# eDitorial



## Emanuel Macedo de Medeiros

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

s we sit here in January 2025, 2024 already seems somehow distant. As we continue to build upon our fantastic progress from last year, I welcomed the opportunity to reflect on SIGA's transformative final quarter of 2024. From October to December, i.e. the period covered by this Newsletter, we accelerated our mission to raise global awareness on Sport Integrity, welcomed new allies, and ventured into fresh, strategic 'markets'. SIGA's collective progress reaffirmed our core belief: only by uniting those committed to governing Sport under the highest integrity standards can we truly enact meaningful reform.

key highlight of this period was the celebration of our annual world leading Sport Integrity Week (SIW). The 2024 edition was hosted from multiple venues across twhe globe, including Argentina, Brazil, the United States, Portugal, Sweden, Turkey, the United Kingdom, Ghana, Nigeria, and Saudi Arabia. Bringing together over 100 speakers and countless organizations, the event expanded SIGA's international footprint and sparked new partnerships and collaborations with Sports Summit, Cityscape Global, and Panathlon International, alongside deepening relationships with clubs, such as our Member São Paulo FC and CF Os Belenenses, among many other multi-industry stakeholders.

# SIGAinMotion

SIGA NEWSLETTER # 6 | January 2025 |



n this way, our critical mass is expanding, our capacities are increasing, and our appetite for reform grows ever stronger. These synergies have already led to tangible, impactful outcomes, notably the "Manifesto for Sustainable Sport" developed by the SIGA LATIN AMERICA Permanent Committee on Environment, Sustainability and Social Responsibility, paving the way for new Universal Standards in this crucial area of activity. SIGA's use of Sport as a catalyst to unite like-minded individuals and organisations for collective action was, once again, front-and-centre with another edition of the Football Integrity Match - partnering with São Paulo FC - and a special charity match in Curitiba, Brazil, in collaboration with Complexo Pelé Pequeno Príncipe. The match, featured Brazilian and Barcelona legends, headlined by Romário, and showcased SIGA's crucial role as the events' Integrity Partner.

We continued championing reform by welcoming <u>new SIGA</u> <u>Champions</u> from the world of football: legends Sol Campbell, Gilberto Silva, and Nicola Innocentin joined the group of now 24 elite athletes/ coaches - and strengthening our base with the expansion of our <u>membership when welcoming IFA 7</u> into the fold.

## Sport Integrity Insider

ur year culminated with the Anti-Corruption Week, during which we articulated our position and perspectives broadly, including through the publication of leading op-eds across multiple languages, calling upon the sports community to unite against corruption. In line with this message, we facilitated global stakeholders to join our campaign and sign the New York Declaration on Financial Integrity and Transparency in Sport. Fittingly, we also announced the SIGA FITS FORUM Lisbon 2025, on 27 January 2025 - a thought-leadership event poised to galvanize the brightest minds in Sport Integrity and deliver tangible action, whilst kick starting the year with a bang.

Our growth mindset was palpable in the closing months of 2024, and our trajectory of expansion and delivery is now in full motion as we look forward to what 2025 will bring. For everyone who believes the moment to embrace integrity-driven reform in Sport is now, the opportunity to make a difference is now. Join us, work with us and make 2025 a year to remember.

Thank you for shouldering with us on this journey. Together, we will continue shaping a future where Sport is governed, played, and cherished under the highest standards of integrity.

Yours sincerely,

Emanuel Macedo de Medeiros Global CEO, SIGA



## Top Story.

# Sport Integrity Week 2024 Drives Worldwide Action

he Sport Integrity Week 2024 reaffirmed its global impact and reach, uniting leaders, experts, and key stakeholders over seven days devoted to Integrity in Sport. Embracing the motto #SideWithSIGA for Inclusive and Sustainable Sport, this year's edition welcomed new countries - Argentina, Ghana, Nigeria, Saudi Arabia, and Turkey into the global conversation. SIGA forged valuable partnerships with influential thought leadership events such as Cityscape Global and Sports Summit. Notable highlights included the addition of new hosting partners, the involvement



of prominent football clubs - São Paulo FC (Brazil) and Belenenses (Portugal) - the introduction of new SIGA Champions - football legends like Sol Campbell, Gilberto Silva, and Nicola Innocentin, and the staging of two celebrated football matches that embodied the spirit of Integrity in Sport.

From dozens of activities across the globe to the inspiring contributions of more than 100 speakers, the Sport Integrity Week 2024 proved that striving for excellence resonates universally. Check the next pages for all you want to know about #SIW2024.





