

SPORT SAFEGUARDING & ACCOUNTABLE INSTITUTIONS NAVIGATING GOVERNANCE, LEGAL & HUMAN RIGHTS

4 Week Online Professional Development Certificate Course for all Sport Stakeholders SESSIONS EVERY MONDAY ONLINE IN NOVEMBER

SPORT GOVERNANCE & ACCOUNTABLE INSTITUTIONS

LEGAL RESPONSIBILITIES IN SAFEGUARDING

APPLYING A SURVIVOR-CENTRED TRAUMA INFORMED APPROACH

NAVIGATING COMPLEX SAFEGUARDING CASES

EVERY MONDAY IN NOVEMBER DELIVERED ONLINE 19:30 21:30 CET



ACCESSIBLE PRICES FOR GLOBAL SOUTH PARTICIPANTS



MORE INFO & REGISTRATION CONTACT SPORTSETHICS@ALSS-EDU.CH

2023 WINTER

8 HOUR ONLINE CERTIFICATE COURSE

SPORT SAFEGUARDING & ACCOUNTABLE INSTITUTIONS NAVIGATING GOVERNANCE, LEGAL & HUMAN RIGHTS





EVERY MONDAY ONLINE IN NOVEMBER

.

SPORT GOVERNANCE & ACCOUNTABLE INSTITUTIONS

LEGAL RESPONSIBILITIES IN SAFEGUARDING

APPLYING A SURVIVOR-CENTRED TRAUMA INFORMED APPROACH

NAVIGATING COMPLEX SAFEGUARDING CASES

> ACCESSIBLE PRICES FOR GLOBAL SOUTH PARTICIPANTS



DELIVERED ONLINE 19:30 21:30 CET



SPORTSETHICS@ALSS-EDU.CH



SPORT SAFEGUARDING & ACCOUNTABLE INSTITUTIONS NAVIGATING GOVERNANCE, LEGAL & HUMAN RIGHTS

4 Week Online Professional Development Certificate Course for all Sport Stakeholders

This 4 week professional development course led by diverse international experts from within the field of sports ethics and integrity offers a comprehensive approach to safeguarding. It emphasizes the critical roles of various sport stakeholders within the intersections of sports governance, law, and athlete care, highlighting their responsibilities in upholding both human rights and accountable sport institutions.

Participants will gain familiarity with evolving global frameworks, mechanisms, legislation, and best practices, enhancing their capacity and efficiency in preventive actions, investigations, and trauma-informed, survivor-respectful response.

Each session will enhance participants' proficiency in ethical reasoning, legal principles, and governance standards expected from entities operating in the realm of safe sport. This comprehensive approach will deepen participants' understanding of the diverse roles within this critical realm, while equipping them with the tools to identify and address barriers and existing gaps in legislation, policy, programs, and people within their environments and beyond.

By empowering participants to critically assess, evaluate, and evolve the causes, consequences, and implications of various gaps in legislation and policies, individuals will be better equipped to evaluate current regulations within their respective environments, thereby supporting the much-needed ethical evolution of safe sport.





ACCESSIBLE PRICES FOR GLOBAL

SOUTH PARTICIPANTS

MORE INFO & REGISTRATION CONTACT SPORTSETHICS@ALSS-EDU.CH

DELIVERED ONLINE

19:30 21:30 CE⁻



Introduction

This professional course offers a comprehensive approach to safeguarding in sport, led by international experts in the field from across five continents. It emphasizes the critical roles of various sport stakeholders within the intersections of sports governance, law, and the duty of care, highlighting the wider responsibilities of all stakeholders in upholding both human rights and accountable sport institutions.

The course aims to enhance sport stakeholder awareness and ability to identify safeguarding issues. It covers evolving global frameworks, mechanisms, available tools, legislation, and best practices to improve capacity and efficiency for preventive action, investigations, and trauma-informed response.

Participants will learn about the roles, responsibilities, and relationships of interconnected stakeholders responsible for administering safe sport. They will improve their understanding and practical application of ethical reasoning, legal, and governance principles to critically assess, evaluate, and evolve the causes, consequences, and implications of various legislation, policies, and practices that impact the evolution of both accountable institutions and safe, ethical sport.

The course **Sport Safeguarding & Accountable Institutions: Navigating Governance, Legal and Human Rights** is a four-week professional development (every Monday two hours online) offered by the Academy of Leadership Sciences Switzerland, Zurich.

