



# **Don't Fix It**

## Players' Questionnaire

**Results and Analysis**



## **DON'T FIX IT!**

### **An education and prevention programme to fight match-fixing in football**

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## **Executive Summary**

- This report is the product of a number of different research methods, including a detailed literature review, interviews with key stakeholders and project partners, and a large scale survey of player's knowledge, beliefs and practices around match-fixing and betting.
- All countries are susceptible to match-fixing or other threats to integrity such as betting against the rules, sharing inside information or criminal betting fraud.
- Threats to integrity take different forms in each country. Although there will be some similarities and overlaps, the profile of threats to integrity is best understood at a national level.
- Solutions to match-fixing are best developed at a local level so that interventions at the point of players, referees and club officials can respond to local needs and conditions. 'One size fits all' solutions are not the answer.
- Co-operation and investment is essential at national and international levels on the part of law enforcement agencies, Governments and football authorities.
- Match-fixing involves complex sets of behaviours on the part of different actors with many motivations and incentives. Solutions need to be equally sophisticated in tackling these behaviours.
- Match-fixing will be best prevented using a holistic approach that addresses the economic, social and cultural conditions that give rise to match-fixing, the establishment of clear rules on betting and match-fixing, but which also appeals to personal ethics and players' future.
- Player education needs to be tailored specifically to the threats that pertain in the country concerned and delivered by people that players know and trust. Good role models who can offer a positive vision for players' future is important in education programmes.
- Reporting mechanisms are important but should not be overstated as a solution. Multiple avenues and means of reporting suspicions and approaches are likely to be most effective.
- The Good Practice Guide that accompanies this report should form the basis for future action against match-fixing by player associations.

## **1. Background**

The 'Don't Fix It!' project is managed by FIFPro, the world footballers' union and is co-funded by the European Commission Sports Unit, UEFA and FIFPro. The duration of the project is 1 January 2013 – 30 June 2014. The summary of the 'Don't Fix it!' project states:

*The action will help prevent match fixing in football through research-led education programmes, sharing of good practice and targeted campaigns against match fixing in eight countries. The action will significantly build the capacity of football authorities and organisations and public authorities to combat match fixing by addressing the factors that invite match fixing such as, harassment and intimidation, gambling and criminal activities. The action will train 'focal points' in each country who will take the lead against match fixing and will develop education programmes and confidential reporting tools that will provide accessible information to prevent match fixing and to report suspicions of match fixing.. Using the unique access of associations have to players, referees and officials, the action will develop targeted campaigns to promote a new FIFPro/UEFA Code of Conduct against match fixing and to warn of the dangers of match fixing. The action will undertake qualitative research to better understand the issues that lead to match fixing and will disseminate results of the research and good practice via conferences, reports, journals and other relevant means. The action will establish strong networks of Joint Committees and a European Task Force against match fixing.<sup>1</sup>*

### **1.1 Birkbeck Sports Business Centre (BSBC) Terms of Reference**

Under the terms of the project, Birkbeck Sports Business Centre has the responsibility:

- To undertake qualitative research based on the findings of the FIFPro Black Book into the causes of potential match-fixing and prevention strategies. The results of the research will inform education programmes, a Code of Conduct and campaign strategies;
- To write a Best Practice Guide that can be used to inform social dialogue and other activities;
- To undertake training activities for the project;
- To publish the results of any research undertaken on behalf of the project in scholarly and professional journals, websites and other appropriate means.

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<sup>1</sup> FIFPro, *Don't Fix It!: Standard Grant Application Form for Preparatory Action: Partnerships on Sport, EAC/SO6/2012* (hereafter referred to as the *Project Document*), p.1

## 2. The Questionnaire

### 2.1 Purpose of players' questionnaire

As an element of the Don't Fix It project, the project partners were required to carry out a survey of players. Specifically, the project document states that:

*It is expected that 2000 beneficiaries will complete an online questionnaire and education module designed to prevent match fixing. Evaluation will include surveys that ask how much more aware beneficiaries are about match fixing, the issues that lead to match fixing and the likelihood of reporting suspected match fixing behaviours.<sup>2</sup>*

After discussion with the project management it was decided to bring this piece of work within the ambit of the research element of the project in order to improve the information and data upon which other elements of the project would be based, notably concerning player education, the reporting of match fixing, the development of campaign messages and a Good Practice Guide. This was in recognition that the state of knowledge about match fixing is still at an embryonic stage generally and, specifically, there was a significant gap in regards of the perspective of current players.

The questionnaire is the first large scale attempt to ascertain the views of current players in regards to the phenomenon of match fixing in the eight project countries. As such it has the potential to add significantly to the stock of knowledge about match fixing and strategies to prevent it. To date a number of player education interventions have been developed by external organisations such as Interpol<sup>3</sup>, Sport Accord<sup>4</sup> and the International Centre for Sport Security<sup>5</sup>, but none has had the benefit, as far as I am aware, of the input of the views of large populations of players into the design of the education programmes.

Placing the student at the centre of education is an essential prerequisite in designing effective learning solutions<sup>6</sup> and this questionnaire starts the process of being able to develop education initiatives and other interventions that take their cue from the state of knowledge, beliefs and practices that players currently have in respect of match fixing in each of the project countries. As Blackie *et al* argue, keeping a focus on the place of the student in the education process also helps education providers to reflect upon their own knowledge and assumptions about the topic.

In a field as murky and fast moving as match fixing, it is essential, when developing initiatives, to keep in mind our own limited knowledge and remain open to a variety of scenarios and possibilities that might call into question currently held beliefs or assumptions. A consequence of this is a necessity to build in flexibility and responsiveness into all aspects of intervention programmes.

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<sup>2</sup> Project Document, p.21

<sup>3</sup> Interpol, *Integrity in sport*, <http://www.interpol.int/Crime-areas/Corruption/Integrity-in-sport> accessed 30 January 2014.

<sup>4</sup> Sport Accord, *Integrity Package*, <http://www.sportaccord.com/en/what-we-do/integrity-package/> accessed 30 January 2104.

<sup>5</sup> ICSS, *Sport Integrity*, <http://www.theicss.org/services/sport-integrity/> accessed 30 January 2014

<sup>6</sup> See, for example, Blackie, Margaret A. L., Jennifer M. Case, & Jett Jawitz (2010): Student-centredness: the link between transforming students and transforming ourselves, *Teaching in Higher Education*, 15:6, 637-646.

## 2.2 The Place of the Questionnaire within the Project

The questionnaire will help inform the following aspects of the *Don't Fix It!* project:

**Transnational and national course contents:**<sup>7</sup> Questionnaire results will help FIFPro design transnational course content, for example for the FIFPro Online Academy. The results will help each partner to design education programmes that respond to their own needs and set of circumstances. A major lesson of this project is that a 'one size fits all' approach to player education is inappropriate but that each country must develop their own interventions based on the best available evidence in their own country.

**A match fixing reporting mechanism:**<sup>8</sup> The Project Document commits the project to an online reporting form. However, alternative mechanisms, such as a mobile app, telephone hotline and face to face are also being developed. As with the course content, each partner will be able to develop its own reporting mechanism(s) according to evidence on what might work best with the available resources.

**Campaign Materials:**<sup>9</sup> According to the Project Document, materials will be based on Behaviour Change Communication (BCC) principle of 'strategic communication so that they specifically address the relevant issues for each country.'<sup>10</sup> The questionnaire results will help inform the direction of those materials.

**Good Practice Guide:**<sup>11</sup> Together with the findings from the rest of the research, and lessons from the other elements of the project, the questionnaire results will help inform the Good Practice Guide. A proposal for the Guide will be made in a separate document for discussion at Steering Group.

In addition the questionnaire provides an opportunity for FIFPro and partners to:

- Reassess their current strategies and future plans in the light of the survey results.
- Influence the agendas of international and national governing bodies, European and national Governments and other policy-making bodies from an evidential base.
- Develop media initiatives that will help to place FIFPro and affiliates in the forefront of the fight against match fixing.

## 2.3 Principles of Questionnaire Design

The purpose of the questionnaire was to assess how much respondents know about match-fixing, their beliefs and attitudes around the causes and prevention of match fixing, and their views on how best to report incidents of or approaches about fixing matches.

In order to meet these overall objectives the questionnaire was designed by adapting the principles of Knowledge, Attitude and Practices (KAP) surveys that have been widely used in a number of fields of study and especially to support and underpin Behaviour Change Communication / Social Marketing projects.

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<sup>7</sup> *Project Document*, pp. 20 and 21

<sup>8</sup> *Ibid*, pp. 20 and 21

<sup>9</sup> *Ibid*, pp. 20 and 21

<sup>10</sup> *Ibid*, p.20

<sup>11</sup> *Ibid* pp. 19 and 21

The International Labour Organisation defines Behaviour Change Communication as follows:

*Behaviour Change Communication (BCC) is an interactive process for developing messages and approaches using a mix of communication channels in order to encourage and sustain positive and appropriate behaviours. BCC has evolved from Information, education and communications (IEC) programmes to promote more tailored messages, greater dialogue and fuller ownership. Participation of the stakeholders is vital at every step of planning and implementation of the behaviour change communication programmes to ensure sustainable change in attitudes and behaviours.*<sup>12</sup>

The five main arenas for BCC or Social Marketing programmes are ‘health promotion, injury prevention, environmental protection, community involvement and financial well-being’.<sup>13</sup> Based on principles of commercial marketing for social aims, programmes have been used in a diverse array of settings to promote desirable behaviour change such a smoking cessation, political voting, gambling reduction and drug abuse prevention.<sup>14</sup>

While the present project is not a BCC or Social Marketing project as these require a distinct set of principles and practices to be followed, lessons from BCC and Social Marketing techniques can nevertheless be utilised to inform project activities and develop campaign messages. Specifically, BCC and Social Marketing programmes depend on uncovering detailed information about the target group and using that information to design educational and other interventions.

One method used to discover information about the target groups is a KAP questionnaire, which is ‘a representative study of a specific population to collect information on what is known, believed and done in relation to a particular topic’<sup>15</sup> – in this case match fixing. Given the constraints in conducting the questionnaire, the extent and scope of the exercise was limited to a few key areas that would help inform future project activities. It is important to note that this survey is not a KAP questionnaire which requires a more rigorous set of protocols to be followed, but it has nevertheless been adapted from KAP principles.

## 2.4 Questionnaire Design

The questionnaire was designed by the researcher with input from colleagues at Birkbeck College and members of the Steering Group. An overriding principle was that the questionnaire should be simple to understand and take approximately five minutes to complete. It was decided to design a questionnaire that might reveal information about player’s level of knowledge, their beliefs and some key practices.

The questionnaire has four types of questions which can be categorised under the heading of **Metadata, Knowledge, Beliefs and Practices** as follows.

Number of questionnaires sent: **Metadata**

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<sup>12</sup> International Labour Organisation, *Behaviour Change Communication Toolkit, Booklet One*, p. 4.

<sup>13</sup> Nancy Lee and Philip Kotler, *Social Marketing: Influencing Behaviors for Good* (London: SAGE, 2011) p. 21.

<sup>14</sup> Nedra Weinreich, *Hands on Social Marketing* (London, SAGE, 2010).

<sup>15</sup> The World Health Organisation. *A Guide to Developing Knowledge Attitude and Practice Surveys*, 2008. Found at [http://whqlibdoc.who.int/publications/2008/9789241596176\\_eng.pdf](http://whqlibdoc.who.int/publications/2008/9789241596176_eng.pdf) p. 6. Accessed 31 January 2104.

Number of questionnaires received: **Metadata**

Q.1 What is your age? :

- Under 18
- 18-22
- 23-26
- 27-30
- Over 30

**Metadata**

Q.2 At what level are you currently playing?:

- 1<sup>st</sup> League
- 2<sup>nd</sup> League
- 3<sup>rd</sup> League

**Metadata**

Q.3 What is your current status as a player?:

- Professional
- Amateur

**Metadata**

Q.4 Have you ever played in a game that has since been identified as being fixed?:

- Yes
- No
- Don't know

**Knowledge**

If your answer is Yes, did you know anything at the time or did you have any suspicions that the game is fixed?

- Yes
- No

**Knowledge**

Q.5 Where you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?

- Yes
- No

**Knowledge**

If your answer is Yes, did you report anywhere this approach?

- Yes
- No

**Practice**

Q.6. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?

- No
- Yes

**Belief**

If your answer is Yes, how many times you think that matches were fixed during that period? Please indicate ONE answer.

- 1= 12
- 2-5= 46
- 5-10= 18
- 10 += 0

**Belief**

Q.7. Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?

- Yes
- No

**Knowledge**

If your answer is Yes, how was this information shared?

- Verbally
- Through Social Media ( i.e. Facebook or Twitter)
- Other ( please specify)

**Knowledge**

Q.8. In your opinion, if a match was fixed, who is most likely to be the main instigator (s) of the fix? Please indicate ONE answer.

- Club Official (s)
- Footballer (s)
- Referee or other game Official
- Someone outside Football (please indicate e.g. member of criminal gang, bookmaker, ex footballer etc)
- Other (please indicate)

**Belief**

Q.9. What do you think might be the most common reason (s) why someone might fix a match? Please indicate the THREE most important reasons.

- 'Cultural' acceptance of fixed games
- Financial difficulties
- It's easy money with little chance of detection
- Pressure by other footballers/ game officials at the game
- Pressure by team officials
- Pressure by outside person
- Threats of violence towards you
- Threats of violence towards your family
- Thrill seeking
- Other (please identify)

**Belief**

Q.10. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.

- Don't need the money
- Letting down the team and fans
- Letting down teammates
- Letting down family
- Letting down the 'game'
- Personal honesty and integrity
- Threat of arrest
- Threat to future career
- Other (please specify)

**Belief**

Q.11. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.

- Higher wages
- Wages paid on time
- Wages and bonuses should never be handed in cash
- Better working conditions and respect within the working environment
- More help on gambling and other addictions
- More education for players to understand how match fixing works
- More information on the dangers of match fixing
- More powerful Union/ FA able to support footballers
- Other (please specify)

**Belief**

Q.12. Who do you think should deliver education courses for players on the dangers of match fixing? Please indicate ONE answer.

- Club Official
- College Tutor
- Current Player
- Former Player
- Players Union/ National FA
- Police
- Other ( please specify)

**Belief**

Q.13. Who would you trust most to report an approach to fix or any suspicions you have of match fixing? Please indicate ONE answer.

- Independent Ombudsman/ Public Official
- Police
- FIFA/ UEFA
- National FA
- Players Union =
- Other (please specify)

**Belief**

Q.14. Would you ever confidentially report an approach to fix or any suspicions you have of match fixing?

- Yes
- No

**Practice**

If your answer is Yes, which reporting mechanism you think it would be best to use? Please indicate ONE answer.

- Telephone hotline
- Online reporting form
- Mobile app
- Other (please specify)

**Belief**

If your answer is No, what would stop you from reporting the suspicions? Please indicate ONE answer.

- Lack of trust of the confidentiality
- Lack of support from team and authorities
- Self-pressure
- Violence or intimidation threats
- Career threats
- Other (please specify)

**Belief**

Q.15. Do you know the rules on what a player can bet in your country?

- Yes
- No

**Knowledge**

Q.16. Do you understand the rules on inside information in your country?

- Yes
- No

**Knowledge**

Q.17. Have you bet against the rules in your country?

- Yes
- No

**Practice**

In summary, the questionnaire tests players' knowledge about the extent of match fixing, approaches to fix matches, sharing inside information and betting rules. It examines their beliefs in respect of the extent of match fixing, the instigators and causes of match fixing, how match fixing might be prevented, who should deliver education, who they would trust to report information about match fixing, how they would prefer to report information, and the reasons that might prevent them from doing so. It also assesses their practice in reporting approaches, their likelihood to report information, and their own betting practices.

Further, the questionnaire can help test previously held assumptions about a topic that might be held by the researcher or other practitioners. An additional purpose of the questionnaire design was to test the information that I had previously garnered from the interviews I conducted with key project personnel in 2013.

## **2.5 Note on the metadata**

**Q1.** A comparison between the number of results received against the total number of players who are playing in the country's Leagues can enable an assessment as to whether the sample is representative. It should be noted that a representative sample has less to do with the size of the sample than ensuring that the right people are being surveyed.<sup>16</sup> In this project we wanted to survey players who are currently playing League football in each of the project countries. Given the constraints involved, the number of results received from each partner provides a reasonable degree of confidence that the right people were surveyed and that the sample sizes were sufficient to draw interpretative conclusions. Further, as this questionnaire was not designed for quantitative analysis there is less need to be concerned about margin for error.

**Q2, 3, 4.** The divisions into age range, League and status could enable the project to segment the populations into specific groupings and make a comparison as to whether answers in the subsequent questions are related in any way to a specific characteristic. For example, do players of a lower age have a different view on the best reporting mechanism than older players? Regrettably, as the results were presented in a collated form this level of analysis is not possible as it would require access to the raw data and for that data to be sorted according to specific characteristics. However, this might be an exercise that the project partners may wish to consider as the results of such an exercise might enable interventions to be more specifically tailored towards certain groups. For example, if a specific correlation between age and a particular reporting mechanism was ascertained, this might help inform policy and practice in respect of implementing appropriate reporting mechanisms. However, it should be noted that the services of an expert statistician would be needed to undertake these tasks properly.

As it stands the metadata in Qs 2, 3 and 4 cannot be utilised given the data in its present form. The Steering Group may wish to consider whether there would be value to be had in undertaking such an analysis. Should a decision be made to do this, I can take advice from a professional statistician at Birkbeck to discuss how this might be progressed and the time and costs involved in doing so. Alternatively, partners may wish to utilise their own academic contacts to do this.

In summary, being able to 'segment' populations into specific defined characteristics, such as age, League and playing status may assist with the development of more targeted education, campaign messages and similar interventions but that this is not possible with the data in its present form.

## **2.6 Conduct of survey**

The questionnaire was designed by Birkbeck and first piloted by PFA Scotland. As a result of the pilot, and with advice from the Steering Group, some changes were made to the wording and questions. It was also decided to allow individual partners to make their own adjustments in the light of their own circumstances. As a result there are some discrepancies between questions and results

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<sup>16</sup> Jeff Sauro, *What is a Representative Sample Size for a Survey*, 2010. Found at <http://www.measuringusability.com/survey-sample-size.php> accessed 31 January 2014.

but this should not affect a country by country analysis. Further, the Norway survey is a separate design and is not analysed here.

The questionnaire was translated into partner country languages and the results translated back into English before submission to the researcher.

The surveys were conducted by the project partners with no input from the researcher. Each partner was able to undertake the survey according to how they could best obtain data. No requirements were made in respect of numbers or any particular characteristics of respondents. No training was given in respect of the conduct of the survey.

Results were collated by the partners and FIFPro and sent to the researcher in different forms. The Greek data was collated by a student at Birkbeck.

In order to be able to analyse the data it was necessary to convert the reports into a standardised format. This work was undertaken by Haim Levi, a freelance research assistant at Birkbeck.

### **2.7 Numbers of questionnaires returned**

The project survey was completed by 8 countries while Norway completed its own different survey designed by IPSOS. The number of responses is as follows:

England: 121  
Finland: 65  
Greece: 211  
Hungary: 320  
Italy: 228  
Romania: 383  
Scotland: 103  
Slovenia: 154

**TOTAL: 1585**

With an unknown quantity of different surveys from Norway, it is clear that the project has gone a significant way towards meeting the project target of 2000 surveys overall.

### **2.8 Cautions and caveats about the survey**

A first general point to make is that the results of any one survey should always be treated with a degree of caution and 'not taken for granted that the data provided offers accurate information about knowledge, attitudes and practices that can be used for programme planning purposes'.<sup>17</sup>

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<sup>17</sup> Annika Launlala, How much can a KAP survey tell us about people's knowledge, attitudes and practice? Some observations from medical anthropology research on malaria in pregnancy in Malawi, *Anthropology Matters*, Vol 11, No.1 (209), p.2. Found at [http://www.anthropologymatters.com/index.php?journal=anth\\_matters&page=article&op=viewArticle&path%5B%5D=31&path%5B%5D=53](http://www.anthropologymatters.com/index.php?journal=anth_matters&page=article&op=viewArticle&path%5B%5D=31&path%5B%5D=53) accessed 1 February 2014.

Such reservations are especially heightened when the topic under investigation involves criminal activity where respondents who may be involved in such activities are unlikely to report them truthfully.<sup>18</sup> This phenomenon is known as social acceptance bias and is well known in qualitative research. An assumption of the survey was that the majority of players are not involved in match fixing and would therefore answer truthfully.

In a survey that was designed to produce qualitative information from a 'tick box' questionnaire there are concerns about the reliability of such data.<sup>19</sup> Such surveys can only offer a glimpse at the issues and cannot investigate further. However, the results of the questionnaire can indicate areas of interest that warrant further research through more in depth methods such as interviews or focus groups.

Further, the constraints and contexts in which this survey was conducted, with its necessity for flexibility, multinational operation and arm's length conduct, should also act as a caution against over-reliance on one source of evidence.

The process of standardisation revealed a number of discrepancies and gaps in the data and these were reported to the project management. Due to the difficulties in going back to the respondents, these discrepancies and gaps remain and are noted in the country analysis.

The way the results have been collated and reported means it is not possible to undertake an analysis that makes use of the metadata. There is no guarantee that the answers to the substantive questions are equally distributed across age ranges or League status for example. Should the project want a statistical analysis to be conducted to identify correlations between data for example, sampling accuracy will become important and advice taken from a professional statistician will be essential before undertaking any such analysis.

Given that different countries were able to tailor the questionnaire to their own ends, there is no overall consistency between questionnaire results which makes a comparative transnational analysis unfeasible. Each country's results are pertinent to that country alone.

Finally, research time has been very limited for this work, involving no more than 15 days work, including 5 days in writing this report.

These caveats are important but unsurprising in a piece of research undertaken in the 'real world' in 'unscientific' conditions. They do not invalidate the research, which can still offer useful insights into the knowledge, beliefs and practices of the respondents.

The questionnaire results, if treated with caution and preferably corroborated by other means, can inform future project activities such as education programmes, reporting mechanisms, and campaign and media messages.

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<sup>18</sup> See David Cantor and James Lynch, Self-report surveys as measures of crime and criminal victimization, *Criminal Justice*, 2000, Vol 4. Found at [https://www.ncjrs.gov/criminal\\_justice2000/vol\\_4/04c.pdf](https://www.ncjrs.gov/criminal_justice2000/vol_4/04c.pdf) accessed 1 February 2014.

<sup>19</sup> Green, C.E. 2001. Can qualitative research produce reliable quantitative findings? *Field Methods* 13(3), 3-19.

## **2.9 Principles of analysis of questionnaires**

Analysis of the survey results needs to be undertaken with the objectives of the questionnaire in mind. This report will analyse the questionnaire results in respect of the following three main project objectives:

1. To help inform future player education provision
2. To help decide upon appropriate reporting mechanisms for players
3. To help develop campaigning messages aimed at players

Other objectives, but which are not included in this report, are:

- To inform the Good Practice Guide
- To test prior assumptions of project partners about issues around match-fixing
- To help inform advocacy strategies
- To provide data for use in future resource mobilisation activities
- To inform media and publicity campaigns

The following analysis is a subjective interpretation of the questionnaire results. Clearly, there are dangers of bias with subjective interpretations. In this regard, my interpretation is no more valid than those of anyone else. In fact, the real work in interpreting the data should be undertaken by project partners as different perspectives might highlight different issues that need to be taken into account. However, caution must be exercised in drawing firm conclusions from any one data source. The interpretation will contribute to our understanding of match fixing but should not overly determine it. The information gained from the survey will become more meaningful the greater the engagement with the data and the more it is tested against other data sources.

The country by country analysis that follows should be seen as a starting point in deepening our understanding about some of the key issues around match fixing in the project countries. Each country analysis follows the following format:

1. A summary of the interviews I conducted with country informants in February and March 2013. This will provide an indication of the knowledge and assumptions of key informants at the time of the interviews at that time. The interviews were conducted by telephone and were not recorded or transcribed but a detailed set of contemporaneous notes were kept. Due to language barriers, some informants responded with a written set of answers to the interview questions.

The interviews were designed to elicit the views of the respondents on the following matters:

- Perceptions about the extent of match fixing in the country
- Perceptions about the types of match fixing and other threats to integrity in football
- Factors that might underpin threats to integrity in football
- Views as to solutions, in respect of education, reporting and campaigning, to threats to integrity in football.

Some interviewees requested anonymity while others did not. For the sake of consistency I have not disclosed the names of the interviewees in the summaries. Informants were representatives of the project partners, working for national football authorities or had specialist knowledge about match-fixing.

2. Country update of significant incidents of match fixing or other threats to integrity. This will briefly indicate any major incidents of match fixing or related events reported since January 2013. This has been conducted through an English language internet search and may not be comprehensive.
3. Presentation of the results in standardised format.
4. Interpretation and discussion of the results against the three primary objectives of the survey.

The purpose of this format is to present three different types of (very) incomplete data with a view that project partners can assess one set of data against another. Care should be taken in making assumptions about a single set of data. For instance, the fact that a particular country has had a number of incidents since January 2013 may indicate a significant problem, but it could alternatively indicate that the authorities have become better at detection. The converse might be true for a country with no reported incidents.

### 3. Country by country analysis

#### 3.1 ENGLAND

##### 3.11 Summary of interviews

I interviewed two informants.

**Extent:** Both respondents were aware that there might be issues concerning match fixing at lower League levels due to lower levels of pay and less rigorous monitoring of games. Both respondents expressed confidence that at the higher levels of the game there was minimal risk as conditions at the top levels were not conducive to match fixing. One respondent was clear that the threat in England was not as great as in other countries. However, both recognised that there was a need to remain alert to the problem and not to be complacent about it.

**Type:** There was agreement that the major threat was betting activity by players in breach of the FA's betting rules. It was acknowledged that while such breaches might not result in match fixing, they still constituted a threat to the integrity of the game, especially if breaches involved the use of confidential inside information. Neither respondent believed that non-gambling related match fixing was an issue due to the competitive nature of the Leagues in England. Neither respondent could comment with any certainty about the extent to which inside information was being shared, but one respondent believed that lack of knowledge about the rules might lead some players to unwittingly share confidential information.

**Factors:** One respondent was very clear that the growth of betting opportunities on football and the unregulated betting markets in some parts of the world was the major factor that underpinned threats to the integrity of the game. The reach of criminal organisations to potentially influence games in semi-professional and even amateur levels where betting markets were emerging was seen as a factor. The lower levels of awareness, lack of monitoring and much lower levels of pay (if any) in those Leagues were cited as important factors. Personal debt was also cited as an underlying factor. Players who were unaware of the rules on betting and sharing inside information was cited as a factor by one respondent.

**Solutions:** Both respondents cited the importance of player education in respect of the rules related to betting and inside information. One respondent believed that mandatory education for all players was necessary. Both respondents believed that it was important for education to be delivered by people the players respect and trust and the players association was seen as important in this respect. One respondent believed it was necessary for the football authorities to establish an education programme that enabled players to understand how match-fixing works, to recognise the risks, and for there to be someone who the player could talk to in confidence.

##### 3.12 Significant incident country update

March 2013: Suspicious betting patterns alerted the English Football Association to contact all 22 clubs in Blue Square Bet South – part of the sixth tier in English football. The FA appealed to the clubs for information about possible breaches of betting rules, and the clubs have been asked to remind players and officials of their responsibilities under the rules<sup>20</sup>.

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<sup>20</sup> <http://www.bbc.co.uk/sport/0/football/21807316>

June 2013: Tottenham midfielder Andros Townsend was fined £18,000 by the Football Association for breaching betting regulations. The 21-year-old was also suspended for four months backdated to 23 May although three of those months were suspended until 1 July 2016.<sup>21</sup>

August 2013: Stoke's Cameron Jerome was fined £50,000 for breaking Football Association betting rules. Jerome admitted repeatedly breaching the regulations, but the charge was not related to match fixing or betting on games he was involved in.<sup>22</sup>

August 2013: Accrington Stanley managing director Robert Heys was suspended from football for 21 months for 735 breaches of Football Association betting rules. Heys, who admitted committing the offences over 10 years at a hearing last Thursday, was also fined £1,000. Of the offending bets, 231 were on games involving Accrington and 37 of them were on Stanley to lose.<sup>23</sup>

September 2013: Australian police arrested 10 people associated with Southern Stars of the country's second division<sup>24</sup>. The government-funded Sporting Integrity Intelligence Unit, set up in 2011<sup>25</sup>, started investigating in August following a tip-off from the football governing body – Football Federation Australia. It has uncovered a multi-million-dollar international match-fixing ring. Four of the players arrested were British footballers, who played English non-league football before moving to the Stars in the summer<sup>26</sup>. In October 2013 FIFA issued a worldwide suspension to the four English players pending the outcome of the court case.<sup>27</sup> In December 2013 two of the players, Joe Woolley and Reiss Noel, pleaded guilty to throwing matches on the instructions of a gambling syndicate. Woolley was fined \$1,200 and Noel was fined \$2,000. Two other players and the coach are yet to enter pleas.<sup>28</sup>

November 2013: Members of an alleged betting syndicate, including at least three footballers and Delroy Facey, a player-turned-agent who has played in the Premier League, were arrested on suspicion of fixing English football games. The arrests were made in the wake of an investigation by *The Daily Telegraph* that found match fixers from Asia were targeting games across Britain.<sup>29</sup> The case is currently *sub judice*.

December 2013: Police arrested six people in connection with an investigation into spot-fixing in English football after a former Premier League defender allegedly told an undercover reporter he had been involved in rigging matches in return for money. The National Crime Agency confirmed six people were in custody after it acted upon information passed to it by the *Sun on Sunday*.<sup>30</sup> The case is currently *sub judice*.

