DELIVERY REPORT

30 BOOSTING MEASURES IN 60 WORKING DAYS

Leading the Way for Sport Integrity Worldwide
INTRODUCTION

The events of the last several months, which continue to unfold, are unprecedented. Times are challenging, and have called on us all to take courageous decisions and decisive, collective action.

It was with this spirit that SIGA, the world’s largest independent coalition in the field of Sport Integrity has launched a global campaign by way of response to the extremely adverse impact of the Coronavirus upon the world of sport and the wider industry: the “SIGA STRIVES” Action Plan.

STRIVES stands for:

• Succeed through,
• Thought leadership,
• Resilience,
• Innovation,
• Values and
• Ethics in
• Sport.

SIGA STRIVES was designed to overcome adversity and ensure progress in the field of sport integrity, comprising of thirty boosting measures and initiatives which were announced and delivered, on a day-by-day basis, over the course of sixty working days, commencing on 19th of March 2020.

The purpose of SIGA STRIVES was to mobilise SIGA’s membership base in order to harness all like-minded organisations and individuals in the industry to continue the fight for greater integrity in sport despite the current state of emergency and the pandemic crisis.

Thank you to all our Members, Committed Supporters and Partners for your support and active engagement in #SIGASTRIVES.
MESSAGE FROM THE CEO
EMANUEL MACEDO DE MEDEIROS

Dear SIGA Members, Committed Supporters and Partners,
Dear friends in Sport Integrity,

What are the most valuable qualities in a period of crisis? Leadership and Hope!

In recent weeks we trust have we provided both in equal measure.

Confronted by a devastating global pandemic, followed by an overwhelming worldwide recession, anxiety, fear and pessimism prevailed.

An energetic response was therefore required on multiple levels.

We took careful note, empathised with our international partners and stakeholders, and then did what our conscience dictated: we took immediate action.

Despite the risks and amongst the uncertainty, we committed to help others transcend as we intended to do.

We were swift and decisive in our actions, and unflinching in our resolve. We set in motion an ambitious action plan to mobilise, not only our entire community, but also many new partners and likeminded stakeholders alike.

We called this movement SIGA STRIVES.

The pages of this Delivery Report - which are intended to showcase our broad-based, multi-stakeholder collective action for posterity - speak for themselves.
The significance and legacy of SIGA STRIVES will act as a launchpad for future collaborative success.

What History will show is that, in the face of the most precarious circumstances in modern times, we, SIGA, delivered what we promised: 30 boosting measures for Sport Integrity over 60 of the most challenging working days imaginable.

If time is the most precious commodity in life, a lack of leadership, indecisiveness and inaction are our worst enemy.

The world of today is much different from the world we left behind three months ago. Recovery from COVID-19 will be painful and impact adversely upon every aspect of society and economy. Self-evidently, Sport will not be an exception.

To rebuild is a fundamental necessity.

To evolve in positive and productive ways, bolstered by a global commitment to change, is an opportunity we cannot afford to miss.

In the post COVID-19 landscape more will be demanded from each of us – sports bodies, governments, international organisations, global business and civil society.

To meet the challenges that will fall upon us, we must be ready, with a clear understanding that we cannot go back to how things were before, no matter how appealing or easy that may seem.

The “new normal” cannot be like the “old normal”.

Now is the time for **Change**!

Now is the time for **Action**!

We must listen to the people. Their widespread demands for reform are impossible to ignore.

This is not a moment for egos, fears or territorial feelings, but a moment for greatness of character and generosity of spirit.

We must rise to meet this opportunity for evolution, head on, face to face.
We will do more and achieve more if, and only if, we work together, in a framework of mutual respect, recognition and co-operation.

United we have a chance. Divided we have none.

If we work together, we can harness this progressive widespread public consciousness and use it for the reform the world is crying out to see.

This is what we have started with **SIGA STRIVES**.

This is also what will fuel the **#SIGAccelerator**, launched last Friday, 19 June 2020.

Building upon the momentum created by SIGA STRIVES, the #SIGAccelerator will act as an implementation catalyst to help galvanise all this passion for positive evolution.

We invite all like-minded organisations to join us and thank you, once again, for your engagement, support and encouragement.

**Emanuel Macedo de Medeiros,**
**CEO of SIGA and Chairman and CEO of SIGA AMERICA**
BOOSTING MEASURES
SIGA AND UNICRI SIGN LONG-TERM PARTNERSHIP TO PREVENT CRIME IN SPORT

SIGA and the United Nations Interregional Crime and Justice Research Institute ("UNICRI") entered into a 5-year Memorandum of Understanding (MoU) to prevent corruption and other crimes in Sport. UNICRI was created in 1968 to assist intergovernmental, governmental and non-governmental organizations in formulating and implementing improved policies in the field of crime prevention and criminal justice.

"UNICRI has a reputation of being successful in pioneering new ways to address crime prevention, justice and development related issues, and engaging partners and communities in these important areas. I commend SIGA for taking the lead and carrying out an oversight role with their Universal Standards and new independent rating system and we look forward to working with them to prevent crime in sport."

Bettina Tucci Bartsiotas, Director of the United Nations Interregional Crime and Justice Research Institute (UNICRI)
SIGA joins the EU Transparency Register

SIGA, registered on the European Union Transparency Register (EUTR). The EUTR is a database that lists organisations that try to influence the law-making and policy implementation process of the EU institutions. The aim of the EUTR is to ensure that those seeking to interact with EU institutions declare their interest and key information about themselves publicly.

"SIGA is committed to lead by example. All relevant information related to our internal governance has been available on our website since our inception. Now we give a step further, and will continue to do so on a regular basis."

