Getting It Done!

PROGRESS REPORT

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18 March - 03 April

GENEVA | LONDON | BRUSSELS | WASHINGTON DC
Leading the Way for Sport Integrity Worldwide
What defines us, as individuals and organisations, are the choices we make in life.

Our choice was made on 18 March. In response to the ongoing global pandemic and incoming economic crisis, we launched #SIGASTRIVES.

We promised 30 “boosting measures” and initiatives across 60 working days. This week, we deliver the 6th and 7th #SIGASTRIVES Boosting Measures, and further Measures are underway.

I said it before and I say it again: we, humans, are resilient. We are tough. We adjust, we adapt, we prevail – even in the most adverse circumstances. This time, standing united, we are doing exactly that.

We must take this global health crisis and incoming recession very seriously.

But we must remain active, productive and confident. We must continue pushing for Sport Integrity. Better days will come and sport will return to the pitches, tracks and streets. When it does, we need to be ready.

Sport – Clean Sport - will be one of the main psychologic, social, economic drivers of the post-Coronavirus period. For that to happen, we must keep striving. Organised crime and unscrupulous individuals are not taking time off. So, why would we?

Thanks for wearing the “SIGA shirt.” Your constructive support and active engagement have never been more important than now.

Emanuel Macedo de Medeiros
CEO, SIGA / Chairman & CEO, SIGA AMERICA
GETTING THINGS DONE!

FIRST SEVEN BOOSTING MEASURES LAUNCHED.
MORE UNDERWAY

With your support and active engagement, we are making significant strides.

We launched #SIGASTRIVES.

We kicked-off a large-scale partnership with the United Nations Interregional Crime and Justice Research Institute (UNICRI) to prevent corruption and other types of crime in Sport.

We registered SIGA on the European Union’s Transparency Register.

We expanded our community and welcomed the Laureus Foundation USA as our newest committed supporter.

We issued a public call to prospective technology partners to assist us in delivering virtual training, education and capacity building programmes, to enhance our digital communication with our membership base and wider sporting industry.

We partnered with the Foundation for Global Community Health to offer Brain Breaks to youth and families who are confined to their homes during this global pandemic and further promote sport integrity.

We announced an important cooperation with Inside World Football, anchored on two impactful editorial projects: the “4 Questions for 4 Leaders” and the “SIGA Sport Integrity Bulletin”.

Finally, we announced the creation of a multi-stakeholder, expert-led Task Force to develop the SIGA Universal Standards on Youth Development & Child Protection in Sport.

More, much more, will be unveiled next week. In the meantime, stay tuned, stay engaged and help us to promote #SIGASTRIVES. Help us to get things done!
GETTING THINGS DONE!

SIGA ExCo
INTENSIFIES ACTION

The SIGA Executive Committee has focused its energies to meet the mounting challenges posed by the current global pandemic and its impact upon SIGA’s reform agenda and operations, as well as the wider sporting community.

Under the leadership of the CEO, strategic priorities were revaluated, roles and responsibilities were shared and daily conference calls were held to ensure efficient, coordinated and timely delivery of the #SIGASTRIVES Action Plan and other relevant matters.

We will continue moving forward on all fronts and keeping everyone up-to-date on the progress being made and on the new initiatives that are being prepared.

Similarly, SIGA’s internal and external communications and stakeholder outreach initiatives have been multiplied to ensure that our reform agenda keeps the momentum, our messages reach the aimed recipients, and all our Members, Committed Supporters and Partners are duly informed and actively engaged.

SIGA SEEKS TECHNOLOGY PARTNERS

SIGA has made an important public call to all Tech Companies with a view of establishing a potential partnership. The objective is to move the Alliance’s thought leadership events and bilateral outreach to a virtual platform, in order to expand, enhance and evolve SIGA’s digital and virtual engagements, outputs and experiences.

We are fundamentally looking to design, develop and deliver a range of content and interactive mechanisms that will provoke and facilitate engagement and interactivity online and via personal devices.

Should you be aware of any potential partner, please contact: tenders@siga-sport.com.
SIGA REINFORCES COMMS & MEDIA ACTIVITIES

SIGA’s internal and external communications and stakeholder outreach initiatives have been multiplied in response to the current challenges. The aim is to ensure that our reform agenda remains relevant and continues to gain traction.

Our message is having increasing impact, and all our Members, Committed Supporters and Partners are kept up-to-date and engaged.

During this period, SIGA has intensified its communications activities and media and social media outreach.