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<sup>21</sup> <http://www.bbc.co.uk/sport/0/football/22658711>

<sup>22</sup> <http://www.bbc.co.uk/sport/0/football/23695036>

<sup>23</sup> <http://www.bbc.co.uk/sport/0/football/23753989>

<sup>24</sup> <http://www.abc.net.au/news/2013-09-15/police-uncover-alleged-soccer-match-fixing-ring/4958946>

<sup>25</sup> [http://www.regional.gov.au/sport/national\\_integrity/index.aspx](http://www.regional.gov.au/sport/national_integrity/index.aspx)

<sup>26</sup> <http://www.bbc.co.uk/sport/0/football/24171344>

<sup>27</sup> <http://www.bbc.co.uk/sport/0/football/24098876>

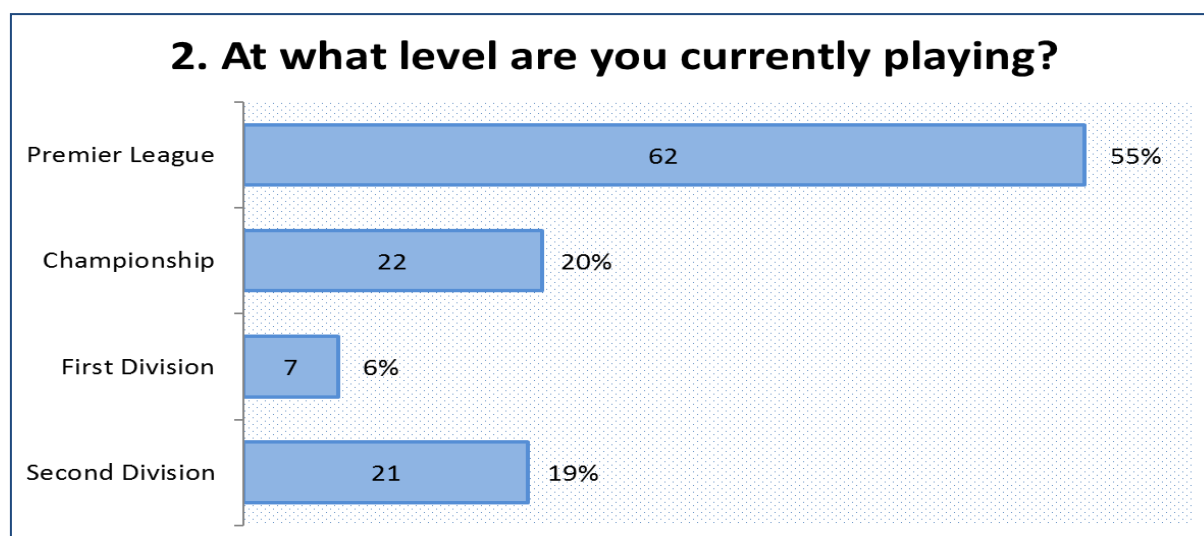
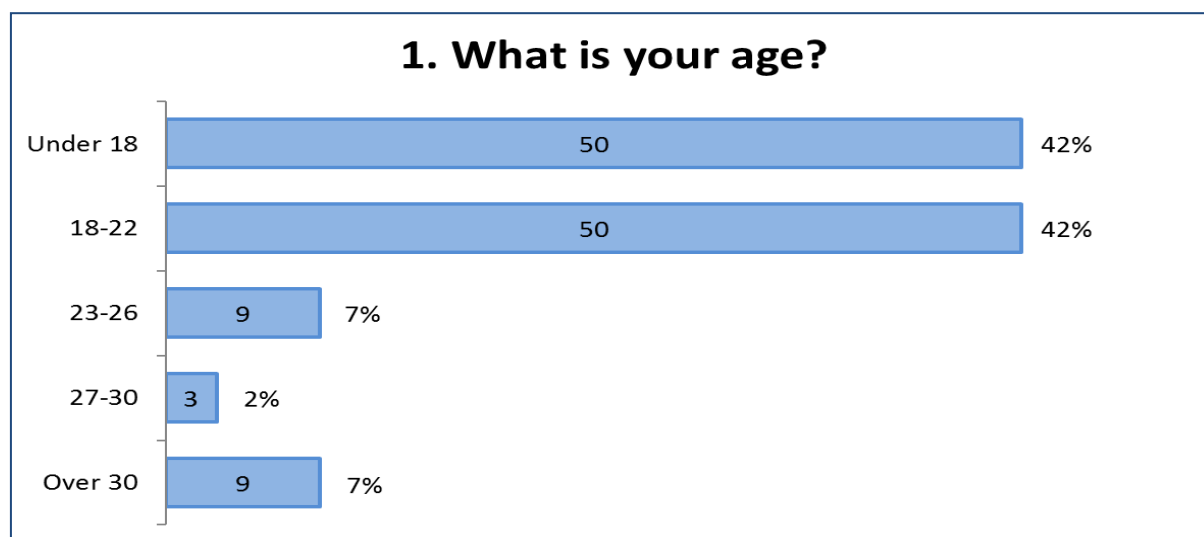
<sup>28</sup> <http://www.abc.net.au/news/2013-12-06/ringleader-of-victorian-soccer-match-fixing-syndicate-pleads-gu/5140304>

<sup>29</sup> <http://www.telegraph.co.uk/sport/football/10479667/Football-match-fixing-six-arrested-by-police-investigating-betting-syndicate-as-rigging-hits-British-game.html>

<sup>30</sup> <http://www.theguardian.com/football/2013/dec/08/football-spot-fixing-claims-three-held>

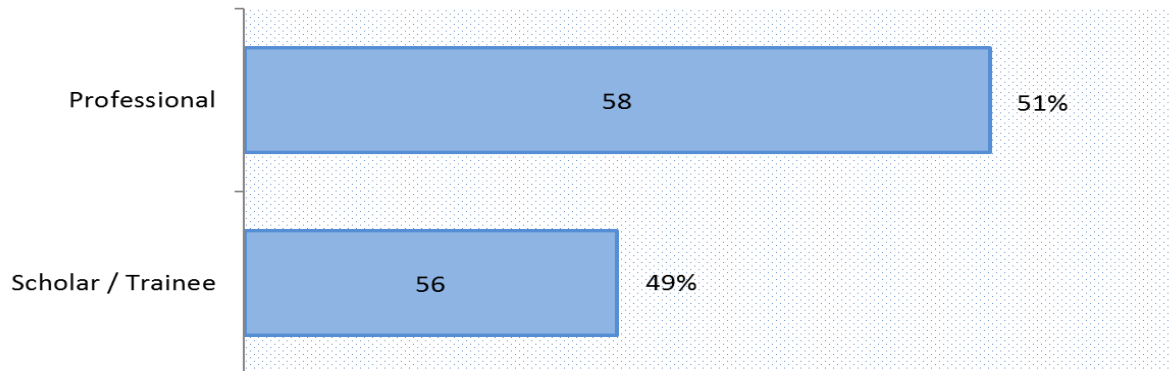
December 2013: Three non-league players were suspended from football after admitting multiple breaches of the Football Association's betting rules. The trio all played for Southern League Division One Central club AFC Hayes. Striker Lawrence Shennan was suspended for two years and fined £580.20, while goalkeeper Ben Goode was banned for one year and fined £606.42. Defender Chevy Hart, who is no longer with Hayes, received a four-month suspension and was fined £145.65.<sup>31</sup>

### 3.13 Questionnaire results

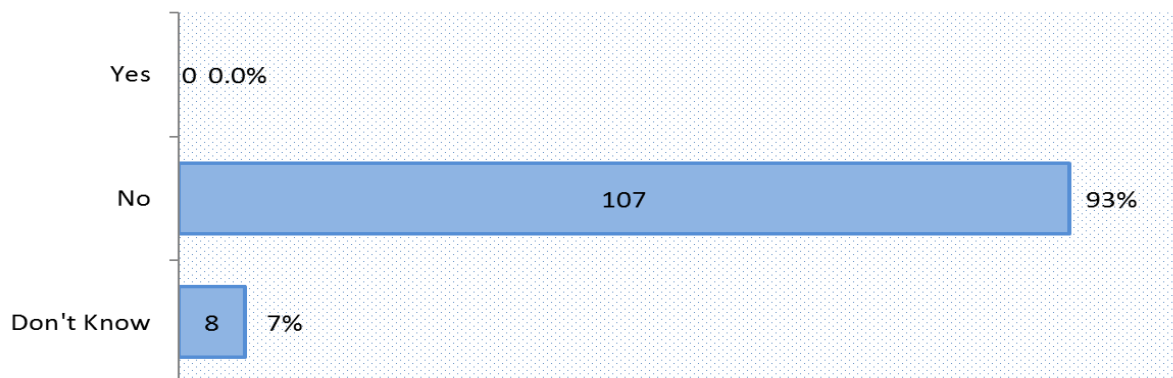


<sup>31</sup> <http://www.bbc.co.uk/sport/0/football/25371230>

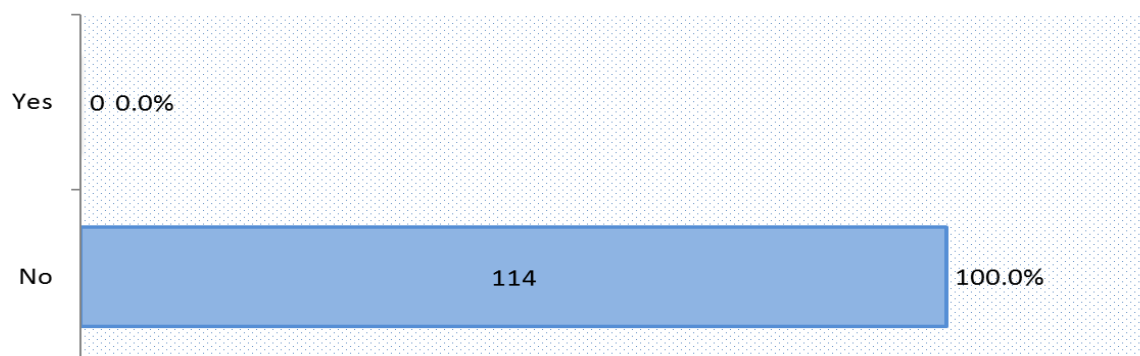
### 3. What is your current status as player?



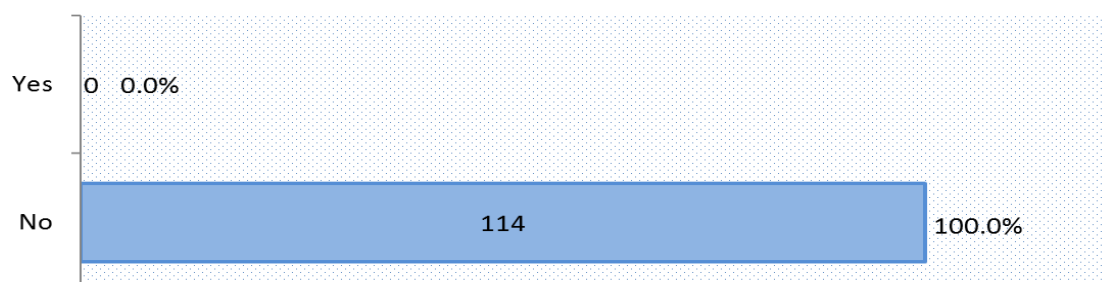
### 4. Have you ever played in a game that has since been identified as being fixed?



### 5. Were you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?

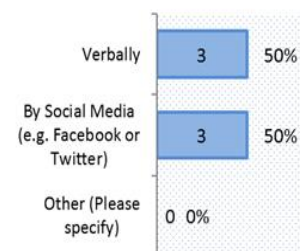
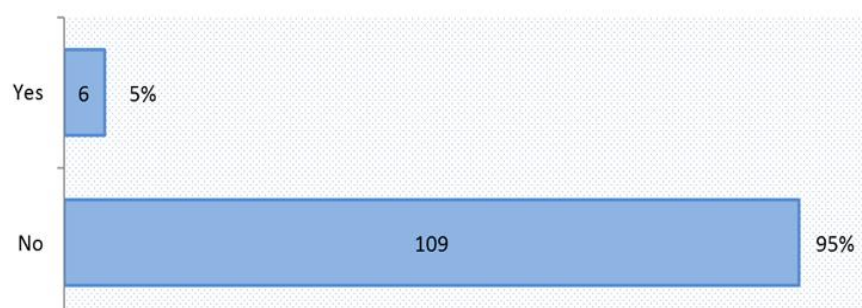


**6. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?**

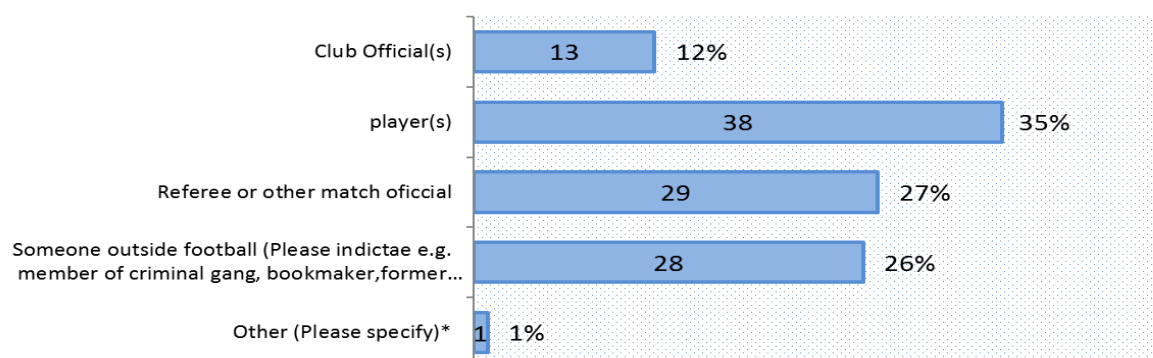


**7. Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?**

**If the answer is Yes, how was the information shared?**

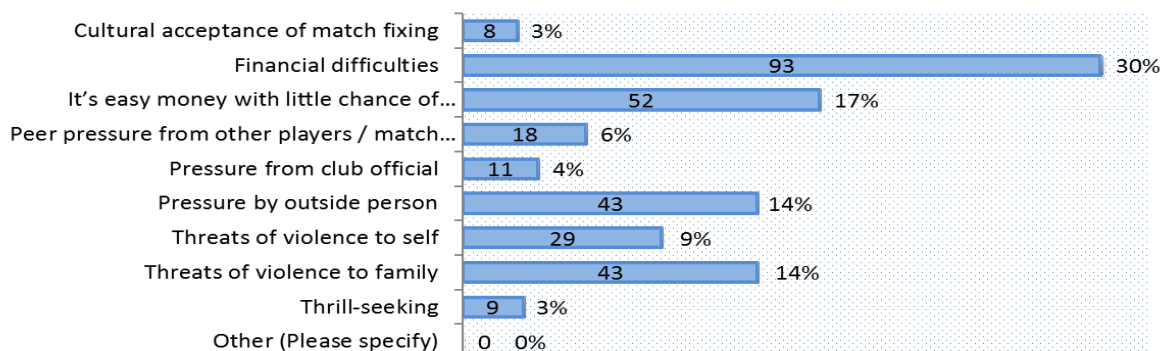


**8. In your opinion, if a match was fixed, who is most likely to be the main instigator(s) of the fix? Please indicate ONE answer.**

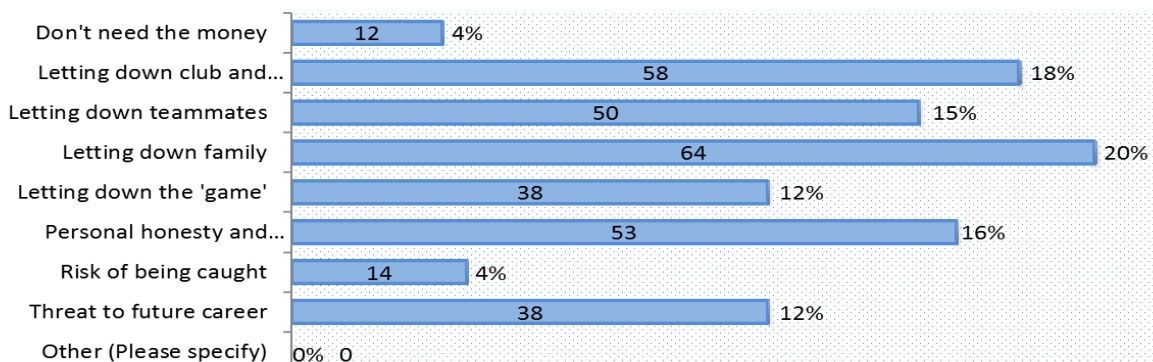


\* Other: "Fans"

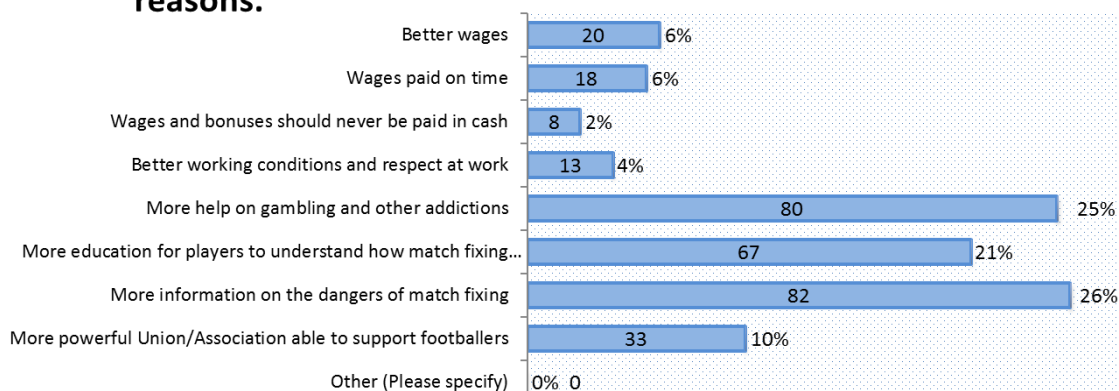
**9. What do you think might be the most common reason(s) why someone might fix a match? Please indicate the THREE most important reasons.**



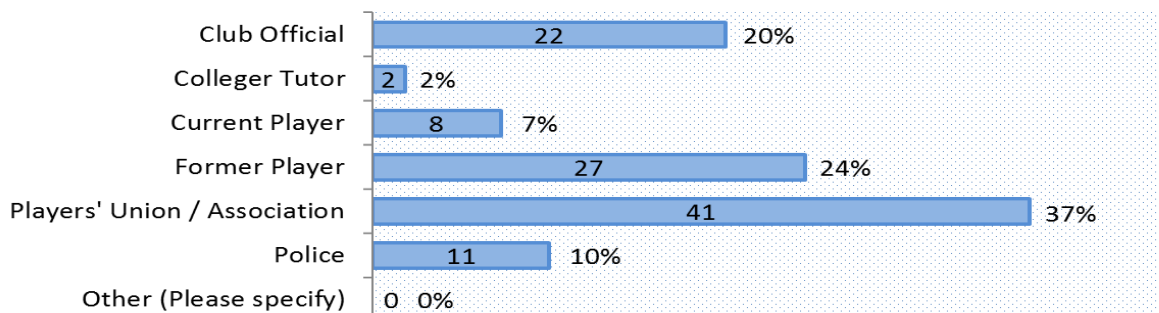
**10. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.**



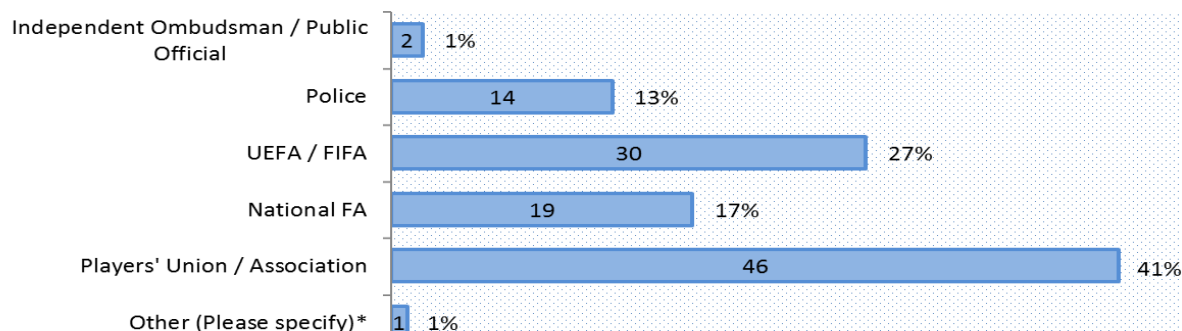
**11. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.**



**12. Who do you think should deliver education courses for players on the dangers of match fixing?  
Please indicate ONE answer.**

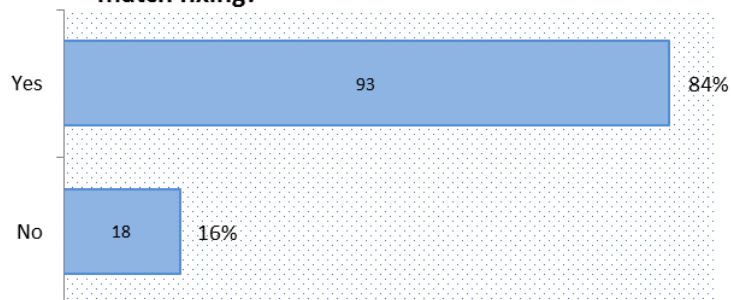


**13. Who would you trust most to report an approach to fix or any suspicions you have of match fixing?  
Please indicate ONE answer.**

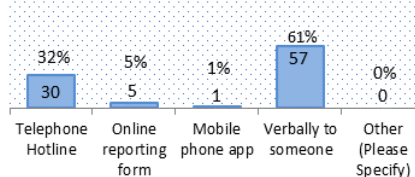


\* Other: "Someone at the club"

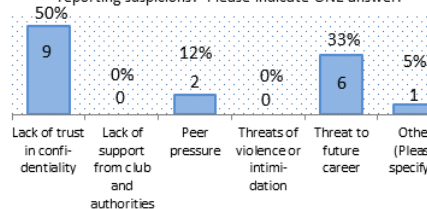
**14. Would you ever confidentially report an approach to fix or any suspicions you have of match fixing?**



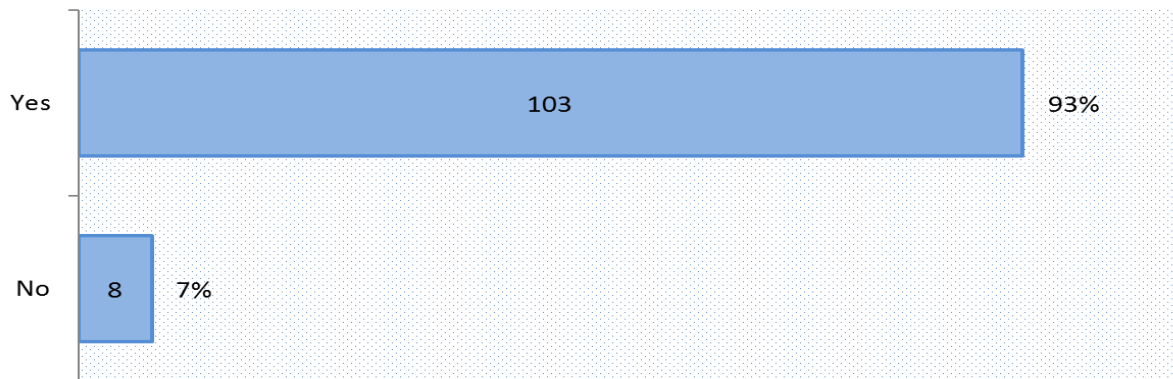
If the answer is Yes, which reporting mechanism do you think would be best? Please indicate ONE answer.



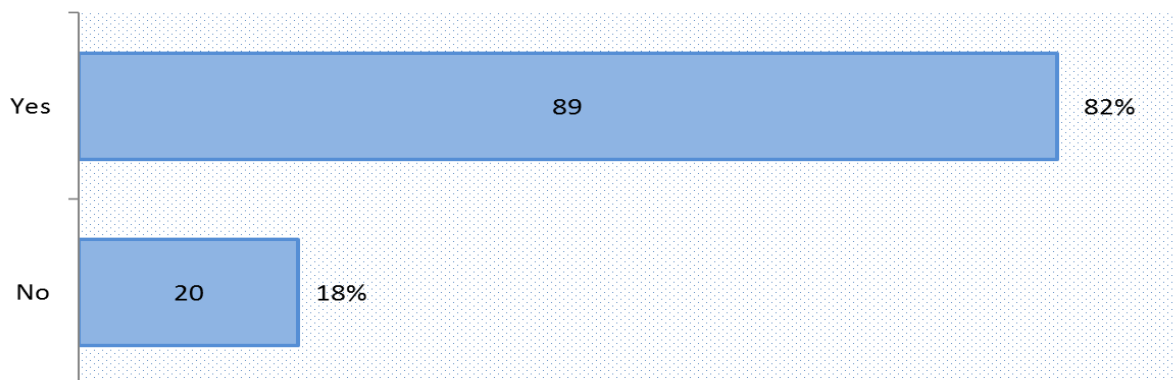
If the answer is No, what would stop you from reporting suspicions? Please indicate ONE answer.



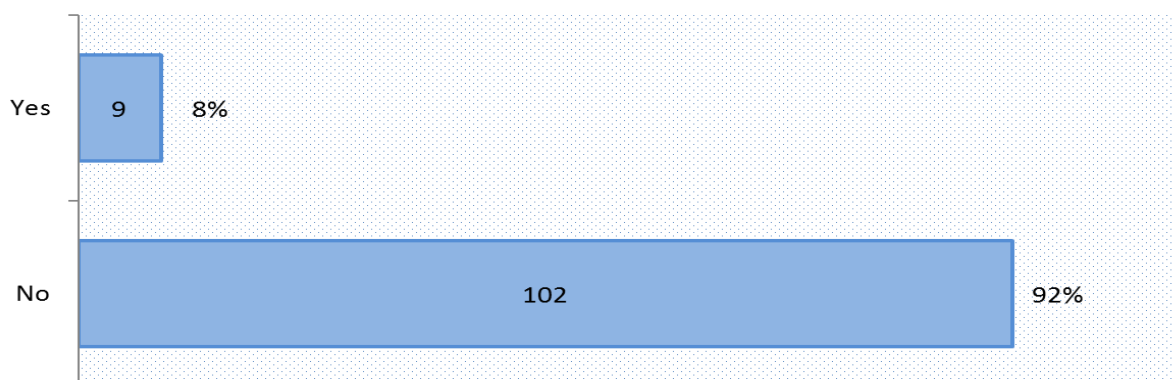
**15. Do you know the rules on what a player can bet on in your country?**



**16. Do you understand the rules on inside information in your country?**



**17. Have you bet against the rules in your country?**



## **Issues with the results**

There are no significant problems with the results.

### **General**

0% (0) of respondents said they had played in a game that has since been identified as fixed (Question 4). 0% (0) has been approached in the past 12 months to fix a match (Question 5) and 0% (0) believes one or more games have been fixed in the past 12 months (Question 6).

## **3.14 Interpretation**

### **Future player education provision**

Question 7. There are a small number of players (5% - 6) who continue to share inside information. The question cannot answer whether this is for betting purposes or not. Continued emphasis in player education as to the nature of inside information and keeping it confidential would be beneficial. Social acceptance bias may mean this is an under-reported figure.

Question 8. Players might be aware that instigators of match-fixing can come from different parts of the game as well as from outside and this should be reinforced in education provision. However, as respondents reported no experience of match-fixing, these results should be treated with caution as such disparate answers may be as a result of players not really knowing how match fixing works.

Question 9. 30% report financial difficulties as a driver for match fixing suggesting that work continues to need to be done around financial management. The 17% who thought that match-fixing was easy money with little chance of detection suggest that more work could be done on ensuring players are aware of betting monitoring systems and the penalties for being caught. The spread of responses concerning threats and pressure reinforces the need for players' education to include information on who they can speak to if this happens and the importance of reporting such approaches at the earliest opportunity.

Question 11. The focus in education should be around help with gambling and the relationship of gambling problems with vulnerability to match fixing. Ensuring players fully understand how match fixing works and its attendant dangers is also important.

Question 12. There was no clear consensus on who should deliver player education. However, with 37% (41) citing the union and 24% (27) a former player, investment in peer education programmes should be considered.

Question 15. A small minority of players (7% - 8) don't know the rules on betting. Continued efforts to improve player awareness through education should be maintained.

Question 16. A slightly larger proportion (18% - 20) admits to not knowing the rules on inside information. This is unsurprising given the more ambiguous status of what and what is not inside information. Continued efforts to improve player awareness through education should be maintained.

Question 17. A small contingent of players (8% - 9) admit to betting against the rules. Given that social acceptance bias means that the figure may well under-report such incidences, this should be the focus of education activity.

#### **To help decide upon appropriate reporting mechanisms**

Question 13. There is no consensus in respect as to who players trust most to report approaches. Ensuring multiple avenues for reporting may be necessary.

Question 14. A significant majority of players (84% - 93) would report suspicions provided a suitable mechanism could be found. A clear majority (61% - 57) would prefer to speak verbally to someone rather than use an anonymous tool.

#### **To help develop campaigning messages and priorities for players**

Question 10. It is clear that ethical considerations will weigh heavily when it comes to developing messages in relation to the prevention of match-fixing. While Question 9 suggests that financial difficulties may be the primary cause of match-fixing, Question 10 shows that when it comes to messaging, appealing to the player to think of their family (20%), team mates (15%), the club (18%), the game (12%) and their own personal integrity (16%) will have greater purchase than focussing on financial aspects.

Question 11. While education and other programmes need to focus on the issues of gambling, debt and mechanisms and dangers of match-fixing, campaigning will be focussed on how getting involved in match-fixing will have ethical consequences for players. It will be a crucial task to ensure that a link is firmly established between campaign messages around personal ethics to gambling, financial difficulties and match-fixing.

### **3.15 Commentary**

Despite the recent high profile cases that are now subject to police investigations, the players' survey, taken together with the recent incidents of players' betting against the rules, suggests that this form of threat to integrity remains the most pressing in English football. However, the recent cases of alleged external criminal infiltration should act as a reminder that a more serious form of match-fixing is a threat that cannot be ignored.

The Australian case is not strictly an English case but is included here as it involves English players and underscores the global nature of match-fixing.

## 3.2 FINLAND

### 3.21 Summary of interview

I interviewed one respondent.

**Extent:** Although it is not possible give precise figures the respondent said that there was quite a lot of evidence of match-fixing in past years by fixers who infiltrated clubs by providing financial assistance and using football for money laundering. The first case came to light in 2005 when the Chinese businessman, Ye Zeyhun bought a share in Finnish club AC Allianssi. An 8-0 defeat at fellow Finnish club FC Haka was believed to have been fixed. In 2007, Finnish newspaper The Yellow Paper interviewed a player who admitted to taking 10,000 EUROS to lose a match on purpose. In 2011 police arrested Wilson Raj Perumal, a leading match-fixer. Nine players from Rovaniemi were arrested in the middle of a training session. Seven of the players were from Zambia. It emerged that Perumal had tried to fix about thirty games in 2008/9, using the same players and by helping the club to recruit new players.

**Type:** The recent cases have involved match-fixing instigated by outside criminal organisations. In the AC Allianssi case, the fix was organised by the owner of the club. In the Rovaniemi case the fix was organised by an external fixer working for criminal organisations in Singapore and Hungary and involved the recruitment of players for the purpose. The respondent also believed that there might also be problems around sharing inside information although awareness of gambling and match-fixing has improved in recent years. In the case exposed by the Yellow Paper the issue concerned professional gamblers trying to influence the betting markets through knowledge of inside information.

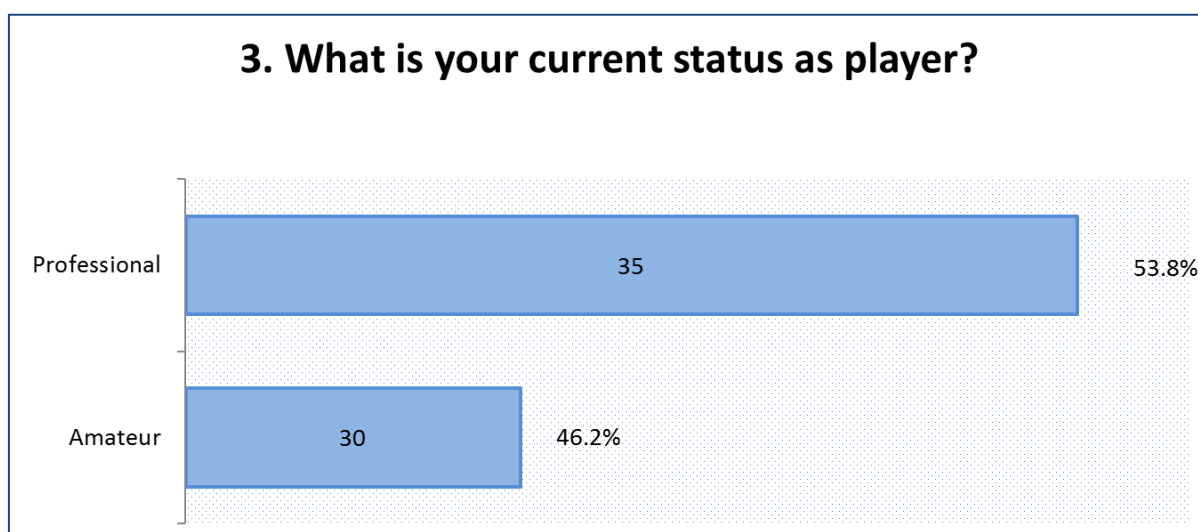
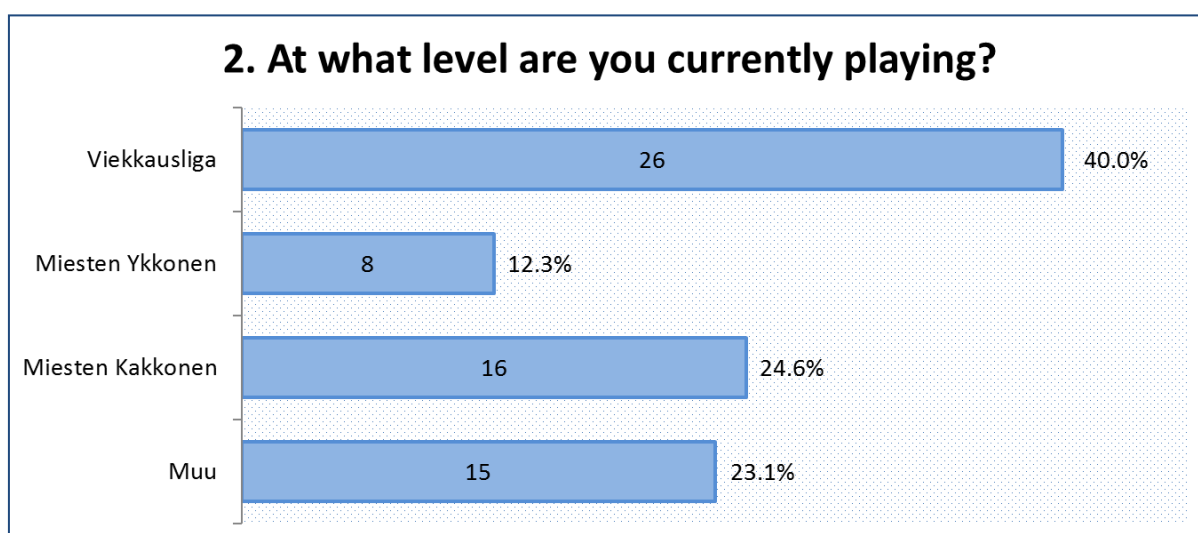
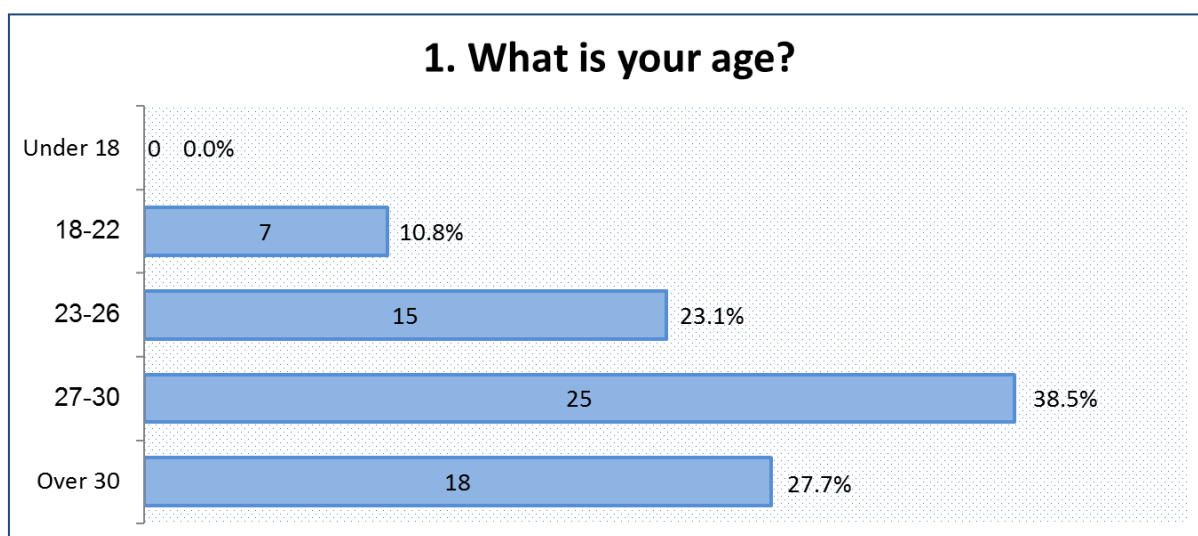
**Factors:** A key factor for Finnish football, along with other Scandinavian countries is the fact that the League is played in the summer when other Leagues are taking a break. Salary levels are also quite low – about 2000 EUROS a month and some players even lower, especially those recruited in Africa. In some cases players were unaware that betting on their own side for a positive result was banned. International recruitment of players from countries with different cultures of integrity is a problem but there is no guarantee that Finnish players have not been involved. The influence of professional gamblers who ‘groom’ players for inside information has also been known.

