



# Protect our Game

**A Good Practice Guide for Professional Football Players' Associations to tackle match-fixing in football**

Based on the Don't Fix It project

**“This Good  
Practice Guide  
is a significant  
step in our  
fight against  
match-fixing”**

Tony Higgins

*FIFPro Division Europe Vice President and  
Chair of the Don't Fix It campaign*

## Preface

2012 was the year when all parties in professional football seemed convinced that match-fixing was an epidemic that would not just disappear; it was also the year that FIFPro decided to take the initiative and involve itself in the battle against this crime. FIFPro – the official representative of 65,000 professional footballers worldwide – did not believe (and still does not) that it could completely stamp out match-fixing, but was convinced that a carefully conceived education and prevention campaign could contribute to tackling the problem.

FIFPro decided to deviate from existing strategies, because the players union did not believe in a zero-tolerance policy and a one-size-fits-all approach. FIFPro wanted to enter the dressing room, firstly to find out why players cooperated with match-fixing, and secondly to produce a programme in which players could best be informed about and protected from the dangers of match-fixing.

FIFPro found three powerful partners who entered the battle with full conviction: Birkbeck University of London, UEFA and the European Commission. On 1 January 2013, they officially launched Don't Fix It.

The project has proved a fruitful collaboration. A strong network has been set up in participating countries, consisting of representatives of the players, referees, officials/administrators and public authority.

FIFPro and UEFA have also developed a joint Code of Conduct against match-fixing, which has recently been adopted by all stakeholders in European professional football, and therefore will be implemented and monitored in the near future.

Another product of the Don't Fix It project is this Good Practice Guide, which was created after qualitative research, in which almost 2,000 footballers participated. This guide gives the players unions' a strong point of reference for protecting both their members (the players) and football in general against match-fixing.

'This Good Practice Guide is a significant step in our fight against match-fixing,' says FIFPro Division Europe Vice President and Chair of the Don't Fix It campaign, Tony Higgins. 'I'm sure all participating partners will recognise how much we have learned in the last eighteen months about the dangers of match-fixing particularly from the players' side. The consultation with our members has proved immensely valuable and will inform our FIFPro members about the extent of the problem and how the football family should respond.'



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## About this Guide

This Guide is designed to help professional football players' associations play their part in efforts to protect their members and to protect football from match-fixing and other threats to integrity. These threats may range from a player betting on football against the rules to a highly organised criminal operation designed to defraud the betting markets.

The principle that underpins this Guide is that each country faces its own particular problems and, as a consequence, it is necessary for each country to develop its own solutions. As such this publication is a guide and not a blueprint. It contains some principles and suggestions that associations may wish to consider when designing their own interventions to tackle match-fixing.

The Guide is the product of the work undertaken as part of the Don't Fix It project but also draws on lessons from the fields of social marketing, psychosocial studies, behavioural economics and motivational psychology.

Following a summary on page 9 of the project research, I outline some principles to influence behaviour because, above all else, match-fixing involves complex and difficult sets of motivations and behaviours so it is vital to have an understanding of how and why people behave in the ways they do and how we can influence them in a positive way.

Combating match-fixing will require the dedication of the whole football family and others beyond the game as well. On pages 12 to 15 I look at the importance of stakeholder involvement and the work done in the project to establish Task Groups in each country, using case studies from Norway and Romania.

On page 16 I underline the importance of making sure that the external conditions are such that match-fixing is not allowed to flourish, especially in respect of ensuring wages are paid on time and that the game is governed effectively in every country.

On page 18 I look at the importance of clear rules that are easy to understand and follow. The Code of Conduct developed by the project will help reinforce those rules.

Pages 24 to 30 turn to the vital work done through player education and I set out some principles that providers of education courses, such as players' associations, may wish to consider when designing programmes. A case study from Scotland shows how those principles can be put into practice.

Reporting suspicions and approaches is a difficult issue to get right and on page 31 I set out a few of the key considerations that need to be borne in mind when negotiating a reporting mechanism. Case studies from Finland and Scotland show how different approaches can be taken.

Thanks to the project partners who have provided case studies for this Guide, to the international steering group for comments and suggestions, and to Jake Marsh from ICSS for help on the section on reporting mechanisms.

This Guide is a set of suggestions but I hope you find it useful. If you have any questions about the Guide, any feedback, or examples of good practice that you can share, then please contact me.

*Dr Andy Harvey*  
Birkbeck Sports Business Centre, University of London  
[andrew.harvey@bbk.ac.uk](mailto:andrew.harvey@bbk.ac.uk)  
+ 44 (0) 7939 652029

## Project Summary

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 project started on 1st January 2013 and ends on 30<sup>th</sup> June 2014. The project has been implemented in nine European countries – England, Finland, Greece, Hungary, Italy, Norway, Romania, Scotland and Slovenia.

