corruption Week, from December 7-13, 2024. Now is the time to join the movement and ensure a sustainable, inclusive, and transparent future for sport.

Initiative.

Sport Transparency Index Criteria Announced

The organizations involved on the Sport Transparency Index, initiative led by SIGA Europe, have been working on a pilot study to validate the 15 indicators outlined in a research report. On September, they presented the evaluation criteria for the Sport Transparency Index, which will assess transparency and governance across sport organizations.

This framework covers four key domains that will form the basis of the Sport Transparency Index analysis. More details on these domains and the pilot study will be shared soon.

Learn More



Thought Leadership.

Sport Integrity Journal Released in Portuguese

August saw SIGA launch a special edition of the Sport Integrity Journal (SIJ) focused entirely on Sports Betting Integrity in Brazil, a topic of significant relevance in the country's sports landscape. Titled "Integrity and Sports Betting in Brazil," this is the first SIJ edition published in Portuguese and features contributions from national and international experts. With indepth articles and research, this publication marks a pioneering effort by SIGA, reinforcing its

leadership in Sport Integrity and fostering an informed and constructive debate on the critical issues surrounding sports betting.



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Thought Leadership.

Global Mentorship cycle ended on a high note

he 2023/2024 cycle of the SIGA Women Global Mentorship Programme concluded with a special bonus session titled "Building a Personal Brand in the Sports Industry." High-level speakers such as Barbara Cardilli, Elda Gjoka and Karen Webb Moss joined former SIGA Women Managing Director Katie Simmonds to provide invaluable insights to participants.

Over eight months, 150 women from 29 nationalities and 97 organizations engaged in this transformative programme. Paired with 75 high-level mentors, mentees received personalized guidance and participated in eight expert-led digital workshops covering essential topics including but not limited to Leadership, Good Governance, and Mental Health.

In addition to these sessions, mentees had the unique opportunity

to engage in SIGA initiatives, such as the SIGA Women Masterclass and the Summit on Female Leadership in Sport. The programme also facilitated internships, further enhancing career development opportunities.

As SIGA opened applications for the 5th cycle, the programme is undergoing a review to ensure even more relevant and impactful experiences for all participants. This initiative continues to offer unparalleled networking opportunities, access to senior leaders in sport, and valuable resources to advance gender equity in the industry.

More info



Thought Leadership.

Diversity in Sport Paralympic Focus

To mark the Paris 2024 Paralympics, SIGA invited influential figures in the field of diversity and inclusion to share their knowledge and views. As a result, we published two insightful pieces on our website and social media: "Beyond the Games: The **Power of Paralympic Athletes** to Transform Society" by Brian Lewis. Chair of SIGA's Permanent Committee on Gender, Race, Inclusion & Diversity (GRID), and "The Transformative Power of Sport: Paris 2024 and the I'Mclusion Project" by Mónica Dávila, Advisor for Special Projects and Development, Venezuelan Paralympic Committee, and Member of SIGA LATIN AMERICA's Permanent Committee on GRID.





The Transformative Power of Sport: Paris 2024 and the I´Mclusion Project -



Thought Leadership.

Sport Integrity Week 2024 invites partners...

The Sport Integrity Global Alliance (SIGA) has announced the dates for Sport Integrity Week 2024 (SIW2024), set to take place from November 11th to 17th. Under the banner #SideWithSIGA for Inclusive and Sustainable Sport. SIW2024 will unite the world in a collective effort to promote integrity in sport. SIGA is inviting partners worldwide to host events that emphasize governance, sustainability, and inclusivity, ensuring a global impact. Building on the success of SIW2023, which engaged 15,000 participants across 35 cities in 22 countries, SIW2024 will feature activities addressing key challenges and

opportunities in sport. Partners will have the chance to showcase their commitment to integrity and good governance, contributing to a movement that prioritizes transparency and social responsibility.

SIGA encourages all members, supporters, and like-minded organizations to host events, join the discussions, and play a part in creating a more inclusive and sustainable future for sport.

For hosting, sponsorship, or participation inquiries, contact info@siga-sport.com.

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Thought Leadership.

