



**TRANSPARENCY
INTERNATIONAL**
the global coalition against corruption



STAYING ON SIDE HOW TO STOP MATCH-FIXING

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“We strongly believe awareness-raising and education are key to tackling the problem of match-fixing. As an anti-corruption organisation with experience helping people say no to corruption, Transparency International can offer support to those in football who have to come to grips with risky situations.”

*Cobus de Swardt, Managing Director
Transparency International*

“As the common voice of the European Leagues, the EPFL is strongly committed to using all its power and influence to ensure that the integrity of our leagues’ competitions is fully preserved. We are honoured to work with Transparency International since we believe that prevention and education are fundamental instruments to eradicate match-fixing from our sport.”

*Frédéric Thiriez, President
Association of European Professional Football Leagues (EPFL)*

“At the German Football League (DFL) we strongly believe that education and training, especially of younger players, is a key element of prevention. We want to create a clear understanding and awareness about the dangers and consequences of match-fixing and gambling addiction in order to protect the players and to combat match-fixing. The consultation and work with our partners Transparency International, EPFL and its member leagues in the project provided valuable results and insights which we will also use to further develop our national programme.”

*Christian Seifert, Chief Executive
German Football League (DFL)*

WORKING TOGETHER TO STOP MATCH- FIXING

**“Football should be exciting,
fun and honest. Match-fixing
destroys this.”**

Transparency International, the Association of European Professional Football Leagues (EPFL) and the German Football League (DFL) came together to share experiences on how to reach our common goal: to raise awareness about match-fixing and develop educational materials and approaches to help prevent it. The project, which was co-funded by the European Commission, included representatives from Transparency International chapters and professional football leagues in Germany, Greece, Italy, Lithuania, Portugal and the United Kingdom, and participation by leagues in Norway and Poland.

Football should be exciting, fun and honest. Match-fixing destroys this. It ruins the enjoyment of the millions of people who visit stadiums or watch football on TV worldwide. And it can ruin careers and undermine the integrity of sport.

The goal of the project Staying on Side was to advance the fight against match-fixing by helping protect the values of fair play, integrity and good sportsmanship in football. It gathered experts to discuss key issues facing football, including sports betting and gambling, and possible solutions to those problems.

It explored how to communicate about match-fixing and developed educational materials to explain what to do to stop it. We shared the experiences gained in one country in others.

The main focus of the project was prevention and education – for those involved in all aspects of football, including young players, referees, coaches and club officials.

WHAT IS MATCH-FIXING?

Match-fixing describes a situation where the results of a match or events that take place during the course of a match are arranged in advance. Matches can be fixed to gain financial advantage for betting reasons and they can be fixed for sporting reasons: to ensure a club avoids relegation or gets promoted.

Exposés in the press have helped propel the issue of match-fixing into the headlines. This comes at a time when the increasing popularity of football and the growth of the global betting market have made betting on football a multi-billion euro business.

Today bets can be placed on the result of a match, the number of goals, the difference in scores, and also on specific actions that take place during a match, such as corners or penalties. People are tempted to try and ensure a winning bet by illegally influencing the course of a match. This can happen at every level of football and at every age group: from amateur competitions and games in the lower professional leagues to international championships.

Football is taking action to raise awareness about this. The European Professional Football Leagues published its Code of Conduct on Sports Betting Integrity to support and strengthen the leagues' efforts to protect the integrity of football. In March 2013 UEFA announced, in collaboration with all football stakeholders – leagues, clubs and players – a six-point integrity action plan that specifically requires clubs to introduce comprehensive education programmes.

If the millions of visitors to stadiums and the many more who watch football on television know the results of a match are fixed, they will lose interest in the game. Protecting the integrity of football is in the interest of everyone who cares about the sport.

PREVENTION AND EDUCATION

For the Staying on Side project, anti-corruption experts and professional football league representatives joined with experts in gambling addiction, sports betting and psychology to help identify the key risk factors associated with match-fixing.

