



International Sports Federations: Better Governance, Jeopardized Autonomy?

“The Challenge for Europe in the Governance of Sport”

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8 April 2013, Brussels

Preserving the Values of Sport

Fair play
Discipline
Respect
Honesty
Integrity
Ethics
Solidarity
Efficiency
Transparency
Democracy

....

On and Off the Field!



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Agenda

SportAccord

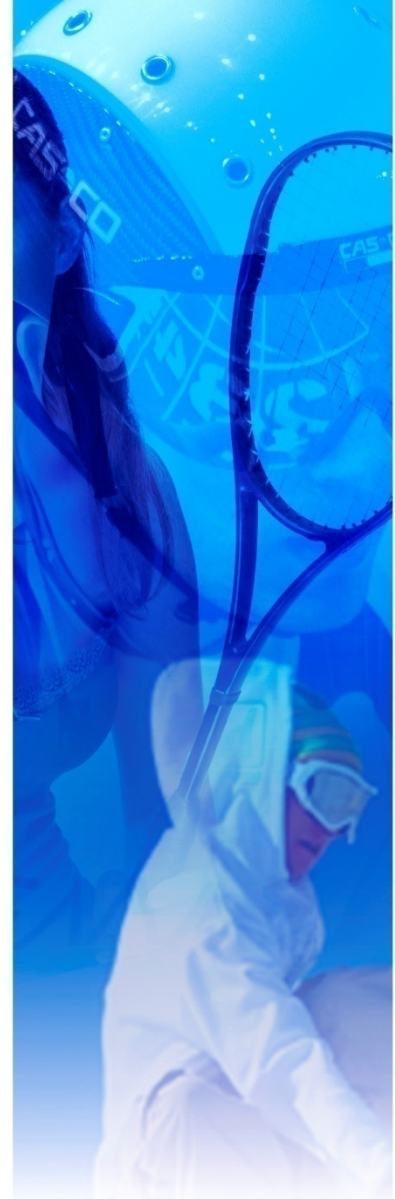
Combating Match-Fixing and Establishing Better Governance:
the importance of PROCESS, RULES ,
PREVENTION TOOLS and PARTNERSHIPS
to ensure sport remains autonomous

