



REPORT

Porto. 11 SEPTEMBER 2024

#SIGAWomen Leadership Forum 2024

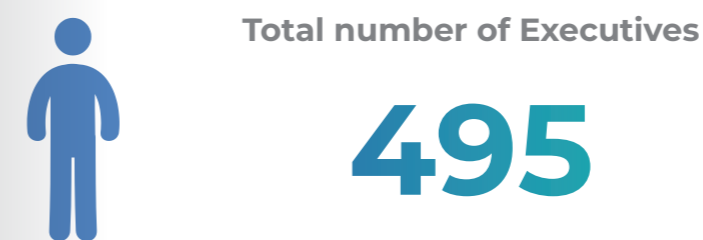


The inaugural **#SIGAWomen Leadership Forum**, co-hosted by FC Porto at its iconic Estádio do Dragão, united leading experts and key stakeholders from around the globe. This thought leadership event garnered prominent media coverage, influencing the public agenda with a strong call for enhanced governance and greater gender equity in Sport featured across major news outlets. Highlights included, but were not limited to, the unveiling of SIGA's 2024 Survey on

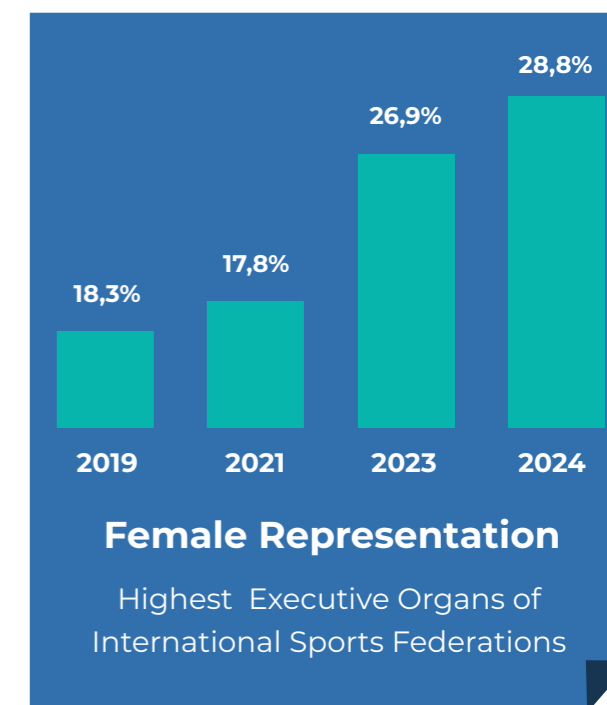
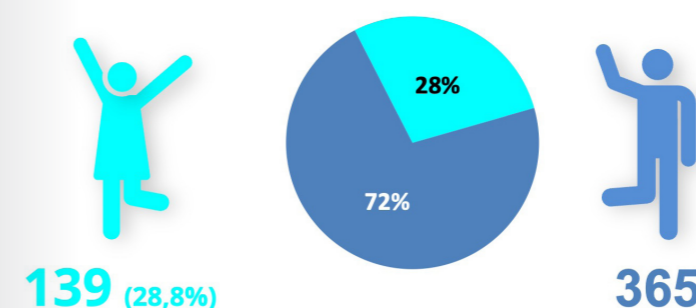
Female Representation at the Highest Executive Organs of International Sports Federations and the announcement of two new **SIGA Champions**. Sold out days in advance, the Forum was attended by senior representatives from the world of sport, business, government, media and civil society. Key moments also included the involvement of prominent partners and the award of a **SIGA Special Recognition Award** to Paralympic gold Medalist Cristina Gonçalves.