**Sport Integrity Forum Latin America** 

SIGA LATIN AMERICA inaugurated Sport Integrity Week 2024 in São Paulo, uniting nearly 300 professionals from across the Brazilian Sport ecosystem, government, business, and civil society. Hosted at MorumB-IS Stadium with São Paulo Futebol Clube and UOL as key partners, the Sport Integrity Forum Latin America tackled pressing issues like good governance, financial transparency, betting integrity, youth development, diversity, inclusion, technology, and sustainability.

Watch Now



Scouting Talks: Who and How? Scouting Talks: "Who and How?" hosted by CF Belenenses at their Stadium, in Lisbon, and the Portuguese National Association of Football Scouts explored best practices in youth recruitment. Experts highlighted the crucial role of ethical scouting in safeguarding the future of Sport.









GOTHENBURG, SWEDEN (STREAMING WORLDWIDE) Sports Management Podcast featured Roberto Armelin (Risks and Compliance Executive-Director, São Paulo FC; co-chair, SIGA LATIN AMERICA Permanent Committee on Good Governance in Sport) and host Marcus Filipsson, offering fresh insights on Sport Integrity. The Sports Management Podcast is one of the SIGA Media Partners.

Sports Management Podcast: SIW Special Edition The SIW2024 Special Edition of the

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## SIW2024 at Cityscape

Global 2024 SIW2024 at Cityscape Global 2024 took Sport Integrity to Saudi Arabia for the first time, celebrating the inaugural year of the partnership. Three sessions — including a keynote by SIGA's Global CEO, Emanuel Macedo de Medeiros - engaged key industry figures and SIGA Champions to spotlight the power of Integrity to transform Sport.

Watch Now

Creating your Legacy: Women Paving the Way for Accessibility, Leadership and Careers in Sport LaChica Sports hosted the webinar "Creating Your Legacy," highlighting women breaking barriers and elevating careers in Sport. Panelists emphasized the power of accessibility, mentorship, and strong leadership in shaping a more inclusive sporting future.



Directo

social

## Watch Now

ARMELIN tivo de ESG, mplimiento alo FC

ANDRES MARTIN PATON URICH Asesor Legal, AFA

PABLO PEREL, Coordinador de Género y Derechos Humanos, Racing Club



Olé Sports Summit Argentina The Sport Integrity Week made its Buenos Aires debut in partnership with Sports Summit, tackling the challenges of South American football governance and best practices. Leading voices from clubs and federations shared insights on strengthening Integrity and accountability to shape a brighter future for Sport.

Watch Now

## 5 | **SIGA** inMotion



Integrity Simposium: Ponta Delgada Football Association

The Ponta Delgada Football Association brought together experts to tackle challenges facing Azorean Sport, including sports betting threats and matchfixing. As a proud SIGA Member, Ponta Delgada FA underscored the region's commitment to ethical governance and protecting the future of Sport.

Webinar: Ethics and Integrity in Modern Sport SIGA member ANDIF hosted a webinar featuring sports lawyers Pedro Berjano and Jerry Silva, to discuss the role of robust legal frameworks in safeguarding Sport. Attendees explored strategies for ensuring greater accountability, transparency, and ethical conduct in the sporting world.



HOSTING PARTNER Associação Nacional de Dirigentes de Futebol Futsal e Futebol de Praja

## Webinar: Ethics and Integrity in Modern Sport

## 14 NOV 2024 18:30 STREAMING WORLDWIDE

Watch Now



Webinar: How Gambling Harm Education Programmes Maintain Sporting Integrity EPIC Global Solutions hosted "How Gambling Harm Education Programs Maintain Sporting Integrity," featuring insights from Scott Davies, Martin Bland, and Greg Swift. They spotlighted the critical role of education in mitigating gambling-related threats and preserving trust in Sport.

Watch Now



SIGA Youth Forum The SIGA Youth Council hosted the "SIGA Youth Forum: The Ethical Use of AI in the Sports Industry," bringing together emerging leaders. Speakers explored AI's potential to elevate performance and fairness in Sport while stressing the need for responsible oversight and ethical standards.

Watch Now

Seminar: Promoting Integrity, Fixing the Challenges to Sustainable Sport in Ghana "Promoting Integrity, Fixing the Challenges to Sustainable Sport in Ghana" became SIW's first in-person event in Africa, hosted by the National Sports Authority of Ghana. The seminar explored governance, female leadership, and financial transparency, marking the start of a promising collaboration with SIGA.









Manifesto for Sustainable Sport

**15 NOV** 2024

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Manifesto for Sustainable Sport During Sport Integrity Week 2024, SIGA LATIN AMERICA unveiled a groundbreaking Manifesto advocating environmental stewardship, sustainability, and social responsibility as integral components of Sport Integrity. This bold initiative proposes a fifth pillar of Universal Standards: Environment, Sustainability, and Social Responsibility in Sport.