"As an organisation that instigates cultural change across the sporting industry and advocates the highest transparency and integrity standards, joining the EU Transparency Register was a natural logical step. We trust it may also stimulate the European public and private sectors and all citizens to participate more actively and further strengthen the democratic life of the EU."

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA
Laureus Sport for Good Foundation USA joined the extensive SIGA community as a “Committed Supporter”. Laureus USA is a grant making, non-profit organization that supports the growth and deepens the impact of programs that use sport for social change, working to uphold the mission of founding patron Nelson Mandela to change the world through sport.

“In the immortal words of Laureus patron Nelson Mandela, ‘Sport can create hope where once there was only despair.’ Let us not forget Mandela’s wisdom, courage and inspiration as we forge our way through the tremendous difficult challenges before us. We will work side by side with Laureus USA and colleagues around the world to advance SIGA’s vision and call to action.”

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA

““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.”

Benita Fitzgerald Mosley, CEO of Laureus Sport for Good USA
4TH BOOSTING MEASURE

SIGA CALLS ON TECHNOLOGY COMPANIES TO JOIN THE ALLIANCE DURING CORONAVIRUS CRISIS

SIGA opened their Request for Proposal (RFP) for technology partner to enable them to convert in-person thought leadership events and initiatives into digital experiences.

“We are all facing a new reality that is drastically changing the way we interact, both professionally and socially. One month ago, the concept of “social distancing” and “lockdown” were foreign words from a sci-fi movie. Today’s call, for prospective technology partners to join our efforts and facilitate digital communication with our members and the wider sporting industry, is a proactive step during a period when many feel helpless, harnessing the power of innovative technology to transform positively the way we communicate.”

Katie Simmonds, General Counsel & Senior Director, Global Partnerships of SIGA and Senior Vice President of SIGA AMERICA

To download the Request for Proposal for Technology Partner and access the full list of partnership benefits please click here.
SIGA promotes Brain Breaks® in support of families impacted by the coronavirus

SIGA partnered with the Foundation for Global Community Health (GCH) to bring Brain Breaks® into homes around the globe. Brain Breaks® provide a dynamic online platform, originally designed for teachers, to support Whole School, Whole Community, Whole Child and the United Nation's Sustainable Development Goals (SDGs). SIGA worked to expand age and culturally appropriate content focused on sport integrity for millions of young people in countries across the planet.

“We are so proud to offer the children of the world Brain Breaks for free. With the cooperation 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.”

Prof. Dr. Ming-Kai Chin, President and Founder, Foundation for Global Community Health (GCH)

“Global problems call for global solutions. SIGA is honored to partner with the Foundation for Global Community Health to serve youth and families who are sequestered to their homes during this international health crisis. Movement and learning, including lessons on integrity in sport, can continue through the Brain Breaks® platform. Sport will survive and flourish in the aftermath of this crisis. Let us all remain active and stimulate our brains so that we can continue to make the world a better place.”

Shellie Pfohl, COO of SIGA America
SIGA and Inside World Football Partner on Sport Integrity During Coronavirus Crisis

SIGA partnered with Inside World Football on two exciting new initiatives “4 Questions for 4 Leaders” and a “Sport Integrity Bulletin”, in order to promote Sport Integrity during the coronavirus crisis. Inside World Football was launched in 2010 and is a web-based news-driven service for the business of football aimed at clubs, leagues and federations, as well as football’s supply sector.

“We must take this global health crisis and incoming economic downturn seriously. Simultaneously we must continue pushing for Sport Integrity. Sport – Clean Sport – will be one of the main psychologic, social and economic drivers of the post-Coronavirus era. But for that to happen we must keep on striving. Organised crime and unscrupulous individuals are not taking time off. So, why would we?”.

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA

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Paul Nicholson, Editor in Chief at Inside World Football

“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.”
SIGA mobilised the sporting industry across the United States, Canada and the Caribbean to develop Universal Standards on Youth Development and Child Protection in Sport.

Led by SIGA AMERICA, the initiative was driven by a high-level task force consisting of subject matter specialists from a wide range of stakeholders, including sport, government and youth-serving organisations. Leading organisations currently participating in SIGA’s Task Force include:

- Major League Baseball;
- President’s Council on Sports, Fitness and Nutrition (US);
- United States Olympic and Paralympic Committee;
- Laureus Foundation USA;
- George Washington University;
- National Fitness Foundation (US);
- US Center for Coaching Excellence;
- SHAPE America;
- US Center for SafeSport;
- USA Cycling;
- North America International Sport and Culture Association;
- National Center for Missing & Exploited Children;
- The Spirit of Trust (Canada);
- Office of Disease Prevention and Health Promotion, US Department of Health and Human Services; and
- Caribbean Association of National Olympic Committees, amongst others.

SIGA is currently creating similar multi-stakeholder task forces with focus on Latin America, Europe, Africa and Asia.
"I believe it is our shared responsibility to create a safe and supportive environment for young 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 my respective colleagues on the Task Force, I believe we can make great strides in the creation of universal protection standards for youth sports organizations."

Katherine Anderson, Youth Protection Compliance Officer, Major League Baseball

"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 the 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 on-going development support that are specific to the developmental needs of young athletes."

Kristen Dieffenbach, President, US Center for Coaching Excellence

"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

"Working on the Task Force has been an incredible experience with such a wide range of experts from youth to professional sports. The guidelines will be extremely helpful for small community youth sport programs to national sport governing bodies and leagues. The principles are applicable to all but we realize implementation will vary. Our goal is to ensure that everyone is aware of best practices and are encouraged to strive toward these standards."

Lisa Delpy Neirotti, Associate Professor & Director, Sports Management Programs (BBA, MS & MBA), The George Washington University School of Business
SIGA ENCOURAGES THE SPORTS COMMUNITY TO #BEPOSITIVE! ON INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

The Sport Integrity Global Alliance (SIGA) launched a #BePositive! campaign, coinciding with the International Day of Sport for Development and Peace.