SIGA 2024 Survey

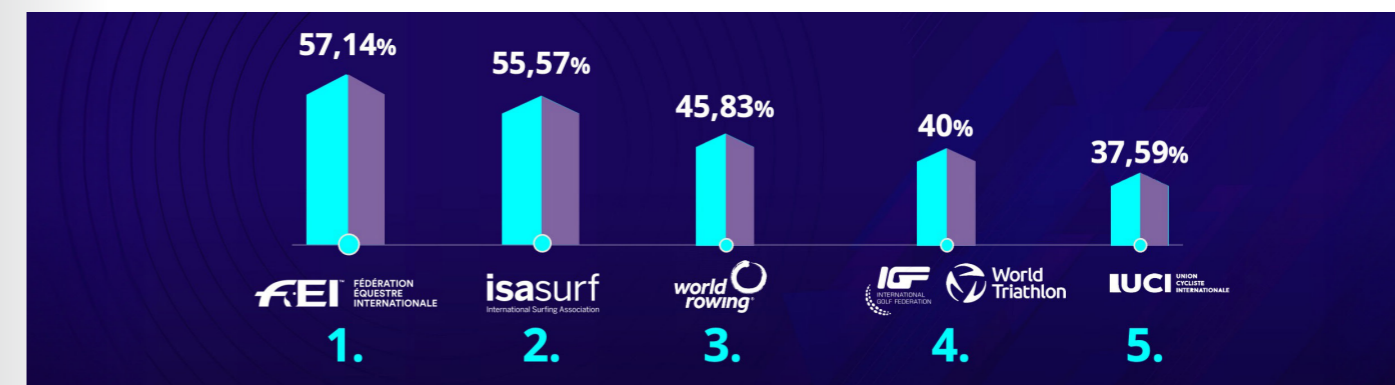
Female Representation in the Highest Executive Organs of International Sports Federations



Executive Committee and similar



Best Performers



31 IFs Members of ASOIF



1 IF (Federation Internationale de Gymnastique): no available data on website



Forum Speakers

Club Presidents, Sports organizations leaders, C-level multi-industry representatives, athletes, media, SIGA members, and more high-level speakers contributed to a unique event. 82 per cent speakers were women



BRUNSWICK

Alexandra Abreu Loureiro
PARTNER, OFFICE HEAD PORTUGAL, BRUNSWICK GROUP



Alexandrina Cruz
PRESIDENT, RIO AVE FC



André Villas-Boas
PRESIDENT, FC PORTO



Beatriz Álvarez
PRESIDENT, LIGA F



Dalila Carvalho
COMMUNICATION ADVISOR TO THE MINISTER OF JUSTICE, PORTUGAL



Cristina Gonçalves PLY
BOCCIA PLAYER, APCL, FPDD, PCAND | GOLD MEDALIST, PARIS 2024 | PARALYMPIAN



Elza Pais
MEMBER, PORTUGUESE PARLIAMENT; PRESIDENT, SUB-COMMISSION FOR EQUALITY AND NON-DISCRIMINATION, PORTUGUESE PARLIAMENT; RESEARCHER, UNL-FSCH



Emanuel Macedo de Medeiros
GLOBAL CEO, SIGA



Filipa Martins
GYMNASST, ACRO CLUBE DA MAIA & PORTUGUESE GYMNASTICS FEDERATION | OLYMPIAN



Gabriela Figueiredo Dias
PROFESSIONAL FOOTBALL PLAYER; AMBASSADOR FOR SOCIAL RESPONSIBILITY, AND WOMEN'S FOOTBALL ADVISOR, PORTUGUESE PROFESSIONAL FOOTBALL PLAYERS' UNION (SJPF)



Giovanni Tartaglia Polcini
INDEPENDENT CHAIR, SIGA | CO-CHAIR, ANTI-CORRUPTION WORKING GROUP, G20



Helena Pires
EXECUTIVE DIRECTOR, LIGA PORTUGAL

30

Speakers

25

Women (83%)

5

Men (17%)

30+

Organizations

150

Attendees (Sold Out)



Jaqueline Oliveira
COMPLIANCE COORDINATOR, SÃO PAULO FC CLUBE | SIGAWOMEN GLOBAL MENTOR



