



MACOLIN COMMUNITY CONFERENCE

19 October 2022

Council of Europe, Strasbourg

With the support of UEFA

Sports Competitions Manipulation in the digital era:

Better addressing it together

Agenda

BACKGROUND

The Council of Europe has been a pioneer in fostering inter-governmental co-operation by launching the Convention on the Manipulation of Sports Competitions (hereinafter: Macolin Convention). UEFA has been supportive from the early stages in the preparations and finalisation of the Macolin Convention. In this context, UEFA and the Council of Europe signed an MoU in 2018 to strengthen co-operation and implement joint strategies in different areas of shared interest, particularly on match-fixing issues. This event is one of the many strategic activities jointly organised by both organisations in this field.

During an informal consultation with the UEFA European Football Anti-Match-Fixing Working Group, the monitoring of sports competition manipulation flagged an emerging challenge to address: new forms of online manipulations and threats on social media platforms and digital tools.

The Council of Europe also collaborates actively with the International Olympic Committee (IOC), including on the issue of manipulation of sports competitions in the age of new technologies. The IOC has always been actively supporting and promoting the Macolin Convention, as of the very drafting phase. INTERPOL cooperates, among others, with UEFA in relation to corruptive approaches in football matches using new technologies, leveraging its tools and launching related inquiries.

Therefore, the Macolin Community conference organised with the support of UEFA and the assistance of IOC and INTERPOL, is proposed to address the specific topic of using social networks and digital platforms to contact athletes, referees, and athlete support personnel for manipulation purposes. It is a way to highlight their vulnerabilities towards organised crime and to explore possible cooperation with the digital sector.

At first glance, many approaches appear to be/are scams, but with further investigation, some turn to be real corruption approaches made by criminals or in case of “verified” scams, the money made through these scams can sometimes be used to instigate actual manipulation.

The Council of Europe, through its ground-breaking work on data protection, artificial intelligence and information society, is in a privileged position to bring together public authorities (including law enforcement), sport movement and digital stakeholders, notably through its “Digital Partnership”.

OBJECTIVES OF THE CONFERENCE

- ❖ Update the participants on the current prevailing forms of manipulation
- ❖ Raise awareness among new partners from the digital sector on the needs and implications of tackling sports competitions manipulation
- ❖ Highlight the challenges of investigating and prosecuting sports competitions manipulation
- ❖ Reinforce networking and cooperation between public authorities (including law enforcement), sport movement and digital stakeholders

TITLE

Sports Competitions Manipulation in the digital era: better addressing it together.

DATE AND LOCATION

Wednesday 19/10/2022 at the Council of Europe, Strasbourg.

MEETING TYPE

One-day on-site meeting for approximately 30-40 persons (including partners, invited experts and CoE Secretariat without interpretation (English only))

- ❖ Morning format (hybrid): informative with presentations and discussions
- ❖ Afternoon format (in person): practical and operational with questions in breakout groups (rapporteurs, synthesis in plenary)

MORNING SESSION (HYBRID)

Agora building | Room G01

9:00-9:45 (CEST) SETTING THE SCENE

The speakers will introduce the day by addressing the need to keep abreast of the digital world actors

Irena Guidikova, *Head of the Children's Rights and Sport Values Department (CoE)* | Sport, artificial intelligence and Metaverse at the Council of Europe

Patrick Penninckx, *Head of Information Society Department (CoE)* | How the Council of Europe cooperates with the digital partners

Vincent Ven, *Head of Anti-Match-Fixing (UEFA)* | Why it is important to better cooperate with the digital world

George Mavrotas, *Chair of the Follow-up Committee (Macolin Convention) and Secretary General of sport (Greece)* | National and international cooperation, the solution to fight against the manipulation of sports competitions

Friedrich Martens, *Head of OM Unit PMC (IOC)* | The challenges posed by the digital world on the organisation of sports competitions

9:45-10:45 (CEST) GENERAL OVERVIEW OF SPORTS COMPETITIONS MANIPULATION, ORGANISED CRIME AND DIGITAL LANDSCAPE

Speakers will give an overview of sports competitions manipulation, organised crime and the digital landscape