SportAccord Integrity Unit

SportAccord members

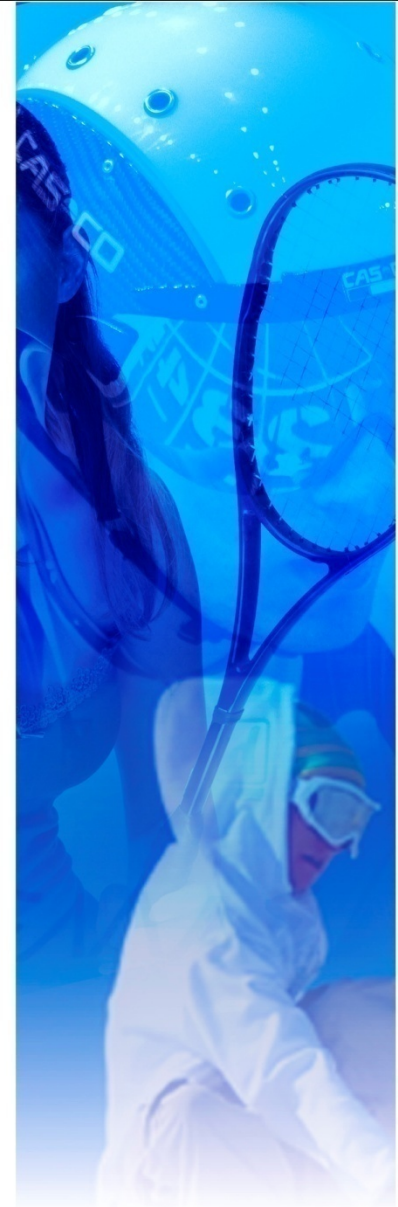
Major Sports Events

Steps towards better governance for