Elevating Sport Integrity: A Holistic Approach to Safeguarding

The internationalization and commercialization of sport, along with its growing economic, political, and social significance, provide incentives for unscrupulous actions. Furthermore, the abuse of authority, inefficient national legislation, limited resources, and unchecked governance structures due to the autonomy of sport contribute to worldwide sport integrity issues, including corruption, safeguarding, and human rights abuses.

While some stakeholders and their entities have played pivotal roles in improving good governance, simultaneously addressing the abuse of power and unethical practices, certain sport institutions failures' in handling integrity issues with diligence and care have resulted in significant athlete harm and the ongoing permeation of threats to human rights in sport.

To address this gap, the discipline of sport ethics and integrity emerged, developing professionals with new comprehensive skill sets to facilitate a more holistic approach to problem-solving. This approach prioritizes the well-being and rights of all participants while ensuring ethics remain central to solution development. These professionals work to bridge gaps by fostering constructive dialogue and collaboration among diverse stakeholders, guiding ethical decision-making to benefit everyone involved, supporting the evolution of ethical, more accessible, and inclusive safe sport.



Participants

This course is for governmental representatives, national sport organisations, law enforcement professionals, public authorities, NGOs, investigators, judicial authorities, prosecutors, journalists, analysts, sport governing bodies (SGBs), sports integrity managers, academics, athlete advocacy groups, and any sport stakeholders or practitioners seeking to improve their awareness and capacity in addressing safeguarding and the evolution of accountable institutions committed to this cause.

A Pragmatic Approach

This course introduces participants to the Sport Ethics & Integrity professionals' comprehensive, interdisciplinary 360° approach which extends beyond traditional boundaries and considers the potential interplay, awareness and importance of interconnected topics such as bioethics, risk, health, gender, human rights and beyond to support better informed response and policy. The sessions aim to equip participants with:

- Understanding the emergence and key concepts in sport ethics and integrity.
- Recognizing current gaps in legislation, governance, policy, and programs in this field.

This preparation boosts participants' confidence to address issues in their organizations, enabling them to evaluate and improve existing regulations and practices.

They will also be introduced to tools, frameworks, and resources from w that support prevention and athlete-centered, trauma-informed responses. Each session concludes with an examination of current global best practices.

Additionally, participants will gain insight into the role of sport ethicists and their profession. They will understand the distinct roles of sport lawyers, law enforcement, public officials, and sport integrity professionals, recognizing the need for wider cooperation in this rapidly evolving field.

Participants will acquire access to an international network of sport ethics & integrity professionals from over 50 nations to provide ongoing assistance in their ethical evolution through future collaboration and support.

Accreditation & Certification

The Academy of Leadership Sciences Switzerland (ALSS) is an international education institution that offers continuing education, post graduate advanced education courses, workshops, and programmes focusing on advanced studies in Leadership and Management. The ALSS also offers short professional development courses that are not credit-bearing, and do not lead to formal qualifications. All attendees who attend the four sessions for the **Sport Safeguarding & Accountable Institutions: Navigating Governance, Legal and Human Rights** will be awarded a certificate of successful attendance by the ALSS.





WEEK ONE: GOVERNANCE

Sport Governance & Accountable Institutions

GARETH PARRY & WHITNEY BRAGAGNOLO

In this session, participants will gain insights into the essential realm of sports governance, a cornerstone for ensuring the safety, ethics, and accountability of sports organizations.

The session's primary objective is to provide participants with an improved understanding of the significance of sports governance and its direct implications for safeguarding athletes and other stakeholders in the world of sports.

Participants will delve into the fundamental principles and requirements that underpin good governance and grasp why it forms the bedrock of ethical sports environments. Furthermore, they will learn how the adoption of robust governance practices nurtures a culture of integrity within sports institutions, reinforcing their commitment to preventing abuses and promoting the wellbeing of all involved.

This course will illuminate the pivotal role of independent governance assessments in pinpointing weaknesses within sports entities, uncovering areas such as ineffective policies and programs that might inadvertently enable harm to athletes.

By acquainting participants with governance frameworks, this session aims to enhance their ability to evaluate and measure sports entities' adherence to the principles of good governance. By understanding how these tools contribute to accountable institutions, this session aims to empower participants to drive improved transparency and ethical growth.

The session also underscores the invaluable input of athletes in promoting safeguarding and best governance practices. It will emphasize the significance of incorporating anonymous athlete and employee feedback to identify vulnerabilities, risks, and opportunities within sports systems.