**Solutions:** Need to raise awareness of gambling and how match-fixing works through player education. Need to gain more media interest and heighten the publicity of the problem so it is forced out of the underground. Need for more international collaboration and sharing of information. Important to have a good reporting system and union is trialling a ‘red button’ mobile app to do this.

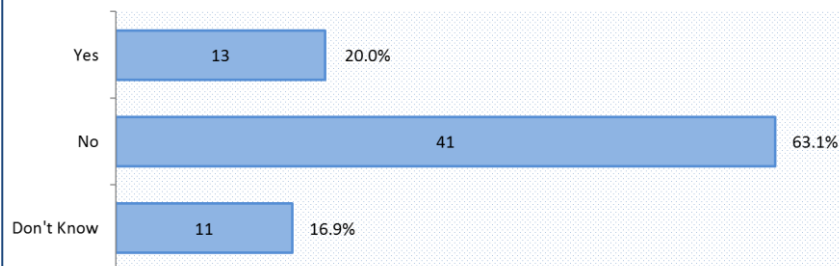
### 3.22 Significant incident country update

No major incidents to report

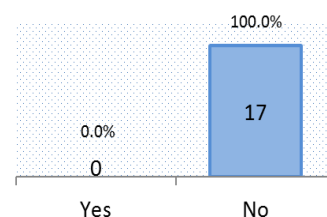
### 3.23 Questionnaire results



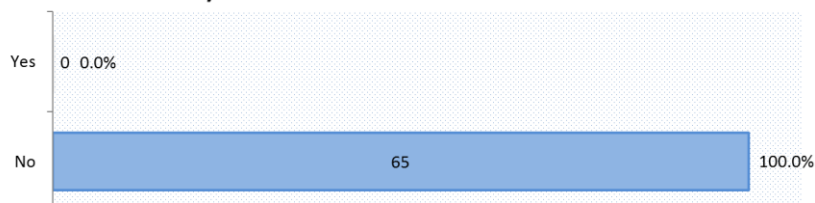
**4. Have you ever played in a game that has since been identified as being fixed?**



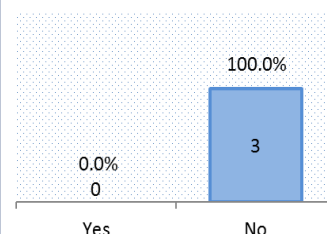
If the answer to the question is Yes, were you aware at the time, or did you have any suspicions at the time that the match may have been fixed?



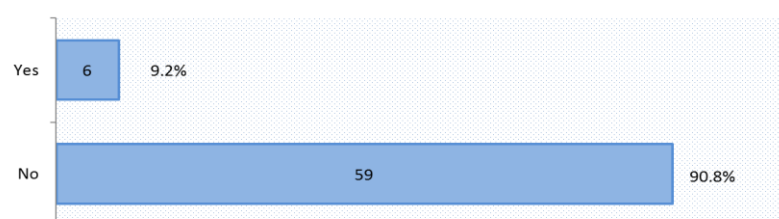
**5. Were you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?**



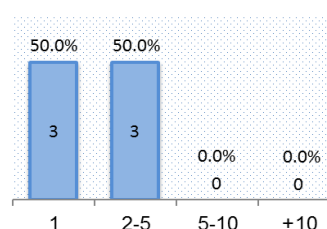
If the answer is Yes, did you report the approach?



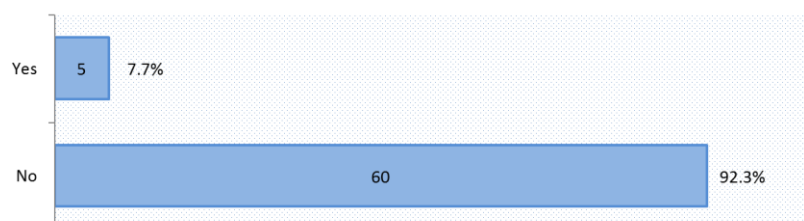
**6. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?**



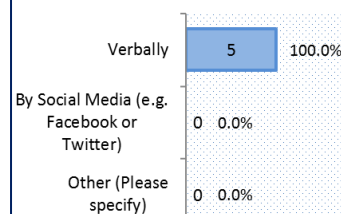
If the answer is Yes, how many times do you think matches were fixed in the season? Please indicate ONE answer.



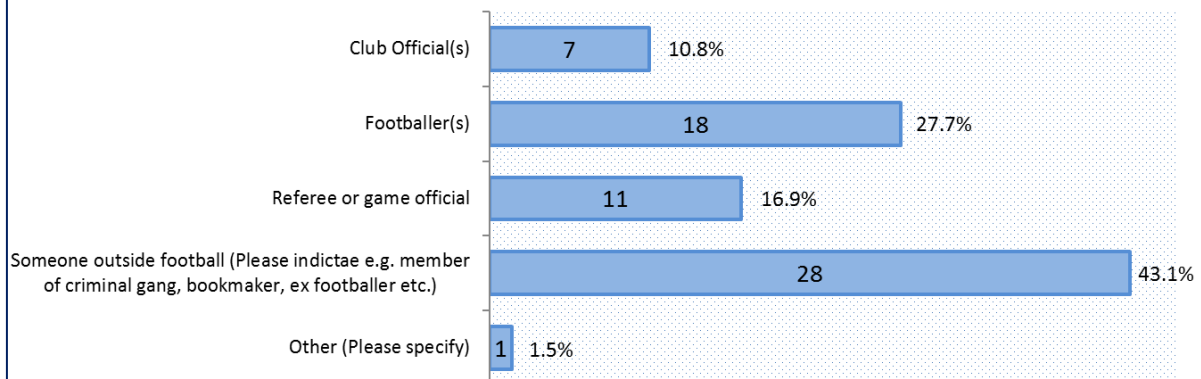
**7. Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?**



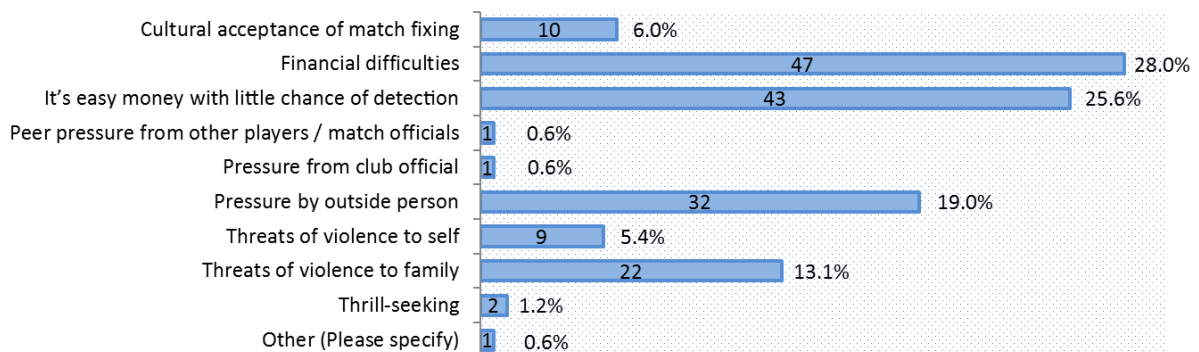
If the answer is Yes, how was the information shared?



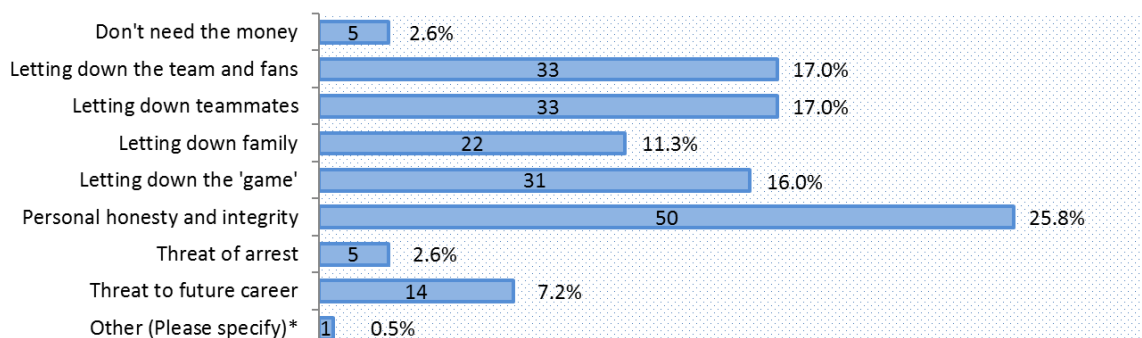
**8. In your opinion, if a match was fixed, who is most likely to be the main instigator(s) of the fix? Please indicate ONE answer.**



**9. What do you think might be the most common reason(s) why someone might fix a match? Please indicate the THREE most important reasons.**

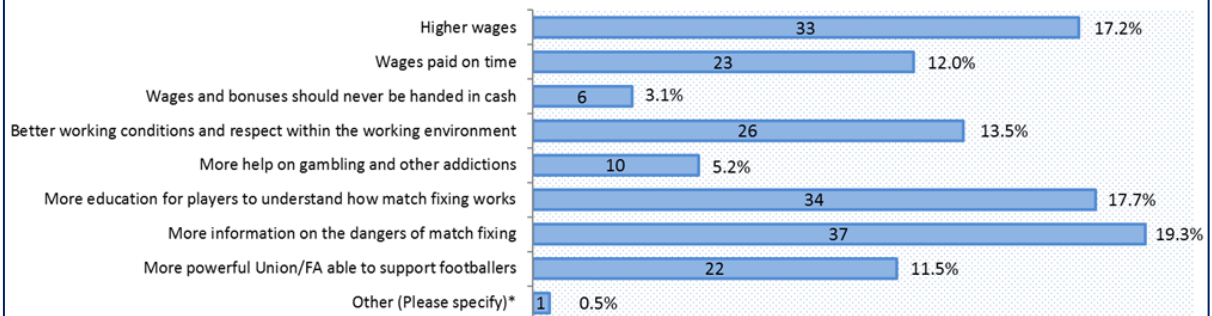


**10. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.**



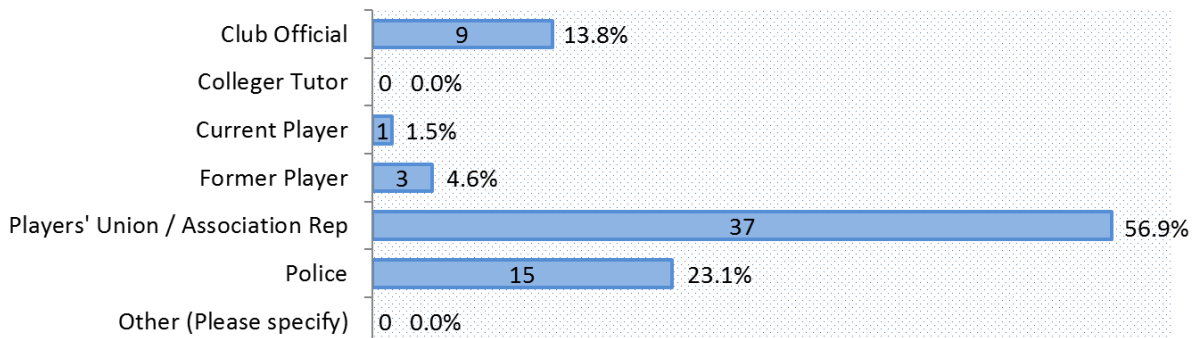
\* Other text: "Any idea about it, I don't know much about this practice"

**11. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.**

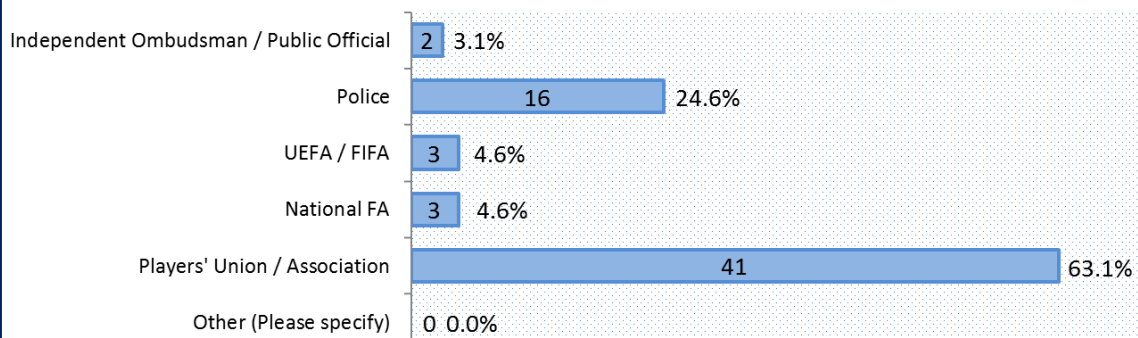


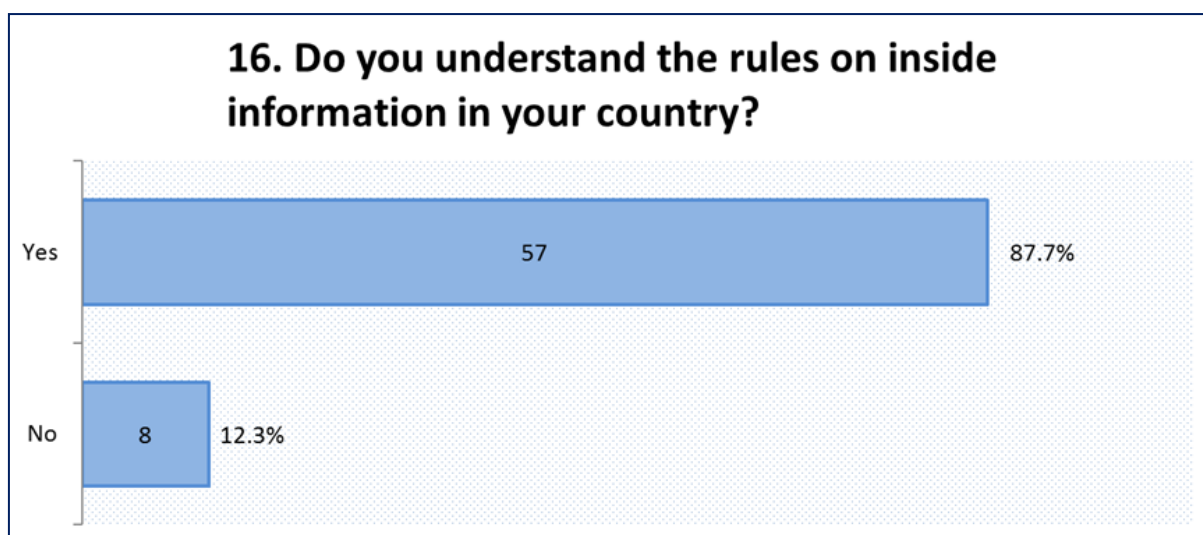
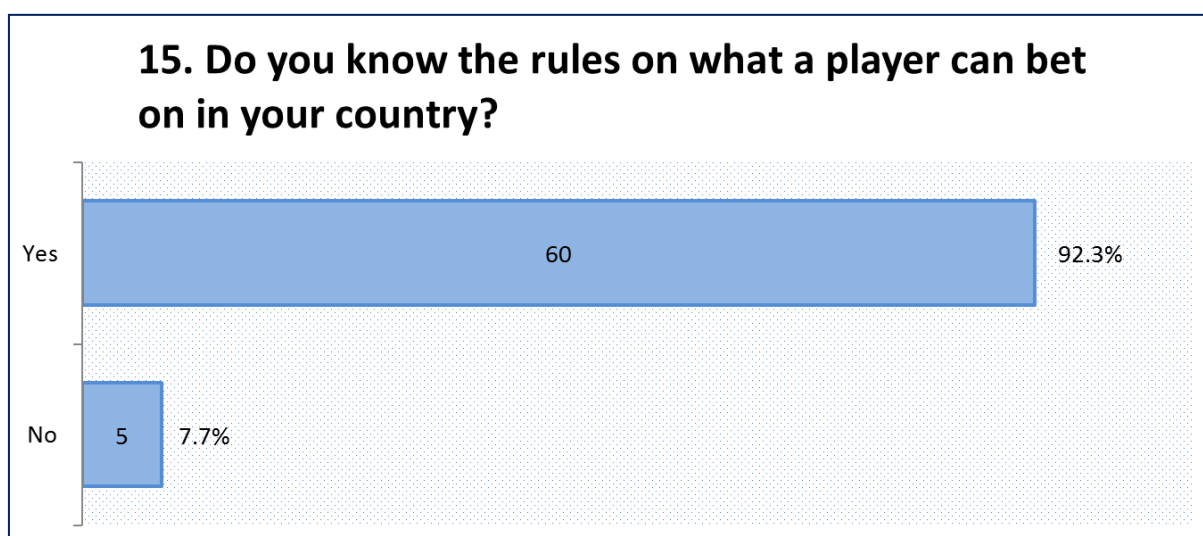
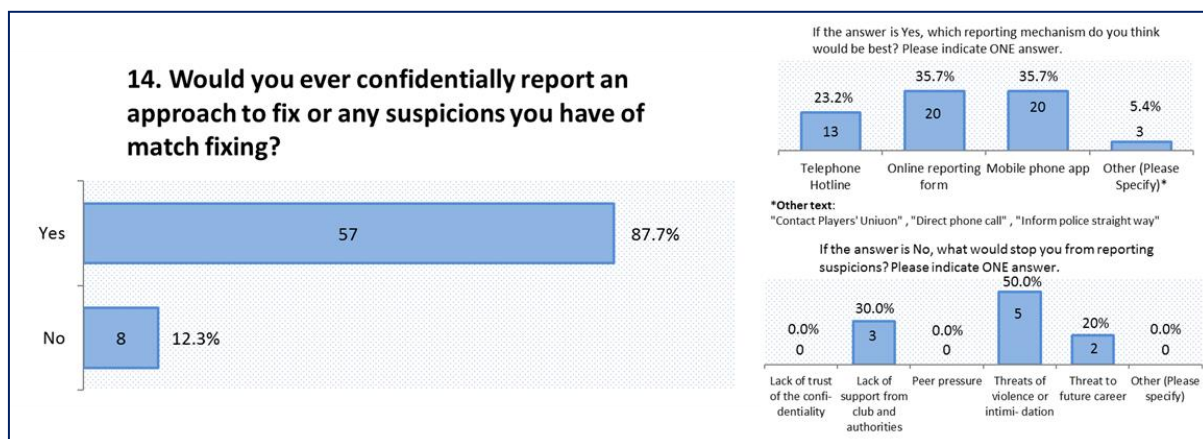
\* Other text: "I don't know"

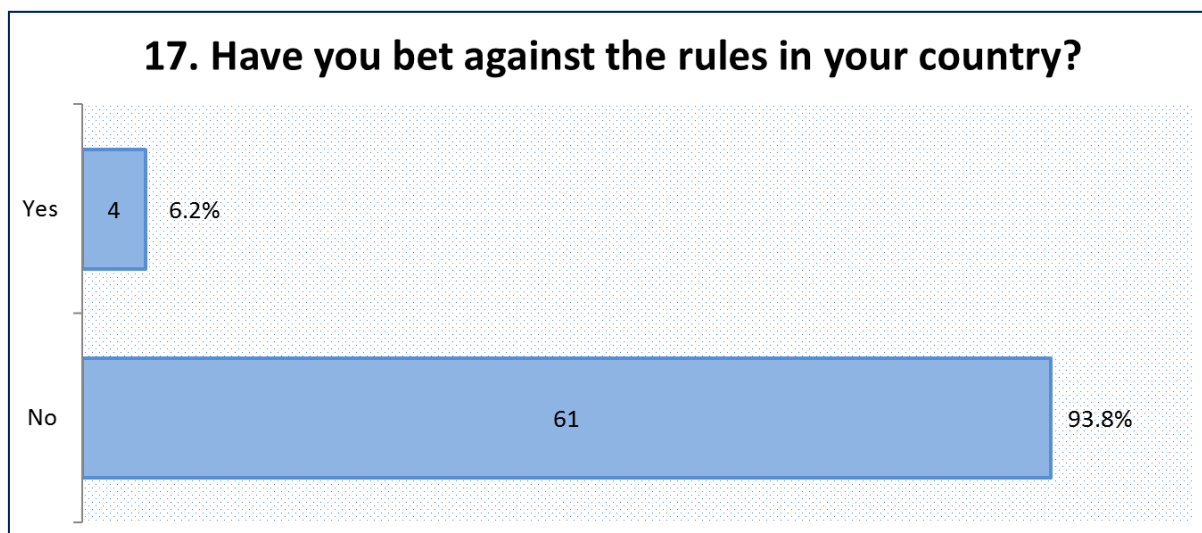
**12. Who do you think should deliver education courses for players on the dangers of match fixing? Please indicate ONE answer.**



**13. Who would you trust most to report an approach to fix or any suspicions you have of match fixing? Please indicate ONE answer.**







#### Issues with the results

There are some discrepancies in the two part questions. In Question 5, 0 respondents answered YES but 3 completed the follow up question. In Question 14, 8 respondents answered NO but 10 completed the follow up question.

#### General

20% (13) of respondents said they had played in a game that has since been identified as fixed (Question 4). 0% (0) has been approached in the past 12 months to fix a match (Question 5) and 9.2% (6) believes one or more games have been fixed in the past 12 months (Question 6).

### 3.24 Interpretation

#### Future player education provision

Question 7. 7.7% (5) players had seen or heard sensitive information being shared, each time through verbal communication. There is a continued need to keep players aware of the dangers of sharing such information.

Question 8. It is perhaps not surprising in a country that has seen match-fixing instigated by criminal organisations that 43.1% (28) of players believed such outside influence was the major cause of match-fixing. However, the fact that players identified others as potential instigators demonstrates a clear need for players to be informed about how match-fixing works and who might be involved.

Question 9. Confirming the view of the interview respondent, financial difficulties (28% - 47) are to the fore and player education on financial management and debt would be advisable. The 25.6% (43) who thought that match-fixing was easy money with little chance of detection suggests that more work could be done on ensuring players are aware of betting monitoring systems and the penalties of being caught. The spread of responses concerning threats and pressure reinforces the need for players' education to include information on who they can speak to if this happens and the importance of reporting such approaches at the earliest opportunity.

Question 11. The results of this survey suggest working conditions and wages are crucial factors but that in terms of education there needs to emphasise how match-fixing works and the dangers of getting involved.

Question 12. A clear majority (56.9% - 37)) wanted education delivered by the union. Having input for police and club would also be useful.

Question 15. A small minority of players (7.7% - 5) don't know the rules on betting. Efforts to improve player awareness through education should be maintained.

Question 16. A slightly larger proportion (12.3% - 8) admits to not knowing the rules on inside information. This is unsurprising given the more ambiguous status of what and what is not inside information. Efforts to improve player awareness through education should be maintained.

Question 17. A small contingent of players (6.2% - 4) continue to knowingly bet against the rules. Given that due to social acceptance bias the figure may well under-report such incidences, this might be the focus of education activity.

#### **To help decide upon appropriate reporting mechanisms**

Question 13. A clear majority (63.1% - 41) would trust the union to receive reports of approaches. The union will need to consider whether it is willing to take on this role which may place it in some degree of difficulty as a representative body.

Question 14. The high number (87.7% - 57) of players who would report an approach is encouraging. The range of preferences of a reporting mechanism suggests that more than one mechanism might be necessary to encourage uptake.

#### **To help develop campaigning messages and priorities for players**

Question 10. It is clear that ethical considerations will be important when it comes to developing messages in relation to the prevention of match-fixing. While Question 9 suggests that financial difficulties may be the primary cause of match-fixing, Question 10 shows that when it comes to messaging, appealing to the player to think of their own personal integrity (25.8% - 50), team mates (17% - 33), the club (17% - 33) and the game (16% - 31) will have greater purchase than focussing on financial aspects.

Question 11. While education and other programmes need to focus on the issues of gambling, debt and mechanisms and dangers of match-fixing, campaigning will be focussed on how getting involved in match-fixing will have ethical consequences for players. It will be a crucial task to ensure that a link is firmly established between campaign messages around ethics to gambling, financial difficulties and match-fixing.

### **3.25 Commentary**

The significant number of players who have played in a match that has since been identified as fixed, and the number who believe that matches in their league have been fixed in the past 12 months suggests that match-fixing remains a serious threat despite the welcome absence of any recent cases.

### 3.3 GREECE

#### 3.31 Summary of interviews

I interviewed one informant and one informant provided written answers.

**Extent:** Both informants stated that match-fixing, violence and corruption were problems in Greece but they could give no firm indication as to the extent. One informant believed that the lack of comparative data from previous years makes it impossible to gauge whether it is a growing problem or not. However, both noted the recent investigations involving Olympiacos Volou and Kavala clubs in 2011 which indicated that there was a problem.

**Type:** One respondent commented that match-fixing was perpetrated by club owners and other officials for the purposes betting fraud and corruption.

**Factors:** One respondent was clear that the major underlying factor was the structure of club ownership where many club owners were also involved in other business scandals in the past dating back to the 1990s. The power relationship between larger and smaller clubs was also cited as a factor. The economic problems faced by Greece were cited as a factor but it was noted that problems of corruptions pre-dated the present economic crisis. One informant believed that there had been significant infiltration of clubs and supporters groups by criminal gangs although this view was rejected by the other informant who nevertheless agreed that there had been sporadic outbreaks of violence by fans against players. The overlapping responsibilities of the football authorities and weak governance were also cited as factors.

**Solutions:** One respondent cited a new proposed law against match-fixing but believed that enforcement was a problem. In terms of education programmes, one respondent was clear that education had to cover all players and not just one group and should be delivered by people who are in close contact with the players.

#### 3.32 Significant incident country update

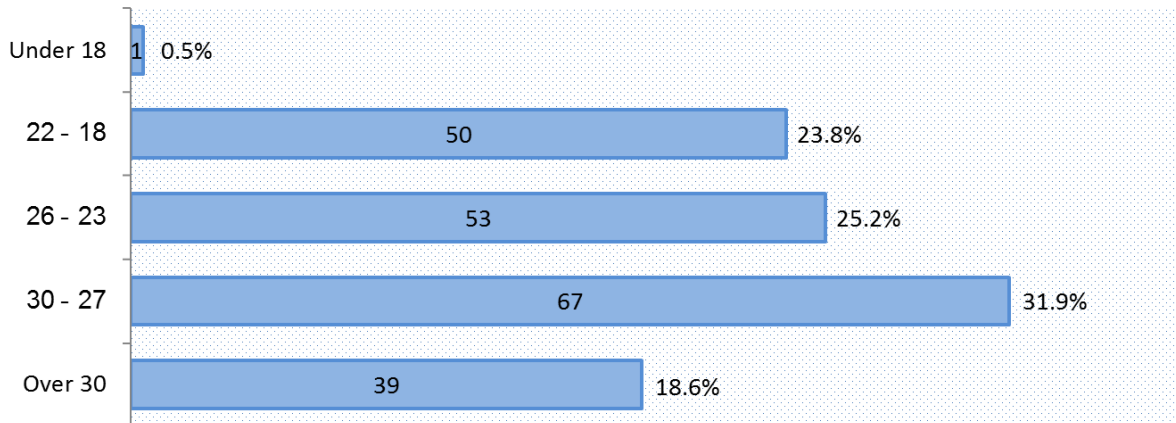
**December 2013:** Former nightclub owner Makis Psomiadis was sentenced to 4 1/2 years in prison on after he was convicted on charges of attempted blackmail and bribery in 2009 while he was in charge of Kavala.<sup>32</sup>

#### 3.33 Questionnaire results

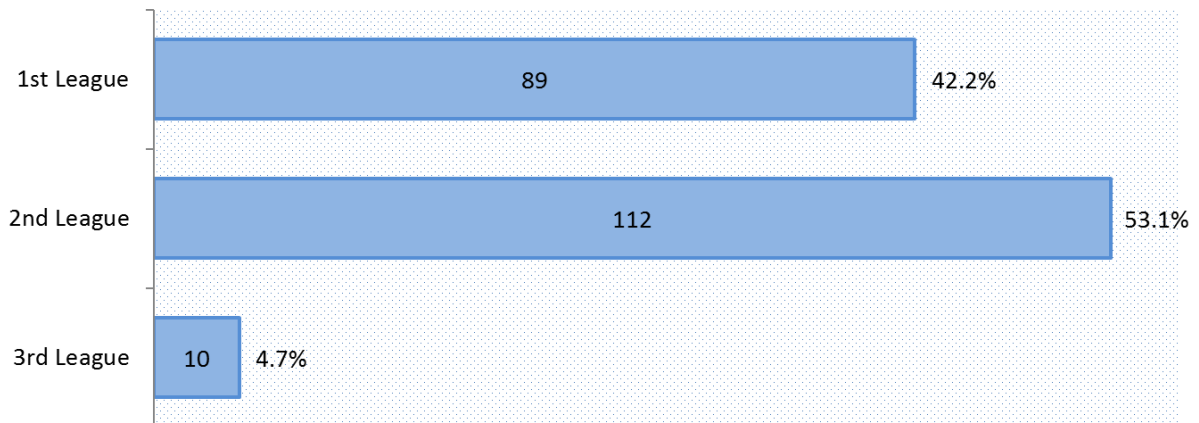
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<sup>32</sup> [http://www.nzherald.co.nz/sport/news/article.cfm?c\\_id=4&objectid=11167869](http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=11167869)

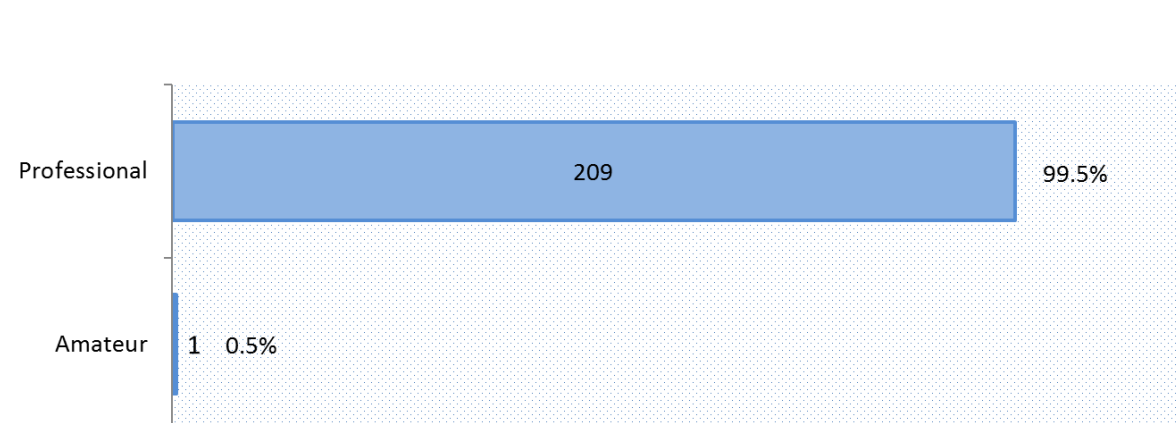
### 1. What is your age?