**Download** 





Webinar: Building a Culture of Integrity - Strengthening Sport Laws and Regulations in Africa "Building a Culture of Integrity— Strengthening Sport Laws and Regulations in Africa", hosted by the Initiative for Development Through Sport, brought together key voices to spotlight the need for robust legal frameworks. Panelists emphasized policy reforms, collaboration, and accountability as cornerstones for ensuring trust and transparency in Sport.

Watch Now

Ethics Sports Summit Ethics Sports Summit in Sorocaba, Brazil marked the first collaboration between SIGA and Panathlon Club, emphasizing doping, ethics, and match-fixing in Sport.

Industry leaders joined forces to champion best practices and reinforce integrity across all levels of Sport.









Women's Leadership and Governance in Sports



Women's Leadership and Governance in Sports

"Women's Leadership and Governance in Sport" became SIGA's inaugural event in Turkey, hosted by Bahçeşehir University and featuring prominent voices from across Turkish Sport. Panelists stressed the urgent need for inclusive leadership structures and robust governance to champion female participation and drive equitable progress.



Pelé Pequeno Príncipe Legends Match The Pelé Pequeno Príncipe Legends Match brought together former FC Barcelona stars and Brazilian football legends at Curitiba's Ligga Arena, providing a memorable finale to Sport Integrity Week 2024. Thousands of fans witnessed world-renowned players display their enduring skill and passion, underscoring how Sport can unite communities and celebrate excellence.



**Football Integrity Match. A Powerful Finale** Despite an initial weather-related postponement, the Football Integrity Match capped off Sport Integrity Week 2024 with passion and purpose at the renowned MorumBIS Stadium. Organized with São Paulo Futebol Clube, it brought together over 300 participants and nearly 150 players across three matches. Each team represented vital social causes - combating racism, promoting gender equity, supporting mental health, and driving sustainability - showcasing the unifying power of Sport to inspire progress.

From the field to the stands, everyone involved embraced the role of Sport in building a more inclusive society. This match demonstrated that football can do more than entertain — it can spark meaningful action and empower communities.











Sport Integrity Week 2024

SIGA's CEO Closing Message

Play vídeo



## Expansion.

# Football Legends join SIGA Champions Programme

xpanding its ambassador program to 23 members, the Sport Integrity Global Alliance (SIGA) welcomed four new SIGA Champions during Sport Integrity Week at Cityscape Global 2024. Gilberto Silva (Brazil), Nicola Innocentin (Italy), and Sol Campbell (England) join a distinguished group of athletes and coaches committed to promoting the highest standards of Integrity in More info



Sport. They will leverage their global influence, professional experience, and public platforms to foster ethics, transparency, and inclusive values within the sporting community, as emphasized by current SIGA Champion Louis Saha and SIGA's Global CEO, Emanuel Macedo de Medeiros.



## 10 | SIGA inMotion

## Expansion.

# IFA7 is SIGA's latest Member

n December 2024, The Sport Integrity Global Alliance (SIGA) welcomed the International Football Association 7 (IFA7) as its newest Member, cementing an expanded partnership that underscores SIGA's mission to drive integrity, good governance, and transparency in Sport. With this move, IFA7 commits to implementing SIGA's Universal Standards on Sport Integrity and achieving certification through the Independ-



ent Rating and Verification System (SIRVS).

As SIGA serves as the "Official Integrity Partner" for IFA7's Legends Cup and the 2025 World Championship, the alliance will promote meaningful reforms that strengthen Sport's ethical foundation, advancing positive change for athletes, fans, and communities worldwide.

More info





## Thought Leadership. SIGA Calls for United Action Against Corruption in Sport

n a powerful op-ed marking Anti-Corruption Week 2024, SIGA's Global CEO, Emanuel Macedo de Medeiros, urges the entire Sport ecosystem - governments, federations, leagues, clubs, sponsors, media

Read the op-ed

rights holders, and fans - to join forces and tackle corruption headon. Citing the New York Declaration on Financial Integrity and Transparency in Sport, he advocates for embracing SIGA's Universal Standards and fostering greater accountability, and invites all stakeholders to walk the talk.





