LEADING THE WAY FOR SPORT INTEGRITY WORLDWIDE
ABOUT SIGA

The Sport Integrity Global Alliance (SIGA) is the world’s largest coalition in the field of sports governance and integrity. Supported by more than 100 international multi-industry members and partners, SIGA is an independent and neutral membership-based global organisation whose mission is to bring about meaningful reforms and enhance the integrity of all sports.

SIGA is the only organisation to bring together sport, governments, academia, international organisations, sponsors, business, rights holders, NGOs and professional services companies, from every region in the world. It mobilises positive power and sound influence of all key stakeholders around a common cause: to foster greater integrity in sport. Incorporated as a not-for-profit association and headquartered in Geneva with offices in London, Brussels and Washington DC, SIGA is expanding rapidly.

SIGA’s purpose is to preserve the integrity of sport worldwide, safeguarding its positive values and vital role for the benefit of all citizens and future generations.

VISION

SIGA works towards a vision of sport played and governed under the highest integrity standards, free from any form of unethical, illicit and criminal activity, to safeguard sports values and ensure its positive impact and benefits to all citizens.

MISSION

The mission of SIGA is to provide global leadership, promote good governance and safeguard the integrity of sport through a set of universal standards operated by an independent, neutral and global body.

SIGA AMERICA

In pursuance of SIGA’s global mission, SIGA AMERICA was recently incorporated as a 501(c)(3) organisation, headquartered in Washington, DC.

Aligned with SIGA, SIGA AMERICA’s mission is to provide strategic leadership and promote and safeguard the highest governance and integrity standards across sport.

An advisory board is being established and resources secured to fully operationalise and implement SIGA’s mission in the U.S.

The Sports Integrity Forum VI will be powered by SIGA AMERICA at the New York Athletic Club in March 2020.
MEMBERS AND PARTNERS

“The challenges facing sport and society cannot be resolved by individual action. Knowledge sharing and constructive dialogue are essential to make sure that organisations are in the best position to tackle those issues. This agreement with SIGA, a valued partner and a global leader on sport integrity, is therefore an important step in this direction.”

Aleksander Čeferin, President, UEFA

“Mastercard has supported SIGA’s reform agenda since the early days as we believe that from a sponsor’s perspective, preserving sport integrity is integral to protecting our investments and reputation.”

Michael Robichaud, Senior Vice President, Global Sponsorship, Mastercard

“The efforts of the SIGA Sport Integrity Forum to highlight the unparalleled ability of sport to support peace, foster innovation and drive development are to be welcomed. By exploring the importance of integrity, the Forum will promote insights that are relevant beyond sport: respect for integrity – a universal commitment to “play by the rules of the game” – is indispensable to establish trust in the multilateral order and support the success of the United Nations. It is a vital precondition for achieving a better and more peaceful world.”

Michael Møller, Director General of the United Nations Office at Geneva

“Sport integrity is not mainly a matter of compliance with standards for elite competitions but an important vector for citizenship, justice and security. We are pleased that SIGA accepted our proposal to use its collective intelligence and convening power to carry out this project of a ‘Business case for investing in sport integrity’.”

Nada Al-Nashif, Assistant Director-General for Social and Human Sciences, UNESCO

“The President’s Council on Sports, Fitness & Nutrition looks forward to working with SIGA on making a collective impact in the sport integrity space. There is so much to be done in the United States, not only to encourage more kids to play sports but also ensuring that they have access to the resources that keep them safe.”

Holli Richmond, Former Executive Director of the U.S. President’s Council on Sports, Fitness & Nutrition

“The organisational missions of SIGA and NFF naturally align. We share an understanding that sports participation fosters a sense of community, develops leaders and positively impacts society […] We look forward to working with SIGA to advance our collective vision of safeguarding and advancing the benefits of sport for all.”

Clay Walker, Executive Director of the US National Fitness Foundation

“We are honoured to be associated with this vital initiative [SIRVS] and BSI looks forward to playing its part in transforming the integrity of global sports.”