*The objectives of the project were to:*

- undertake research into match-fixing in the partner countries
- raise awareness of match-fixing in football through player education programmes
- share good practice in the fight against match-fixing
- run targeted campaigns in the nine project countries
- establish Task Groups and networks in each country
- develop a Code of Conduct
- develop education programmes and reporting mechanisms
- produce a Good Practice Guide for future actions against match-fixing

### **Lessons from the research**

The research for the project has been undertaken by the Birkbeck Sports Business Centre, University of London. The investigation has taken the form 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.



### The main lessons from the research are:

- All countries are susceptible to match-fixing or other threats to integrity such as betting against the rules or sharing inside information.
- 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. This allows players, referees and club officials to 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, and 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.

# Influencing Behaviour

Programmes that are designed to influence people's behaviour in a positive way are often called Social Marketing programmes due to their use of marketing strategies and media technologies. They first emerged in the field of health promotion in the realisation that simple education programmes and law enforcement models were not sufficient to influence people's behaviours. For example, dire warnings on the dangers of illegal drugs did little to prevent people from using them. In the eyes of some commentators such messages simply helped to glamorise drugs. By the same token, a draconian law enforcement model against drugs has been similarly unsuccessful. The lessons to be learned is that making match-fixing illegal with harsh penalties for those who are caught (usually players), allied with warnings of the dangers of match-fixing, are not going to be sufficient.

To influence behaviour successfully requires a more robust, flexible and sophisticated approach to tackling complex behaviours that are intimately tied up with personal ethics as well as economic, social and cultural conditions. Influencing behaviour programmes have been used to great effect for 'health promotion, injury prevention, environmental protection, community involvement and financial well-being'.<sup>1</sup> Based on principles of commercial marketing for social aims, such programmes have been used in a diverse array of settings to promote desirable behaviour change such as smoking cessation, political voting, gambling reduction and drug abuse prevention.<sup>2</sup>

Programmes that influence behaviour successfully are based on the following principles:

- Understanding the behaviour that needs promoting and the barriers that might prevent that behaviour.
- Advocacy and stakeholder involvement.
- Identifying and knowing in detail your target populations.
- Development of intervention strategies based upon your knowledge of your target populations.
- Development of communication materials that address the target populations with specific and consistent messages.



- Using media and communication channels, including peer education, that reach your target population and which are trusted by the target population.
- Creating the external environment that supports and sustains correct behaviours.
- Monitoring and evaluation.

Influencing behaviour programmes can be used to help stop a particular harmful behaviour such as addictive gambling. It is about creating an environment and a culture that encourage and support positive forms of personal behaviour. The individual is seen as intimately connected to his/her social and cultural context.

# Stakeholder Involvement and Task Groups

Match-fixing and other threats to integrity involve complex behaviours with many different participants. No one organisation or individual can solve the problem alone. Co-operation is vital between the European Union, national Governments, players associations, football authorities, clubs, universities, law enforcement agencies, betting companies and regulators.

These bodies and institutions exercise great influence over the lives of players and other personnel in the football industry and in society in general; for this reason they have a unique opportunity to make a difference in the fight against match-fixing. While it is not always feasible for all organisations to be working from a single plan, there needs to be broad agreement as to which organisations should be responsible for different interventions as each has a different role to play.

For example, the role of Governments is to establish the legal framework under which sport is played and to make laws that effectively tackle corruption. Football governing bodies are responsible for ensuring that football leagues and clubs are run by fit and proper owners and that good governance is established in every country. Clubs have responsibility towards their players and other employees to ensure they have contracts of employment, are paid on time and are treated with dignity and respect. Players associations are responsible for protecting the interests of players and ensuring they work under the best possible terms and conditions of employment. Universities are vital to the work of deepening our understanding of match-fixing through ongoing research. Law enforcement authorities are responsible for investigating criminal activities and preventing crime. In addition bodies such as betting companies, sponsors, non-government organisations, regulators and private investigators can all play a role in helping to tackle corruption.

The task confronting football is to bring these diverse organisations together in a way that does not duplicate efforts or result in conflicts



and different strategies or messages. The Don't Fix It project has started this work through the establishment of national stakeholder task groups whose remit has been to share information and to develop strategies and action plans to tackle match-fixing.

## CASE STUDY

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### Norway – Joint Committee

**In December 2012, The Norwegian Ministry of Culture released a national Action Plan against match-fixing in sport for the period 2013-2015. The goal of this action plan was to prevent, detect and respond to match-fixing in sport.**

The fight against match-fixing in Norway was intensified after that.