Upon completing this course, participants will possess the knowledge and tools necessary to critically assess, evaluate, and actively contribute to the ethical progression of safe sports to ensure the welfare and integrity of athletes and participants remains at the forefront of sports organizations' missions.



WEEK TWO: LAW

Legal Responsibilities in Safeguarding

GUILHERME CAMPOS DE MORAES & PEDRO JOSÉ MERCADO JAÉN

Law plays a pivotal role in safeguarding the rights and well-being of athletes and participants. Sports law ensures the legal integrity of contracts, regulations, and disputes within the industry. It aims to protect the interests of athletes, teams, and organizations, supporting a stable legal framework for the sporting world.

Human rights law frameworks focus on upholding the dignity and fundamental rights of individuals in sports. They address issues like discrimination and abuse, advocating for equal treatment and protection, especially for vulnerable populations. The collaboration between sports law and human rights law ensures that the sporting environment is not only legally sound but also morally and socially just, fostering a safer and more equitable arena for athletes and participants alike.

SPORT LAW

The first half of the session will focus on dissecting various strategies designed to tackle safeguarding, elucidating the essential aspects that sport organisations must address, and raising awareness of what their jurisdiction is regardless of which national legislation is applicable.

Furthermore, given the absence of universal understanding and standardisation, this session will equip practitioners with insights into best practices and the challenges encountered by sports organisations in addressing safeguarding.

This encompasses a spectrum of actions, from reporting mechanisms and properly managing potential cases to conducting investigations and implementing sanctions. By delving into these facets, we aim to empower sport practitioners not necessarily with a legal background to effectively identify and respond to safeguarding concerns, fostering a safer and more responsible sporting community.

HUMAN RIGHTS LAW

In the second half of the session, participants will be introduced to the fundamental concept of human rights and its relevance in the context of safeguarding.

The session delves into the responsibilities of sports organizations in upholding human rights beyond mere compliance, engaging participants in discussions about real-life human rights challenges in sports. Applying case studies, the session explores the role of the Court Arbitration for Sport as an independent arbitrator and its impact on sports policies related to safeguarding.

This dual perspective on sport law equips participants with a comprehensive understanding of how legal principles intersect with safeguarding and human rights, ensuring that ethical and responsible practices are upheld in sport entities.



WEEK THREE: THE SURVIVOR-CENTRED APPROACH

Applying a survivor-centred & trauma informed approach

CATALINA MELANDRO & JOANNA MARANHÃO

AN INTERSECTIONAL APPROACH TO SPORT SAFEGUARDING STRATEGY

This session provides a safe learning space for personal and professional development, guiding participants to explore unfamiliar perspectives to expand their knowledge and skills. In the first hour we will explore the intersectionality within the sports system. This will prepare participants to understand, challenge, and address structures of power that perpetuate oppression.

Participants will be introduced to the concept of intersectionality and will engage in individual reflection exercises, equipping them to recognize the necessity of taking an intersectional approach within sports safeguarding strategies. Towards the session's conclusion, participants will be challenged with assessing cases designed to facilitate the integration of intersectional principles into safeguarding measures, projects, and programs within their respective institutions.

The module is structured into three primary components: conceptualization, illustration, and action. The session's primary goal is to help participants acknowledge and address various layers of marginalization related to intersectional sociocultural characteristics such as sex, race, gender, ethnicity, age, physical ability, national origin, and economic status. This approach aims to foster recognition, empathy, and targeted responses to the diverse needs and realities of the most vulnerable identities.

EFFECTIVE & SAFE ENGAGEMENT OF PEOPLE WITH A LIVED EXPERIENCE

Participants in this session will enhance their understanding of the knowledge and skills required to engage effectively and safely with individuals who have a lived experience in sport spaces.

Throughout the session, participants will delve into fundamental concepts, including trauma and trauma-informed care. They will gain a profound appreciation for the significance of engaging with individuals possessing lived experience, recognizing that their unique perspectives play a vital role in shaping and refining safeguarding efforts. Practical guidance and strategies for effective engagement will be provided, equipping participants to build meaningful connections and cultivate trust.

Furthermore, this session will provide a comprehensive overview of the potential risks associated with engaging with people who have lived experiences, emphasizing the critical importance of ethical, legal, and governance considerations for safeguarding efforts. Participants will gain an improved understanding of how to recognize and proactively mitigate these risks.

To exemplify best practices in action, the session will culminate with an examination of the Sport & Rights Alliance Global Network. This real-world platform serves as an illustrative model for amplifying the voices of athlete survivors, providing valuable insights that can be readily applied to participants' own safeguarding initiatives.