Steven Wilson, Business Development Manager, British Standards Institution
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<thead>
<tr>
<th>Date</th>
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<th>Events</th>
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<tr>
<td>November 2015</td>
<td>New York</td>
<td>Agreement to develop a Sport Integrity Global Alliance (SIGA)</td>
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<td>February 2016</td>
<td>London</td>
<td>• 1st SIGA General Meeting (ICAEW)</td>
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<td>• Statement of Intent &amp; Declaration of Core Principles</td>
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<td>February 2016</td>
<td>Madrid</td>
<td>• +50 organisations sign Declaration of Core Principles and Statement of Intent</td>
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<td>• Launch of SIGA as a global, independent and neutral sport integrity coalition</td>
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<td>June 2016</td>
<td>Paris</td>
<td>• Approval of SIGA Concept</td>
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<td>• Appointment of SIGA ad Interim Council &amp; Coordinator</td>
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<td>• Approval of Co-Chairs of Steering and Working Groups</td>
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<td>September 2016</td>
<td>Cascais</td>
<td>• Approval of SIGA Universal Standards and SIGA draft Constitution</td>
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<td>January 2017</td>
<td>London</td>
<td>• SIGA officially incorporated as a legal entity</td>
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<td></td>
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<td>• SIGA Constitution signed by 30 Founding Members</td>
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<td>• 1st Edition of the SIGA Sport Integrity Forum</td>
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SIGA enters into partnership with US Department of Health and Human Services, President’s Council on Sports, Fitness & Nutrition to promote sport integrity across America and worldwide.

SIGA Cooperative Agreement with UEFA to work together to raise awareness of all threats to the integrity of football and to establish a legal framework for the promotion and protection of the integrity of football, to foster the implementation of the highest standards across sport, and football in particular, in terms of good governance, integrity, ethics and protection of youth.

SIGA AMERICA incorporated and headquartered in Washington, D.C.
The purpose of SIRVS is to assess and rate the sporting organisation’s level of implementation of, and compliance with, the SIGA Universal Standards.

SIRVS will help organisations assess their progress towards meeting the integrity standards and ensure the support of sponsors, fans, and all who depend on sport to uphold the highest level of good governance, financial and sports betting integrity, and safeguarding of athletes.

SIRVS is what the sponsors and those that invest in sport are demanding to give them the certainty that their investments are protected from the risk of reputational damage.

“In SIGA and its independent rating and verification system will be the game changer that the sport industry needs.”

Michael Robichaud, Senior Vice President, Global Sponsorship, Mastercard

“Reputational risk keeps us awake at night... There is currently nothing out there for sponsors to evaluate their investments. We are a SIGA Founding Member and Qatar Airways is excited about SIGA’s Rating System. We will use this tool when carrying out our due diligence.”

Babar Rahman, Head of Global Marketing, Sponsorships and IFE & Connectivity, Qatar Airways

In order to ensure impartiality, objectiveness and independence, SIGA appointed a third party to operate the system, with SIGA retaining overall supervision and strategic control and intellectual property rights.

With BSI at the helm, the new SIRVS tool will usher in a new era of enhanced governance, integrity, transparency and accountability across the sports industry.

“SIGA’s Independent Rating Verification System, with its rigorous measurement of compliance of universal integrity standards, offers a unique opportunity to those organizations to serve as beacons in sports integrity.”

Suzanne Hayden, Former Senior Adviser to the United States Departments of Justice and Treasury
The SIGA Universal Standards are at the very heart of SIGA’s reform agenda. The four SIGA Universal Standards are aimed at tackling the growing issues facing sport in the most comprehensive and efficient way. This includes ensuring good governance of associations, leagues and clubs; the financial integrity of all entities with any involvement in sports; the integrity on all fronts of sports betting; and finally, ensuring youth development and protection of minors for the coming generations of athletes.
Bronze

- Ensure fair and free elections, for instance by creating:
  a) a fair allocation of votes among members,
  b) equal opportunities for members to voice opinion and stand for election
  and c) an independent election committee to ensure that election rules are followed