In times of global difficulty and despair #BePositive! showcased the power of sport as a force for good and encouraged SIGA’s Members, Committed Supporters and Partners, as well as the wider sporting community, to focus on positive initiatives and create positive news stories.

“We are bombarded every day with shocking headlines and negative news. While it’s important to report the problems, so is the positive developments. There is much good being done around world and impressive examples of resilience, solidarity, selflessness and positivity. They must be promoted just as equality. People need every reason to believe that we can go through and overcome this brutal crisis, and Sport – Clean Sport – can give them plenty.”

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA
SIGA and Inside World Football launched the first edition of “4 Questions for 4 Leaders”, focusing on how Olympic leaders were pushing for Sport Integrity while reacting to the global pandemic.

The article, which is available here, showcases the perspectives of four leading Olympic figures:

**José Manuel Constantino**
President, NOC Portugal

**Brian Lewis**
President, NOC Trinidad and Tobago and CANOC

**Besim Hasani**
President, NOC Kosovo

**Paulo Wanderly**
President, NOC Brazil

**QUESTION 1**
The postponement of the 2020 Olympic Games has just been announced. Do you agree or disagree with such decision, and the way it was handled by sport and political authorities?

**QUESTION 2**
What is the impact of this postponement on the priorities and work programme of your organisation? Will you shift to other priorities? Will you use that time to reflect on the modus operandi of your organisation?

**QUESTION 3**
What is the impact of the Coronavirus pandemic on your organisation, from a sporting and financial standpoint, and in your country? What are the main risk mitigation steps you have adopted?

**QUESTION 4**
What has your organisation put in motion or is considering in order to ensure that the necessary governance and sport integrity reforms are not slowed down or stopped by the Coronavirus crisis?
SIGA and the U.S. President's Council on Sports, Fitness and Nutrition (PCSFN) released a joint statement confirming their commitment to collaborate to advance the highest integrity standards in sports in the United States and around the World.

Specifically the organisations will reinforce their cooperation and support on the following initiatives:

- PCSFN National Youth Sports Strategy;
- SIGA STTRIVES Action Plan;
- Information and education campaigns related to awareness raising, prevention and “morale building” in light of the Coronavirus / COVID-19, focusing on youth sport and fitness;
- Development of the SIGA Universal Standards on Youth Development and Child Protection;
- SIGA Though Leadership initiatives, such as:
  - White Paper on Sport Integrity
  - SIGA – UNESCO “The Business Case for Sport Integrity”
  - Global Mentorship Programme on Female Leadership in Sport;
  - Joint communications initiatives, such as SIGA’s Sport Integrity Bulletin and others.

The full statement is available here.
SIGA and Soccerex have been bringing together the global football industry to network in a unique commercial environment for over twenty years.

The Webinar Series has currently comprised 4 events:

   • Michele Centenaro: ECA
   • Emanuel Macedo de Medeiros: SIGA
   • Jonas Baer-Hoffman: FIFPRO
   • Lars-Christer Olsson: European Leagues
   • Amanda Davies: CNN

   • Emanuel Macedo de Medeiros: SIGA
   • Victor Montagliani: CONCACAF
   • Amanda Davies: CNN

3) Club Football: The New Normal
   • Sir Dave Richards: Former Chairman – The Premier League
   • Umberto Gandini: LBA
   • Emanuel Macedo de Medeiros: SIGA
   • Ashley Brown: FSA
   • Theo Van Seggelen: FIFPRO
   • David Eades: BBC

4) Football For All
   • Baroness Sue Campbell DBE: The FA
   • Brian Lewis: T&T NOC, CANOC
   • Piara Powar: FARE
   • Alex Scott: Former Arsenal and England International
   • Alison Giordano: Mastercard
   • Katie Simmonds: SIGA
   • Ben Jacobs: Sports Broadcaster
“For Soccerex, the integrity of the game we all love is of supreme importance as a solid base for all other efforts linked to the sport to build on. That importance will only be heightened, and must be focused on, following the additional pressures the constituents of the industry are under with the current coronavirus crisis.

SIGA’s efforts to provide frameworks and guidelines for all organisations that work in sport regarding integrity and governance is admirable and we are excited to deepen our ongoing partnership with them, starting with this webinar series, to provide much needed content, thought leadership and ongoing training.”

Philip Gegan, Managing Director of Soccerex

“The new SIGA-Soccerex Webinar Series is a natural step to meet the evolving needs of the sporting industry and deliver premium content to the millions of football executives, players and fans who are working from home during this coronavirus crisis.

SIGA is a proud partner of Soccerex since 2018. Our new digital platform will allow us to continue propelling our thought leadership initiatives and maintain the engagement of the sports community during the current pandemic and beyond. The games may be on hold for now, but Sport Integrity cannot stop.”

Katie Simmonds, General Counsel & Senior Director, Global Partnerships of SIGA and Senior Vice President, SIGA AMERICA
2020 EDITION OF SIGA UNIVERSAL STANDARDS RELEASED

 SIGA launched its 2020 Edition of the SIGA Universal Standards on Good Governance, Financial Integrity and Sports Betting Integrity and corresponding Implementation Guidelines.

This second edition was the result of a thorough review process developed together with the British Standards Institution (BSI), whom successfully tendered for the role of independent third party to conduct the audit of the sports organisations' level of compliance with, and implementation of, the SIGA Universal Standards.