**Thought Leadership** 

# SIGA and PwC Unite to Discuss the Hard Truths on Financial Integrity and Transparency in Sport

Integri-Sport he Global Alliance ty (SIGA) and SIGA Europe have officially announced that the international forum on Financial Integrity and Transparency in Sport (FITS Forum) will be held in Lisbon, marking its return to Europe on January 27, 2025. Hosted by PwC Portugal during the week celebrating SIGA's 8th anniversary, the event will bring together key figures from governments, regulatory authorities, Sport governing bodies, and business to tackle emerging challenges - ranging from investment funds in club football and multi-club ownership to anti-money laundering measures at both European and global levels.

Following the success of the New York FITS Forum and the landmark New York Declaration that called for collective global action, the Lisbon edition will delve deeper into ways to strengthen governance frameworks and combat financial crime in Sport. By offering panels with senior representatives and anti-corruption experts, this forum aims to inspire tangible reforms and elevate accountability across borders.

More info

and Registration

## First Speakers Announcement





António Brochado Correia

Athena Constantinou



César Chaparro Yedro



Macedo de Medeiros









Cavanna

## 12 | SIGA inMotion



Thought Leadership.

# SIGA Youth Council statement of support for SIGA's Anti-Corruption Week

uring Anti-Corruption Week, the SIGA Youth Council raised its collective voice, emphasizing that protecting Sport Integrity is not a choice, but a shared responsibility. They underscored the urgent need to confront corruption —through strict

application of integrity standards, education, collaborative governance, protection for whistleblowers, and innovative solutions. Championing the global #SideWithSIGA movement, the Youth Council urged all stakeholders to commit to transparency, accountability, and stronger action. This call to uphold universal integrity principles and ensure a corruption-free environment reflects the next generation's unwavering determination to safeguard the values that make Sport a true beacon of excellence.fans, and communities worldwide.

**Read the statement** 

## Thought Leadership.

## New Sport Integrity Journal Edition Highlights Anti-Corruption and Financial Integrity in Sport

The Sport Integrity Global Alliance (SIGA) launched the seventh edition of the Sport Integrity Journal (SIJ), dedicated to Anti-Corruption and Financial Integrity in Sport. Released at the close of SIGA's Anti-Corruption Week 2024, this edition aligns with the New York Declaration on Financial Integrity and Transparency in Sport and reinforces SIGA's commitment to elevating ethical standards, enhancing accountability, and promoting transparency across the global sports landscape.

This issue features a diverse range of contributors — from policymakers and legal experts to academics and youth

representatives — offering practical measures, best practices, and thoughtful insights. Topics cover strategies to prevent illegal activities, bolster financial safeguards, improve oversight, and encourage stronger global cooperation. Ultimately, the SIJ aims to galvanize stakeholders — federations, leagues, clubs, sponsors, athletes, fans, and regulators — to sign the <u>New York</u> <u>Declaration</u> and take meaningful steps toward a corruption-free sporting world.

Download





Institutional Relations.

SIGA and Ministry of Finance Forge Cooperation for Sports Betting Integrity in Brazil

IGA and SIGA LATIN AMERICA signed a significant Technical Cooperation Agreement with the Brazilian Ministry of Finance, represented by the Department of Prizes and Betting. This agreement, further solidifying SIGA's commitment to advancing Sports Integrity in Brazil, will enable the exchange of information, the monitoring of sports betting systems, and the identification of suspicious activities, including irregular betting patterns that may suggest attempts to compromise the integrity of sporting events and participants in Brazil.

Key objectives of the TCA include the sharing of information, ex-



pertise, and best practices between the parties while respecting legal confidentiality; training and capacity building through regular meetings, conferences, workshops, and other initiatives to increase awareness of sports integrity issues; the promotion of SIGA's Universal Standards on Sport Integrity, emphasizing Good Governance, Financial Integrity, and Sports Betting Integrity; and cooperation with sports organizations, public authorities, betting operators, academia, and other relevant sectors.







## Initiative

# SIGA LATIN AMERICA Launches Landmark Manifesto for Sustainable Sport

IGA Latin America has released a groundbreaking Manifesto for Sustainable Sport, unveiled during Sport Integrity Week 2024, calling on the Global Sports Community to champion environmental stewardship, sustainability, and social responsibility. Marking the start of SIGA's fifth pillar of Universal Standards on Sport Integrity, this initiative complements the existing standards on Good Governance in Sport, Financial Integrity, Sports Betting Integrity, and Youth **Development & Protection. Through** SIGA's Independent Rating and Verification System (SIRVS), the Manifesto will guide the implementation of robust practices that drive transparency and accountability across the Sport Industry.