The Norwegian Gaming Authority established a cooperation forum under its leadership. This cooperation forum is still running and the parties involved are sports associations, the Norwegian National Lottery, the police and other public authorities for the exchange of information and expertise. Emil Waters (National Football Federation) is involved and he has also



been part of the Don't Fix It project. Waters and Joachim Walltin (Norwegian Players Union NISO) have a close dialogue regarding match-fixing-issues and are coordinating the cooperation forum with the work they do in the Don't Fix It project.

### **Progress and status report**

The parties involved in the cooperation forum have had several meetings. They discuss the current situation and necessary measures to prevent and fight match-fixing. Waters reports from the cooperation forum to Walltin and other stakeholders in football.

In October/November 2013 they developed, conducted and analyzed a questionnaire about match-fixing together with the Norwegian Olympic and Paralympic Committee (NIF) and The Norwegian Lottery (Norsk Tipping). The survey's conclusion was that all parties involved need to take match-fixing seriously. They need to improve the knowledge about sport regulations and should work on education and information/communication.

On 4 December 2013 they arranged a National Conference in Oslo. In addition to speakers focusing on match-fixing, they also presented a player and a psychologist who spoke about their experiences regarding gambling addiction. Unfortunately, too many players are spending a lot of time and money on gambling, and it could be a small step from a gambling problem to match-fixing.

### **Next steps**

In April 2014, the Norwegian FA and NISO evaluated their work. They agreed that they are on the right track, but also know that there is still a lot to improve. Match-fixing is probably the biggest threat to football and both parties want to cooperate and work continuously with this matter for the coming years.

They planned the next steps to prevent and fight against match-fixing and concluded with the following actions:

- Translate, adapt and print the Code of Conduct from the Don't Fix It project. This will be handed out to players in both a Norwegian and an English version.
- Make a video with high-profile players who are taking a clear stand against match-fixing and send this message out to others in the football family.
- The FA will consider information meetings about match-fixing as part of the mandatory Club License for the teams.
- Try to finance and develop an mandatory e-learning program for players on how to prevent match-fixing. This will also be considered for referees and coaches.
- Develop and implement a warning system, for instance a mobile phone app based on the Finnish model.

# CASE STUDY

## Romania – Joint Committee

Following the Don't Fix It conference in Budapest in May 2013, the Romanian players' association, AFAN, organised a seminar meeting at the Romanian Football Federation headquarters, with the presidents of the football clubs belonging to the 1st, 2nd and 3rd League. Officials from different fields related to the project theme were invited to speak.

The Romanian Joint Committee members are:

- *Emilian Hulubei*  
– AFAN Players Union
- *Mihai Capatana*  
– Ministry of Youth and Sports
- *Claudiu Scarlatache*  
– Police - Fraude Investigation Department
- *Alexandru Debrezeni*  
– Bookmaking Organisers Employers
- *Olimpiodor Antonescu*  
– The Professional Football League
- *Ioan Hurdubaie*  
– The Romanian Football Association
- *Dan Apolzan*  
– The Romanian Federal School for Coaches (within FA)
- *Ciprian Nita*  
– The Central Committee for Referees (within FA)



- *Costin Negraru*  
– Journalist representing PROSPORT
- *George Dobre*  
– Journalist representing DIGISPORT

Two seminar meetings of the Joint Committee have already taken place in 2013 and 2014. Among others, the Committee developed guidelines for reporting in case somebody has information about an eventual threat of match-fixing. It was also decided that the Joint Committee should meet regularly, at least every 3 months and whenever necessary for special situations.

# External Conditions and Factors

Lessons from social marketing show that desired behaviours are only maintained if the external conditions are such that they support and sustain those behaviours.

The research from the FIFPro Black Book Eastern Europe and the Don't Fix It player survey showed that the most important external conditions that need to be met are:

## 1. Wages

Important external conditions that can help prevent match-fixing are:

- Decent wages, and
- Wages that are paid on time.

Unpaid wages are no excuse for match-fixing, nor will the payment of decent wages act as a silver bullet in the prevention of match-fixing: the problem is much more complicated than that. However, decent wages that are paid on time will help prevent the conditions in which match-fixing or match-manipulation can flourish.

## 2. Governance

According to Sunder Katwala, 'sport is a public good and so the goal of sporting governance is to ensure that sport is run effectively and in accordance with its values'.<sup>3</sup> The core value that underpins all sport is the notion of fair competition which is the essence of sport that match-fixing or match-manipulation dramatically undermines.

Good governance in the fight against match-fixing should ensure that:

- All clubs are owned and managed by 'fit and proper' individuals.
- National governing bodies are run by competent managers and have sufficient resources to promote integrity.
- Efforts to combat match-fixing are co-ordinated at international, European and national levels.
- A robust approach is taken to all forms of match-fixing for whatever the reason.