the International Sports
Federations



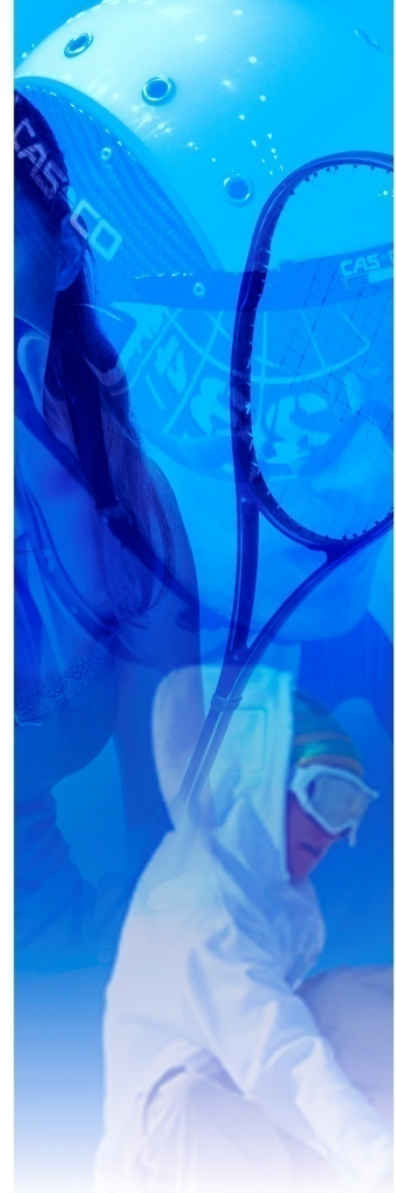
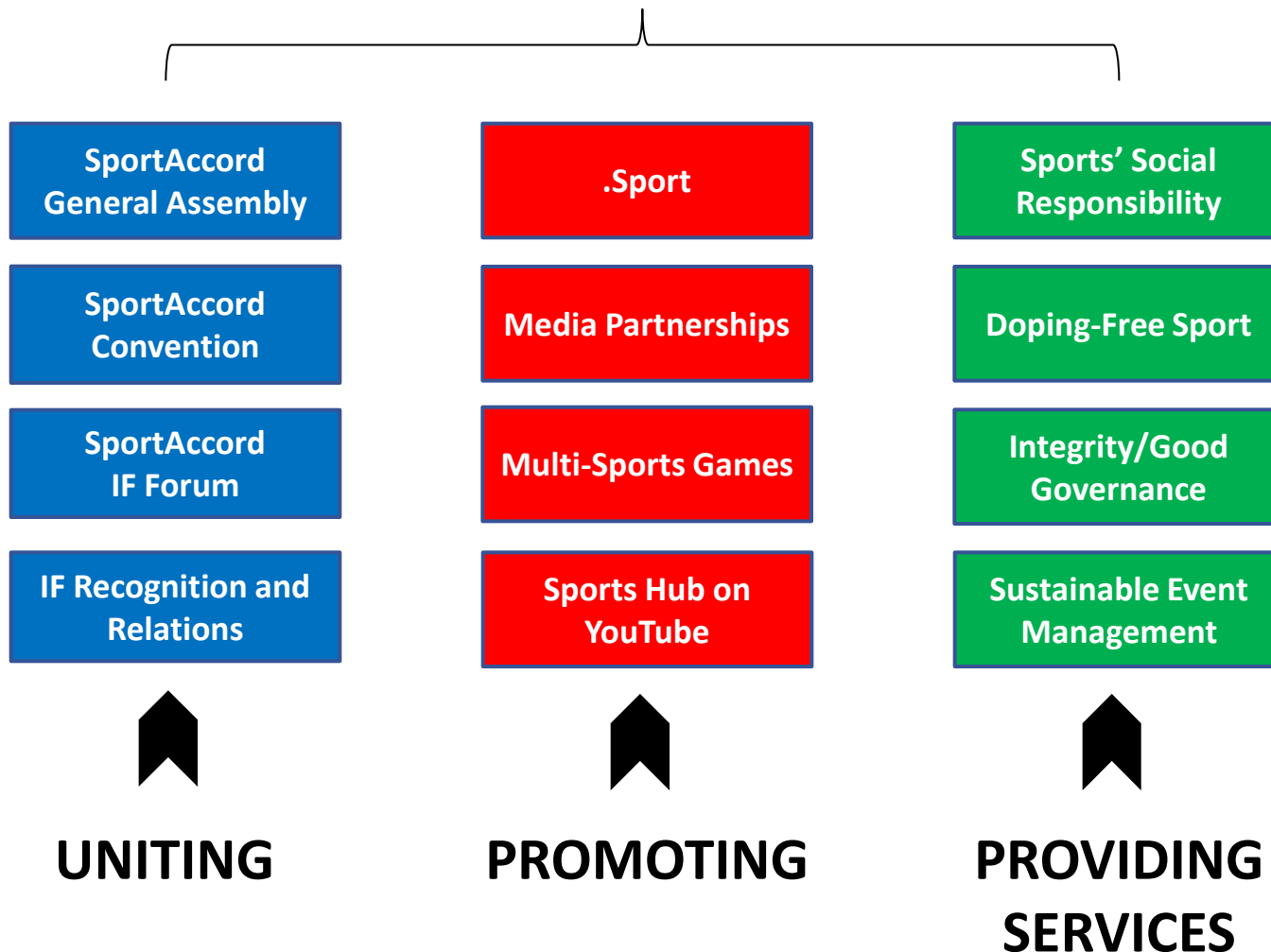
SportAccord Membership