Over many months, SIGA and BSI have made an extraordinary effort to review, update and further enhance the SIGA Universal Standards to ensure they are capable of being audited against in order to commence the pilot phase of SIRVS. Simultaneously, the standards were updated to ensure they are cutting edge and evolve at the same rate as best practice does in the field of governance and integrity standards.

As part of the process and in compliance with good governance practices, SIGA subsequently launched an extensive four-month consultation period, providing thorough explanations about every innovation introduced and respective impact, and granted each Member, Committed Supporter and member of their internal organs the opportunity to raise any questions, clarify any possible doubt and contribute with relevant inputs.

The 2020 Edition of the SIGA Universal Standards remains, not only the sole set of independent universal standards applicable to the sporting industry, but indeed the most robust, advanced and comprehensive in this field.
“It is now or never for sports organisations to reform and get their house in order. The second edition of the SIGA Universal Standards have been carefully reviewed in partnership with the British Standards Institute. It is the only existing independent benchmark to assess sports organisations’ level of compliance with, and implementation of, the best in class governance and integrity standards.

In today’s world, actions speak louder than words. It’s simply not enough for sports organisations to proclaim they are fit for purpose. The sponsors, the broadcasters, the governments, the millions of fans out there and all those who invest their money and their reputation in sport are done with words. They want evidence and independent scrutiny – and that’s what a global multi-billion-dollar industry as Sport must deliver them now. I therefore encourage all sports organisations to get ahead of the curve and lead by example. I encourage them to adopt the SIGA Universal Standards and be one of the pioneers to go through the pilot phase of SIRVS.”

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA

“BSI is delighted to be chosen as the partner to work on implementing SIGA's Rating and Verification System. We are honoured to be associated with this vital initiative and BSI looks forward to playing its part in transforming the integrity of global sports.”

Steven Wilson, Business Development Manager of the British Standards Institution
SIGA calls upon governments to invest in sport integrity

SIGA encouraged governments from all over the world to harness the power of Sport as a social, educational and economic catalyst for growth to act as a cornerstone of the global rebuild needed in the aftermath of the COVID-19 pandemic and likely economic recession.

To this end, SIGA is working in close partnership with UNESCO to build a “business case for Sport Integrity”. Anchored on solid research, the SIGA-UNESCO joint project will demonstrate the social and economic benefits of sport, identify the main threats facing the sector, measure the return on public investment and encourage governments to effectively invest in the protection of its integrity.

“Governments must prioritize COVID-19 and its’ socio-economic consequences. It is crucial that sport plays a central role in global recovery. Sport is the cornerstone of all dynamic, economically robust and productive societies. A fruitful global economy uses effective investment in sport to facilitate positive financial, mental and physical health. To maximise its benefit, sport must be free from integrity issues, such as corruption, abuse and financial mismanagement. SIGA, in close collaboration with UNESCO, global governments and all associated stakeholders, are proactively shaping an investment framework to help deliver productive change in the coming restrictive financial climate”

Dr. Lain Lindsay, Director of Research, Knowledge & Innovation, SIGA
14TH BOOSTING MEASURE

OPEN LETTER FROM SIGA CHAIRMAN AND CEO TO THE CROATIAN EU PRESIDENCY, EUROPEAN COMMISSION AND EU MEMBER STATES

SIGA published an Open Letter to the Croatian Presidency of the Council of the European Union, the upcoming German and Portuguese Presidencies of the European Union, the President of the European Commission and Commissioner in charge of Sport, and the Prime Ministers and Ministers of Sport of the European Union’s Member States in response to their recommendations regarding the impact of COVID-19 on the Sport Sector.

To this end, SIGA called upon the Croatian Presidency of the EU, the European Commissioner in charge of Sport and the Ministers of Sport of each EU Member State to:

1. Enhance their legislative and regulatory frameworks by adopting and incorporating the SIGA Universal Standards on Good Governance in Sport, Financial Integrity in Sport, Sports Betting Integrity and Youth Development and Child Protection in Sport; and

2. Ensure that all Sporting organisations, including international and national Sports governing bodies, international and national competition organisers and other relevant stakeholders, comply with the aforementioned SIGA Universal Standards and undergo the SIGA Independent Rating and Verification System (SIRVS).

To read the Open Letter click here.
PROFESSIONAL FOOTBALL JOINS SIGA & SCORES GOAL IN FIRST SIGA-SOCCEREX WEBINAR

SIGA and Soccerex’s first Webinar on “COVID 360°: Where does football go now?” was launched.

Moderated by CNN sports anchor Amanda Davies, the participants were Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA, Lars Christer-Olsson, President of the European Leagues, Michele Centenaro, Executive Board Member of the European Club Association (ECA) and Jonas Baer-Hoffmann, General Secretary of FIFPRO.

“The pain and uncertainty about the future are enormous. If there is a moment where leadership has to emerge, bridges have to be built and consensus must be found, it is now. This is a time for collective responsibility, and for all stakeholders to put aside what is irrelevant and focus on what is truly essential. A time to unite; not to divide. A time to be the best we can, constructive and solution-oriented. Fortunately, we are seeing examples of this maturity, and leadership, across sport. The way the sporting industry will continue responding to the challenges in the weeks and months to come will determine its future!”

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA

“This is the biggest crisis that has happened to football since World War II. So it’s a totally new situation for all of us. There is a risk for sport itself of course. The most eminent worry is the finances and whether the clubs are able to survive or not. We need to think about how to rebuild football after the crisis and to do that we have to find solutions which benefit the sport, not only a few.”

Lars Christer-Olsson, President of the European Leagues
SIGA ENCOURAGES GLOBAL YOUTH TO #TAKECHARGE AND HELP SHAPE THE FUTURE OF SPORT

With the world population surpassing seven billion in 2012 and considering that people under the age of thirty account for more than half of this number (50.5%), SIGA’s #TakeCharge campaign is designed to galvanise young people to be at the forefront of a global movement to instigate cultural change and place Sport Integrity at the top of the agenda.