## CASE STUDY

### Effective Governance

In the women's badminton contest in the London 2012 Olympics, the final matches in the 'round-robin' stages were marked by matches between two teams trying to lose in an attempt to avoid playing a quarter final against a Chinese duo (who were perceived to be stronger opponents) and thereby maximise their chances of reaching the final.

A sense of anger started spreading around the Wembley Arena, culminating in loud boos from the 6,000 spectators who paid good

money to watch a world-class competition. A disciplinary hearing followed where it was decided that the four women's doubles teams, two South Korean, one Chinese and one Indonesian, would all be disqualified from the tournament and effectively expelled from the Games. The sport's governing body, the Badminton World Federation, decided that the four teams had infringed its code of conduct by 'not using one's best efforts to win a match' and 'conducting oneself in manner that is clearly abusive or detrimental to the sport.'<sup>4</sup>

# Rules and the Code of Conduct

Behavioural economist, Professor Dan Ariely, has shown that the most effective rules are ones that are:

- clear, and
- easy to understand.<sup>5</sup>

An example of a clear and easily understandable rule is Scottish Football Association Disciplinary Rule 22 which states: “No player or other person under the jurisdiction of the Scottish FA shall bet in any way on a football match.”

However, research shows that even clear and understandable rules are often forgotten or ignored unless they are:

- communicated effectively, and
- regularly reinforced.

Our research showed that across Europe this was not always the case. While the results differed from country to country, overall there was a worrying lack of clarity about the betting rules. Of all players, only 67 percent said that they know the rules on what a player can bet in their respective country, and 33 percent admitted that they did not know the exact rules.

To ensure that a rule is effectively communicated, players should be made aware of the rule when joining a club and the importance of the rule should be stressed by the governing body, league, club and players' association, including by role models.

The importance of keeping to the rule might be reinforced through dressing room posters, peer education, text messages and social media.

## Code of Conduct

Match-fixing does not just involve players betting against the rules although this is a significant part of the problem. Match-fixing involves any attempt to unfairly manipulate a game or a part of it.

In order to bring some clarity to the rules, the Don't Fix It project has developed a **Code of Conduct for all participants in European football** that aims to set out in clear terms the standards of behaviour that are expected.

# 1

## Be Clean

### Never fix an event

Play and act fairly, honestly and never fix an event or part of an event. Whatever the reason, do not make any attempt to adversely influence the natural course of a sporting event or part of an event. Sporting competitions must always be an honest test of skill and ability and the results must remain uncertain. Fixing an event, or part of an event goes against the rules and ethics of sport and when caught, you may receive a criminal prosecution and a lifetime ban from your sport.

Do not put yourself at risk by following these simple principles:

- Always perform to the best of your abilities.
- Never accept to fix a match. Say no immediately. Do not let yourself be manipulated - unscrupulous individuals might try to develop a relationship with you built on favours or fears that they will then try to exploit for their benefit in possibly fixing an event. This can include the offer of gifts, money and support.
- Avoid addictions or running up debts as this may be a trigger for unscrupulous individuals to target you to fix competitions. Get help before things get out of control.

# 2

## **Be Open**

**Tell someone if you are approached**

If you hear something suspicious, if anyone approaches you to ask about fixing any part of a match or if someone offers you money or favours for sensitive information then you should use the established reporting mechanism in your country. Any threats or suspicions of corrupt behaviour should always be reported.

Know the institutions that can help you (for instance your players' association and/or someone you trust) in case you are approached especially if you are playing in an unsafe environment.

# 3

## Be Careful

**Never share sensitive information**

As a player or official you may have access to information that is not available to the general public, such as knowing that a key player is injured or that the coach is putting out a weakened side. This is considered sensitive, privileged or inside information. This information could be sought by people who would then use that knowledge to secure an unfair advantage and to make a financial gain.

There is nothing wrong with you having sensitive information; it is what you do with it that matters. Most players and club officials know that they should not discuss important information with anyone outside of their club or coaching staff (with or without reward) where it might reasonably be expected that its disclosure could be used in relation to betting.

# 4

## **Be Smart**

### **Know the rules**

Find out the integrity rules of your international and national federation, team, club, players' association, competition and your country's laws, before the start of each sporting season so that you are aware of your sport's most recent position, especially regarding betting. Many sports and countries either have or are developing regulations on sports betting and you need to be aware of these – even if you don't bet.

If you break the rules, you will be caught and risk severe punishments including a potential lifetime ban from your sport and even being subject to a criminal investigation.

# 5

## Be Safe

### Never bet on your sport

Never bet on yourself, your opponent or your sport. If you, or anyone in your entourage (coach, girlfriend, family members etc.), bet on yourself, your opponent or your sport you risk being severely sanctioned.