- Make public all open positions for elections and appointments
  including the process for candidates and full details of the roles, job descriptions, application deadlines and assessment

- Conduct independent due diligence / integrity checks on all candidates for office,
  whether applying to join the Board, Committees, judicial functions or to perform an executive function in the organisation

- Ensure that judicial processes are free from political influence

- Establish a right of appeal to an impartial body (e.g. Court of Arbitration for Sport), including a globally accepted standard of dispute resolution

Silver

- Make sure that members are encouraged to participate in the annual meeting/general assembly, for instance by:
  a) encouraging them to stand for election to the Board; and b) making sure that they cannot grant authority to anyone else to vote on their behalf

- Publish eligibility rules for candidates for election

- Allow candidates for elections a possibility to present in an open forum their vision/programmes while ensuring equal treatment for all candidates

Gold

- Ensure independence of and clear separation of power between organisational bodies with legislative, executive, and judiciary responsibilities, for instance by not allowing the persons who make the rules to also be members of bodies which:
  a) monitor adherence to the rules, b) consider cases of potential breaches of the rules, c) consider appeals on sanctions for proven cases of breaches to the rules, and by also not allowing members of these bodies to be a member of any of the other bodies

- Publish all decisions of disciplinary bodies and related sanctions

• Universal Standards – “living document”

• Inclusive multi-stakeholder consultation process

• Gradual, progressive implementation plan with transition period

• Not all standards apply to all organisations

• Organisations self-assess and self-select category of implementation

• Independent assessment by SIGA

• Organisations encouraged to reach the highest level possible, cognizant of means and resources available
WHITE PAPER ON SPORT INTEGRITY

The White Paper on Sport Integrity will focus on SIGA’s 4 key areas:

• Good Governance in Sport
• Financial Integrity in Sport
• Sports Betting Integrity

Beyond this, and whilst outside the current remit of SIGA expertise, in order to have a holistic vision of Sport Integrity, the White Paper on Sport Integrity will also seek specific guidance from existing regulatory authorities and key stakeholders in order to assess the current landscape on the two following external areas:

• Safety & Security in Sport
• Anti-Doping

SIGA GLOBAL MENTORSHIP PROGRAM ON FEMALE LEADERSHIP IN SPORT

The SIGA Global Female Mentorship Program is a worldwide, action-orientated mentorship program to support and encourage future female leaders in sport to reach their potential. It creates invaluable experiences and opportunities for aspiring women to learn from current female leaders.

“Representing matters. Diversity in business, at all levels and in all areas has proven to be a contributing factor to a company’s success. I was pleased to join SIGA on this exciting panel and look forward to the global female mentorship program, which is sure to provide a meaningful experience for all involved.”

Melanie Le Grande, Vice President, Social Responsibility, Major League Baseball

“I am personally committed to building leaders from a variety of backgrounds and experiences and providing education, mentoring, and support to further that goal. I am therefore so delighted to be one of SIGA’s Global Mentors.

I look forward to supporting young female leaders in the sports industry, and further promoting the need for diversity in leadership positions around the world by partnering with SIGA on this very important program, and I thank them for creating this opportunity for the next generation of women leaders.”

Ling-Ling Nie, Chief Compliance Officer & Assistant General Counsel at Panasonic Corporation of North America, who is one of SIGA’s Global Mentors
The sport industry is facing mounting challenges to its integrity, thus, in conjunction with a robust and adequate regulatory framework and enhanced international cooperation involving all key stakeholders, governments need to increase their investment in the protection of the integrity of sport. To that end, SIGA partnered with UNESCO and will present an evidence-based case demonstrating the political, economic and social benefits of the protection of the integrity of sport and, notably, the return on investments in this area.