WEEK FOUR - APPLICATION IN CHALLENGING CASES

Navigating Complex Safeguarding Cases

SEXTORTION IN SPORT: CHALLENGES & RESPONSE

WHITNEY BRAGAGNOLO & YANEI LEZAMA

This session explores a critically overlooked issue within the realm of sports safeguarding: sextortion, where individuals in positions of power exploit their authority for sexual gain. Participants will receive a thorough introduction to the intricacies of sextortion, gaining an understanding of the underlying enablers, the implications and challenges faced by survivors and stakeholders as well as identifying existing gaps in protective and responsive measures.

Utilizing recent international research that uncovered sextortion cases in 41 nations across all levels of sport alongside a comprehensive analysis of a prominent sextortion case, this session emphasizes the substantial challenges and responsibilities associated with regulating and addressing this issue. Furthermore, it highlights the crucial roles played by sports stakeholders and governmental bodies in combating this form of misconduct.

This session concludes with a set of recommendations aimed at elevating current safeguarding education, prevention, and response efforts. Participants will be equipped with actionable steps to support the improvement of policies, educational initiatives, and reporting mechanisms, ushering in a new era of best practices for combating sextortion in the world of sport.

UNDERSTANDING ATHLETE TRAFFICKING: CHALLENGES & RESPONSE

KADIJA RICHARDS

The movement of athletes between countries is considered normal in sport, making the identification of athlete trafficking difficult and sometimes contentious. The United Nations Office on Drugs and Crime (UNODC) defines trafficking as "the recruitment, transportation, transfer, harbouring or receipt of persons...for the purpose of exploitation" by various means.

In this module, by analysing the means of trafficking, and incorporating the elements of trafficking as outlined in the UNODC Trafficking in Persons Protocol, participants will be equipped to critically examine the often common movement practices in sport through an ethical lens, while increasing their understanding of the factors that make athletes susceptible to trafficking and the conditions under which athlete trafficking may be taking place.

Through an assessment of cases, global best practice, and an analysis into legal and regulatory frameworks, this session familarises participants with the current challenges that national sports organisations (NSOs) and sport governing bodies (SGBs) face, while supporting an improved capacity in prevention, identification and response. This session aims to help identify and discuss the overt and covert means of trafficking in and through sport, the regulatory gaps in protection that may exist, and the level of responsibility of governments, international sports bodies and other sport stakeholders.



Gareth Parry is Managing Director of G-Sports Consulting Ltd, where he specialises in sports governance, ethics, integrity and event management. Gareth became one of the youngest Chartered Managers in the UK in 2005, is a Trustee of the Urdd (National Cultural Charity in Wales) and Chairs their Sports and Apprenticeships Board as well as the Ynys Mon Organising Committee who have been successful in their bid to host the International Island Games on Ynys Mon in 2027.

Gareth developed the first Governance and Leadership Framework for the sport sector in Wales whilst employed as Governance Lead for Sport Wales in the early 2010s.

His recent commissions include governance reviews of the International Ice Hockey Federation (IHF), all the National Governing Bodies of Sport in Wales in a multi-year contract, as well as "Reviewing the Sport Integrity Landscape across the United Kingdom for UKAD.

Gareth is a keen sportsman, having played football at national level (Wales, UK) and in recent years is focusing on completing 4/6 of the World Marathon Majors. He is currently working as an Inspector with North Wales Police.

Gareth completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI) in 2019, graduating summa cum laude, and also has a Masters in Social Policy from Bangor University where he previously earned a BSc in Sports Science.

Whitney Bragagnolo is a sport integrity professional with international experience across the public and private sectors, bringing expertise in sport governance, safeguarding, law enforcement, and anti-corruption.

Her expertise includes large-scale event risk mitigation, spanning safety, counterterrorism, and emergency planning for multinational corporations like Coca Cola, IKEA, and FIFA. In 2017, she became the youngest and first female professional to provide intelligence support for an anti-corruption program within a major international sports federation. Since then, Whitney's focus has been on advancing accountable sport institutions through enhanced risk management, governance, and athlete rights protection.

Whitney has served as a Parliamentary expert witness to the Canadian Government on matters related to sport governance and safeguarding and aims to contribute to ongoing development of legislation and sport policy by providing evidence-based insights to diverse stakeholders. In 2022, she initiated the pioneering global study on sextortion in sport, collecting data from athletes and sport professionals in 49 nations. This research uncovered critical insights into the issue, addressing regional implications, challenges and long-standing gaps in knowledge essential for shaping future sport policies, law and safeguarding measures.