It is best to play safe and never bet on any events within your sport including:

- never betting or gambling on your own matches or any competitions (including betting on yourself or your team to win, lose or draw as well as any of the different side-bets);
- never instructing, encouraging or facilitating any other party to bet on matches you are participating in;
- never ensuring the occurrence of a particular incident, which is or can be the subject of a bet and for which you expect to receive or have received any reward;
- never giving or receiving any gift, payment or other benefit in circumstances that might reasonably be expected to bring you or football into disrepute.

# Player education: content

Education is one of the pillars upon which a strategy to tackle match-fixing must be built. The Don't Fix It project has confirmed that threats to integrity differ from country to country and that a 'one size fits all' education programme will not work.

In designing education courses, players' association should take into account the following:

- The particular problems and threats that are most prevalent in the country.
- The economic, social and cultural conditions that may lead to corruption.
- The knowledge, beliefs and practices of the players around betting and match-fixing.

The content of an education programme will differ from place to place or from time to time and should be developed with a view to addressing different facets of the problem.

## **Some suggestions for education topics are:**

- Knowing the betting rules, making players aware of those rules and ensuring they know how to avoid breaking them.
- Financial management, gambling addiction awareness and avoidance of debt.
- End of career planning for older players who may be facing a financial cliff face as they move down the leagues or out of the game.
- Younger players might be encouraged to think about their playing career and how they can make the most of their time in the game.
- How match-fixing works, how to avoid getting into trouble and the consequences of getting involved in corruption.
- Understanding reporting systems and who players can turn to for help and advice.

In all cases, the education session should have specific objectives that address a particular problem or issue that may lead to match-fixing. The best people to identify the issues and design the curriculum are the



players' associations working in close partnership with other stakeholders.

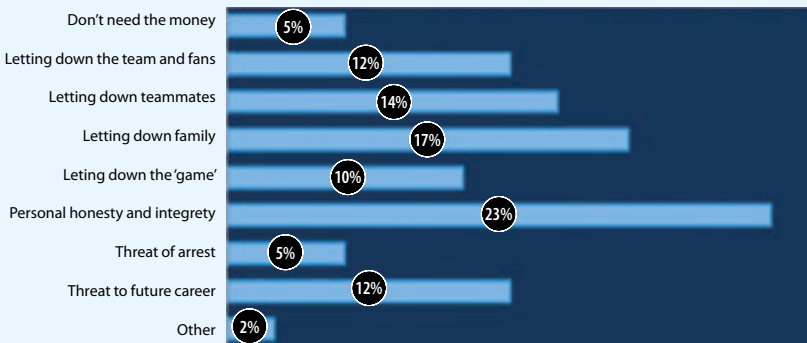
### The importance of the positive

Lessons from social marketing and motivational psychology show that behaviours are most reliably affected if the target populations are offered a positive message that they believe will produce benefits for them personally. Just talking about the dangers of match-fixing will not work and may even be counter-productive: a positive vision must be offered first.

Role models are important as they can be inspirational because they have the respect and trust of players. A role model may be a recently retired player who played in a league similar to the players being educated. It should be someone they look up to and want to emulate. The role model should offer a vision of playing the game the right way and having a career to be proud of.

In our player survey we found that personal ethics remained a crucial element in the fight against match-fixing as the chart below shows.

What are the most important factors that stop you from fixing matches?  
Please indicate the three most important reasons



While one piece of research should never be over-stated, the consistency over the different countries that placed personal ethics as a key factor that stops players from getting involved in match-fixing, means that personal ethics should be a key feature of education programmes, especially for



younger players. It is best if this message is delivered by a role model such as a recently retired player.

### Developing key messages

Education is one means by which key messages can be effectively communicated to players. These messages should be consistent across all media, including leaflets, web sites, social media and texts.

#### Characteristics of effective messages:

Command attention:	Effective messages should stand out and get noticed above anything else.
Clarify the message:	Most messages lack impact because the message is not clear. Remember 'KISS' – Keep It Short and Simple.
Communicate a benefit:	Messages that communicate a benefit to the target population are more likely to appeal to the audience.
Create consistency:	A message repeated consistently over time builds credibility.
Cater to the heart and the head:	The most inspiring messages are those that appeal to the emotions (heart), thereby making us think more about the problem.
Create trust:	People will trust what makes sense to them. A message must be believable and consistent with reality.
Call for action:	The purpose of any message is to affect people's behaviour. A message without a call for action is incomplete and its impact is usually not measurable.