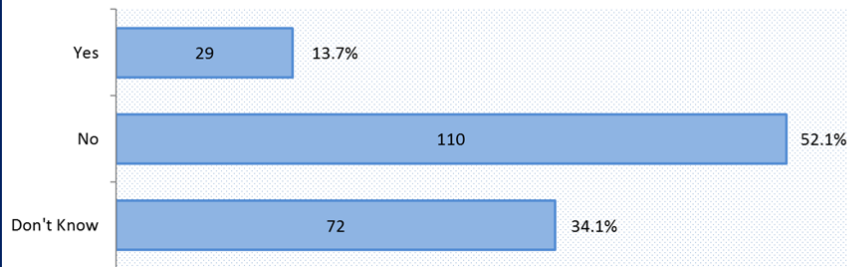
### 2. At what level are you currently playing?



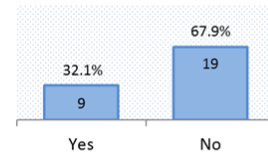
### 3. What is your current status as player?



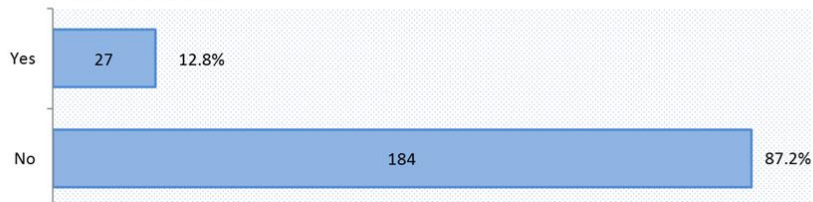
**4. Have you ever played in a game that has since been identified as being fixed?**



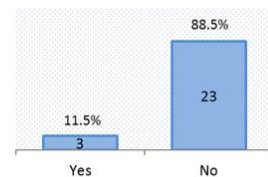
If the answer to the questions is Yes, were you aware at the time, or did you have any suspicions at the time that the match may have been fixed?



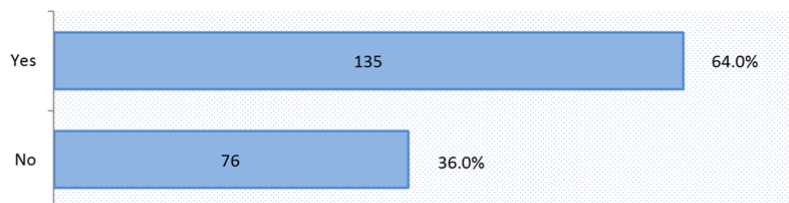
**5. Were you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?**



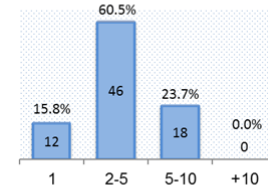
If the answer is Yes, did you report the approach?



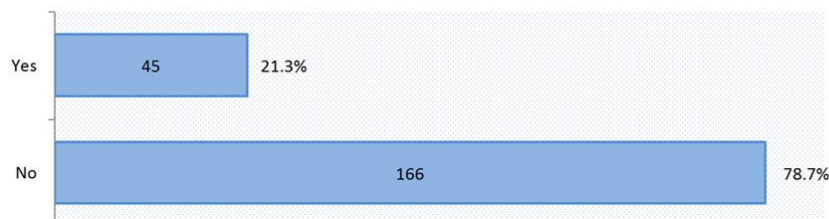
**6. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?**



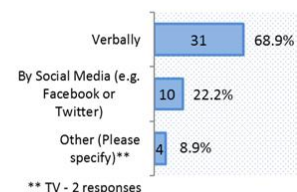
If the answer is Yes, how many times do you think matches were fixed in the season? Please indicate ONE answer.



**7. Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?**

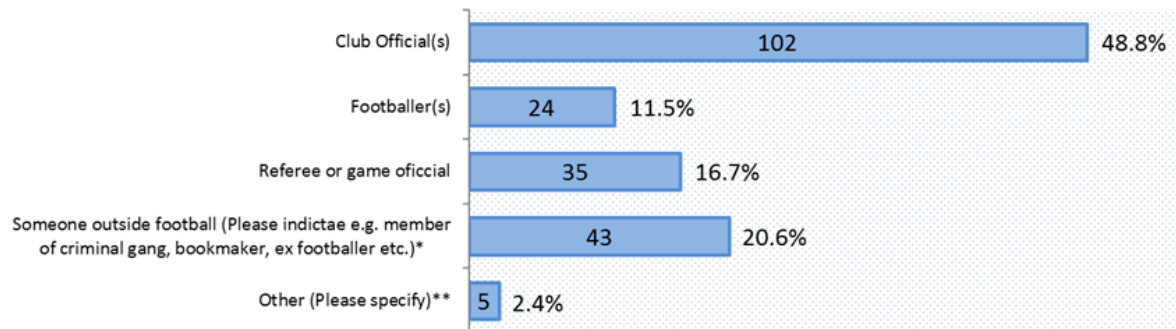


If the answer is Yes, how was the information shared?



\*\* TV - 2 responses

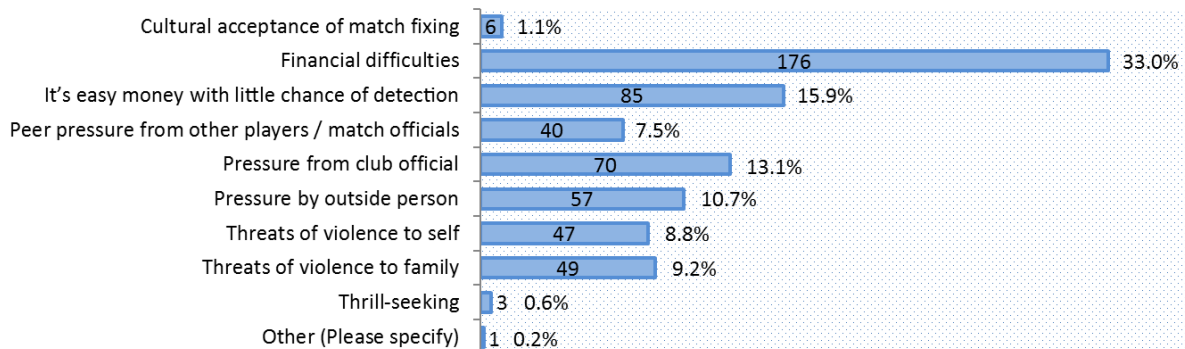
**8. In your opinion, if a match was fixed, who is most likely to be the main instigator(s) of the fix? Please indicate ONE answer.**



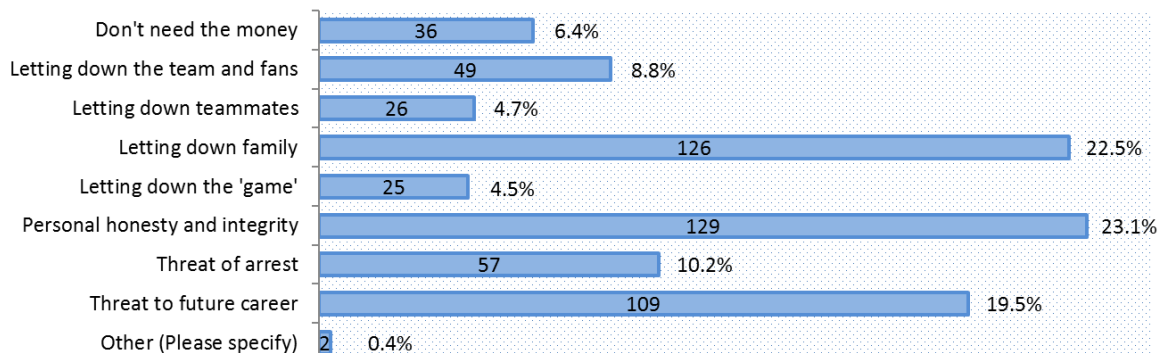
\* Criminal gang - 4, bookmaker - 1, Player agent - 1

\*\* Chairman - 4 responses

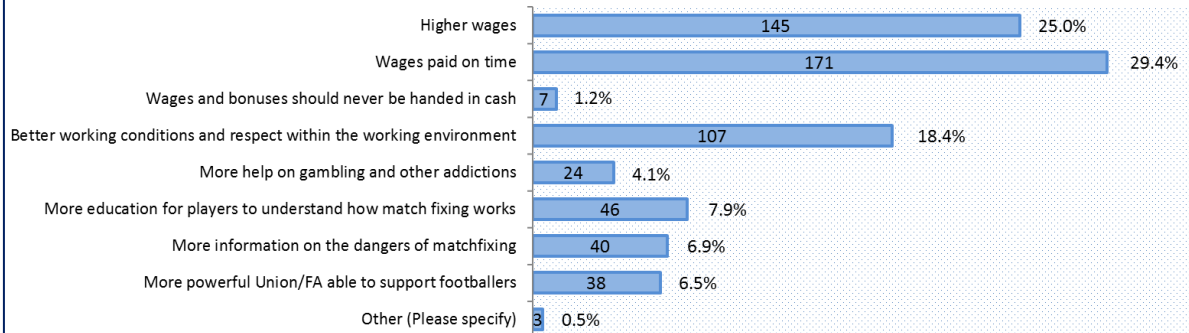
**9. What do you think might be the most common reason(s) why someone might fix a match? Please indicate the THREE most important reasons.**



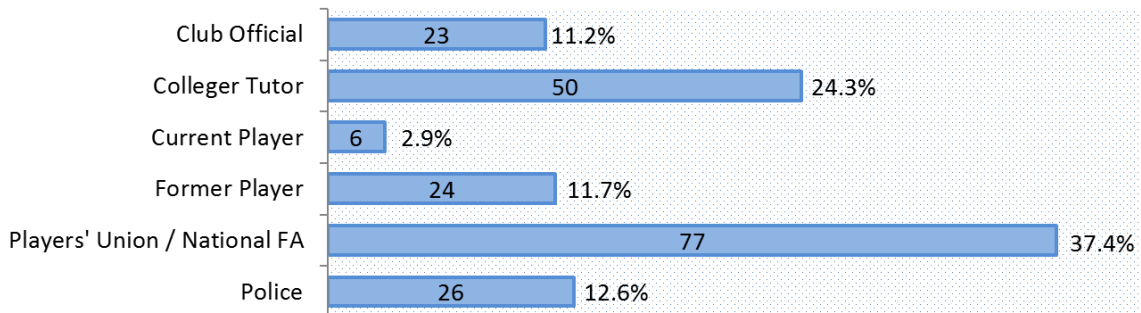
**10. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.**



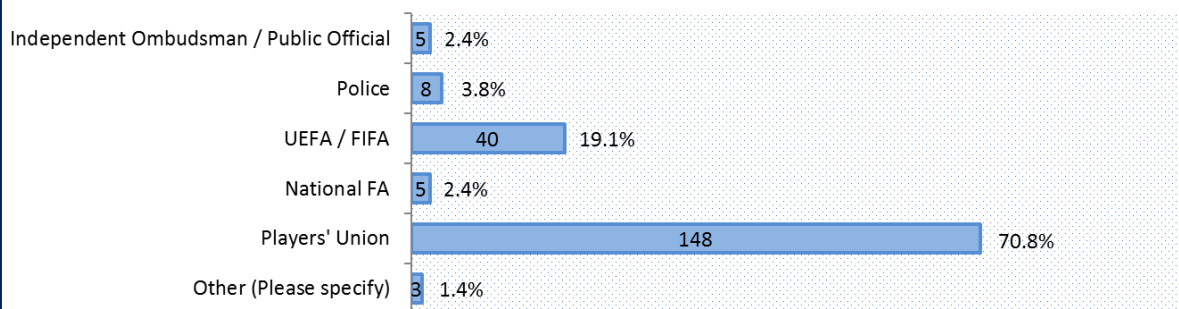
**11. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.**



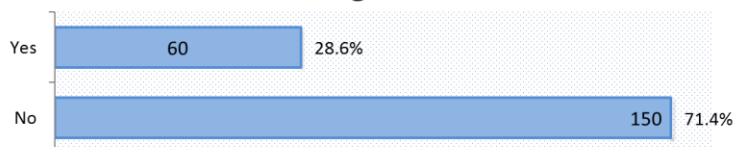
**12. Who do you think should deliver education courses for players on the dangers of match fixing? Please indicate ONE answer.**



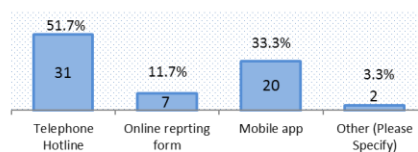
**13. Who would you trust most to report an approach to fix or any suspicions you have of match fixing? Please indicate ONE answer.**



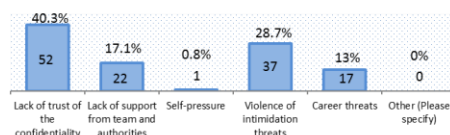
**14. Would you ever confidentially report an approach to fix or any suspicions you have of match fixing?**



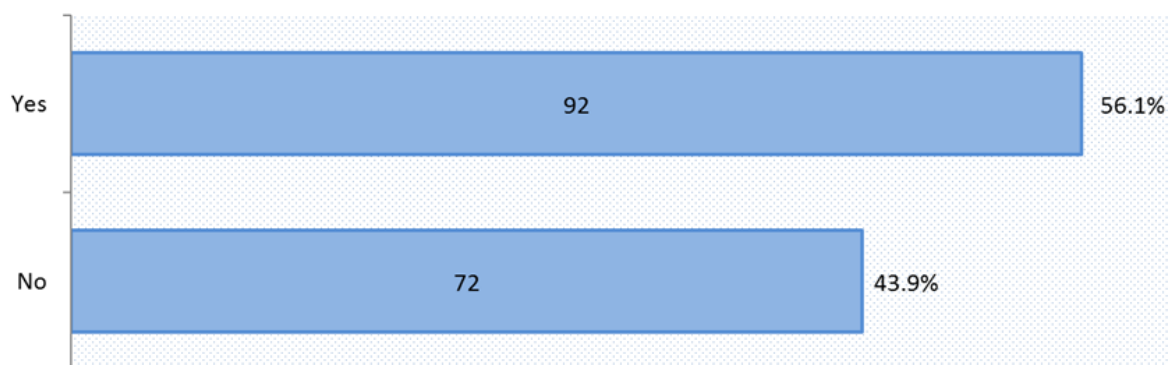
If the answer is Yes, which reporting mechanism do you think would be best? Please indicate ONE answer.



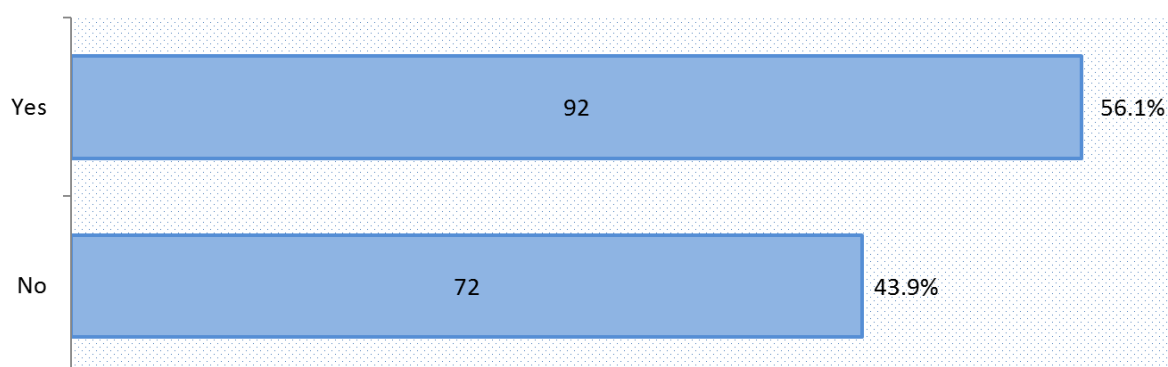
If the answer is No, what would stop you from reporting suspicions? Please indicate ONE answer.

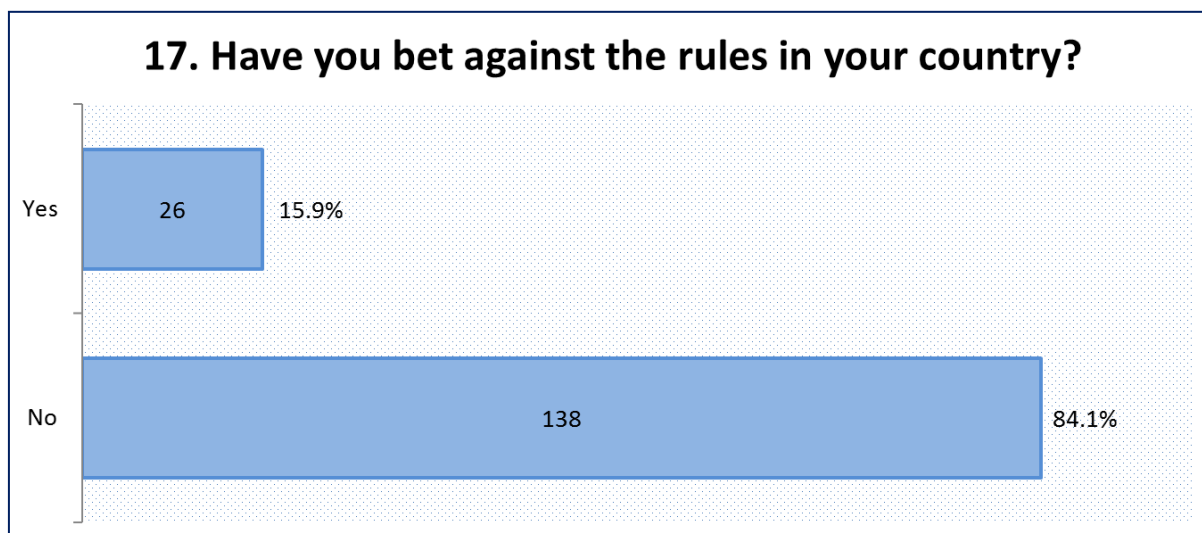


**15. Do you know the rules on what a player can bet on in your country?**



**16. Do you understand the rules on inside information in your country?**





#### Issues with the results

There are some discrepancies between the number of surveys and responses. It is unsurprising in a written survey to find a lack of reconciliation between the number of surveys and responses as some respondents may have chosen not to answer all the questions.

#### General

13.7% (29) of respondents said they had played in a game that has since been identified as fixed (Question 4). 12.8% (27) have been approached in the past 12 months to fix a match (Question 5) and 64% (139) believe one or more games have been fixed in the past 12 months (Question 6).

### 3.34 Interpretation

#### Future player education provision

Question 7. 21.3% (45) players had seen or heard sensitive information being shared, mostly (68.9% - 31) through verbal communication although social media was used in 22.2% (10) of cases. This suggests that there is a need to make players aware of the dangers of sharing such information.

Question 8. 48.8% (102) of players believed that club officials were the primary instigators of match-fixing, although it should be noted that a significant minority of 20.6% (43) cited outside influences. With such a significant proportion of fixes apparently organised from within clubs, it is clear that prevention strategies need to be focussed on club ownership and management. It also calls into question how effective an education strategy is likely to be in such circumstances.

Question 9. Confirming the view of the interview respondents, financial difficulties (33.0% - 176) are to the fore and player education on financial management and debt would be advisable alongside efforts to ensure that players are paid on time. The spread of responses concerning threats and pressure reinforces the need for players' education to include information on who they can speak to if this happens and the importance of reporting such approaches at the earliest opportunity. It is difficult to say how this might be achieved in an environment where corruption appears to be located at club level.

Question 11. The results of this survey suggest working conditions and wages are by far the most crucial factors that need to be addressed.

Question 12. There was no clear agreement as to who would be best placed to deliver education although the players union was the most popular response with 37.4% (77). However, given the lack of consensus other reporting avenues might need to be considered.

Question 15 shows that there is a large minority of players (43.9% - 72) who don't know the rules on betting. Urgent efforts are needed to improve player awareness.

Question 16 shows that the same proportion (43.9% - 72 ) admits to not knowing the rules on inside information. Urgent efforts are needed to improve player awareness.

Question 17 suggests that there is a smaller contingent of players (15.9% - 26) who continue to knowingly bet against the rules. However, given that so many players do not know the rules, then it can be expected that more players are unwittingly breaching the rules.

#### **To help decide upon appropriate reporting mechanisms**

Question 13. A majority (70.8% - 148) would trust the union to receive reports of approaches. The union will need to consider whether it is willing to take on this role which may place it in some degree of difficulty as a representative body.

Question 14. The high number (71.4% - 150) of players who would not report an approach shows that there is a very long way to go before confidence might be gained in a reporting mechanism. Clearly, the environmental factors that prevent players from reporting would need to be addressed as a matter of priority.

#### **To help develop campaigning messages and priorities for players**

Question 10. It is clear that ethical considerations will be important when it comes to developing messages in relation to the prevention of match-fixing. It shows that when it comes to messaging, appealing to the player to think of their own personal integrity (23.1% - 129), their family (22.5% - 126) and their career (19.5% - 103) will be beneficial.

Question 11. Focussing on the employment relations issues of better wages, wages paid on time and working conditions should be the priority.

### **3.35 Commentary**

The results of the survey are interesting in that it indicates that match-fixing is a major problem in Greece despite the absence of any recent confirmed incidents (since January 2013) that have been reported in the English language media. While a survey of this type should not be over-relied upon, the staggering number of players (64% - 135) who had reason to believe that matches in their league has been fixed in the past 12 months is remarkable. However, as with all aspects of the survey there should not be over-reliance on this figure without corroboration. While the interview respondents were unclear as to the extent of the problem, this piece of evidence, while uncorroborated as it stands, should alert the football authorities to investigate further.

The high figure may be related to the suspicion, confirmed in the known cases, and suggested by the respondents, that club owners/officials are the main instigators behind football corruption. This insight also calls into question the value of player education in these circumstances as fixing may be out of their control, although helping players to resist attempts of corruption is still an important aspect of protecting their interests.

### 3.4 HUNGARY

#### 3.41 Summary of interview

I interviewed one respondent.

**Extent:** There was a sense that match fixing was a serious problem in Hungary with a trial pending at the time of the interview involving over 40 people suspected of corruption. The respondent believed that the problem affected the whole of Eastern Europe and involved players from in all stages of career as well as former players.

**Type:** The respondent thought that match-fixing started with non-gambling related fixing and then moved on to personal betting which opened the way to more serious forms of match-fixing involving criminal organisations.

**Factors:** A lack of knowledge that fixing is a serious crime was cited as an important factor along with low wages and non-payment of wages. The influence of former players, many of whom don't have jobs, was also thought to be a factor.

**Solutions:** Player education that emphasises the serious nature of impact is a priority. Education needs to include youth players as that is where fixing often starts. Players need to know what to do about fixing and to be able to report it.

#### 3.42 Significant incident country update

February 2013: Former defender, Gabor Horvath, admitted match-fixing in Hungary ahead of trial with 45 other suspects.<sup>33</sup>

May 2013: 45 people were charged for taking part in a global soccer match-fixing crime ring. The cheating affected 32 games, including an international match between two countries, a first-division game in the Italian league, three in the Finnish league and 11 Hungarian first-division matches.<sup>34</sup>

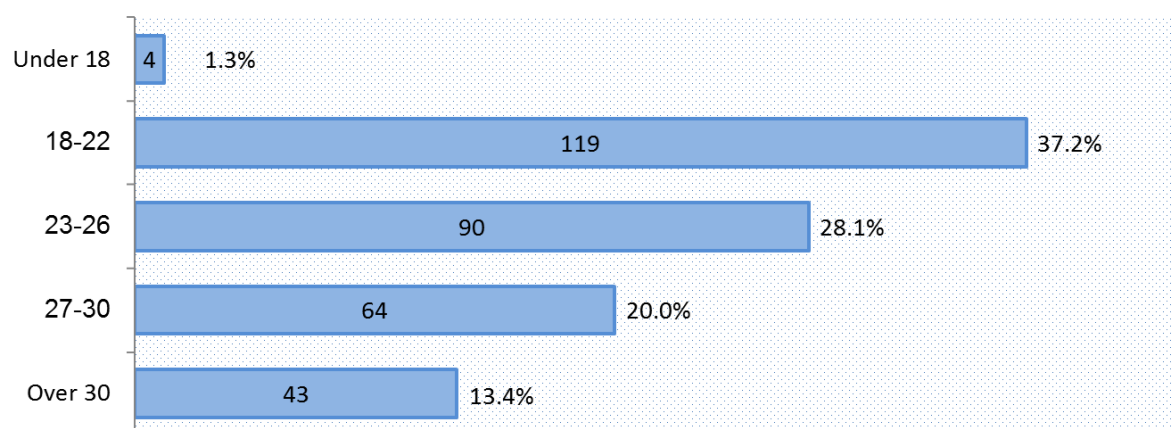
#### 3.43 Questionnaire results

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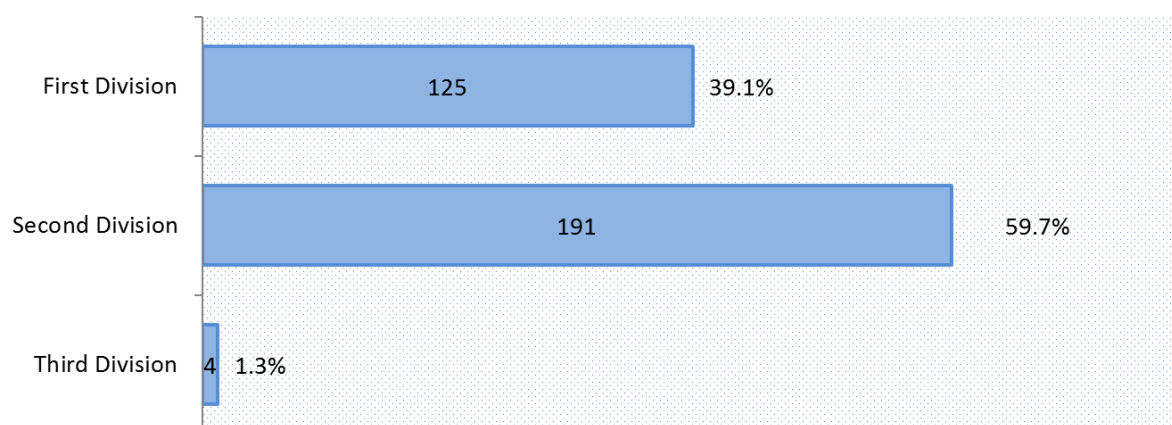
<sup>33</sup> <http://uk.reuters.com/article/2013/02/26/soccer-matchfixing-hungary-idUKL4N0BQ6CL20130226>

<sup>34</sup> <http://www.bloomberg.com/news/2013-05-23/hungary-charges-45-suspects-in-soccer-match-fixing-probe.html>

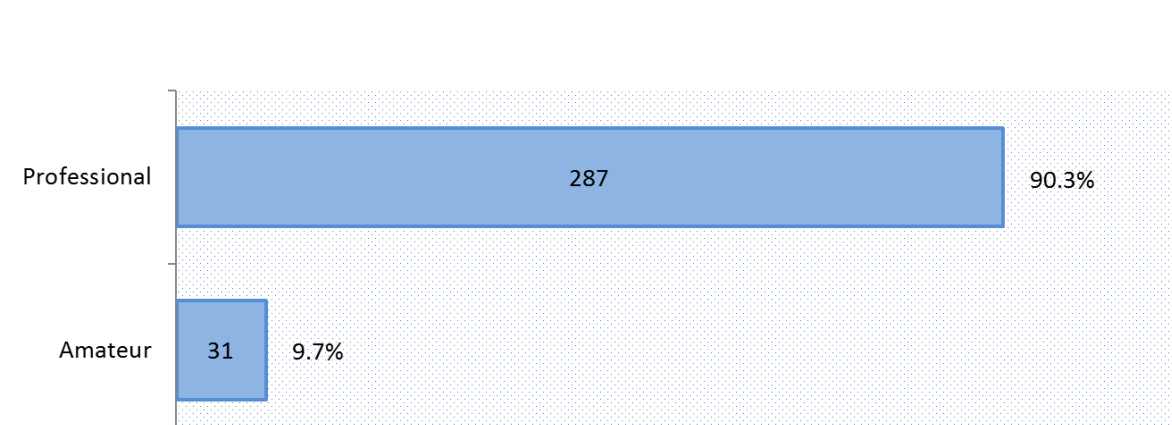
### 1. What is your age?



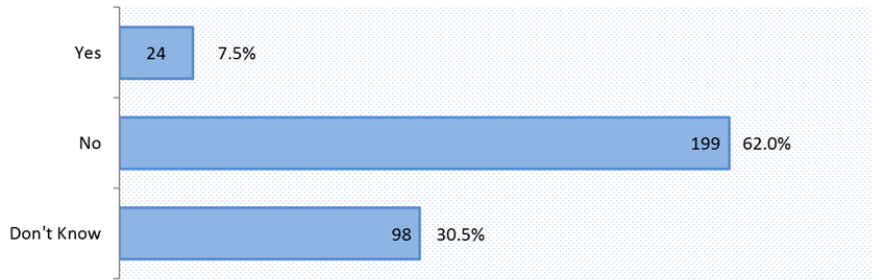
### 2. At what level are you currently playing?



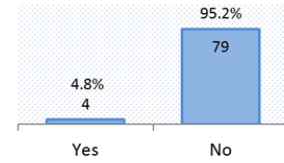
### 3. What is your current status as player?



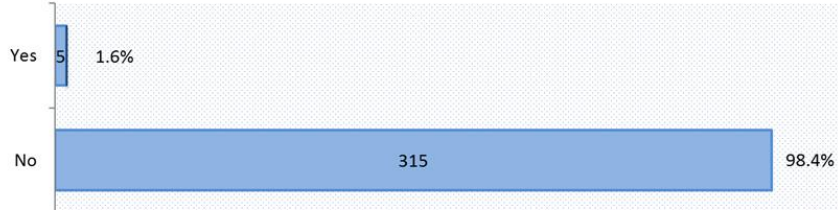
**4. Have you ever played in a game that has since been identified as being fixed?**



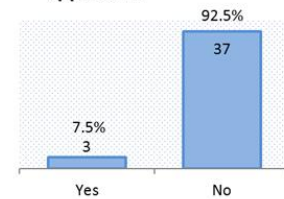
If the answer to the questions is Yes, were you aware at the time, or did you have any suspicions at the time that the match may have been fixed?



