



# SPORT INTEGRITY FORUM **IV**

## ROOM XVII

26 July 2018

United Nations Office at Geneva  
Palais des Nations, 1211 Geneva Switzerland

#SPORTINTEGRITYFORUM





# AGENDA AT A GLANCE

- 09:00** WELCOME & REGISTRATION
- 10:00** OPENING SESSION
- 10:20** KEYNOTE SPEECH
- 10:45** SIGNING CEREMONY OF COOPERATION AGREEMENTS
- 11:00** PANEL SESSION 1 - WALKING THE TALK: WORKING TOGETHER FOR REAL INTEGRITY IN SPORT
- 12:00** PANEL SESSION 2 - GOOD MONEY, BAD MONEY: FINANCIAL INTEGRITY ON AND OFF THE SPORTING ARENA
- 13:00** LUNCH / NETWORKING BREAK
- 14:00** PANEL SESSION 3 - PUSHING FOR LONG-OVERDUE REFORMS: THE ROLE OF GLOBAL BUSINESS IN RESTORING INTEGRITY IN SPORT
- 15:00** PANEL SESSION 4 - DIVERSITY IN SPORT: FROM SOUNDBITE TO REALITY. NOW!
- 16:00** COFFEE BREAK
- 16:15** PANEL SESSION 5 - SPORTS BETTING INTEGRITY USA: THE POST PASPA ERA
- 17:15** PANEL SESSION 6 - THE POWER OF SPORT BEYOND THE FIELD OF PLAY: THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS
- 18:15** CLOSING SESSION
- 18:30** OFFICIAL RECEPTION

# WELCOME FROM THE SIGA CHAIRMAN AND SIGA CEO



*Dear Friends,*

A warm Welcome to all participants in the fourth SIGA SPORT INTEGRITY FORUM.

We are extremely fortunate to meet together in such symbolic surroundings and to be hosted by the Director-General of the United Nations Office at Geneva (UNOG), His Excellency, Mr. Michael Møller.

While the integrity of the game is clearly at the core of what drives the Sport Integrity Global Alliance (SIGA) and what brings us together once again, it is significant and encouraging to see Sport Integrity at the top of the international agenda and playing such a key role in the development goals set down and led by the United Nations.

Our presence here today is confirmation of the shared values and very positive collaboration between SIGA and the United Nations.

The significant role of sport as a force for good, as an enabler for human, social and economic development and as a tool for peace and wellbeing, is widely acknowledged.

The engagement and support of the United Nations is a positive and welcome development for all who fight for a clean and fair sport.

On behalf of all members and supporters of SIGA, we thank the United Nations and, in particular, the Director-General Michael Møller, for hosting our Sport Integrity Forum and General Assembly.

The growing membership of SIGA and the growing support and recognition we have received is testament to the serious crisis of confidence in sport, as well as the absolute need for collective action if we are to have widespread reform in the world of sport.

Both on and off the field of play, sport is still tackling fraud, corruption, match fixing, financial mismanagement and cases of abuse. It seems obvious to us all that we need to join forces and work as a united team to safeguard the reputation of sport and to restore the public's, indeed our trust, in how sport is governed, administered and played.

We are honoured to have a high calibre of speakers at today's Forum. With their invaluable insights and the constructive engagement of all of you, we will continue moving forward our long-overdue and much needed reforms.



FRANCO FRATTINI  
Chairman



EMANUEL MACEDO DE MEDEIROS  
CEO

PROGRAMME  
26 JULY 2018

#SPORTINTEGRITYFORUM



## 09:00 - WELCOME & REGISTRATION

## 10:00 - OPENING SESSION



**Michael Møller**  
Director-General,  
United Nations Office at Geneva



**Emanuel Macedo de Medeiros**  
CEO, Sport Integrity Global Alliance (SIGA)

## 10:20 - KEYNOTE SPEECH HOLLI RICHMOND AND EMANUEL DE MEDEIROS : A CONVERSATION



**Holli Richmond**  
Executive Director,  
United States President's Council  
on Sports, Fitness & Nutrition



**Emanuel Macedo de Medeiros**  
CEO, Sport Integrity Global Alliance (SIGA)

## 10:45 - SIGNING CEREMONY OF COOPERATION AGREEMENTS



## 11:00 - PANEL SESSION 1

### WALKING THE TALK: WORKING TOGETHER FOR REAL INTEGRITY IN SPORT

Sport is confronted with the most serious and devastating integrity crisis in its history. The need for concerted action has never been greater and more urgent. And the sport movement, the governments and international organisations, with responsibilities in this space, have never been so seemingly consensual about the need to join forces and work as a united front to safeguard sports' reputation and restore the public's trust.

