

# THE DAILY

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#RSA2019

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PAN AMERICA

YOUR GUIDE TO WHAT'S HAPPENING TODAY AT REGIONAL SPORTACCORD PAN AMERICA 2019

Stunning Fort Lauderdale  
hosts the inaugural Regional  
SportAccord Pan America



## CONFERENCE UNDERWAY

The highly anticipated conference program for Regional SportAccord Pan America 2019 gets underway today, with a line-up of experts set to explore 'A United Approach to the International Sport Landscape in the Americas'.

In today's edition of **The Daily**, 10 of today's big-name conference speakers are featured.

Raffaele Chiulli (p1-2), Stephan Fox and Andrew Ryan (both p5) will focus on governance this morning, while Philippe Gueisbuhler, Vlad Marinescu and Hon. Adriana G. Sanchez Parés (all p4) will explore the growing esports sector this afternoon.

This afternoon's conference schedule will also feature Willie Banks (p8), who will focus on the topic of anti-doping, as well as James Conway (p4-5) on the role of data in host city infrastructure projects, while Maria Loreto González Jaque, Esq and Stiig Waeber (both p6) will tackle the vital issue of safeguarding athletes.

## SOLID FOUNDATIONS FOR REGIONAL SPORTACCORD

Raffaele Chiulli, the President of SportAccord and GAISF (Global Association of International Sports Federations), believes Regional SportAccord Pan America 2019 will provide solid foundations for stronger relationships between the region and the international sports movement.

Representatives from dozens of International Sport Federations (IFs), as well as executives and officials from sports

commissions, cities, associations, businesses, organizations and administrations spanning the Americas, are congregating at the Greater Fort Lauderdale / Broward County Convention Center for three days of high-level networking and knowledge exchange.

"This is a great opportunity to build bridges between IFs and Pan American National Olympic Committees, host cities and other sports stakeholders with

interests in the Americas," Chiulli told **The Daily**. "The core value proposition of SportAccord as an organization has always been to create the place 'where sport meets' – and we are seeing that here in Fort Lauderdale.

"I've no doubt the conversations taking place over the next few days will be the foundation for strong relationships in the years to come.

CONTINUED ON P2

INSIDE

**BANKS**

Entertainment  
crucial to the  
future of sport  
PAGE 8



Maria  
Loreto González  
Jaque on  
safeguarding  
PAGE 6

ALSO

2 SportAccord's future plans

4-5 Why data will be at the heart of  
host city infrastructure strategies

8 What's on today



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The Daily

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# HATT HAILS INTEREST IN INAUGURAL EVENT

The presence of dozens of International Sport Federations at Regional SportAccord Pan America 2019 has given the inaugural event a huge vote of confidence, according to SportAccord Managing Director Nis Hatt (pictured).



At least 61 Members of the Global Association of International Sports Federations (GAISF) are arriving in Fort Lauderdale for this groundbreaking gathering.

“We have attracted a large number of representatives from the International Sport Federation community, as well as Ministries of Sport, National Federations, National Olympic Committees, cities and regions across Pan America, underlining the strong commitment in supporting this inaugural

edition,” Hatt told *The Daily*. Regional SportAccord has been added to the portfolio of events operated by SportAccord, sitting alongside the International Federation (IF) Forum, which takes place every fall in the Swiss city of Lausanne, as well as the established annual World Sport & Business Summit, first held in 2003.

This week’s gathering marks the first time since Denver in 2009 that a SportAccord event has taken place in the Americas, helping to strengthen links between the global sports movement and a region that is home to one billion people.

“This week’s program will be covering topics that are relevant for the Americas and we expect to see more people attending our annual Summit

from this region in the future as, for the first time in a few years, they are being exposed to the SportAccord brand on their doorstep,” Hatt added.

“In addition, we are already in dialogue with representatives from North and South America about hosting future editions of Regional SportAccord, which we expect to become a recurring event on the calendar. We are also in talks with representatives of destinations in Africa and Europe.”

With Ekaterinburg in Russia recently confirmed as the host of the 2021 Summit, SportAccord has a pipeline of events, offering greater long-term planning opportunities.

“We are now so advanced in confirming hosts for our annual Summit that it is without doubt the most prestigious and exclusive sports gathering in the world,” Hatt said. “It is our role to continue building bridges for the future of sport through inclusivity and unity.”

# GAISF VISION IS ON TRACK

CONTINUED FROM P1

“I am confident this will be an excellent event, where delegates will have the opportunity to learn, discuss, debate and grow.”