- ❑ 91 Full Members: International Sports Federations leading their sport worldwide
- ❑ 16 Associate Members: International Sports Organisations e.g. Commonwealth Games, World Games, University Sports, International Paralympic Committee, Special Olympics, Deaf Sports



SportAccord Activities

SUPPORTING SPORT



SportAccord Integrity Unit: The Process

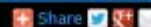
- Match-Fixing....
- Better Governance...



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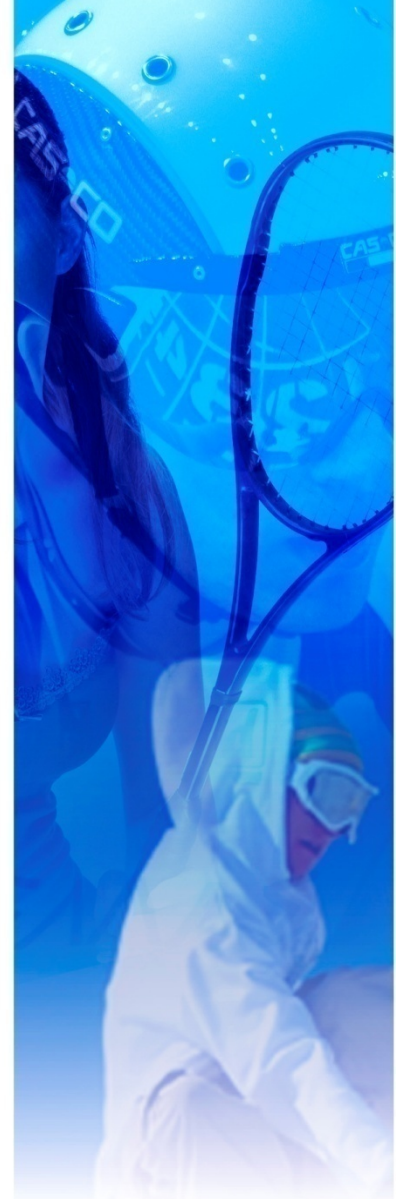
GLOBAL PROGRAMME TO STOP MATCH-FIXING IN SPORT



SportAccord's Global Programme to Stop Match-Fixing in Sport aims to raise awareness about what is responsible sports betting behavior and aims to help you to stop match-fixing from destroying your career and your sport.

The manipulation of sports results or 'match-fixing' refers to the irregular influencing of the course or the result of a sports event in order to obtain advantage for oneself or for others and to remove all or part of the uncertainty normally associated with the results of a competition.