The project will include specific Youth Engagements, such as contributions to webinars and thought leadership events, together with providing participating young people the opportunity to create their own initiatives in collaboration with SIGA and partners to help mould their vision of the future.

“The future of Sport cannot be dictated by old mentalities. We need a new culture with integrity as its cornerstone, ushered in by young people and emerging, visionary leaders. This is SIGA’s objective and genuine commitment: to empower young people and provide them with the means and opportunities to enable them to be the agents of change they want to see in the world of sport. We invite the global youth to be the protagonists of their own future and lead sport into a new, dynamic era.”

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA
SIGA CHAMPIONS THANK FRONTLINE WORKERS AND SEND MESSAGES OF CONFIDENCE TO YOUTH DURING LOCKDOWN

SIGA is mobilising its athlete and coaching ambassadors known as the “SIGA Champions” during lockdown. In a series of video messages released via social media, SIGA Champions render homage to health professionals and other key frontline workers, and send a message of hope, inspiration and confidence to children and young people across the globe.

Thank you to all SIGA Champions that contributed to this Boosting Measure. Here are a few of the messages that were released on SIGA's social media:

• First female British Commonwealth Boxing Champion, Stacey Copeland;
• Brazilian Olympic Medallist and Basketball Champion, Kelly Santos Müller;
• 2-time Paralympian Wheelchair Tennis champion and a 10-time member of the USA World Team, Karin Korb;
• Portuguese professional football coach, João Tralhão;
• Captain of the Colombian Basketball Team, Yanet Maria Arias Acosta;
• Female Brazilian professional soccer player, Tabata Viana.

“The SIGA Champions come from diverse geographies and a variety of sports, but have one key denominator in common: Integrity! Integrity both on and off the field, track, ring or pitch. SIGA embraces and values the voices of athletes and coaches that have a huge role to play and embody the values SIGA advocates: fair play, honesty, teamwork and integrity. They are an inspiration to young and old. We join them in thanking all frontline workers, and we thank them for keeping us motivated and positive during these challenging times.”

Katie Simmonds, General Counsel & Senior Director, Global Partnerships of SIGA and Senior Vice President of SIGA AMERICA
SIGA LAUNCHES WHITE PAPER ON SPORT INTEGRITY

The White Paper on Sport Integrity is a key component of the SIGA reform agenda and their global strategy. It marks the first time that Sport Integrity, in all its dimensions, will be addressed in an independent, multi-stakeholder and comprehensive manner on a global scale.

With this 12-month thought leadership project, SIGA will deliver three core objectives:

• To provide an independent strategic analysis of the role of sport and its constituents in relation to all dimensions of Sport Integrity;
• Promote an inclusive and informed debate on the main integrity issues in sport and build consensus on the most apposite solutions; and
• Foster the implementation of action-oriented global integrity reforms across all key areas and levels of sport.

To accomplish these aims, SIGA is currently establishing six multi-stakeholder Expert Groups – one for each of the six Core Areas the White Paper will cover. This will ensure the appropriate information exchange and knowledge sharing, as well as to promote insightful discussions, guide the research and shape the content that will ensure it reflects the views of the key stakeholders and relevant authorities, and benefits from their inputs. Those six key themes are:

1. Good Governance in Sport
2. Financial Integrity and Sustainability in Sport
3. Sports Betting Integrity
4. Youth Development and Child Protection in Sport
5. Safety & Security in Sport
6. Anti-Doping

The composition of all the internal structures, including a high-level Strategy Advisory Board, Steering Group and Expert Groups, will be announced in the coming weeks with representation across the entire industry.

The development of the White Paper on Sport Integrity will be coordinated by Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA, and counts on the institutional support and participation of UEFA, US President’s Council on Sport, Fitness and Nutrition, Mastercard, ICSS INSIGHT and many other public and private partners. Additional details to be announced soon, including entities representing sport, government, global business, international organisations, civil society and academia.
"The challenges facing Sport and the wider industry are far worse today than they were before this global pandemic. As we progress towards an uncertain future and an incoming economic crisis, it is clear that the promotion and protection of integrity are now more critical than ever.

Sport is at a crossroads. We simply cannot wait any longer for reforms that should have been implemented 10 to 15 years ago! That’s why SIGA and our partners are assuming leadership and moving this project forward, as a truly independent initiative, driven by a multi-stakeholder effort and co-owned by the industry."

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA
The President of Concacaf and Vice President of the FIFA Council, Victor Montagliani, was the guest speaker in the second episode of the SIGA-Soccerex Webinar series “COVID 360°: Where does Football go now?”

Moderated by CNN sports anchor Amanda Davies, the SIGA-Soccerex Webinar offered an insightful discussion on the most critical challenges resulting from the current global pandemic and incoming economic recession, and their impact upon football from both a confederations’ perspective, as well as their wider international ramifications.

“This crisis has reminded us just how interconnected we are as a game, and that even the most powerful club or league can be knocked down. I am hopeful that there is humbleness across football after this pandemic, and that we focus on working together. Ultimately, football is all about the fans and the players and games in front of empty stadiums clearly shows this.”

“Everyone needs to focus on their families and their health at this time – that is the priority. This time has made us realize how much we miss the game, and how much it is part of our DNA. It will be back, and it will come back strongly. People thought football was at risk when we went through the governance crisis five years ago with the scandals. What football showed was that it survived that, and it survived that because of the players and the fans and the love of the game.”