Chiulli, who will welcome delegates with opening remarks this morning to open a conference program under the theme of ‘A United Approach to the International Sport Landscape in the Americas’, will also participate in a panel session this morning entitled ‘The Future of International Sports Governance’. It is a topic that is of special interest to Chiulli, who was also recently re-elected as President of the UIM, the global governing body of powerboating.

“Governance should always be at the top of the agenda,” he added. “Even the most advanced organizations can improve and, with the ever-changing landscape of sport, this is a particularly important area for the organizations we work with.”

Chiulli also reiterated the need for the sporting world to unite around a “bold vision” and underlined how GAISF is focused on serving as “the united voice of all sports”.

He added: “I believe that we are working well towards GAISF’s vision, and 2019 has been an exciting time for us in this respect, with the launch

of the inaugural World Urban Games in Budapest and the results revealed for the first phase of our Good Governance Survey.

“Additionally, we announced the GAISF Sustainability Award, which will highlight the great work done by our Members to promote sustainable sport. All of these initiatives are aimed at supporting our Members, and I believe that we are already seeing the fruits of our labors.”

■ Raffaele Chiulli will provide the ‘Welcome and Opening Remarks’ (today, 09:00-09:30) before participating in the panel session, ‘The Future of International Sports Governance’ (today, 09:50-10:30)



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# DATA'S HOSTING IMPACT



Delegates at Regional SportAccord Pan America 2019 will hear today how exploiting data will lie at the heart of successful future host city infrastructure and legacy strategies.

James Conway, Arup Urban Planner – Host Cities, told **The Daily** that data will play an increasingly important role in managing “complex and uncertain” challenges in relation to staging sporting events.

“The challenges that face us today – climate change, biodiversity loss and resource scarcity – are much greater and the time to act is now,” Conway said.

“With early planning, major events can be used as a tool to help cities respond to these issues. There is a new richness of data available to city leaders and city-makers that needs to be exploited responsibly, to create these better outcomes for our people and our planet.

“Cities are entirely interconnected – every decision has a knock-on effect that must be considered. We can now use data to draw

better connections, understand the relationship of these different factors and how they relate to a problem or situation within a city. Data can be used to leverage, intervene and understand the factors at play and

often identify unintended attributes or consequences.” Conway added that unprecedented volumes of real-time data offer “an approach to infrastructure and legacy that wasn’t

available before”. He said: “Different tools can be deployed along the event lifecycle – from bidding, to planning and legacy – allowing us to measure change in a powerful way. “Articulating this positive change

is increasingly important. Fewer cities want to bid for major events, but a data-rich environment can prove the worth of an event and deliver legacies that citizens can support.

“However, with all this access to data comes a greater responsibility and stewardship around the use and management of this rich source of information.”

Arup has played a key role in delivering projects for numerous events, including extensive work at the Videna National Sports Complex (pictured) for the Pan American and Parapan American Games 2019 in Lima, Peru.

It is vital with major developments such as these that post-event sustainability is a core part of the delivery strategy.

“It’s all about legacy – ensuring the plan meets the long-term aspirations of the city and not necessarily the immediacy of the event itself,” Conway added.

■ James Conway will be presenting a case study on ‘Transforming Host Cities through the Lens of Sport and Data’ (today, 15:40-16:00)

■ Regional SportAccord Pan America 2019 will give sports the chance to gain a crucial foothold in the Americas, according to Stephan Fox, President of AIMS (Alliance of Independent Recognized Members of Sport) and Vice President of GAISF (Global Association of International Sports Federations).

AIMS was founded a decade ago to represent GAISF Members who are not yet recognized by the International Olympic Committee (IOC).

Nine AIMS Members are in Fort Lauderdale this week to strike up connections with organizations from the Pan American region.

“Regional SportAccord will give the International Sport Federations (IFs) that are not yet established in the region a chance to establish themselves,” Fox told **The Daily**.

“This is particularly important for the non-Olympic Federations as Regional SportAccord will give them a chance to meet Olympic Committees and Sports Ministries from the region and discuss the promotion and expansion of the respective sports in the region.”

Of the eight AIMS Members to have received individual recognition from the IOC in recent years, three of them – representing American football, cheerleading and flying disc – originated in the United States.

■ Stephan Fox will participate in the panel sessions, ‘The Future of International Sports Governance’ (today, 09:50-10:30) and ‘Social Responsibility in Sport’ (tomorrow, 13:40-14:30)

■ The rapidly evolving world of esports demands a unique strategic approach if the opportunity to drive engagement with new generations is to be seized by the global sports movement, according to Philippe Gueisbuhler, Director of GAISF (Global Association of International Sports Federations).