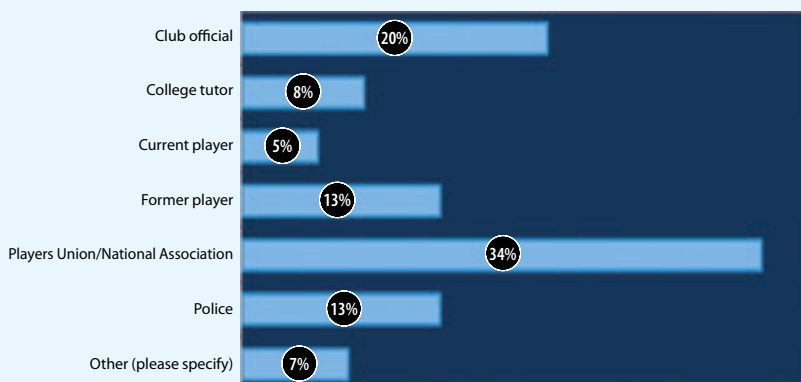
# Player education: delivery

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Developing great content is one thing, but it will be wasted if it is not delivered by the right people, in the right way and at the right time.

In our research we found that across partner countries there was a significant demand for education to be delivered by the players' associations and former players, with input from organisations such as the police, governing bodies and clubs.

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



It is essential when putting together a programme that the right organisation is selected to deliver the right message.

## Points to consider when delivering education

- A former player can talk about what a wonderful career he had and that he can look his family and children in the eye in the knowledge that he played the game fairly and competitively. He can sell that vision to a younger player.

- The players' association can show the support that is available for players such as education programmes for post-career planning, confidential advice and guidance, how to recognise a risk situation and what to do about it, as well as to promote the Code of Conduct.
- A club official should be used to reinforce the message and to ensure that club policy is known and that there is zero tolerance towards match-fixing or manipulation.
- A convicted match-fixer can show how a player who was caught match-fixing had his career ruined and his relationship with his family left in tatters.
- The police are useful to deliver a session on how match-fixing is investigated and the penalties involved.
- Star players are great to gain publicity and to raise the profile of a campaign against match-fixing.

### **Staying on message**

Research from business ethics classes shows that one-off education events have limited impact – the lessons are learned but often soon forgotten or ignored back in the workplace.

To sustain the impact of education, it needs to be repeated and reinforced constantly. This might be done through dressing room posters, social media messages and texts. Players' associations are best placed to know how to do this to keep the players' attention and to avoid boredom or "overkill".

### **Peer Education and Integrity Champions**

Peer education has proved to be especially effective in social marketing programmes. Peer education is a learning programme that uses people from the same or similar group to deliver all or a part of a programme. A current or recently retired player would be a 'peer' in this case. In the context of match-fixing you may want to call peer educators something like Integrity Champions.

Peer education can take many different forms, ranging from highly formal provision in a classroom to informal information sharing in social situations such as a bar or club. The specific settings in which peer education takes place should be determined by a judgment as to which settings are feasible and likely to be effective. For example, there is little point in training peer educators to deliver a one-day training course if that situation is not going to arise. In those conditions, training peer educators on the best ways to talk to players in informal situations may be more effective. Decisions on these matters will depend on the local conditions that exist.

## The benefits of peer education

Peer education is based on the idea that individuals are most likely to adopt particular behaviours if people they know and trust persuade them to do so. In a review article on peer education, Turner and Shepard identified ten popular reasons that are often given in support of peer education:

1. It is more cost-effective than other methods.
2. Peers are a credible source of information.
3. Peer education is empowering for those involved.
4. It utilises an already established means of sharing information and advice.
5. Peers are more successful than professionals in passing on information because people identify with their peers.
6. Peer educators act as positive role models.
7. Peer education is beneficial to those involved in providing it.
8. Education presented by peers may be acceptable when other education is not.
9. Peer education can be used to educate those who are hard to reach through conventional methods.
10. Peers can reinforce learning through ongoing contact.<sup>6</sup>

Properly trained Integrity Champions who command the respect of current players can become powerful advocates for preventing match-fixing as peer educators.

## Where and when to learn

It is best if time can be set aside away from training ground or competitions to undertake initial education and more formal follow ups.

Knowing when players can be talked to is essential. Players' associations are best placed to do this work. These will include informal occasions such as in the dressing room or bar.

A corrupter will be looking at when players might be vulnerable or open to suggestion. It is vital that Integrity Champions or other role models can be there to ensure that the correct messages are being delivered.

Online provision is useful as it can be accessed anywhere and at any time. However, unless programmes are made compulsory there is a danger that online courses won't be accessed at all.

# CASE STUDY

## Scotland – Don't Fix It Education Programme

**Further to meetings of the Task Force created in Scotland to focus on match-fixing, it was agreed that PFA Scotland lead an education programme while utilising the support of the Scottish Football Association (SFA).**

The programme will be primarily focused on face-to-face delivery of a brief Powerpoint presentation during a visit to a club's senior and youth players. The information displayed on slides will be complemented by discussion from a PFA Scotland representative and at the appropriate juncture also from Peter McLaughlin who is Security and Integrity Officer at the SFA.