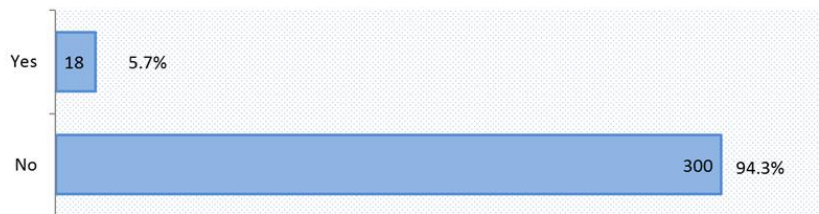
**5. Were you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?**



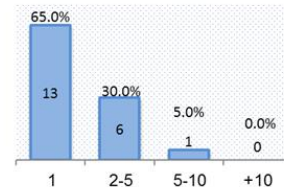
If the answer is Yes, did you report the approach?



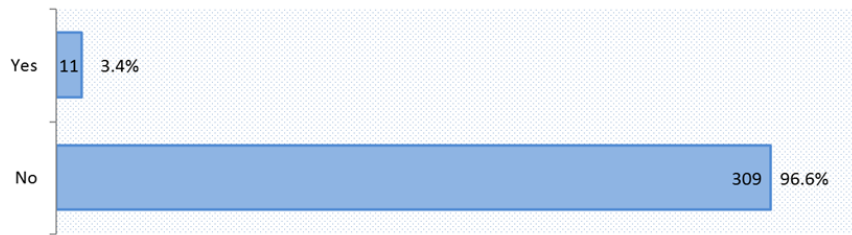
**6. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?**



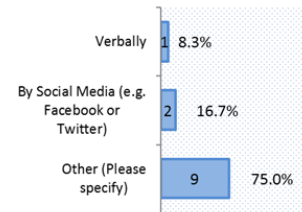
If the answer is Yes, how many times do you think matches were fixed in the season? Please indicate ONE answer.



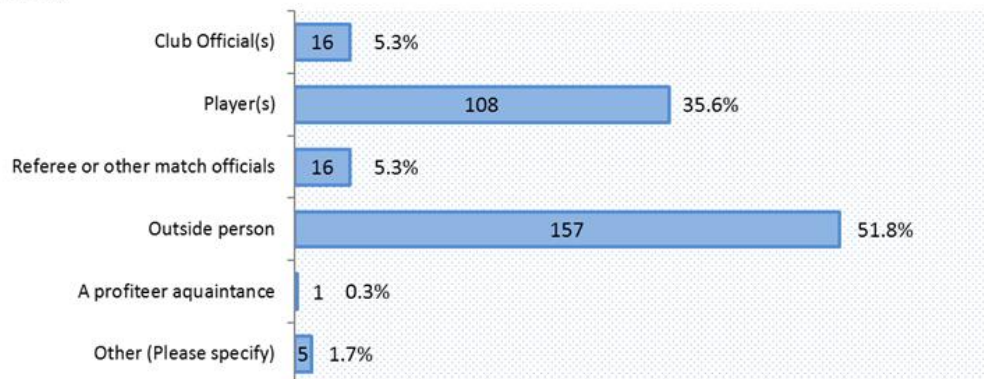
**7. Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?**



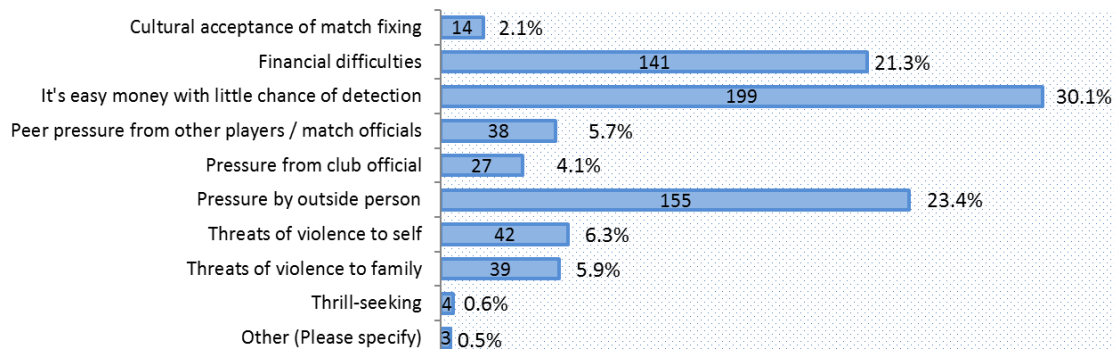
**If the answer is Yes, how was the information shared?**



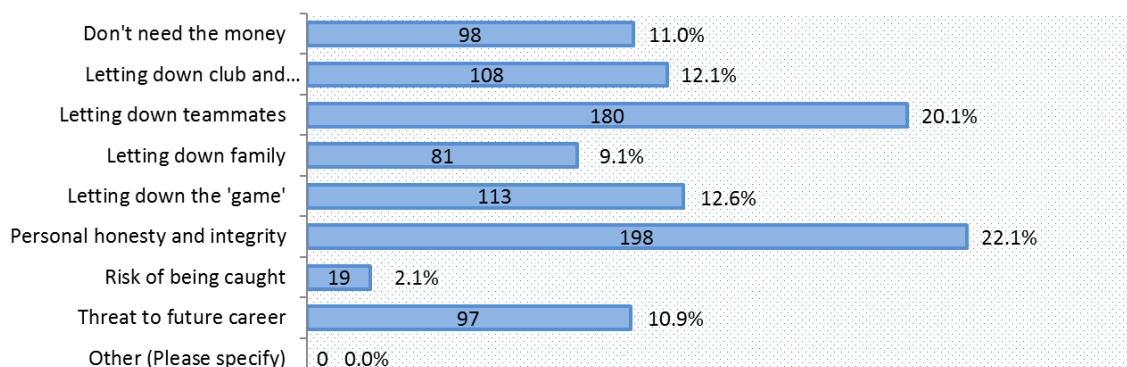
**8. In your opinion, if a match was fixed, who is most likely to be the main instigator(s) of the fix? Please indicate ONE answer.**



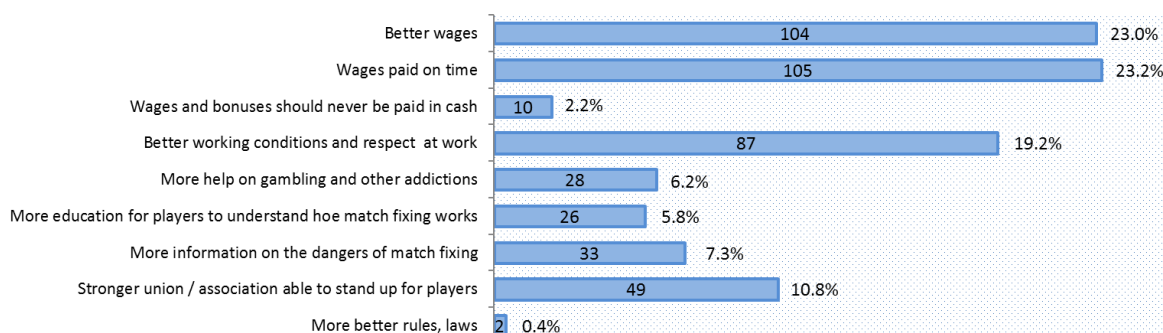
**9. What do you think might be the most common reason(s) why someone might fix a match? Please indicate the THREE most important reasons.**



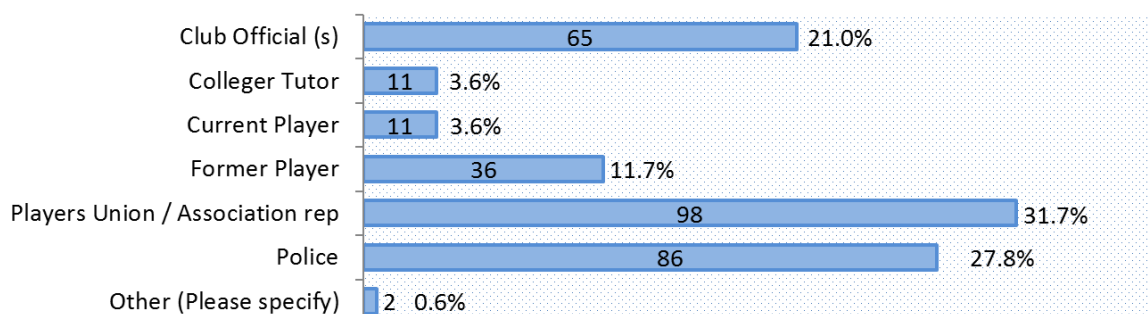
**10. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.**



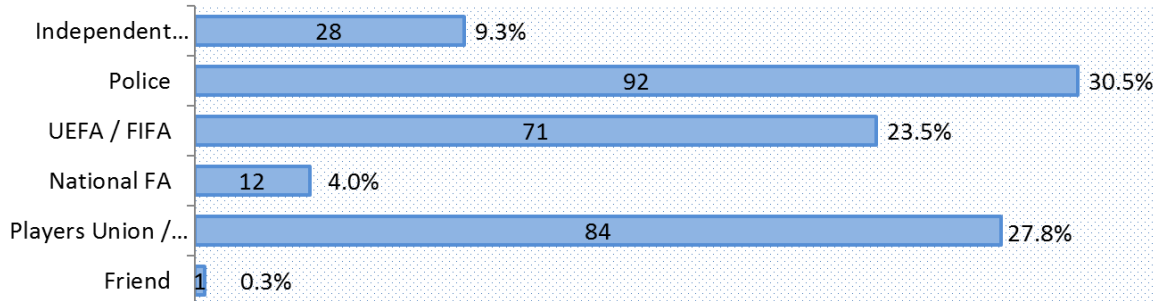
**11. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.**



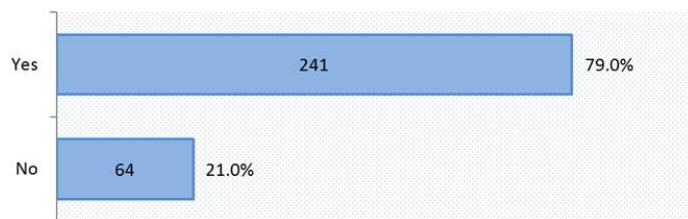
**12. Who do you think should deliver education courses for players on the dangers of match fixing? Please indicate ONE answer.**



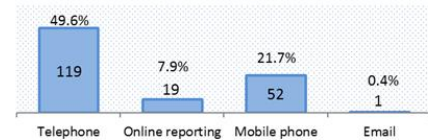
**13. Who would you trust most to report an approach to fix or any suspicions you have of match fixing? Please indicate ONE answer.**



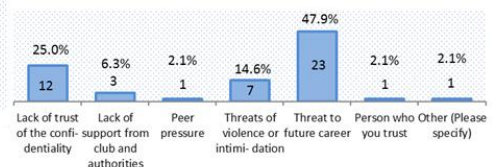
**14. Would you ever confidentially report an approach to fix or any suspicions you have of match fixing?**



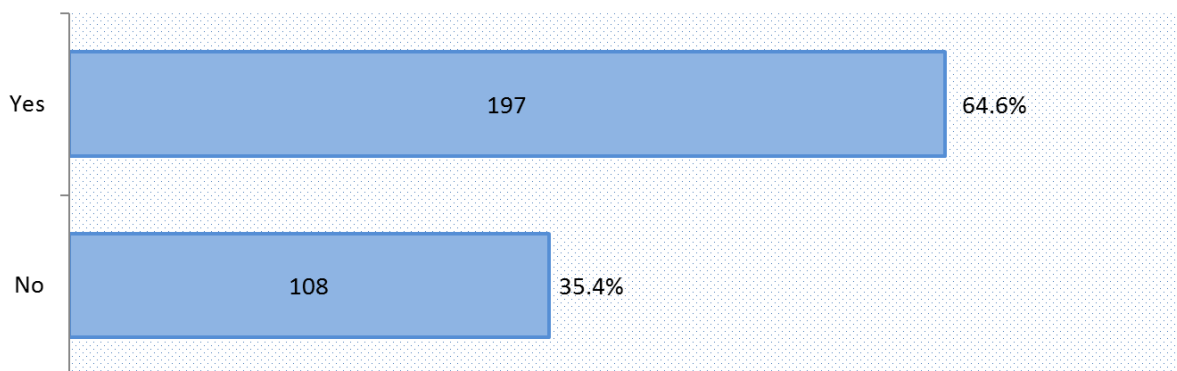
If the answer is Yes, which reporting mechanism do you think would be best? Please indicate ONE answer.



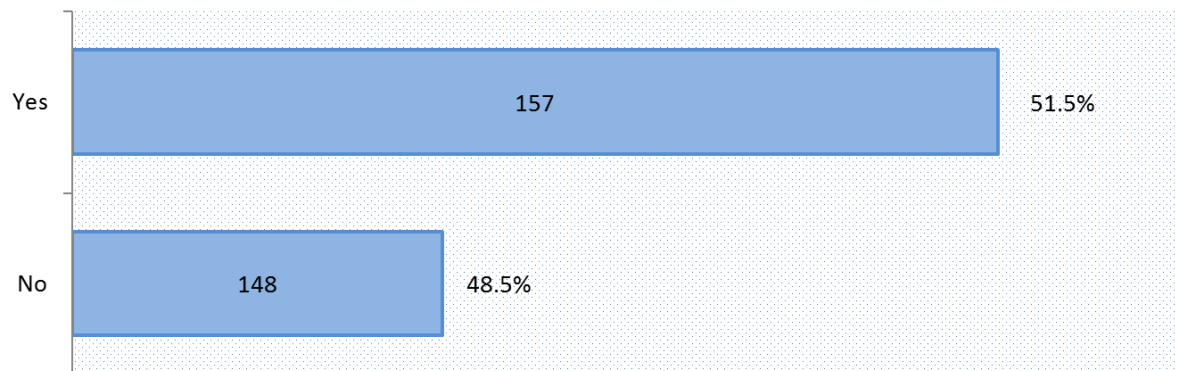
If the answer is No, what would stop you from reporting suspicions? Please indicate ONE answer.



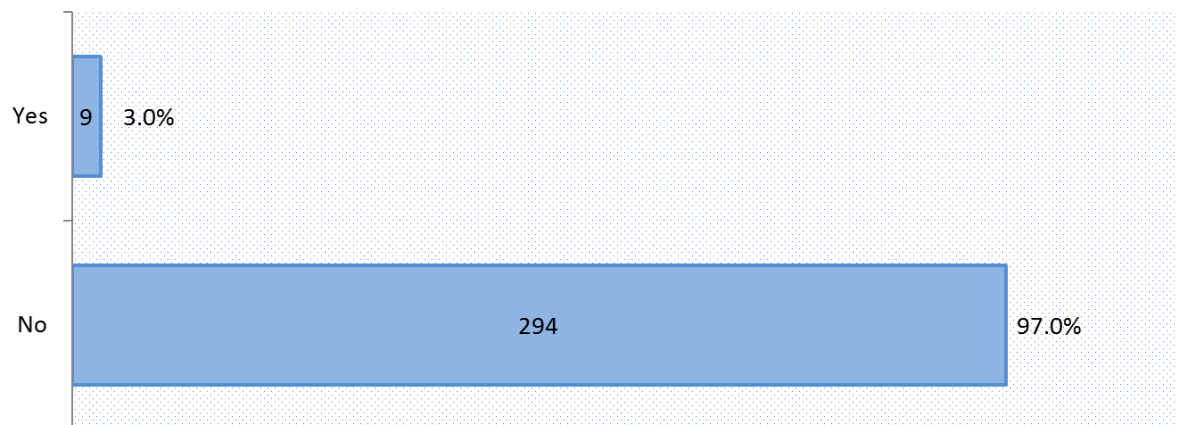
**15. Do you know the rules on what a player can bet on in your country?**



### 16. Do you understand the rules on inside information in your country?



### 17. Have you bet against the rules in your country?



#### Issues with the results

There are discrepancies in respect of the total number of questionnaires and the number of responses. It is unsurprising in a written survey to find a lack of reconciliation between the number of surveys and responses as some respondents may have chosen not to answer all the questions.

There are significant discrepancies in the two-part questions where respondents were only asked to answer if a condition had been met. In Question 4, 24 answered YES but 83 completed the follow up question. In Question 5, 5 answered YES but 40 completed the follow up question. In Question 6, 18 answered YES and 20 completed the follow up question. In Question 7, 11 answered YES but 12 completed the follow up question.

#### General

7.5% (24) of respondents said they had played in a game that has since been identified as fixed (Question 4.). 1.6% (5) have been approached in the past 12 months to fix a match (Question 5) and 5.7% (18) believe one or more games have been fixed in the past 12 months (Question 6).

### **3.44 Interpretation**

#### **Future player education provision**

Question 7. 3.4% (11) players had seen or heard sensitive information being shared. This is a relatively low figure which suggests that it is not a priority for education interventions.

Question 8. Confirming the responses from the interview, outside influences (51.8% - 157) and players (35.6% - 108) were cited as the main likely instigators of match-fixing. This data may be useful in tailoring education programmes to specifically make players more aware of those threats.

Question 9. While financial difficulties (21.3% - 131) and lack of detection (30.1% - 199) were important factors, the high response (23.4% - 155) who cited outside pressure suggests that enabling players to resist those pressures will also be important.

Question 11. The results of this survey suggest working conditions and wages are by far the most crucial factors that need to be addressed.

Question 12. There was no clear consensus as to who would be best placed to deliver education although the players union was the most popular response with 31.7% (98). Many players felt the police (27.8% - 86) or a club official (21.0% - 65) were best placed and this should be taken into account when designing education interventions.

Question 15. A large minority of players (35.4% - 108) who don't know the rules on betting. Urgent efforts are needed to improve player awareness.

Question 16. Nearly half (48.5% - 148) admits to not knowing the rules on inside information. Urgent efforts are needed to improve player awareness.

Question 17. A small contingent of players (3.0%) continue to knowingly bet against the rules. However, given that so many players do not know the rules, then it can be expected that many more players are unwittingly breaching the rules.

#### **To help decide upon appropriate reporting mechanisms**

Question 13. There was no clear consensus on who the best organisation would be to report an approach, with 30.5% (92) citing the police, 27.8% (84) the players union, and 23.5% (71) UEFA/FIFA. This lack of consensus suggests that multiple avenues of reporting may be necessary to encourage uptake.

Question 14. The high number (79% - 241) of players who would report an approach is encouraging although there was no clear consensus as to a particular mechanism, although nearly half (49.6% - 119) preferred a telephone hotline. Multiple mechanisms of reporting may be necessary to encourage uptake.

#### **To help develop campaigning messages and priorities for players**

Question 10. The wide disparity of answers in respect of factors that would prevent players from match-fixing suggests that it will be difficult to develop campaign messages that resonate with a large majority of players. More investigation needs to be done before deciding on campaign issues and the pre-testing of messages and approaches will be crucial.

Question 11. Focussing on the employment relations issues of better wages, wages paid on time and working conditions should be the priority.

### **3.45 Commentary**

Despite some of the issues in respect of the survey, the high number of respondents provides some confidence in the responses. The relatively low figures in respect of players who have been approached or believe games have been fixed is encouraging as are the figures on the number of players who would report approaches.

More problematic is the development of education programmes where structural issues of wages and working conditions appear to be the main driver. The case shows that for interventions to be successful, the conditions under which corruption emerges need to be addressed alongside player education and campaigns.

### 3.5 ITALY

#### 3.51 Summary of interview

One respondent provided written responses.

**Extent:** Since June 2011 there are match-fixing investigations ongoing in Cremona, Napoli and Bari. Just in the Cremona investigation there are 160 suspects including players, managers and supporters and 40 matches are suspected of having being fixed in Serie A and other professional leagues.

**Type:** Unlike the *calciopoli* cases in 2005/6, the respondent believes that the current cases are instigated by networks of organised crime. In many cases the criminal gangs are working with the complicity of the clubs and football authorities.

**Factors:** The growth of the global betting industry was cited as a major factor, along with financial difficulties of players and clubs. The involvement of organised crime and a lack of laws and resources to tackle it was also regarded as a factor.

**Solutions:** An organised system of prevention involving all the relevant bodies and authorities, combined with integration between sports and the ordinary legal system. There is a need for rules to be clear, enforced and lead to sanctions when breached. In terms of education the respondent highlighted the necessity to build programmes around the ethics of self-respect, pride and dignity as well as the dangers of becoming involved with organised crime. The benefits of living a life that is safe and happy both in private and professionally should be emphasised.

#### 3.52 Significant incident country update

January 2013: Napoli had a two-point deduction for match-fixing overturned following a successful appeal.<sup>35</sup>

January 2013: Juventus coach Antonio Conte was cleared of match-fixing stemming from when he coached Bari from 2008 to 2009.<sup>36</sup>

February 2013: Italian arrested 31-year-old Admir Suljic, who is suspected of being an integral part of an organised crime group run by the alleged football match-fixing kingpin Tan Seet Eng.<sup>37</sup>

February 2013: The Federazione Italiana Giuoco Calcio (FIGC) opened 31 new investigations including a new investigation involving Antonio Conte.<sup>38</sup>

May 2013: Twenty-seven people, all but three of them footballers, were indicted on charges of sports fraud for fixing four matches, in Serie A and Serie B, involving southern club Bari in 2008, '09 and 2010-11.<sup>39</sup>

July 2013: Former Juventus midfielder Fabian O'Neill confessed to fixing two Serie A games. The Uruguayan played for Cagliari from 1995-2000, going on to Juventus in 2000-02 and Perugia for six months.<sup>40</sup>

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<sup>35</sup> <http://edition.cnn.com/2013/01/17/sport/football/football-serie-a-napoli-match-fixing/>

<sup>36</sup> <http://ibnlive.in.com/news/conte-cleared-of-matchfixingin-bari-reports/314568-5-21.html>

<sup>37</sup> <http://www.theguardian.com/football/video/2013/feb/21/match-fixing-suspect-arrested-milan-video>

<sup>38</sup> [http://www.sportsmole.co.uk/football/juventus/news/conte-to-be-questioned\\_71535.html](http://www.sportsmole.co.uk/football/juventus/news/conte-to-be-questioned_71535.html)

<sup>39</sup> <http://www.theage.com.au/sport/soccer/27-charged-over-soccer-matchfixing-20130526-2n5a6.html>

July 2013: Bari was penalized one point and fined \$32,000 by Italian Football Federation's disciplinary committee for the following season for match-fixing.<sup>41</sup>

July 2013: Lazio, Genoa, Lecce and eight players, including the Lazio captain Stefan Mauri, were charged with rigging games and failing to report match-fixing for two Serie A games – Lazio v Genoa and Lecce v Lazio in May 2011.<sup>42</sup>

July 2013: Torino's Belgian goalkeeper Jean Francois Gillet was banned for three years and seven months by the Italian federation (FIGC).<sup>43</sup>

August 2013: Lazio captain Stefano Mauri was banned for six months by the Italian football federation for his part in match-fixing.<sup>44</sup> The ban was raised to nine months in October 2013.<sup>45</sup> Mauri lodged and appeal with Italy's top sports arbitration court in a bid to reduce a nine month ban in October 2013.<sup>46</sup> The ban was reduced to six months in January 2014.<sup>47</sup>

November 2013: FIFA extended match-fixing bans for 26 players and one official in Italy to apply worldwide.<sup>48</sup>

December 2013: Former AC Milan midfielder Gennaro Gattuso is investigated for match-fixing. Four other people have been detained in connection with the alleged fixing of matches in Serie A three seasons ago.<sup>49</sup>

### 3.53 Questionnaire results

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<sup>40</sup> <http://uk.eurosport.yahoo.com/blogs/pitchside-europe/former-juventus-star-happily-admits-match-fixing-150949235.html>

<sup>41</sup> <http://sports.espn.go.com/espn/wire?section=soccer&id=9450558>

<sup>42</sup> <http://www.theguardian.com/football/2013/jul/10/lazio-genoa-italy-match-fixing>

<sup>43</sup> <http://uk.reuters.com/article/2013/07/16/uk-soccer-italy-match-fixing-idUKBRE96FOE320130716>

<sup>44</sup> <http://www.theguardian.com/football/2013/aug/02/lazio-stefano-mauri-match-fixing>

<sup>45</sup> <http://www.espn.co.uk/football/sport/story/244151.html>

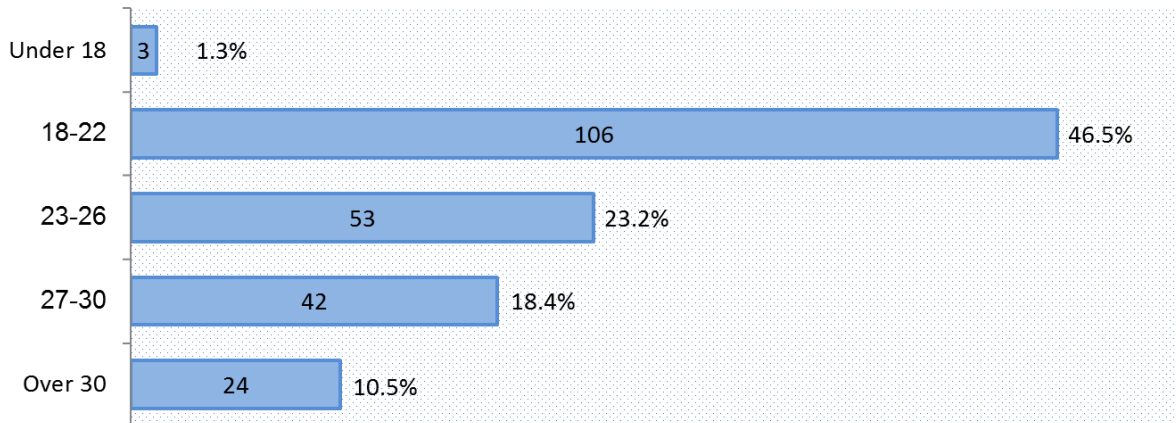
<sup>46</sup> <http://www.globalpost.com/dispatch/news/afp/131031/football-lazio-captain-appeals-match-fixing-ban-again>

<sup>47</sup> <http://www.insideworldfootball.com/world-football/europe/13913-mauri-wins-match-fixing-appeal-and-set-for-february-return>

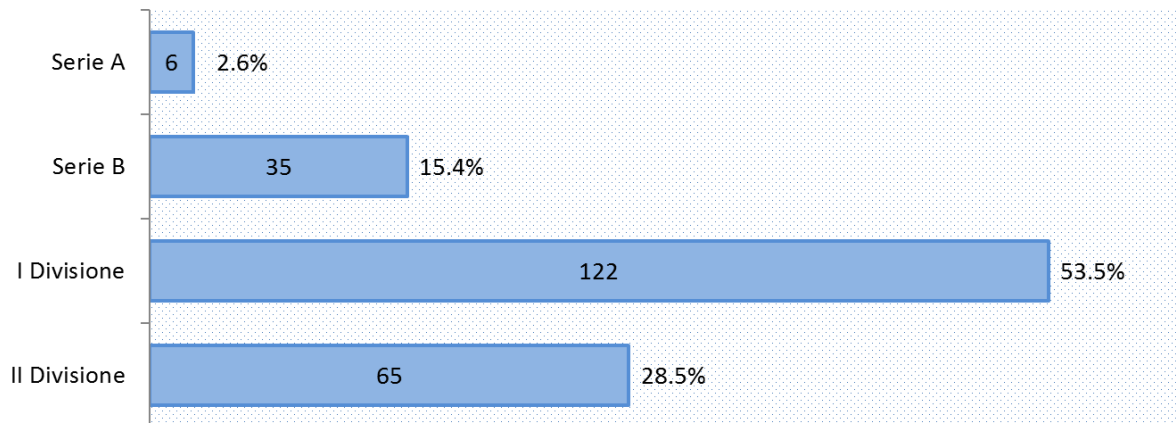
<sup>48</sup> [http://www.nzherald.co.nz/sport/news/article.cfm?c\\_id=4&objectid=11156137](http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=11156137)

<sup>49</sup> <http://www.bbc.co.uk/sport/0/football/25414094>

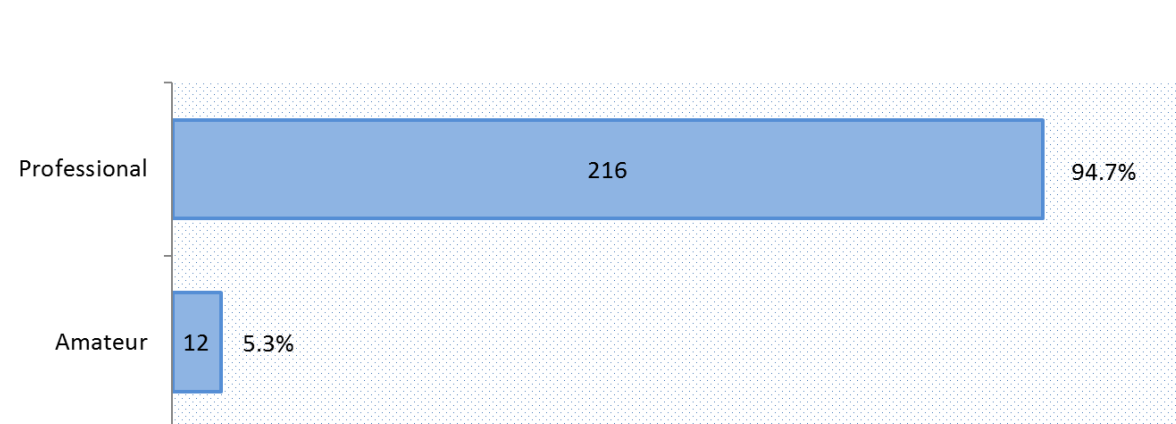
### 1. What is your age?



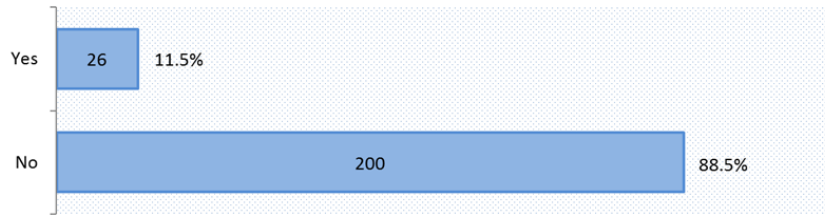
### 2. At what level are you currently playing?



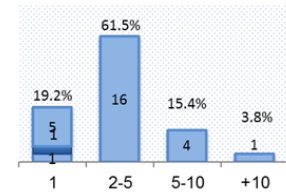
### 3. What is your current status as player?



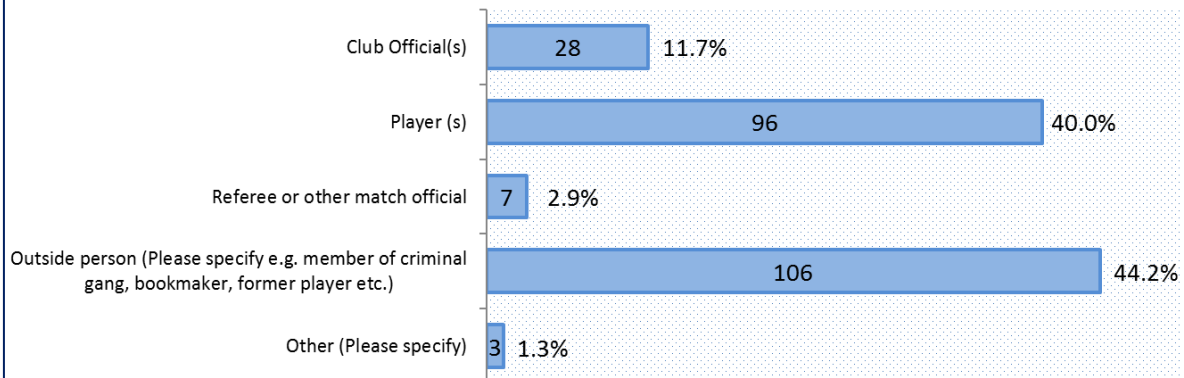
**4. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?**



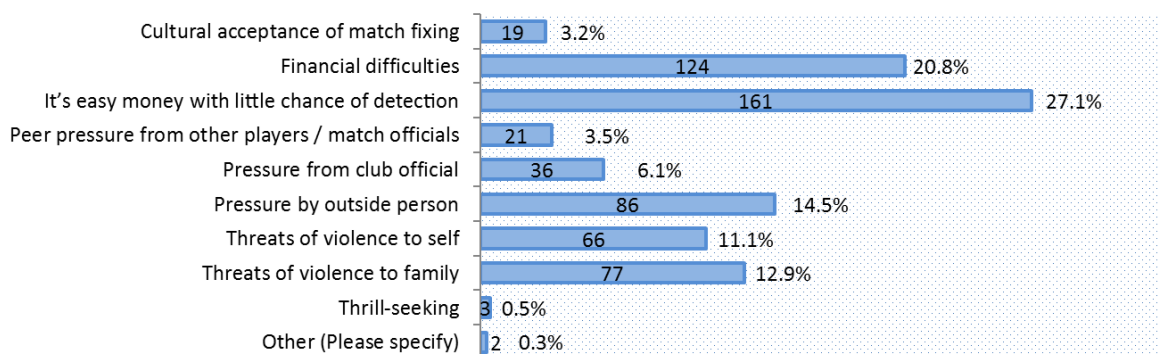
If the answer is Yes, how many times do you think matches were fixed in the season? Please indicate ONE answer.