Reinforcing the unique regional focus of SIGA Latin America while remaining aligned with SIGA's global

leadership, including General Director

Anabela Fialho, participants addressed

and strategies to remove barriers for

concluded with an exchange of gifts:

athletes with disabilities. The visit

APCL presented a Boccia-themed

artwork to SIGA's Global CEO, while

SIGA gifted personalized jerseys to

both APCL and Cristina Gonçalves,

in inclusion and integrity.

the need for resources, societal support,

vision, the Manifesto commits to preserving biodiversity, tackling climate change, and promoting responsible operations. Its objectives include fostering sustainability literacy, organizing forums and academic projects, and establishing a wide network of public and private partners, culminating in the pledge to contribute to COP30 in Belém, Brazil (2025).

**Download the Manifesto** 

## Initiative.

## SIGA, Cristina Gonçalves, and APCL Join Efforts to Promote Inclusive and Sustainable Sport

A SIGA delegation led by Emanuel Macedo de Medeiros, Global CEO, and Nuno Perestrelo, Senior Director of Communication, Media & Thought Leadership Events, joined SIGA Champion Cristina Gonçalves at the Lisbon Association on Cerebral Palsy (APCL) for a hands-on Boccia training session. This visit exemplified SIGA's commitment to fostering inclusion in Sport, as the group learned about the challenges faced by para athletes and witnessed the determination that earned Gonçalves two Paralympic gold medals (Athens 2004 and Paris 2024), among other accolades.

During discussions with APCL's



underlining the organization's dedication

to building a global Sport culture rooted







Sport Integrity Insider



## Latin America.

# Expanding regional outreach through meaningful initiatives





etween October and December, SIGA LAT-IN AMERICA took significant steps toward consolidating its continental relevance.

Among other important milestones, already noted in this newsletter, it is worth highlighting the working meeting held with André Fufuca, Brazil's Minister of Sport, the Federal Police, and the Office of the Comptroller General.

Finally, special mention goes to the SIGA Women Special Session in Brazil, which brought together around 30 female leaders, all committed to SIGA's cause of promoting female leadership and gender equity in sport.

<image>

Sport Integrity Insider

## 16 | **SIGA** inMotion

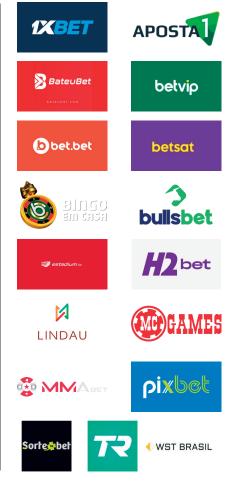


Special Session.

# Global CEO welcomes new SIGA Latin America members from the betting sector

IGA LATIN AMERICA hosted a special session on Sports Betting Integrity with the participation of its 17 members, who are in the process of obtaining a license to legally operate in the Brazilian market. All members reaffirmed their commitment to our global reform agenda and our Universal Standards on Sports Betting Integrity.





### Closing

# SIGA's Chair New Year message





## **COMING IN 2025**

## JANUARY

SIGAWomen Council: Inception Meeting Lisbon, Portugal 24 January

FITS Forum 2025 Lisbon Lisbon, Portugal

SIGA Women Financial Literacy Session Lisbon, Portugal 27 January

FEBRUARY Start of the 6th Cycle of the SIGAWomen Global Mentorship Programme February

1st 2025 SIGA Permanent Committees Week
17-21 February

SIGA Members Club: Dinner-Debate New York, USA **27 February** 

MARCH SIGAWomen USA USA 7-11 March

SIGAWomen – Chapter Brazil: Launch Event Brazil March

#### **APRIL**

SIGAWomen - Chapter UAE . Launch Event Dubai 8-9 April

#### MAY

1st 2025 SIGA LATIN AMERICA Permanent Committee Ordinary Meetings May

SIGAWomen Lunch - Debate Lisbon, Portugal 23 May

SIGA Members Club – Debate Munich, Germany 29 May

#### JUNE

SIGA LATIN AMERICA - Sports Betting Integrity Forum São Paulo, Brazil 3 June

The Sport Integrity Forum: Good Governance & Transparency in Sport

Launch of the Sport Transparency Index Brussels, Belgium 18 June

## SEPTEMBER

SIGA Sport Integrity Awards TBD September

2nd 2025 SIGA LATIN AMERICA Permanent Committee Ordinary Meetings Online September

#### **NOVEMBER**

Sport Integrity Week 2025 Global 10 - 16 November

Sport Integrity Forum Latin America 2025 São Paulo, Brazil November

Football Integrity Match 2025 São Paulo, Brazil November

### DECEMBER

Independent Study on the Future of Football in Brazil – Final Conference Brazil December

SIGA 2025 Anti-Corruption Week Online 8-12 December

SIGA Members Club: Dinner Debate Paris, France 10 December