Mia Lopes
CEO & FOUNDER, AFRO ESPORTE | SIGAWOMEN MENTEE 2023/24



Joaquim Evangelista
PRESIDENT, PORTUGUESE PLAYERS' UNION (SJPF) | VICE-PRESIDENT, FIFPRO EUROPE | UEFA PROFESSIONAL FOOTBALL STRATEGY COUNCIL



Joana Teixeira
MANAGER OF ADAPTED SPORTS, FC PORTO



João Pedro Oliveira e Costa
CEO, BANCO BPI



Julie Gülsev Kassap
MANAGING DIRECTOR, SIGA WOMEN PROGRAMME



Luisa Salgueiro
MAYOR, MATOSINHOS; CHAIRPERSON, NATIONAL ASSOCIATION OF PORTUGUESE MUNICIPALITIES



Maria Torres
LEAD DEALS TAX PARTNER AND PARTNER FOR DIVERSITY & INCLUSION, PWC PORTUGAL



Margarida Balseiro Lopes
MINISTER, YOUTH AND MODERNISATION, PORTUGAL



Matilde Fidalgo
PROFESSIONAL FOOTBALL PLAYER; AMBASSADOR FOR SOCIAL RESPONSIBILITY, AND WOMEN'S FOOTBALL ADVISOR, PORTUGUESE PROFESSIONAL FOOTBALL PLAYERS' UNION (SJPF)



Michelle Evans
SENIOR SPORTS PARTNERSHIP MANAGER, EPIC GLOBAL SOLUTIONS



Shelley Zalis
FOUNDER AND CEO, THE FEMALE QUOTIENT



Sofia Castro
HEAD OF TRANSFORMATION, SONAE MC



Susana Feitor
CHAIRPERSON, FUNDAÇÃO DO DESPORTO

Opening Session

André Villas Boas, President of FC Porto, set the stage with his vision that one day a woman will lead the club. Portuguese Youth Minister Margarida Balseiro Lopes expressed her commitment to gender equity, and Emanuel Macedo de Medeiros, SIGA's Global CEO, emphasized SIGA's mission to promote female leadership in sport.



Memorandum of Understanding

SIGA, SIGA Women & SJPF



SIGA and the Portuguese Players' Union agreed to extend existing cooperation to Dual Careers, and post careers in Women's Football; and Mentorship on Female Leadership in Sport



Four High Level Panels

Panel Session 1

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

Alexandrina Cruz, Rio Ave FC
 Beatriz Alvarez, Liga F
 Helena Pires, Liga Portugal
 Matilde Fidalgo, Portuguese Players' Union
 Diana Bouça Nova, CNN Portugal (moderator)



Panel Session 2

Force Multipliers: Leveraging Mentorship for Gender Equity and Sustained Success

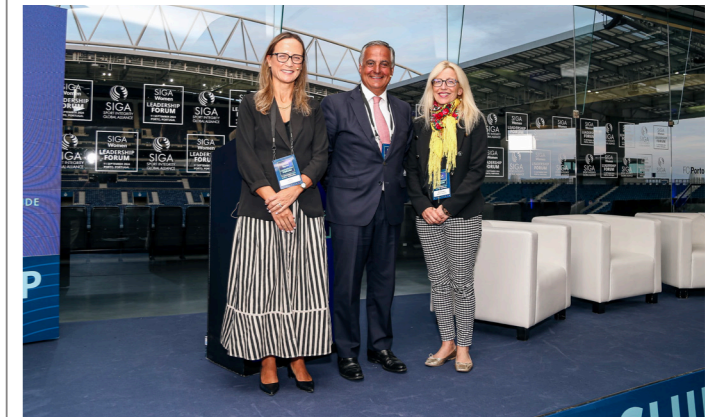
Adeola Adesoba, SIGAWomen Mentee
 Julie Gulsev Kassap, SIGA
 Michelle Evans, EPIC Global Solutions
 Susana Feitor, Portuguese Sports Foundation
 Reem Abdalazem Bossaty OLY (moderator)