However, beyond eloquent statements - is the sporting industry actually doing all that it can? Have the traditional silos, territorial feelings and jealousies given room to a truly inclusive, collaborative approach, where complementary roles of each key stakeholders are democratically accepted and welcome? Or, notwithstanding some positive exceptions, does everything remain the same, if not worse? What real advancements have we seen so far? Is the sporting industry winning the fight against corruption and criminal infiltration? If it isn't, then what needs to be done to effectively walk the talk?



**Emma McClarkin**  
Member of the European  
Parliament



**Ramil Hasan**  
Secretary General  
Turkic Council



**Akaash Maharaj**  
Chief Executive Officer,  
Global Organization of  
Parliamentarians Against  
Corruption – GOPAC



**Mohammed Hanzab**  
Chairman and Group CEO,  
International Centre for Sport Security  
(ICSS)



**Moderator:**  
**Richard Caborn**  
former Minister of Sport  
of the United Kingdom



## 12:00 - PANEL SESSION 2

### GOOD MONEY, BAD MONEY: FINANCIAL INTEGRITY ON AND OFF THE SPORTING ARENA

Sport is much more than a game and much more than just a business. It is a true global, multi-billion dollar industry, with an unrivalled growth rate. It propels economic development, fosters technological innovation and generates advancement at so many levels in so many areas. Sport has never been so popular and commercially successful, but the challenges are mounting and so are the vulnerabilities.

With vast sums of money being increasingly poured into sport - from the purchase of television and media rights or the acquisition of football clubs and building of sporting grounds, without forgetting the sky-rocketing amounts spent on player transfers - the need for robust, up to date regulations and effective financial supervision is greater than ever.

Against this background, how are sports governing bodies, governments, economic regulators, financial industry services and law enforcement coping with the fast-changing global financial landscape? What progress has been made regarding club ownership or the way offshore investment funds are set up and are operating? What sort of financial supervision, due diligence and oversight is in place at country and international level, to safeguard sport from transnational money laundering, tax evasion and criminal infiltration? Four years after FIFA has decided to de-regulate the activities of players' agents, are we better or worse? How can we ensure financial transparency for governmental contracts relating to major sports events? And how can SIGA assist the sporting industry to tackle the most critical challenges and implement the much-needed reforms? These are some of the issues that will be addressed in this expert panel.



**Sefton Perry**  
Head of UEFA  
Intelligence Center  
Analytics, UEFA



**Claudius Schäfer**  
CEO, Swiss Football League



**Lisa Delpy Neirotti**  
Director, Associate Professor  
of Sport Management, George  
Washington University



**Bernadine Fernz**  
Head of Infrastructure,  
Open Contracting  
Partnership



**Katharina Wegmann**  
Executive Director,  
Ernst & Young (EY)



**Moderator:**  
**Paul Nicholson,**  
Founder & CEO, Inside  
World Football

## 13:00 - LUNCH / NETWORKING BREAK





**14:00 - PANEL SESSION 3**

## **PUSHING FOR LONG-OVERDUE REFORMS: THE ROLE OF GLOBAL BUSINESS IN RESTORING INTEGRITY IN SPORT**

One of the fundamental benefits and reasons for sponsorship of a sport, a sporting event or an athlete is positive brand association. So, when the integrity of that association is questioned, the impact on the brand, and the resulting impact on the sport being sponsored, is considerable – or is it not?

With recurring instances of match fixing, corrupt practices, fraudulent management of finances and ongoing doping scandals at the top of some of the world's most important sport governing bodies, the spotlight has logically fallen on those closely connected to the sport. Fairly or unfairly, this is mostly focused on the sponsors of sport.

As a result of the extensive and negative coverage surrounding certain sports organisations and the issues being alleged, several global partners have walked away from their sponsorship contracts. However, competing brands have rapidly stepped in and stepped up and with these new brand partners, some of sport's governing bodies are now even commercially stronger.

With a line up comprising of some of the leading brands and sports organisations involved in sport sponsorship, the panel will discuss the challenges facing sport integrity and its impact on both sides of the controversy – the sponsors with their reality check of a strong market position and a good return on investment, and with the fall out or not, of the sporting entity being sponsored.