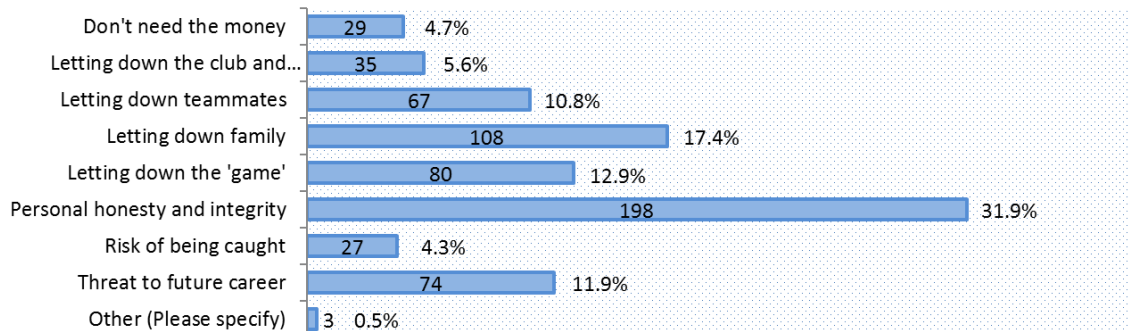
**5. In your opinion, if a match was fixed, who is most likely to be the main instigator(s) of the fix? Please indicate ONE answer.**



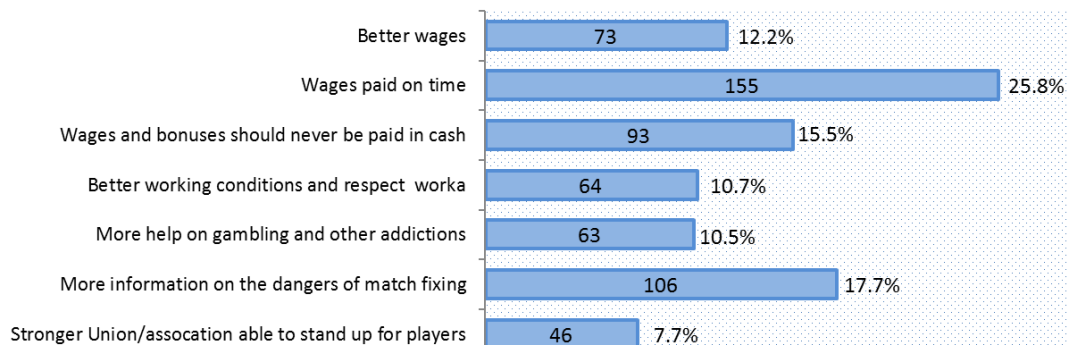
**6. What do you think might be the most common reason(s) why someone might fix a match? Please indicate the THREE most important reasons.**



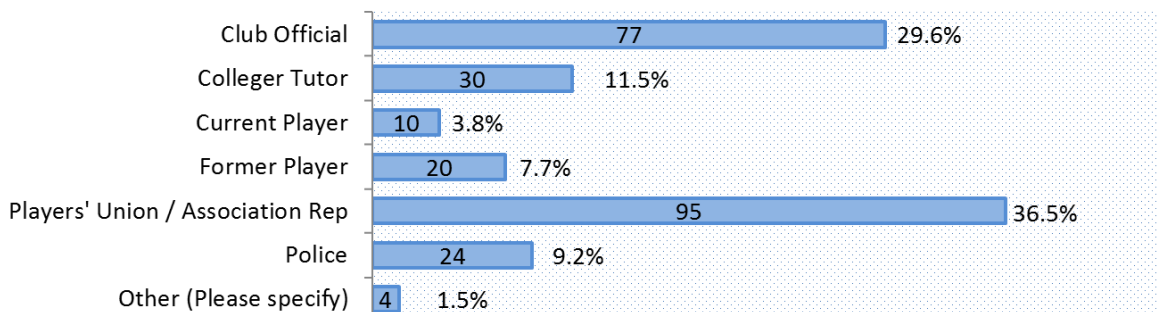
**7. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.**



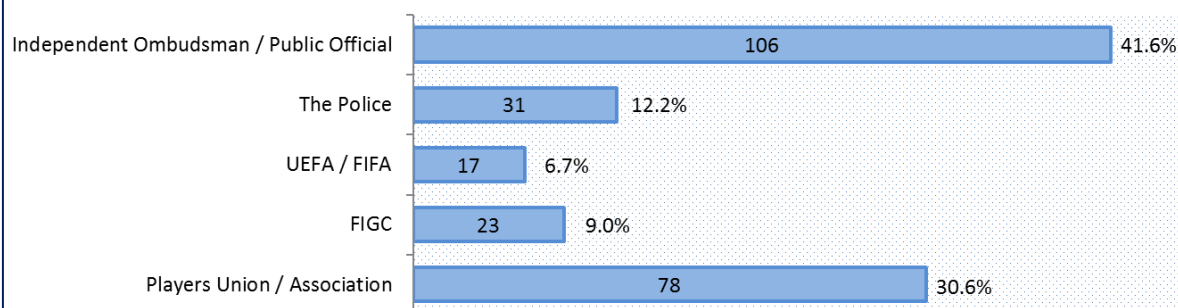
**8. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.**



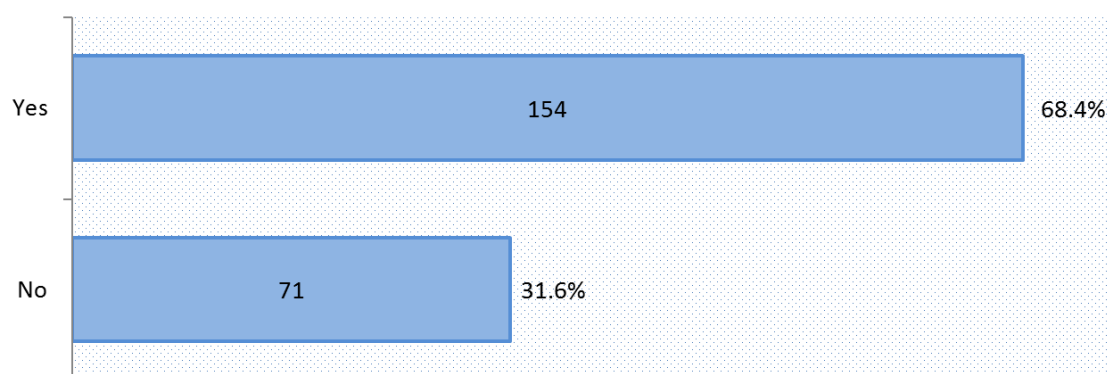
**9. Who do you think should deliver education courses for players on the dangers of match fixing? Please indicate ONE answer.**



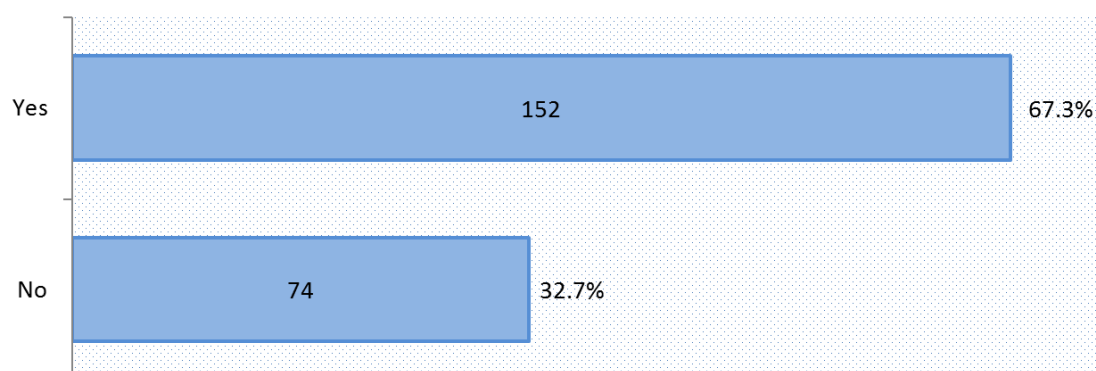
**10. Who would you trust most to report an approach to fix or any suspicions you have of match fixing? Please indicate ONE answer.**



**11. Do you know the rules on what a player can bet on in your country?**



**12. Do you understand the rules on inside information in your country?**



### **Issues with the results**

The following questions were not included:

- Have you ever played in a game that has since been identified as being fixed?
- Were you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?
- Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?
- Would you ever confidentially report an approach to fix or any suspicions you have of match fixing?
- Have you bet knowing it is against the rules in your country?

There are discrepancies between the total number of questionnaires and the number of responses. It is unsurprising in a written survey to find a lack of reconciliation between the number of surveys and responses as some respondents may have chosen not to answer all the questions.

### **General**

11.5% (26) of respondents said they had reason to believe that matches in their league may have been fixed in the past 12 months (Question 4). 61.5% (16) of those thought between 2 and 5 games had been fixed and further 5 indicating that more than 5 had been fixed.

## **3.54 Interpretation**

### **Future player education provision**

Question 5. Outside influences (44.2% - 106) and players (40.0% - 96) were cited as the main likely instigators of match-fixing. This data may be useful in tailoring education programmes to specifically make players more aware of those threats.

Question 6. While financial difficulties (20.8% - 124) and lack of detection (27.1% - 161) were important factors, the high responses who cited outside pressure and threats suggests that enabling players to resist those pressures will be important.

Question 8. The disparity of responses about how players can best be prevented from match-fixing suggests that multiple approaches, that combine work on wages and better terms and conditions is supplemented with education around gambling and match-fixing.

Question 9. There was no clear agreement as to who would be best placed to deliver education although the players union was the most popular response with 36.5% (95). Many players (29.6% - 77) felt that a club official was best placed and this should be taken into account when designing education interventions. Perhaps a joint approach would be useful.

Question 11 shows that there is a large minority of players (31.6% - 71) who don't know the rules on betting. Urgent efforts are needed to improve player awareness.

Question 12 shows that a similar proportion (32.7% - 74) admits to not knowing the rules on inside information. Urgent efforts are needed to improve player awareness.

**To help decide upon appropriate reporting mechanisms**

Question 10. A significant proportion of players (41.6% - 106) preferred to report approaches to an independent ombudsman/public official with a further 30.6% citing the players' union. However, other bodies such as the police, UEFA and the FIGC also gained some support suggesting that ,ultiple reporting avenues may be necessary.

**To help develop campaigning messages and priorities**

Question 7. Confirming the view of the respondent, personal integrity (31.9% - 198) and other ethical concerns were cited as important factors that would prevent players becoming involved in match-fixing and can be developed into campaign messages.

**3.55 Commentary**

The significant number of cases that have come to light in the past year may well reflect on Italian football's desire to tackle match-fixing rather than be indicative of a growing problem. Nevertheless, it shows that match-fixing is still a major issue in Italy.

The interview respondent was a lone voice in advocating an ethical dimension to player education and campaigns. Interestingly, his views are given support by the survey in Italy (and other countries) where ethical concerns are given high priority by players.

### **3.6 NORWAY**

#### **3.61 Summary of interviews**

I conducted interviews with two respondents.

**Extent:** One respondent expressed surprise that an incident of match-fixing had occurred in Norway but there had been an incident in the past year. The second informant stated that up to then there had been no threat in the country and continued to believe it was not a widespread problem. However, he acknowledged that overall it was difficult to assess the threat with any degree of confidence.

**Type:** Both respondents believed that betting on their own matches was the most likely problem, with one respondent stating that it might be a bigger problem than anticipated. However, the 2012 incident was alleged to involve external criminal organisations in a betting fraud. Both respondents stated that sharing inside information could be a problem due to lack of awareness among players. One respondent stated that he had heard rumours of non-gambling related match fixing but no evidence of this.

**Factors:** One respondent felt that the low risk of detection was a factor making it an 'easy scam'. The other respondent thought that the lower leagues were more at risk. The fact that some players have time and money on their hands was cited as a risk for betting on own games.

**Solutions:** One respondent stated that education messages must emphasise that match-fixing is illegal but also an offence against society. The players association was cited as the best organisation to undertake this work. The other respondent stated that players need to be more aware of rules on sharing inside information. He also stated that the best place to deliver education was inside the locker room from someone they trust.

#### **3.62 Significant incident country update**

As far as I am aware the 2012 cases have not yet come before a court.

### 3.7 ROMANIA

#### 3.71 Summary of interview

I interviewed one informant and a second informant provided written answers.

**Extent:** One respondent felt that match-fixing had become a major problem. The other respondent believed that Romania was not as badly affected as other countries and had received just 8 complaints from UEFAs betting fraud detection system, 7 of which were second league and 1 from the first league.

**Type:** In the past games were arranged for 'sporting' purposes to remain in the league but it was believed that this type of fixing was no longer a problem. One respondent cited players sharing information and betting on own games as the major problem. One respondent stated that outside criminal organisations, including the 'football mafia', might also be arranging matches for gambling purposes.

**Factors:** One respondent stated that young players not knowing the difference between different ways of making money was a factor. One respondent cited problems with payment of wages as a factor. Poor governance was cited as a factor as national body does not have expertise and modern knowledge. The other respondent cited financial difficulties of clubs which makes clubs vulnerable to blackmail and bribes. Lack of awareness among young players was thought to be a problem as they were more vulnerable to be exploited by crime groups.

**Solutions:** The involvement of former successful players in campaigns as ambassadors was cited by one respondent as important. The other respondent that education should focus on encouraging players to reject any approaches and to report approaches. He emphasised the importance of players knowing the regulations and the consequences of getting involved in match-fixing. One respondent stated that education should be delivered by coaches and club leaders. Other interventions included a uniform legal framework and UEFA strategy.

#### 3.72 Significant incident country update

May 2013: Steaua Bucharest owner, Gigi Becali was sentenced to 3 years in prison for corruption.<sup>50</sup>

June 2013: Steaua received a ban from European competition for match-fixing, but the penalty was suspended and a five-year probationary period imposed instead by the UEFA Control and Disciplinary Body.<sup>51</sup>

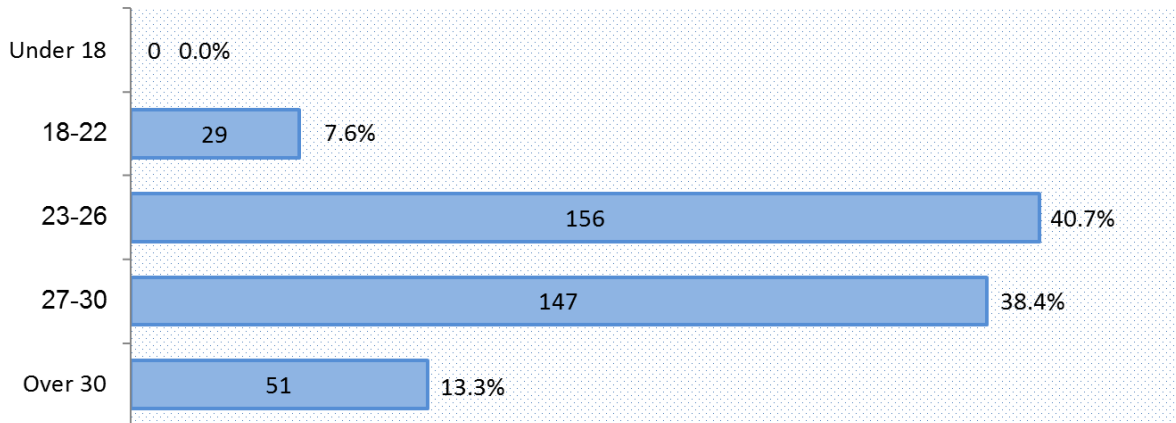
#### 3.73 Questionnaire results

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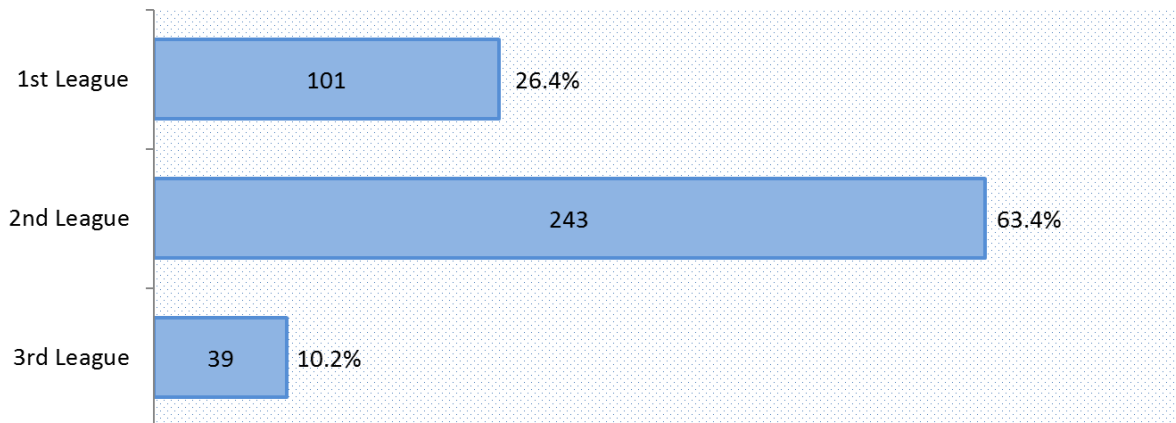
<sup>50</sup> [http://en.wikipedia.org/wiki/Gigi\\_Becali](http://en.wikipedia.org/wiki/Gigi_Becali)

<sup>51</sup> <http://www.romania-insider.com/uefa-gives-romanian-football-team-steaua-suspended-penalty-for-match-fixing-team-will-play-in-upcoming-champions-league/102578/>

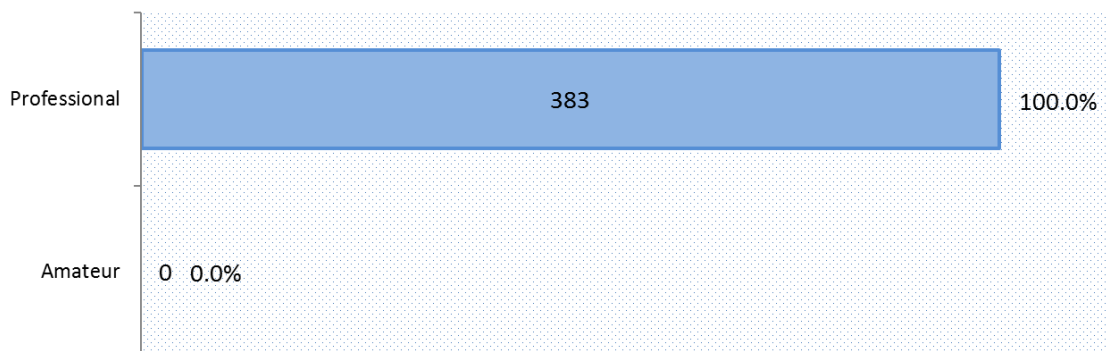
### 1. What is your age?



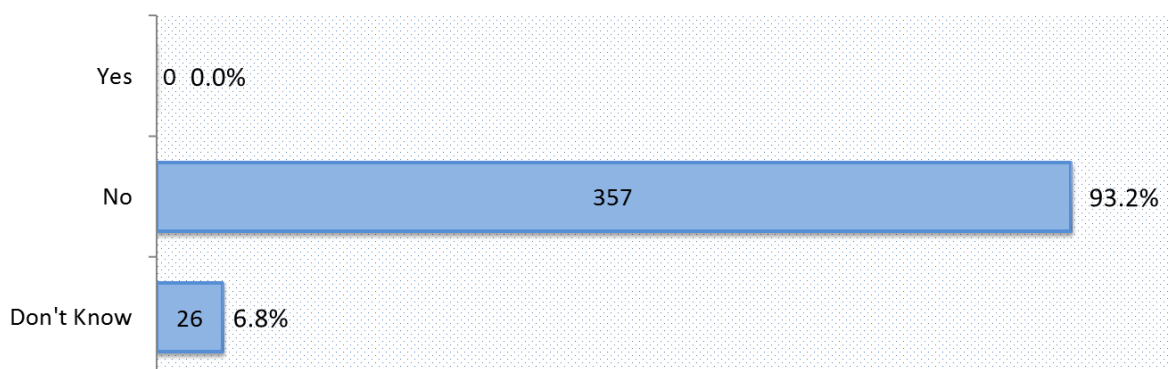
### 2. At what level are you currently playing?



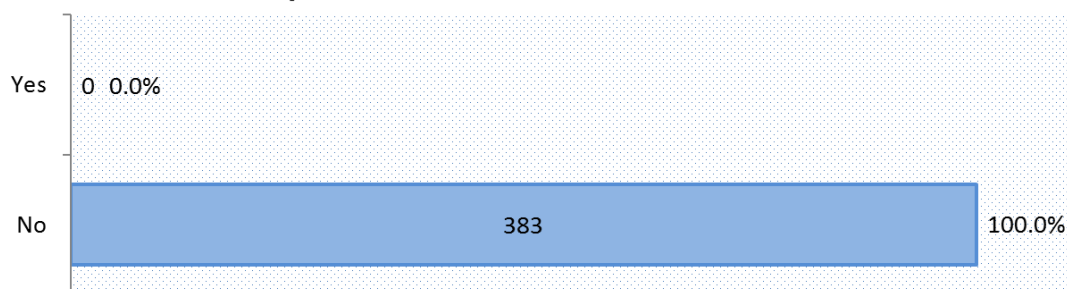
### 3. What is your current status as player?



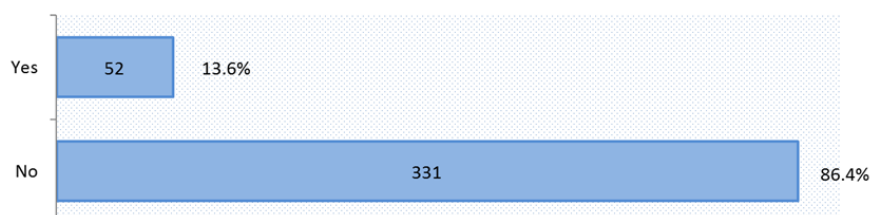
**4. Have you ever played in a game that has since been identified as being fixed?**



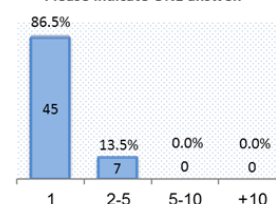
**5. Were you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?**



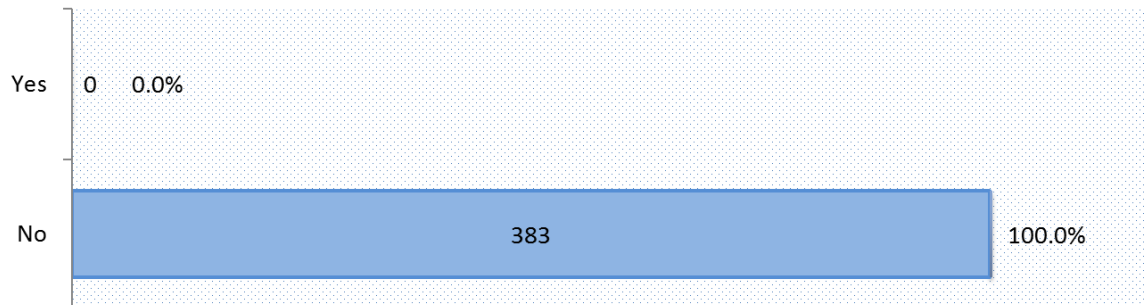
**6. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?**



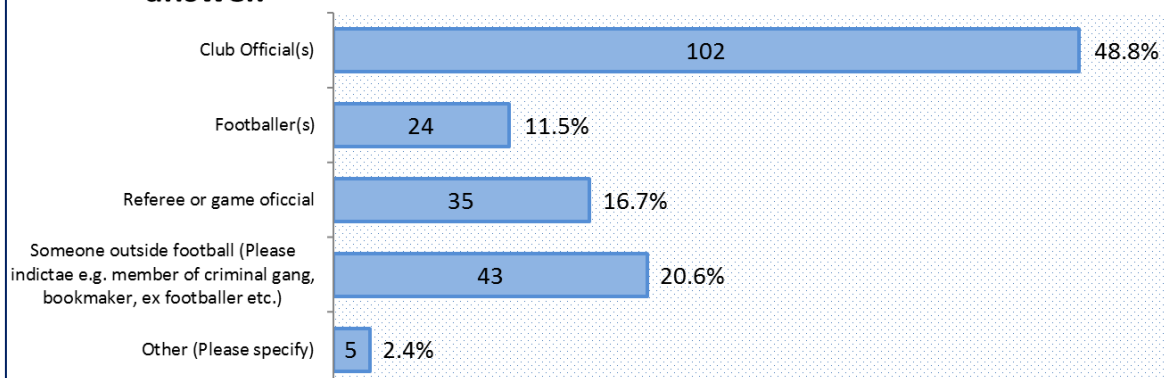
If the answer is Yes, how many times do you think matches were fixed in the season? Please indicate ONE answer.



**7. Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?**



**8. In your opinion, if a match was fixed, who is most likely to be the main instigator(s) of the fix? Please indicate ONE answer.**



**9. What do you think might be the most common reason(s) why someone might fix a match? Please indicate the THREE most important reasons.**

**Top THREE Responses:**

**Financial Difficulties**

**It's easy money with little chance of detection**

**Pressure by outside person**

**10. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.**

**Top THREE Responses:**

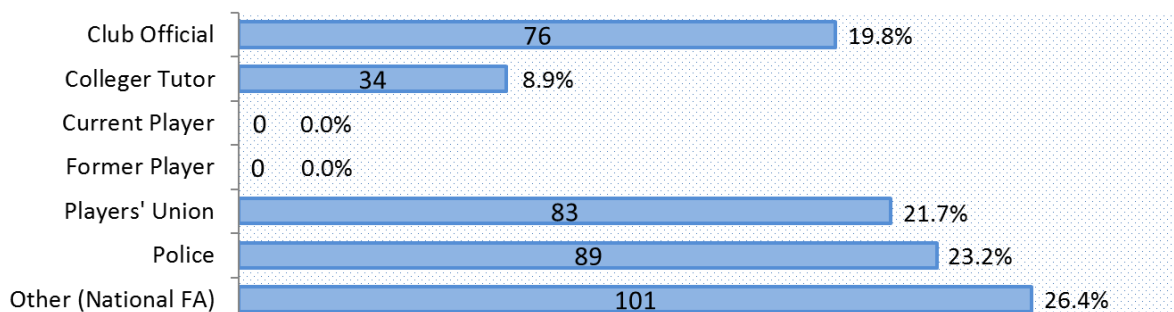
**Don't need the money**  
**Letting down the 'game'**  
**Threat to future career**

**11. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.**

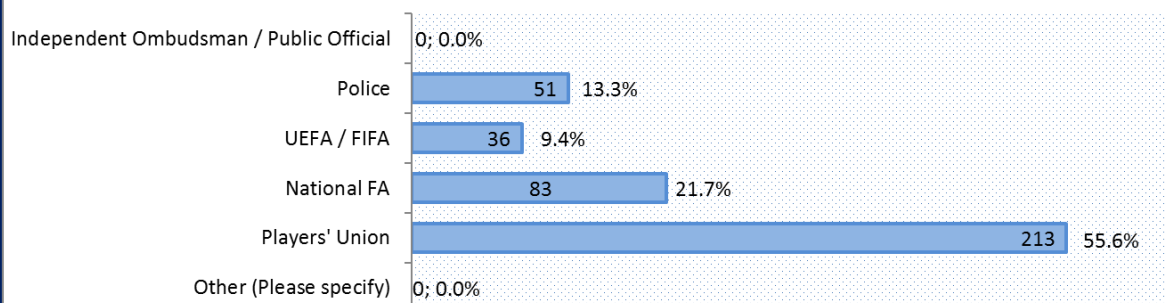
**Top THREE Responses:**

**Wages paid on time**  
**More education for players to understand how match fixing works**  
**More information on the dangers of match fixing**

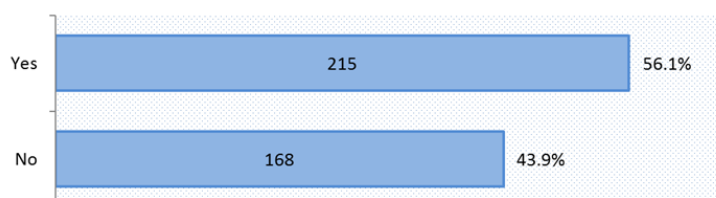
**12. Who do you think should deliver education courses for players on the dangers of match fixing? Please indicate ONE answer.**



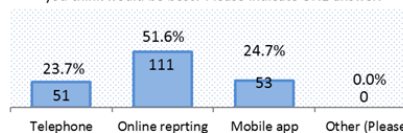
### 13. Who would you trust most to report an approach to fix or any suspicions you have of match fixing? Please indicate ONE answer.



### 14. Would you ever confidentially report an approach to fix or any suspicions you have of match fixing?



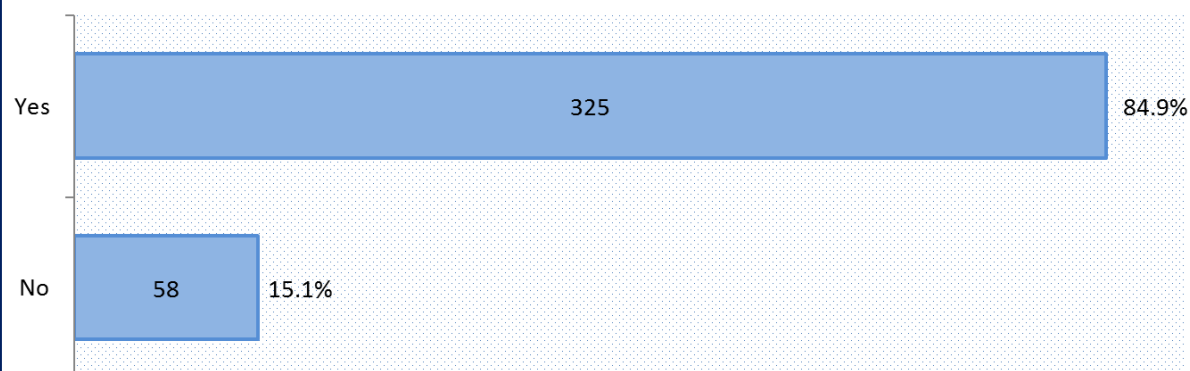
If the answer is Yes, which reporting mechanism do you think would be best? Please indicate ONE answer.