In 2019, Whitney founded "The Sports Ethics Examiner," the inaugural sports ethics social education platform. In collaboration with global Sport Ethicists, Olympians, and Ph.D. Researchers, this tool empowers stakeholders to drive positive change in sport and the pursuit of accountable institutions by enhancing awareness of risks, ethical implications, and solutions surrounding sport integrity issues.

She completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI) in 2019, graduating summa cum laude, and is currently completing a Ph.D. in Sport Governance and Anti-Corruption at Charles University Prague.



GARETH PARRY



WHITNEY BRAGAGNOLO CANADA



Guilherme Campos de Moraes is a Brazilian-qualified lawyer specialising in sports law, regulatory compliance and integrity.

A former Brazilian NOC Legal Counsel, he was responsible for drafting the Statutes and the main regulations of the biggest Brazilian sport organisation, such as the national safeguarding policy. Guilherme served as a safeguarding officer for the Brazilian delegation in Pan-American and Olympic Games, contributed to the FIG's Gymnastics Ethics Foundation and is currently leading the development of a legal safeguarding framework to be applied by European sport organisations (NOCs, national federations and clubs) under the Building European Safe Sport Together - BESST - project (Erasmus+).

Guilherme was appointed for the first IOC Young Leader program and is a guest lecturer in several postgraduate programs in business and sport law, including at the Brazilian FA (CBF).

He recently completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI), graduating summa cum laude after presenting his thesis on independent integrity management within international federations.

Pedro José Mercado Jaén is a PhD researcher at the European University Institute (Florence, Italy), specializing in the interplay between human rights and sports, with a specific focus on remedy mechanisms and the Court of Arbitration for Sport. He also holds an Erasmus Mundus Master's Degree in Sports Ethics and Integrity (MAiSI), as well as earning a Master's Degree in Law from the University of Granada and a Master's Degree in Sports Law from the University of Lleida-INEFC. Pedro's research interests center on the nuanced relationship between sports and human rights, reflected in different academic publications and active participation in international conferences.

Pedro has worked as a research fellow at the Centre for Sports and Human Rights in 2021, where he focused on child rights protection and esports. In 2022, he expanded his expertise through participation in the groundbreaking program on governance and human rights in sports at the Asser International Sport Law Centre in The Hague. He also shares his insights as a guest lecturer at various educational institutions, for example on the Summer Sports Law Program at the University of Oregon (USA).

Engaging sport stakeholders around the world, Pedro is a regular contributor to an international online sports ethics education platform, where he adeptly translates complex legal frameworks and cases into accessible content. His commitment to this initiative reflects his dedication to fostering broader awareness around human rights among a diverse audience, including young athletes and various stakeholders.



GUILHERME CAMPOS DE MORAES BRAZIL



PEDRO JOSÉ MERCADO JAÉN SPAIN



Catalina Melendro Blanco is a gender equality and sport governance consultant who has participated in diverse sport projects at both national and international levels.

Catalina has a broad perspective of the Olympic system, having served as a national athlete representing her country at international events, a grassroots basketball coach, a Sport Integrity University teacher, a gender equality sport official, and the youngest member of the Colombian National Olympic Academy.

Catalina has a profound interest in inclusion and diversity topics and has demonstrated success by building reliable relationships amongst leaders from public and private sport organizations, while implementing innovative projects such as the design of the Colombian National Gender-based Violence Awareness course for the Colombian Sport Ministry, the design and delivery of gender equality in sports workshops directed to Colombia's sport public organizations and the Gender Mainstreaming in Sport guidelines for UN Women.

Catalina has also experience in leading and being part of multinational teams acting as Colombian representative in the Working Group on Responsible Business of the Organization for Economic Co-operation and Development (OECD).

She received her Erasmus Masters Degree in Sports Ethics and Integrity (MAiSI) in 2019, graduating summa cum laude and is currently completing a PhD at Canterbury Christ Church University where she sits as a member of the Sport, Safeguarding and Human Rights research group.

Joanna Maranhão is a Brazilian Olympian, survivor, advocate, and researcher. Joanna excelled as a professional swimmer, specializing in individual medley and distance events. Her athletic achievements include participation in four Olympic Games and securing eight medals at the Pan American Games.