To fix a match you need people on the inside – players or a referee – to accept a bribe or be intimidated to manipulate what happens during the game and the end result.

That's why it is so important to raise awareness of how people can become targets for those trying to fix a match and to provide the education and support needed to help prevent this happening.

A key starting point was the prevention and education programme "Together Against Match-Fixing" developed by the German Football Association

(Ligaverband), German Football League (DFL) and the German Football Federation (DFB) with support from Transparency International Germany in 2010. The project developed material, including a practical handbook that uses real-life dilemmas that players, coaches and referees might face, showing how people can resist an approach to fix a match.

Once people understand the dangers of match-fixing and their responsibilities to report any incidents, there needs to be a safe space where they can get

advice if they get in trouble or suspect there is a problem. In Germany and Austria, for example, people can turn to independent ombudspersons, and in Scotland the Scottish Football Association has recently introduced an independent hotline where people can report problems.

A commitment to tackle the problem from everyone involved in football, including those at the very top, is critical to ensure prevention and education are incorporated into the everyday world of football.

In each country, the league and the Transparency International chapter discussed what kinds of education programmes best suited the local context and target audiences. The activities carried out ranged from research and fact-finding on preventing match-fixing, to publishing information and training materials. There were also workshops in several countries on different aspects of match-fixing and training sessions on ways to prevent it, involving players, coaches and sport officials.



Staying on Side: Germany

Transparency International Germany started its work in the area of match-fixing prevention in 2010 by supporting the prevention programme "Together Against Match-Fixing" of the German League Association (Ligaverband), the German Football League (DFL) and the German Football Association (DFB). The programme produced comprehensive information and training material to help explain and prevent the risks of gambling, gambling addiction and match-fixing. This included information brochures, flyers, an e-training tool and a dedicated website.

In 2011 DFB, Ligaverband and DFL, after consultation with Transparency International Germany, decided to appoint an independent ombudsperson who is available to anyone to raise a concern or report an approach about match-fixing or other irregularities in football. He also provides advice about how to behave in potentially risky or suspicious circumstances.

With the support of Transparency International Germany, Ligaverband and DFL held several workshops to train stakeholders, including the heads and coaches of youth academies, who can now train others. There was also a public event at the German Sport University Cologne focusing on the link between match-fixing and gambling or gambling addiction.

The German Football League (DFL) produced comprehensive information and training material, including this poster advertising its dedicated education and prevention website. The text reads: "Don't fix the game. Your sport. Your career. Your responsibility."



STAYING ON SIDE: GERMANY

Ligaverband and DFL amended their statutes to make it mandatory for youth academies to hold workshops on match-fixing prevention once a season for the teams in the age groups under-16 up to under-23. The youth academies also have to name an integrity and prevention officer responsible for developing programmes to prevent gambling addiction and match-fixing in the club. These amendments will take effect from season 2014/2015 onwards.

Ligaverband, DFL and Transparency International Germany published several articles in their member magazines, gave interviews and recorded a podcast about the project.

Go to www.gemeinsam-gegen-spielmanipulation.de for more information.

“An independent ombudsperson is now available to anyone who wishes to raise concerns or report match-fixing. He also provides advice about how to behave in potentially risky or suspicious circumstances.”

Staying on Side: Greece

The Super League Greece and Transparency International Greece developed and piloted training and promotional materials to raise awareness about match-fixing using the slogan:

“Honest Behaviour in Football: Your team. Your career. Your responsibility.”

This includes:

- A brochure, “Seven Ways to Protect the Sport You Love”, which provides information about rules, do’s and don’ts, and match-fixing risks.
- The coaches/trainers manual which includes background information, relevant legislation, real cases, ways to report approaches and how to put on a training workshop on match-fixing for young players.
- E-training for young players available online and on Facebook. It presents dilemma cases in an animated and entertaining way.