Panel Session 3

The Domino Effect: How can Sport Learn from other Sectors

Elza Pais, Portuguese Parliament
 Joana Teixeira, FC Porto
 Luisa Salgueiro, ANMP
 Maria Torres, pwc
 Dalila Carvalho, Portuguese Ministry of Justice (moderator)



Panel Session 4

Building the Brands: Promoting and Marketing Women's Sport

Gabriela Figueiredo Dias, IESBA
 João Pedro Oliveira e Costa, Banco BPI
 Sofia Castro, Sonae MC
 Alexandra Abreu Loureiro, Brunswick Group (moderator)

Industry Leaders Keynotes



Gender Equity in Sport



Elza Pais, President of the Sub-Commission for Equality and Non-Discrimination, Portuguese Parliament, shared her expertise ahead of the panel on lessons Sport can learn from other sectors.



Promoting Women's Sport



João Pedro Oliveira e Costa, CEO of Banco BPI, delivered a keynote on the branding and marketing of women's sports, offering valuable insights from the official sponsor of the Portuguese Women's Football League.

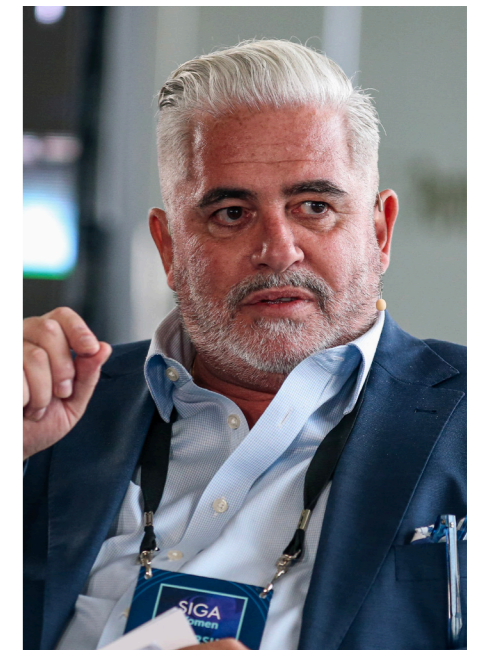


FIRESIDE CHAT

The Great Instigators:

Harnessing The Power of Collective Action for Global Reform

Shelley Zalis, Founder & CEO of The Female Quotient, joined Emanuel Macedo de Medeiros in a vibrant conversation about the need to stir the waters, raise awareness, and promote gender equity. It was one of the many powerful moments of the event.



Participating Organizations



Partners

- HOSTING PARTNER -

- ORGANIZING PARTNER -

- HOSTING CITY -

- HOSPITALITY PARTNER -

- OFFICIAL SUPPLIERS -

- MEDIA PARTNER -

SIGA Special Recognition Award

The Portuguese Boccia player received the SIGA Special Recognition Award for her inspiring story and perseverance. She overcame life's challenges with a smile, becoming a two-time Paralympic champion. A true model of integrity and an inspiration to all.



Cristina Gonçalves PLY

BOCCIA PLAYER, APCL, FPDD, PCAND
| GOLD MEDALIST, PARIS 2024 |
PARALYMPIAN



SIGA CHAMPIONS

Two Portuguese athletes join an elite group of SIGA Champions, committed to being ambassadors of Sport Integrity, and to lead by example. Both were represented by family and friends, as they were attending an official reception with the Prime Minister of Portugal



Cristina Gonçalves PLY

BOCCIA PLAYER, APCL, FPDD, PCAND
| GOLD MEDALIST, PARIS 2024 |
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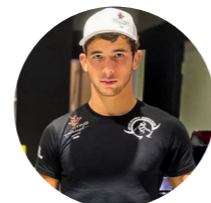