Victor Montagliani, Concacaf President and FIFA Vice-President
20TH BOOSTING MEASURE

2ND EDITION OF “4 QUESTIONS FOR 4 LEADERS” – HOW THE GLOBAL PANDEMIC WILL SHAPE YOUTH DEVELOPMENT AND CHILD PROTECTION ACROSS SPORT

The Sport Integrity Global Alliance (SIGA) and Inside World Football launched the second edition of “4 Questions for 4 Leaders”, focusing on the impact of the global pandemic on youth development.

The article, which is available on both Inside World Football’s website, as well as SIGA’s, compares the different reactions of four leaders in the field of youth development and child protection across three continents including Europe, North America and Asia.
In pursuance of its social responsibility policy, SIGA placed mental health on its Integrity Agenda during the Mental Health Awareness Week, with this year’s theme focused on “acts of kindness”.

SIGA will mobilise its Members, Committed Supporters, Partners and Champions to raise awareness of mental health issues faced by athletes, and promote best practice in this field. The initiative will include a social media campaign and a dedicated webinar.

“Whilst physical health has naturally dominated the headlines during this global pandemic, this crisis has taught us that mental health is a key component that should not be underestimated or side-lined, with many people struggling with depression, anxiety and feelings of isolation during lockdown. This includes athletes, many of whom, have had sponsorship agreements terminated and have been unable to train and make a living. SIGA, as an integrity organisation, has a responsibility to ensure both the physical, as well as mental wellbeing of athletes and what better time to commit to this than during this 2020 Mental Health Awareness Week.”

Katie Simmonds, General Counsel & Senior Director, Global Partnerships of SIGA and Senior Vice President of SIGA AMERICA
SIGA ANNOUNCES GLOBAL AGENDA TO PROMOTE FEMALE EMPOWERMENT AND LEADERSHIP IN SPORT

In a major push to enhance governance at all levels of Sport, SIGA announced its new intergenerational 2020/2021 Global Agenda for Gender Equity in Sport will be launched on Sunday 7 June 2020.

The date of the official kick-off of SIGA 2020/2021 campaign symbolically coincided with the anniversary of inaugural match of the 2019 FIFA Women’s World Cup.

Since its inception, SIGA has been a strong advocate for gender equity and female leadership in Sport. A series of impactful initiatives have been developed over the years. This included consecrating gender equity and diversity within the decision-making structures of sports organisations as a bespoke universal standard, launching the SIGA Global Mentorship Programme for Aspiring Female Leaders in Sport in 2018 and 2019, and organising a series of special sessions on Female Leadership in different point of the globe.

On 7 June, SIGA unveiled the series of thought leadership initiatives, events and partnerships that will be announced and developed over the next twelve months. The campaign is designed to raise global awareness and promote inter-generational debate about the most pressing issues, empower women’s participation in the governance of sport and incentivise the necessary reforms across all sports, including women’s sports.

"Access to leadership roles in Sport must be determined, not by gender, race, zip code or any other prejudicial criteria, but by merit. And yet, as things stand, female representation in the highest executive organs of the international sports federations is confined to a mere 18.3%. This is not right! Gender equity, diversity and inclusion in Sport cannot be just words of circumstance, used once a year, on International Women’s Day. Things have got to change! That’s why SIGA is taking action and calling upon all those who want real change to join our efforts and support our reform agenda."

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA
SIGA UNVEILS THE FIRST EVER SPORT INTEGRITY WEEK

The Sport Integrity Week aims to promote the adoption and implementation of the highest integrity standards at all levels and across all areas of Sport. It will bring together all relevant key stakeholders, senior industry leaders and top experts, and provide a privileged opportunity to raise global awareness about the most critical challenges facing Sport and the wider industry, facilitate collective action and pave the way to the necessary reforms at the centre of SIGA’s mission.

To overcome the present challenges facing international travel, this global thought leadership event will take place in a brand-new digital format, comprising live interactive panel discussions via SIGA’s YouTube channel, and a series of interviews with some of the most senior leaders from the world of Sport.

Structured around five focus themes over one week, the Sport Integrity Week will offer insightful discussions, facilitate knowledge-sharing and networking opportunities. It will also promote best practice, enhance dialogue and cooperation, as well as instigate cultural change, global approaches and action-oriented solutions. Key topics under the spotlight will include:

- Sports Governance, Anti-Corruption and International Cooperation;
- Financial Integrity, Transparency and Sustainability;
- Sports Betting Integrity;
- Youth Development and Child Protection in Sport; and
- Sports Business, Media and Technology.

“The Sport Integrity Week will be the world’s premium digital conference and thought leadership dynamo for sport integrity leaders and all those who want to see the industry being governed and operated under the highest standards. Connecting senior executives, thought leaders, policy-makers, forward-thinkers, global sponsors, media and champions on sport integrity, the Sport Integrity Week represents the perfect intersection for all key stakeholders to come together and usher the sporting industry into a new era!”

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA
SIGA CREATES YOUTH COUNCIL

Following overwhelming interest in SIGA's #TakeCharge campaign, SIGA announced the establishment of a Youth Council for Sport Integrity.

The Youth Council, now open to applications from those aged 18-25, is created as part of SIGA's commitment to engage young people in sport integrity and governance matters, in an effort to instigate long lasting reform by including and empowering the next generation of sport integrity leaders.

The application process for the SIGA Youth Council will remain open until 28th August. To apply interested candidates should send a cover letter and brief CV to info@siga-sport.com. The SIGA Youth Council will be announced during the SIGA Sport Integrity Week, between 07th and 11th of September.

"Aren’t you sick and tired of being told it’s not your turn? If you are the future, how can the future be shaped without your active engagement? Sport Integrity will only be as strong as you want it to be. That’s why your voice needs to be heard. Take charge. Use your power. Grasp this opportunity. Help us to instill real cultural change and integrity values in sport. Together, we can do it."