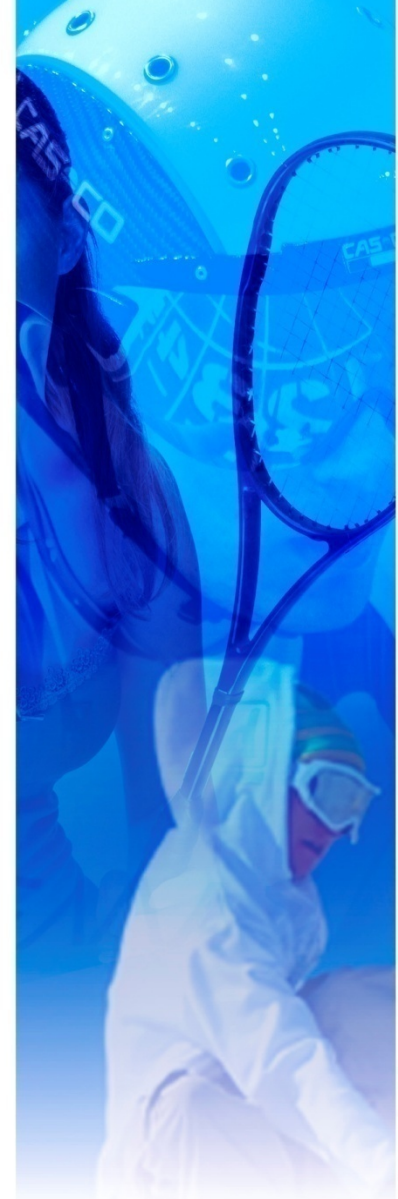
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Integrity: The Importance of Rules

Model Rules on Sports Integrity in Relation to Sports Betting

- Regulation of participants' betting activities;
- Regulation of competitions (authorised types of bets, rules to limit match-fixing, conflicts of interests);
- Disciplinary procedures and sanctions;
- Recommendations regarding data exchange (cooperation with governments and responsible betting operators).



Integrity: The Importance of Rules

Code of Conduct

on Sports Betting Integrity for athletes and officials

This Code of Conduct sets out the guiding principles for all athletes and officials on the issues surrounding the integrity of sport and betting.¹

Guiding Principles

1. Be Smart: know the rules
 2. Be Safe: never bet on your sport
 3. Be Careful: never share sensitive information
 4. Be Clean: never fix an event
 5. Be Open: tell someone if you are approached
-

Integrity: The Importance of Prevention

E-LEARNING “REAL PLAYER” PROGRAMME



How to Prevent Match-fixing from Destroying your Career

0.2

In this programme you will learn about the dangers of match-fixing to your career, your reputation and your life.

We will show how gangsters and gamblers may target you.

We will show you how gambling addiction is a dangerous gateway to corruption.

You will learn how to avoid these problems and what to do if you are approached to corrupt your sport.

The programme features top experts in the field, people with real-life experience to help you protect yourself.

This programme will cover:

Module One

Why corruption is dangerous for you and your sport.

Module Two

How corruption can ruin your career and endanger your life.

Module Three

How fixers may target you (and how to avoid it).

Module Four

Addiction - dangerous for you and a gateway to corruption.

Module Five

How to protect yourself from corruption.



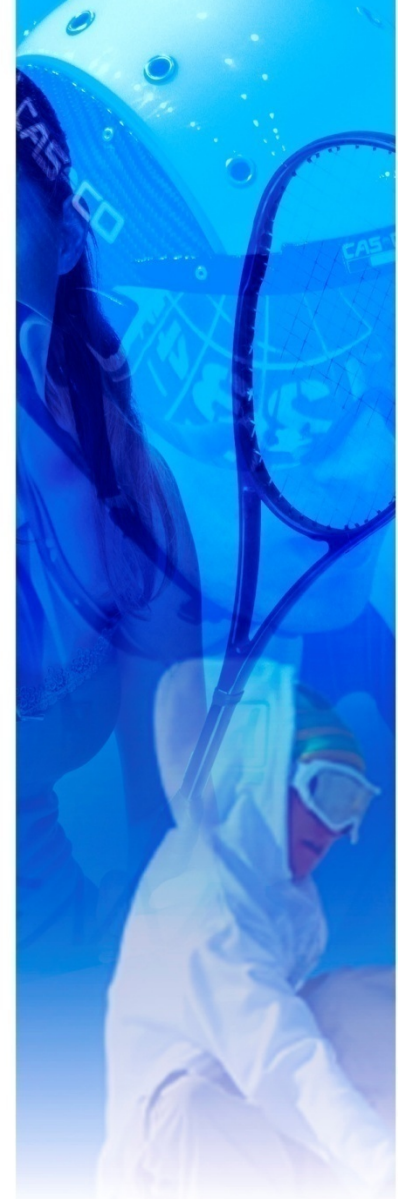
Integrity: The Importance of Partnership