Last year, GAISF teamed up with the International Olympic Committee (IOC) to form an Esports Liaison Group (ELG) and host an Esports Forum at the Olympic Museum in Lausanne, Switzerland. Since then, the ELG’s working groups, comprising stakeholders from the Olympic Movement and the esports community, have spearheaded strategy suggestions.

“The ELG has compiled a number of positive recommendations that aim to find synergies between traditional sport and esports,” Gueisbuhler told **The Daily**.

“When we talk about esports, there are so many factors to consider. It is clear that we cannot apply the same processes for governing esports as we have with traditional sports. We have to go further in our assessment, and it is fantastic for GAISF to be working alongside the IOC and the esports community.”

■ Philippe Gueisbuhler will participate in the panel session, ‘The Global Impact of Esports’ (today, 11:50-12:30)

## ASOIF’S AMBITIOUS TARGETS

Essential insights into the evolving relationships between governments, businesses and sports bodies over the next two decades will be outlined today by Andrew Ryan, Executive Director of ASOIF (Association of Summer Olympic International Federations).

Ryan will begin today’s keynote address by setting out the current global situation on the status of sport and the interactions between the key stakeholders in the sports space involving the North American, pyramidal and Eastern models of sports organization and event hosting.

“I will provide an insight into how we see this all evolving from 2020 to 2040 and will explain how we approached the research into this, including the influence of mega-trends such as

global population growth and ageing, urbanization and the geo-political economy,” Ryan told **The Daily**. “I will then focus on how this is impacting the International Sport Federations (IFs) and summarize recommendations for how they should act now.”

ASOIF recently distributed the questionnaire for its third governance review, having published its ‘Future of Global Sport’ report back in February. The report highlighted a number of key findings, including how IFs must “demonstrate an exemplary standard of governance in order to maintain the confidence of the media, governments, business and the public at large while also protecting the integrity of their sports”.

Ryan added that the key issue

remains “the level of trust” and warned that the onus is on sport’s administrators to ensure good governance is established.

“The IFs enjoy a degree of autonomy on a global scale, but in order to justify this, it must be earned through good governance,” he said.

“It is essential therefore that the IFs continually strive to improve their governance, and that this is demonstrated by improvements in their scores in the third ASOIF Governance assessment.”

■ Andrew Ryan will provide a keynote address on ‘The Changing Landscape of the International Sports World’ (today, 09:30-09:50) before participating in the panel session, ‘The Future of International Sports Governance’ (today, 09:50-10:30)

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# SPORT BODIES MUST ACT NOW ON SAFEGUARDING

Governing bodies in sport must prioritize athlete-safeguarding strategies, with threat levels continuing to increase, according to Stig Waever, CEO of Waever Group, a supplier of corporate, sport and VIP security.

Waever told **The Daily** that sports organizations need to be alert and proactive in tackling an issue that is increasingly complex.

“Sports organizations operate across borders with millions of athletes, leaders, volunteers and sponsors involved,” he said.

“Sport has become a hotbed for individuals and organizations with the willingness, capacity and power to infiltrate and abuse it by exploiting monetary gains linked to – but not limited to – match fixing, blackmailing, physical abuse, corrupt activities and political statements.”

Waever believes that the scale of the problem requires urgent

action across multiple areas. “For sport organizations, it has become more essential than ever to recognize the fact that there are criminals who have the power and willingness to execute their hidden agendas by using athletes, sports organizations or any individual linked to the world of sport,” he added.

“They need to act preventively and implement structures and procedures that not only secure the integrity of sport, but also detect, prevent and deter illegal and detrimental activities from taking place within the sport community.”

Waever, who explained that an effective preventative approach could involve working with security advisers and athletes that are nearing the end of their careers, underlined the role International Sport Federations and administrators must take in protecting athletes.

“Being a young athlete, parents of an athlete, volunteer or employee, sponsor, fan or member of the media, we should all be able to have full faith and trust in the structures that are in place to prevent criminal circumstances from interfering,” he added.

“We should be able to expect that in-depth due diligence and risk assessments are continuously being made, modern security procedures and screenings are being conducted, and measures to promote clean sport – with fair competition, zero tolerance for violence and abuse, and preventive action to protect the integrity of sport and the athletes – are being enforced.”

In adding that sport organizations need to act like multinational companies and have clear procedures in place for implementing policies that

identify and act on risks, Waever said: “As the world of sport has become key player on the international scene, especially when it comes to influence, fame and financial strength, it is my assessment that the threat level is increasing and that will continue.”

“Based on my experience, it is my impression that there are certain organizations that have taken the lead when it comes to securing their integrity and safeguarding athletes, but there are also organizations with room for improvement.”