**Michael Robichaud**  
Senior Vice President of Global  
Sponsorships, Mastercard



**Ling-Ling Nie**  
Chief Compliance Officer  
and Assistant General Counsel  
Panasonic



**Ben Rutherford**  
Senior Legal Counsel  
and Integrity Unit Manager,  
World Rugby



**Daniel Haddad**  
Group Director, Strategy &  
Commercial Consulting,  
Octagon



**Densign White**  
CEO, International Mixed  
Martial Arts Federation



**Moderator:**  
**Karen Webb-Moss**  
Group Chief Operating Officer,  
ICSS / former Vice President,  
Image and Marketing  
Communications, International  
Olympic Committee ( IOC )





## 15:00 - PANEL SESSION 4 DIVERSITY IN SPORT: FROM SOUNDBITE TO REALITY. NOW!

Board representation to ensure diversity of thought, broad and proper inclusion of all relevant stakeholders, as well as a substantial proportion of independent directors, is widely accepted as good corporate governance.

In a world where diversity in the boardroom, in terms of age, sex, religion, ethnicity and geographic representation, has been proved to create enhanced decision-making and lead to innovation, how do we meaningfully apply this to the sporting industry - an industry renown for its conservative and European male dominated approach? Are quotas the answer, and how can we measure such change? How can we ensure that independent board members of sports organisations are there based on merit? What pressures can sponsors and broadcasters play in propelling these reforms?

This panel gathers stakeholders that have a legitimate interest in the industry, including government, global sponsors, broadcasters, athletes and civil society, to put the spot light on this issue and to address how we can change the current status quo for the next generation of leaders in sport.



**Helen Grant**  
Member of the UK Parliament /  
former Minister of Sport of the  
United Kingdom



**Arun Kang**  
Chief Executive, Sporting Equals



**Ling-Ling Nie**  
Chief Compliance Officer  
and Assistant General Counsel  
Panasonic



**Stephen Lyle**  
Head of Sport, Channel 4



**Katie Simmonds**  
General Counsel & Senior Director  
Global Partnerships, SIGA



**Moderator:**  
**Michelle Moore**  
Managing Director  
Moore Development Ltd

## 16:00 - COFFEE BREAK



## 16:15 - PANEL SESSION 5

### SPORTS BETTING INTEGRITY USA: THE POST PASPA ERA

In May this year, the United States Supreme Court of Justice has delivered its long-anticipated ruling regarding the "Professional and Amateur Sports Protection Act" of 1992 (PASPA), the federal law that for the last quarter of a century prohibited most of the State-sponsored sports gambling. The Court declared PASPA unconstitutional, thereby opening the door to allow betting on sport.

In practice, what does this mean for the American sports betting market? How are the States, sports betting operators and sports organisers reacting? Are they equipped to deal with this new reality? Are the sports betting operators' interests compatible with the sports leagues, clubs and players' unions demands for a financial return?

Besides the multi-billion dollar revenues that this volte-face is expected to generate, what is being done to ensure that the integrity of sports competitions are effectively protected against illegal betting, match-fixing, sports betting fraud and the pernicious influence of transnational organised crime? What can the United States learn from the European and international regulatory successes and failures? Finally, what is the state of the art in Europe? With the Council of Europe's Convention blocked, what alternatives are on the table to safeguard sports integrity?



**Keynote Speaker:**  
**Becky Harris**  
Chairwoman, Nevada Gaming  
Control Board



**Karl Bennison**  
Chief Enforcement Division,  
Nevada Gaming Control Board



**João Paulo Almeida**  
Director General, National Olympic  
Committee of Portugal



**Affy Sheikh**  
Head of Starlizard  
Integrity Services



**Fernando Pais Afonso**  
CEO, Nossa Aposta



**Moderator:**  
**Laurent Vidal**  
Professor of Law,  
Sorbonne University



## 17:15 - PANEL SESSION 6

### THE POWER OF SPORT BEYOND THE FIELD OF PLAY: THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

On 25 September 2015, countries adopted a set of goals to end poverty, protect the planet and ensure prosperity for all as part of a new sustainable development agenda. Each goal has specific targets to be achieved over the next 15 years for a more sustainable, developed and peaceful world. Sport, by its nature, transcends barriers and speaks a universal language and can be used as a means to achieve the United Nations Sustainable Development Goals.