1. To Combat Match-Fixing

Collaboration with law enforcement is necessary particularly for investigations

2. For Better Governance

Cooperation with independent experts may be necessary to determine the principal issues and to drive reform

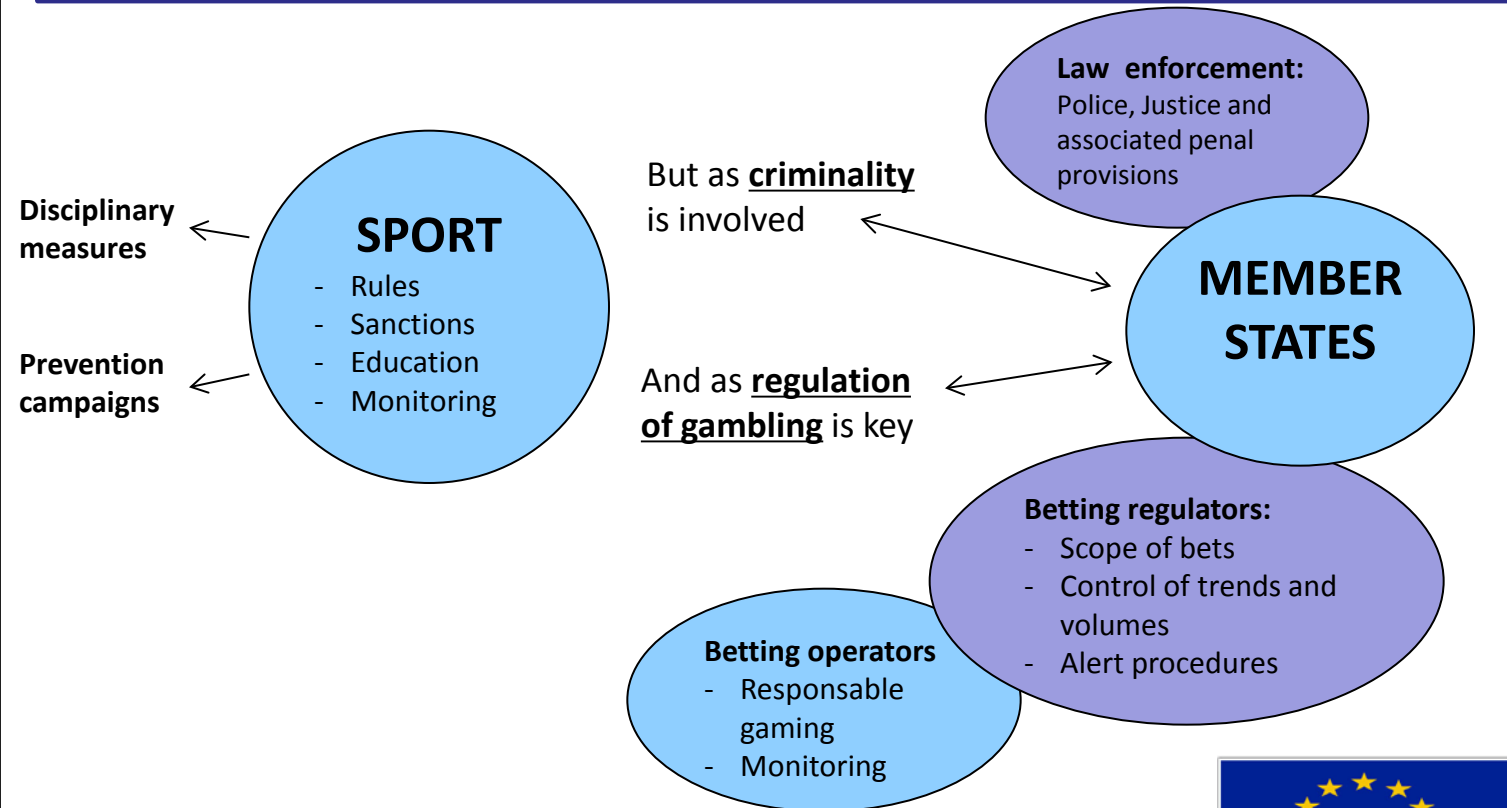


IOC Basic Universal Principles of Good Governance

Harmonious Relations With Governments While Preserving Autonomy

- Sporting organisations should coordinate their actions with governments;
- Cooperation with governments is an essential element in the framework of sporting activities;
- Cooperation, coordination and consultation are the best way for sporting organisations to preserve their autonomy;
- Governments, constituents of the Olympic Movement, other sports organisations and stakeholders have a complementary mission and should work together towards the same goals;
- The right balance between governments, the Olympic Movement and sporting organisations should be ensured.

Combating match-fixing: Partnerships that potentially threaten sports autonomy



Need for international cooperation



Tennis



Rugby

<http://www.irbintegrity.com>

You could be banned from Rugby or even go to jail, so:
Never bet on Rugby and never ask anyone to bet for you
Never intentionally perform below your best
Never reveal confidential information
Report anything suspicious to confidential@irb.com

Keep Rugby Onside. Don't gamble with your career.