Filipa Martins OLY

GYMNAST, ACRO CLUBE DA MAIA &
PORTUGUESE GYMNASTICS FEDERATION | OLYMPIAN



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



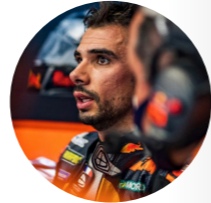
Kylla Sjoman,
Football, Canada



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

Social Media Impact

MEET OUR SPEAKER



André Villas-Boas
PRESIDENT, FC PORTO

FC Porto

11 SEPTEMBER 2024
ESTÁDIO DO DRAGÃO
FC PORTO STADIUM
PORTO, PORTUGAL

SIGA Women LEADERSHIP FORUM

MEET OUR SPEAKER



Margarida Balseiro Lopes
MINISTER, YOUTH AND MODERNISATION, PORTUGAL

REPÚBLICA PORTUGUESA

11 SEPTEMBER 2024
ESTÁDIO DO DRAGÃO
FC PORTO STADIUM
PORTO, PORTUGAL

SIGA Women LEADERSHIP FORUM

MEET OUR SPEAKER

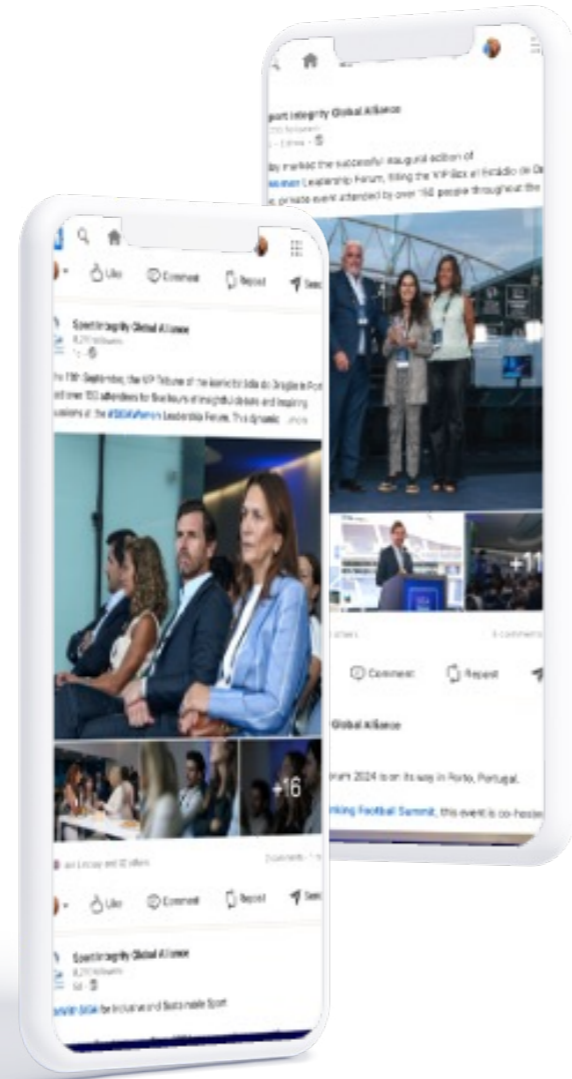


Shelley Zalís
FOUNDER & CEO, THE FEMALE QUOTIENT

the FEMALE QUOTIENT

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ESTÁDIO DO DRAGÃO
FC PORTO STADIUM
PORTO, PORTUGAL

SIGA Women LEADERSHIP FORUM



200.000+

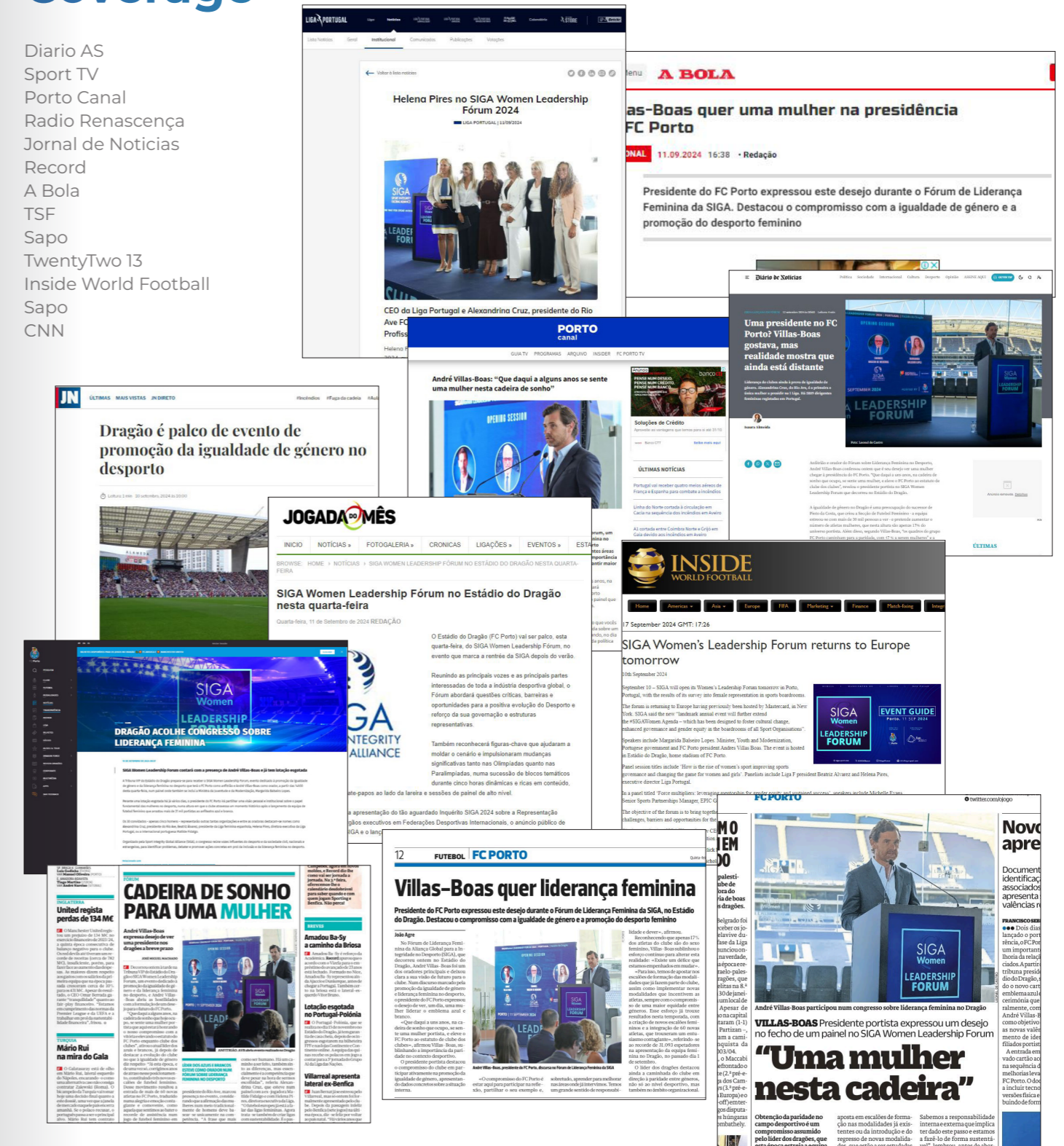
Interactions

+28%

per post

Media Coverage

- Diário AS
- Sport TV
- Porto Canal
- Radio Renascença
- Jornal de Noticias
- Record
- A Bola
- TSF
- Sapo
- TwentyTwo 13
- Inside World Football
- Sapo
- CNN



Present Media



Behind the Scenes





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