Research and in-depth industry knowledge underpin our thought leadership initiatives and reform agenda. The SIGA University Global Network is a coalition of global leading universities whose objective is to develop a series of joint initiatives in the field of sport governance and integrity including developing Masters level curricula on Sports Integrity, thought leadership projects, research on a wide number of key topics and other initiatives of common interest. The network includes: George Washington University; The High Institute of Law and Economy of Spain; The Institute of Legal and Political Sciences and the High institute of Economic, Finance and Fiscal Law both of the Law School of Lisbon University; the Link University from Rome; amongst others.

Athletes have a huge role to play and embody the values SIGA advocates: fair play, honesty, teamwork and integrity. SIGA Champions is a network of highly influential current and retired athletes that serve as ambassadors for the organisation. Our athlete ambassadors are crucial in helping generate awareness about SIGA and the role it is playing in safeguarding the integrity of sport.

If you are interested in partnering with us on any of our thought leadership initiatives, please contact info@siga-sport.com.
SIGA hosts several thought leadership events during the course of a year in order to galvanize support and act as a catalyst of change to promote our sport integrity reforms of the entire industry. A sample of the events is set out below, if you are interested in participating, speaking or partnering with SIGA on a similar event, please contact event@siga-sport.com.

EVENTS AT A GLANCE

SIGA SPORT INTEGRITY FORUM

Sport Integrity Forums – The SIGA Sport Integrity Forum is the largest and most impactful event on sport integrity worldwide. It convenes on an annual basis the most influential decision makers and leading organisations to address the most pressing issues facing sport to promote collective action to meet the challenges facing the industry.

SOME OF THE MOST SENIOR REPRESENTATIVES FROM THE GLOBAL SPORTS INDUSTRY AND INFLUENTIAL BRANDS HAVE PARTICIPATED IN PREVIOUS FORUMS:
OTHER EVENTS INCLUDE

Inter-Regional Summits

SIGA Regional Summit, Kosovo, September 2018

SIGA Expert Summits

SIGA Expert Summit, Porto, 8 May 2018

SIGA Debates

SIGA Lunch Debate, London 26 June 2018

SIGA Special Sessions

SIGA Special Session on Female Leadership in Sport, Washington, 7 March 2019

SIGA Special Session on Female Leadership in Sport, Sorbonne, Paris, 28 June 2019
The funding of our coalition is comprised of several income sources. One of these income sources are membership fees. All Members contribute to SIGA’s funding in accordance with their own means.

However, at SIGA, membership is about much more than just money. Members offer invaluable insight and expertise in a variety of areas, which, when combined together, form an effective coalition of like-minded individuals.

**SIGA Members enjoy the following benefits:**

- Exclusive complimentary participation in all SIGA events, including the flagship Annual Sport Integrity Forum.
- Supports the implementation of the highest integrity standards by delivering bespoke training, education and capacity building to its Members.
- Excellent, exclusive networking opportunities with like-minded sports senior executives, decision-makers from diverse sectors and experts in the field of good governance, sports law and anti-corruption and global business.
- SIGA Members’ logos are displayed on the SIGA website and benefit from SIGA’s social media channels to circulate relevant information to other members and interested parties.
- Complimentary delegate passes to Soccerex Conferences worldwide, discounts with partners such as Qatar Airways and many more...

“In sport’s ever-changing landscape, as challenges mount and sports organisations become an increasingly easy target for unscrupulous individuals and criminal organisations, the need for an organisation that provides global leadership, credible solution and concerted action is greater than ever. SIGA responds to that quest.”

**Cindy McCain, Founder, McCain Institute**

“SIGA will play an essential role in the modernisation of governance in global sport.”

**Brian Lewis, President, Caribbean Association of National Olympic Committees (CANOC); President, Trinidad & Tobago Olympic Committee (TTOC)**

For the full list of benefits, visit [www.siga-sport.com/membership-benefits](http://www.siga-sport.com/membership-benefits)

**TO BECOME A SIGA MEMBER**

Be an active agent of the change you want to see in Sport. Help us to lay the foundations for a deeper level of integrity, transparency and good governance throughout sport and enjoy these exclusive benefits. Please contact SIGA at [info@siga-sport.com](mailto:info@siga-sport.com) to become an official SIGA Member.