Young players attend an anti-match-fixing briefing session at the Super League club Asteras Tripolis F.C.



STAYING ON SIDE: GREECE

The project supported pilot training sessions using the new materials with under-17 and under-20 players at 18 Super League clubs plus university students studying sports.

There was an awareness day with young players wearing special T-shirts promoting the goals of the project and a public event.

The collaboration started discussions on the need for more education and prevention and a secure whistleblower protection system.

Go to www.football-integrity.gr for more information.

**“Honest Behaviour in Football:
Your team. Your career. Your
responsibility.”**

The slogan we used in Greece for all our work.



Staying on Side: Italy

The Italian second division Lega B and Transparency International Italy talked to players and clubs in Rome, Palermo and Brescia about how match-fixing works and what clubs can do to stop it. This has started a longer-term collaboration between Transparency International Italy and the Italian Footballers' Association and has led to a first cooperation with the Italian Coaches Association.

The approach to counter match-fixing is described in detail on a dedicated website. The project promotes a Self Defence/Protection Protocol that includes the introduction of a league ombudsperson and whistleblower protection system, accompanied by education and awareness-raising training sessions.

The education component focuses on developing a culture of integrity among players about all aspects of behaviour, including how to deal responsibly with money.

More than 100 people from the world of football, including players, coaches, referees, staff members of clubs (both the technical and managerial staff) in Rome, Palermo and Brescia learned about the risks of match-fixing and how people can be approached and co-opted.



(from left to right) Giovanni Colombo, Transparency International Italy, Alfredo Calligaris, former Director of the Coverciano FIGC Football School, Paolo Bertaccini Bonoli, Transparency International Italy and Andrea Abodi, president of Italian Lega Serie B explain the project "Stop Match-Fixing" at a press conference in Milan.

STAYING ON SIDE: ITALY

Transparency International Italy also conducted research in collaboration with the Catholic University of Milan into behaviour patterns associated with match-fixing to help the trainers understand how to identify the risks and help people before the problems develop.

Work has started on the promotion and implementation of the Self Defence/Protection Protocol, in collaboration with the Italian government in an effort to extend its reach.

Go to www.stop-match-fixing-italia.org for more information.

“The education component focuses on developing a culture of integrity among players about all aspects of behaviour, including how to deal responsibly with money.”

Transparency International Lithuania set its sights on awareness-raising in the media and the sport community through workshops and research. Given the relevance of basketball in the country, Transparency International Lithuania also worked with basketball stakeholders.

The research element of the programme involved a survey of both professional football and basketball players to assess how prevalent they believe match-fixing to be in their sport.

Match-fixing is a concern in Lithuania and not enough is being done to raise awareness among players. The results of the survey prompted wide public debate and put in context the need for more action on prevention and education – that will be the next step.

Posters against match-fixing were displayed in front of sports institutions in Vilnius, Kaunas, Klaipeda, Siauliai, Panevezys.





Staying on Side: Portugal

Transparency International Portugal conducted a series of in-depth interviews with former football players, coaches, referees and former referees, and managers of football academies to gain a better understanding of the problems that football is facing in Portugal.

With the support of the Portuguese football stakeholders and with technical guidance from two universities, Transparency International Portugal carried out an anonymous online survey with referees of amateur, professional, and international competitions, all members of the Portuguese Association of Football Referees.

Transparency International Portugal is also planning to take the pulse of other target audiences, including football supporters and students of sports management. The results and analysis of the research will be published separately.

The interviews and survey results showed that there is a need for concrete prevention and education programmes to raise awareness about match-fixing and the risks it poses for football, particularly young players. There is also a need for the introduction of whistleblower legislation and a safe reporting system.

Go to www.transparencia.pt for more information.

Staying on Side: UK

Based on the approach that the use of real examples best illustrates the dangers of match-fixing, Transparency International UK is publishing guidance for football clubs that brings to life these dangers. The publication outlines how to identify and resist approaches related to match-fixing, as well as how clubs may put in place preventative measures.