Christian Kalb, *independent expert* | The 10 biggest challenges in the fight against sports manipulation today

Stephanie Eichenberger, *Anti-Match-Fixing Expert (UEFA)* | Coordinated multi-national social media approach in football in 2021

Alexandra Sokolova, *Crime Prevention/Criminal Justice Associate (UNODC)* | Manifestations of organised crime in sport in the digital era

Claudio Marinelli, *Criminal Intelligence Officer (Interpol)* | How organised crime uses social networks in sports (modus operandi)

Questions & Answers

10:45-11:00 (CEST) BREAK

11:00-11:45 (CEST) SPORTS BETTING AND SPORTS MANIPULATIONS RELATED TO SOCIAL NETWORKS

Speakers will present the latest trends in sports betting and sports manipulation related to social networks

Christian Kalb, *independent expert* | The latest trends in sports betting and new technologies

Jean-Loup Richet, *Co-Director Risk Chair and Associate Professor (Sorbonne Business School)* | Exploring the cybercriminal landscape

Tom Mace, *Director Global Operations Integrity (Sportradar)* | Monitoring, Detecting and Investigating Match-Fixing using Social Networks

Questions & Answers

11:45-12:30 (CEST) CONCRETE EXAMPLES OF APPROACHES AND INVESTIGATIONS WITH DIGITAL MEANS

Speakers will explain how manipulators approach their prey, and how intelligence can lead to successful investigations

Massimiliano Michenzi, *Integrity Investigator (UEFA)* | Practical examples of match-fixing approaches in football through social media platforms

Corentin Segalen, *Chair of the Group of Copenhagen (Macolin Convention) and Coordinator of the French National Platform* | Presentation of an investigation case with an approach of a sportsman via social networks

Erin Leifer, *Management and Program Analyst (FBI)* | Case presentation on social media threats made to professional athletes and partnership on large-scale sporting events

Stefano Barone, *Senior Legal Counsel Investigatory (FIFA)* | FIFA's Integrity Task Force initiative

Thomas Baignères, *CEO (Olvid)* | Can you trust instant messengers?

Questions & Answers

12:30-13:30 (CEST) LUNCH BREAK

AFTERNOON SESSION (IN PERSON)

Agora building | Room G01

13:30-14:15 (CEST) FUNCTIONING OF SOCIAL MEDIA AND COOPERATION OPPORTUNITIES

The speakers will describe the functioning of social networks and examples of cooperation in different areas

Raghav Ranganathan, *Organic Content Policy (Meta)* | Keeping our community safe on Facebook and Instagram

Menno Ettema, *Programme Manager No Hate Speech and Cooperation Unit (CoE)* | Doing and learning more together, some examples from "Combating Hate Speech"

Dario La Nasa, *Senior Public Policy Manager (Twitter)* | Introducing Twitter

Jan Kralik, *Cybercrime division (CoE)* | Opportunities for cooperation under the Budapest Convention on Cybercrime

Questions & Answers

14:15-14:45 (CEST) BREAK TO CHANGE MEETING ROOM

Human Rights Building | Courtroom II

14:45-15:45 (CEST) INTERACTIVE SESSION IN BREAK OUT GROUPS FOR COLLECTIVE REFLECTIONS (PART 1)

Participants, split into 3 groups, will exchange on good practices, possible solutions and possible improvements in cooperation with social and digital media

15:45-16:15 (CEST) BREAK

16:15-17:00 (CEST) INTERACTIVE SESSION IN BREAK OUT GROUPS FOR COLLECTIVE REFLECTIONS (PART 2)

Participants, split into 3 groups, will exchange on good practices, possible solutions and possible improvements in cooperation with social and digital media

17:00-17:30 (CEST) CONCLUSIONS AND CLOSING

Christian Kalb, *Independent expert* | Synthesis of sub-groups interactive discussions and recommendations

Sophie Kwasny, *Head of the Sport division (COE)* | Summary of the conference and possible next steps