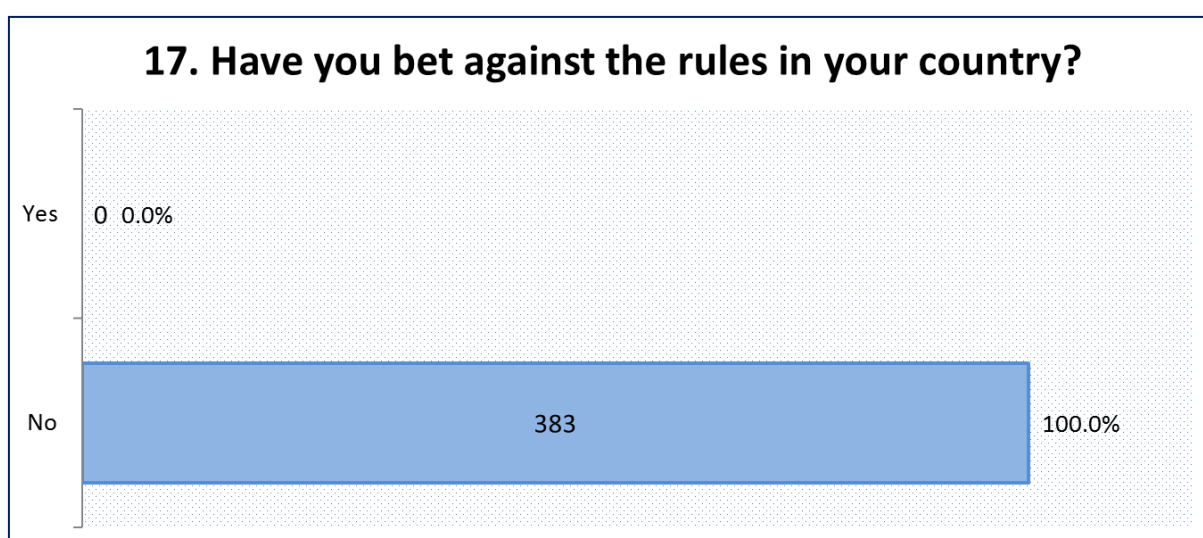
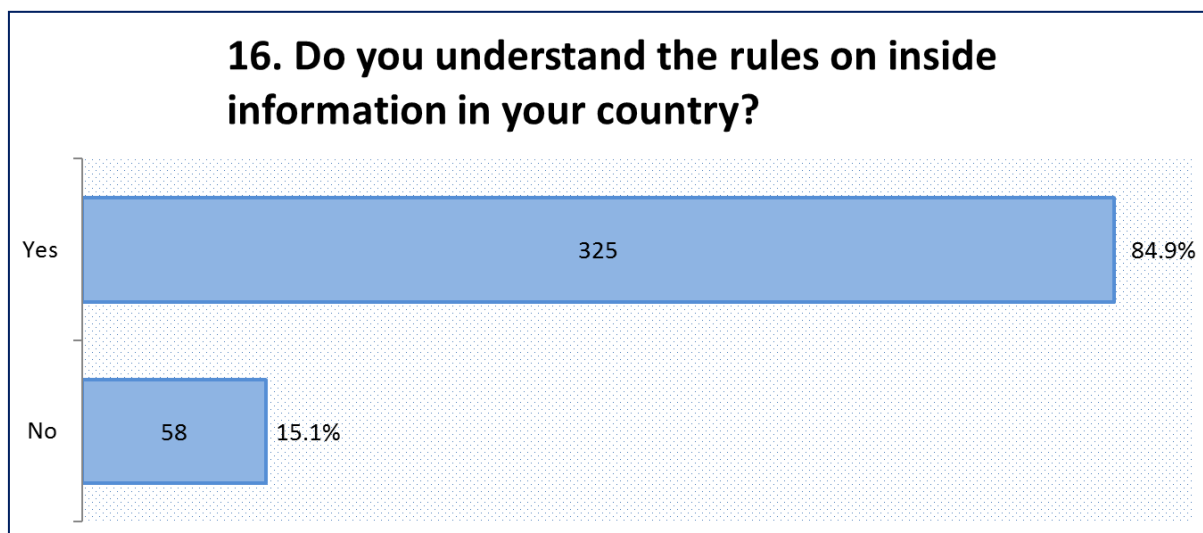


If the answer is No, what would stop you from reporting suspicions? Please indicate ONE answer.



### 15. Do you know the rules on what a player can bet on in your country?





#### Issues with the results

There are some discrepancies in the two part questions. In Question 5, 0 answered YES but 52 completed the follow up question. In Question 6, 52 answered YES but there are 0 responses for the follow up question.

No data was provided for Questions 9, 10 and 11.

#### General

0% (0) of respondents said they had played in a game that has since been identified as fixed (Question 4). 0% (0) have been approached in the past 12 months to fix a match (Question 5). 13.6% (52) believe one or more games have been fixed in the past 12 months (Question 6), with 86.5% (45) believing just one game was fixed.

### 3.74 Interpretation

#### **Future player education provision**

Question 7. 0% (0) players had seen or heard sensitive information being shared. Without further investigation it is not possible to say whether this is an accurate figure or is under-reporting due to social acceptance bias.

Question 8. Nearly half of respondents (48.8% - 102) cited club owners as the main likely instigators of match-fixing. This may provide difficulties in delivering club level education programmes.

Question 9. The data reported just the three top answers of:

- Financial Difficulties
- It's easy money with little chance of detection and
- Pressure by outside person

Without more detail it is not possible to comment further.

Question 11. The data reported just the top three answers of:

- Don't need the money
- Letting down the 'game' and
- Threat to future career.

Without more detail it is not possible to comment further.

Question 12. The data reported just the top three answers of:

- Wages paid on time
- More education for players to understand how match fixing works
- More information on the dangers of match fixing.

Without more detail it is not possible to comment further.

Question 15 shows that there is a small minority of players (15.1% - 58) who don't know the rules on betting. Addressing this gap in education programmes would be useful.

Question 16 the same proportion of players (15.1% - 58) admits to not knowing the rules on inside information. Addressing this gap in education programmes would be useful.

Question 17 No players admitted to breaching the rules on betting. Without further investigation it is impossible to say if this is under-reported.

#### **To help decide upon appropriate reporting mechanisms**

Question 13. The players (55.6% - 213) would prefer to report approaches to the players union but other organisations including the national FA (21.7% - 83), police (13.3% - 51) and UEFA/FIFA (9.4% - 36) were preferred by significant minorities. This suggests that multiple avenues of reporting might be necessary.

Question 14. 56.1% (215) players would report an approach although there was no clear consensus as to a particular mechanism, although just over half (51.6% - 111) preferred a telephone hotline. This suggests that multiple modes of reporting an approach might be necessary.

### **To help develop campaigning messages and priorities**

Question 10. The data reported just the three top answers of:

- Don't need the money
- Letting down the 'game'
- Threat to future career

Without further data it is not possible to comment further.

Question 11. The data reported just the three top answers of:

- Wages paid on time
- More education for players to understand how match fixing works
- More information on the dangers of match fixing

Without further data it is not possible to comment further.

### **3.75 Commentary**

Given the multiple problems with the conduct and reporting of the questionnaire it is difficult to draw much by way of conclusion.

As with other countries in similar situations, where club owners are perceived by players as being central to the instigation of corruption, it calls into the questions the efficacy of player education in those circumstances.

### 3.8 SCOTLAND

#### 3.81 Summary of interview

I interviewed one respondent.

**Extent:** The respondent stated that despite a few unsubstantiated rumours around 'spot' fixing, there were no recent confirmed incidents.

**Type:** The sharing of inside information was cited as a potential problem as players may not see the importance of it. Personal gambling was perceived to be the major threat.

**Factors:** Personal gambling problems were cited as a major potential factor. Such problems might lead to debt with unlicensed bookmakers, thus creating the conditions for corruption. The respondent stated that there may be a problem with informal approaches by criminal individuals.

**Solutions:** Education should focus on rules and regulations of betting and what is allowed and not allowed. Needs to focus on threat for career and would best be delivered as peer-led.

#### 3.82 Significant incident country update

August 2013. Footballer turned journalist Gordon Parks claimed he knew of several senior games in Scotland that were fixed to rake in gambling winnings.<sup>52</sup>

September 2013. Ian Black was given a three-game SFA ban after being found guilty of betting on more than 140 matches.<sup>53</sup>

January 2014: Michael Moffat was banned for six games for placing seven bets on six matches involving his own team as well as an additional 150 bets on other games.<sup>54</sup>

#### 3.83 Questionnaire results

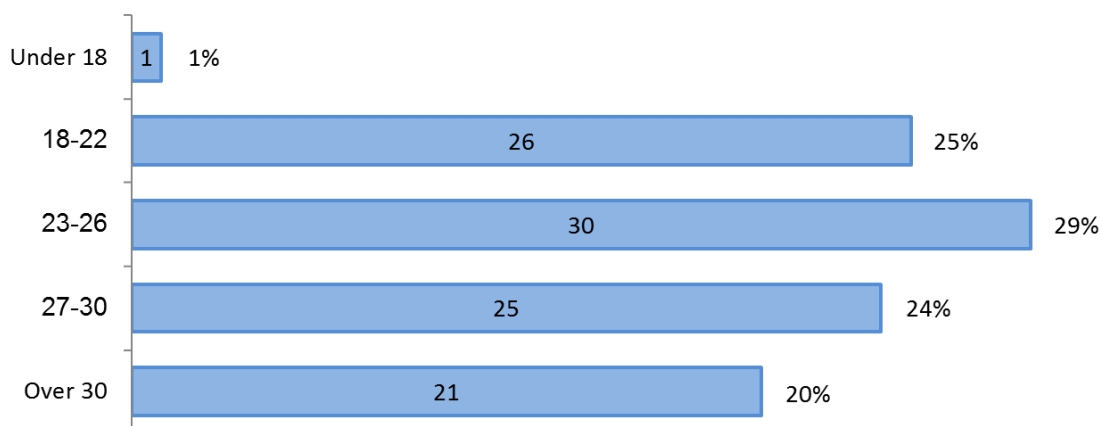
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<sup>52</sup> <http://www.bbc.co.uk/sport/0/football/23808606>

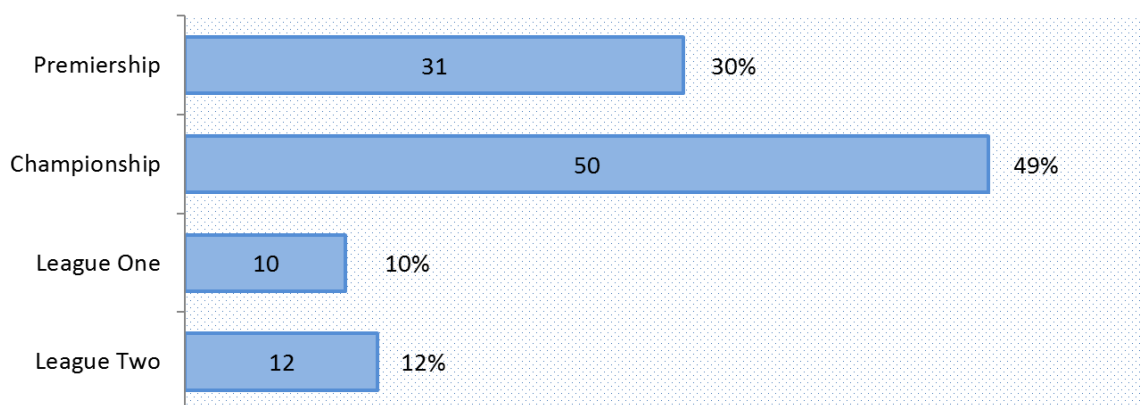
<sup>53</sup> <http://www.dailyrecord.co.uk/sport/football/football-news/rangers-star-ian-black-apologises-2279108>

<sup>54</sup> <http://www.insideworldfootball.com/world-football/europe/13944-six-match-ban-hits-scottish-player-for-betting-on-matches-including-his-own>

## 1. What is your age?

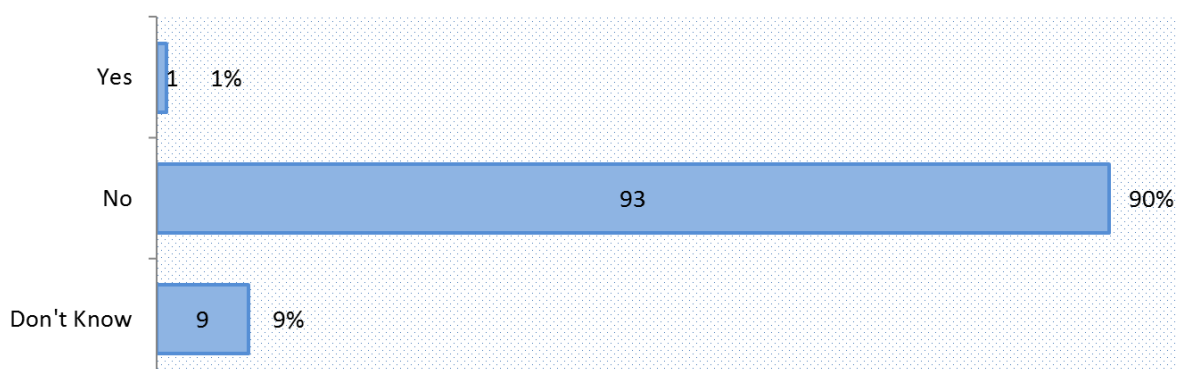


## 2. At what level are you currently playing?

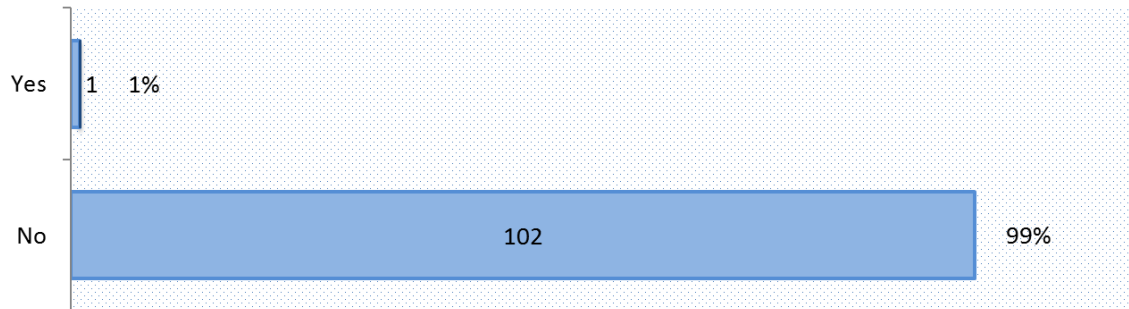


\* All players who completed the survey are professionals

## 4. Have you ever played in a game that has since been identified as being fixed?

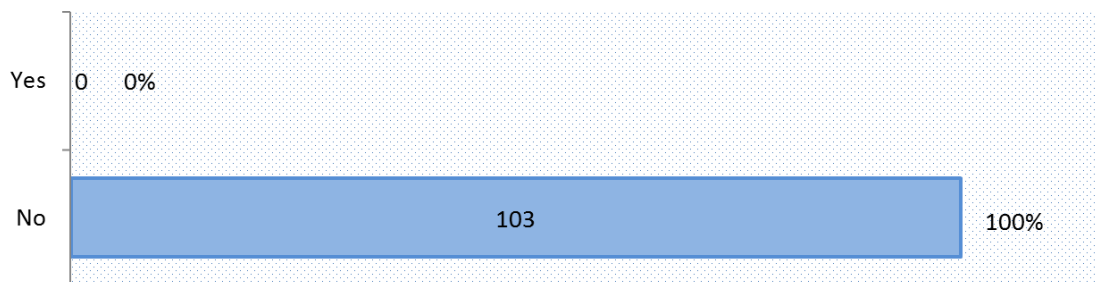


**5. Were you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?**

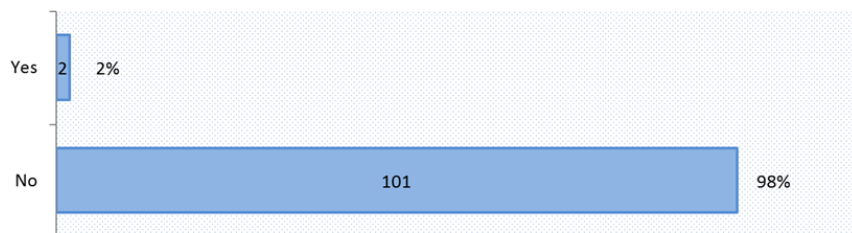


\* Those who answered Yes did not report the approach

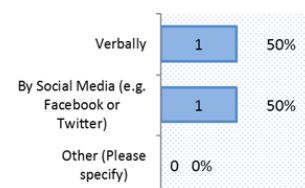
**6. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?**



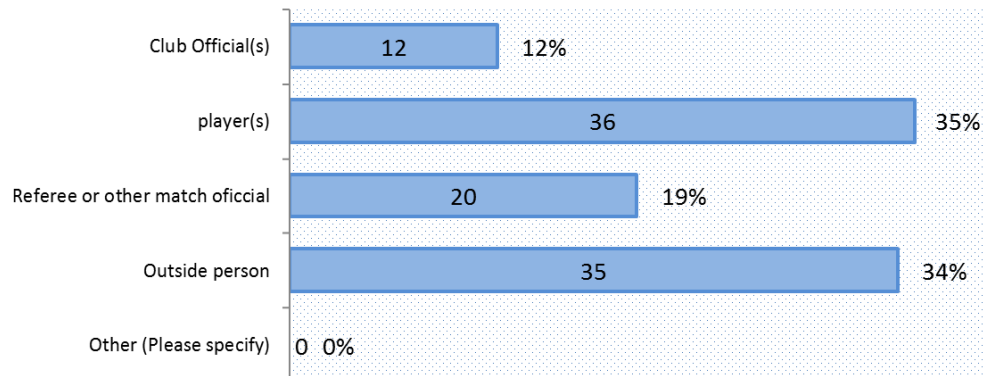
**7. Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?**



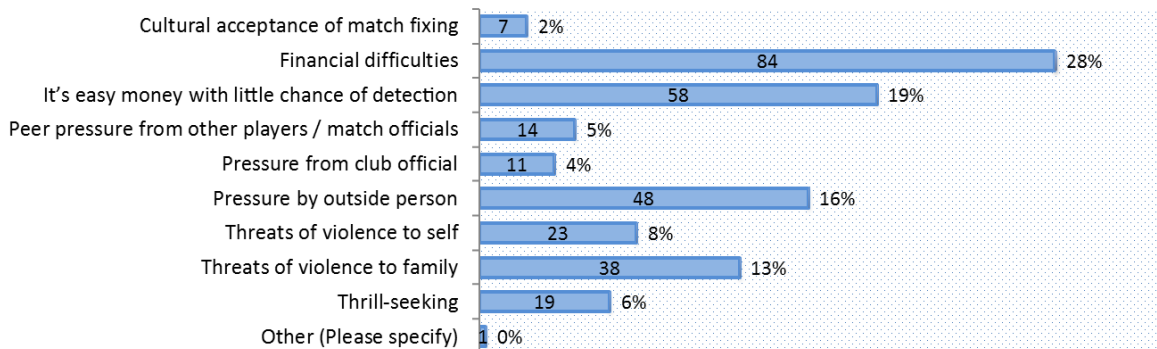
**If the answer is Yes, how was the information shared?**



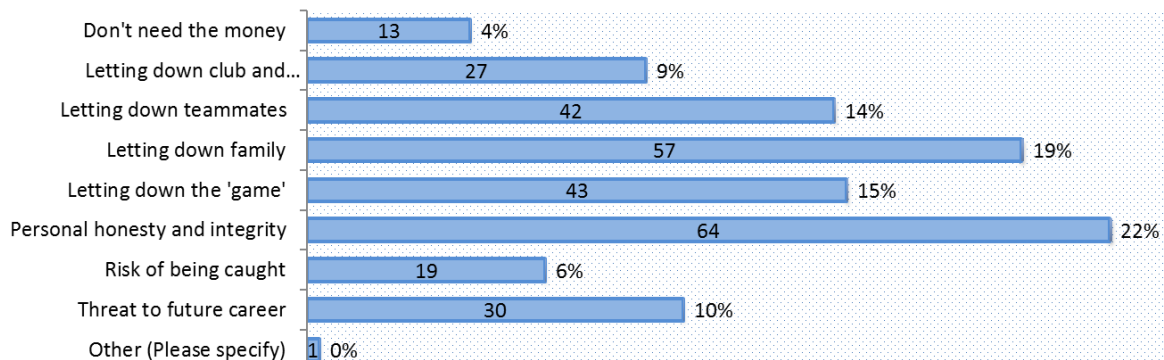
**8. In your opinion, if a match was fixed, who is most likely to be the main instigator(s) of the fix? Please indicate ONE answer.**



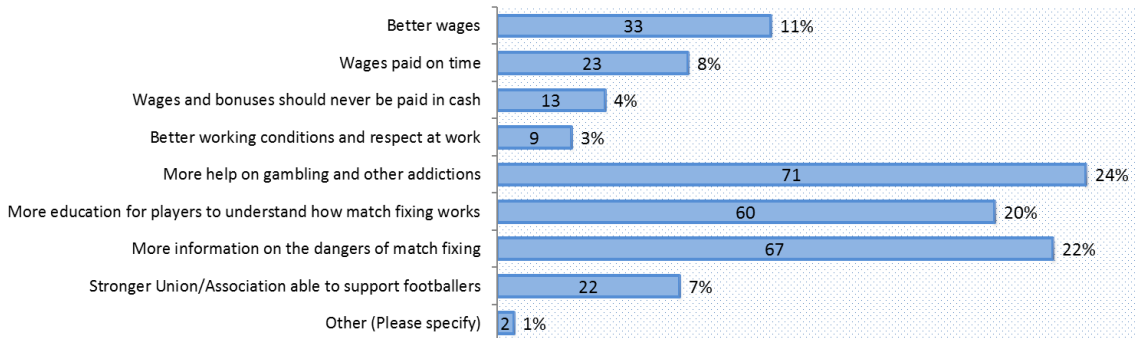
**9. What do you think might be the most common reason(s) why someone might fix a match? Please indicate the THREE most important reasons.**



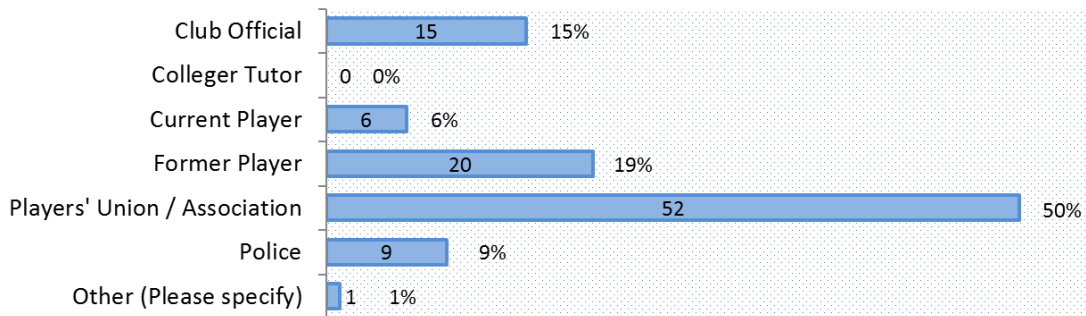
**10. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.**



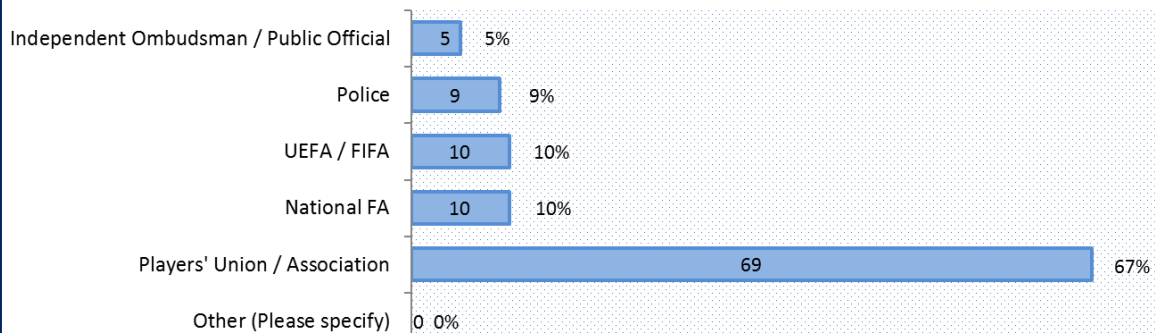
**11. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.**



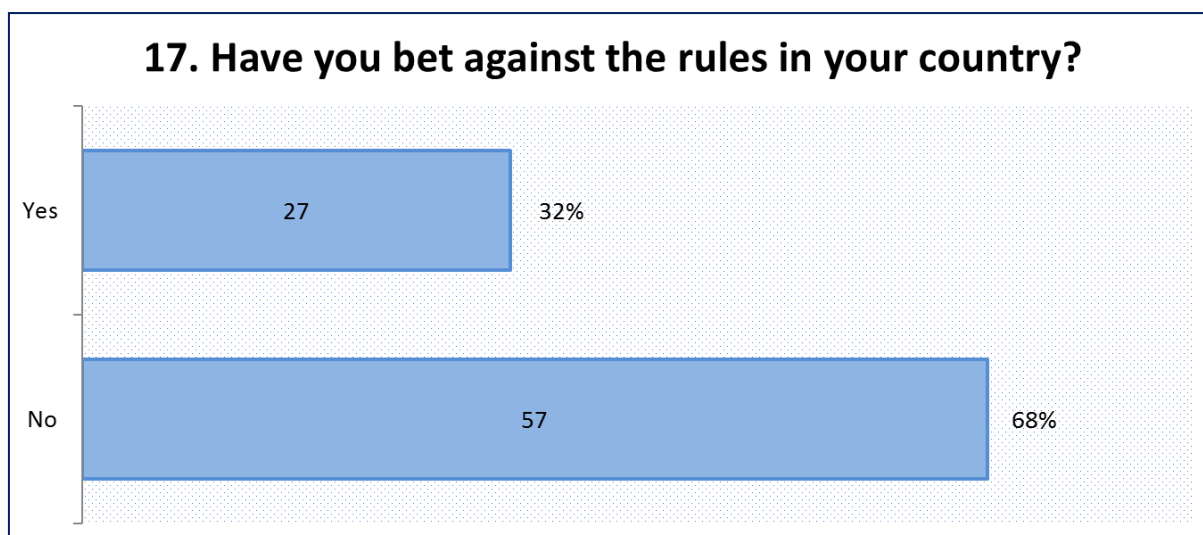
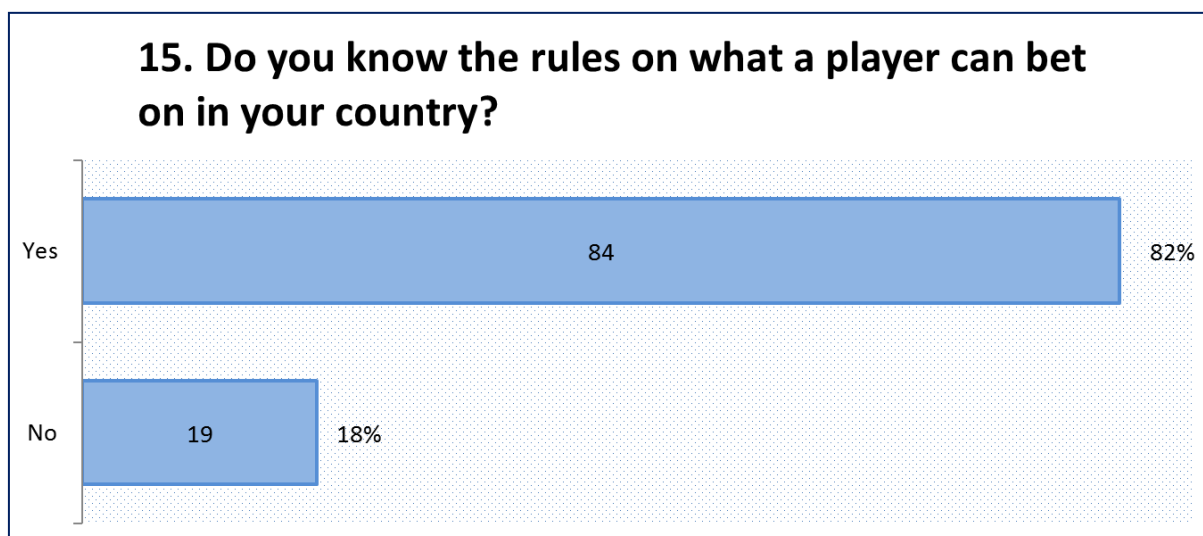
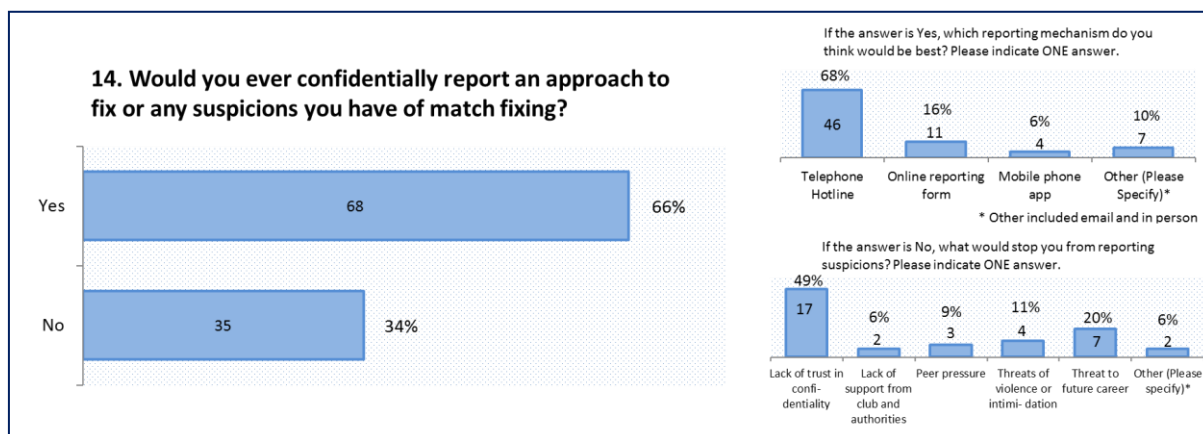
**12. Who do you think should deliver education courses for players on the dangers of match fixing? Please indicate ONE answer.**



**13. Who would you trust most to report an approach to fix or any suspicions you have of match fixing? Please indicate ONE answer.**



\* Other: "Someone at the club"



#### Issues with the results

Missing question:

Question 16. Do you know the rules on inside information in your country?

## **General**

1% (1) of respondents said they had played in a game that has since been identified as fixed (Question 4), 1% (1) have been approached in the past 12 months to fix a match but did not report the approach (Question 5). 0% (0) believe one or more games have been fixed in the past 12 months (Question 6).

### **3.84 Interpretation**

#### **Future player education provision**

Question 7. 2% (2) players had seen or heard sensitive information being shared. This suggests that the problem may not be as widespread as feared by the interview respondent.

Question 8. Given the negligible problems identified in the country, the answers to this question are necessarily speculative but suggest that players are aware that threats can come from different quarters and this might be worth building upon in education programmes.

Question 9. While financial difficulties (28% - 84) and lack of detection (18.7% - 56) were important factors, the relatively high response who cited outside pressures suggests that helping players to resist those pressures will be important.

Question 11. While wages and working conditions are cited as a factor, the majority of responses believed that education initiatives around gambling (24% - 71) and the dangers of match-fixing (22% - 67) were more important and interventions should continue to focus on these areas.

Question 12. Half the players (50% - 52) thought education provision should be through the union with a further 19% (20) preferring a former player. Investing in a peer education programme may be a potential way forward.

Question 15. There is a small minority of players (18% - 19) who don't know the rules on betting. Addressing this gap in education programmes would be useful.

Question 17. The relatively large number of players (32% - 27) who have knowingly bet against the rules is a cause for concern, especially as this may be an under-reported figure. More work needs to be done to address this issue.

#### **To help decide upon appropriate reporting mechanisms**

Question 13. A substantial majority of players (67% - 69) would prefer to report approaches to the players union with other organisations including the national FA, police and UEFA attracting much less support. The union will need to think through the implications of this.

Question 14. 66% (68) players would report an approach with over half (68% - 46) preferring a telephone hotline. This suggests that the newly established 'hotline' is on the right tracks but consideration might be given to alternative modes of reporting.

**To help develop campaigning messages and priorities**

Question 10. Ethical considerations of personal integrity (22% - 64) and not letting down family (19% - 57), teammates (14% - 42) and the game (15% - 43) were important factors players cited as preventing them from match-fixing. These should form the basis of campaign messages.

Question 11. With education around gambling and information about the dangers of match-fixing cited as vital, the task will be to link these interventions to messages around personal ethics in education programmes.

**3.85 Commentary**

Confirming the impression of the interview respondent, the recent cases have involved betting against the rules. The significant number of players who admit to betting against the rules might be an under-estimate due to social acceptance bias.

Focussing on the dangers of gambling and enabling players to keep within the rules should be the focus of future work. Peer education may be a useful tool to help with this.

### 3.9 SLOVENIA

#### 3.91 Summary of interview

I interviewed one informant.

**Extent:** The respondent maintained that match-fixing was a growing problem across Europe and players were being approached every day by potential match-fixers. Stated that 100 games a month might be fixed in Europe.