**KEEP RUGBY
ONSIDE**
THE IRB'S ANTI-CORRUPTION WEB SITE

Football



INTERPOL INTEGRITY IN SPORT

العربية
Deutsch
English
Español
Français

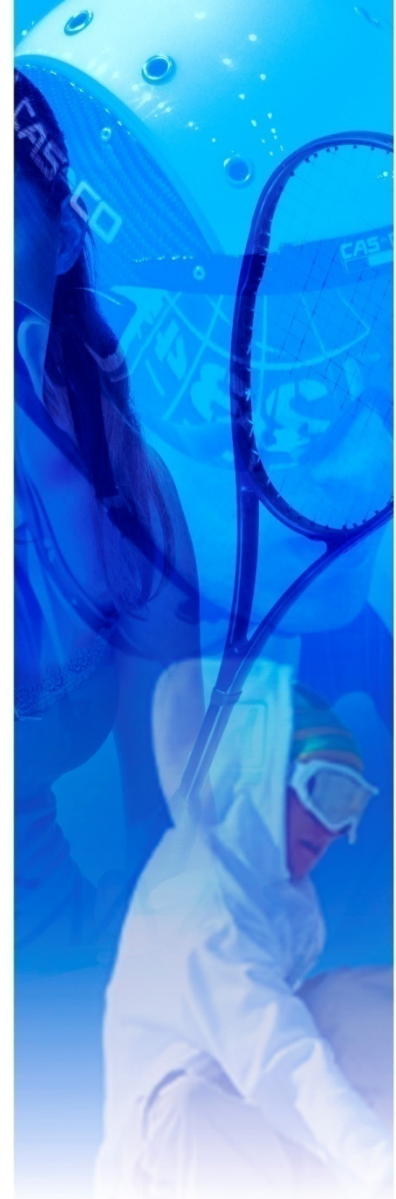
REAL PLAYER

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Equestrian



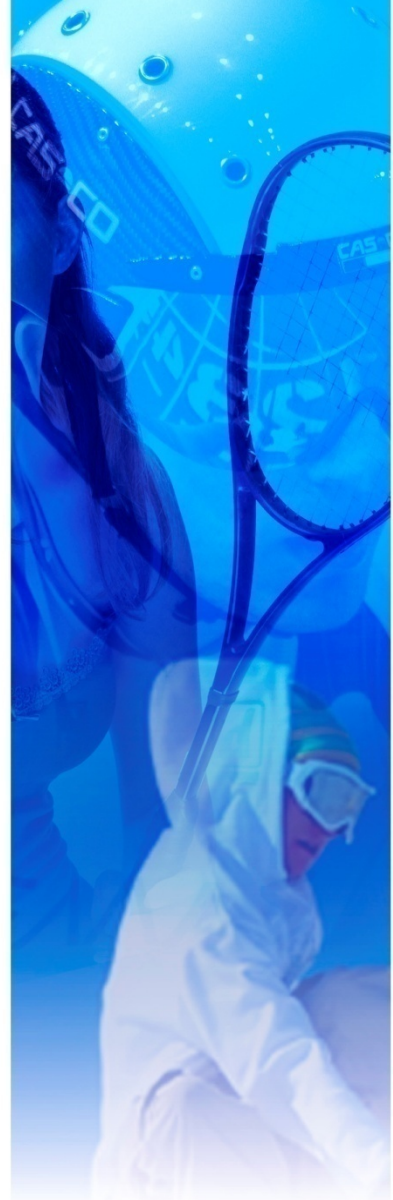
Flying Disc



Cricket



*International
Cricket Council*



Governance at Major Sports Events

POTENTIAL RISKS:

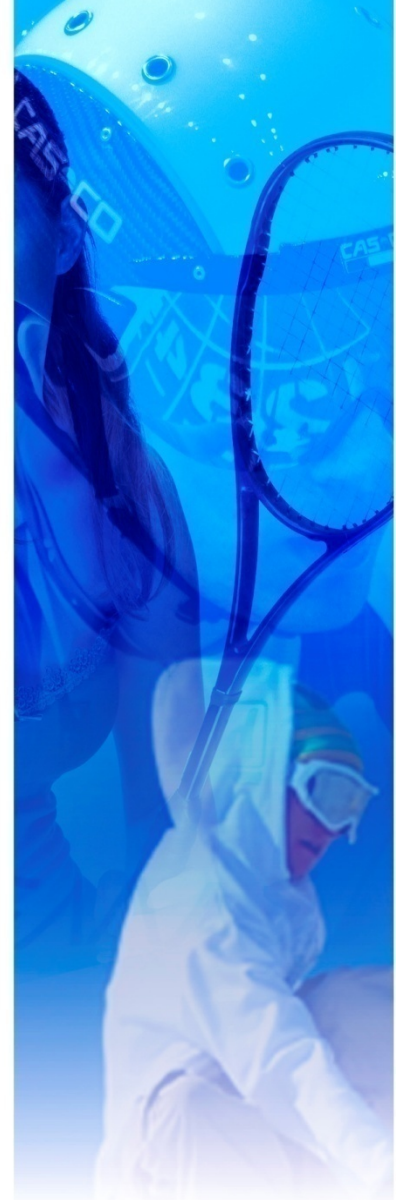
- uncontrolled cost escalation;
- Venues not be built with sufficient attention to their future use;
- corruption during the construction process.
- the significant sums of money
- the large number of contracts to be issued,
- the special sources of revenue, such as royalties, sponsorship contracts, branding and marketing opportunities, and broadcasting rights.
- the tight time frame



Governance at Major Sports Events

COPING WITH THE RISKS:

- Strategic risk management.
- Anti-corruption approaches in IF regulations, decision-making processes and operating procedures.
- Promote and demand due diligence and transparency
- Make corruption prevention a requirement for organizations bidding to host an event.
- Officially adopt integrity and transparency as part of an IF's own core values and promote them as part of public relations and educational initiatives.
- IFs can act as a repository of good practices and translate this into guidelines and policies that apply to all major events organized under their authority or sponsorship.
- Establishing an ethical leadership and organizational culture.



ISO 20121: Integrity and Transparency



ISO 20121

Event sustainability management systems

ISO 20121 is applicable to any organisation that wishes to:

- establish, implement, maintain and improve an event sustainability management system;
- ensure that it is in conformity with its stated sustainable development policy.

Why be ISO 20121 certified ?



- Differentiation
- Accountability
- Brand value



Steps towards Better Governance for International Sports Federations

Safeguarding sports integrity and preventing match-fixing should be a primary objective of every sports organisation.

- **Framework** = Action for Good Governance in Sport (AGGIS)
- **Principles/Rules** = IOC Basic Principles, EU Expert Group on Good Governance Principles
- **Implementation:** Assist IFs in implementing better governance
 - As organisations
 - As event organisers (bid process, procurement, local organising committees etc).
- **Prevention/Awareness:** Identify Best Practices
- Potential **Certification** framework: ISO 20121



THANK YOU

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