For the goals to be reached, everyone needs to do their part: governments, sport organisations, the private sector and civil society.

Sport, governed and administered with the highest integrity standards, has the power to positively transform society. It can inspire youth, create economic development and foster peace and hope.

The panelists will address sports' social function and share their insights and experiences from their varied perspectives: that of government, NGO's working in the sport sector, international organisations and role models.



**Massimiliano Montanari**  
Executive Director  
Save the Dream



**Giovanni Di Cola**  
Special Adviser, Office of  
the Deputy Director General,  
International Labour  
Organisation



**Michelle Ford-Eriksson MBE**  
Olympic Gold Medallist



**David Luna**  
President & CEO,  
Luna Global Networks /  
former Senior Director,  
United States  
Department of State



**Moderator:**  
**Paul Nicholson,**  
Founder & CEO, Inside  
World Football



## SIGA YOUTH MANIFESTO

## 18:15 - CLOSING SESSION



**Lord John Stevens**  
Chairman, QUEST/  
Chairman of the Ethics Committee,  
Sport Integrity Global Alliance (SIGA)



**Emanuel Macedo de Medeiros**  
CEO, Sport Integrity Global Alliance (SIGA)

## 18:30 - SIGA OFFICIAL WELCOME RECEPTION

# STATEMENTS OF SUPPORT

#SPORTINTEGRITYFORUM



# STATEMENTS OF SUPPORT

## Michael Møller, Director-General, United Nations Office at Geneva



"Sport is a powerful tool to promote peace and achieve development objectives. Sport is about integrity, tolerance and respect. It teaches perseverance, teamwork and fair play. It is open to everyone and empowers women and young people. It facilitates mutual understanding across generations and geographies, uniting the people of the world. These characteristics of sport are also reflected in the work of the United Nations who also promotes universal values that transcend cultural and social backgrounds, languages and religions. This is why the United Nations is committed to harnessing the power of sport. The 2030 Agenda for Sustainable Development recognizes sport as "an important enabler of sustainable development". In this spirit, the efforts of the "SIGA Sport Integrity Forum IV" on 26 July 2018 in Geneva 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."

## Franco Frattini, SIGA Chairman



"It is encouraging to see Sport Integrity at the top of the international agenda. The significant role of sport as a force for good and enabler of social and economic development, as well as a tool for peace and well being, is, today, widely acknowledged. SIGA and our members are leading the way for Sport Integrity."

The engagement and support of the United Nations is a positive and welcome development for all those who fight for a clean sport. On behalf of all of us, I want to thank the United Nations, and, in particular, the Director General, Michael Møller, for hosting our Sport Integrity Forum and General Assembly in such a symbolic venue. This marks the confirmation of a very positive collaboration."

## Lord John Stevens, Chairman, QUEST/ Chairman of the Ethics Committee, Sport Integrity Global Alliance (SIGA)



"My mantra throughout my personal and professional life has always been that "integrity is non-negotiable". Whether we are talking about sport, business, politics or any other walk of life, integrity must be at its heart. This is why I have been such a keen supporter of SIGA from its inception right up until today where we see it as a thriving, international, independent, multi-stakeholder alliance. The Sport Integrity Forum is a fantastic way to showcase and debate the issues that SIGA is addressing, and we look forward to the day where integrity is taken as a given throughout the international sporting community and that SIGA's Universal Standards are upheld therein."





# STATEMENTS OF SUPPORT

## Emma McClarkin, Member of the European Parliament



"As a Member of the European Parliament who has worked consistently to promote integrity in sport, I am passionate about the work of SIGA. It is essential that stakeholders come together regularly to review reforms to governance, financial integrity and sports betting integrity."

## Ramil Hasan, Secretary General, Turkic Council



"There is no doubt that sport is facing serious challenges and is in danger of losing its reputation in the eyes of millions. In the face of such a picture, there are quite a few people who put themselves to the duty of addressing such challenges with dedication in an effort to uphold the values of sport. It is SIGA and its dedicated team. As a founding member of SIGA and, from the very early days of this noble endeavor Turkic Council has noticed first-hand that SIGA has managed to bring together diverse groups of individuals and organizations in building such a powerful coalition with the motivation of securing sport and has become a widely known international body. As a Vice-Chair of the SIGA Council, I wish to declare that Turkic Council is committed to strive hard to take the responsibility of promoting the highest organizational and ethical standards in sport in its member states."