Football Integrity Forum Showcases Solutions Developed by SIGA

or the second consecutive year, Liga Portugal served as the hosting partner for the Football Integrity Forum. Held by SIGA along-side the Thinking Football Summit, the second edition of this initiative brought together SIGA members and partners across two panels.

In the first panel, moderated by Paul Reidy (journalist at Diario As), Joaquim Evangelista (President of the Portuguese Players' Union), Fernando Veiga Gomes (Partner at Abreu Advogados), and Roberto Fiore (Partner at LP Avvocati) discussed the future of football in Europe. The second panel, led by Julie Gulsev Kassap (Managing Director, SIGA Women), centered on integrity in sports betting and featured Emanuel Macedo de Medeiros (Global CEO, SIGA), Affy Sheikh (Head of Integrity Services, Starlizard), and

John Millington (Senior Director, EPIC Global Solutions).

Focusing on the challenges football currently faces, Emanuel Macedo de Medeiros presented SIGA's solutions and urged sports organizations to "walk the talk" and demonstrate that they are fit for purpose by adopting the Universal Standards on Sport Integrity and undergoing the SIGA Independent Rating & Verification System (SIRVS).





Nuno Perestrelo, SIGA's Senior Director of Communication, Media & Thought Leadership Events, participated in the panel session "High performance supplementation", powered by SIGA's member True Clinic.

Thought Leadership.

SIGA LATIN AMERICA Releases Sports Betting Sponsorship Guidelines

LATIN AMERI-IGA CA published in July a comprehensive set of guidelines to govern sponsorship contracts between sports organizations and sports betting operators, ensuring the preservation of sports integrity. Developed under the leadership of Emanuel Macedo de Medeiros, CEO of SIGA and SIGA LATIN AMERICA, the document was crafted by Paulo Schmitt, Chair of SIGA LATIN AMERICA's Permanent Committee on Sports Betting Integrity, with contributions from Ana Bárbara Costa Teixeira and other experts.

These guidelines respond to the

Institutional Relations.

Adidas Recognizes the SIGAWomen Mentorship Programme



Adidas' Breaking Barriers: "Beyond Representation" Report has spotlighted the SIGA Women Global Mentorship Programme as a key initiative for empowering women in the sports industry. The report highlights the importance of mentoring programs that foster learning, guidance, and support, enabling women to realize their value and leadership potential. SIGA's programme serves as a model for how mentorship can create meaningful change, offering role models who champion growth and success. This recognition reinforces the programme's impact in advancing gender inclusion in sports leadership.

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rapid growth of sports betting sponsorships in Brazil, where nearly all Série A and all Série B football clubs are sponsored by betting operators. The goal is to ensure that partnerships between sports organizations and betting operators adhere to SI-GA's Universal Standards on Sports Betting Integrity.

The guidelines emphasize com-

pliance with Brazilian laws, the need for certified operators, transparency in financial transactions and marketing campaigns, and regular education programs to prevent competition manipulation and conflicts of interest. They aim to enhance both parties' market standing while safeguarding the integrity and credibility of sport in Brazil.

Institutional Relations.

Euroafrican Leaders Urged to Act for Sport Integrity

In a powerful keynote at the Eurafrican Forum in Portugal, SIGA Global CEO Emanuel Macedo de Medeiros called on leaders to ensure sport is governed with integrity. On a keynote ahead of the panel "Sport: Fostering Integrity and International Cooperation for Sustainable Development," Macedo de Medeiros highlighted the challenges facing the sports industry and SIGA's solutions. SIGA's CEO emphasized sport's role in social and economic development but warned of the responsibilities that come with it. He called for urgent action, highlighting SIGA's Universal Standards and the Independent Rating and Verification System (SIRVS) as key

tools to guarantee transparency and accountability.

With a new focus on environment and sustainability, he urged stakeholders to choose action over neutrality, rallying for a brighter future for sport driven by integrity.



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COMING SOON

NOVEMBER 2024

09 November • Football Integrity Match São Paulo, Brazil

11 November • Sport Integrity Forum São Paulo, Brazil

11-17 November • Sport Integrity Week

DECEMBER 2024

SIGA Anti-Corruption Week 2024 TBD

Franco Frattini Award
TBD