The structure of the presentation is as follows:

- What is match-fixing: explanation and discussion?
- What is spot-fixing: explanation and discussion?
- Examination of why people fix
- Consideration of the environment to fix?
- Discussion: Can it happen in Scotland?
- Examination of the consequences of fixing.
- Clarification on the reporting of approaches.
- Discussion on whether players have to report

- Don't Fix It Code of Conduct guidelines
- Conclusion and invitation to complete PFA Scotland's online tutorial on Sports Betting Integrity

PFA Scotland will lead the presentation with Peter McLaughlin offering a governing body perspective around the slides on Consequences of Fixing and the Reporting of Approaches.

It is important to note that the design of this educational presentation was influenced by the results of the Don't Fix It questionnaire distributed to players in Scotland, and created to answer some of the key questions posed by these findings. Furthermore these presentations follow up the Code of Conduct leaflets and posters already distributed to each professional club in Scotland.

Finally, the presentation remains as a draft and will only be finalised in the aftermath of the concluding conference being held in Slovenia in June 2014 as it is essential to be able to amend according to the information and findings presented during this event.

# Reporting Mechanisms

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The Don't Fix It project has helped to develop reporting mechanisms in the partner countries. While it is important that players have an outlet to report suspicions and approaches, hotlines and other mechanisms should be seen as a small part of the solution. There should not be over-reliance on them.

Before setting up a reporting mechanism, legal advice should be taken in the relevant jurisdiction as to what is allowed and how a mechanism can be set up so that it is legal.

## **Reporting mechanisms should:**

- state clearly what happens to the information, how it will be used and what action may be taken in terms of follow up and investigation.
- state whether it is anonymous, confidential or open.
- comply with Data Protection laws.
- comply with national laws on whistle blowing.
- ensure a clear audit trail for the information.
- state whether information on possible criminal activities will be passed to the police.



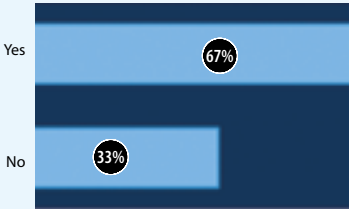


In our research we found that there was only lukewarm support for reporting an illicit approach as the chart (top right) shows:

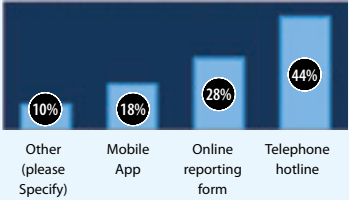
Our research also showed that there is a necessity for:

- multiple reporting tools, including face-to-face with a trusted individual, a mobile app and telephone hotline, and
- multiple reporting avenues, including to players’ associations, governing bodies, the police and an ombudsman.

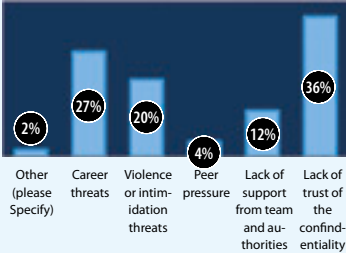
Would you ever confidentially report an approach to fix or any suspicions you have of match-fixing?



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



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





# CASE STUDY

## Finland – Players red button mobile app

The Don't Fix It project has observed that the match-fixing report system of the Finnish Footballer Players' Association (JPY) may help to prevent unfair manipulation of football matches. JPY developed the software of a mobile anonymous alert system called the *Players Red Button*.

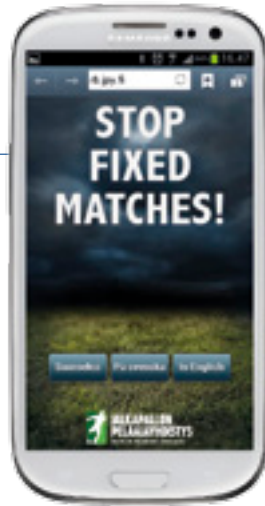
### The Red Button offers the players:

- An anonymous alert notification
- A route to education and prevention.

A player never knows if he or a team mate might be the target of an attempt to manipulate a match. If a player hears a rumour, who should he report it to and what will happen if he does? Will reporting it cause problems for him or someone else? In this kind of situation in the past, a player has been left very alone. As a result JPY has helped develop the Red Button

### How the Red Button works:

1. The player makes an anonymous notification through the Red Button. It is easy to use and the player can find the Red Button on his personal mobile.
2. The player can make a notification with trust and in a safe envi-



ronment. There is no way to track the origins of sent messages.