Check below some relevant news links:


The above press releases have been published by Inside World Football, Around the Rings, AIPS, Inside the Games and other media.
SIGA MEMBERS & COMMITTED SUPPORTERS WILL HAVE A DEDICATED WEB SECTION

SIGA Members and Committed Supporters will soon be able to enjoy a dedicated Members Section.

Through this dedicated web page Members will be able to showcase their activities and promoted services. Committed Supporters will also be able to enjoy the same benefits.

SIGA UPGRADES OFFICIAL WEBSITE

In order to facilitate navigation throughout the SIGA Website, we have made several improvements. One of those improvements consisted of creating of a tab under “initiatives”, specifically for #SIGASTRIVES, including the original press release and each of the Boosting Measures.

The link to our webpage is: https://siga-sport.com/sigastrives/

SIGA BRINGS MOVEMENT AND LEARNING INTO HOMES AROUND THE GLOBE

We ask all Members, Supporters and colleagues to help us get the word out to families across the globe regarding the availability of in-home sporting and learning activities. These educational movement video lessons, called Brain-Breaks ® are thanks to our partnership with the Foundation for Global Community Health. Over 300 hours of evidence-based activities from over 50 countries can be found at www.brain-breaks.com. Please share widely!
MESSAGES OF SUPPORT

“Sports integrity is not something to be worn as a badge of convenience, it is an ongoing process that has to evolve, educate, encourage better and best practice. Part of that is communicating information and activity - good and bad - covering a vast topic area from financial fraud and the involvement of criminal gangs, to match manipulation and sports betting integrity, discrimination, safeguarding, and honest and fair sports federation governance. The bulletin and SIGA’s access to key industry figures will allow us to build an important news and information resource. This will in turn build community and debate common values and initiatives.”

PAUL NICHOLSON
EDITOR IN CHIEF
INSIDE WORLD FOOTBALL

“Now more than ever, it is critical that we have safety policies and practices in place to protect athletes. The U.S. Center for SafeSport applauds those teams, sports leagues, and organizations that continue to make athlete safety their top priority. Together, we can end abuse in sport.”

JUAN RECO COLON
CEO
U.S. CENTER FOR SAFESPORT

“I’m honored to be part of this critical Task Force. Implementing and enforcing universal standards for Youth Protection in Sport is critical for ensuring that youth are provided with a safe and enjoyable sporting experience. Sport has a unique way of breaking down barriers, uniting diverse populations and bringing out the best in people; through these Standards, we hope to provide that opportunity for youth worldwide.”

KELSEY ERICKSON
SAFESPORT DIRECTOR, USA CYCLING

“We are so proud to offer the children of the world Brain Breaks for free. With the co-operation of international health, wellness, and academic leaders, whose persistence and action with passion, have helped us deliver these evidenced-based activity breaks that inspire kids to take action in creating a better world for themselves and others. We are excited to partner with SIGA and their vast network of international partners to bring movement and learning into homes around the world during this global pandemic.”

KRISTEN DIEFFENBACH
PRESIDENT, U.S. CENTER FOR COACHING EXCELLENCE (USCCE)

“Coaches are essential and influential at every level of sport, especially for youth and adolescent athletes. Coaches can have a positive impact on the quality of the experience, length of engagement, and the level of sport skill development. They are also responsible for creating safe environments and supporting the overall development of young players. Given the complexity and importance of the youth sport coaching role, the USCCE believes that it is essential that sport leadership organizations follow best practice guidelines for sport coach preparation and hiring and that they provide standards based sport coaching education and ongoing development support that are specific to the developmental needs of young athletes.”

USA DEEPY HEROTTI
ASSOCIATE PROFESSOR & DIRECTOR, SPORTS MANAGEMENT PROGRAMS

“We are proud to join SIGA as a Committed Supporter. Now, more than ever, our youth and families need connection. While we may not be on a pitch, in a gym or on a field together, sport creates a bridge that brings us together to face any storm. The character traits that are built through sport participation – teamwork, empathy, perseverance, leadership – are what will bring us through these difficult times and allow us to emerge stronger than ever. With SIGA, we will continue this important mission.”

KATHERINE ANDERSON
YOUTH PROTECTION COMPLIANCE OFFICER

“We believe it is our shared responsibility to create a safe and supportive environment for youth athletes and to promote a lifelong engagement in sports. By sharing Major League Baseball’s policies and implementation strategies for our baseball and softball youth programming and collaborating with our respective colleagues on the Task Force, I believe we can make great strides in the creation of universal protection standards for youth sports organizations.”

SIGA STRIVES
THANK YOU FOR YOUR SUPPORT