Joanna's professional journey transcends her remarkable sporting achievements. She is not only an accomplished athlete but also a survivor of sexual abuse in sports, an experience that has ignited a profound dedication to advocacy and in-depth research in the field of athlete safeguarding. A significant milestone in her advocacy journey includes the attainment of a Bachelor's degree in Physical Education from Faculdade Maurício de Nassau in Brazil. Additionally, in 2022, she earned an Erasmus Masters Degree in Sports Ethics and Integrity (MAiSI) graduating summa cum laude. Her thesis, a focal point of her academic pursuits, delved into the prevalent issue of interpersonal violence among elite athletes in Brazil, bringing much-needed data from the global south into the sport safeguarding scholarship, highlighting the critical importance of such perspectives in improving education and awareness.

Notably, Joanna's advocacy work has had a substantial legal impact. She spearheaded a pivotal campaign to extend the statutes of limitation in Brazil, providing survivors of child sexual abuse with an extended timeframe to report and pursue justice. Her remarkable efforts culminated in the enactment of a new law bearing her name, referred to as "Law Joanna Maranhão."

Within the sphere of sports ethics and safeguarding, Joanna holds several important positions. She is an integral part of the Brazilian Olympic Committee's ethical counsel and actively contributes to the IOC working group dedicated to strengthening safeguarding measures at the local level. Furthermore, she leads the Sport & Rights Alliance Global Network, a platform of global significance that amplifies the voices of athlete survivors.







JOANNA MARANHÃO brazil



Yaneí Lezama graduated from Law School at the National Autonomous University of Mexico (UNAM). With an LLB (cum laude) degree, she has 7+ years of experience working on research and analysis of jurisprudence and legislation applied to highly specialised fields including immigration, foreign trade, access to information, and currently, analysing how sport legislation frameworks can accurately reflect the value of sport and safeguard athletes' welfare.

Yanei's professional career has developed in multicultural environments that prioritise service to society. As a former elite athlete (volleyball), her research focuses on sport's unique power as a tool for individual flourishing, social development, and the safeguarding of athletes' wellbeing.

In a recent research collaboration, she developed the conceptual and legal framework supporting the first empirical and global study of sextortion in sport. Yanei received an Erasmus Mundus Joint Masters Degree in Sports Ethics and Integrity (MAiSI) in 2023, graduating summa cum laude, and is a current PhD candidate at Western University in Canada.



KADIJA RICHARDS JAMAICA Kadija Richards is an Analyst and Investigator with the Athletics Integrity Unit, focusing on non-doping integrity concerns including age manipulation and safeguarding.

A Sport Psychology Consultant by profession, Kadija has worked with numerous Jamaican national teams and international athletes, and was awarded the Prime Minister's Medal of Appreciation for Service to Jamaica for her services as Sport Psychology Consultant to the Jamaican delegation at the 2008 Summer Olympics in Beijing.

Kadija has also lectured on Sport Psychology and Sports Governance at several universities including the University of West Indies, the University of Technology, Jamaica, KU Leuven, and the International University of Monaco.

She completed an Erasmus Masters in Sports Ethics and Integrity (MAiSI) in 2019, graduating summa cum laude, and has a Masters of Science in Sports Studies from Miami University, where she was a varsity tennis player.



YANEÍ LEZAMA Mexico



Session Moderator

Moderating the chat box in each session and overseeing participant inquiries is Aline Lopes da Silva Candeo, a sports marketing and integrity specialist with extensive experience with consumer relationships, live marketing, and events. With a background in communications and advertising, Aline has worked in the public and private sector.

Aline has actively engaged with governmental bodies to develop essential protocols involving diverse stakeholders. Her exceptional ability to foster meaningful stakeholder relationships is underscored by her collaborations with renowned brands such as Coca-Cola and Instagram.

Aline's commitment to professional excellence culminated in her summa cum laude graduation from the Masters in Sports Ethics and Integrity (MAiSI) program in 2022. Her academic journey culminated in a thesis centered on the sustainable development of women's football.

Presently, Aline is a dedicated advocate and educator, driven by her primary goal of making sports integrity matters more accessible to a wider audience. Her active collaboration with the online social education platform "The Sports Ethics Examiner" has showcased her exceptional effectiveness in translating intricate governance, regulations, and policies into easily understandable content. Her efforts are not only informative but also engaging, actively involving and educating a diverse spectrum of sports stakeholders on ethical issues in sports and the attributes of accountable institutions. Notably, her impactful posts on social media have reached over 40,000 individuals, underscoring her ability to effectively disseminate these crucial insights.

INQUIRIES? WRITE TO US SPORTSETHICS@ALSS-EDU.CH



ALINE LOPES DA SILVA CANDEO BRAZIL