### To whom players report:

Based on the test period and negotiations with stakeholders during that period:

1. All reports are directly transferred to a 24/7 security company. Information is being handled anonymously and confidentially by a security professional. No one else sees the information including the player union.
2. The information will only be given to the police authorities when the nature of information is serious. The information will be sent to the police without any changes.
3. The police collect information from different sources. They do not investigate the case if the information is based on one source only. The decision on any further action will be made by the police.

### To set up a Red Button app in practice:

1. Players unions visit the dressing room as it is the place for players. Usually players' unions visit the locker rooms during pre-season and talk face-to-face with the players.
2. The players' union discusses match-fixing with the players in the locker room to raise the players' awareness about match-fixing and gambling, and to make players realise what the consequences of illegal gambling or match-fixing are.
3. To start using the Red Button software, the player will receive a card with a secret personal password. This guarantees that no external parties will be able to log in the system.
4. When the player has saved the icon to his mobile phone the Red Button is always available. It will help players to protect their own integrity and that of the team in uncertain situations.
5. By using the education tool of the Red Button app, the player can find information about the Don't Fix It Code of Conduct on his personal mobile.
6. The security company gives a monthly report for the national players' union and to FIFPro if needed. The report is always at a general level with no specific information.

### Next step of Players Red Button:

- FIFPro is financing the Players Red Button project, which is seen as a pilot for introduction in other countries.
- All the Players Red Buttons are country specific:
- Players' union official logo
- Players' union three official languages
- Country-specific content of i - text
- Don't Fix It Code of Conduct included
- Own sets of URLs (for example rb.jpy.fi)
- Own sets of the PINs and the printed PINs



# CASE STUDY

## Scotland: The “Keep It Clean” Reporting Telephone Line

**The “Keep It Clean” telephone reporting line is an anonymous and independent reporting service. Available 24 hours a day, seven days a week and hosted by a registered UK charity Crimestoppers.**

This integrity hotline is accessible to players, coaches, managers, club officials and administration staff and allows for the reporting on any concerns, issues or approaches around match-fixing, betting patterns, doping issues and/or other unlawful pressures applied from third parties around or out with the game.

There are two alternative ways to use the reporting mechanism: either by telephone or by completing an online reporting form with calls or reports answered by highly trained and experienced call handling teams who work for Crimestoppers. The information which is received by the telephone line is then disseminated to the appropriate person within 24 hours.

It is important to note that no calls are recorded and absolute anonymity is assured at all times, therefore there is no means by which a caller can be identified unless he chooses to volunteer his details.

While the creation of the reporting telephone line was done in part-

nership with the key stakeholders in Scottish football, these being PFA Scotland, the Scottish Football Association, the Scottish Professional Football League and Managers and Coaches Association the information is currently reported back to the SFA (Scottish Football Association) which is the national governing body.

There is agreement and understanding that any reports that are deemed worthy of investigation are shared with the other stakeholders and, in particular with the case of player involvement, with PFA Scotland.

The reporting line was launched in January 2014 and as yet there have been no calls to the line. Within the task force meetings there have been discussions as to whether this is proves that there are no concerning behaviours within Scottish football regarding integrity issues or whether there is still a lack of awareness around the availability of the reporting mechanism.

It may be that the reality lies somewhere in the middle. However, the education programme planned for the pre-season and early season period should ensure that there is an increased knowledge within playing squads of the reporting mechanism.

# Next Steps

The Don't Fix It project has helped deepen our understanding of the problem of match-fixing and has taken some significant steps in addressing those problems through the establishment of national Task Groups, the development of a Code of Conduct, new education courses and programmes, awareness raising campaigns and the development of reporting mechanisms.

Threats to the integrity of football will not be easily overcome and the work of the project will be developed in the coming years, building on the successes of the project and extending the lessons learned to new countries.

Based on the knowledge that we now have, future work will be organised under the pillars of:

- Research
- Education
- Reporting
- Governance

By continuing to work in partnership and with the commitment of all the stakeholders we are confident that we can continue to protect our game.

## Endnotes

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## 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 organisation for all professional footballers; more than 65,000 players in total. FIFPro exists since 1965. Currently 55 national players associations are a FIFPro member.

This project is executed and managed by FIFPro Division Europe, which is an official body of FIFPro.



### **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

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## **England**

Professional Footballers' Association (PFA)



## **Finland**

Jalkapallon Pelaajayhdistys Ry (JPY)



## **Greece**

Panhellenic Professional Football Players Association (PSAP)



## **Hungary**

Hivatasos Labdarugok 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)



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.

This Good Practice Guide is designed to help professional football players' associations play their part in efforts to protect their members and to protect football from match-fixing and other threats to integrity.