## Akaash Maharaj, Chief Executive Officer, Global Organization of Parliamentarians Against Corruption – GOPAC



"At its best, sport can be an unrivalled force for good in the world: it can take bitter enemies and bring them together as peers around a shared passion; it can champion equality of opportunity in the pursuit of excellence; it can excite hope in the midst of despair. However, to the extent that sport becomes captive to corruption, it becomes an instrument to prop up tyrannies and kleptocracies, to marginalise democracy and the rule of law, and to undermine the rights of athletes and citizens. The key determinant in whether sport is an instrument for good or for ill is simple to state but difficult to achieve: it is whether sport institutions are governed by basic standards of ethics, integrity, and public accountability. For this reason, I strongly endorse SIGA's vision of sport governed under the highest integrity standards, free from any form of unethical, illicit, or criminal activity, to safeguard sports values and ensure its positive impact and benefits to all citizens."





# STATEMENTS OF SUPPORT

**Bernadine Fernz, Head of Infrastructure, Open Contracting Partnership**



"Sports unites thousands of athletes and millions of spectators around the world. It's time to set the rules of the game for clean and corruption-free events behind the scenes as well. Open contracting will help make better decisions in public procurement, foster a level playing field among businesses competing for contracts, increase integrity and transparency, and enable monitoring of service delivery. We expect integrity and fair-play from the athletes, it's time the money is spent in the same way".

**Lisa Delpy Neirotti, Director, Associate Professor of Sport Management, George Washington University**



"In addition to lecturing on good governance, a more important role is helping sport leaders act on these principles and serve in an ethical and effective way to maximize limited resources. This is why I support SIGA's reform agenda as it raises awareness of issues and offers solutions."

**Claudius Schäfer, CEO, Swiss Football League**



"Financial Integrity is crucial for Professional Football. We owe the millions of fans worldwide a reliable behaviour. The decision-making process with or without financial implications should always meet the highest demands in transparency and plausibility. We are very grateful that SIGA takes a very professional approach to this subject."

**Katharina Wegmann, Executive Director, Ernst & Young (EY)**



"Integrity is the crucial currency in sports. In an industry that is grounded in values of idealism, fairness, and connecting people it is imperative to count on a system with trust and transparency. SIGA's mission and upcoming forum are important contributors to Good Governance in Sports and I look forward to the exchange of ideas."





# STATEMENTS OF SUPPORT

**Karen Webb-Moss, Group Chief Operating Officer,  
ICSS / former Vice President, Image and Marketing Communications,  
International Olympic Committee ( IOC )**



"Since day one, SIGA has always understood the importance of having the major brands involved in the collective action to improve the integrity, transparency and governance of sport. Sport today cannot exist without commercial support and for any sponsorship, the brand alignment with an athlete or a sport is strengthened if the sport, both on and off the field, is clean and fair and it is weakened – even damaged – if the sport or sporting entity is under any negative spotlight linking it to doping, corruption, match fixing, fraud etc.

I look forward to hearing from some of the major players in sport and sport sponsorship at the SIGA Sport Integrity Forum and to discussing the issues around the integrity of sport for their brands and organisations."

**Helen Grant, Member of the UK Parliament /  
former Minister of Sport of the United Kingdom**



"Sport was a critical factor in my personal development as a young person in establishing self-esteem and self-confidence. Fairness and integrity were at the heart of my experience and anything that could compromise those essential facets of competition remain anathema to me. The mission of SIGA in providing global leadership, promoting good governance and safeguarding the integrity of sport through a set of universal standards is vital. I fully support these goals and I am committed to working with SIGA in any way I can to help sustain these objectives in the development of modern sporting excellence."

**Ling-Ling, Chief Compliance Officer and Assistant General Counsel, Panasonic**



"When I think about the value of sport in our society, I believe it goes beyond just the thrill and excitement of competition or the impressive display of the human body's physical strength and endurance. More than that, sport teaches important life lessons—like discipline, teamwork, winning and losing with graciousness, perseverance, and the pursuit of excellence. These are character building experiences that make us all better citizens in our global community. We need to preserve this positive impact by standing together against unethical and illegal conduct and by supporting the vision and mission of SIGA as they bring encouraging reform to the sport industry."