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA
SIGA OPENS APPLICATIONS FOR 2020/2021 GLOBAL FEMALE MENTORSHIP PROGRAMME

Following the announcement of the 2020/2021 SIGA Global Agenda for Female Empowerment and Leadership in Sport, coinciding with the first anniversary of the inaugural match of the 2019 FIFA Women’s World Cup, SIGA officially opened the candidature process for its Global Female Mentorship Programme for Aspiring Female Leaders in Sport.

Open to women aged 24 or over, the programme is designed to promote future leaders in sport and foster greater gender diversity within the industry, in line with SIGA’s Universal Standards on Good Governance. Teaching vital leadership skills and creating insightful experiences, the programme will offer the chosen candidates’ invaluable opportunities of learning first-hand from their assigned mentor what it takes to become a leader.

Given the current challenges posed by the COVID-19 pandemic, the programme will be carried out in a brand-new digital format, allowing mentors and mentees to connect from all over the world.

The mentees and mentors will be announced during the first-ever SIGA Sport Integrity Week, taking place on 7 to 11 September 2020, during which an interactive digital workshop will take place, introducing the mentees to the mentors and setting the agenda for the programme ahead.

The application process for the 2020/2021 SIGA Global Mentorship Programme for Aspiring Female Leaders in Sport is open until 28th August. To apply, interested candidates should send a cover letter and brief CV to info@siga-sport.com.

“If we are to instigate meaningful cultural change, then the current female leaders in the sports world, together with male leaders, have a responsibility to support the next generation of aspiring female leaders. Leadership has no gender. It is driving forward the current agenda with a vision ahead. This is what SIGA is doing and we ask you to join us. Be the protagonists of the changes you want to foster in the board room. Now is not a time to celebrate being an exception. Rather, it is time to level the playing field with concrete actions that pave the way for real governance changes in the world of sport.”

Katie Simmonds, General Counsel & Senior Director, Global Partnerships of SIGA and Senior Vice President of SIGA AMERICA
SIGA announced its new Sport Integrity Awards to showcase the achievements of global and regional leaders in Sport Integrity.

Organisations and individuals who share SIGA’s vision of a world of Sport governed under the highest integrity standards and who have made extraordinary achievements will be recognised by the world’s leading independent coalition in the field of sports governance and integrity.

Award categories in the different core areas include Outstanding Individual Achievement, as well as Organisational Achievement. There will also be a People’s Choice Award, a Lifetime Achievement Award, as well as a Special Recognition Award for global business entities (e.g. sponsors and broadcasters) that have made relevant contributions to advance Sport Integrity.

Applications for this extraordinary opportunity for industry-wide recognition will open during the SIGA Sport Integrity Week, taking place between 07 to 11 September 2020. Participating organisations and individuals can nominate themselves, or other worthy candidates up until 31 November 2020. Successful candidates will need to fulfil concrete criteria and demonstrate advancements and impacts of their initiatives in the field of Sport Integrity. Assessment will be conducted by an independent jury consisting of diverse and representative professionals appointed by the SIGA Council and announced during the SIGA Sport Integrity Week.

The SIGA Sport Integrity Awards Ceremony will take place in Lisbon, Portugal, on Thursday, 30 January 2021 on the eve of SIGA’s fourth anniversary.

“The SIGA Sport Integrity Awards are a beacon for those going above and beyond the industry standards of today. By showcasing their examples, it will not only place these individual and organisational integrity champions into the limelight, as they much deserve, but also help galvanise our collective efforts and push the global integrity boundaries to new, unprecedented levels.”

Franco Frattini, Chairman of SIGA
SIGA WILL ASSESS CRIMINAL LEGISLATION AND EFFICACY OF INTERNATIONAL COOPERATION

SIGA is launching a global investigation to determine the efficacy of the different laws in relation to the prevention and fight against corruption in Sport - the world’s largest independent coalition in the field of Sport Integrity has revealed today.

This comparative study will also identify commonalities and differences, as well as best practices, weaknesses, and loopholes. Under the microscope will be the international and national legal frameworks applicable to corruption in sport, including the definitions, natures and scopes of this type of crime in the different jurisdictions, and different criminal penalties foreseen.

At the kick-start of this large-scale enterprise, SIGA announced the support of the Union Internationale d’Avocats (UIA), one of SIGA’s founding Committed Supporters. Established in 1927, the UIA is a leading global and multi-cultural organisation for the legal profession. It brings together two million lawyers from more than 110 countries around the world.

“Does anyone believe that we will eradicate corruption from the face of sport with obsolete legislation, international conventions that end up nowhere or sterile talking shops? Of course not! We need a robust legal framework, seriously inclusive cooperation, and tangible results. That’s what matters, that’s what we need, and that’s what, with the support of all our Members and Committed Supporters, such as the UIA, our SIGA University Global Network and many other like-minded partners, we will deliver.”

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA

“Corruption should be in the top place of any discussions regarding sports. Sports is nowadays a major industry with major investors, multinationals, athletes and stakeholders that operate on a global scale. Sports is also vulnerable to criminal infiltration associated to money laundering, tax evasion, illegal betting, child trafficking and other criminal practices. It is of the most importance to have an overview of different legislations from different countries in order to fight corruption in sports and to define common standards in terms of types of crimes to be sanctioned and similar penalties for the same type of crimes or infringements. This comparative study will be a first important step.”

Fernando Veiga Gomes, President of the UIA Sports Law Commission
SIGA TRIGGERS GLOBAL UNIVERSITY NETWORK TO BOOST SPORT INTEGRITY WORLDWIDE

SIGA announced its plans to activate and further expand its global University Network.