**Type:** Cited match-fixing by criminal gangs as the major type of match-fixing, stating that there are at least four major criminal centres that are involved.

**Factors:** Low wages confirmed as major factor as revealed by Black Book survey. Stated that the systemic problems of poor governance and licensing create conditions for corruption. Bonuses paid in cash were cited as a factor, especially in the lower leagues. Poor working conditions and lack of workers' rights are also a major factor.

**Solutions:** The respondent did not think that focusing on the individual players was the right approach, but rather there was a need to strengthen collective bargaining and workers rights. Thought FIFA and UEFA could put in place well-funded structures that would help prevent match-fixing.

#### 3.92 Significant incident country update

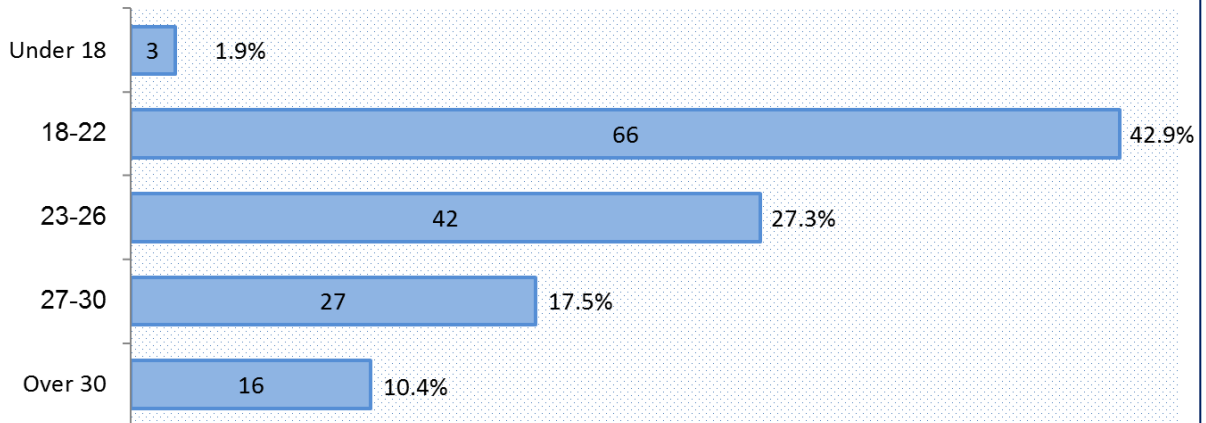
February 2013: Italian police arrested Slovenian Admir Suljic, who was wanted as part of Italy's 'Last Bet' probe into match-fixing between 2009 and 2011.<sup>55</sup>

#### 3.93 Questionnaire results

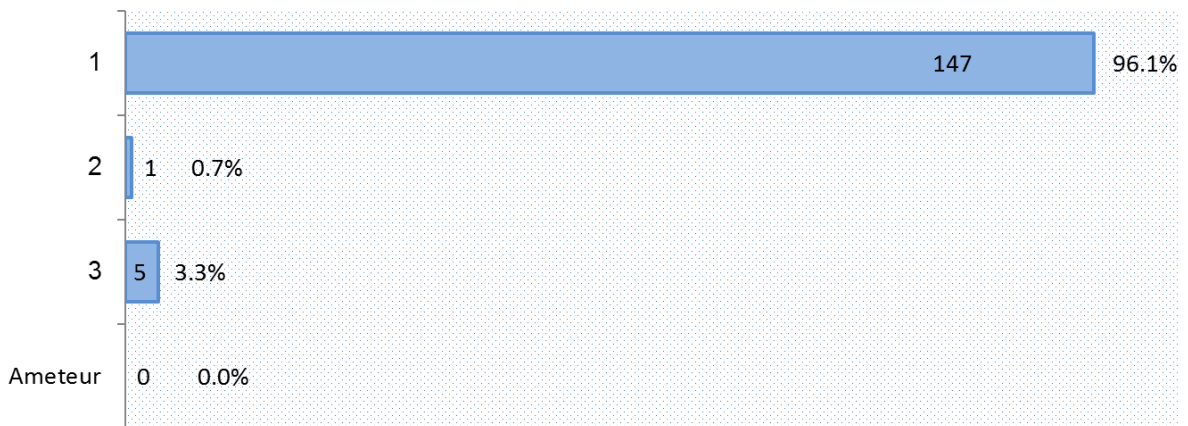
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<sup>55</sup> <http://www.reuters.com/article/2013/02/21/us-soccer-matchfixing-interpol-idUSBRE91K0E920130221>

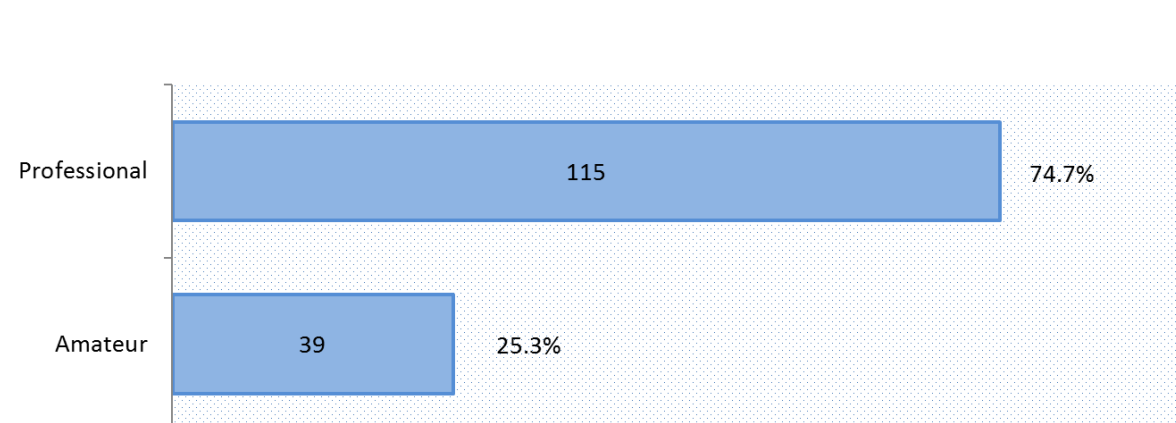
### 1. What is your age?



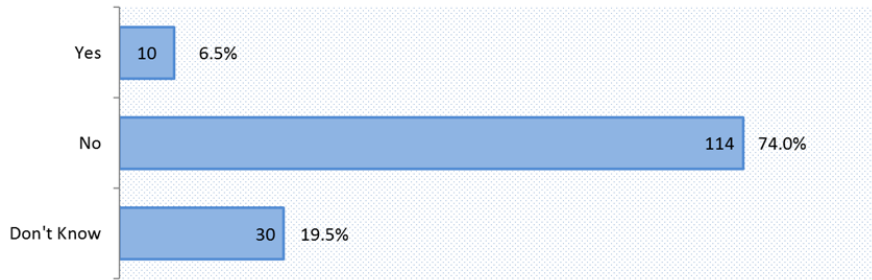
### 2. At what level are you currently playing?



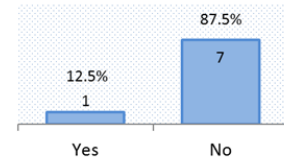
### 3. What is your current status as player?



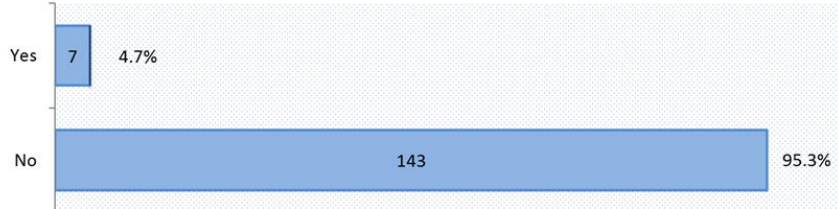
**4. Have you ever played in a game that has since been identified as being fixed?**



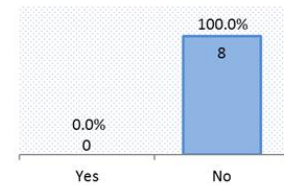
If the answer to the questions is Yes, were you aware at the time, or did you have any suspicions at the time that the match may have been fixed?



**5. Were you ever approached at any time in the past 12 months by anyone who asked you to fix a match (including 'spot fixing' or sharing sensitive inside information)?**



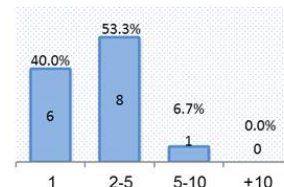
If the answer is Yes, did you report the approach?



**6. Have you ever had any reason to believe that matches in your league may have been fixed for any reason at any time in the past 12 months?**

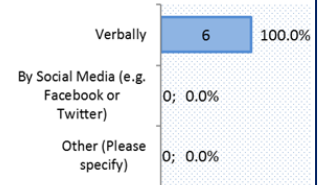
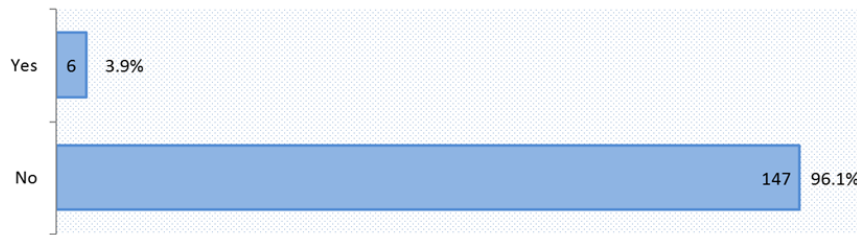


If the answer is Yes, how many times do you think matches were fixed in the season? Please indicate ONE answer.

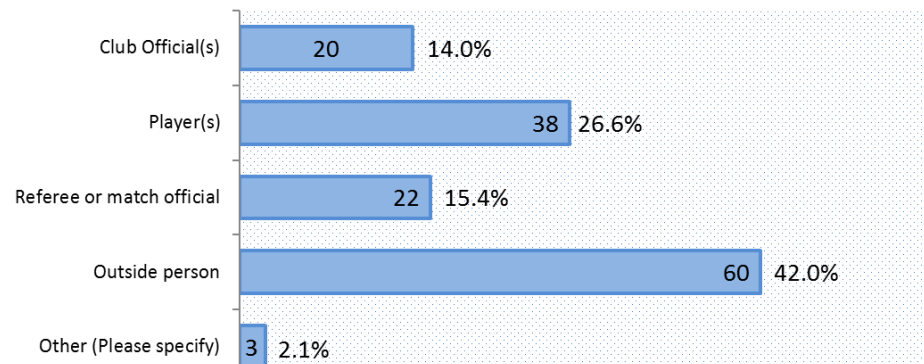


**7. Did you at any time see or hear sensitive inside information shared with anyone outside of your club in the past 12 months?**

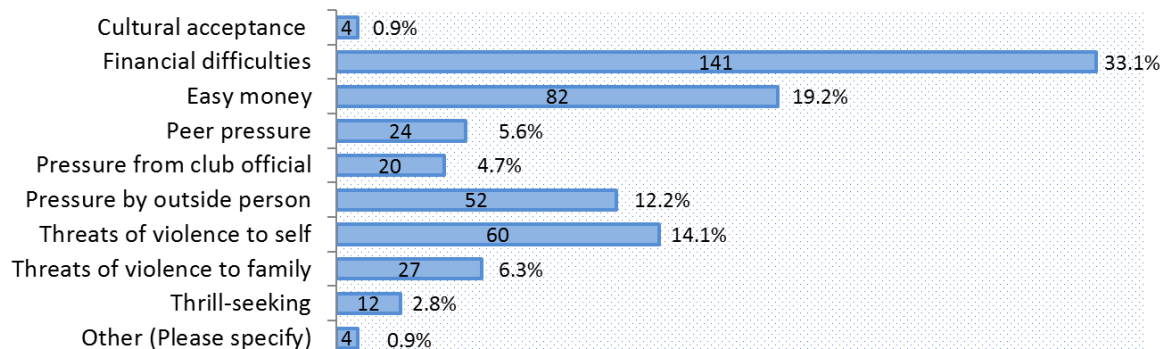
**If the answer is Yes, how was the information shared?**



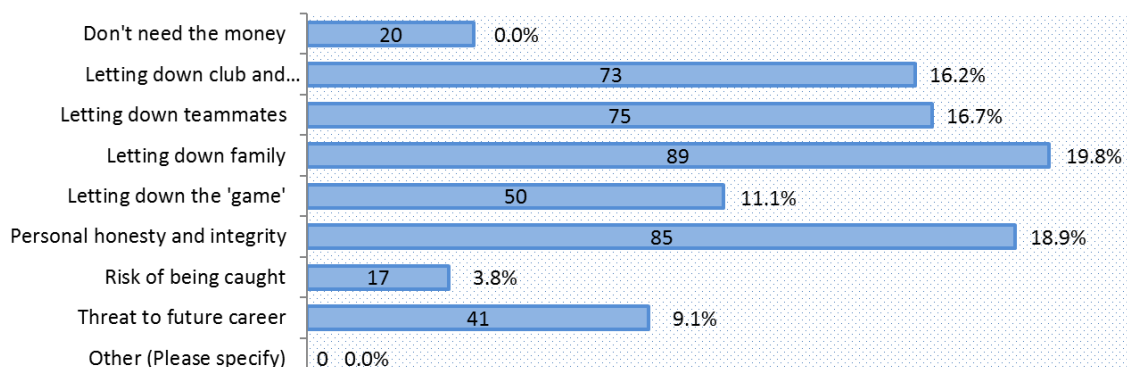
**8. In your opinion, if a match was fixed, who is most likely to be the main instigator(s) of the fix? Please indicate ONE answer.**



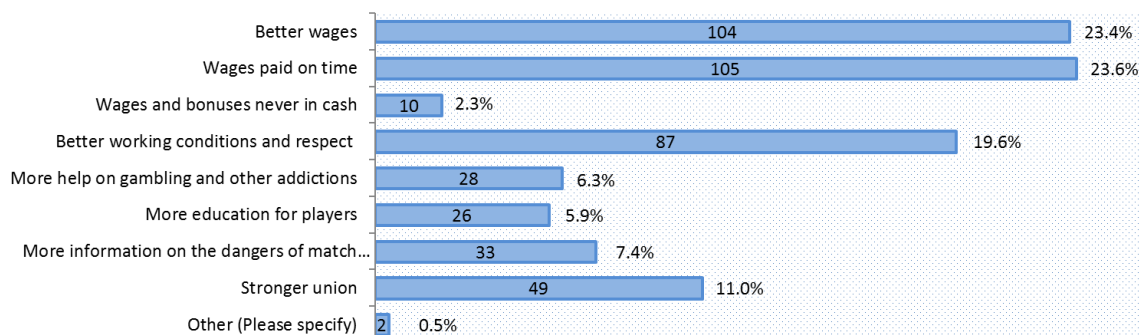
**9. What do you think might be the most common reason(s) why someone might fix a match? Please indicate the THREE most important reasons.**



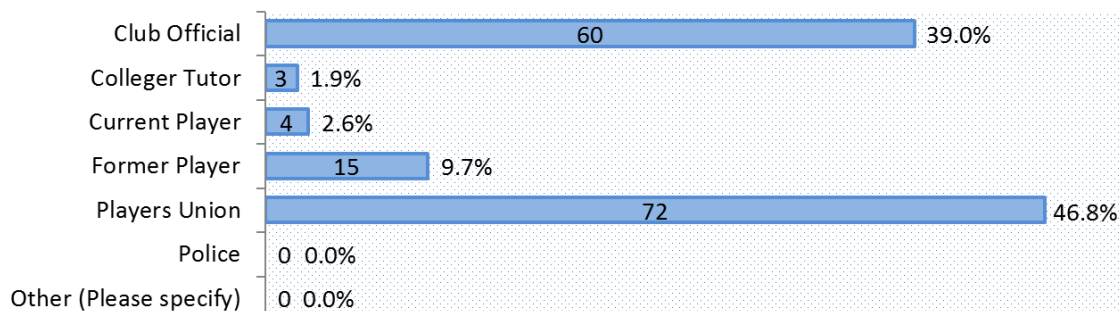
**10. What are the most important factors that stop you from fixing matches? Please indicate the THREE most important reasons.**



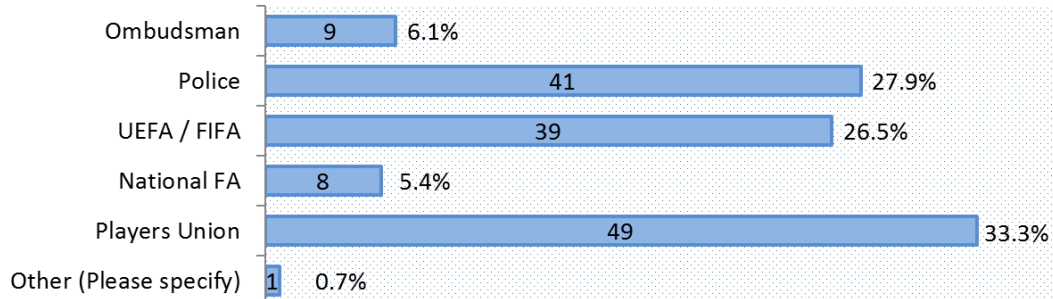
**11. How do you think that players can best be prevented from match fixing? Please indicate the THREE most important reasons.**



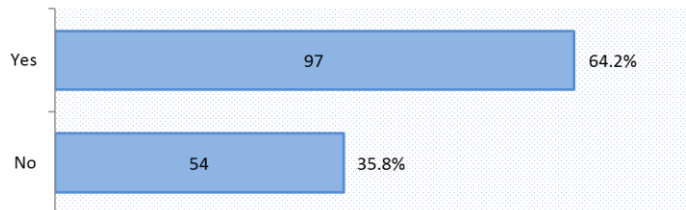
**12. Who do you think should deliver education courses for players on the dangers of match fixing? Please indicate ONE answer.**



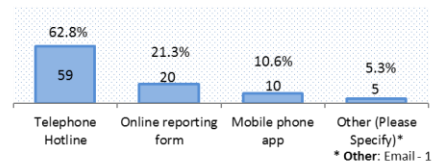
**13. Who would you trust most to report an approach to fix or any suspicions you have of match fixing? Please indicate ONE answer.**



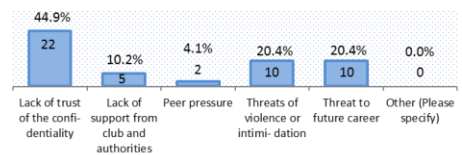
**14. Would you ever confidentially report an approach to fix or any suspicions you have of match fixing?**



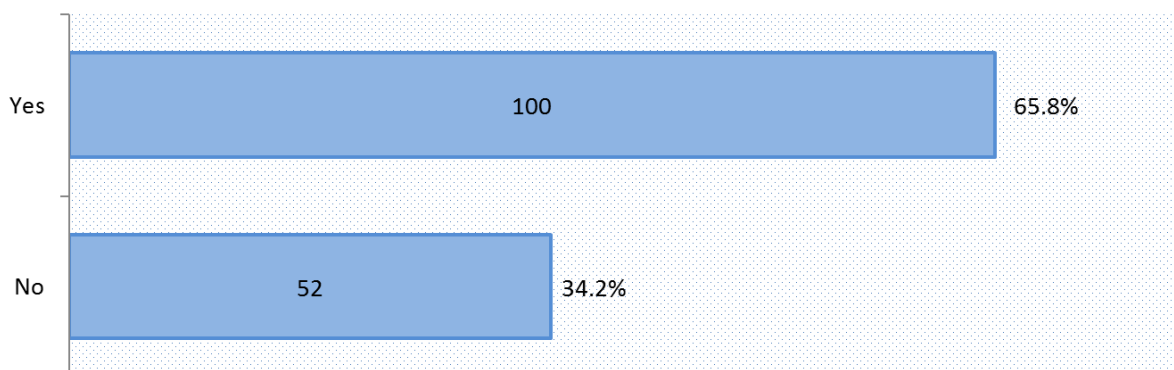
If the answer is Yes, which reporting mechanism do you think would be best? Please indicate ONE answer.

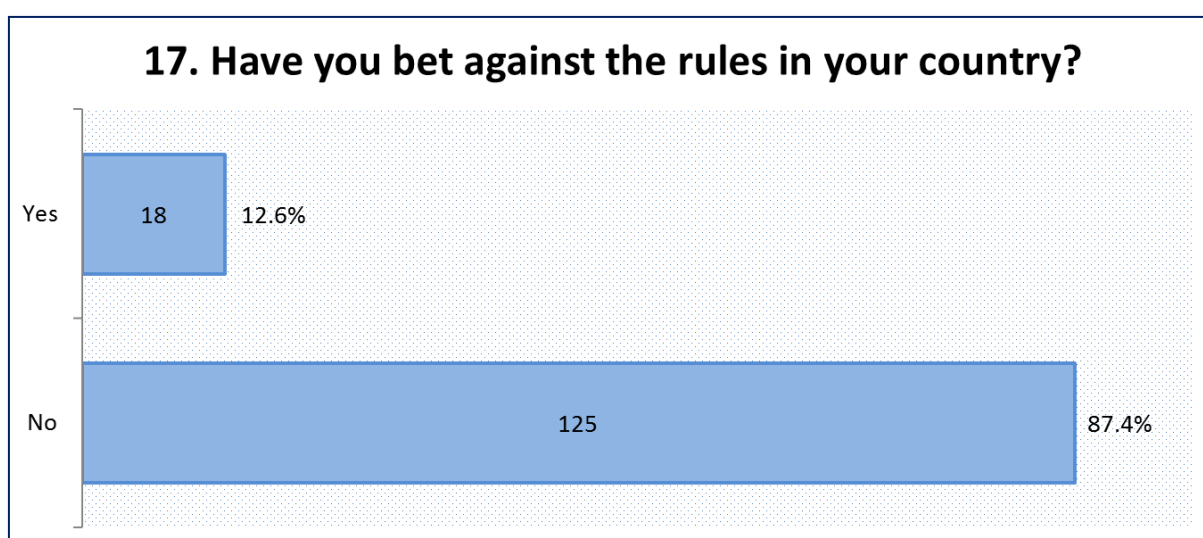
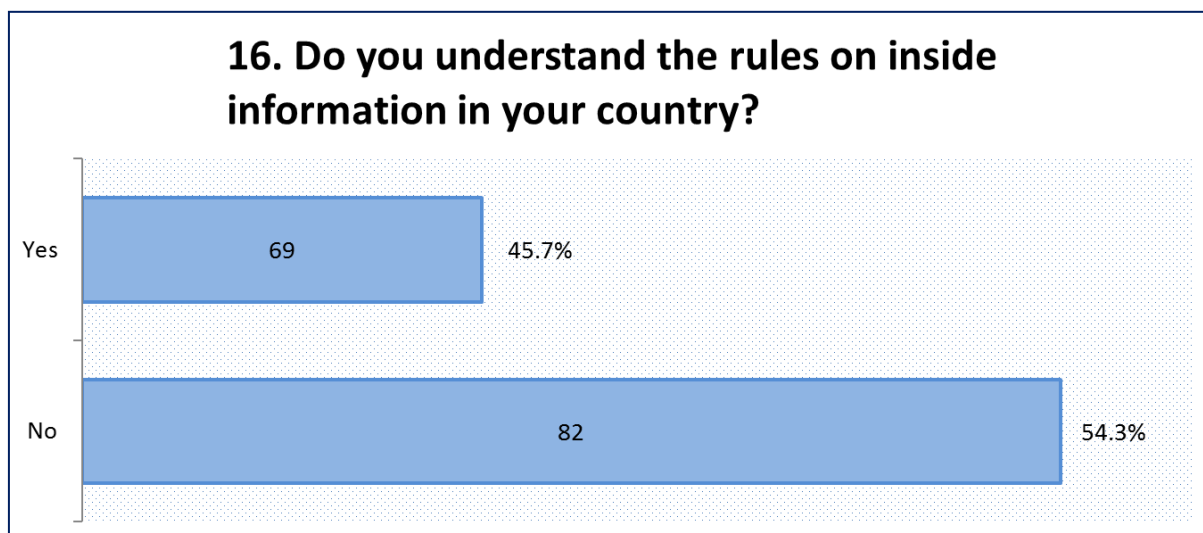


If the answer is No, what would stop you from reporting suspicions? Please indicate ONE answer.



**15. Do you know the rules on what a player can bet on in your country?**





#### Issues with the results

None

#### General

6.5% (10) of respondents said they had played in a game that has since been identified as fixed (Question 4). 4.7% (7) have been approached in the past 12 months to fix a match but did not report the approach (Question 5). 10.4% (16) believe one or more games have been fixed in the past 12 months (Question 6). 40% of those stated one game had been fixed and 53.3% (8) believed 2 – 5 games had been fixed in this time.

### 3.94 Interpretation

#### Future player education provision

Question 7. 3.9% (6) players had seen or heard sensitive information being shared. This suggests that it may not be a significant problem.

Question 8. While the largest proportion (42% - 60) cited outside influences, the diversity of answers suggest players are aware of the various actors who might be involved in match-fixing.

Question 9. While financial difficulties (33.1% - 141) and lack of detection (19.2% - 82) were important factors, the relatively high response who cited outside pressures suggests that helping players to resist those pressures will be important.

Question 11. Wages and working conditions were the overwhelming factors cited. This suggests that it is these structural issues that need addressing as a priority.

Question 12. 46.8% (72) thought education provision should be through the union with a further 39% (60) preferring a club official. This suggests that a combined approach between clubs and union maybe worth exploring.

Question 15. There is a large minority of players (34.2% - 52) who don't know the rules on betting. Addressing this gap in education programmes would be a priority.

Question 16. A majority of players (54.3% - 82) of players don't know the rules on inside information. Player education could usefully address this problem.

Question 17 12.6% (18) have knowingly bet against the rules. However, as significant numbers do not know the rules this figure will not include those who have bet against the rules unwittingly.

#### **To help decide upon appropriate reporting mechanisms**

Question 13. There was no consensus view in regards of organisation to report approaches, suggesting that multiple avenues maybe needed to overcome resistance to reporting.

Question 14. 64.2% (97) players would report an approach with over half (62.8% - 59) preferring a telephone hotline. The relatively large proportion who would not report (35.8% - 54) suggests more work is needed to develop a system that gains widespread confidence.

#### **To help develop campaigning messages and priorities**

Question 10. Although wages and working conditions are the priority for tackling match-fixing, the results of this question show that ethical issues of letting down family, club and teammates along with personal honesty and integrity should form the basis of campaign messages.

Question 11. Tackling wages and poor working conditions will be the priority but the task will be to link these interventions to messages around personal ethics in campaigns.

### **3.95 Commentary**

The results of the survey support the interview respondent that wages, working conditions and labour rights are a priority. The case shows that for interventions to be successful, the conditions under which corruption emerges need to be addressed alongside player education and campaigns.

#### **4. Conclusions**

1. Drawing on three pieces of separate data (interviews, recent confirmed incidents and players' questionnaire) enables us to begin to build a richer picture of the features of match-fixing and threats to integrity in the project countries.
2. Despite the growing research work around match-fixing, as evidenced in this and other projects as well as academic studies, the conclusion remains that the overall picture remains difficult to assess with any degree of certainty.
3. The assumption that match-fixing and threats to integrity take on different forms in different countries is supported by the evidence collected in this report.
4. Country-specific solutions that are owned by the local stakeholders are the best way forward to tackle threats to integrity to football.
5. 'One size fits all' approaches to player education, such as those developed by external organisations, are unlikely to be effective.
6. There is a need to provide multiple reporting avenues and different modes of reporting.
7. Personal ethics remain a key weapon in the fight against match-fixing and are an underestimated aspect of the solution.
8. The economic, social and cultural factors that drive match-fixing and the conditions under which it emerges are fundamental threats to the integrity of football and, left unresolved, are likely undermine interventions such as player education and reporting.
9. Protecting players, even in circumstances in which decision-making on corruption maybe beyond their control, remains an important priority.
10. Interventions based on the principles of Social Marketing and Behaviour Change Communication offer well-researched and established mechanisms for influencing behaviour in the fight against match-fixing.

## 5. Transnational messages

1. In the autumn of 2013 FIFPro affiliates surveyed players in eight countries as part of the FIFPro transnational 'Don't Fix It!' project. A total of 1585 surveys were completed by current professional players.
2. The survey examined players' beliefs in respect of the extent of match fixing, the instigators and causes of match fixing, how match fixing might be prevented, who should deliver preventative education, who they would trust to report information about match fixing, how they would prefer to report information, and the reasons that might prevent them from doing so. It also assessed their practices in reporting approaches, their likelihood to report information, and their own betting practices.
3. The responses revealed that the threats to integrity to football from match-fixing and corruption differ from country-to-country.
4. The survey shows that 'one-size-fits all' approaches to tackle match-fixing are unlikely to succeed and a better approach is highly tailored local initiatives and solutions that work on the specific problems most prominent in a country.
5. Survey results will enable organisations in each of the project countries to:
  - To develop future player education provision
  - To help decide upon appropriate reporting mechanisms for players
  - To help develop campaigning messages aimed at players
6. Key messages from the surveys show that across Europe:
  - Financial difficulties are often structural conditions that underpin potential corruption. There is an urgent need, first revealed in the FIFPro Black Book, to ensure that players are paid decent wages on time.
  - Helping players avoid other financial difficulties, for example, through gambling debt is an important preventative strategy.
  - Avoiding financial problems helps reduce an external condition that can act as a catalyst to match-fixing but it is not sufficient on its own to be a complete solution.
  - Players place significant importance on their own personal integrity as well as a strong desire not to let down their family, their team-mates, their club or the game itself.
  - Messages that tell players of the dangers of match-fixing should be balanced by player education initiatives and campaign messages that show a player to a successful future of which they and their family can be proud as a way to help them avoid the temptation of easy money by match-fixing.
  - Players prefer to have their professional association take the lead on education programmes to prevent match-fixing.

- Players need multiple avenues and mechanisms by which they can report approaches and suspicions of corruption. These should include telephone hotlines, mobile phone apps and face-to-face options. Players should have a number of outlets to report approaches, including a trusted player association employee, the police and the football authorities.
- Involving players in helping develop the solutions to match-fixing and corruption will help to ensure that initiatives will be relevant and effective.

## **Project Partners**

### **Birkbeck, University of London**

Birkbeck is a world-class research and teaching institution, a vibrant centre of academic excellence and London's only specialist provider of evening higher education.

### **FIFPro**

FIFPro is the worldwide representative organization for all professional footballers; more than 65,000 players in total. FIFPro exists since 1965. Currently 55 national players associations are a FIFPro member.

### **UEFA**

UEFA – the Union of European Football Associations – is the governing body of European football. It is an association of associations, and is the umbrella organisation for 54 national football associations across Europe.

### **European Union**

The European Commission represents the general interest of the EU and is the driving force in proposing legislation (to Parliament and the Council), administering and implementing EU policies, enforcing EU law (jointly with the Court of Justice) and negotiating in the international arena.

The European Union (the European Commission Sport Unit) has provided a special grant to help realize the Don't Fix It project.

### **Participating Footballers' Associations:**

England: Professional Footballers' Association (PFA)

Finland: Jalkapallon Pelaajayhdistys Ry (JPY)

Greece: Panhellenic Professional Football Players Association (PSAP)

Hungary: Hivatásos Labdarúgók Szervezete (HLSZ)

Italy: Associazione Italiana Calciatori (AIC)

Norway: NISO

Romania: Association of Professional and Amateur Players (AFAN)

Scotland: PFA Scotland

Slovenia: Sindikat Profesionalnih Igralcev Nogometa Slovenije (SPINS)



## **Don't Fix It - Players' Questionnaire - Results and Analysis**

On January 1st 2013, FIFPro, Birkbeck, University of London, UEFA and the European Union launched the Don't Fix It project – an action that will help prevent match-fixing in football through research-led education programmes, sharing of good practices and targeted campaigns against match-fixing in eight countries.

To better understand the issues that lead to match-fixing, and to help develop future player education programmes, reporting mechanisms and awareness campaigns, qualitative research was undertaken by Birkbeck, University of London in collaboration with nine members of FIFPro. In the autumn of 2013, the FIFPro affiliates surveyed nearly 2,000 players in eight countries as part of this study.

This research is the first large scale attempt to ascertain the views of current players in regards to the phenomenon of match-fixing.

The results of the research have laid the foundation for the development of the good practice guide, *Protect our Game: A Good Practice Guide for Professional Football Players' Associations to tackle match-fixing in football.*