**Fernando Pais Afonso, CEO, Nossa Aposta**



"Being a key area in human development, several undesired developments are posing severe threats to sport integrity and therefore the creation of SIGA is of utmost importance. SIGA started as a great idea and is now an institution involving different stakeholders committed to pursue best practices and universal standards to govern sport and assure sports integrity, goals that I fully support."





# STATEMENTS OF SUPPORT

**Michelle Moore, Managing Director, Moore Development LTD**



"Sport has a transformative force and value that drives social and economic benefits to global civil society and plays a leading role for all forms of equality in the 21st century. The true values of sport represent the best of humanity: determination, fellowship, teamwork and the pursuit of excellence. Creating a globally connected civil society where all citizens benefit from the values and benefits of sport is of great importance. SIGA's work is therefore significant in contributing to this and at the same time working to ensure that sport is held to higher standards of integrity and transparency to challenge areas where reform is urgently needed."

**Richard Caborn, Former Minister of Sport, UK**



"I am very much looking forward to the SIGA Sport Integrity Forum next week where I will be moderating a panel session dedicated to "Governments, International Cooperation and Sports Integrity". Having been instrumentally involved in governmental involvement during the foundation of WADA, this is a subject that is very important to me. SIGA is doing a fantastic job at bringing together government and sport which is a crucial alliance in the world of sports governance and paramount in ensuring integrity in sport. The Sport Integrity Forum will be an excellent opportunity to explore these themes and to hear from the broad range of stakeholders in this important debate."

**João Paulo Almeida, Director General, National Olympic Committee of Portugal**



"As some recent scandals, political decisions and judicial rulings have been shaping the world of sports into a new era where integrity, good governance and accountability are increasingly assumed as paramount to tackle global and cross-sectorial challenges undermining the core values of sport, SIGA stands as a unique multi-stakeholder, neutral and action-oriented coalition to strengthen a collaborative partnership to pave this way and embed a culture of compliance with the highest standards."

**Paul Nicholson, Founder & CEO, Inside World Football**



"SIGA has rapidly established itself as an important body focused on increasingly challenging sports integrity issues. Its growing membership reflects the broad-based need for an organisation that not just highlights and creates debate around the issues, but also offers practical and real solutions to sports governing bodies and their stakeholders."





# STATEMENTS OF SUPPORT

**Densign White, CEO, IMMAF**



"Commercial demands can pose a challenge to organisational integrity. This includes the pressure to satisfy and retain sponsors and also, through the media, to attain audience reach. These areas can require mindful integrity decisions to be taken sometimes on a regular basis, ranging from the small and routine to those that pose significant, potential threats to company values. I welcome the opportunity to discussing and sharing on this highly pertinent topic at the Sport Integrity Global Alliance Forum."important debate."

**Ben Rutherford, Senior Legal Counsel and Integrity Unit Manager, World Rugby**



"Integrity is one of rugby's five core values. It is fundamental to sport's capacity to be a positive social force and is essential to the appeal of sport to broadcasters, sponsors and fans which in turn provides funding for development and social activities. The strengthening of links between sporting bodies, civil society, government agencies, law enforcement and the regulated betting industry to share information, intelligence and best-practice is essential to protecting sport from the challenges posed by those who may seek to corrupt it for their own personal gain. The work of SIGA in bringing these various stakeholders together is an important step in the fight to protect sport."

**Laurent Vidal, Professor, Sorbonne University**



"SIGA Sport Integrity Forum is probably the best place to propose solutions to the growing questions raised by the integrity of sport and to consider the actions to be taken. SIGA is empowering those who by their commitment to the integrity of sport have the power to make a difference and to bring changes".

**Daniel Haddad, Strategy Director at Octagon**



"It is critical that our industry leaders continue to examine the media and sponsorship landscape in order to further integrity across sport. Octagon is proud to support SIGA and to participate in the conversations and strategic actions that will further the organization's mission, while we continue to counsel our brand clients on how their partnerships with rights holders and industry stakeholders can contribute to the overall effort."





## HOW TO JOIN SIGA

We invite you to hear this call to action and engage with us to help lay the foundations for a deeper level of integrity, transparency and good governance throughout sport.

To become a SIGA Member, please contact SIGA at [info@sigasport.com](mailto:info@sigasport.com).

JOIN THE CONVERSATION

[@SIGAlliance](https://twitter.com/SIGAlliance)

[www.sigasport.com](http://www.sigasport.com)