In addition to using real scenarios, it will outline related guidance, general tools and suggestions on how to prevent the scenarios from occurring.

The information will be presented in an accessible format and will also serve as a resource for club officials to help them educate players and others involved with football.

Transparency International UK is working together with UK football leagues and associations to make the guidance accessible to club officials across all levels of football in the UK.

Go to www.transparency.org.uk for more information.

“Our guidance outlines how to identify and resist approaches related to match-fixing as well as how clubs may put in place preventative measures.

The information will be presented in an accessible format and will also serve as a resource for club officials to help them educate players and others involved with football.”

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Staying on Side: Norway and Poland

The Staying on Side project included participation from members of the European Professional Football Leagues in Norway and Poland.

The Norwegian Professional Football League piloted awareness-raising activities that targeted young football players. The league organised a training session for 250 players and referees during a football tournament in 2013. The focus was on education and prevention.

In Poland the professional football league, Ekstraklasa, and the Ministry of Sport and Tourism agreed to take joint actions on match-fixing in the area of education and prevention and will make this mandatory for clubs.

They are preparing education materials and organising 16 training sessions in each Ekstraklasa club with a target group of players aged from 15 to 18 years old and coaches.



Football should be exciting, fun and honest. Match-fixing destroys this. It ruins the enjoyment of the millions of people who visit stadiums or watch football on TV worldwide. And it can ruin careers and undermine the integrity of sport.

The goal of the project Staying on Side was to advance the fight against match-fixing by helping protect the values of fair play, integrity and good sportsmanship in football.

Here young players in Greece wear the shirts with the project slogan: "Honourable Behaviour in Football"

WHAT NEEDS TO CHANGE?

Education and prevention can help prepare all those in football to address the problem of match-fixing. These recommendations are based on our pilot research and experiences in the Staying on Side project.

Education and prevention

- It is important for the sport community to identify and address the risk of match-fixing proactively by committing publicly to fighting match-fixing and engaging in prevention and education programmes.
- Everyone in football from players and coaches at all levels to referees, club and federation officials should receive information about the dangers of gambling addiction and match-fixing on a regular basis.
- Education provided by clubs should show people how to deal with difficult situations and offer help and practical advice about how to resist when faced with a match-fixing proposal. It should not just explain the rules and threaten people with sanctions.
- Gambling awareness: all clubs should offer players information and support services about the risks of gambling.

Whistleblower protection

- There needs to be a safe space for those who want to report about cases of match-fixing or any related suspicion.
- An independent ombudsperson or another appropriate whistleblower system should be made available to everyone.
- The whistleblower system should ensure anonymity, instil confidence in callers and have clearly defined follow-up procedures for the calls received.



WANT TO FIND OUT MORE?

Many organisations are currently developing materials and information that will help in the fight against match-fixing.

To find out more, visit:

- **Transparency International**
www.transparency.org/whatwedo/activity/staying_on_side_education_and_prevention_of_match_fixing
- **European Professional Football Leagues' Code of Conduct**
www.epfl-europeanleagues.com/ga_sports_betting_integrity.htm
- **German Football League (DFL)**
www.gemeinsam-gegen-spielmanipulation.de
- **Transparency International Greece/Super League Greece project website**
www.football-integrity.gr
- **Transparency International Italy/Italian Lega B project website**
www.stop-match-fixing-italia.org
- **Scottish FA/Scottish Professional Football League/PFA Scotland/Coaches and Managers Association "Keep it Clean"**
www.scottishfa.co.uk/scottish_fa_news.cfm?page=1961&newsID=12996
- **UEFA/EPFL/FIFPro/ECA Six-point plan**
www.uefa.org/mediaservices/mediareleases/newsid=1935133.html
- **FIFPro's "Don't Fix It"**
www.fifpro.org/en/don-t-fix-it
- **Austria's "Play Fair Code"**
www.playfaircode.at

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