Capitalising on pre-existing cooperation agreements signed between SIGA and a plethora of leading global academic and research institutions, including George Washington University, UNICRI, the Institute of Legal-Political Sciences of the Law School of Lisbon, the High Institute of Economic, Finance and Fiscal Law of the Law School of Lisbon, and the High Institute of Law and Economy of Spain, the SIGA University Network (SUN) aims to create a platform to harness the collective wealth of knowledge, expertise and synergies to further advance Sport Integrity worldwide.

The foundational digital gathering will take place on 2nd July 2020. This thought leadership conclave will help inform the grouping’s strategic priorities, Global University Network’s agenda and work-programme for 2020/2021, all to be announced during the SIGA Sport Integrity Week, taking place between 07 and 11 September 2020.

“We live in increasingly uncertain times. As a global society widespread reform has never has a broader, more immediate, mandate. In the coming COVID-related restrictive financial climate research funding will inevitably become scarcer and more heavily scrutinized. It is imperative that we, and all those involved within the wider global research industry, demonstrate quantifiable return on investment with exceptional research and thought leadership initiatives that deliver immediate, impactful results. To succeed in these difficult times high-quality outputs delivered in conjunction with extensive and inclusive industry-wide cohesion is vital. To navigate these challenges we aim to usher in a new productive era of multi-stakeholder collaboration that will help supercharge the Sport Integrity reform agenda via the creation of the SUN.”

Dr Iain Lindsay, Director of Research, Knowledge and Innovation, and Scientific Coordinator of the SUN
29TH BOOSTING MEASURE

SIGA INDEPENDENT RATING & VERIFICATION SYSTEM – ON YOUR MARKS. GET SET. GO!

The big moment the world of Sport has been waiting for has finally arrived: SIGA officially launched the pilot phase of the first ever independent rating and verification system, bespoke to the sporting industry as its penultimate boosting measure.

Commonly known as SIRVS, the SIGA Independent Rating and Verification System is an integral part of SIGA’s ecosystem. A game changer that will lead Sport and the wider industry into a new era of enhanced governance, integrity, transparency, and public accountability.

SIRVS will assess and rate sports organisations’ level of implementation of, and compliance with, the 2020 Edition of the SIGA Universal Standards, released on 21 April as the 12th Boosting Measure of the #SIGASTRIVES action plan.

The aim of SIRVS is to provide rigorous, impartial, objective and strictly independent assessment of sports organisations in three complementary core areas: Good Governance, Financial Integrity and Sports Betting Integrity. A fourth set of universal standards, focusing on Youth Development and Child Protection, is now being developed by an international multi-stakeholder task force, to be ready later this year.

British Standards Institution (BSI), as one of the world’s leading organisations in standard creation and certification assessments, was selected through public tender 18 months ago to support the SIRVS program. BSI will serve as the independent auditing body for the SIRVS scheme, working on behalf of SIGA, who will then determine the appropriate SIRVS rating achieved by sports organisations. The design of the SIRVS program is now complete, having been reconfigured to enable remote auditing to navigate the current travel restrictions posted by the global pandemic.

For more information on the audit scheme please click here
“Today is a historical day for SIGA and all those who care about Clean Sport!

After so many recurrent and devastating scandals, sports organisations know it’s no longer enough to simply proclaim they are fit for purpose. Fans, sponsors, broadcasters and even governments are done with promises, lip service and window-dressing. They are done with self-assessments too. They want, and deserve, the truth. They want to see evidence. Independent proof. And that’s exactly what SIRVS brings to the table.

From now on, before investing their passion and putting their money and reputation into Sport, fans, brands, broadcasters and investors will want to see where international federations, leagues and Olympic committees stand in the SIGA Rating System. That’s the ultimate test. The real deal. And, of course, a powerful incentive for sporting organisations to raise their game!”

Emanuel Macedo de Medeiros, CEO of SIGA and Chairman and CEO of SIGA AMERICA

“BSI has worked with SIGA over the last 18 months to develop the formal integrity certification program, which is owned and operated by SIGA, called the SIGA Independent Rating and Verification Scheme (SIRVS). BSI will serve as the independent auditing body on behalf of SIGA, who will then determine the appropriate SIRVS rating achieved by sports organizations. BSI supports the SIRVS program and the impact it will bring in raising the level of integrity within the sporting industry.”

Frank Lee, Technical Director of BSI Product Certification
30TH BOOSTING MEASURE

MISSION ACCOMPLISHED: SIGA ANNOUNCES #SIGACCELERATOR PROGRAMME

SIGA CEO, Emanuel Macedo de Medeiros, announces that the SIGA STRIVES 30th, and final Boosting Measure is the launch of the SIGAccelerator Programme to be delivered during the remaining six months of 2020.

The SIGAccelerator has been specifically conceived to build upon the momentum created by SIGA STRIVES and act as a catalyst to help galvanise the passion for positive evolution, and utilise it to drive the following SIGA collaborative initiatives:

- The implementation of the SIGA Universal Standards on Good Governance in Sport, Financial Integrity in Sport and Sports Betting Integrity, and the development of the SIGA Universal Standards on Youth Development and Child Protection in Sport;
- The SIGA Independent Rating and Verification System (SIRVS);
- The SIGA White Paper on Sport Integrity;
- The SIGA Anti-Corruption Initiative;
- The SIGA – UNESCO Business Case for Sport Integrity Project;
- The Global Project on Financial Integrity & Transparency in Sport (FITS);
- SIGA Global Agenda for Female Empowerment and Leadership in Sport;
- The SIGA Global University Network;
- The SIGA Youth Council;
- The SIGA Sport Integrity Awards;
- The SIGA Action Plan on Gender, Diversity & Inclusion in Sport; and last, but by no means least:
- The SIGA Sport Integrity Week (7-11 September).