“The overall responsibility lies with the management of an organization and committees that serve to ensure transparency and safe environments for all parties. That responsibility can never be outsourced.”

■ Stig Waever will present ‘Safeguarding Athletes: A New Perspective’ (today, 14:45-15:15)

## EDUCATION IS VITAL TO PROTECT INTEGRITY

Maria Loreto González Jaque, Esq, Legal Counsel at the National Olympic Committee of Chile’s Office for Respect for the Sport, has highlighted the importance of keeping the issue of safeguarding athletes firmly in the public domain.

Effective prevention campaigns, backed up by educational initiatives to increase awareness of vital areas of support, are essential if current and future sportspeople are to be allowed to thrive, she told **The Daily**.

“The key to protecting athletes is prevention; that is, educating the sports community about behaviors



that threaten integrity,” González Jaque (pictured) said. “For this reason, it is essential to implement prevention campaigns that aim to raise awareness that certain behaviors considered to be normal by the aggressor are

actually not, and therefore must be reported.

“In the same way, it is key to generate safe spaces where athletes can submit their questions and complaints. These must be attended by professionals in the field, thereby avoiding revictimization and guaranteeing the confidentiality of the information.”

González Jaque acknowledged that it remains a challenge to convince some sports leaders to adopt the right approach as they often “lack knowledge and training” in these issues and want to keep the “situation invisible”

in order to avoid generating negative publicity.

“They tend to think that these types of situations occur in isolation in sport, while others sometimes imply that these issues are unimportant,” she added.

“One of the challenges for organizations like the National Olympic Committee of Chile is to keep these issues in the collective consciousness, so talking about them is not a problem – in fact, the very opposite.”

■ Maria Loreto González Jaque, Esq will present a case study on ‘Governance and Safeguarding’ (today, 14:15-14:45)



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# LET'S ENTERTAIN

**Sport must learn to embrace its role in the entertainment industry if it is to engage new athletes and followers, according to Legendary triple jumper and former US Olympians Association President Willie Banks (pictured).**

Having been responsible for initiating the now-universal hand-clapping before athletics events, Banks has always been keen to boost the experience of fans.

"Until people recognize that sport is part of the entertainment industry, they will continue to fall further and further away from the audience they are trying to reach," Banks told

**The Daily.**

"Before individual outlets for entertainment like YouTube and Instagram emerged, people were locked into whatever the government or corporations fed us. Now that we can create our own entertainment, we have the freedom to watch what we want to watch.

"With that in mind, sport has to shift its



thinking to compete – not with other sports – but with all entertainment."

Banks, who added that creating a "reality show within the real world of sports" can help to spark interest, suggested that activities can be "scripted into a story to capture people's imaginations".

Banks will be the subject today of a fireside chat about approaches to anti-doping in the context of sport and society – and he believes that the focus needs to switch to get to the heart of the issue.

"Until we are serious about going after the manufacturers and doctors that profit from the doping epidemic, we will never solve this problem," he added.

- Willie Banks will take part in a fireside chat on 'Anti-Doping – A Sport Problem or that of Society' (today, 15:15-15:40) before featuring in a scene setter on 'The Story of Triple-Jump – A Rebirth' (tomorrow, 14:30-15:00) and a panel session on 'Rebranding – Opportunities, Challenges and Quick Wins' (tomorrow, 15:00-16:00)

## WHAT'S ON

Wednesday, 11 December

**Conference:**

- 09:00-09:30 – Welcome and Opening Remarks
- 09:30-09:50 – Keynote Address: The Changing Landscape of the International Sports World0
- 09:50-10:30 – Panel Session: The Future of International Sports Governance
- 10:30-11:00 – Scene Setter: Panam Sports
- 11:30-11:50 – Scene Setter: Esports 101
- 11:50-12:30 – Panel Session: The Global Impact of Esports – Where are we and where are we going
- 14:00-14:15 – Esports and Hosting Cities
- 14:15-14:45 – Case Study: Governance and Safeguarding Athletes
- 14:45-15:15 – Safeguarding Athletes: A New Perspective
- 15:15-15:40 – Fireside Chat: Anti-Doping – a Sport Problem or that of Society
- 15:40-16:00 – Case Study: Transforming Host Cities Through the Lens of Sport and Data

**Social (within the Expo unless stated):**

- 11:00-11:30 – Coffee and Networking Break
- 12:30-14:00 – Lunch and Networking Break
- 16:00-17:00 – Networking Cocktail
- 19:00-22:00 – Official Dinner (Fort Lauderdale Marriot Harbor Beach Resort & Spa Ballroom Area)

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